

# Going Places

Saskatchewan's Tourism Industry Newsletter

Fall 2017



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TOURISM  
*Saskatchewan*  
CANADA

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## Cover Image

White-tailed deer, Buffalo Pound  
Provincial Park  
Nicole Le Nouail

## Bookmark NEW Industry Website

The new industry website, [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com), is your one-stop site for the latest news and information from Tourism Saskatchewan and the province's tourism sector. You will find information on partnership opportunities, upcoming events, education and training programs and more.

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## Nominate a tourism business for the Saskatchewan Tourism Awards of Excellence

The Saskatchewan Tourism Awards of Excellence acknowledge exceptional contributions to the province's tourism sector. These industry awards honour individuals, businesses, communities and events that go above and beyond to provide great experiences and service.

Consider your own accomplishments or those of your peers. Awards are presented in 12 categories:

- Business of the Year Award
  - Over 20 Full-time Employees
  - Under 20 Full-time Employees
- Community Event of the Year Award
- Marquee Event of the Year Award
- Fred Heal Tourism Ambassador Award
- Gil Carduner Marketing Award
- Tourism Employer of the Year Award
- Tourism Employee of the Year Award
- Service Excellence Award
- Rookie of the Year Award
- Travel Media Award
- Tourism Builder Award



Visit [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com) to download the award nomination forms. Start your nominations early. Taking the time to provide clear, concise, well-crafted answers will enhance your submission. Send your completed nomination forms, along with any supporting materials, such as images or video, to [awards@tourismsask.com](mailto:awards@tourismsask.com).

The deadline for nominations is January 26. If you have any questions about award categories or criteria, contact your local Tourism Saskatchewan Field Representative or Nancy Hubenig at 306-787-9844, [nancy.hubenig@tourismsask.com](mailto:nancy.hubenig@tourismsask.com).

The 29th annual Saskatchewan Tourism Awards of Excellence Gala will be celebrated at the Delta Hotels by Marriott Regina on April 12, 2018, in conjunction with the HOST Saskatchewan Conference.



## MESSAGE FROM THE CEO

This year has been an exciting time for tourism in Saskatchewan. The completion of several major tourism infrastructure projects has added significant new assets to our industry.

The new Mosaic Stadium, at Evraz Place in Regina, is truly state-of-the-art and seriously increases the city's ability to host concerts and national and international sport championships. The impressive International Trade Centre, also at Evraz Place, opened just in time for the 2017 Canadian Western Agribition. The much-anticipated Remai Modern museum, in Saskatoon, welcomed its first visitors in October.

All of these new landmarks are multi-purpose, can accommodate a diverse range of events and activities, and benefit their respective communities and the province on many levels. They are valuable enhancements to the wealth of tourism resources and experiences that Saskatchewan offers.

New attractions of this scope are rare. To begin, there has to be bold vision and determination. Commitment and support are required from the community, from stakeholders and from governments. And given that there are so many players, collaboration and co-operation are essential. It is a complex process with many intricate parts; but, when they all fit together, something wonderful is created.

As we head into a new year, my Tourism Saskatchewan colleagues and I are excited to undertake new projects and make refreshing changes to some existing programs. Industry consultation will be an important part of the comprehensive process that will deliver a tourism product development strategy in 2018. A tourism human resources strategy for our industry is another important project that will provide guidance and direction for our industry.

Planning is underway for the HOST Saskatchewan Conference on April 12 in Regina. Feedback from past conference attendees was taken into consideration, and we have changed the structure to a day-long format. This decision enables us to offer a forum that is more affordable and better accommodates the schedules of busy operators. We look forward to a day of networking and learning opportunities, followed by an evening of celebration at the Saskatchewan Tourism Awards of Excellence Gala.

I hope to see you there.

*Mary Taylor-Ash*

## TOP FIVE REASONS FOR SUBMITTING AN AWARD NOMINATION

The Saskatchewan Tourism Awards of Excellence celebrate leadership and achievement among the province's tourism sector. Taking the time to complete an award nomination is worth the effort. Here are five reasons why.

### 1. CELEBRATE YOUR ACCOMPLISHMENTS

Compete on the provincial stage for recognition as one of Saskatchewan's top tourism businesses. Peer recognition can be important to your future success and can help build credibility with your customers.

### 2. PROMOTE YOUR BUSINESS

Award winners will experience direct marketing benefits from Tourism Saskatchewan. Your business will be profiled in media releases, online and other promotions.

### 3. INSPIRE YOUR TEAM

Produce a show-stopping entry and share the experience with your team. Employees will feel a sense of pride working for a business that has received such an honour.

### 4. RETAIN AND ATTRACT TOP TALENT

A win can help boost staff morale and improve motivation. The accolades will also make your company more attractive to potential hires and new recruits.

### 5. BENCHMARK YOUR BUSINESS

The award application process will provide you with the chance to look at your business from a different perspective and compare yourself to your competitors. An in-depth analysis of your current business practices could lead to new opportunities.

# ExploreSask Photo Contest showcases impressive talent and images

Tourism Saskatchewan extends congratulations to the winners of the ExploreSask Photo Contest. The competition, launched in June, received nearly 2,000 entries by the September 15 submission deadline.

A panel of judges selected the winning photograph in each of the six categories, along with additional photographs that merited honourable mention. Once again, the impressive quality of the entries presented judges with a challenge. The selected photographs capture the essence of Saskatchewan – its extraordinary natural beauty, breathtaking landscapes, unique travel experiences, exciting urban life and the remarkable spirit of its people.

Visit [TourismSaskatchewan.com/PhotoContest](http://TourismSaskatchewan.com/PhotoContest) to view the category winners and honourable mentions.

**Grand Prize Winner:**  
**Dallas Hordichuk, Regina, SK**

**City Life**  
**Winner: Jannik Plaetner, Saskatoon, SK**  
Honourable Mentions: Sheri Weckert, Warman, SK; Tim Loesch, Highland Park, IL

**Events and Festivals**  
**Winner: Colleen Edwards, Herbert, SK**  
Honourable Mentions: Amanda Shalovelo, Saskatoon, SK; Colleen Edwards, Herbert, SK; Cameron MacNeal, Watson, SK

**Outdoor Fun**  
**Winner: Alan Schumack, Unity, SK**  
Honourable Mentions: Ezra Meszaros, Saskatoon, SK; Joann Belanger, Saskatoon, SK; Meghan Mickelson, Saskatoon, SK; Melissa Pierce, Moose Jaw, SK; Sandra Blake, Cudworth, SK; Sara Wheelwright, Saskatoon, SK

**Park Adventures**  
**Winner: Dallas Hordichuk, Regina, SK**  
Honourable Mentions: Dean McLeod, Saskatoon, SK; Alan Schumack, Unity, SK; Azhar Ali, Regina, SK; Bob Ferguson, Saskatoon, SK

**Prairie Life**  
**Winner: Darcy Senft, Saskatoon, SK**  
Honourable Mentions: Amanda Shalovelo, Saskatoon, SK; Don Hoffman, Regina, SK; Julie Huard, Pangman, SK; Kelsie Meaden, Beechy, SK; Megan Ebner, Carmel, SK; Rocky Eldridge, Paradise Valley, AB

**Woods and Water**  
**Winner: Corey Hardcastle, Air Ronge, SK**  
Honourable Mentions: Bob Ferguson, Saskatoon, SK; Cody Lukowich, Prince Albert, SK; Dorothy J. Seibold, Stranraer, SK; Lisa Rachul, Saskatoon, SK; Robert Hoknes, Saskatoon, SK



Top row, left to right: Dallas Hordichuk (Grand Prize Winner/Park Adventures); Jannik Plaetner (City Life); Colleen Edwards (Events and Festivals)  
Bottom row, left to right: Alan Shumack (Outdoor Fun); Darcy Senft (Prairie Life); Corey Hardcastle (Woods and Water)



## MESSAGE FROM THE CHAIR

As the New Year approaches, so does the January 26 deadline for submitting nominations to the Saskatchewan Tourism Awards of Excellence.

Considering all of the excitement and activity that comes with the holiday season, it is easy to push writing award nominations to the “back burner.” Your

accomplishments and those of your peers are worthy of the time and effort it takes to assemble a solid nomination. I encourage you to start early. It is important to make sure that we recognize those who are doing great work to grow the tourism industry.

My board colleagues and I consider it an honour, each year, to attend the Saskatchewan Tourism Awards of Excellence Gala and acknowledge the hard-working people who contribute to the success of Saskatchewan’s tourism industry.

As chair of the Board of Directors, I have the distinct privilege of being on the committee that selects up to three Tourism Builders who are honoured at the gala. The Tourism Builder Award publicly recognizes individuals who have been exceptional ambassadors for Saskatchewan and whose long-standing commitment has benefitted our industry

immeasurably. Watch for an announcement of the 2018 class of Tourism Builders in the next issue of *Going Places*.

Several features in this current issue shine a spotlight on creativity and talent. The 2017 ExploreSask Photo Contest was a resounding success and challenged judges to choose from nearly 2,000 impressive images. On Page 8, read about visiting travel writers and content creators, whose Saskatchewan discoveries are shared through inspiring videos and stories. Sometimes talent lies deep within and just needs a bit of coaxing to come to the surface. AWEshop participants experienced this during an evening at the Remai Modern, which you can read about on Page 11.

On Page 14, Saskatchewaner Andrew Hiltz reflects on a fulfilling year journeying throughout the province. His stories and photographs have delighted readers, and we wish Andrew the very best as he moves on to even greater adventures.

*Norm Beug*

## Mark your calendar for the HOST Saskatchewan Conference – April 12

The 2018 HOST Saskatchewan Conference will take place on April 12 at Delta Hotels by Marriott Regina. The one-day forum will provide delegates with engaging presentations and valuable networking opportunities.

The 29th annual Saskatchewan Tourism Awards of Excellence Gala will be celebrated that evening.

The full agenda will be posted on [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com) as sessions and presenters are confirmed. Watch upcoming *Industry Updates* for additional details. For more information about the HOST Saskatchewan Conference, contact Nancy Hubenig at 306-787-9844, [nancy.hubenig@tourismsask.com](mailto:nancy.hubenig@tourismsask.com).



## Amy McInnis named Marketing Manager



Amy McInnis, recently named Tourism Saskatchewan’s Marketing Manager, is no stranger to the industry. From 2001-2008, she worked in Education/Extension at the Saskatoon Western Development Museum Curatorial Centre. McInnis joined Tourism Saskatchewan in 2009, and was involved in consumer marketing, travel media and industry development before moving into travel trade. As Travel Trade Consultant, she worked primarily with U.S. and U.K. markets. More recently, she was involved in generating interest in group travel to Saskatchewan from Asian markets, notably China. Active in the Canada Specialist Program, a Destination Canada initiative, McInnis was an integral part of the team of professionals who work with travel trade operators in the U.K. to “sell” them on Canadian travel experiences. In her new role as Marketing Manager, McInnis leads a team of staff responsible for marketing, travel media, travel trade and photo library activities.

Tourism Saskatchewan extends its appreciation to former Marketing Manager, Joy Turner, who retired in August after 11 years with the organization.

## Western Development Museum showcases Saskatchewan history and so much more



*Blacksmithing techniques taught at WDM Curatorial Centre, Saskatoon*

*Short Line 101 Railway powered by a 1914 Vulcan locomotive, WDM Moose Jaw*

Saskatchewan's four branches of the Western Development Museum (WDM) are flagship attractions for the province. Located in Moose Jaw, North Battleford, Saskatoon and Yorkton, each museum is unique and has a specific focus.

The WDM Moose Jaw tells the story of transportation on the prairies, from Red River Cart to steam rail to travel by automobile. Tribute is paid to aviation history and a special gallery is dedicated to Canada's aerobatic team, the Canadian Forces Snowbirds. The Short Line 101 Railway, Saskatchewan's sole operating steam locomotive, provides a unique experience to visitors in the summer months.

At the WDM Yorkton, the "Story of the People" is shared through displays and artifacts that focus on early settlement in Western Canada.

The 100-acre site at the WDM North Battleford offers plenty to explore both outdoors and in. Visitors enjoy wandering through the Heritage Farm and Village, which depicts rural life in Saskatchewan's booming 1920s.

The Saskatoon WDM whisks visitors back in time for a stroll through Boomtown, a replica of a 1910 Western Canadian town. Its turn-of-the-century shops are popular, from the general store overflowing with everything from nails to gingham, to the blacksmith shop ringing with the sound of a hammer striking an anvil.

Total visitation for the four locations is almost 220,000 annually, and includes more than 21,000 students. Volunteers exceed 1,400 and commit over 55,000 hours of service each year.

Museums today must embrace roles beyond the important purpose of housing and displaying artifacts. They are community centerpieces and contribute to quality of life. They enlighten and educate. These attractions are a vital part of the tourism landscape and the experiences offered reflect the leadership and commitment that make visitors from far and near feel welcome and valued.

The WDM employs a proactive, innovative approach to engaging visitors and delivering meaningful experiences that delight guests and keep them returning for more. Management, staff, board members and volunteers are driven by the WDM vision for "a Saskatchewan where everyone belongs and histories matter."

The WDM Curatorial Centre, based in Saskatoon, is one of those hidden gems that, upon discovery, can be life-changing. People who sign up for programs wonder why they failed to take advantage sooner. Interestingly, the Curatorial Centre is the centre of the WDM's preservation efforts, which include inspiring and renewing interest in age-old trades. Artists, tradespeople, history enthusiasts, museum professionals and hobbyists travel from across Canada and the United States to learn techniques in blacksmithing, wheelwrighting and steam traction engine operation.

Discover more about WDM programming and events by visiting [wdm.ca](http://wdm.ca).

### Ruth Bitner parks her car after a 12-year journey through Saskatchewan

Ruth Bitner, retired WDM Collections Curator, made headlines in October after completing her 12-year quest to visit every location on the Saskatchewan road map south of the 54th parallel. Bitner set the wheels in motion in 2005, inspired by Saskatchewan's centennial. Twelve years and many thousands of kilometres later, she celebrated the end of her ambitious journey with a stop in Cana, located in the

province's southeast corner. Bitner was most often accompanied by long-time friend, colleague and fellow history buff Leslee Newman. The two share an impressive collection of stories, adventures and memories. Photographs were taken at nearly every stop along the way – 16 cities, 144 towns, 284 villages and 517 hamlets, ghost towns and places forsaken years ago – 961 sites in total.



*Photo by Leslee Newman*

# In the Spotlight

Recipients of the Saskatchewan Tourism Awards of Excellence earn their place in the spotlight by demonstrating exceptional work and a commitment to treating visitors to great service and experiences. Throughout the year, *Going Places* profiles those who took top honours at the Saskatchewan Tourism Awards of Excellence Gala in April 2017. In this issue, Tourism Saskatchewan salutes three award winners.



**Ashlyn George, Saskatoon, Travel Media Award**  
Sponsored by Vendasta

Ashlyn George is an advocate for all things Saskatchewan on her global platform and travel website, *The Lost Girl's Guide to Finding the World*. Although she also documents her travels through more than 55 countries and all seven continents, she is most passionate about sharing experiences in her home province. George is a prairie ambassador in the field of travel journalism, as she continuously reinforces positive perceptions of Saskatchewan through captivating storytelling and travel photography. As the 2015 Saskatchewaner, George grew the program's audience from under 10,000 social media followers to over 33,000 in only 11 months. Her collection of eight written pieces on travel experiences reached more than 110,000 people in over 140 countries. In addition, George writes a monthly travel column for *Pink Magazine*, published nine pieces for *CAA Saskatchewan* and *AMA Insider* magazines, and has contributed to the *Huffington Post* and numerous travel websites. Check out Ashlyn's adventures on [thelostgirlsguide.com](http://thelostgirlsguide.com).



**Country at the Creek Music Festival, Big River, Community Event of the Year Award**

Sponsored by the Saskatchewan Arts Board

Country at the Creek Music Festival is a two-day showcase of exceptional entertainment, set in the northern boreal forest at the Ness Creek site. In seven years, the event has doubled attendance and earned a reputation for attracting major talent while maintaining a small-town feel. Country artists from across Canada and the U.S., who have performed at the festival, boast about the intimate atmosphere, gracious audience and great hospitality. Country at the Creek Music Festival proclaims that "festivalgoers come for the music, but stay for the experience." The friendly atmosphere and welcoming nature of local residents and businesses contribute to the positive experience that keeps attendees coming back. The music festival was proudly built by dedicated volunteers. A number of promotional events are held throughout the year that engage and benefit the local community. Watch for the 2018 festival (June 21-23) lineup and ticket information at [countryatthecreek.ca](http://countryatthecreek.ca).



**SaskTel Saskatchewan Jazz Festival, Saskatoon, Marquee Event of the Year Award**

Sponsored by CTV

The SaskTel Saskatchewan Jazz Festival began as a three-day event and has grown to become a 10-day showcase of more than 140 performances in over 20 venues. The festival celebrated its 31st anniversary in 2016, and saw attendance exceed 75,000, with 20 per cent of the audience travelling from outside of Saskatoon and from beyond Saskatchewan's borders. It commands an economic impact of \$8 million and has forged meaningful partnerships with local businesses and organizations. A signature summer event, the SaskTel Saskatchewan Jazz Festival has a proud history of merging community, culture and music. The festival is recognized for its year-upon-year success, top-quality lineup and track record of giving back. The majority of programming is free for the public. A 400-strong volunteer corps dedicates more than 6,000 hours during the event, and have defined the festival's reputation for delivering exceptional hospitality and memorable experiences. For 2018 festival (June 22-July 1) announcements and highlights, visit [saskjazz.com](http://saskjazz.com).

# Selling Saskatchewan

## Matador Network sends Josh Morin to discover Saskatchewan



*Josh Morin, content creator for Matador Network*

A visit by travel filmmaker/editor Josh Morin is a windfall for a destination. Check out his work on [vimeo.com/joshuamorin](https://vimeo.com/joshuamorin) to see why. Each video is under four minutes, so it is possible to binge watch the entire series in less than two hours. Exotic locations are an immediate hook. Striking sound and visuals draw viewers deep into the story. Dynamic characters work their charms and the compelling stories and messages easily convince travellers to add the experiences to their “must visit” list.

Morin travelled to Saskatchewan in June to capture content for Matador Network, the world’s largest independent travel publisher. Tourism Saskatchewan entered into a beneficial partnership with Matador Network in 2016, which has brought profile to Saskatchewan travel experiences on [matadornetwork.com](https://matadornetwork.com). Additionally, Tourism Saskatchewan has access to fresh material for sharing across social media challenges.

Commenting on his 10-day visit, Morin admitted that he came with expectations of “lots and lots of prairie” but soon understood that Saskatchewan offered so much more. “Driving up to Missinipe was a highlight,” he said. “We really enjoyed exploring northern Saskatchewan and seeing the different landscapes and meeting the people who live there – people who love water and being outdoors. Such passion!”

With time on their side and southern Saskatchewan beckoning, Morin and his crew headed to Great Sand Hills Ecological Reserve where more surprises were in store. “It was fascinating – so little traffic and such a beautiful landscape. We filmed some really interesting things there,” he said.

Morin offered advice on working with third-party content creators, beginning with some basic needs. “Wi-Fi access is a must. Without it, it is hard to spread the word while on the trip. Usually a SIM card with a few gigs of data gets the job done. I love filming a project that is adaptable, but it is also necessary to have a ‘must film’ list so that the client isn’t missing any shots in the end.”

He added that operators have an advantage if they can identify their targeted audience and provide examples of work that they would like to reproduce. Conversations, up front, about the vision and end product are also important. “I believe that discussing with the content creator and adapting the end vision gives the chance for everyone to have a win-win,” Morin said.

A total of six new videos and articles about Saskatchewan resulted from visits by Matador Network content creators in the summer.

Check out [matadornetwork.com](https://matadornetwork.com) (search Saskatchewan), view Matador Network on YouTube or visit Tourism Saskatchewan on Facebook and Instagram to see posts, stories and videos that are convincing travellers to set their sights on Saskatchewan.

## Destination Canada representatives offer tips for working with travel trade and travel media

Tourism Saskatchewan frequently plays host to Destination Canada (DC) representatives, who participate in familiarization (FAM) tours that introduce them to Saskatchewan tourism operators and experiences. Multiple benefits are gained from providing DC partners with firsthand knowledge of the tourism landscape and products offered here.

Adam Hanmer, DC Trade Manager based in London, works with U.K. travel agents and tourism operators to drive interest in travel to Canada. Hanmer visited Saskatchewan for the first time in September, during DC’s Canada Specialist Program (CSP) Mega FAM. The CSP FAM is offered every second year to international travel agents and tour operators who have completed training to become specialists in Canadian experiences.

A busy four-day itinerary was prepared for Hanmer and the 12 visiting travel agents from the UK and Germany. To begin, they were treated to Saskatoon’s vibrant sights and tastes and enjoyed a sneak peak of the Remail Modern, prior to its official opening. A two-night stay at Elk Ridge Resort included exploration of the boreal forest with Sundogs Excursions. Activities at Wanuskewin Heritage Park were on the agenda for the final day of the tour.

Hanmer offered valuable advice about working with the travel trade, emphasizing that tours are popular with U.K. travellers. “The key thing for Saskatchewan is finding and working with the right tour operators to promote the province,” he said. Collaborating with a neighbouring

province can be beneficial, he added, noting the Alberta/Saskatchewan package offered by Titan Tours, which sent an accredited CSP agent on the FAM.

Additionally, Hanmer stressed the importance of knowing how the travel trade operates and understanding the expectations for export-ready products. For example, all U.K. tour operators work with a receptive operator. These travel professionals specialize in a particular destination, like Canada, and provide wholesale services to tour operators exploring products for itineraries and other travel packages for their clients. Working with a receptive tour operator is necessary to sell through the U.K. travel trade.

Barbara Ackermann, DC Director of Media and PR in Germany, has been a guest on a number of Saskatchewan FAMs, primarily in the southwest. In August, she accompanied five German travel writers on a six-day tour that introduced them to northern adventures. “Saskatchewan is one of the hidden gems to discover in Canada. I am a fan of the prairie landscapes, the variety of ranches and the history that comes with it. However, the recent press trip really showcased the great natural diversity in Saskatchewan,” Ackermann said.

A self-professed “news junkie,” Ackermann embraces her responsibilities that range from pitching stories about Canada to organizing press trips to distributing content online and through traditional channels.



"It is important to be up-to-date on any tourism news in Saskatchewan," she said. "We publish relevant stories on our media website [kanada-presse.de](http://kanada-presse.de) or among our Canada Media Facebook group. Media are always looking for shareable content, as well as interesting characters they can introduce in articles."

Ackermann shared an example from the recent FAM, which took the group to Missinipe for a canoe adventure with Ric Driediger and his team at Churchill River Canoe Outfitters. Media were "all over him," she said, noting Driediger's personality, his vast knowledge of Saskatchewan waterways and the experiences offered by the company as the characteristics of a great story. "He has been mentioned in every article written about the trip, so far," she added.

Ackermann offered a few tips for working with travel media and contributing to productive FAMs. "Work closely with Tourism Saskatchewan, DC's point of contact when it comes to media visits and FAMs. They have a fantastic media team and are a great resource. Don't be shy with media – they are people, too, and are curious about you. Show them your passion. Be clear about your story and the messages that you want media to know. If you have interesting characters who love to tell your story – be sure to integrate them."

The following Tourism Saskatchewan representatives can address operator inquiries regarding travel trade and travel media:

Heidi Wesling, Travel Trade Consultant, 306-798-3168,

[heidi.wesling@tourismsask.com](mailto:heidi.wesling@tourismsask.com)

Jodi Holliday, Media Relations Specialist, 306-787-0988,

[jodi.holliday@tourismsask.com](mailto:jodi.holliday@tourismsask.com)



Destination Canada representatives Barbara Ackermann and Adam Hanmer

## TRAVEL MEDIA HIGHLIGHTS



GoMedia Pretour guests discover Fort Walsh National Historic Site

### GoMedia Pretour guests treated to Saskatchewan hospitality and western charm

Tourism Saskatchewan regularly attends the GoMedia Canada Marketplace, which connects provincial, territorial and regional tourism organizations with top Canadian and international travel media and influencers. Prior to the event, GoMedia Pretours give travel media delegates an opportunity to explore parts of Canada and meet some of the operators behind the nation's premier tourism experiences.

Tourism Saskatchewan hosted seven travel writers on a southern Saskatchewan familiarization (FAM) tour, September 26-October 1. The guests were Rod Charles ([Vacay.ca](http://Vacay.ca)), Taewoo Hur (Editor-in-Chief, *Lonely Planet Korea*), and freelance travel writers Timothy Johnson and Sarah Staples (Canada), Kieran Meeke and Lisa Young (U.K.), and Ole Helmhausen (Canada/Germany). An itinerary was planned that began and ended in Regina, where the visitors enjoyed some of the city's restaurant and craft brewing hotspots. The days between were spent touring the Cypress Hills Destination Area and included visits to Grasslands National Park, Cypress Hills Interprovincial Park and Fort Walsh National Historic Site. Delicious food continued to be a theme of the tour, as did western hospitality. Guests were treated to hearty helpings of both at Harvest Eatery and Fresh Market, Rockin' Horse Cookhouse & Bar, The Star Café & Grill, Ghostown Blues Bed & Breakfast and Historic Reesor Ranch.

### Saskatchewan represented at GoMedia Canada Marketplace

The 2017 GoMedia Canada Marketplace was held in Halifax, NS, October 1-5. Destination Canada (DC) organizes the annual event, which attracts Canadian, American and international travel media. Travel Media Specialist Jodi Holliday and Digital Marketing Specialist Carla Young held nearly 60 appointments with travel writers, editors and DC representatives from Canada, Australia, U.K., Germany, South Korea and the United States. Representatives from Tourism Saskatoon, Remai Modern and Wanuskewin Heritage Park also attended the marketplace. In addition to facilitating valuable networking, the event addressed industry professional development opportunities. Tours of local sites and experiences were offered, and delegates were treated to a reception by next year's hosts Travel Alberta and Tourism Calgary.



Carla Young and Jodi Holliday represent Tourism Saskatchewan at GoMedia Canada Marketplace

Direct outcomes of Tourism Saskatchewan's efforts at the marketplace include three media trips to Saskatchewan in 2018.

# In Development

## Tim Hortons Brier action storms Regina in March



Brad Gushue and team in the Pinty's Grand Slam of Curling 2017 Tour Challenge



Bernadette McIntyre



Tim Hortons Brier, March 3-11

Saskatchewan knows how to throw a party, and winter is often the season that sees some of the biggest, liveliest and most legendary celebrations. The annual Tim Hortons Brier, the Canadian men's curling championship, is "Canada's second biggest party, next to the Grey Cup," Bernadette McIntyre said. McIntyre is a familiar face among the sports tourism industry and is a force behind bringing the Tim Hortons Brier and other national and international curling events to Saskatchewan. Regina's volunteer host committee is counting the days to the 2018 championship at the Brandt Centre, March 3-11.

Curling is Saskatchewan's official sport, so hosting the odd championship might be expected. In fact, the 2018 Tim Hortons Brier will be the fifth major competition to be held here in just two years, following on the heels of the Pinty's Grand Slam of Curling 2017 Tour Challenge (Regina), 2017 Scotties Tournament of Hearts (Moose Jaw), 2016 Canadian Wheelchair Curling Championship (Regina), and 2016 Ford World Women's Curling Championship (Swift Current). Regina has hosted the Brier on five occasions. Saskatoon was the host city for the sixth time in 2012.

McIntyre has a theory to explain the recurrence. "Curling history in this province goes far, far back. Fans across the province know the game and appreciate the sport. They create an environment that athletes and curling associations love, which is an advantage when it comes to the bid process," she said.

In addition to involvement by local "champions" who are passionate for the sport, successful bid proposals demonstrate community support, both financial and in-kind. McIntyre stresses the value of working with partners and credits co-operation between a number of players – CurlRegina, CurlSask, Events Regina, Regina Hotel Association, Tourism Saskatchewan, the City of Regina and others – as an influential factor in bidding.

A host destination must also have the necessary facilities in place, as well as an adequate number of hotel rooms. "A destination will only be considered if it is able to showcase to the impressive level required," she said. "Evraz Place, in Regina, is one of the best facilities in Canada for its interconnectivity and ability to accommodate large-scale conventions, tradeshow and sporting events. The new International Trade Centre, which opened just in

time for the Canadian Western Agribition, is another great asset and will be the site of the ever-popular Brier Patch."

McIntyre's responsibilities on the leadership team for the upcoming Tim Hortons Brier include volunteer coaching and working with some of the new people eager to serve as Regina and Saskatchewan ambassadors. "A goal of mine is to bring on younger volunteers and build a solid future for events in the community," she said.

"Succession planning is critical and it is important to consider a balance of experienced and new people. Veteran committee members can help avoid pitfalls; however, we know that we are not going to be doing this forever. New volunteers bring fresh ideas and they have great enthusiasm. Finding these folks, engaging them and appreciating them will pay long-term dividends."

Tourism Saskatchewan is a proud sponsor of the 2018 Tim Hortons Brier, which will see an estimated total attendance of 150,000 during the eight-day competition and deliver an economic impact of \$11-15 million.

## Apply by February 28, 2018 for the Event Hosting Program spring intake

Tourism Saskatchewan reminds communities or organizations hosting tourism events to submit their applications to the Event Hosting Program by February 28, 2018. Funding is available in four categories: Community Annual Tourism Events, Marquee Annual Tourism Events, National and International Tourism Events and Special Tourism Projects. If you have questions about the Event Hosting Program or application process, contact Tyler Lloyd at 306-787-5525, [tyler.lloyd@tourismsask.com](mailto:tyler.lloyd@tourismsask.com).

## AWEshop participants channel their inner Picasso

Tourism Saskatchewan delivered its fifth experiential tourism AWEshop on October 24-25 in Saskatoon. AWEshops engage participants in an immersive, interactive forum that ignites imaginative concepts for authentic tourism product offerings. Participants are introduced to Left Field philosophy, which encourages focusing on the small, special details to create unexpected, delightful guest experiences.

In addition to being an entry point for operators in the early stages of experiential tourism development, AWEshops are also an environment for launching new packages or products. An evening at the Remai Modern art museum provided an opportunity to test a new *Picasso at Twilight* package, developed through the museum's involvement in the AWEshop process in 2016. The three-hour experience began with a tour of the *Faces of Picasso* exhibition, which provided insight into Picasso's linocut printing techniques. From there, the group moved into the studio.

After some basic instruction from a professional artist, participants were let loose to create their own Picasso-inspired masterpieces. Slicing into a soft, linoleum tile block seemed simple enough. Deciding what to carve was more difficult. There is also the reverse process to consider – if words appear, they have to be spelled backward. Judging from the positive feedback and ear-to-ear smiles, everyone appreciated the takeaways – colourful prints of their original designs, hands-on studio experience and memories of a special evening. The night concluded with a networking event, complete with Saskatchewan-themed appetizers and hosted in the new museum's atrium overlooking the South Saskatchewan River.

Next steps for AWEshop participants involve working with consultants Jill Vandal and Chris Hughes, and professionals in Tourism Saskatchewan's Product Development department to further develop concepts or enhance existing products.



Left: Artist David Stonhouse demonstrates inking a linocut plate for printing  
Right: AWEshop "gallery" of colourful Picasso-inspired prints

## Tourism Saskatchewan undertakes tourism product development strategy

Tourism Saskatchewan has selected the Tourism Planning Group in partnership with TEAM Tourism Consulting to lead a comprehensive process that will result in a tourism product development strategy for Saskatchewan's tourism industry.

The 10-month project, which began in December, will deliver the following:

- A vision for tourism growth in Saskatchewan
- A roadmap for the development of tourism products, experiences and services that meet the needs of travellers and can adapt to market trends

- Actions and recommendations that will position Saskatchewan's tourism sector as a key economic driver and a pillar for strengthening and diversifying the province's economy

Industry consultation is a vital part of the process and will take place in March-April 2018. Updates on the project will be shared in upcoming issues of *Going Places*. For information about the project, contact Kwame Neba, 306-933-5918, [kwame.neba@tourismsask.com](mailto:kwame.neba@tourismsask.com).

## Tourism Saskatchewan hosts development workshop for destination and city marketing organizations

Tourism Saskatchewan hosts regular meetings with destination marketing organizations (DMOs) and city marketing organizations (CMOs) to examine current issues, discuss needs and plan for the future of Saskatchewan's tourism sector. On October 18-19 in North Battleford, representatives of 10 Saskatchewan DMOs and CMOs attended a forum that had tourism marketing and product development as its central theme. The group appreciated the opportunity to tour the Credit Union CUplex and hear about local efforts to attract events, as shared by His Worship Ryan Bater, Mayor of North Battleford and Executive Director of Destination Battlefords.

The meeting agenda included updates on Tourism Saskatchewan's Co-operative Advertising Program and two new initiatives – a tourism product development strategy to advance the industry and strengthen Saskatchewan's competitiveness as a destination; and a content strategy to ensure the most effective messages are reaching key consumer groups via their preferred channels.

Feedback from participants reinforced the value of face-to-face meetings and networking opportunities. Plans are in place for a spring meeting.

# STEC News

## Outstanding journeypersons in tourism trades honoured

Blair McFarlane and Anita Halman are among 37 new journeypersons recognized for their outstanding achievements at the 17th annual Apprenticeship Awards, hosted by the Saskatchewan Apprenticeship and Trade Certification Commission (SATCC) on October 27 in Regina. More than 400 people attended the gala, which recognizes journeypersons who achieve the highest marks on the certification exam in their designated trades.

McFarlane received the Outstanding Journeyperson Award in the Food and Beverage Person trade. She has more than 15 years experience in the food and beverage services industry and currently works as an independent and contract facilitator.

Much of her experience was gained overseas, where she has worked as a server, bartender and supervisor at prestigious properties in Ireland, England and the Netherlands, before returning home to Saskatchewan. In Europe, food and beverage service is viewed among the best careers, McFarlane acknowledged, adding "If you're passionate about it, then you're great at it and you can take it anywhere. It's such an amazing job."

Halman, Assistant Front Desk Manager at the Park Town Hotel in Saskatoon, received the Outstanding Journeyperson Award in the



*Outstanding journeypersons Blaire McFarlane and Anita Halman*

Guest Services Representative Trade. Originally from Poland, she shared that studying to become a journeyperson in Saskatchewan helped her quickly adapt to business practices in Canada.

Tourism Saskatchewan extends congratulations to these two outstanding journeypersons.

## Service Best customized for Remai Modern staff

Long before the official opening of the new Remai Modern in Saskatoon, management and staff made a clear commitment to ensuring that visitor experiences are as outstanding as the museum's award-winning architecture, transformative location and innovative exhibits.

In July, Stefan Deprez, Remai Modern Guest Experience Manager, approached the Saskatchewan Tourism Education Council (STEC) about providing customer service training.

Deprez has four decades of experience in the hospitality industry and was already familiar with STEC's impressive track record for delivering customized training programs. "Remai Modern is a unique facility with unique needs," he said. "Our goal was to ensure that everyone understands that we're not just selling a ticket,

we're not selling a trinket – we're here to create an entire experience. You need to do everything in your power to make sure every guest is fully satisfied or more. We felt that the STEC training would suit that."

Kari Burgess, STEC Account Representative, met with Deprez to discuss priorities and review content from the Service Best program. STEC later came back with two proposals for training that would suit the museum's needs.

A seven-hour Service Best workshop was delivered to Remai Modern's front-line employees – guest experience and retail associates, admissions and information desk staff, membership sales and Art & Design Store associates.

Deprez stressed that an important part of the training was to enable staff to practice active listening and showing empathy. "I've seen how people's fight or flight instinct sometimes kicks in when there is a problem. By active listening, you assure the customer that you have heard them and are acting on the core of their issue, rather than just trying to talk at them because of the pressure of the situation."

A one-hour customer service presentation was designed, aligning Service Best key points and Remai Modern priorities. Staff in the administration, program and curatorial departments, along with volunteers – 80 people, in total, received the training in October and November.

## Save the Date: Tourism Workplace Leadership Conference – June 13

In an age of social media and viral videos, the way tourism businesses respond to customer complaints and online reviews matters more than ever. The 3rd annual Tourism Workplace Leadership Conference will help Saskatchewan businesses tackle some of their most pressing customer service crises. The conference takes place on June 13 in Regina at the DoubleTree by Hilton Hotel & Conference Centre.

The forum is intended for mid-level managers, front-line employees, *emerit*-certified employees or those currently enrolled in certification, and secondary and post-secondary educators.

Andrew Hiltz, 2017 Saskatchewaner, is the keynote speaker. Hiltz will share highlights from his year as the ultimate tourism customer and some of the special touches that made his experiences memorable.

The 25th annual Tourism Professional Recognition Dinner will be held in conjunction with the conference. The dinner honours new nationally certified tourism professionals and journeypersons, Tourism Ambassador Award recipients and Employers of Choice.

Expanded sponsorship opportunities are available. For information, contact Darcy Acton, 306-933-7466, [darcy.acton@tourismsask.com](mailto:darcy.acton@tourismsask.com).

# Tourism Trends

## Who are Val and Scott, and are they reading printed travel guides?

There is a simple, two-part answer to the questions posed in the title above: 1) Val and Scott are imaginary visitor personas based on very real data and characteristics that apply to Saskatchewan's key travel markets; and 2) neither use printed, provincial travel guides to plan their vacations.

Tourism Saskatchewan undertook research in 2015-2016 to identify who is visiting Saskatchewan most frequently, where they are situated, what are their interests and characteristics and how are they planning trips and accessing travel information.

To get the most accurate results, a mix of research methods was employed. Destination Canada's Explorer Quotient (EQ) formula was used to collect information on current and potential visitors' social values and travel motivations, then categorize them under a handful of market profiles (Explorer Types) specific to Saskatchewan destinations. Layering EQ profiles over PRIZM5 and consumer values research that narrowed in on demographics, locations, average income levels and other data, resulted in a more detailed picture of Saskatchewan's key travel market segments.

Four key travel groups were determined:

1) Lakes and Locals (accounting for 27 per cent of Canadian travel to and within Saskatchewan); 2) Short-haul Suburbanites (26 per cent); 3) Affluent Families (20 per cent); and 4) Minivans and Memories (7 per cent). This research was key to the 2017 content strategy project that identified efficient and effective ways to connect with consumers, inspire travel, improve visitor experiences and position Saskatchewan more competitively as a destination.

The personas Val and Scott evolved out of the characteristics of strong growth markets. Liberties were taken concerning age and gender, otherwise the following introductions describe these travellers precisely.

### Val, the Keeper of Family Memories

- Primarily from Saskatchewan and nearby Alberta
- Travels for the purpose of creating new family memories
- Revisits the same location every year
- Looks for new things to see and do in or around the family's favourite vacation spot
- Seeks information primarily through Facebook and Google search, with some consideration of destination websites and online reviews and recommendations

### Scott, the New Experience Seeker

- Primarily from Alberta and Saskatchewan's largest cities
- Rarely visits the same place twice
- Enjoys a wide variety of outdoor activities when travelling
- Travels for the purpose of discovering new experiences
- Enjoys interacting with locals
- Seeks information primarily through Facebook, YouTube and third-party publications, with some consideration of destination websites and e-newsletters

The content strategy delivered in the spring confirmed that a digital-first approach to consumer marketing was necessary to reach Val, Scott and other travellers and provide them with compelling, meaningful and up-to-date information. Shifting resources from the production of printed travel guides was a natural step. Research recently conducted by Insightrix, Tourism Saskatchewan's agency of record, validated the decision.

Seven focus groups were held in Saskatchewan and Alberta between September 25-October 3. Participants reflected the characteristics of Val and Scott and took at least one trip for personal/leisure purposes in Saskatchewan or Alberta within the past 12 months.

The sessions were designed to gauge how these key Saskatchewan travel markets use print materials, what type of brochures/materials grab their attention and what information do they most seek.

Participants viewed examples of print materials ranging from provincial travel guides with a broad focus to narrow interest guides to tourism operator-specific brochures. Most favourable were tourism operator-specific brochures, which tend to be picked up "in market" and used for day-to-day activity planning.



Narrow interest guides, such as those produced by local tourism boards or destination areas, were considered helpful for the content about local attractions and events, and for providing maps and photographs relevant to the region. Given that the information is accessible online, the publications are unlikely to be ordered in advance or saved for future use. Travellers will peruse a selection of printed items that promote local attractions when at their destination, if the items are readily available.

Provincial travel guides, though inspirational, were rejected for their bulk, overload of information and time required to sift through copy. Quick, online access to the same information has lowered the demand for provincial-level, printed travel guides.

Participants indicated that they do use maps in printed format – the more specific, the better. While some request road maps to keep in their vehicles, most find detailed regional community maps helpful in planning their travel activities.

A web browsing exercise was also conducted during the focus group sessions. Findings, along with tips for making operator websites and social media efforts rank highly in consumer searches will be shared in the next issue of *Going Places*, published in March 2018.

# Around the Province

## Cupping off a Wander-ful year

Submitted by Saskatchewaner Andrew Hiltz



Exploring Nut Point Trail

I recently attended a cupping. Before leaving for the event, I had to do some quick research because I had no idea what a “cupping” was. For those of you, like me, who may be unfamiliar with such a practice, allow me to explain.

Cupping is a professional method of observing the tastes and aromas of coffee. You pour grounds into a cup of boiling water, let it sit for a minute, then scrape off the top layer and give it a good sniff. You then take a spoon and loudly slurp the coffee so that it spreads to the back of your tongue. As a coffee taster, your goal is to measure the texture, sweetness, acidity, flavour and aftertaste. Since coffee beans embody flavours from the region where they were grown, cuppers will often attempt to identify the coffee’s origin, much like a sommelier would do with wine.



Relaxing at FireSong resort village, Fowler Lake

But why am I telling you about coffee tasting in my final *Going Places* article of the year?

Because the fact that I did a cupping in Saskatchewan makes me very excited. It is the exact type of story I’ve been seeking out since becoming the Saskatchewaner; one that shows our residents that you do not have to leave the province for a unique experience. You can find amazing coffee, eat at world-class restaurants and trek hundreds of kilometres of unspoiled hiking trails all within our borders. Oh, and did I mention that you can stay at luxury resorts, like FireSong resort village at Fowler Lake, which are so unbelievably peaceful you’ll think you’re on another planet?

Over the course of the last year, I have been introduced to hundreds of inspiring



Cupping with Road Coffee Co., Saskatoon

entrepreneurs who have made it impossible to overlook this province’s potential. From agriculture and economy, to tourism, parks and culture – the sky (or should I say, living sky?) is the limit.

It has been an honour and a privilege to work with and meet so many incredible people this year. I will forever cherish the opportunities that this job and this province have provided me.

Follow Andrew’s adventures:

Website – [saskatchewaner.ca](http://saskatchewaner.ca)

YouTube – [youtube.com/user/skwandererofficial](https://www.youtube.com/user/skwandererofficial)

Facebook – [facebook.com/skwanderer](https://www.facebook.com/skwanderer)

Instagram – [@saskatchewaner](https://www.instagram.com/saskatchewaner)

Twitter – [@skwanderer](https://twitter.com/skwanderer)

## Experience winter fun in Saskatchewan provincial parks

Submitted by the Ministry of Parks, Culture and Sport

Winter in Saskatchewan is one-of-a-kind. Though the temperature and wind chill are not always on our side, snow is pretty much a guarantee. With snow, comes an assortment of family-friendly winter activities that can be enjoyed throughout many of Saskatchewan’s provincial parks.

Whether you are into cross-country skiing, snowmobiling, ice fishing, skating, tobogganing or snowshoeing, SaskParks has got you covered. Groomed snowmobile trails are popular features in Duck Mountain, Moose Mountain, Greenwater, Narrow Hills, Candle Lake, Great Blue Heron and Meadow Lake Provincial Parks. More than a dozen parks have cross-country ski trails, with a variety of classic, freestyle, skate and night trail options to explore. There are trails to suit all ages and experience levels – perfect for the whole family.

Looking for an activity-packed weekend getaway? Duck Mountain Provincial Park and Cypress Hills Interprovincial Park have all of the winter activities in one location. Moose Mountain Provincial Park, which boasts a winter recreation complex, is another great location. This area is designed for family fun and features a groomed toboggan hill, warm-up shelter with camp stoves and many kilometres of snowshoe, cross-country ski and snowmobile trails.



Greenwater Lake Provincial Park

If an afternoon trip better suits your schedule, mix up a thermos of hot chocolate, dig out your thickest wool socks, pack your skis, snowshoes and winter gear and head out to a nearby provincial park and enjoy a couple of hours in the fresh air and sunshine. Free Fishing Weekend, February 17-19, 2018 is a perfect opportunity to discover the fun of ice fishing on Saskatchewan lakes.

For more information about winter activities in Saskatchewan provincial parks, visit [tourismsaskatchewan.com/places-to-go/provincial-parks](http://tourismsaskatchewan.com/places-to-go/provincial-parks). Double check which parks are open during the winter months before hitting the road.

# Here & There



*Remai Modern, Saskatoon. Photo by Adrien Williams.*



*Historic Reesor Ranch, Cypress Hills area*



*International Trade Centre, Evraz Place, Regina*

## Remai Modern opens in Saskatoon

The impressive Remai Modern, Saskatchewan and Canada's new museum of modern art, opened on October 21 in Saskatoon. The 130,000-sq. ft., four-storey museum has 11 exhibition galleries, 150-seat theatre, learning studio and a variety of multi-use spaces. A beautiful atrium and outdoor terraces offer spectacular views of the South Saskatchewan River, Saskatoon cityscape and Saskatchewan's "living skies." The museum has more than 8,000 works in its collection, including 406 Picasso linocut prints and working proofs and 23 ceramics by the Spanish master. The impressive Art & Design Store and 68-seat Shift restaurant (operated by Oliver & Bonacini Hospitality) add great shopping and dining to the museum experience. Visit [remaimodern.org](http://remaimodern.org) for hours of opening, exhibition details and more information.

## Saskatchewan tourism-related businesses recognized at the 2017 ABEX Awards

On October 21, the Saskatchewan Chamber of the Commerce honoured Saskatchewan businesses at the 2017 ABEX Awards at TCU Place in Saskatoon. The following tourism-related businesses were award winners:

- CAA Saskatchewan, Regina, Business of the Year Award and Award for Service
- Vendasta, Saskatoon, Award for Export
- 9 Mile Legacy Brewing Company, Saskatoon, Award for New Venture

The ABEX Awards were introduced in 1984 to honour outstanding achievements in business excellence. For the full list of 2017 award recipients, go to [saskchamber.com/pages/abex](http://saskchamber.com/pages/abex).

## Historic Reesor Ranch named a Provincial Heritage Property

On September 18, the Historic W.D. and Alice Reesor Ranch, located in the Cypress Hills, became the first Saskatchewan ranch to be designated a Provincial Heritage Property. Founded in 1904, the ranch was acknowledged for its "historical integrity and association with the ranching experience in Saskatchewan." Twenty-six years ago, the doors of the 1916 Arts and Crafts home opened to guests and Historic Reesor Ranch quickly became an award-winning bed and breakfast. It is also a Canadian Signature Experience. Visit [reesorranch.com](http://reesorranch.com) and learn more about the ranch history and vacation offerings.

## International Trade Centre opens in Regina

The new International Trade Centre at Evraz Place in Regina opened its doors for visitors and business in November. The 150,000-sq. ft., multi-purpose facility replaces aging structures on the site and is a major asset

to agricultural showcases like the Canadian Western Agribition and Canada's Farm Progress Show. With the completion of the International Trade Centre, facilities at the 100-acre Evraz Place site are interconnected (with the exception of Mosaic Stadium), bringing the location to a superior standard for attracting conferences and business.

## Gold Medal Plates send Saskatchewan chefs to national championship

Every autumn, Saskatchewan chefs shine at Gold Medal Plates competitions in Regina and Saskatoon. Gold Medal Plates is a national competition with cross-country events in 12 cities. Its purpose is to raise funds for high-performance Canadian athletes, while celebrating culinary excellence.

The Regina showcase was held on October 14 at Delta Hotels by Marriott Regina. Eight chefs prepared exquisite creations for the attendees and judges. The gold medal went to Chef David Vinoya of Wild Sage Kitchen & Bar at the DoubleTree by Hilton Hotel & Conference Centre in Regina. Vinoya created a sphere of salted egg ice cream with chicken liver mousse and chicken tuile. Chef Joel Williams of Lancaster Taphouse and The Capitol Restaurant & Cocktail Bar took the silver for a dish of duck three ways, while Chef Louise Lu of Skye Café & Bistro won the bronze for her foie gras and three intriguing preparations of pear.

The Saskatoon event rolled out at TCU Place on October 28. Chef James McFarland of the University of Saskatchewan won the gold medal with a tenderloin of bison cured in espresso. Silver went to Chef Jenni Schrenk of Chef Jenni Cuisine for her dish of spätzle green lentils. Lastly, Chef Darren Craddock of Delta Hotels by Marriott Bessborough was awarded the bronze medal for his marinated prairie lamb.

Vinoya and McFarland will compete at the Canadian Culinary Championships in Kelowna in February 2018.

## Prairies North changes hands

Tourism Saskatchewan welcomes Rob and Amanda Soulodre to their new role as editors of *Prairies North*. Best wishes and appreciation are extended to founders Lionel and Michelle Hughes, who recently passed the torch to the Soulodres after nearly 20 years with the publication. Originally titled *Saskatchewan Naturally*, the magazine has established a legacy with its compelling stories and impressive photography that highlight Saskatchewan spirit, experiences, people and places. Check out the news at [prairiesnorth.com](http://prairiesnorth.com).

# Mark Your Calendar

## PUBLIC EVENTS

**Saskatoon Farmers' Market**  
Year-round .....Saskatoon

**RCMP Sergeant Major's Parade**  
January 3-December 2, 2018 .....Regina

**Regina Farmers' Market**  
March 3-December 15, 2018 .....Regina

**BHP Billiton Enchanted Forest Holiday Light Tour**  
November 18, 2017-January 7, 2018 .....Saskatoon

**Lieutenant Governor's New Year's Day Levee**  
January 1, 2018 .....Regina

**Western Canadian Crop Production Show**  
January 8-11, 2018 .....Saskatoon

**Winterruption**  
January 18-20, 2018 .....Regina and Saskatoon

**Beer Bacon Bands Festival**  
January 26-27, 2018 .....Regina

**PotashCorp Wintershines Festival**  
January 27-February 4, 2018 .....Saskatoon

**2018 Regina Restaurant Week**  
January 29-February 10, 2018 .....Regina

**Ile-a-la-Crosse Recreation Winter Festival**  
February 2-4, 2018 .....Ile-a-la-Crosse

**Mushers Rendezvous**  
February 2-4, 2018 .....Preeceville

**Prairie Women on Snowmobiles**  
February 3-9, 2018 .....Various Locations

**Western Development Museum Moose Jaw – Heritage Day**  
February 10, 2018 .....Moose Jaw

**Yorkton Farm Toy Show**  
February 10-11, 2018 .....Yorkton

**Agri-Visions**  
February 14-15, 2018 .....Lloydminster

**Saskatchewan Equine Expo**  
February 15-18, 2018 .....Saskatoon

**Regina Pats Homecoming Weekend**  
February 16-19, 2018 .....Regina

**Waskesiu Snow Days**  
February 16-25, 2018 .....Waskesiu Lake

**Rogers Hometown Hockey**  
February 17-18, 2018 .....Regina

**Cervus Equipment Peterbuilt Bull Riding Bonanza**  
February 17, 2018 .....Moose Jaw

**Free Fishing Weekend**  
February 17-19, 2018 .....Province-wide

**Western Development Museum Yorkton – Heritage Day**  
February 18, 2018 .....Yorkton

**Waskimo**  
February 19, 2018 .....Regina

**Canadian Challenge Sled Dog Race**  
February 19-24, 2018 .....Prince Albert to northern destinations

**2018 Provincial Snowmobile Festival**  
February 23-24, 2018 .....Kelvington

**Denare Beach Winter Festival**  
February 23-24, 2018 .....Denare Beach

**Duck Mountain Loppet**  
February 24, 2018 .....Kamsack

**Yorkton Seedy Saturday**  
February 24, 2018 .....Yorkton

**Mid-Winter Blues Festival**  
February 26-March 3, 2018 .....Regina

**Saskatoon Blues Festival**  
February 26-March 4, 2018 .....Saskatoon

**Fire and Ice Winter Festival**  
March 2-3, 2018 .....Ness Creek

**Forward Currents Festival**  
March 2-4, 2018 .....Regina

**Family Fun Ice Fishing Derby**  
March 3, 2018 .....Regina Beach

**Porcupine Trail Blasters Snowmobile Rally**  
March 3, 2018 .....Porcupine Plain

**2018 USport Women's Basketball National Championship**  
March 8-11, 2018 .....Regina

**Liberty Fishing Derby**  
March 10, 2018 .....Liberty

**Big River Ice Fishing Derby**  
March 24, 2018 .....Big River

**Montreal Lake Walleye Derby**  
March 24, 2018 .....Montreal Lake Cree First Nation

## INDUSTRY EVENTS

**HOST Saskatchewan Conference**  
April 12, 2018 .....Delta Hotels by Marriott Regina

**Saskatchewan Tourism Awards of Excellence Gala**  
April 12, 2018 .....Delta Hotels by Marriott Regina

**49° x 110° Spring Conference**  
April 26-27, 2018 .....Swift Current

**Saskatchewan Tourism Week**  
May 27-June 2, 2018 .....Province-wide

**Tourism Workplace Leadership Conference**  
June 13, 2018 .....DoubleTree by Hilton Hotel & Conference Centre, Regina

**Tourism Professional Recognition Dinner**  
June 13, 2018 .....DoubleTree by Hilton Hotel & Conference Centre, Regina

## TRADESHOWS/MARKETPLACES/FAMS

**Safari Club International (SCI)**  
January 4-7, 2018 .....Dallas, TX

**Minnesota Sportsmen's Show**  
January 18-21, 2018 .....St. Paul, MN

**American Bus Association (ABA) Marketplace**  
January 26-30, 2018 .....Charlotte, NC

**Canada Shared**  
February 27-28, 2018 .....London, UK

**International Tourism Bourse (ITB)**  
March 7-11, 2018 .....Berlin, DE

**Northwest Sportshow**  
March 22-25, 2018 .....Minneapolis, MN

## STEC PROGRAMS/WORKSHOPS

**Getting Your Event Off the Ground workshop**  
January 23, 2018 .....Saskatoon  
January 26, 2018 .....Regina

**emerit Supervisor certification preparation sessions**  
Tuesday and Thursday evenings  
January 23-February 1, 2018 .....Saskatoon

**Service Best workshop**  
January 25, 2018 .....Saskatoon  
January 30, 2018 .....Regina

**Facilitator Skills Development workshop**  
January 30-February 1, 2018 .....Saskatoon

*Information subject to change.*

Return Undeliverable Canadian Addresses to:

TOURISM SASKATCHEWAN  
189 - 1621 Albert Street  
Regina, Saskatchewan, Canada  
S4P 2S5  
E-mail: [travel.info@tourismsask.com](mailto:travel.info@tourismsask.com)

[TourismSaskatchewan.com](http://TourismSaskatchewan.com)  
1-877-237-2273

