



News Release

September 17, 2018

For immediate release:

TWO SASKATCHEWAN BUSINESSES NAMED FINALISTS FOR 2018 CANADIAN TOURISM AWARDS

Historic Reesor Ranch (Maple Creek) and Tourism Saskatoon are among the finalists for the 2018 Canadian Tourism Awards, announced by the Tourism Industry Association of Canada (TIAC) on September 12. The news marks the seventh consecutive year of representation for the province.

Historic Reesor Ranch is in the running for the Hilton Worldwide Small or Medium-sized Business of the Year Award. Located high in the Cypress Hills, Historic Reesor Ranch has established a proud legacy during its 113-year history. The working guest ranch is a Canadian Signature Experience and is Saskatchewan's first ranch to be designated a Provincial Heritage Property.

Tourism Saskatoon made this list for its involvement in the Cities in Sync initiative with Tourism Victoria (BC) and Destination St. John's (NL). The collaborative program is a finalist for the Marriott Innovator of the Year Award. Tourism Saskatoon is an internationally accredited destination marketing organization responsible for inspiring residents and travellers to explore all that Saskatoon has to offer.

"The Government of Saskatchewan is pleased to acknowledge the accomplishments of Historic Reesor Ranch and Tourism Saskatoon, which are both valuable partners in the province's wealth of tourism resources," Gene Makowsky, Minister Responsible for Tourism Saskatchewan, said. "Their success is driven by a commitment to excellence in the delivery and promotion of remarkable visitor experiences. This recognition is most deserved."

"Saskatchewan will be well-represented on the national stage by these distinguished finalists from our province," Mary Taylor-Ash, Tourism Saskatchewan CEO, said. "Tourism Saskatchewan is delighted to congratulate Historic Reesor Ranch and Tourism Saskatoon. These organizations speak to the diversity of Saskatchewan's tourism sector and reflect the impressive work that is underway in rural and urban communities. Both are widely acclaimed for their leadership in our industry."

The Canadian Tourism Awards are presented annually by TIAC and the *Toronto Star* to recognize success, leadership and innovation in Canada's tourism industry, and to reward those people, places, organizations and events that have gone above and beyond to offer travellers superior tourism experiences in Canada.

The awards will be presented at a gala dinner ceremony at the Hilton Lac-Leamy in Gatineau, QC on November 28. The celebration is a highlight of The Tourism Congress, TIAC's annual industry conference. For a complete list of the 2018 Canadian Tourism Award finalists, visit tiac-aitc.ca.

For more information, contact:

Susan Parkin

Communications and Marketing Specialist

Tourism Saskatchewan

Regina

Phone: 306-787-2927

Email: susan.parkin@tourismsask.com

Tourism in Saskatchewan is a \$2.37-billion industry, employing over 67,000 people in tourism and tourism-related businesses.