

Celebrate Saskatchewan Tourism Week – May 26-June 1



Saskatchewan Tourism Week Backgrounder

- The Government of Saskatchewan has proclaimed May 26 to June 1 as Saskatchewan Tourism Week.
- Saskatchewan Tourism Week is dedicated to promoting Saskatchewan's wealth of tourism attractions, events and resources. It is a chance to broaden understanding of the importance of the sector, and the significant role that tourism plays in the provincial economy.
- The week coincides with Tourism Week in Canada, which brings attention to the impact of the country's tourism sector and the economic opportunities available through travel and tourism.

Tourism Fast Facts

- Tourism is big business in Saskatchewan. The sector contributes more than **\$2.37 billion** in total visitor expenditures to the economy and makes up **1.3 per cent** of total provincial gross domestic product.
- Tourism is an export industry, bringing new money to the local economy and generating economic growth throughout the province. Visitors from across Canada and all over the world spend nearly **\$600 million** in Saskatchewan each year.
- There are more than **13.6 million** visits annually to and within the province.
- More than **63,800** Saskatchewan residents are employed in the tourism sector, with nearly **one-third** being youth between 15 and 24 years old. **Three in five** jobs in the tourism sector are full-time positions.
- The tourism sector comprises **five** industries: accommodation, food and beverage services, recreation and entertainment, transportation and travel services. The food and beverage services industry is the largest employer among tourism businesses, accounting for nearly half of tourism jobs.
- Tourism encourages entrepreneurship – **95 per cent** of tourism and tourism-related businesses are small- or medium-sized companies and many are independently owned and operated.
- Tourism is the **fourth** fastest growing industry in the world. Given Saskatchewan's wealth of tourism resources, including nearly **100,000** lakes and waterways, over **120** national, provincial and regional parks and more, vast opportunities exist to grow the tourism sector.

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