

Partnership Opportunities

Consumer – Calgary Stampede (Canada)

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Background

Alberta is Saskatchewan's largest non-resident market with over 765,000 overnight or longer visits per year and annual expenditures of \$215 million. Surveys conducted in 2009 show that there is still a low awareness of Saskatchewan as a preferred travel destination. Results also show that 28% indicated their impressions of Saskatchewan as a travel destination have improved over the past three years through increased marketing efforts. It is important to continue to build frequency and to expand the reach of our marketing efforts to increase awareness in Alberta.

One important marketing activity that will be a part of our overall promotion in Alberta is the Calgary Stampede marketplace. The Calgary Stampede attracts over 1.2 million visitors annually. A recent survey by the Calgary Stampede indicates their visitors rank the indoor marketplace as one of the top activities enjoyed while at the Stampede.

Benefits

Take advantage of this highly visible, targeted marketing initiative to raise Saskatchewan's awareness and generate an increase in visitation from the Alberta market. You can maximize your returns and reduce your actual marketing expenditures – an excellent venue to cost-effectively promote your product within a Saskatchewan marketing partnership. Areas of interests include outdoor adventure – golfing, camping, fishing, parks and lakes, as well as attractions and events.

Location and Dates

- Calgary Stampede, Calgary, AB – July 8-17, 2011

Cost

Tourism Saskatchewan will co-ordinate a Saskatchewan booth to include the costs for all the booth requirements. All other costs including transportation, accommodations and meals will be the partner's responsibility. You must be a member of Tourism Saskatchewan. Registration fee – \$150 per day. You have the flexibility of determining which days to participate (based on space availability).

Contact Information

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