

Partnership Opportunities

Consumer – Home & Garden Shows (Canada)

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.

The Home & Garden Shows in Calgary and Edmonton provide a non-traditional marketplace opportunity to reach in excess of 60,000 visitors at each venue. The demographics are consistent with our target audience and provide an excellent venue to promote Saskatchewan's tourism product.

- 77% of attendees are 25-54 years of age.
- \$75,00+ average household income.
- 62% female 38% male attendees.
- 51% are new attendees to the venues each year.

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 Home & Garden Show, Calgary, AB – February 24-27, 2011
- Edmonton Home & Garden Show, Edmonton, AB – March 24-27, 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 – \$200

Contact Information

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