

# Partnership Opportunities

## *Fishing (United States)*

### **Background**

Tourism Saskatchewan will co-ordinate a promotion in a consumer marketplace to sell Saskatchewan as a vacation destination. Promotion in this marketplace will feature Saskatchewan's world-class fishing opportunities, highlighting our great outdoors to include our parks, lakes, camping, golfing, canoeing, hiking, nature trails, events and attractions, heritage and cultural attractions.

The marketing opportunities include participation in the Denver and Chicago markets. With the recent introduction of Denver and Chicago as access points to Saskatchewan (both Regina and Saskatoon), Saskatchewan is strategically positioned (air accessibility) as we never have before. With fishing and hunting identified as one of Saskatchewan's priority segments, two excellent opportunities exist to attract this market segment.

### **Benefits**

To participate in a Saskatchewan partnership, raising the awareness of Saskatchewan's fishing product and other outdoor adventure opportunities.

Opportunity to cost-effectively promote/sell your product within a Saskatchewan marketing partnership.

### **Location and Dates**

- ISE (International Sportsmen's Expo), Denver, CO – January 6-9, 2011
- All-Canada Chicago Marketplace, Chicago, IL – January 13-16, 2011 (tentative)
- Colorado RV, Boat, Sports & Travel Show, Denver, CO – March 3-6, 2011

### **Cost**

Tourism Saskatchewan will co-ordinate a Saskatchewan booth which includes the cost of 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.

### **Eligible Partners**

- Tourism Regions
- Destination Areas
- CMOs (City Marketing Organizations)

### **Lodge/Outfitters**

Tourism Saskatchewan will establish a provincial booth. All lodges/outfitters are invited to locate their booth next to the Tourism Saskatchewan booth.

### **Contact Information**

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