

GoingPlaces

SASKATCHEWAN'S TOURISM INDUSTRY NEWSLETTER

WINTER 2010



2

GET YOUR SASKATCHEWAN
DISCOVERY GUIDE

6

SASKATCHEWAN TO MAKE
AN IMPRESSION AT 2010
OLYMPIC AND PARALYMPIC
WINTER GAMES

8

SNAP IT! THE GREAT
SASKATCHEWAN PHOTO
CONTEST
WINNERS ANNOUNCED

15

ATASI NEWS
TOUCHWOOD HILLS PARTNERSHIP
AGREEMENT SIGNED


Tourism
Saskatchewan

TABLE OF CONTENTS

GOINGPLACES

is published under the direction of Tourism Saskatchewan's Board of Directors. Please send comments or inquiries to:

EDITOR

Regan Mathiason
Tourism Saskatchewan
1922 Park Street
Regina, Saskatchewan
Canada S4N 7M4

Phone: (306) 787-7815
Fax: (306) 787-6293

Email: regan.mathiason@sasktourism.com

Articles may be reprinted with permission.

COVERIMAGE

Prince Albert National Park of Canada

Get Your <i>Saskatchewan Discovery Guide</i>	2
Message from the President/CEO	3
Register now for <i>HOST Saskatchewan</i>	3
Fall General Business Meeting	4
Reviewing Saskatchewan Tourism	4
Message from the Chair	5
New Members to Board of Directors and Peer Review Committee	5
<i>Saskatchewan Tourism Awards of Excellence</i>	5
Olympic Update: Saskatchewan to Make an Impression in Vancouver	6

<i>Snap It! The Great Saskatchewan Photo Contest Winners Announced</i>	8
Selling Saskatchewan	10
Tourism Trends	12
Around the Regions	13
STEC News	14
ATASI News	15
Here and There	16
Events Calendar	16

BOOKMARK INDUSTRY MATTERS

Our dedicated industry website, www.industrymatters.com, is your one-stop site for the latest news and information from Tourism Saskatchewan and the province's tourism industry. You will find recent statistics, upcoming events, and articles on issues currently affecting our industry.

Bookmark www.industrymatters.com and visit often!

Get your SASKATCHEWAN DISCOVERY GUIDE

We are pleased to announce that Tourism Saskatchewan's 2010-2011 travel guides are now available.

The *2010 Saskatchewan Discovery Guide* is a comprehensive listing of Saskatchewan attractions, events, accommodations, parks, campgrounds, communities, recreation opportunities, and more. The updated 3-in-1 guide merges the former *Saskatchewan Vacation Guide, Accommodation, Resort & Campground Guide*, and *Events Guide*. An official 2010 Saskatchewan road map is included with every *Saskatchewan Discovery Guide*.

The *2010-2011 Saskatchewan Fishing and Hunting Guide* provides general information on fishing and hunting opportunities, along with a directory of participating outfitting camps. All outfitters listed in the guide are licensed by the Ministry of Environment.

The Perfect Drive: 2010 Saskatchewan Golf Vacations will be available in March. Newly redesigned in 2009, this guide includes information about golf courses across the province and features affordable Stay & Play Packages.

To view these publications online or to order a copy, please visit www.sasktourism.com or call our Travel Counsellors at 1-877-237-2273. To order bulk quantities, contact Patti Peesker at patti.peesker@sasktourism.com or (306) 787-2420.





MESSAGE FROM THE PRESIDENT/CEO

After an intense and labourious gestation period, particularly for our Industry Relations team, Tourism Saskatchewan is delighted to announce the seamless delivery of the *Saskatchewan Discovery Guide*. She is the perfect size at 13.34 centimetres wide x 21.21 high – small enough to fit in your purse or glove compartment, but a whopping 400 pages.

At first glance, it is her vibrant colour and striking good looks that are causing “oohs and aahs.” Inside, she has character, depth, and countless special qualities. We are so proud of our new arrival.

There is more news. This, too, involved months and months of searching, endless meetings,

planning, and anticipation. It is finally official – Tourism Saskatchewan’s Regina office has found a new home. In the spring of 2010, we will be relocating to Regina Centre Crossing, located on the corner of Albert Street and Dewdney Avenue (the former Superstore). This location, along the busiest thoroughfare in Saskatchewan’s capital city, offers significant profile for our sector.

Typical of any major move, there are pros and cons. For 10 years, we have benefitted from a lease at our current location that was embarrassingly favourable to us and our funding partners. Fast forward a decade. Times have changed. Commercial real estate in Regina is at a premium. The reality is that our costs would

increase to be more aligned with market value regardless of where we are located.

Careful consideration was given to the few available options. Given the immediate challenges resulting from our move, Tourism Saskatchewan will strive to deliver the same level of service as before, with minimum disruption. The long-term picture is a positive one. We have a secure arrangement that, over time, will prove not only fiscally prudent, but will contribute to broader awareness and understanding of our industry. From our new location, the voice of tourism will resound.

Lynda Haverstock, C.M., S.O.M., Ph.D., L.L.D.



Register now for *Host Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show*

Join us at the 3rd annual *HOST Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show* on March 14-15 at TCU Place in Saskatoon.

This joint venture of Tourism Saskatchewan, the Saskatchewan Hotel and Hospitality Association, and the Saskatchewan Outfitters Association features two eventful and informative days of workshops, networking opportunities, industry celebrations, and the province’s largest tourism trade show with more than 100 exhibitors.

The concurrent sessions planned for the conference will be delivered by industry experts. Topics that will be covered include: quality assurance, web marketing, human resource planning, border crossing issues, and many more.

A highlight will be the keynote address from Peter Kenyon, a social entrepreneur and community enthusiast from Australia. Over the last two decades, he has worked with more than 1,000 communities throughout Australia and overseas, seeking to facilitate fresh and creative ways to stimulate community and economic renewal.

Kenyon has authored 16 publications within the fields of community and economic development, youth policy development, and youth enterprise. He has a background as a youth worker, teacher, youth education officer, and tertiary lecturer. Kenyon is also the founder and director of Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies).

Two celebration events will occur in association with the conference: the *Saskatchewan Hotel and Hospitality Association Chairman’s Dinner*, which will take place at the Hilton Garden Inn, and the *Saskatchewan Tourism Awards of Excellence Gala* at TCU Place. Both events will be held on March 15.

The three host organizations will also hold their General Business Meetings during the two-day event.

Visit www.hostsask.com for more conference information and a downloadable registration form. If you have any questions about the conference, please email register@sasktourism.com, or call Donna Hoffman at (306) 787-5525.

TOURISM SASKATCHEWAN HOLDS FALL GENERAL BUSINESS MEETING



Another successful Tourism Saskatchewan Fall General Business Meeting was held on Wednesday, December 2 at the Saskatoon Inn Hotel and Conference Centre.

More than 130 industry delegates and stakeholders attended the event, which included ratification of reports, financial statements, and questions from the floor.

The afternoon session provided an update on and opportunity for engagement and input into the *Review of the Saskatchewan Tourism System*. The review was initiated by the Ministry of Tourism, Parks, Culture and Sport in September, 2009 and is being led by a consulting team from Western Management Consultants (Kent Stewart) and the Tourism Company (Jill Vandal).

Throughout the fall, the team undertook a consultation that included meetings, workshops, and telephone and online surveys with stakeholders to determine if and how the Saskatchewan tourism system could be improved. The team is now analyzing that data and plan to report their findings in March.

The update was followed by a leadership panel. Two senior tourism leaders, Rod Harris, CEO of Tourism British Columbia, from 1997 to August 2009, and Hubert Mesman, President/CEO of Travel Manitoba, shared their insights and experiences. Attendees were able to ask questions or make comments in a "Town Hall" format.

To view Tourism Saskatchewan's 2008/2009 Annual Report, CEO Report on Operations, 2009-2012 Three-Year Business Plan, and Rod Harris's presentation, visit www.industrymatters.com.

REVIEWING SASKATCHEWAN TOURISM

By the Ministry of Tourism, Parks, Culture and Sport

Ten years is a long time in the planning cycle of any industry, let alone one that is as dynamic and changing as tourism. Yet, that is how long it has been since the province has undertaken a comprehensive review of the tourism system. By all accounts, the tourism industry in Saskatchewan is resilient and strong. Still, we know we can do even better and that there is great potential for growth.

To take the steps needed to move forward we need to know where we have been over the past decade and where we stand now. By conducting a comprehensive review at this time, we will ensure that Saskatchewan's tourism industry is positioned to develop to its full potential.

Soon after being elected, the current government signaled a new commitment to supporting the tourism industry in Saskatchewan by doubling annual tourism funding. This support was well received, and, in retrospect, well-timed, as the economic downturn in much of North America challenged tourism across the province and the sector.

"Tourism is an important part of our economy. In addition to the money it brings into the food and beverage, accommodations, and transportation sectors, it brings people to visit Saskatchewan and gives them more reasons to consider the province as a great place to work,

build a life, and raise a family," Minister of Tourism, Parks, Culture and Sport Dustin Duncan said. "Clearly, it contributes a great deal to the enviable quality of life we have here."

To begin to plot a course to the future, an advisory committee composed of government, Tourism Saskatchewan, and industry stakeholders was established to develop the terms of reference for an in-depth review. The review will analyze the current state of the tourism system in Saskatchewan and identify significant and emerging trends, key players, and threats.

To lead this review and analysis, the Government of Saskatchewan called for tenders. After evaluating the proposals, Western Management Consultants, in partnership with Jill Vandal from the Tourism Company, was selected and contracted to carry out the review.

"By conducting a review of the industry, we are getting the tools we need to sustain and build on the momentum that already exists in Saskatchewan," Duncan said.

The review is expected to be completed by the end of March, 2010.

MESSAGE FROM THE CHAIR



I would like to thank all attendees at Tourism Saskatchewan's Fall General Business Meeting held on December 2 in Saskatoon. Congratulations to Tourism Saskatchewan staff for organizing another very enjoyable and successful event.

The review of the Saskatchewan tourism system continues to progress. Western Management Consultants, in partnership with Jill Vandal from the Tourism Company, have been consulting with various stakeholders across our tourism sector. The consultants provided an update on the review at the Fall General Business Meeting.

I was pleased to attend the Tourism Industry Association of Canada (TIAC) Leadership Summit in Saint John, New Brunswick in November. The Summit was a great opportunity to network with our provincial counterparts, to discuss issues and advocacy strategies, and to learn how other

jurisdictions and sectors are coping with challenges in the tourism market as a result of the world economic recession.

I would like to recognize the work of our Peer Review Committee that has been active in overseeing the allocation and management of the Core Marketing, Core Administration, and Incremental Marketing Funds. In particular, I would like to thank Roger Vogelsang for his work on this Committee, and extend my congratulations to the returning Committee members, Sharon Armstrong and Annette Dubé, as well as new member, James Michayluk of Candle Lake Golf Resort.

Your Board of Directors has also experienced some changes over the past few months. I would like to thank past Directors Rusty Gardiner (Northern Tourism Region), Van Isman (Ministry of Tourism, Parks, Culture and Sport), Tony Coppola

(Tourism Regina), Andrew Turnbull (Tourism Saskatoon), Larry Bird (At-large), Daryl Safinuk (South East and Southwest Tourism Regions), and Dale Botting (Enterprise Saskatchewan) for their work and dedication to our Board.

A warm welcome is extended to new Board members, Wynne Young (Deputy Minister for the Ministry of Tourism, Parks, Culture and Sport), Chris Dekker (Vice-President of Marketing and Communications with Enterprise Saskatchewan), Mark Caswell (South East and Southwest Tourism Regions), Leon Brin (Regina Regional Opportunities Commission), Terry Verbeke (Tourism Saskatoon), and Dana Soonias (CEO of Wanuskewin Heritage Park). I look forward to the opportunity to work with such a well-skilled and reputable group.

Carey Baker, B.A., Ec.D

New members to Tourism Saskatchewan Board of Directors and Peer Review Committee

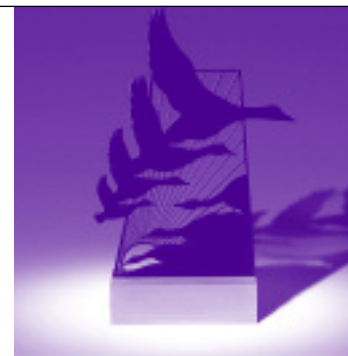
Tourism Saskatchewan welcomes Dana Soonias, CEO, Wanuskewin Heritage Park, to its Board of Directors. Soonias will serve in an at-large position. His two-year term began on January 1.

Congratulations are extended to James Michayluk, Director of Marketing, Candle Lake Golf Resort, who is the newest addition to the Peer Review Committee.

Current Peer Review Committee members, Sharon Armstrong and Annette Dubé, will continue to serve. Terms for these three members began on January 1.

Thank you to all Board and Committee members for volunteering your time and expertise, and contributing to the advancement of Saskatchewan's tourism industry.

SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE – NOMINATE ONLINE!



Each year, Saskatchewan's tourism industry celebrates accomplishments at the *Saskatchewan Tourism Awards of Excellence Gala*.

This is the time to recognize the achievements and successes of individuals and businesses that make significant contributions to tourism in our province. Their innovative efforts and commitment to exceptional service deserves our appreciation and acknowledgement.

Seventeen nominees will receive awards in their respective categories. The 21st Tourism Awards Gala takes place in Saskatoon on March 15, in conjunction with the *HOST Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show*.

The deadline for nominations is January 29. All award nominations can be completed and submitted online at www.industrymatters.com. For further information on the online nomination process, contact Tourism Saskatchewan at awards@sasktourism.com.

A ticket to the *Saskatchewan Tourism Awards of Excellence Gala* is complimentary with your *HOST Saskatchewan* registration. For those unable to attend the *HOST* conference, tickets are available for \$50 (plus GST) or \$380 (plus GST) for a corporate table of eight. For more information, visit www.hostsask.com.



Saskatchewan to make an impression at 2010 Olympic and Paralympic Winter Games

Saskatchewan will definitely make an impression at the 2010 Olympic and Paralympic Winter Games in Vancouver next month.

Encompassing more than 20,000 sq. ft. at Concord Place on the north shore of False Creek, the Saskatchewan Pavilion will feature a monumental, six-storey video dome known as the Saskatchewan Experience Centre. Imagery and video of the province will be projected onto the dome to those inside and to the tens of thousands who will pass by, presenting an unmistakable landmark in the downtown area. Inside the Centre, corporations, cities, and government ministries will have engaging, interactive displays, highlighting employment and investment opportunities, and Saskatchewan's quality of life.

Alongside the Saskatchewan Experience Centre will be the expansive 7,500 sq. ft. Entertainment Centre that will feature live Saskatchewan entertainment, an array of video presentations, and a broadcast of live Olympic sporting events. This venue will also feature Saskatchewan-themed food and beverages, such as perogies, sausage on a bun, and bison burgers.

At the base of BC Place and GM Place (Canada Hockey Place), and directly across from the Athlete's Village, the Pavilion's central location will be high profile and see abundant foot traffic. With daily exposure to thousands of visitors, there will be an opportunity to speak to people from around the globe.

The Saskatchewan Pavilion will showcase the province's cultural identity, artistic talent, hospitality and tourism, as well as the economic opportunities

that abound in the Land of the Living Skies. The Saskatchewan Pavilion will operate from February 12-28.

The province will also be in the spotlight at the 2010 Olympic Winter Games on February 23 during Saskatchewan Day! A "well-known Saskatchewanian" will be the Master of Ceremonies of a 30-minute pre-Victory Ceremony program, which will also feature live entertainment and video presentations.

At the Olympic sporting venues, an assortment of 30-second video clips will be played during breaks in sporting action. They will highlight various sectors of Saskatchewan's economy. Street teams will encourage visitation to the Saskatchewan Pavilion through a variety of fun activities.

During the Paralympic Winter Games (March 12-21), the Saskatchewan Pavilion will be located at the Whistler Golf Club. The Pavilion will be open to Saskatchewan Paralympic athletes, invited guests, and dignitaries. From March 17-20, this venue will feature live Saskatchewan entertainment, an array of video presentations, a broadcast of live Paralympic sporting events, and Saskatchewan-themed food and beverages.

Visit the Saskatchewan Pavilion website to view the Saskatchewan entertainers that will be performing. During the Games, the website will feature a live webcam, daily blogs, video interviews, and other initiatives to drive Saskatchewan people to visit the site regularly. The website's address is www.saskpavilion.com.

By the Numbers

27	Days of sport	86	Olympic medal events
60	Days of celebration	64	Paralympic medal events
5,500	Olympic athletes and officials (50% in Whistler)	55,000	Estimated workforce
1,350	Paralympic athletes and officials (50% in Whistler)	10,000	Estimated accredited media
80+	Participating countries (Olympic Games)	3 billion	Estimated television viewers
40+	Participating countries (Paralympic Games)		

SASKATCHEWAN ARTISTS CHOSEN FOR CULTURAL OLYMPIAD 2010

As part of Cultural Olympiad 2010, Saskatchewan musicians Jack Semple and Jason Plumb have been chosen to participate at the Vancouver 2010 Olympic and Paralympic Winter Games on behalf of our province. The goal of Cultural Olympiad 2010 is to highlight Saskatchewan's artistic talent and contributions in the fields of music, visual arts, theatre, literature, and new media, as well as our cultural industries, such as film.

As music director at the Saskatchewan Pavilion, Semple will assist in the scheduling of performing artists, be a liaison between performers and the Pavilion, and lead the Pavilion's house band, comprised of Saskatchewan musicians.

Plumb will perform in Vancouver as part of the *New Songs, New Voices* showcase of Canadian music. The Saskatchewan-based singer and songwriter has delivered an impressive body of work over the past 20 years.

Other Saskatchewan artists, organizations, and arts professionals selected to participate in Cultural Olympiad 2010 or participate in showcases associated with the Games, include:

- Regina's Globe Theatre (which will stage their production of the play *Elephant Wake*, written and performed by Joey Tremblay)
- Regina-based filmmaker Brett Bell
- Art curator Donna Wawzonek from Saskatoon
- Visual and performance artist Dana Claxton
- Visual artist Edward Poitras
- Saskatoon-based craft artists Michael Hosaluk and Cathy Terapocki
- Country musician Donny Parenteau
- Folk-rock band The Deep Dark Woods from Saskatoon
- Saskatoon rockers Ultimate Power Duo
- Artists Dennis Anderson and Kathleen Robertson from Saskatoon

YOUTH IN AMATEUR SPORT, CULTURE, AND RECREATION TO BENEFIT FROM SASKATCHEWAN 2010 LEGACY FUND

A new legacy fund will be created because of corporate and city partners participation in the Saskatchewan Pavilion.

Partners will receive high-profile recognition at the Vancouver 2010 Olympic and Paralympic Winter Games during a "Feature Day", with a Saskatchewan Experience Centre kiosk, or a private reception inside the Saskatchewan Pavilion.

Fifty percent of partnership dollars will stay in the province as part of the Saskatchewan 2010 Legacy Fund. This fund will benefit Saskatchewan's young

people into the future through the betterment of amateur sport, culture, and recreation in the province.

These partners include: Mosaic, Saskatchewan Lotteries, Saskatchewan Pulse Growers, Saskatchewan Canola Development Commission, City of Saskatoon, City of Regina, City of Lloydminster, City of North Battleford, City of Martensville, Partners In Motion, University of Regina, University of Saskatchewan, Tourism Saskatchewan, and Métis Nation of Saskatchewan.



SNAP IT! THE GREAT SASKATCHEWAN PHOTO CONTEST WINNERS ANNOUNCED



Tourism Saskatchewan is pleased to announce the winning submissions in the eighth annual *Snap It! The Great Saskatchewan Photo Contest*. The competition, launched in June, accepted entries until October, and generated more than 1,300 individual submissions.

A winning photo was selected in each of the six categories, along with additional photographs that merited honourable mention. Winners in each category received a gift certificate of \$500 for Don's Photo, while the grand prize winner received an additional \$500 credit with the photography store.

The impressive quality and number of submissions presented judges with a challenge. The winning photographs capture the essence of Saskatchewan – its extraordinary natural beauty, impressive landscape, and the unique spirit of its people.

Saskatchewan People Honourable Mentions: Kim Siever, Lethbridge, AB; Brenda Cardiff, Govan, SK; Carrie Johnson, Moose Jaw, SK; Ruth Bitner, Dalmeny, SK; Carla Froshaug, Minton, SK.

Nature in Saskatchewan Honourable Mentions: Glen Pernitsky, Unity, SK; Jordan Van de Vorst, Saskatoon, SK; Tim Neufeld, Val Marie, SK; Adam LeClaire, Saskatoon, SK; Ryan Bardoczi, Regina, SK.

Prairie Scenic Honourable Mentions: Dallas Bohun, Regina, SK; Larry Going, Moose Jaw, SK; Regan Shercliffe, Regina, SK; Larry Easton, Regina, SK; Jennifer Lindgren, Norquay, SK.

Woods and Water Honourable Mentions: Erik Paquette, Debden, SK; Corey Hardcastle, Air Ronge, SK; Jiaxiong Hu, Saskatoon, SK; Dave Mulhall, Saskatoon, SK; Larry Easton, Regina, SK.

My Saskatchewan Vacation Honourable Mentions: Stacey Sherlock, Tisdale, SK; Sheri Smith, Saskatoon, SK; Trina Coughlin, Bengough, SK; Jordan Van de Vorst, Saskatoon, SK; Jennifer Lindgren, Norquay, SK.

Urban Life Honourable Mentions: Daniel Classen, Saskatoon, SK; Wanda Harron, Estevan, SK; Brendan Lett, Saskatoon, SK; Gordon Lau, Saskatoon, SK; Patrick Schultz, Saskatoon, SK.

As in past years, several of these images have been used in Tourism Saskatchewan's travel literature series, on its website, and in its annual calendar.

To view the *Snap It!* winners and runners-up online, visit www.sasktourism.com.



NATURE IN SASKATCHEWAN WINNER AND GRAND PRIZE WINNER Steven Kohlruess, Regina



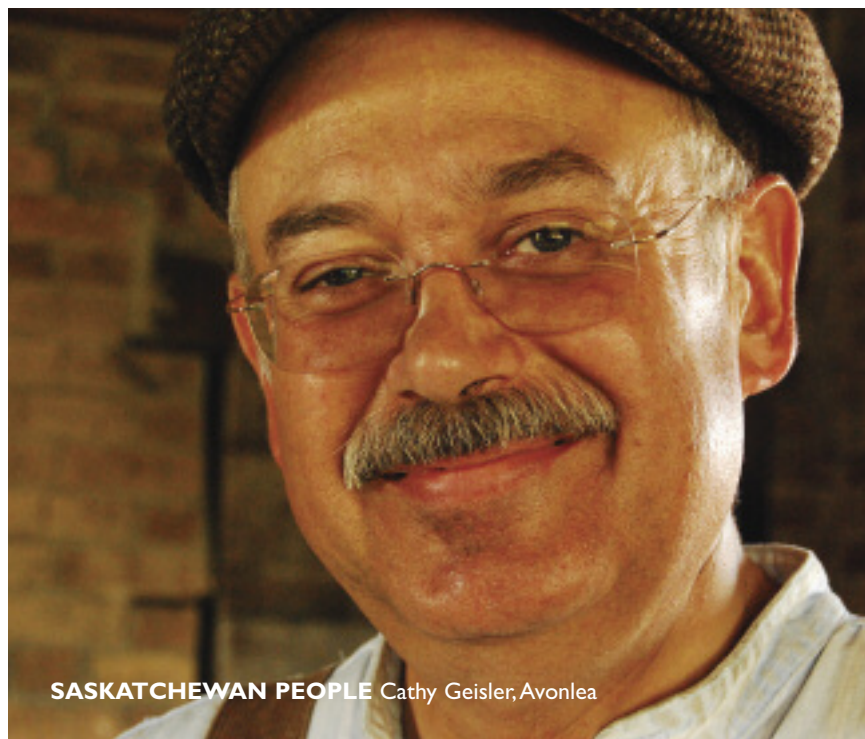
WOODS & WATER WINNER Donald Ferguson, Swift Current



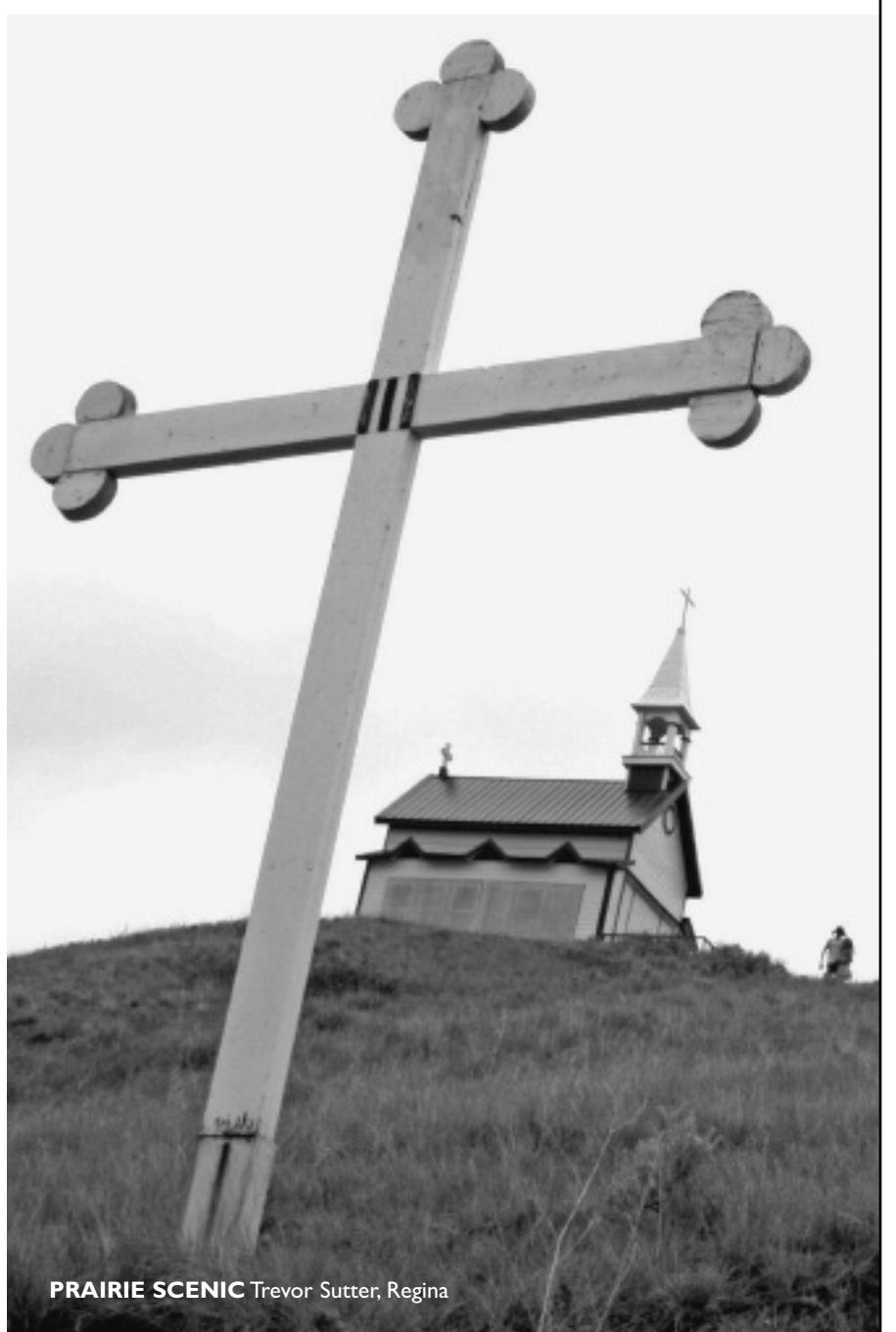
URBAN LIFE WINNER Trista Miller, Regina



MY SASKATCHEWAN VACATION WINNER Stacey Fortner, Kronau



SASKATCHEWAN PEOPLE Cathy Geisler, Avonlea



PRAIRIE SCENIC Trevor Sutter, Regina

Looking Back



Northern Saskatchewan

ALBERTA CAMPAIGN 2009 – PRE- AND POST-AWARENESS SURVEYS

To measure the impact of advertising, marketing, and promotional activities in Alberta in 2009, Tourism Saskatchewan commissioned pre- and post-awareness surveys. Phase 1 research established a baseline prior to marketing activities; Phase 2 took place following the completion of marketing activities; and Phase 3 assessed actual summer vacation activity. Comparisons of pre- and post-advertising findings were then used to help evaluate campaign results.

Highlights from the Post-Awareness Survey:

- 55% of Alberta residents recalled reading, hearing, or seeing advertising about tourism in Saskatchewan. When prompted to recall specific media, it increased to 70%.
- Of those who recalled Saskatchewan tourism messages, 47% noted seeing ads on television and 25% recalled seeing a newspaper insert.
- 11% recalled seeing magazine ads.
- About 6% of respondents recalled seeing Saskatchewan web banner ads.
- Roughly 18% of respondents attended a travel, sport, or consumer show in Alberta. Of these respondents, 33% recalled seeing a booth promoting Saskatchewan tourism.

- After seeing advertising messages, 49% of respondents indicated that they were somewhat or very familiar with Saskatchewan vacation opportunities, a statistically significant increase from 41% for the same query in the pre-test.
- Lakes and water-based recreation were the most common positive associations of Saskatchewan. This increased from 28% in the pre-survey to 35% in the post-survey.
- The likelihood of respondents to select Saskatchewan as a vacation destination saw a statistically significant increase from 12% in the pre-survey to 15% in the post-survey. Respondents who were aware of the advertising were more likely to select Saskatchewan as a destination – 17% versus 9%.

Vacation Activity

The third phase of research looked at the vacation behaviours of Alberta residents in the spring and summer of 2009.

- 51% of Albertans visited destinations outside of Canada. Within Canada, British Columbia was the most popular vacation destination for Albertans – 38% of those surveyed visited there in 2009.
- Second most popular was Alberta itself, followed by Saskatchewan at just over 13%.
- Former residents of Saskatchewan were also

more likely to have vacationed in Saskatchewan (32% versus 7%).

- Slightly more than half of those who vacationed in Saskatchewan visited a recreational park area, while just less than half visited a lake or participated in water-based recreation.
- Of those who visited Saskatchewan, nearly all respondents were somewhat or very impressed with Saskatchewan as a vacation destination. One-third of those who had visited reported that their impressions of Saskatchewan had improved as a result of their most recent trip.

TRAVEL TRADE FAMILIARIZATION TOUR

A travel trade familiarization (FAM) tour was held in the summer to promote Saskatchewan's tourism experiences and products, with the ultimate goal of stimulating new product listings in the future. Major attractions appealing to group tours in Regina, Moose Jaw, and Saskatoon were on the itinerary. The success of the FAM was in no small part due to the cooperation and support of our industry partners.

Participants on the FAM included: Faye Brown, Tours with Faye, Columbia, SC; Sean Hammond, Hammond Transportation/Muskoka Travel Service, Bracebridge, ON; and Rachel Ludwig, Brewster



Vacations, Banff, AB. The initial contacts for the FAM were made earlier in the year at the following marketplaces: National Tour Association (NTA), Ontario Motorcoach Association (OMCA), and Rendez-Vous Canada (RVC).

Operator feedback from the FAM has been positive. Brewster Vacations is developing a fly-drive itinerary that includes ranch/farm product for groups. Hammond Transportation/Muskoka Travel Service intends to offer stops in Moose Jaw and overnight in Regina in 2011 as part of a cross-Canada tour.

EDUCATIONAL STUDENT TOURS

Innovative Group Travel, a division of Travel Cuts, held a Louis Riel Trail Familiarization Tour for teachers, which ran in August 2009, with five teachers. Tourism Saskatchewan provided assistance to Innovative Group Travel, helping with the itinerary development, securing complimentary

admissions, and hosting a farewell meal at the conclusion of the tour.

The group of teachers visited key 1885 sites, including Batoche National Historic Site of Canada, Duck Lake, and Fort Carlton Provincial Park. Other highlights included an overnight stay in a tipi at Wanuskewin Heritage Park, a boat tour on the South Saskatchewan River with Shearwater River Cruises in Saskatoon, a visit to Moose Jaw, and a tour of the First Nations University of Canada and the RCMP Heritage Centre in Regina.

The original contact with Innovative Group Travel was made in 2007 at the Student & Youth Travel Association (SYTA) marketplace. With 2010 marking the 125th anniversary of the 1885 Northwest Resistance and Tourism Saskatchewan developing itineraries for the student market, the Louis Riel story seemed like a natural fit. Innovative Group Travel is currently marketing three tour

dates to teachers for student groups for 2010: May 1-9, May 8-16 and May 10-18.

AMERICAN BUS ASSOCIATION (ABA) TOP 100 EVENTS IN NORTH AMERICA

Tourism Saskatchewan was eligible to submit seven nominations for the ABA's prestigious list of the Top 100 Events in North America, recognizing the top group-friendly events for 2010. We are very proud that we had two events selected by ABA – the 1885 Northwest Resistance 125th Anniversary Celebration and the RCMP Sunset Retreat Ceremony – and are featured in a supplement to the ABA's award-winning Destinations magazine, and on their website, www.buses.org.

The honour gives the community and event increased visibility among professional motorcoach and tour planners in the travel industry.

Media Highlights

Over the past year, the media publicity program financially assisted over 75 individuals/groups to visit Saskatchewan to gather research and content for television programs, print and online magazine stories, and newspaper articles.

Some of the major special projects included the Canadian Tourism Commission (CTC) winter and summer high-definition (HD) video and social media shoots, YouTube vignettes, fishing webcasts, and image database collection. The CTC social media videos were posted to YouTube and have, to date, logged great viewership.



Television crew filming in Regina

Mark Your Calendar

Media Publicity:

- Canadian Partner Dinner, Denver, CO, January 19
- 2010 Olympic Games, Vancouver, BC, February 12-28
- Travel Media Association of Canada Conference, Cardiff, Wales, March 7-12

Travel Trade:

- American Bus Association (ABA) Marketplace 2010, National Harbor, MD, January 15-19

Consumer Shows:

Canada Marketplaces

- Calgary Home & Garden Show, Calgary, AB, February 25-28
- Edmonton Golf Show, Edmonton, AB, March 13-14
- Edmonton Home & Garden Show, Edmonton, AB, March 25-28
- Calgary Golf Show, Calgary, AB, March 27-28

U.S. Marketplaces

- Quartzsite Sports, Vacation & RV Show, Quartzsite, AZ, January 16-24
- All-Canada Dallas, Dallas, TX, February 19-21
- Colorado RV, Sports, Boat & Travel Show, Denver, CO, March 4-7
- Family Motor Coach Association (FMCA), Albuquerque, NM, March 22-25

Opportunities for Outdoor Tourism in Saskatchewan

In mid-October, Tourism Saskatchewan hosted two workshops in the new “Maximizing Our Potential” series. These workshops focused on potential new opportunities for outdoor tourism in Saskatchewan. Judy Rogers of Research Resolutions & Consulting Ltd. undertook analysis of the *Travel Activities and Motivations Survey* to identify these new markets and presented her results in the form of two reports and a workshop presentation.

The reports, “Nature Lovers – an Outdoor Activity Market Option for Saskatchewan” and “Opportunities for Saskatchewan Outfitters and Operators” and the full workshop presentation are available on Tourism Saskatchewan’s industry website www.industrymatters.com under the Marketing and Research section. Following are excerpts from the workshop presentation.

Outdoor experiences are major draws for Saskatchewan. In 2007, visitors who participated in outdoor activities generated 1.3 million visits in the province and spent \$346 million.

MAIN OUTDOOR OVERNIGHT MARKETS

Origin	Any Outdoor	Eco (Not Hunt/Fish)	Eco % of Any
Alberta	238,000	159,000	56%
Manitoba	60,000	47,000	78%
Saskatchewan	848,000	430,000	51%
Ontario	40,000	27,000	68%
USA	92,000	52,000	56%
Overseas	37,000	33,000	89%
Total	1,350,000	770,000	57%

While the angling and hunting markets remain key for Saskatchewan, over the past 10 years there has been a decline in the number of Americans coming to Saskatchewan to fish, and a decline in hunting license sales to Americans began five years ago. It is important to identify potential new markets to replace some of these losses.

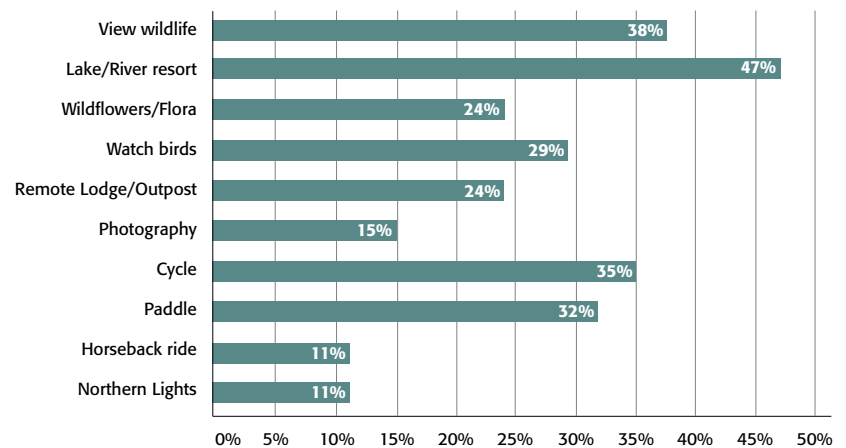
The reports produced by Research Resolutions & Consulting Ltd. identified nature lovers as a potential new market for Saskatchewan. Nature lovers are:

Overnight pleasure travellers outside of own province/state who engage in at least two of the following activities:

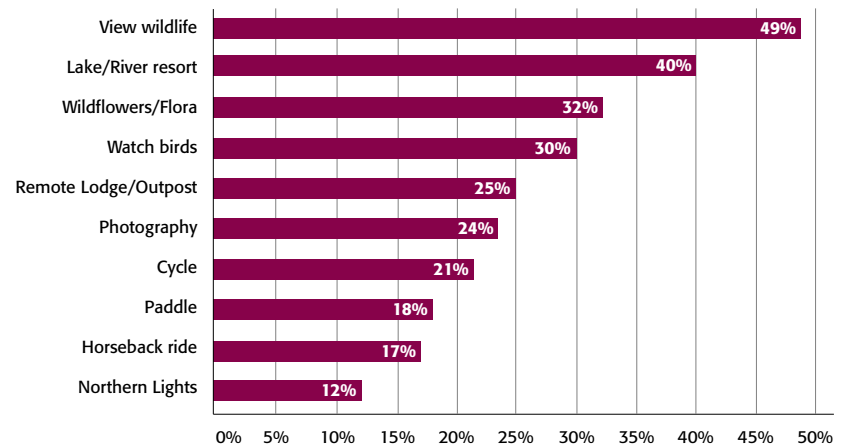
- Kayaking/canoeing (fresh water)
- Land-based animal viewing
- Bird watching
- Wildflowers/flora viewing
- Lake/riverside resort
- Remote/wilderness lodge/outpost
- Cycling
- Photography
- Viewing Northern Lights
- Horseback riding

This is a niche market, representing 4% of Americans who travel out-of-state (5.8 million) and 6% of Canadians who travel out-of-province (618,000).

CANADIAN NATURE LOVERS' MAIN ACTIVITIES ON TRIP



AMERICAN NATURE LOVERS' MAIN ACTIVITIES ON TRIP



For full statistics, visit www.industrymatters.com.



Photography

AROUND THE REGIONS

By Ashley Dekok, South East Tourism Region



Moose Mountain Provincial Park

Winter in Saskatchewan is the longest season in our province, so let's bundle up and start enjoying it! Southeast Saskatchewan offers plenty of entertaining activities to entice anyone off the couch. Read on for some examples of great things to do on a winter weekend.

Downhill Excitement

Travel to Fort Qu'Appelle and experience downhill skiing and snowboarding at Mission Ridge Winter Park, which opened for the 2009/2010 season on December 18. The hill features nine runs, a Terrain Park, and two Bunny Hills. The park is suitable for skiers and snowboarders of any skill level. Take advantage of the Sunday family special, which includes four lift tickets, four ski or snowboard rentals, and four lessons for \$125. Relax in the newly renovated lodge and enjoy some great food, warm or cold drinks, and good conversation.

Winter Getaway

Moose Mountain Provincial Park, located approximately 250 km from Regina, provides excellent winter recreational opportunities. The park features more than 50 km of cross-country ski trails and over 120 km of snowmobile trails to explore. Beaver Lake Trail has been converted to a snowshoeing trail, and a new three-kilometre cross-country skiing trail along Little Kenosee Lake has been added to the existing network of trails in the park.

Visitors can try cross-country skiing by renting equipment from the Kenosee Inn, which is open year-round, providing visitors with accommodation and access to the restaurant. Moose Mountain Provincial Park also has two new toboggan hills, a larger one for fast-paced fun and a smaller hill that is safe for the little ones! Parents can keep an eye on their kids while keeping warm in a sheltered bonfire area. The skating rink is also next to the toboggan hill, allowing for a diverse day full of activities.

Shopping Journey

Make shopping a fun adventure by taking a road trip to find one-of-a-kind gifts. Flip to the road map on page 44 of your Southern Saskatchewan Vacation Guide (order your free copy by calling toll-free 1-866-676-7111) and begin your shopping journey by leaving Regina and heading toward Lumsden on Highway 11.

In Lumsden, you will find a variety of unique stores, including Letterbox Gallery & Gifts, which features beautiful works of art and hand-crafted jewelry created by Saskatchewan artists. Take a break from browsing and have a slice of cherry pie at Prairie Cherry Corner in Lumsden – made from all-organic ingredients, including Saskatchewan-grown cherries harvested from Over the Hill Orchards.

Drive north to Strasbourg and find Every Little Thing, a unique gift store with trend-inspired giftware, clothing, home décor, accessories, and more. Make your way east toward Cupar and turn north to the home and store of Jacqueline Berting, the creator of Berting Glass. Berting Glass is best known for their signature hand-blown glass wheat.

Finish the shopping trip in Fort Qu'Appelle at Linda's of the Valley Fashion Boutique, which carries women's clothing and accessories. Also visit the Fort Qu'Appelle Pottery and Art Gallery where you will find one-of-a-kind creations.

This is just a sample of the trips that can be taken in Southeast Saskatchewan. For more information, visit Tourism Saskatchewan's website, www.sasktourism.com, and create your own adventure this winter!

NEW STEC WEBSITE



In August, STEC launched a new and improved website at www.stec.com.

The new site features up-to-date information, an appealing layout that is easy to navigate, and improved search functions that make finding information effortless.

Anyone familiar with our previous site will notice a variety of changes, including a robust Training & Events Calendar, an enhanced Resource Centre, and a News & Research section to keep you updated on the latest information.

Our new site is organized into five major sections that highlight our commitment to the provision of education and training, professional growth, and human resource development in Saskatchewan's tourism sector.

Visit the "About Us" section to learn about our mandate and partners, the "Training" section for a

list of workshops and online training opportunities, the "Standards & Certification" section for information on the certification process, the "Career Awareness" section to discover how to find a job, and the "Ready to Work" section to learn more about this exciting national program.

In addition, our homepage offers links that connect visitors to solutions for employers, employees, job seekers, and educators.

A unique feature of our site is the many Quick Facts and testimonials from industry professionals that highlight interesting details about the tourism sector.

Be sure to visit www.stec.com in the coming months to access our upcoming Job Board.

We welcome all inquiries and comments and can be reached at 1-800-331-1529 or stec@sasktourism.com.

CREATE CURIOSITY—SELL SASKATCHEWAN

In addition to launching a new website, STEC successfully pilot tested the Create Curiosity—Sell Saskatchewan workshop from June 1 to September 30, 2009.

The objective of the workshop is to generate an appreciation of all that Saskatchewan communities have to offer. It is designed for anyone, from business operators to frontline staff to community members, who may be interested in generating ideas that will assist in the promotion of their community.

Participants in the workshop:

- learn more about their community's tourist attractions;
- pinpoint what makes their community unique from a cultural perspective; and

- discuss how to be a positive and proud ambassador for their community.

Past participants have said the workshop made them "proud of Saskatchewan" and broadened their "perspective and understanding about western culture, Canadian culture, [and] my local community."

Some said the workshop was a reminder that having a positive attitude when interacting with guests is all-important, while others went home with a sage message: "The best way to create curiosity is to brag about where you live!"

More than 200 people in 18 communities across the province have participated in the

three-hour workshop. Participating communities included: Assiniboia, Battlefords, Bengough, Canora, Carlyle, Carnduff, Craik, Fort Qu'Appelle, Moose Jaw, Norquay, Preeceville, Prince Albert, PWT Snow Park, Redvers, Regina, Rockglen, Unity, and Weyburn.

For more information or to register, contact Jinelle Dulle at (306) 933-7947 or 1-800-331-1529.



EMPLOYER OF CHOICE

STEC launched its pilot project for the *Employer of Choice (EOC)* program in mid-August. The *EOC* program is designed to assist businesses in attracting and retaining employees by providing participating employers with the tools and resources they need to engage in best practices, increase staff training, improve organizational human resource practices, and be recognized as a leader in the tourism sector.

The *EOC* program is currently being pilot tested to *Transforming the Tourism Workforce* project participants. This project is one of 41 across Canada that has received funding from the *Workplace Skills Initiative*, a program of Human Resources and Skills Development Canada.

Its objective is to facilitate the adoption, testing, and sharing of promising tools and approaches to

enrich the training and workplace skills development of tourism professionals.

The program meets the above objective by recognizing businesses in which employee actions directly align with business goals, employees feel appreciated and valued for their work, and are acknowledged and rewarded for their contributions.

The *EOC* program was developed in 2009 as part of the human resources strategy of the Saskatchewan Tourism Labour Market Partnership (STLMP). The strategy recognizes the need to attract and retain individuals with the necessary skills to support Saskatchewan's growing tourism sector. A 2008 publication, *Charting our Future With the Best People*, outlines the long-term strategy and tactical plan that involves the implementation of the *EOC* program.

Becoming an Employer of Choice is especially important in today's economy and labour market, as an increasing number of employers are feeling the effects of low unemployment rates, the pending retirement of baby boomers, productivity challenges, skills shortages, and recruitment and retention issues.

For more information on the *EOC* pilot project, contact Darcy Acton, Manager of Industry Human Resource Development, at (306) 933-7466 or darcy.acton@sasktourism.com.



HR Matters e-newsletter

In early 2010, STEC will launch a bi-monthly e-newsletter, titled *HR Matters*. Each issue will focus on timely human resources issues in the tourism sector, from staffing and labour relations to training and development, organizational effectiveness, compensation, professional practice, and occupational health and safety.

All Tourism Saskatchewan members will receive the first issue of the e-newsletter. This new addition to your benefits package is a great resource that will provide you with easy-to-access knowledge and useable tips on how to improve your human resources strategy in order to increase business success.

Receipt of this e-newsletter is optional. If you choose not to receive *HR Matters*, you may click on the unsubscribe link at any time.

We hope that you will find the content useful and informative, which includes feature articles, HR success stories, an *HR Matters* blog, and relevant resources, among others.

Watch for the *HR Matters* e-newsletter in early 2010!

ATASI NEWS

TOUCHWOOD HILLS PARTNERSHIP AGREEMENT SIGNED

An historic tourism partnership agreement was signed on September 10 in Wynyard. This agreement brings together several communities in the Touchwood Hills region, including four First Nations, two towns, two villages, and two Rural Municipalities. The three other signatories include Tourism Saskatchewan, Aboriginal Tourism Association of Saskatchewan, Inc. (ATASI), and the Ministry of First Nations and Métis Relations (FNMR).

The signatories agree to work collaboratively to develop the tourism industry throughout the Touchwood Hills region. The primary goal is to foster economic development and employment opportunities for residents of each community.

An action plan will be developed, beginning in January, 2010.

There is a long shared history between First Nations and European settlements in Saskatchewan. The Touchwood Hills region's own story is rich in many cultures, traditions, and history. The communities in the region hope to share their story with visitors.

The agreement's partners include:

- Kawacatoose First Nation
- Day Star First Nation
- George Gordon First Nation
- Muskowekwan First Nation
- Town of Raymore
- Town of Wynyard



Aboriginal Tourism Association of Saskatchewan

- Rural Municipality of Big Quill
- Rural Municipality of Emerald
- Village of Quinton
- Village of Punnichy
- Aboriginal Tourism Association of Saskatchewan, Inc.
- Ministry of First Nations and Métis Relations
- Tourism Saskatchewan

For more information, contact:

Aboriginal Tourism Association of Saskatchewan, Inc.
Lorne Carrier, Manager
(306) 332-3936
lorne.carrier@atasi.ca

HERE & THERE

- In December, Canada was granted Approved Destination Status (ADS) by China. This agreement will allow Chinese citizens to more easily obtain tourist visas to travel to Canada for leisure purposes, and will allow Canada to actively market its tourism products in China. The ADS agreement will also authorize Chinese travel agencies to market and promote leisure group tours for travel in Canada.

In 2008, visits to Canada by Chinese citizens increased by 5.3%. Given Canada's new Approved Destination Status, the annual rate of travel from China is expected to increase steadily (by as much as 50% by 2015). By 2020, China is expected to be the world's largest outbound market, producing some 100 million outbound tourists. Canada joins more than 130 countries with ADS.

- Tourism Saskatoon has been awarded with accreditation from the Destination Marketing Accreditation Program (DMAP) in recognition of outstanding tourism services through Destination Marketing Association International (DMAI), a Washington, DC-based organization.

DMAP accreditation standards cover a wide variety of topics, including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation, and stakeholder relationships. There are 101 destinations worldwide that have earned this designation, and only four in Canada.

- In September, the Government of Canada and the Government of Saskatchewan announced funding for Saskatoon's Destination Centre. Located at River Landing, the Destination Centre will feature:
 - Exhibition galleries
 - Education and public programs space
 - Collection and preparation space

- A winter haven for River Landing visitors
- An atrium, reception area, and information kiosk

The Government of Canada is setting aside up to one-third of eligible costs, to a maximum federal contribution of \$13.02 million for this project. The Government of Saskatchewan is also providing \$13.02 million. The City of Saskatoon and other key partners have committed funding in support of this project. The total estimated costs for the Centre will be approximately \$51 million. Federal funding for this project will come from the Building Canada Fund – Major Infrastructure Component.

- In November, the Regina Hotel Association (RHA) announced its support for the construction of a new, enclosed stadium and multi-purpose facility in Regina. Through its Destination Marketing Fund, the RHA committed \$10 million over 15 years to the development of the facility. The RHA created the Destination Marketing Fund in 2006 to help strengthen the marketing efforts of Regina as a tourism destination. Since then, the RHA has invested \$3.5 million through the fund.

- Grasslands National Park of Canada became Canada's eleventh Dark Sky Preserve on October 2. Located near the Village of Val Marie (100 km

south of Swift Current), Grasslands National Park is the darkest and largest Dark Sky Preserve in Canada, and possibly the largest in the world. It is currently 57,100 hectares in size and will grow to 92,100 hectares over time. The Cypress Hills Dark Sky Preserve, which straddles the Saskatchewan/Alberta border (200 km to the west), most recently held the size record at 39,600 hectares.

- A wide range of architectural projects in Saskatchewan were honoured by the Architectural Heritage Society of Saskatchewan (AHSS) with the Architectural Heritage Awards of Excellence. Awarded by His Honour the Honourable Dr. Gordon Barnhart, Lieutenant Governor of Saskatchewan, at a ceremony on September 23 at Government House in Regina, recipients included:
 - Regina Telephone Exchange Building
 - Assumption Church in Marysburg, near Humboldt
 - Moose Jaw's former Royal Bank building
 - Doukhobour Dugout House, near Blaine Lake
 - Honeywood Heritage Nursery, near Parkside
 - Fleming's Lake of the Woods grain elevator
 - Christ Anglican Church in Wapella

The society has recognized 107 projects since 1996.

EVENTS CALENDAR

SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE NOMINATIONS DEADLINE
January 29, 2010

HOST SASKATCHEWAN – HOSPITALITY, OUTFITTERS & TOURISM CONFERENCE & TRADE SHOW

March 14-15, 2010TCU Place, Saskatoon

SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE

March 15, 2010TCU Place, Saskatoon

Return Undeliverable Canadian Addresses to:

TOURISM SASKATCHEWAN

1922 Park Street
Regina, Saskatchewan, Canada
S4N 7M4
E-mail: travel.info@sasktourism.com

Internet site: www.sasktourism.com
1-877-2ESCAPE (237-2273)

