

TOURISM

Our Competitive Edge

- Tourism generates approximately \$1.5 billion a year
- Tourism is Saskatchewan's fourth-largest export industry
- Tourism industries employ one in every nine Saskatchewan workers, and either partly or wholly support more than 55,000 Saskatchewan jobs, in our:
 - Network of parks, historical attractions and performing arts facilities
 - Bustling restaurant and hotel industry
 - Special-event venues such as Regina Exhibition Park – the second-largest exhibit space in Canada
 - Over 4,000 tourism businesses, events, attractions and organizations
- We also offer unique vacation experiences such as:
 - Farm or fishing and hunting vacations
 - Aboriginal and ethnic heritage
 - Western history, family activities and eco-tourism

Rich in Natural Beauty

- The eyes of the world are on our pristine and unique areas of beauty
- The province is rich in natural and historical tourist attractions:
 - Home of Canada's only training academy for the RCMP and the new RCMP Heritage Centre
 - Some of the finest beaches, camping and outdoor recreation, legendary sport fishing, wilderness canoeing on the continent, on more than 100,000 lakes and rivers
 - Canada's largest protected grasslands area – and the first migratory bird sanctuary in North America
 - A fossil research station with ongoing work on dinosaur fossils, such as 'Scotty' the T.rex
 - Batoche, south of Prince Albert, the focal point of the Northwest Rebellion
- Saskatchewan's diverse landscape includes:
 - The Qu'Appelle Valley, the badlands, the Great Sand Hills, sparkling lakes and tumbling, rushing waterways in the north
 - One of North America's largest white birch forests at Kenosee Lake
 - Among the most northerly sand dune formations in the world, which contains some of the largest sand dunes in North America
 - The Cypress Hills – the highest elevation in Canada between the Rocky Mountains and Labrador – offer breathtaking views of Saskatchewan's wide open spaces
- Rich cultural heritage, untouched natural attractions, our safe environment and hospitable people combine to create Saskatchewan's distinct sense of place and offer a *real* vacation experience
- Tourism Saskatchewan – Canada's first industry-driven tourism authority – gives operators and regions direct responsibility for tourism. Visit the Tourism Saskatchewan website at www.sasktourism.com for more information on this exciting, high-growth industry!
- Our artists, cultural institutions, and the charm and quality of our tourist attractions create rich opportunities to draw people from around the world



- Come help us develop and expand these growing tourist magnets:
 - Aboriginal tourism
 - Eco-tourism
 - Agri-tourism
 - Paleo-tourism
- Come and build on our success hosting national and international events

World-class Attractions

- A safe, accessible and unspoiled wilderness
- A growing variety of natural and manmade attractions
- One of the world's most diverse landscapes, ranging from prairies to highlands to deserts to evergreen forests and rugged Precambrian wilderness
- Saskatchewan has an international reputation for hosting large and prestigious events:
 - Annual Royal Red Arabian Horse Show – an international competition featuring the finest Arabians from North America and beyond
 - Canadian Western Agribition and the Western Canada Farm Progress Show – two major annual agricultural trade shows attracting thousands of people from around the world
 - Canadian men's national curling championships
 - The provincial Centennial was celebrated in 2005
 - In 2007, Saskatchewan hosted four major music award shows and festivals – the Junos in Saskatoon, the Canadian Country Music Awards in Regina, the Western Canadian Music Awards in Moose Jaw and the Aboriginal Music & Arts Festival in Prince Albert
 - In 2010, Saskatchewan will host the Women's World Curling Championships and the IIHF World Junior Hockey Championships

Growing and Promoting

- Tourism Saskatchewan is responsible for marketing and public awareness, education and training, research, destination area planning and industry development
- Over 3,000 tourism operators (or 4,300 tourism products) in five rural and two urban tourism regions work together to promote their vacation products
- Our people – friendly, skilled and approachable – welcome you and your guests

Want to know more? Contact:

Saskatchewan Ministry of
 Tourism, Parks, Culture and Sport
 4th Floor, 1919 Saskatchewan Drive
 Regina SK S4P 4H2
 Phone: (306) 787-4967
 Fax: (306) 787-0069
www.tpcs.gov.sk.ca

Tourism Saskatchewan
 1922 Park Street
 Regina SK S4N 7M4
 Phone: 1-877-237-2273
 Fax: (306) 787-0715
www.sasktourism.com

Disclaimer: The information in this document is accurate as of January 2009; however, the Government of Saskatchewan accepts no liability for any actions taken as a result of the information contained herein.