

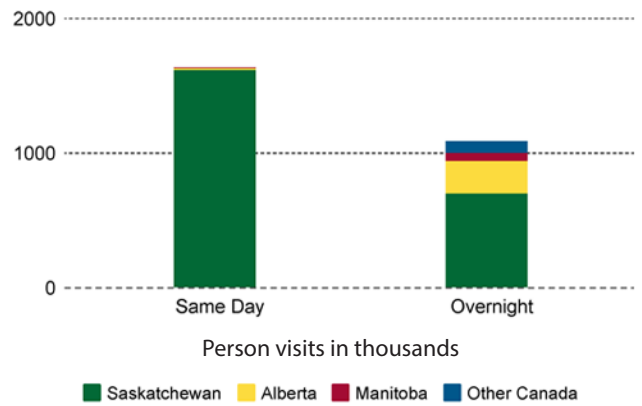
Regional Visitor Insights

Saskatoon

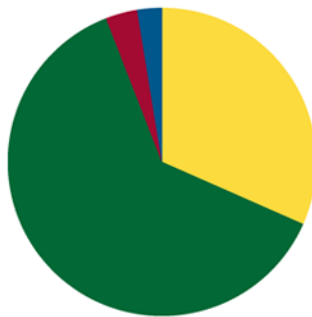
Visitation to Saskatoon accounts for 21% of Saskatchewan's visitors – or over 2.7 million visits to and through the city. Nearly all of Saskatoon's same-day visits are made by residents from other regions of Saskatchewan.



Visits by Province of Origin

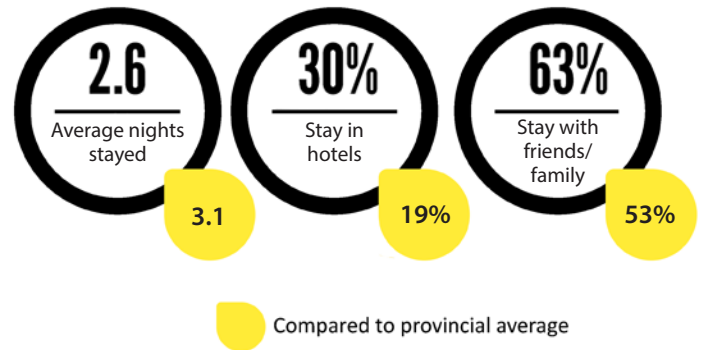


Accommodation

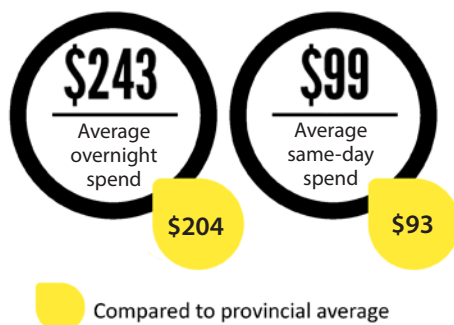


■ Hotel/Motel (31.61%)
 ■ Family and Friends (62.49%)
 ■ Campground/RV (3.32%)
 ■ Other (2.58%)

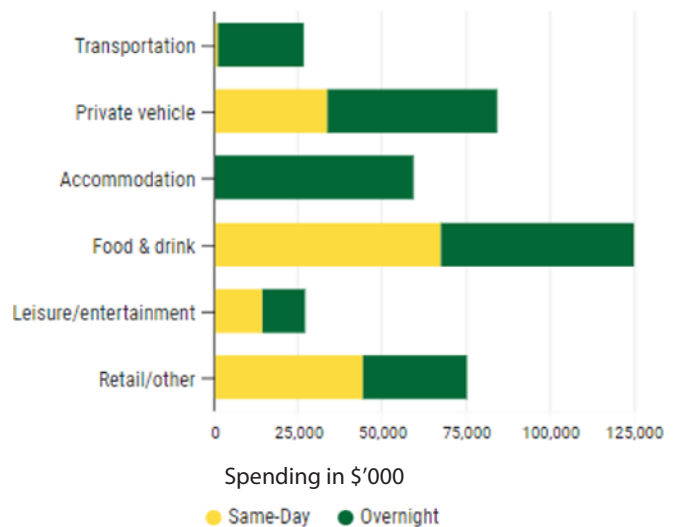
Visiting friends and relatives is the primary reason for travel to Saskatoon, and also the top choice for accommodation. Business travel makes up 14% of overnight visits to Saskatoon.



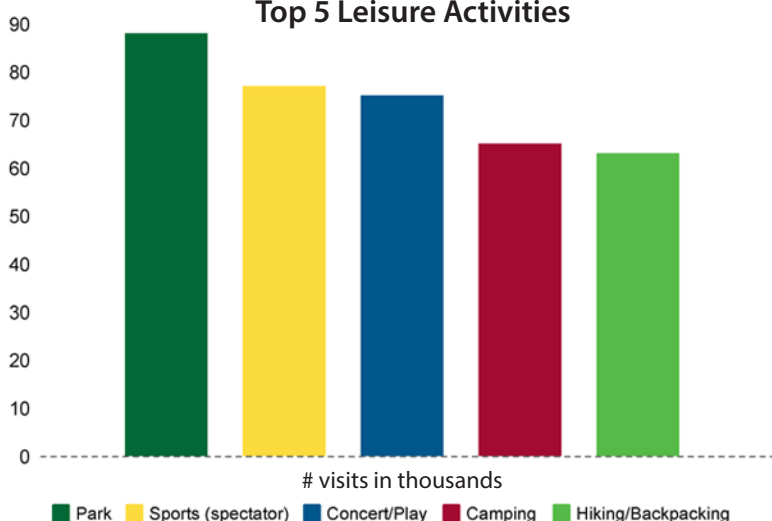
In 2017, Canadian travellers spent over \$425 million in Saskatoon. Spending on food and beverage measured 36%, followed by gasoline and vehicle maintenance at 20%.



Visitor Spending



Top 5 Leisure Activities



Leisure travel makes up one-fifth of overnight visitation. Visitors to Saskatoon appreciate the abundance of parks and natural attractions the city has to offer. Sports and cultural performances are the next two most popular leisure activities.