

Southeast Saskatchewan Regional Profile of Canadian Visitors



This profile summarizes the characteristics and travel behaviours of visitors to southeast Saskatchewan. Visitor characteristics and origin are based on VisitorView data by Environics Analytics. All other information is based on customized tabulations of 2018/2019 Statistics Canada data, using data management principles developed by Galea Corp. and Research Resolutions & Consulting Ltd.

1.1 million
total visits
in 2019

\$128 million
in total visitor
spending

2.5 nights
average length
of stay

Visitor Characteristics



Average Household Income
\$130,707



Median Household Maintainer Age
48 years old



Family Status
47% are couples with children
under 10 at home



Diversity
8.7% identify as Indigenous
17.7% belong to a visible minority group



Trip Type
32% of visitors spent at least
one night in the region



Average Visitor Spend in Region
Overnight visitors spend \$161 per visit
Same-day visitors spend \$96 per visit

Top Visitor Activities



1 Going to the beach



2 Boating



3 Camping



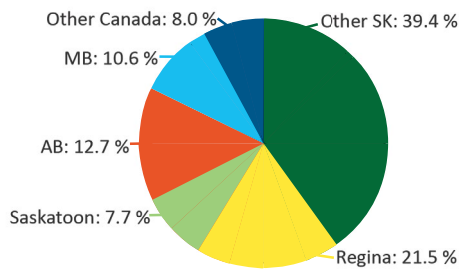
4 Sightseeing



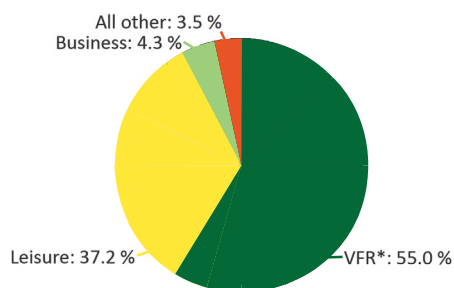
5 Fishing

Summary of Overnight Visits to Region

Visitor Origin

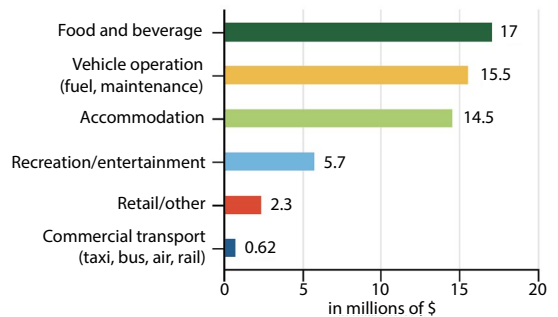


Main Purpose of Visit



*Visiting friends and relatives

Total Spending by Category



Accommodation Preference

