

Saskatchewan Tourism Trends Report (COVID-19 recovery)

January to September 2021

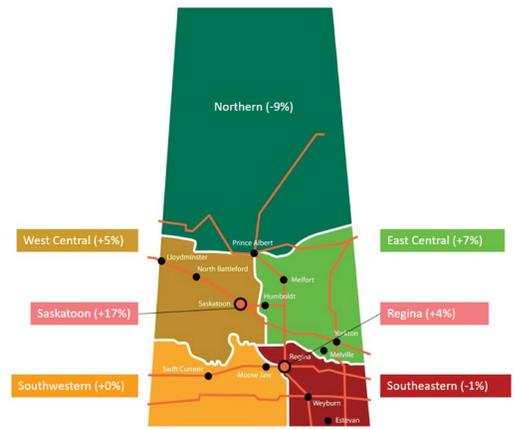
Compared to other provinces and territories, Saskatchewan fared well throughout the summer. Tourism activity in June and July 2021 increased significantly, due to vaccination uptake and the lifting of COVID-19-related health restrictions. The reopening of the Canada/U.S. border in August led to steady growth in the number of American visitors.

The return of a number of festivals and live events bolstered hotel occupancies in Regina and Saskatoon to near pre-pandemic levels. Saskatoon saw the largest increase in overnight visitation, measuring 17 per cent above the same period in 2020. Central regions of the province saw modest increases between four and seven per cent.

A fourth wave of COVID-19 signalled the reintroduction of public health measures in late September. Policies included indoor masking at all businesses and public facilities. Also announced were requirements for proof of vaccination or a negative COVID-19 test result to access a range of businesses and event venues.

The new Omicron variant may affect travel activity in the winter months. Tourism Saskatchewan continuously monitors industry trends to determine strategic actions that will speed tourism recovery and build resilience among the sector.

Percentage Change in Domestic Overnight Visits by Region April - September 2021 vs. 2020

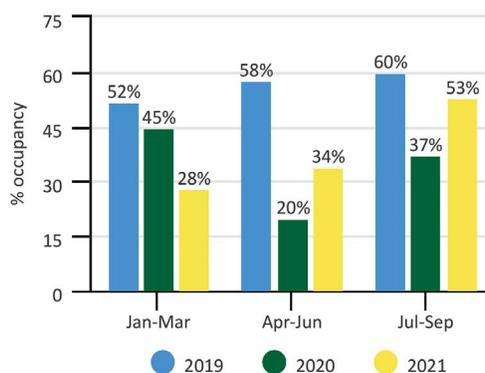


International Air Arrivals (based on ticket sales)

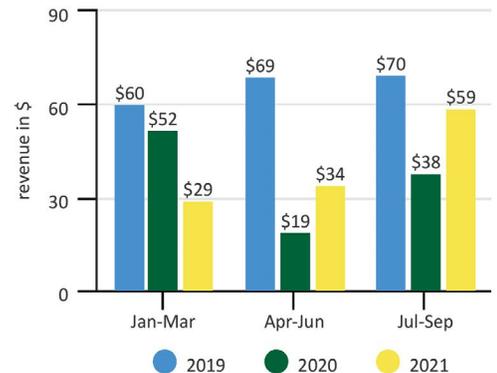


10,329 ↓ 58% decrease over 2020

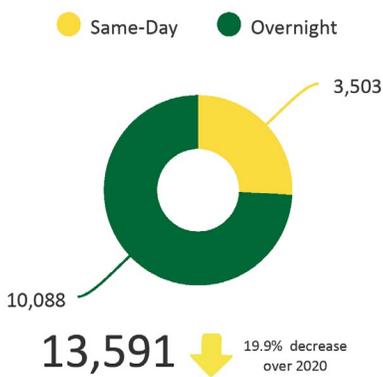
Average Occupancy at Select Fixed Roof Accommodations



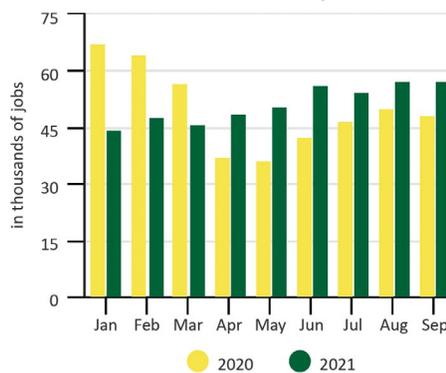
Hotel Revenue Per Available Room (RevPAR)



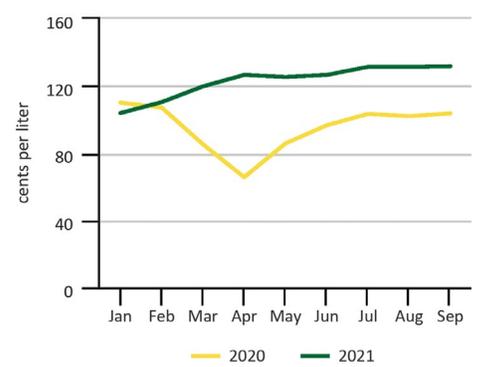
Saskatchewan Border Crossing in U.S.-licensed Automobiles



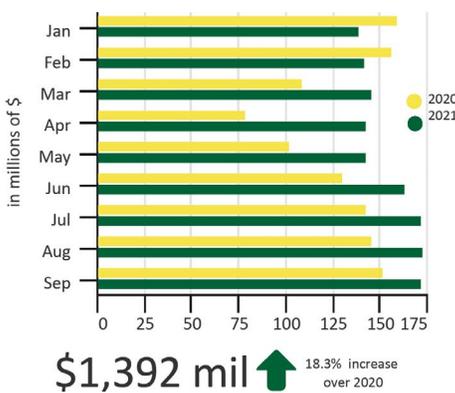
Tourism-Related Employment (in thousands of jobs)



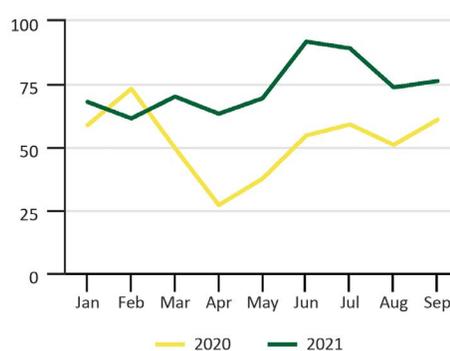
Average Retail Prices for Gasoline (cents per litre)



Restaurant Receipts (in millions of dollars)

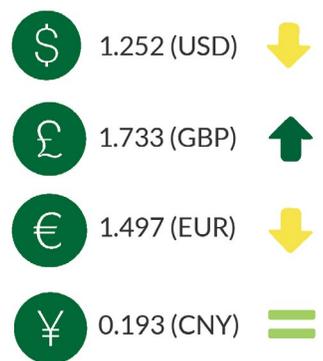


Consumer Confidence Index (Saskatchewan, Manitoba, Alberta)



Average Exchange Rates

(expressed as 1 unit of foreign currency converted into CAD)



General Notes

Tourism Trends indicators cover major aspects of the tourism industry. The figures represented serve as an indication of industry and economic trends. This publication is updated quarterly with the most recent data available; however, all data is subject to ongoing revisions from data suppliers. Percentage changes listed in this publication are for changes from the same period of the previous year, unless otherwise noted.

Total Visits By Region

Source: Environics Analytics, VisitorView
VisitorView uses privacy-compliant, anonymous mobile location data, administrative datasets and analytics to identify Canadian travel patterns.

International Air Arrivals

Source: IATA Global Agency Pro (GAP)
Represents actual airline tickets to Saskatchewan sold within the reporting period. GAP captures approximately 90 per cent of the world's travel agency airline transactions and should be used as an indicator only.

Accommodation Indicators

Provincial hotel occupancy rate is the percentage of available hotel rooms occupied during a specific period of time. Provincial average daily room rate (ADR) is a statistical unit used to measure a hotel's pricing scale. Provincial average revenue per available room (RevPAR) is a function of room rates and occupancy. Figures represent a sample of hotel rooms in the province and should be used as an indicator only. Republication or re-use of this data without the express written permission of STR is strictly prohibited.

Border Crossings in U.S.-licensed Automobiles

Source: Statistics Canada, reports of entries and re-entries from the Canada Border Services Agency
Represents the volume of U.S. residents entering Canada through U.S. land ports in automobiles licensed in the United States during the reporting period. Data exclude travellers who cross the border using a NEXUS card.

Tourism-Related Employment

Source: Labour Force Survey estimates, Statistics Canada. Includes full- and part-time employment in tourism-related sub-sectors: accommodation, air and ground transportation, travel and reservation services, arts, culture and sport, recreation, amusement and gaming, food and beverage services, and select retailers.

Restaurant Receipts

Source: Monthly survey of food services and drinking places, Statistics Canada, Table 21-10-0019-01 (seasonally adjusted) Reports the total dollars spent on food services and drinking places in Saskatchewan. In addition to identifying that restaurants and dining out are an important part of the tourism industry, restaurant receipts can serve as an indicator of how well the economy is doing. When the economy is strong, consumers generally have more money to spend on leisure activities, such as dining out, entertainment and travel. Receipts data is reported on a two-month lag.

Retail Prices for Regular Self-service Gasoline

Source: Monthly average retail prices for gasoline and fuel oil, by geography, Statistics Canada, Table 18-10-0001-01

Consumer Confidence Index

Source: Conference Board of Canada, Monthly Consumer Confidence Index for Prairie Provinces
The Consumer Confidence Index is a survey of Canadian households that measures consumers' levels of optimism regarding current economic conditions. The index is benchmarked to 2014 = 100. An indicator above 100 signals a boost in the consumers' confidence towards the future economic situation. Consequently, they may save less and spend more on major purchases. Values below 100 indicate a pessimistic attitude towards future developments in the economy, possibly resulting in a tendency to save more and consume less.

Exchange Rates

Source: Bank of Canada, exchange rates
Arrows indicate changes in the strength of a foreign currency relative to the Canadian dollar compared to the same period last year.

For more information on available research insights and data visit:

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