

# Saskatchewan Tourism Trends Report (COVID-19 recovery)

January to June 2021

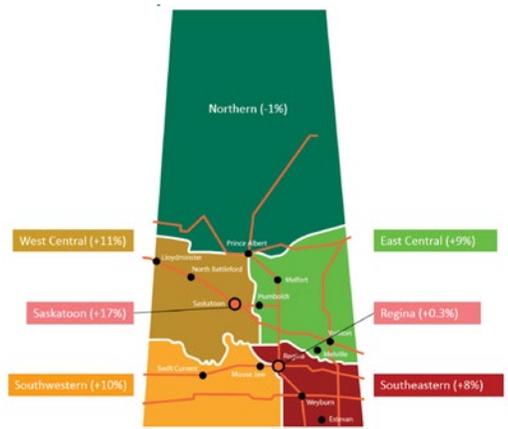
Following a suppressed first quarter, visitation to and within Saskatchewan began to accelerate in the months leading into the 2021 summer season. Q2 saw strong recovery in the food and beverage sector, and moderate growth in the accommodations sector. The tourism labour force grew by over 10,000 full and part-time employees.

Overall domestic overnight visits in Saskatchewan increased by 8 per cent in April, May and June 2021, compared to the same period in 2020. Saskatoon saw the largest increase in overnight visitation (+17%). Regina's visitation rate continued to suffer (+0.3%) due to the targeted health orders that were put in place in late March to reduce the spread of variants of concern. Outbreaks in northern parts of the province also had a negative impact throughout April and May (-1%).

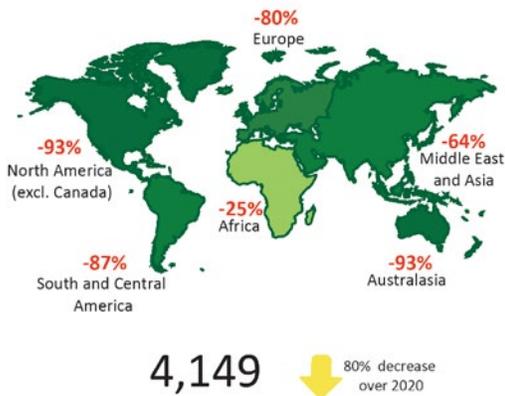
Strong recovery in the summer corresponding with widespread vaccination and health restrictions lifting will be followed by a challenging fall season brought on by a fourth wave. Businesses will have to be agile to respond to customer expectations and the ever-evolving nature of the COVID-19 pandemic.

Tourism Saskatchewan will continue monitoring and reporting industry trends to understand how effectively and quickly Saskatchewan is recovering from the pandemic.

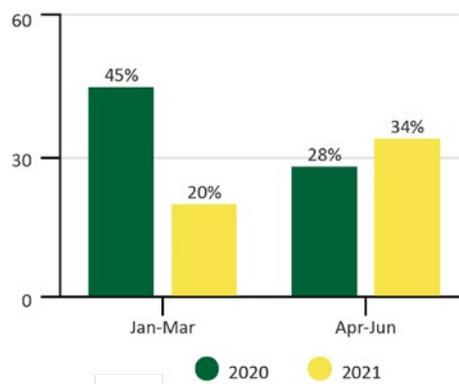
## Percentage Change in Domestic Overnight Visits by Region April - June 2021 vs. 2020



## International Air Arrivals (based on ticket sales)



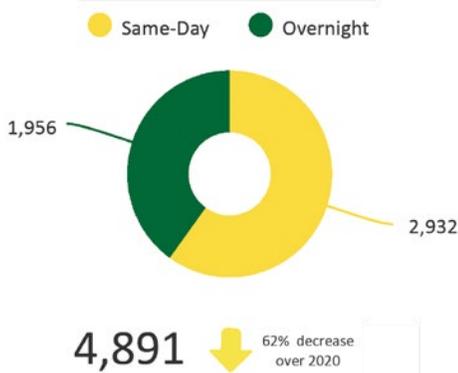
## Average Occupancy at Select Fixed Roof Accommodations



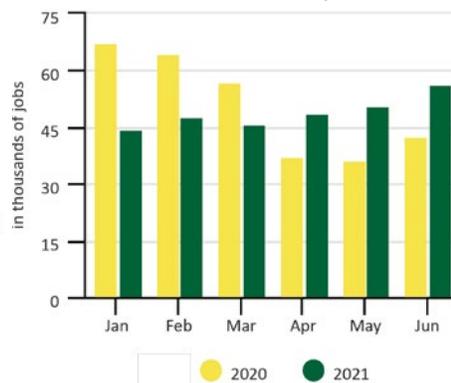
## Hotel Revenue Per Available Room (RevPAR)



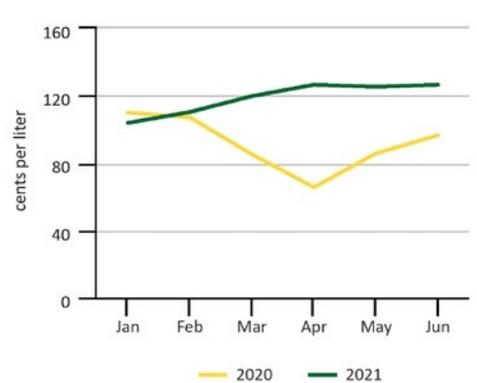
## Saskatchewan Border Crossing in U.S.-licensed Automobiles



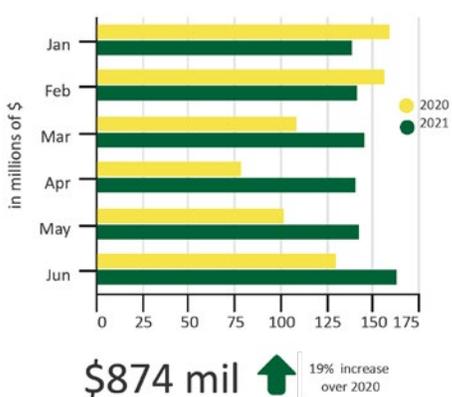
## Tourism-Related Employment (in thousands of jobs)



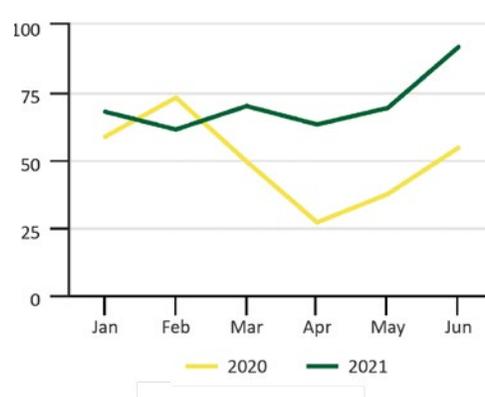
## Average Retail Prices for Gasoline (cents per litre)



## Restaurant Receipts (Jan to Nov) (in millions of dollars)



## Consumer Confidence Index (Saskatchewan, Manitoba, Alberta)



## Average Exchange Rate

(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 reentries from the Canada Border Services Agency  
Represents the volume of U.S. residents entering Canada through land ports in automobiles licensed in the U.S. 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.

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