

The Importance of Tourism

Saskatchewan's visitor economy grows when more people travel to and within the province, and visitors interact more with a destination. Shopping, dining, purchasing transportation and accommodations, buying event tickets, attending galleries and performances, and other activities all contribute to a stronger visitor economy.

Tourism is big business in Saskatchewan

\$2.24 B

in visitor
spending
annually

13 M

visits to and within
the province
annually

71,800

Saskatchewan
residents employed
in the tourism
sector (2019)

A strong, vibrant tourism sector . . .

Supports local
businesses

95 per cent of tourism and tourism-related businesses are small- or medium-sized and many are independently owned or operated.

Creates jobs

Tourism makes up over **12 per cent** of total employment in the province. Three in five people working in the tourism sector are in full-time positions.

Stimulates economic
growth

Tourism is an export industry, injecting **\$723 million** in export dollars annually into the local economy and stimulating growth throughout the province.

Preserves and
celebrates our history

With over **3,200** attractions, events and businesses, Saskatchewan's tourism industry showcases our history, culture and traditions to the world.