

Saskatchewan Tourism Trends Report (COVID-19 impact)

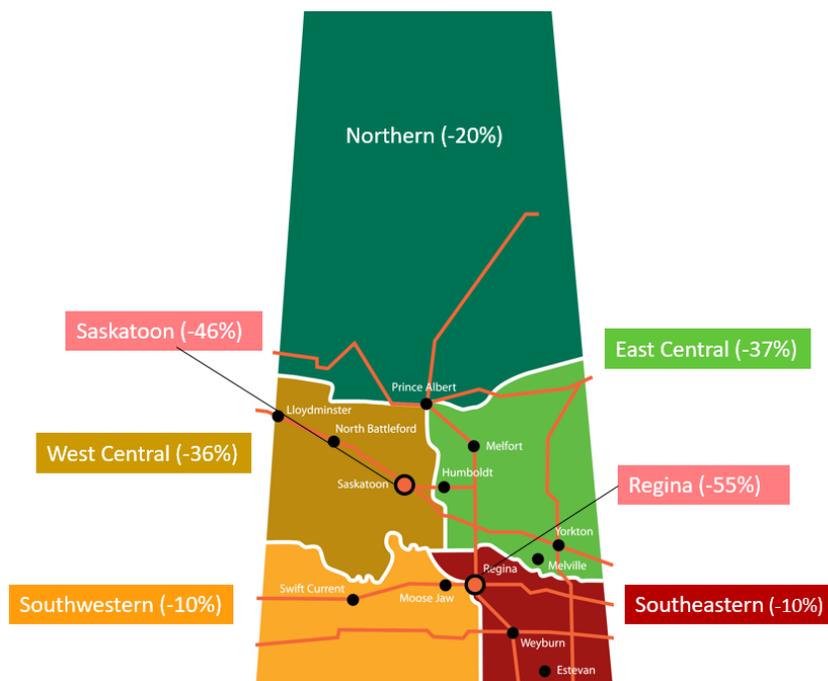
January to March 2021

COVID-19 continued to suppress travel in the first quarter of 2021. Overall domestic overnight visits to Saskatchewan declined by 36 per cent in the first three months of 2021, compared to the same period in 2020. It is important to note the pandemic did not impact travel restrictions until mid-March of 2020.

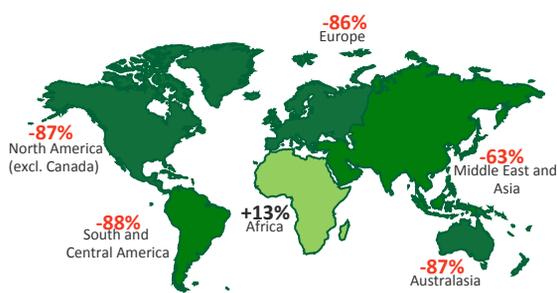
Many travellers searched for an escape from the city during the winter months. As a result, urban regions of the province fared worse than their rural counterparts. Regina and Saskatoon reported 55 per cent and 46 per cent fewer overnight visits, respectively, while the decline in south Saskatchewan was only 10 per cent.

Looking ahead, the industry will see signs of recovery in the summer and fall of 2021, corresponding with widespread vaccine distribution and travel restrictions lifting. Most of this recovery will come from domestic visitation, starting with local and regional travel within provinces. Due to prolonged international travel restrictions, full recovery to pre-pandemic levels is not expected until 2023.

Tourism Saskatchewan will continue monitoring and reporting industry trends to understand when recovery will start and how effectively and quickly Saskatchewan is recovering.

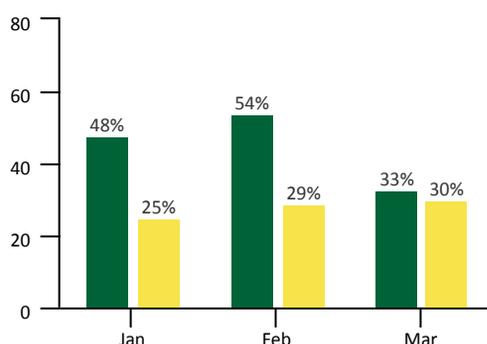


International Air Arrivals (based on ticket sales)

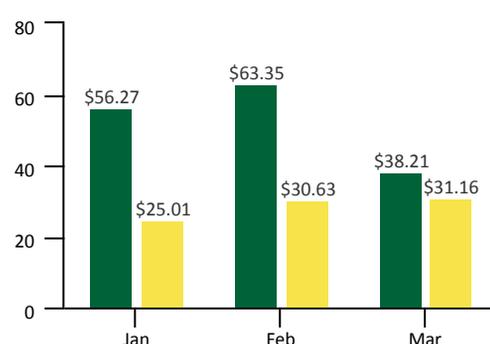


2,972 ↓ 83% decrease over 2020

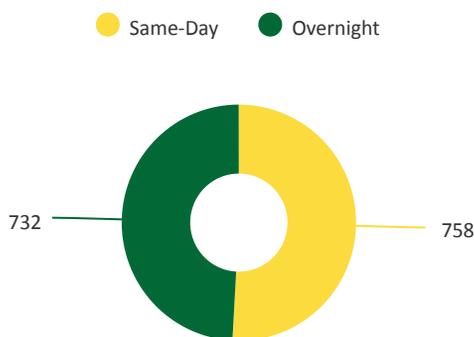
Average Occupancy at Select Fixed Roof Accommodations



Hotel Revenue Per Available Room (RevPAR)

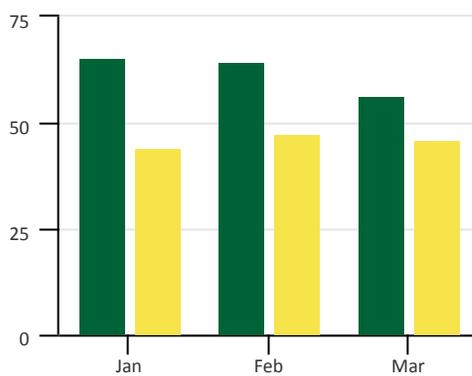


Saskatchewan Border Crossings in U.S.-licensed Automobiles

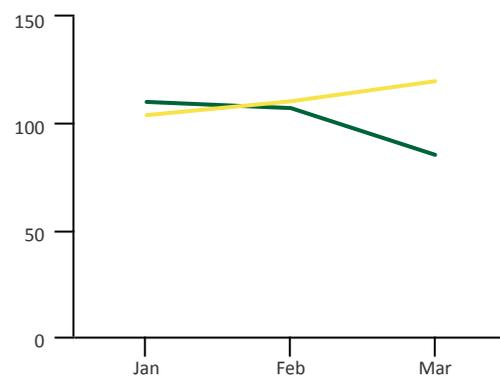


1,490 ↓ 85% decrease over 2020

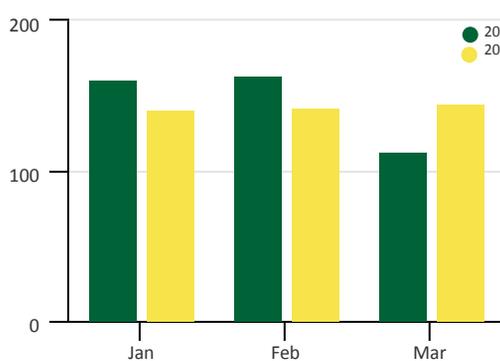
Tourism-related Employment (in thousands of jobs)



Average Retail Prices for Gasoline (cents per litre)

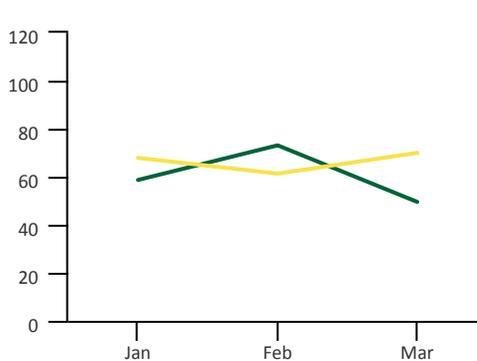


Restaurant Receipts (in millions of dollars)

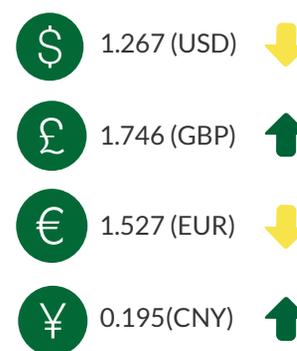


\$429 mil ↓ 2.2% decrease over 2020

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

Source: STR, Inc.
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 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 by industry, 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. Restaurant receipts 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:

[Business.TourismSaskatchewan.com](https://www.business.tourismsaskatchewan.com)