

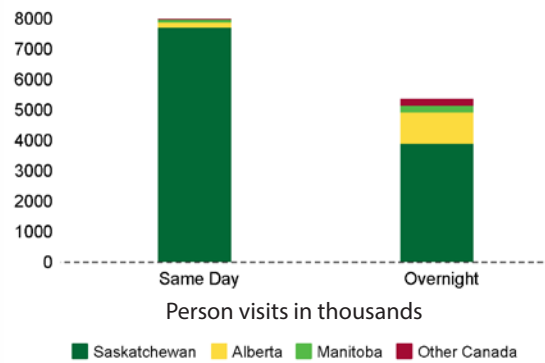
# Saskatchewan Visitor Insights

Provincial  
Summary

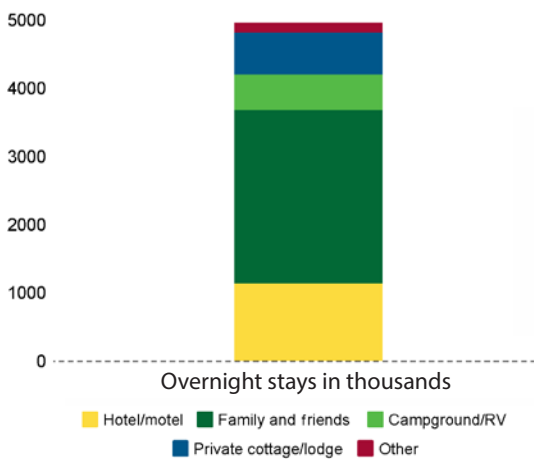
Over 13 million visits were made by Canadians to Saskatchewan in 2017. On average, visitors tend to be middle-aged, earning above average incomes. Saskatchewan residents travelling within the province account for 73% of overnight visits.



## Visits by Province of Origin



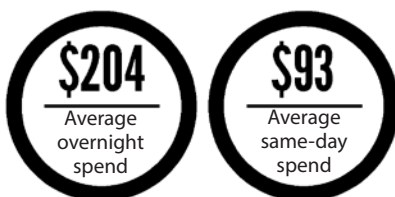
## Accommodation



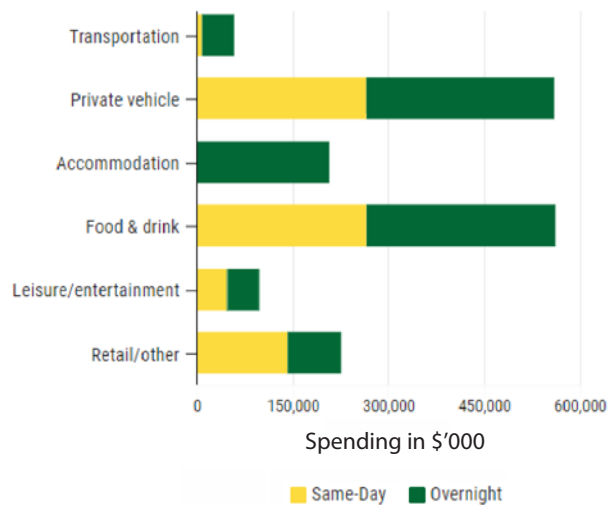
Visiting friends and relatives is the primary reason for travel to Saskatchewan, and also the top choice for accommodation.



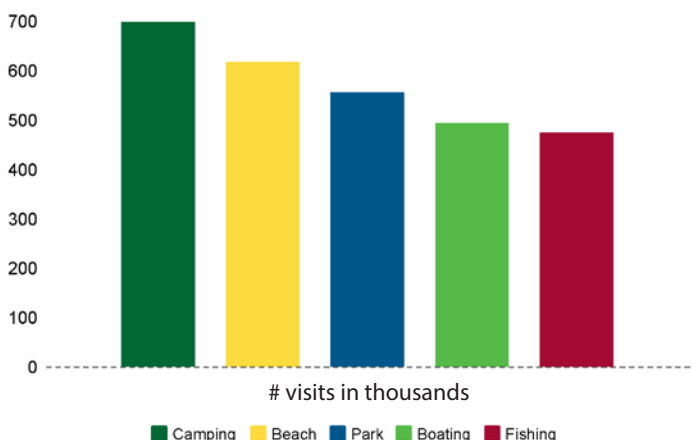
Canadian travellers spend nearly \$2 billion in Saskatchewan each year. 32% of spending was on food and beverage.



## Visitor Spending



## Top 5 Leisure Activities



Leisure travel makes up one-third of overnight visitation. Camping, visiting parks and going to the beach are the most popular leisure activities.