

Saskatchewan Party Tourism Plan

Overview:

A Saskatchewan Party government will invest \$32-million over four years to double funding for tourism in Saskatchewan.

Impact of Tourism in Saskatchewan

Saskatchewan's tourism industry plays a vital role in the province's economy and promoting pride in our province:

- The tourism industry generates over \$1.5 billion annually in traveler spending and more than 8.6 million visits per year.
- Tourism related activities account for more than 60,000 jobs in the province, a third of those directly involving tourism activities.
- There are over 3,500 tourism businesses, organizations and events in Saskatchewan.

NDP Record:

- The provincial government currently provides Tourism Saskatchewan, the province's central tourism agency, with \$8-million annually in funding.
- On a per capita basis, provincial support for tourism under the NDP is the second lowest in Canada:

<u>Province</u>	<u>Provincial Support for Tourism Per Capita</u>
Prince Edward Island	\$88.23
Nova Scotia	\$23.00
Newfoundland	\$21.78
New Brunswick	\$19.17
Quebec	\$18.68
Alberta	\$17.33
British Columbia	\$12.16
Ontario	\$11.68
Saskatchewan	\$8.08
Manitoba	\$6.53
Canadian Average	\$22.66

Note: Tourism Saskatchewan's funding also includes support for the Saskatchewan Tourism Education Council.

The Saskatchewan Party Plan

A Saskatchewan Party government will capitalize on our tourism advantage by immediately doubling funding for tourism in the province - an additional \$32-million investment over the next four years for:

- Additional marketing activities to promote tourism in the province;
- Capital investment in ecological, paleontological, museum and heritage facilities;
- Improved and consistent signage promoting tourist attractions on Saskatchewan highways;
- Enhanced strategic partnerships with urban and regional tourism organizations in the province;
- Support for First Nations tourism initiatives;
- Work with the federal government to facilitate development of ecological and heritage attractions;
- Increased northern and eco-tourism; and
- Greater support for event-hosting.

Implementation

A Saskatchewan Party government will work with Tourism Saskatchewan, urban and regional tourism marketing organizations and stakeholders in tourism and tourism related industries to identify and remove barriers to growth in the tourism sector, as part of a Saskatchewan Party government's plan for economic growth.

Tourism stakeholders will be consulted and directly involved in the identification of projects and initiatives to support the Saskatchewan Party's tourism plan.

Of central importance to the province's economy as a whole, and the tourism sector in particular, will be a Saskatchewan Party government's creation of Enterprise Saskatchewan.

Enterprise Saskatchewan will replace government-driven control of the economy with a new partnership modeled on the success of government-industry-stakeholder partnerships in Saskatchewan such as Tourism Saskatchewan. The Board of Enterprise Saskatchewan will be comprised of representatives from industry, labour, First Nations, municipalities, small business, post-secondary institutions, and economic organizations in the province.

Enterprise Saskatchewan will establish sector teams in fourteen key sectors of the economy, including tourism, to identify barriers to economic growth and propose strategies to realize the full economic potential of Saskatchewan's economy.

Given the importance of tourism to the province's economy, legislative responsibility for Tourism Saskatchewan will fall under Enterprise Saskatchewan.