

# GoingPlaces

SASKATCHEWAN'S TOURISM INDUSTRY NEWSLETTER

SUMMER 2009



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Tourism  
Saskatchewan

**GOING PLACES**

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**COVERIMAGE**

Waskesiu Beach,  
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**BOOKMARK INDUSTRY MATTERS**

Our dedicated industry website, [www.industrymatters.com](http://www.industrymatters.com), is your one-stop site for the latest news and information from Tourism Saskatchewan and the province's tourism industry. You will find recent statistics, upcoming events and articles on issues currently affecting our industry.

Bookmark [www.industrymatters.com](http://www.industrymatters.com) and visit often!

## SNAP IT! The Great Saskatchewan Photo Contest Launches During Tourism Awareness Week



Tourism Saskatchewan's eighth annual *Snap It! The Great Saskatchewan Photo Contest* is officially underway. The contest launch was part of Tourism Awareness Week.

Amateur and professional photographers are encouraged to submit images that capture the wonders of Saskatchewan – its natural splendour, unique attractions, colourful events, and the remarkable spirit of its people and communities!

**There are six categories to enter:**

- **Saskatchewan People** – Photos that reflect the character and spirit of Saskatchewan people. (No studio photography.)
- **Nature in Saskatchewan** – Photos of flora and fauna in natural habitat.
- **Prairie Scenic** – Scenic photos from prairie regions of Saskatchewan, including traditional scenes, as well as hidden prairie treasures, such as the Qu'Appelle Valley, hills and badlands, and features not typically categorized as "prairie".

- **Woods and Water** – Scenic photos reflecting parkland, boreal forest, and/or lake settings.

- **My Saskatchewan Vacation** – Photos of people having fun during their Saskatchewan vacation. Images may capture adventure, recreation, relaxation, or celebration at a favourite attraction, event, or destination in Saskatchewan.

- **Urban Life** – Images that portray the excitement, sophistication, and spirit of our Saskatchewan cities and towns. Photos can also feature events and attractions that you experience while visiting our "urban playgrounds".

The prize-winning photographer in each category will receive a \$500 gift certificate from Don's Photo. The Grand Prize winner, selected from the six category winners, will receive an additional \$500 Don's Photo gift certificate. Five Award of Merit prizes will also be given. Photos may appear in the 2010 Saskatchewan travel guides.

For complete contest rules and to submit your entry, visit [www.sasktourism.com/snapit](http://www.sasktourism.com/snapit) or call Tourism Saskatchewan toll free at 1-877-237-2273. The deadline for entries is midnight on October 2, 2009.

## MESSAGE FROM THE PRESIDENT/CEO

At the Spring General Meeting in March, I announced the formation of the President's Task Teams. With preliminary planning and the first set of meetings complete, there are interesting details to report.

The Task Team initiative was conceived in response to the official report on the *Saskatchewan Summit on Tourism*. It revealed the "Top Ten" list of concerns among delegates at the *Summit*. Without due consideration of these priorities, our industry would struggle in its attempt to advance from *Good to Great*.

Tourism Saskatchewan recognized a role in facilitating teams of industry leaders and Saskatchewan "ambassadors" to share their knowledge and provide guidance on specific challenges. A successful model was already in place. The Tourism Labour Market Partnership was comprised of volunteer industry leaders who dedicated time and expertise to ensuring that there is a robust, highly trained tourism workforce in our province.

Four new Task Teams were formed to address:

- Provincial image
- Resources and funding
- Product development and infrastructure
- Quality assurance

In addition, a fifth committee, the Cultural Tourism Task Team, was reignited.

The goals of these committees are ambitious, to say the least. Their mandates range from capturing the essence of the province's cultural character helping to facilitate tourism development and marketing (Cultural Tourism Task Team) to providing strategic advice regarding the creation of a comprehensive, effective, and achievable Quality Assurance Program (Quality Assurance Task Team).

There has been no shortage of discussion about the need for a Quality Assurance Program for Saskatchewan's tourism sector and Task Team members are committed to action on this matter. Their insights will prove invaluable as Tourism Saskatchewan proceeds with the planning of a program that can be implemented

within the next three years. Pleased with the set target, one Team member asked, "Does this mean that mediocrity will no longer be acceptable?"

Put simply, all of the Task Team members are unabashedly honest and extremely hard working. They bring to the table vast experience, astute business sense, and "on the ground" knowledge. Their input will assist Tourism Saskatchewan with our strategic planning. Additionally, each member is a devout cheerleader for our province. This is a group of individuals who are seasoned travellers. Many have worked elsewhere in Canada and beyond. Yet, they remain deeply rooted in Saskatchewan and contribute to our province immeasurably.

The President's Task Team initiative has the ingredients to enrich Saskatchewan's tourism sector. I look forward to providing more updates on our progress.

*Lynda Haverstock, C.M., S.O.M., Ph.D., L.L.D.*

## ATASI NEWS

### Aboriginal Tourism Guides Available Now

The 2009/2010 *Saskatchewan Aboriginal Tourism Guide* is now available. The guide will showcase Aboriginal tourism resources, including national historic sites, heritage parks, galleries, golf facilities, festivals, powwows, gaming, and more.

Aboriginal tourism in Saskatchewan provides opportunities to observe and participate in First Nations and Métis cultures. Their fascinating histories, including their contributions to building Canada and our province, are being preserved. Present and future generations will be enriched by the lessons learned.

To order a copy of the 2009/2010 *Saskatchewan Aboriginal Tourism Guide*, contact:

#### Aboriginal Tourism Association of Saskatchewan Inc.

Lorne Carrier, Manager  
(306) 332-3936  
[lorne.carrier@atasi.ca](mailto:lorne.carrier@atasi.ca)



Aboriginal Tourism  
Association of Saskatchewan



## MOOSE JAW UNVEILS NEW COMMUNITY BRAND

When visiting Moose Jaw this summer, you might see more moose antlers around town – a stylized moose antler in the shape of an exclamation mark, that is. The antler is Moose Jaw's new icon and the visual identity of the city's recently unveiled community brand, "Surprisingly Unexpected."

According to Moose Jaw City Councillor Dawn Luhning, it means what it says. "Moose Jaw really is surprisingly unexpected. I hear it all of the time from people who visit our city," Luhning said. "People are surprised by what we have to offer. I think the slogan is quite fitting."

The process began last summer with a study aimed to develop the city's community marketing brand for businesses, visitors, and residents. Commissioned by Moose Jaw Regional Economic Development Authority (MJREDA) under the name *Brand Moose Jaw*, the study involved a number of partners including the City of Moose Jaw, Moose Jaw Chamber of Commerce, and Tourism Moose Jaw.

North Star Destination Strategies and The Noblet Design Group (of Regina) were charged with the research, strategy and creative segments of the process.

The comprehensive study relied on more than a dozen research approaches to identify what differentiates the city from other areas in the province and nation. The process consulted residents, local economic and cultural stakeholders and visitors, and compared Moose Jaw to other regional cities. It then contrasted economic and cultural realities with local opinion and perceptions to determine a new and more relevant brand for the community.

The goals of the project were numerous. They wanted to create a unified voice and a consistent message. In addition, there was a desire to convey the variety of attractions that the city has to offer, as well as to communicate Moose Jaw's values. Ultimately, the community wants everyone to know that it is a great place to visit, raise a family, and start a business. Furthermore, positive growth would result from increased local and foreign investment.

"We started discussing the challenges we face in promoting tourism in our city and the conclusion we came to is that we need a consistent message across the board," Luhning said.

Once the branding committee launches its marketing and advertising plan this summer, Luhning hopes the community will get "on-board".

According to Luhning, Moose Jaw is already on the map, but with a unified voice touting all things "Surprisingly Unexpected", she expects her city to become one of Canada's premier tourist destinations.

# Moose Jaw

SURPRISINGLY UNEXPECTED



### SURPRISINGLY UNEXPECTED TOP 10

(Courtesy of Tourism Moose Jaw)

1. Home of the Snowbirds, Canada's precision aerobatic demonstration team, since their formation in 1971.
2. Internationally recognized Festival of Words, which hosts many of Canada's top writers and provides panels, interviews, and workshops.
3. Moose Jaw Public Library, in beautiful Crescent Park, has the most marble (with the exception of the Legislative Building) of any structure in Saskatchewan.
4. The intersection of Main and Fairford is the only street corner in any Saskatchewan city that has a heritage building on all four corners, each of which is still in use.
5. We boast the most spas per capita in Saskatchewan. We should be known as Moose "Spa", instead of Moose Jaw!
6. Information overload is provided to city guests via the Tourism Information Centre located just off the highway, tourism ambassadors on the downtown city streets, and a vintage bus information centre on the corner of Main Street and River Street.
7. World's largest moose – Mac – is located at the Tourism Information Centre.
8. We boast that nothing is more than 10 minutes from anything else in the city. Very accessible.
9. We have no less than three 18-hole golf courses – all within city limits.
10. Home to Saskatchewan's present Poet Laureate, Robert Currie.



Snowbirds



Temple Gardens Mineral Spa

## MESSAGE FROM THE CHAIR



I am very pleased to provide my first communication in *Going Places* as Chair of the Board of Directors of Tourism Saskatchewan.

My interest in tourism and travel extends from my childhood, supported by parents and grandparents, as we travelled the province in the family wood-paneled station wagon, always on the lookout for the next roadside attraction, picnic area, and ice cream stand.

Many summers were spent at Kimball Lake, with my first employment opportunity provided by Jack and Ruth Lee-Knight at Greig Lake in Meadow Lake Provincial Park. In my current career, I have enjoyed the opportunity to plan and implement many special and sporting events, seek funding for local attractions and facilities, assist in planning and developing land, and source and attract tourism businesses to Saskatchewan.

I am confident that everyone enjoyed the *HOST Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show* held in March, and I congratulate the management and staff of Tourism Saskatchewan on another very successful event.

The various 2009 Tourism Awareness Week events were also successful and well-received. It was a pleasure to attend an event sponsored by the West Central Tourism Region at the Unity and District Heritage Museum in my home community on June 1. I am excited to once again visit the Doukhobor Dugout House for Doukhobor Peace Movement Day on June 27.

Recently, I was invited to provide input for the development of the Terms of Reference for the Ministry of Tourism, Parks, Culture, and Sport *Tourism Review*. It is my understanding that it has been almost 10 years since government has reviewed its support of tourism in Saskatchewan.

I am optimistic that a stronger tourism sector will be the result. You can expect regular updates and communication on the review as it progresses.

Your Board of Directors is a capable and diverse group of individuals, volunteering their time away from work and family to represent the tourism sector. I have enjoyed the past two years as a Director on the Board; it has been a fulfilling and challenging experience. I very much appreciate the confidence the Board has given me to act as their Chair.

I look forward to a busy summer of travel throughout Saskatchewan with my wife and two children.

Carey Baker, B.A., Ec.D



## HOST SASKATCHEWAN CONFERENCE A HIT!

The second annual *HOST Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show* brought industry delegates together for three eventful and informative days. The conference featured workshops, networking opportunities and industry celebrations, along with the province's largest tourism trade show, with 75 exhibitors. The conference was held at Queensbury Convention Centre in Regina from March 22-24.

The conference showcased 15 workshops delivered by industry experts, along with a distinguished keynote speaker. As well, two individual gala celebrations were held – the *Saskatchewan Hotel and Hospitality Association Chairman's Dinner*, which took place at the Regina Inn Hotel and Conference Centre, and, the *Saskatchewan Tourism Awards of Excellence*, at the Delta Regina Hotel.

Workshop topics included current labour market issues, social media tools, loyalty marketing, and web presence enhancement strategies. A highlight was

the Tourism Company's *New Direction for Tourism Saskatchewan Travel Guides*, in which Jill Vandal presented research results and recommendations for travel literature in Saskatchewan.

The three host organizations – Tourism Saskatchewan, the Saskatchewan Hotel and Hospitality Association and the Saskatchewan Outfitters Association – held their General Business Meetings at the conference.

This year saw tremendous attendance and enthusiasm of participants. Conference delegates reported a high level of satisfaction with the event overall, with an average rating of 4.34 out of five. Other items that rated extremely high included overall organization of the conference, networking opportunities, educational value, and quality of information received.

## The Golf Market

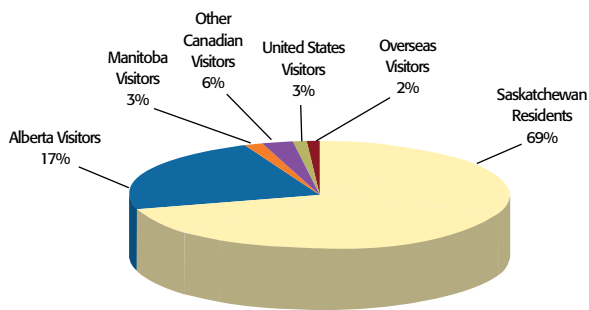


Dakota Dunes Golf Links

### GOLFERS IN SASKATCHEWAN

Every year, more than 280,000 travellers golf while in Saskatchewan on a trip. Our own residents make up the largest portion of golfing visitors, followed by other Canadians, especially those from Alberta.

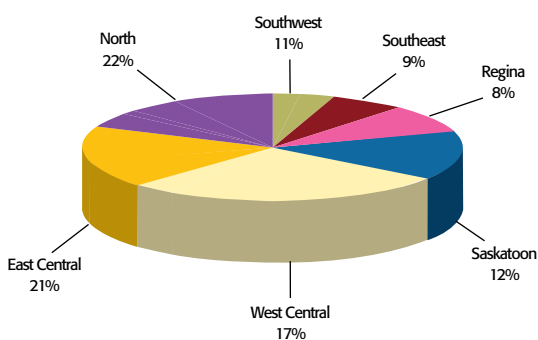
Origin of Visitors to Saskatchewan who Golfed while on a Trip 2007



Saskatchewan is more likely to attract golfers than non-golfers. Golfers make up a higher portion of Saskatchewan visitors than pleasure travellers in Canada, overall. Of Canadian pleasure visitors to Saskatchewan in the two-year period between 2004 and 2005, 28 percent golfed while travelling in our province. This is significantly higher than the 17 percent of travellers who golfed while visiting destinations other than Saskatchewan.

The East Central and Northern Tourism Regions see the largest number of travelling golfers, followed by the West Central Region and Saskatoon.

Saskatchewan Region Visited by Travellers who Golfed 2007



### The Overall Golf Market

There are 3.4 million golfers in Canada and 18.2 million in the United States. Generally, one-third of these golfers have taken at least one trip specifically to golf in the two-year period between 2004 and 2005.

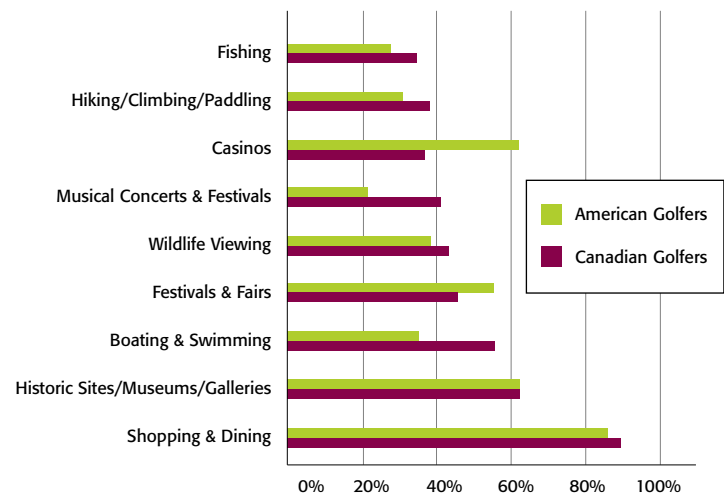
Golfers make up a higher portion of pleasure travellers from Saskatchewan (27 percent) and Alberta (26 percent) than in other parts of Canada, where they account for an average of 18 percent of pleasure travellers. In the United States, golfers make up a higher portion of pleasure travellers from the East North Central states (especially Michigan and Wisconsin), the West North Central states, (particularly North Dakota, Minnesota and Iowa) and Alaska. In both Canada and the United States, pleasure travellers who golf on trips are on average:

- Male (65 to 67 percent)
- 45 years of age (with 71 percent over 35 years of age)
- Married (76 percent) with no children under 18 at home (71 percent)
- Well-educated with 58 per cent to 74 per cent holding a post-secondary diploma, trade certificate, or university degree
- Well-off, with above average household incomes averaging \$86,733 in Canada and \$97,381 in the United States

### Other Activities of Interest to Golfers

Pleasure travellers who golf also have a high degree of participation in a variety of outdoor and cultural activities. The following graph shows the most popular activities participated in by Canadian and American pleasure travellers.

Participation in Other Activities by Pleasure Travellers Who Golf on Trips



The most popular specialty accommodations used by golfers are: lakeside or riverside resorts (33 to 35 percent), provincial, state or national parks (31 percent), private campgrounds (25 percent), spas (10 per cent), and wilderness lodges reached by car (8 percent). Golfers are more likely than the average pleasure traveller to stay in all of the accommodation types.

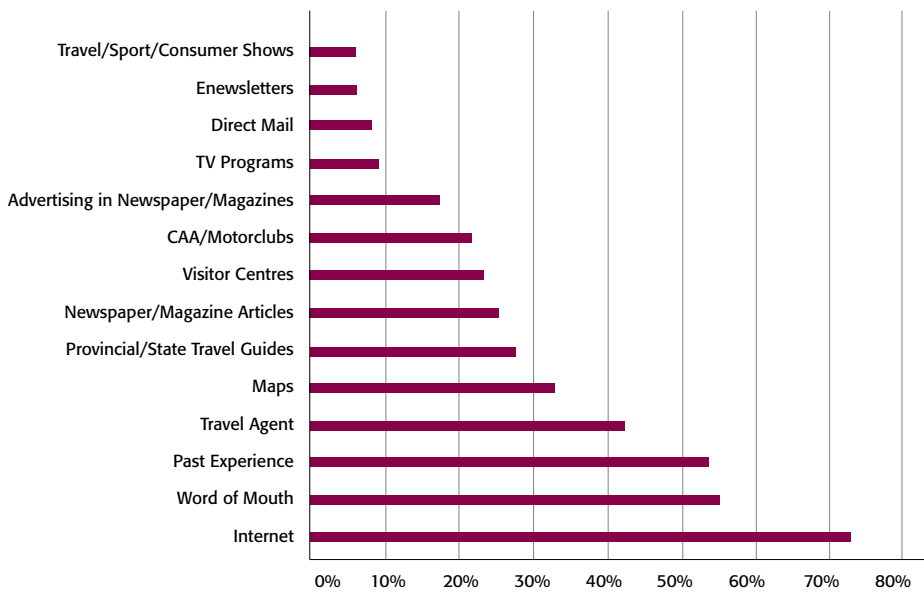
**Reaching the Alberta Golfer**

There are more than 550,000 pleasure travellers in Alberta who golf while on trips. Of that group, 29 percent had visited Saskatchewan in 2004 and/or 2005. The majority of these past visitors were occasional golfers, but 18 percent had taken at least one overnight trip to a golf resort, and 7 percent had taken a golf touring package to more than one resort or course.

These golfers are spread throughout Alberta with 31 percent in each of Calgary and Edmonton. Thirty-eight percent are found in other parts of the province.

Golfers are users of multiple sources of information when planning their trip. The majority use the internet, word of mouth, and past experience. However a significant number also use a variety of other sources. It is important to consider the variety of information sources used by golfers when targeting your marketing efforts.

Information Sources Used by Canadian Travellers Who Golf on Trips



<sup>1</sup> Statistics Canada as Analyzed by Research Resolutions; *Travel Survey of Residents of Canada* 2007 and *International Travel Survey* 2007; November 2008.

<sup>2</sup> Statistics Canada and TNS Canadian Facts; *Travel Activities and Motivations Survey (TAMS) 2006*; Lang Research; *Canadian Travel Market: Golfing While on Trips of One or More Nights*; October 3, 2007.

<sup>3</sup> Statistics Canada as Analyzed by Research Resolutions; *Travel Survey of Residents of Canada* 2007 and *International Travel Survey* 2007; November 2008.

<sup>4</sup> Statistics Canada and TNS Canadian Facts; *Travel Activities and Motivations Survey (TAMS) 2006*; Lang Research; *Canadian Travel Market: Golfing While on Trips of One or More Nights*; October 3, 2007 and *US Travel Market: Golfing While on Trips of One or More Nights*; February 2007.

<sup>5</sup> Statistics Canada and TNS Canadian Facts; *Travel Activities and Motivations Survey (TAMS) 2006*; Lang Research; *Canadian Travel Market: Golfing While on Trips of One or More Nights*; October 3, 2007 and *US Travel Market: Golfing While on Trips of One or More Nights*; February 2007.



Golf Kenosee



Casino Regina



Downtown Saskatoon

# SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE

Saskatchewan's tourism industry honoured businesses and individuals at the 20th annual *Saskatchewan Tourism Awards of Excellence Gala* at the Delta Regina Hotel on March 23. More than 400 people gathered for the celebration, which acknowledges the achievement of excellence within the tourism industry.

"The dedication and commitment of people who drive Saskatchewan's dynamic tourism industry is impressive," Dr. Lynda Haverstock, President/CEO of Tourism Saskatchewan said.

"It is such a pleasure to host the *Saskatchewan Tourism Awards of Excellence* and to pay tribute to individuals and businesses whose efforts in 2008 soared



**BUSINESS OF THE YEAR AWARD** (Under 50 Full-time Employees)

*Sponsored by The Western Producer*

**Handy Special Events, Saskatoon**

Marion and Barry Ghiglione accepted the award from Neale Buettner, Supervisor of Specialty Advertising, The Western Producer.



**BUSINESS OF THE YEAR AWARD** (Over 50 Full-Time Employees)

*Sponsored by The Western Producer*

**TCU Place - Saskatoon's Arts & Convention Centre**

Andrew Turnbull, Chair, Tourism Saskatoon Board of Directors, accepted the award on behalf of TCU Place from Neale Buettner, Supervisor of Specialty Advertising, The Western Producer.



**CORPORATE PARTNER OF THE YEAR AWARD**

*Sponsored by the Ministry of Tourism, Parks, Culture and Sport*

**Viterra, Yorkton**

Thom Weir, accepted the award from the Honourable Christine Tell, Minister of Tourism, Parks, Culture and Sport.



**CREATIVE EXCELLENCE AWARD**

*Sponsored by Advantage Sign and Display Systems*

**Compaigni V'ni Dansi, Vancouver**

Irene LeGatt, Parks Canada, accepted the award on behalf of Compaigni V'ni Dansi, from Barb de la Sabloniere, Partner, Advantage Sign and Display Systems.

"above and beyond" expectation. Bravo to all of the award recipients, finalists, and nominees. They are among our province's most admirable ambassadors and play a key role in showcasing the wonders of our home."

An industry selection committee of 12 people determined the 46 finalists and 16 award recipients. The *Chairman's Lifetime Achievement Award* recipient was selected by Carey Baker, Chair of Tourism Saskatchewan's Board of Directors.

The winners of the Saskatchewan Tourism Awards of Excellence for 2008 are:



**FRED HEAL TOURISM AMBASSADOR AWARD**

*Sponsored by Saskatchewan Western Development Museum*

**Kevin Tobin, Saskatoon**

Andrew Turnbull, Chair, Tourism Saskatoon Board of Directors, accepted the award on behalf of Kevin Tobin, SaskTel Saskatchewan Jazz Festival, from Janet Olsen, Director of Marketing, Saskatchewan Western Development Museum.



**GIL CARDNER MARKETING AWARD FOR A BUSINESS, FACILITY OR ATTRACTION**

(Budget under \$20,000)

*Sponsored by Phoenix Group*

**Western Development Museum, North Battleford**

Wayne Fennig accepted the award from Pam Klein, President, Phoenix Group.



**GIL CARDNER MARKETING AWARD FOR A BUSINESS, FACILITY OR ATTRACTION**

(Budget over \$20,000)

*Sponsored by Phoenix Group*

**TCU Place - Saskatoon's Arts & Convention Centre**

Sylvia Martini, Tourism Saskatoon, accepted the award on behalf of TCU Place from Pam Klein, President, Phoenix Group.



**LAND OF LIVING SKIES AWARD**

*Sponsored by PrintWest Communications*

**Radisson Hotel Saskatoon**

Andrew Turnbull, Chair, Tourism Saskatoon Board of Directors, accepted the award on behalf of Radisson Hotel Saskatoon from Grant Gayton, President/CEO of PrintWest Communications.



**PROMOTIONAL MARKETING CAMPAIGN AWARD (Association, Bureau or Region)**

*Sponsored by SaskTel*

**The Regina Convention Team**

Claire Belanger-Parker, accepted the award on behalf of The Regina Convention Team from the Honourable Ken Cheveldayoff, Minister of Crown Corporations.



**SERVICE EXCELLENCE AWARD (Individual)**

*Sponsored by Arcas Group*

**Peggy Henderson, Tourism Regina**

accepted the award from Dean Gagne, Executive Vice President, Arcas Group.



**PROMOTIONAL/MARKETING CAMPAIGN AWARD - EVENT OR FESTIVAL**

(Budget under \$20,000)

*Sponsored by Saskatchewan Indian Gaming Authority*

**Long Day's Night Music Festival, Swift Current**

Shann Gowan accepted the award on behalf of Long Day's Night Music Festival from Susan Schigol, Vice Chair, Tourism Saskatchewan Board of Directors.



**SPIRIT OF SASKATCHEWAN AWARD**

*Sponsored by Saskatchewan Arts Board*

**Maria Campbell, Wakaw**

Ward Read, Chair, Saskatchewan West Central Tourism Region, accepted the award on behalf of Maria Campbell from Dave Miller, Saskatchewan Arts Board.



**PROMOTIONAL/MARKETING CAMPAIGN AWARD - EVENT OR FESTIVAL**

(Budget over \$20,000)

*Sponsored by Saskatchewan Indian Gaming Authority*

**Lloydminster Summer Games**

Lorne Lasuita, Saskatchewan Games Council, accepted the award on behalf of Lloydminster Summer Games, from Susan Schigol, Vice Chair, Tourism Saskatchewan Board of Directors.



**TOURISM MEDIA AWARD FOR TRAVEL JOURNALISM**

*Sponsored by the Delta Regina Hotel*

**Parkland Publishing, Saskatoon**

Lloyd Beazley, Budget Car & Truck Rentals, accepted the award on behalf of Robin and Arlene Karpan, from Terry Tremblay, Banquet Manager, Delta Regina Hotel.



**ROOKIE OF THE YEAR AWARD**

*Sponsored by the Saskatchewan Chamber of Commerce*

**Clearwater Canoeing, Paynton**

Owen Einseidler, Battlefords Tourism, accepted the award on behalf of Clearwater Canoeing from Steve McLellan, CEO, Saskatchewan Chamber of Commerce.



**CHAIRMAN'S LIFETIME ACHIEVEMENT AWARD**

*Sponsored by Tourism Saskatchewan*

**Donna Carlson-O'Keefe**

received the award from Carey Baker, Chair, Tourism Saskatchewan Board of Directors.

Involved in Saskatchewan's tourism industry for more than 30 years, Donna Carlson-O'Keefe is well-known for her contributions to the growth and development of this important sector. She was a member of the initial task force that helped to establish the Saskatchewan Tourism Authority and has served on Tourism Saskatchewan's Board of Directors, including two terms as Chair. Donna is known throughout the industry for her instrumental work in developing national standards for both fishing and hunting guides. She has participated in provincial committee roles and as President for the Saskatchewan Outfitters' Association. Donna and her husband, Brian, are the owners of Nordic Lodge, located on the south shores of Reindeer Lake.



**SERVICE EXCELLENCE AWARD (Business)**

*Sponsored by Casinos Regina & Moose Jaw*

**Travelodge Hotel & Conference Centre, Regina**

Ryan Urzada accepted the award on behalf of Travelodge Hotel & Conference Centre, Regina, from Susan Flett, Acting Vice President of Marketing and Product Development, Casinos Regina and Moose Jaw.

# TOURISM OPERATORS LEARN TO “CAPTURE THE EXPERIENCE” AT PHOTOGRAPHY WORKSHOPS

In May and June, participating tourism regions and Tourism Saskatchewan, in cooperation with Robert Weitzel and Devona Hill ([www.thosetwophotographers.com](http://www.thosetwophotographers.com)), offered a “tourism-specific” digital photography workshop for operators across the province.

The goal of the workshop was to arm participants with the photography skills needed to visually represent their business and attract new customers by learning how to “capture the experience”. There were about 100 participants from across the province.

Workshops were held in Estevan, Swift Current, Yorkton, North Battleford,

Prince Albert and Saskatoon and focused on:

- composition
- eye contact
- emotion
- lighting
- camera settings (entry-level to advanced)
- image submission to service bureau or publication
- obtaining photo permissions

For a list of all workshops and presentations offered by Tourism Saskatchewan, please visit [www.industrymatters.com](http://www.industrymatters.com).

## Photography 101 with Rob and Devona

In terms of photographically “capturing the experience”, it is important to engage the viewer with the image that he or she is viewing. This is often accomplished by ensuring that the subject has eye contact with the camera or intense focus on the activity in which they are participating.

An enjoyable experience involves a radiant smile, a look of adoration, or body position that shows those in the photo are involved in what they are doing or seeing. If there is action in the photo, that action needs to be captured at its peak.

Images that depict only a scene require you “to place the viewer in the photo”, which requires a strong lead element that moves the viewer into and through the scene by using multiple areas of interest.

Whenever possible, photograph activities in such a way that the environment or location is identifiable to the viewer. Photograph often and ask for permission to utilize your subject’s likeness after you have captured the image. This ensures genuine expressions which “sell the experience” much more effectively than the typical posed photograph.

Practicing these photographic concepts will separate you, your images, and your business from those who use dated, non-specific stock images for promotional purposes.

## 11 Photography Tips by ThoseTwoPhotographers.com

1. Shoot at eye level with your subjects and maintain eye contact as it is through the eyes that emotions are portrayed.
2. Avoid posed photos. Capture the real experience.
3. Watch your background and ensure there is no clutter that takes away from your story.
4. Avoid shooting at mid-day. Best results are obtained early and late in the day.
5. Ensure horizons are straight.
6. Include a strong foreground element.
7. Use your camera’s burst mode to increase your odds of success.
8. Avoid placing your subject or the horizon in the middle of the frame.
9. Leave room to “breathe” in portraits. Don’t crop too tight around the head. Allow room for the subject to move “through the frame”.
10. Use a tripod whenever possible.
11. Take a photo class. Know your camera.

*"I feel that a whole new world has been opened up to me... thank you both very much!"*

– Shaunna

*"The fact that you touch on some of the most basic operations of cameras plus you delve into some of the more in-depth information makes it very valuable to a mixed audience...Excellent workshop!"*

– Connie

*"I found the course very helpful and I would recommend it!"*

– Cheryl

# AROUND THE REGIONS

By Colleen Bilokreli, East Central Saskatchewan Tourism Region



Deer Park Municipal Golf Course



Country church



Good Spirit Lake Provincial Park

Warm greetings from East Central Saskatchewan! Although we were all beginning to question spring's arrival, I believe we can all agree that it has arrived. Mother Nature is truly at her finest with the blossoming of the early summer landscape, and you can't help but take in a deep breath of the fresh air and think that the feeling is priceless.

With the school year at an end, parents and families are busy preparing for another exciting summer full of Saskatchewan vacation plans. I would like to extend a hearty welcome to those considering travel to the East Central region. Many wonderful attractions, events and adventures await you in this fabulous holiday destination. There is something for everyone to enjoy – activities range from camping, birding, fishing, golfing, hiking, canoeing, horseback riding, and boating.

The area is home to four provincial parks: Duck Mountain, Good Spirit Lake, Greenwater Lake, and Wildcat Hills. Each has its own appeal, and you are invited to come and explore the diverse landscape and find some adventures of your own.

The friendly, welcoming residents of East Central communities are pleased to be your hosts as you experience the heritage and ethnic diversity of the area. In Yorkton, the region's largest urban centre, you will find the Western Development Museum, which celebrates the cultural roots of Western Canadian settlers in the "Story of People". The Ukrainian culture is evident throughout the area, with statues, churches, religious art showcasing these roots, along with food, festivals, and entertainment celebrating Ukrainian heritage. Other cultures are featured as well, including the Doukhobor pioneers, who emigrated from Russia and whose heritage comes alive in

Veregin, with an 11-building site of early homes that reveal the lifestyle and habits of these early settlers. Fort Livingstone Heritage Park provides a glimpse into the North West Mounted Police history, St. Brieux showcases French culture in the local museum, and Humboldt displays its German roots in the local city architecture, events and art.

Natural wonders abound throughout the East Central region. Adjacent to Tourism Yorkton, the Crops of the Parkland Walking Tour offers a unique opportunity to walk, explore, and learn about Saskatchewan crops and agricultural practices. The Quill Lakes International Bird Area is a globally significant 250-sq. km conservation area between the towns of Wynyard and Foam Lake. Featuring more than one million waterfowl, shorebirds and songbirds, the area also showcases two nature centres, viewing areas with trails, and a large interpretive centre. The Yellowhead Flyway Birding Trail offers another birding opportunity in the area.

For those looking to relax and rejuvenate, visit a spa or resort within the Manitou area to experience the "healing waters" – legendary mineral waters renowned for their natural buoyancy and curative powers. Golfers will find excellent play in several East Central locations, including Deer Park Municipal Golf Course in Yorkton, Evergreen Golf Club in Nipawin, and the Birch Hills, Melfort, and Tisdale courses. For those who love to dance, the world-famous Danceland at Manitou Beach features dances Friday and Saturday nights throughout the summer on floor built on horse hair.

Have a great summer in Saskatchewan and don't forget East Central has a destination for every imagination!

## Alberta Major Focus of Advertising and Sales Efforts



Alberta is Tourism Saskatchewan's primary geographic target market for good reason. Our western neighbour's economy, supported by petroleum, agriculture, technology and tourism, remains strong relative to other markets in Canada and the United States. With a growing population expected to reach 3.5 million by 2010, Alberta is larger than adjacent Manitoba, North Dakota, and Montana combined. Alberta has a strong "friends and family" connection to Saskatchewan, with many ex-patriots returning to our province for frequent visits. Additionally, it has limited water recreation opportunities within its own borders, making nearby Saskatchewan particularly appealing.

To promote our abundant lakes and water recreation product and other tourism opportunities, Tourism Saskatchewan launched a television campaign in Alberta this spring. Thirty-second commercials, developed by advertising agency The Phoenix Group ran on Calgary and Edmonton CTV, Global, and CBC television stations. You can see these two television spots, as well as a longer "Woods and Water" themed video, at [2escape.com](http://2escape.com) (the URL used in the Alberta campaign).

Spring 2009 is the first time that Tourism Saskatchewan has used television for advertising in the Alberta market, largely due to limited budget resources. While some dollars from more distant markets were refocused in Alberta, the use of television would not have been possible without financial support from the Ministry of Tourism, Parks, Culture and Sport to create a high-definition video. Library footage was used to develop the television commercials, which significantly reduced commercial production costs.

The television campaign was supported by three newspaper inserts that ran in April, May and early June. These inserts were carried by the *Calgary Herald*, *Edmonton Journal*, *Lethbridge Herald*, *Medicine Hat News*, *Grand Prairie Daily Herald Tribune*, *Red*



*Deer Advocate*, and *Fort McMurray Today*. The distribution reached more than 600,000 households.

Other advertising in Alberta included a six-page advertorial in *Westworld Alberta*. This CAA publication reaches 440,000 Alberta Motor Association members. Two advertorials were developed for *Westjet up!* magazine. A seven-page column in the April edition of the magazine featured Saskatoon and the Northern Region, while a five-page piece in May showcased Regina and the Southern regions. Each edition of this in-flight publication had the potential to reach over 1.4 million readers. A two-page promotional article was also developed for *Alberta Golfer Magazine*.

Broader-based initiatives also reaching Alberta included: full-page ads in *Canadian Geographic Magazine*, "The Spirit of Saskatchewan" travel insert developed by the *Calgary Sun* and the *Edmonton Sun*, a postcard outsert in *Reader's Digest Magazine*, and direct mail targeted to past inquirers from Canada.

Online efforts in Alberta include banner ads in online daily newspapers and on the computer screens of Albertans using the MSN/Sympatico network, the Yahoo network, The Weather Network and Score Golf. Additionally, we participate in the Google Adwords and Adsense programs which focuses not only on themes related to outdoor adventure, but also in support of the *2escape* contest and offline campaign.

Tourism Saskatchewan also had strong presence at a number of consumer marketplaces in Alberta, attending Calgary and Edmonton home and garden shows, golf shows, women's shows, and Calgary's *Go Expo* oil symposium. The last of the marketplaces that we will attend in the 2008/09 market cycle will be the *Calgary Stampede*, held this year on July 3-12.

Media events were hosted in early May at dinners in Edmonton and Calgary to showcase the new

Tourism Saskatchewan "Woods and Water" video and to express Saskatchewan's thanks to the Alberta media for their past and continued tourism editorial coverage of Saskatchewan. Travel trade initiatives included participation in Anderson Vacations Agent Nights.

This year, the international trade marketplace *Rendez-vous Canada* was held in Calgary. On May 8, as tour operators from around the world began to gather for this event, Tourism Saskatchewan undertook a guerilla marketing initiative on Calgary's streets. The goal was to generate local media exposure, while developing video for a viral online campaign.

Developed by The Phoenix Group, with support from Captive Audience, the event featured a parade of vacationers, all destined for Saskatchewan. Held on Stephen Avenue Walk over the noon hour, the stunt started at Olympic Plaza with an energetic "Think Saskatchewan" flag bearer announcing to the crowd that "Saskatchewan is the place to visit." People from the street joined the flag bearer in "Pied-Piper" fashion. As he proceeded down the street, the number of followers grew to more than 100 people before they all hopped in their cars to drive to Saskatchewan. Video of the stunt was posted on YouTube the same day. Titled "Saskatchewan Parade in Calgary", the viral video had generated well over 5,500 hits by mid-June. The video can be seen by using the following link: <http://www.youtube.com/watch?v=GWse77jLlc>.

How much of an impression will all of this make on prospective visitors from Alberta? To measure marketing activity effectiveness in Alberta, pre- and post-surveys are being undertaken. When completed, these surveys will measure Alberta's attitudes about Saskatchewan as a tourism destination before and after campaign activities took place, and create a snapshot of Alberta trip intentions. What we learn will help guide next year's initiatives.

## Media Highlights

The *Mantracker* television series, which airs on Outdoor Life Network (OLN), held its screening of the Big River area episode (filmed July 2008) on June 6 in Big River. Tourism Saskatchewan assisted *Mantracker* in finding a destination to shoot in the province for the second consecutive year after a strong partnership was struck while hosting the crew in the Big Muddy area in 2007. Congratulations to Sturgeon River Ranch, the community of Big River and all partners involved in this success.

The *Travel Guys* aired two Saskatchewan episodes in June with an emphasis on exciting places to visit in Regina and Saskatoon after being hosted in Saskatchewan in July 2008. *The Travel Guys* airs nationally on Shaw TV in 33 markets across Canada and is seen in over 4 million homes.

Media events were hosted in early May in Edmonton and Calgary to showcase the new Tourism Saskatchewan "Woods and Water" video and to express our gratitude to the Alberta media for their past and continued support. Tourism Saskatchewan was also accompanied by Forest House Wilderness Lodge – located in the McLennan Lake area of northern Saskatchewan.

As a result of hosting journalist Mark Abley in 2008, a feature article on the Athabasca Sand Dunes titled "Sandland" appeared in *Canadian Geographic Travel* (Spring 2009). Additionally, a feature on Saskatchewan's Métis history called "Mixed Blessings" appeared in *Canadian Geographic* (April 2009).

Finally, more than ten television crews visited the province during May 2009 to capture footage of the province's world-class hunting and fishing experiences.

## Mark Your Calendar

- **Calgary Stampede**  
Calgary, Alberta  
July 3-12, 2009

This major international event attracts over 1.2 million visitors each year from Canada and the United States. With Alberta being our #1 market outside Saskatchewan, this is an excellent opportunity for partners in Saskatchewan to form a "team" to sell Saskatchewan. Partners confirmed to date include: Southwest Tourism Region, Southeast Tourism Region, Cypress Hills Interprovincial Park, and Tourism Regina.

- **Icast – American Sportfishing Association**  
Orlando, Florida  
July 15-17, 2009

The world's largest sportfishing convention and trade show brings together registered members of the media and the North American fishing industry.

## GOLF FORE HOSPITALITY

You are cordially invited to join us on September 13 and 14 for the inaugural Saskatchewan Hotel & Hospitality Association (SHHA)/Tourism Saskatchewan *Golf Fore Hospitality* Tournament at Dakota Dunes Golf Links.

Dakota Dunes is ranked "Four Stars" by *Golf Digest* and was CPGA Saskatchewan's "2008 Facility of the Year."

We invite you to come out and experience the beauty and character that this special property has to offer. The course is located on the historical Whitecap Dakota First Nation, south of Saskatoon on Highway 219.

Proceeds from the tournament will be used to award annual scholarships for students studying for careers in the hospitality industry. Hospitality is a rapidly growing industry. Opportunities are great for people with the knowledge and attitudes necessary to be competent professionals in a variety of hospitality occupations. With a skilled workforce, business owners benefit from:

- Greater profits
- Improved customer service
- Reduced employee turnover
- Increased pride among employees

These scholarship opportunities for students are made possible through the generous support of our sponsors. The SHHA and Tourism Saskatchewan are committed to ensuring that your contribution to this golf tournament is recognized. Join us and take advantage of this opportunity to build your business profile and support one of Saskatchewan's most promising economic sectors.

Sponsorship opportunities range from Gold, Silver and Platinum with an investment of \$250, \$500 or \$1,000. Each sponsorship level includes its own range of benefits. For sponsorship information, please contact Warren Nerby, Sponsorship Coordinator (SHHA), at 306-539-8286 or [wnerby@sasktel.net](mailto:wnerby@sasktel.net).

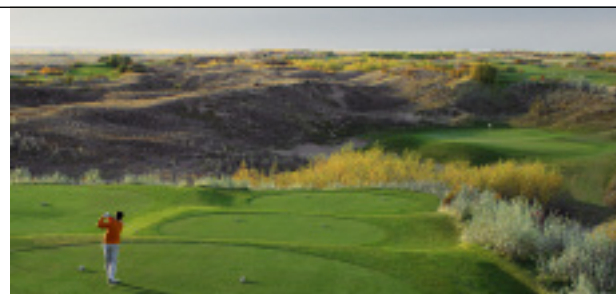
### Tournament Itinerary:

#### Sunday, September 13

Registration & Social – Park Town Hotel, Saskatoon  
6:00 – 7:30 p.m. Steak Dinner & Silent Auction, including Complimentary Bar  
7:30 – 8:30 p.m. Entertainment  
8:45 p.m. Bus to Dakota Dunes Casino

#### Monday, September 14

9:00 – 10:00 a.m. Breakfast and late registration at the Park Town Hotel, Saskatoon  
11:00 a.m. SHHA/Tourism Saskatchewan Golf Tournament at the Dakota Dunes Golf Links - Shot Gun Start (Team of 4, best ball)



### Registration Fee of \$225.00/person includes:

Sunday Night Social Evening – Including Dinner & Bar/Entertainment  
Monday Morning Breakfast/Green Fees & Cart Rental/Team Photo/Prizes

Sunday Social & Dinner Only For Non-Golfer – \$40.00 each

### Host Hotel: Park Town Hotel

924 Spadina Crescent, Saskatoon  
Quote #6513/reservations@parktownhotel.com/  
1-800-667-3999  
\$115.00 Standard - \$125.00 Executive / Single or Double

For more information or to download a registration form please visit, [www.industrymatters.com](http://www.industrymatters.com).

## TRAINING TOURISM PROFESSIONALS ACROSS SASKATCHEWAN

When considering all that Saskatchewan has to offer for tourism destinations, attractions, accommodations, dining, events and adventures, most people do not realize that tourism also involves the training of thousands of professionals to create the best experience possible for our guests.

In Saskatchewan, the tourism sector employs 57,000 people in five industries: accommodation, food and beverage services, recreation and entertainment, transportation, and travel services. For nearly 20 years, the Saskatchewan Tourism Education Council (STEC) has worked with the tourism sector across the province to improve human resource management and training practices.

Recently, STEC received support to implement the *Transforming the Tourism Workforce* pilot project. The objective of the project is to facilitate the adoption, testing and sharing of promising tools and approaches to enrich the training and workplace skills development of tourism professionals. This project will provide over \$500,000 in funding for direct training costs for the tourism sector.

The *Transforming the Tourism Workforce* pilot project is one of 41 across Canada being funded by the Workplace Skills Initiative (WSI), a division of Human Resources and Skills Development Canada (HRSDC). It spans two years, from September 1, 2008 to August 31, 2010.

Since the outset of the project, STEC has sought participants from a broad geographic range and a variety of operator types and sizes, spanning the five tourism industries. Upon completion of information sessions in each region, we are pleased to announce that recruitment targets have been exceeded, with 29 operators, 93 tourism

supervisors, and 193 frontline professionals participating.

### Opportunities for Employers

It is expected that by engaging in the *Transforming the Tourism Workforce* pilot project, tourism operators are on the path to developing a more competitive, productive and highly skilled workforce. This project will allow business owners to not only reinforce existing human resource practices, but also to obtain an Employer of Choice designation.

Becoming an Employer of Choice is especially important in today's economy and labour market as an increasing number of employers are feeling the effects of low unemployment rates, the pending retirement of baby boomers, productivity challenges, skills shortages, and recruitment and retention issues.

Employers of Choice are expected to gain a competitive edge through increased productivity, profitability, customer service and employee job satisfaction. Additionally, improved health and safety of staff and a reduction in absenteeism and turnover are anticipated benefits of the program.

### Opportunities for Supervisors and Frontline Professionals

Supervisors are key to the development of a professional tourism workforce. Through this project, supervisors will be provided with a workplace mentor/coach, training materials, and assessment tools to achieve *emerit* Professional Certification. They will develop communication, leadership and human resource management skills, as well as workplace training skills by participating in the *Train the Workplace Trainer* program. Supervisors who know how to train effectively are better able to improve customer service, sales and productivity, and retention of employees.

Frontline professionals are crucial in the delivery of memorable tourism experiences. Through this project, employees will be provided with individual training plans and workplace support for skills development. They will also obtain *emerit* Professional Certification in one of the 27 tourism professions in which certification is available. In addition, STEC will assist 75 frontline staff achieve Journey person status in one of two tourism trades: Food and Beverage Person or Guest Services Representative.

We are thrilled that even before the halfway point of the project, all participants are well engaged in their individual skills development activities, with several having already completed at least one of the three required components of *emerit* Professional Certification (occupational knowledge exam, performance evaluation and work experience).

### A Tourism Training Culture in Saskatchewan

As the *Transforming the Tourism Workforce* pilot project progresses, STEC will continue to support participating operators as they implement training and certification programs at all levels. It is anticipated that this project will create a model for a long-term tourism training culture in Saskatchewan.

If you are interested in learning more about this project or tourism human resource development initiatives, please contact STEC at (306) 933-5900 or 1-800-331-1529.

For a full listing of participating tourism businesses in the *Transforming the Tourism Workforce* pilot project, please visit the STEC section of [www.industrymatters.com](http://www.industrymatters.com).

## STEC MAKES AN IMPRESSIVE PRESENCE AT THE NATIONAL JOB FAIR IN TORONTO

On March 31 and April 1, the Saskatchewan Tourism Education Council (STEC) made its presence known at its second visit to the *National Job Fair and Training Expo* at the Metro Toronto Convention Centre in Toronto, Ontario.

Lois Kurp, Industry Liaison, and Darcy Acton, Manager, Industry Human Resource Development, spoke to thousands of individuals interested in finding jobs in Saskatchewan's tourism sector and learning more about the province.

Many visitors to the STEC booth were surprised by the amount of work available in our province, with

more than 200 tourism sector job postings on [Saskjobs.ca](http://Saskjobs.ca), [Saskatoonjobshop.ca](http://Saskatoonjobshop.ca) and [Reginajobshop.ca](http://Reginajobshop.ca). In addition to recruiting job seekers, Lois and Darcy informed attendees about professional development opportunities available in the Saskatchewan tourism sector.

These details included national occupational standards, *emerit* professional certification, career awareness and training.

STEC was one of 23 Saskatchewan exhibitors at the job fair, which hosted a record-breaking 13,500 people, in search of their next job.



Lois Kurp and Darcy Acton at their booth

It is expected that some attendees will find jobs in Saskatchewan as a result of the job fair.

## TOURISM SASKATCHEWAN AND PARTNERS CELEBRATE GRAND OPENING

Lively and entertaining musicians, gourmet finger foods and refreshments greeted guests who walked into the Vecima Centre in downtown Saskatoon on the afternoon of June 1.

People from across the province gathered to celebrate the Grand Opening of the new home of Tourism Saskatchewan/Saskatchewan Tourism Education Council (STEC), Saskatoon Regional Economic Development Authority, Greater Saskatoon Chamber of Commerce, and Tourism Saskatoon.

The above businesses moved into the Vecima Centre last fall. The celebration recognized the unique and numerous advantages of the shared office building, located on Fourth Avenue across from City Hall. It is anticipated that by

working together in the same centre, the operations of all four organizations – which work under similar mandates – will expand.

Approximately 200 individuals from the tourism sector, government, business community and public attended the event, including Mayor of Saskatoon Don Atchison.

The Grand Opening provided Tourism Saskatchewan, STEC and partners the opportunity to enhance public, stakeholder and member awareness of the contributions each organization is making to the development and improvement of the city of Saskatoon and the province of Saskatchewan.

## SERVICE BEST IN SASKATCHEWAN HIGH SCHOOLS

The Saskatchewan Tourism Education Council (STEC) provides *Service Best* training to a number of high schools across Saskatchewan.

*Service Best* is an award-winning, internationally recognized seminar designed to assist staff in the delivery of superior customer service.

Making this seminar available to high school students provides them with the training they'll need to work in your business. Watch for the *Service Best* seminar on student resumes.

All participants of this seminar are presented with a certificate of participation and the option to write an exam. Students who successfully pass the exam receive a gold seal on their certificate.

Students will learn:

- how to demonstrate the difference between ordinary and outstanding service;
- how to identify and respond to customer needs, best-practices in service delivery;

- three vital communication concepts;
- the importance of non-verbal communication and the power of a positive attitude; and
- the tools they need to successfully work in your business.

To learn more about *Service Best* in Saskatchewan high schools, contact Darla Wyatt at (306) 933-5912. To inquire about *Service Best* training for current employees, contact Jinelle Dulle at (306) 933-7947.

## TOURISM AWARENESS WEEK A SUCCESS!

Tourism Awareness Week was celebrated in Saskatchewan from May 31 to June 6, and successfully increased awareness in the province of the importance of the tourism industry.

The Honourable Dustin Duncan, Minister of Tourism, Parks, Culture and Sport, and Dr. Lynda Haverstock, President and CEO of Tourism Saskatchewan, launched the week at a press conference at the RCMP Heritage Centre, one of Regina's signature attractions, on June 1.

Making a special appearance at the event was Jeff Maystruck, *Think Saskatchewan* flag bearer and star of the YouTube video, "Saskatchewan Parade in Calgary", and some of his friends – vacationers, some looking to golf and others looking to camp – who trekked from Alberta and arrived in Saskatchewan just in time to help kick off the week.

Since the release of the video on YouTube on May 8, more than 5,500 people have watched the parade – a stunt orchestrated by Tourism Saskatchewan to gain profile during *Rendez-Vous Canada*, Canada's top international travel trade show. The video is part of Tourism Saskatchewan's "Think Inside the Box" campaign aimed at Alberta residents. The promotional "Woods and Water" video, which was played during the event in the venue's theatre, is also a part of the new campaign to endorse the province's outdoor assets.

Other Tourism Awareness Week events were held in communities throughout the province. Flag raising ceremonies were held in Battleford, Unity, and Hudson Bay. Prince Albert, Watrous, and North Portal hosted barbeques at



Visitor Reception Centres, and Crops of the Parkland tours were held in Yorkton. In Big River, a screening of the *Mantracker* episode filmed in the area was followed by a Cowboy Ceilidh and full moon walk at the Ness Creek site.

During the week, the Tourism Regions and Tourism Saskatchewan launched its *Explore Saskatchewan Contest* – a resident contest with fabulous, themed vacation prizes from around the province, each valued at approximately \$2,500. In addition, the eighth annual *Snap It! The Great Saskatchewan Photo Contest* was launched, featuring six entry categories and prizes from Don's Photo.

Media coverage before, during, and after the week was impressive, with representatives from the Tourism Regions, Tourism Saskatchewan, and other tourism industry ambassadors appearing in radio, TV, and print media. Getting the "word out" to residents and non-residents alike is what helps to make Tourism Awareness Week such a success for promoting our industry.

# HERE & THERE

- Tourism Saskatchewan has partnered its angling website, [www.fishing-in-saskatchewan.com](http://www.fishing-in-saskatchewan.com), with [fishingsaskatchewan.ca](http://fishingsaskatchewan.ca). The two websites have co-branded and now share a well-established fishing forum, in which anglers share information about where fish are biting, lake conditions, and angling tips. Another component of this partnership is the inclusion of Tourism Saskatchewan's fishing outfitter members' listings in the [fishingsaskatchewan.ca](http://fishingsaskatchewan.ca) business directory.

- The Tourism Industry Association of Canada is now accepting nominations for the 2009 National Awards for Tourism Excellence, presented by the *Globe and Mail*. These awards allow Canada's tourism industry to recognize the people, places, organizations and events that have gone above and beyond to offer a superior tourism experience to travellers in Canada. Online nominations in 15 categories will be accepted until Friday, August 10. Please take the time to nominate those who should be recognized and celebrated. For more information, visit [http://www.tiac.travel/english/events\\_nate\\_general.asp](http://www.tiac.travel/english/events_nate_general.asp).

- Radisson Hotel Saskatoon is celebrating its 25th anniversary with the completion of a \$5-million makeover to all of its guest and meeting rooms. The renovation will include new carpets, furniture, bedding and bathrooms with granite countertops in the guest rooms, as well as new carpet and paint in the hotel's meeting rooms. The next phase of changes will take place over the course of the year and include a \$2-million cosmetic and structural renovation to the lobby, conference space and waterworks area, which includes two three-storey waterslides and pool.

- In April, the Saskatchewan Tourism Education Council (STEC), a division of Tourism Saskatchewan, received \$60,936 in federal Skills Link funding to support its *Ready to Work* project. Between April 2009 and December 2009, STEC will provide client assessment, case management, group-based employability skills workshops and work experience to eight at-risk youth to assist them in either obtaining employment in the tourism industry or returning to school. As part of the Government of Canada's *Youth Employment Strategy*, the *Skills Link* program is one of three programs that help young Canadians facing barriers to employment obtain career information, develop skills, gain work experience, find good jobs and stay employed.

- On May 28, Darla Wyatt, Career Awareness Coordinator for the Saskatchewan Tourism Education Council (STEC), was one of 14 individuals honoured at the *Saskatoon Shines! Tourism Leadership Celebration*. The celebration was held to recognize individuals who have dedicated their time and effort to bring fabulous events to Saskatoon. Darla was the Event Chairperson for the National Broomball Championships held on April 1-4, 2009. Other recipients included: Nowshad (Shad) Ali, Darcy Bear, Ron Belke, Joe Bloski, John Boersma, Sharon Bourassa, Jack Brodsky, Scott Ford, Barry Ghiglione, Jeff Montgomery, Terry Scaddan, Julio Torres-Recinos and Kerry Wrishko. Tourism Saskatoon, the

Saskatoon Hotel Association and Saskatoon Sports Tourism hosted the event.

- Congratulation to Saskatchewan outfitter, Toby Coleman, who was awarded the 2009 Golata Award as the *Outstanding Outfitter of the Year* at the Wild Sheep Foundation Convention in Salt Lake City, Utah. The award is presented to an outstanding member of the outfitting industry in North America. In 1971, Toby entertained his first hunting client. A member of the RCMP at the time, Toby came into outfitting by accident, but over the years, secured a solid client base for his fledgling hunting business. In 1995, Toby retired from law enforcement and became a full-time outfitter. Toby's Trophy Treks is based out of Sunnyside Beach at Emma Lake.

- In January, Jim Shockey, an outfitter who hails from British Columbia and is a native of Saskatoon, Saskatchewan, was awarded the 2009 *North American Award* at the Safari Club International's Annual Hunters' Convention in Reno, Nevada. Jim has been an award-winning outdoor writer, wildlife photographer/videographer, wilderness guide and outfitter for the last two decades. Jim's outfitting business extends from Vancouver Island, British Columbia, to the wilds of the Yukon Territory and from the forests of Saskatchewan to the Sonoran Desert of Mexico.

## EVENTS CALENDAR

### TOURISM SASKATCHEWAN FALL GENERAL MEETING

December 2, 2009 ..... Saskatoon

### HOST SASKATCHEWAN – HOSPITALITY, OUTFITTERS & TOURISM CONFERENCE & TRADE SHOW

March 14 – 16, 2010 ..... TCU Place, Saskatoon

**Return Undeliverable Canadian Addresses to:**

#### TOURISM SASKATCHEWAN

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S4N 7M4  
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Internet site: [www.sasktourism.com](http://www.sasktourism.com)  
1-877-2ESCAPE (237-2273)

