

The Power Of Partnership

Discover Saskatoon is the uniting force creating a strong visitor economy for Saskatoon



Connection and community fuel business growth

Partnering with Discover Saskatoon is a great investment for your organization and a demonstration of support for Saskatoon's tourism industry.

Tourism Saskatoon partners can connect with new customers, expand their marketing reach, and access resources to support business growth.

Partners also have exclusive access to a variety of tools to leverage marketing dollars including cooperative programs, digital content, networking events, industry contact lists, educational workshops, and much more. Join us as we showcase everything Saskatoon has to offer while inspiring visitors and our locals to seek out - and share- the experiences that are uniquely Saskatoon.



**SASKATOON
DESTINATION
MARKETING HOTELS**



Our industry

Discover Saskatoon (previously Tourism Saskatoon) originated in 1977, 45 years ago this year! We are a membership-based, non-profit visitor and convention bureau marketing Saskatoon and the region as a destination of choice for leisure and business travel. Services include convention and events attraction, media relations, and membership services advocacy. Discover Saskatoon is one of only a handful of internationally accredited destination marketing organizations in Canada.

Our vision

For Saskatoon to be a destination of choice that creates connections and inspires discovery.

Our purpose

To invite all people to discover and have transformational experiences in Saskatoon that create lasting value and support a vibrant future.

Our role

As the official destination management organization for Saskatoon's tourism industry, Discover Saskatoon has championed the promotion of the city as a destination of choice among travelers for more than 45 years. A strong advocate for the city's ongoing development, Tourism Saskatoon works diligently to ensure Saskatoon is the ultimate host city and welcomes visitors to enjoy its many events, attractions, and shareable experiences year-round. An urban center surrounded by prairie landscapes, Saskatoon's diversity as a travel destination is its greatest strength.

How we invest in you

Representation

- We are the concierge of Saskatoon, providing recommendations, advice, and support through exceptional service. We go above and beyond, for both our partners and visitors alike.
- We passionately and strategically advocate on behalf of our partners, liaising with local, provincial, and federal governments to promote the tourism sector and its impact on our economy.
- We are the bridge between your hotels, the community, and the world; proud champions for Truth and Reconciliation, Diversity & Inclusion, and Sustainability which carries through in all the work that we do.

Exposure & Promotion

- We are directly connected to a vast network of meeting & event planners from around the world to drive business to your hotel; Resulting in over 22,000 room nights in 2021!
- We engage with local, national, and international media to promote Saskatoon as a destination of choice to both domestic and international visitors, promoting our partners at every opportunity on a National and International level.

Expert Marketing

- We are experts in communicating the stories of our community and amplifying the voice of our partners through a range of mediums, including social media, web traffic, newsletters, print, and video; and sharing them with thousands of travelers around the world. Resulting in nearly 500,000 visitors to TourismSaskatoon.com, and an additional 450,000 impressions on our Social Media platforms in 2021!
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Travel Experiences

- We work closely with tour operators and travel agents, along with local experience providers to ensure a unique and authentic experience when visiting Saskatoon.
- We actively work with our partners to facilitate the development of new innovative and memorable local experiences to showcase our city and the wider community. In 2021, we supported the delivery of 13 new experiences and the incubation of 3 new events!



What's in it for you...

Grow Your Business - Leave a Legacy

We support the growth and development of your business through our marketing, business development, and destination innovation departments. As our Destination Marketing Partners, you will have access to local partnerships that will enhance and transform your experience to the visitors we work to bring to your hotel.

Connect With Visitors

Tourism Saskatoon's team promotes our partners as ultimate hosts. We refer you to visitors, travel trade, media, event planners, and event delegates through multiple channels including our website, visitor guides, and direct counseling.

Digital Marketing

With over 2.2 million visits annually, tourismsaskatoon.com features interactive maps, trip planning tools, rich imagery, and content and drives over 1.1 million digital referrals to industry partners, annually.

Publication Listings

160,000 Visitor Guides are printed annually in addition to a digital version available at tourismsaskatoon.com

Business & Sporting Event Development

Take part in experience development partnerships that enhance the relevance, competitiveness, and sustainability of your experience. Our team has pioneered and is leading this work in Canada while inspiring travelers from around the world to travel for new, transformational experiences.

Regular Communication

Receive important industry news, marketing, and partnership opportunities.

Destination Innovation

Take part in experience development partnerships that enhance the relevance, competitiveness, and sustainability of your experience. Our team has pioneered and is leading this work in Canada while inspiring travelers from around the world to travel for new, transformational experiences.

Advocacy Campaign Inclusion:

We support your needs through targeted advocacy campaigns that ensure the issues that have the greatest impact on your operations now and into the future are top of mind for decision-makers municipally, provincially, and federally.

Vision for an Equitable, Diverse, Inclusive and Circular Future:

Reconciliation is not possible without a strong relationship built on truth and founded in trust. Travellers around the world understand and demand experiences that they know provide equitable access to the visitor economy that provides economic and social prosperity for everyone in a community within the means of their local environment. We will work together as destination management partners to develop programs and processes that enable these practices and partnerships far into the future.

