

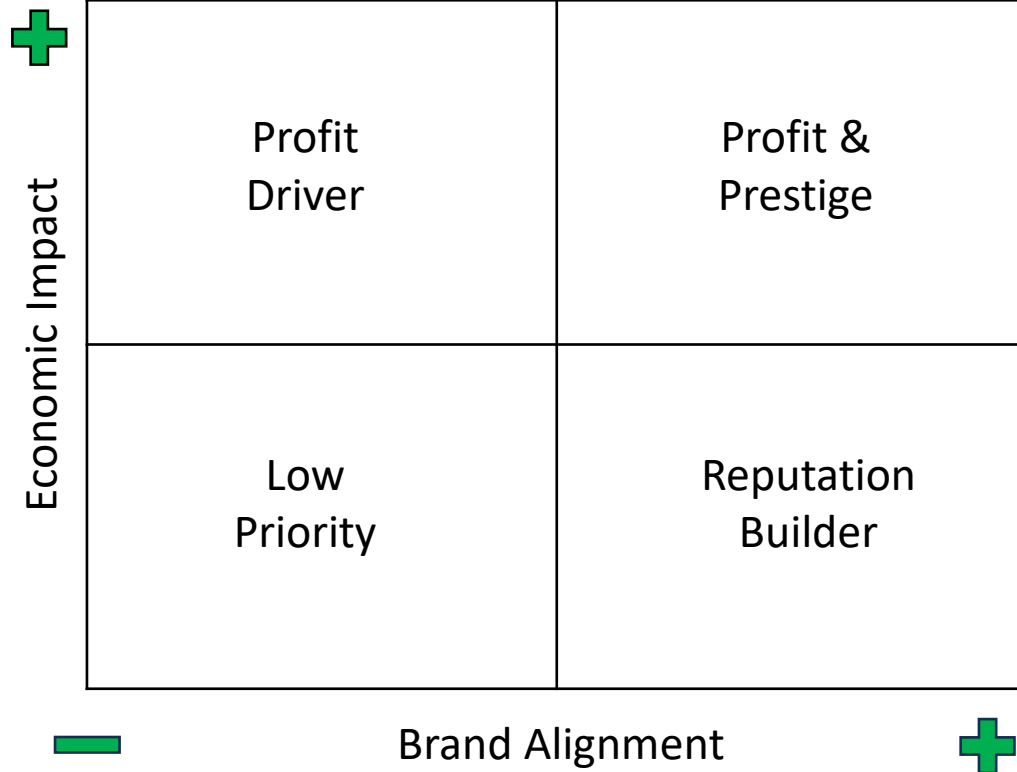
# TOURISM SASKATCHEWAN



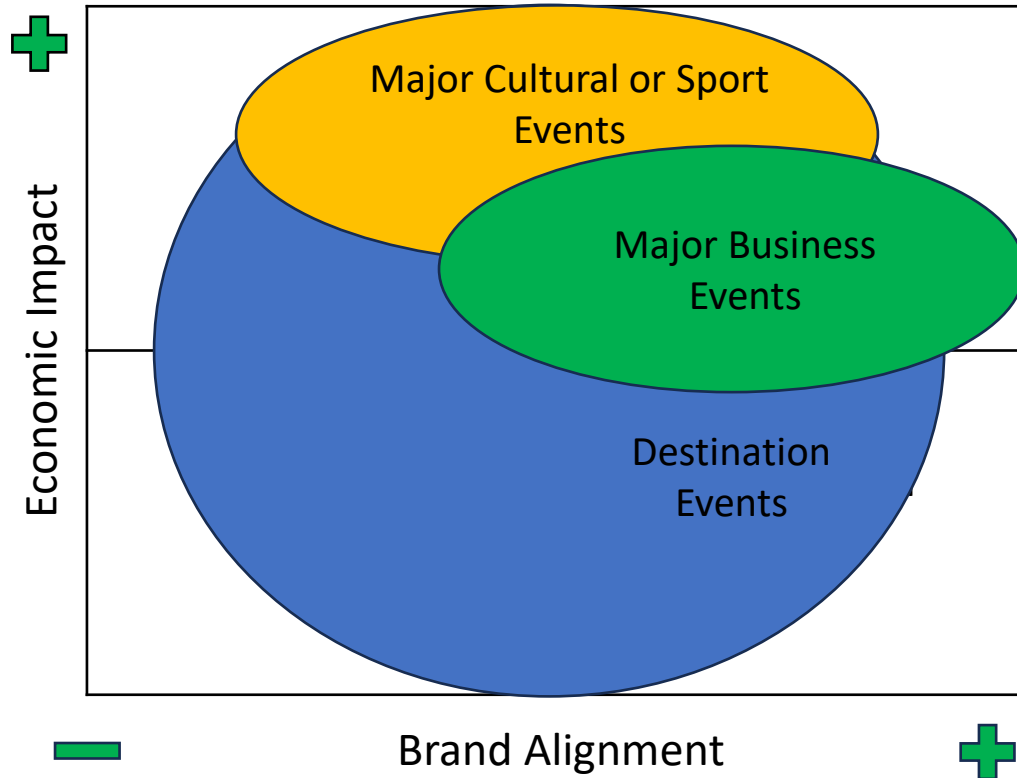
# Tourism Saskatchewan Event Strategy

- Event attraction is key to reaching the Saskatchewan Growth Plan goal of \$3.6B in visitor spending by 2030
- Events drive tourism and boost Saskatchewan's global profile
- New event hosting strategy launched in 2024-25 to grow business events tied to provincial strengths and increase economic impact
- Financial incentives help overcome air access and infrastructure gaps, making Saskatchewan more competitive for event bids
- Priority is given to high-impact events that generate tourism revenue and overnight stays

# Tourism Saskatchewan Event Strategy



# Tourism Saskatchewan Event Strategy



# Business Events

## SFA Connect

- International lead generator based in Europe to support the work of Saskatchewan's major cities to identify bid opportunities aligned with the province's key economic sectors of strength:
  - Life sciences
  - Agriculture/ag bio science
  - Natural resources
  - Technology
  - Advanced manufacturing
  - Indigenous



# Case Study: Successful Leads Won - Regina

## Turtle Island Indigenous Science Conference

- May 2024 - First Nations University of Canada, University of Regina & File Hills Qu'Appelle Tribal Council
- Indigenous Studies/Science Sector
- 200 delegates



## Regional Centres of Expertise (RCE) Americas Conference

- 2028
- Economics/Development
- Estimated 275 delegates



# Case Study: Successful Leads Won - Saskatoon

## Symposium of the Canadian Society for Virology – CSV

- June 2024
- Life Sciences & Medical Sciences
- 320 delegates



## IFAMA - World Forum of the International Food and Agribusiness Management Association

- 2028
- Agriculture
- Estimated 450 delegates



# Event Support

- Promotional/Training Support
- Funding up to \$25K
- Funding up to \$50K
- Funding over \$50K – required cabinet approval



# SFA CONNECT

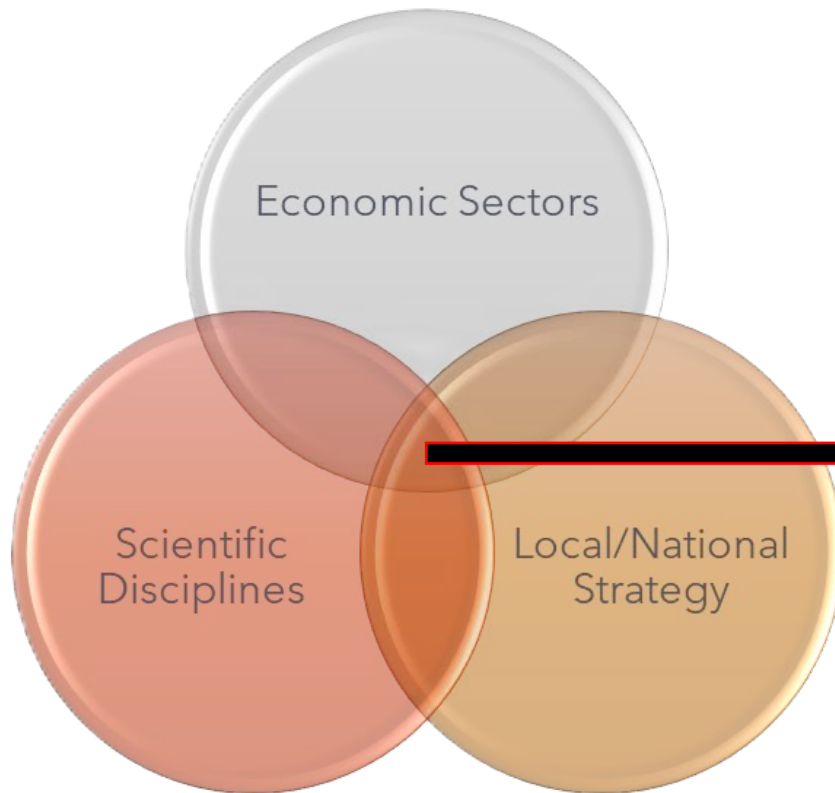
# About Us

- Consultancy research and lead generation firm since 2005
- Location of Client: Global - UK, Ireland, Europe, North America and the Middle East.
- Type of Client: CVBs, National Tourism Boards and Venues (Universities, Hotels and Convention Centres).
- Team: 20 multi-lingual staff (English, French, German, Italian, Portuguese, Spanish, Swedish).
- Capabilities:
  - New business develop support
  - Strategic support
  - Ambassador programs
  - Sales support



# The Sector First Approach (SFA)

## SFA Connect



# Drill Down to Uncover Relevant Conferences

SFA Connect

Advanced Tech &  
Manufacturing

Civil Engineering

Water Waste/Environment &  
Reuse Science

Physical & Chemical Processes for  
Water & Wastewater treatment

Int Congress on Water, Waste &  
Energy Management

NICHE SPECIALISM




MEDICAL ROBOTICS




REMOTE MANIPULATOR SURGICAL DEVICES CONFERENCE


# Why Use a Sector First Approach


## SFA Connect

 **Higher Success Rate:** increases the likelihood of winning bids.

 **Efficient Resource Allocation:** focusing on the best opportunities that match strengths, makes better use of resources.

 **Strategic Alignment:** it reinforces regional strengths, supporting long-term growth and development.

 **Improved Stakeholder Collaboration:** effectively mobilising local experts, and industry professionals bringing credibility that increase the appeal of the destination.

 **Enhanced Reputation and Future Opportunities:** Successfully hosting events in targeted sectors builds the city's reputation in those fields, positioning it as a preferred choice for similar events in the future

# Identification of Key Influencers

## SFA Connect

### University/ Institute

- Department

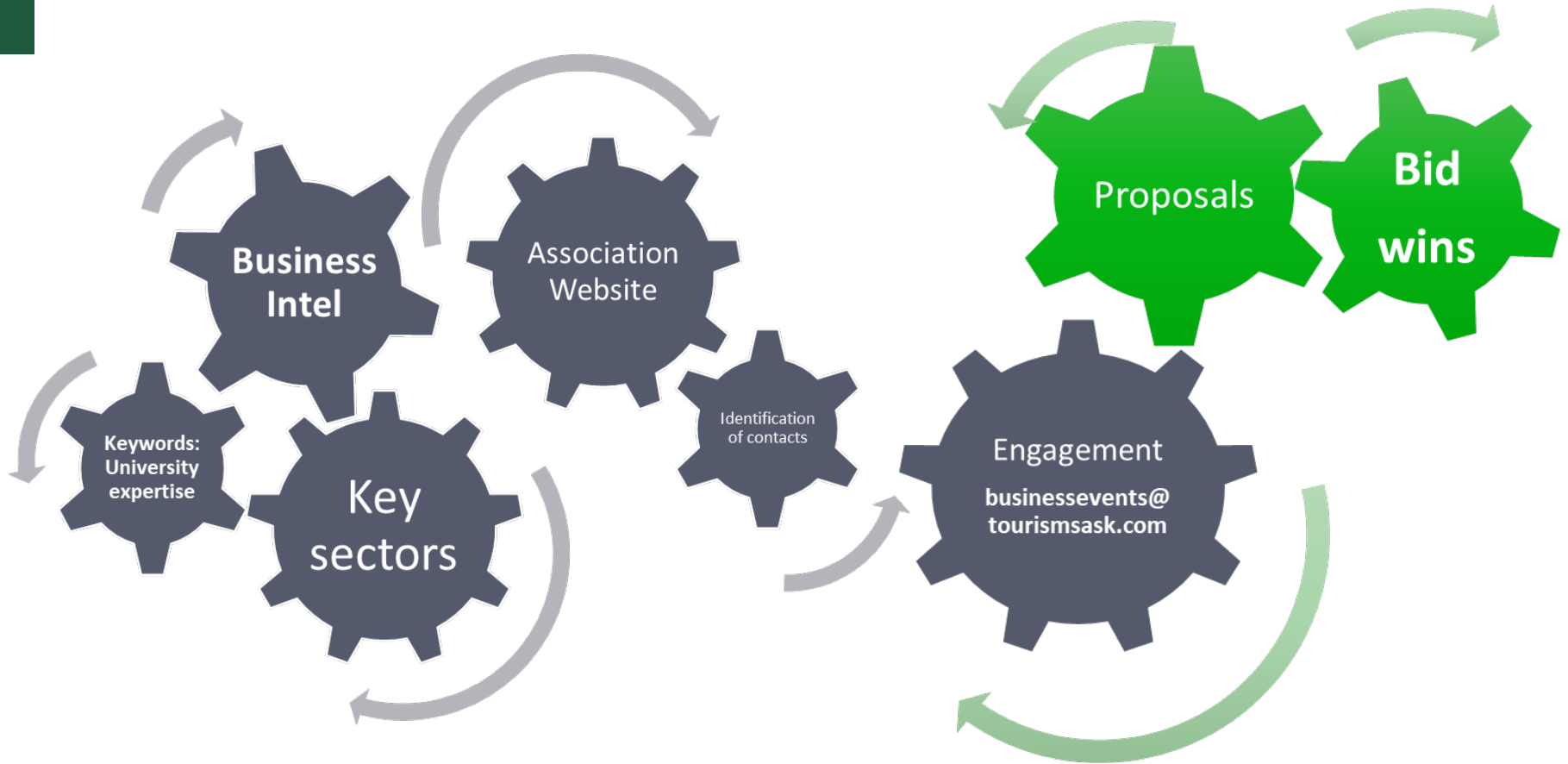
### Academic/ Local expert

- Publications
- Funding
- Collaboration
- Extra activities
- Affiliations



# The Journey

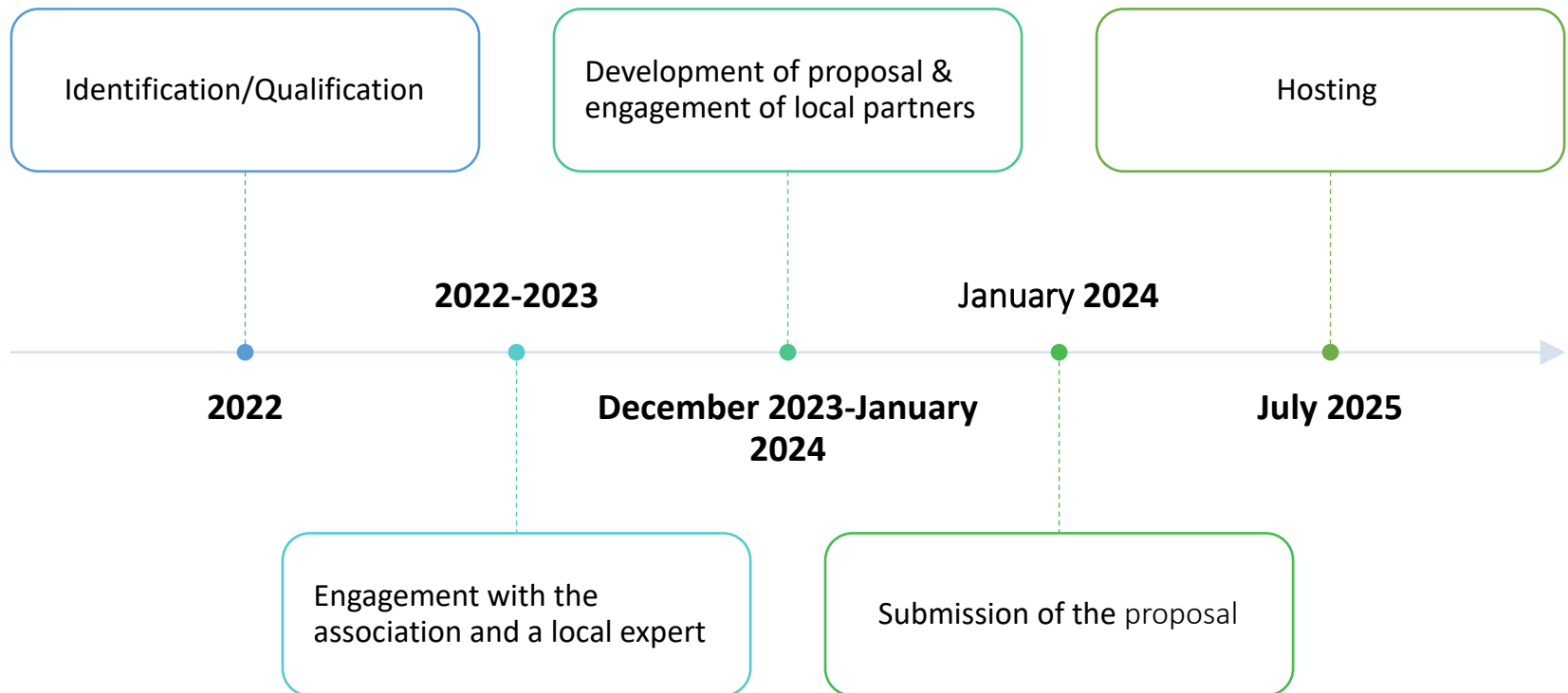
## SFA Connect



# Timeline for Bid Win: Canada

## SFA Connect

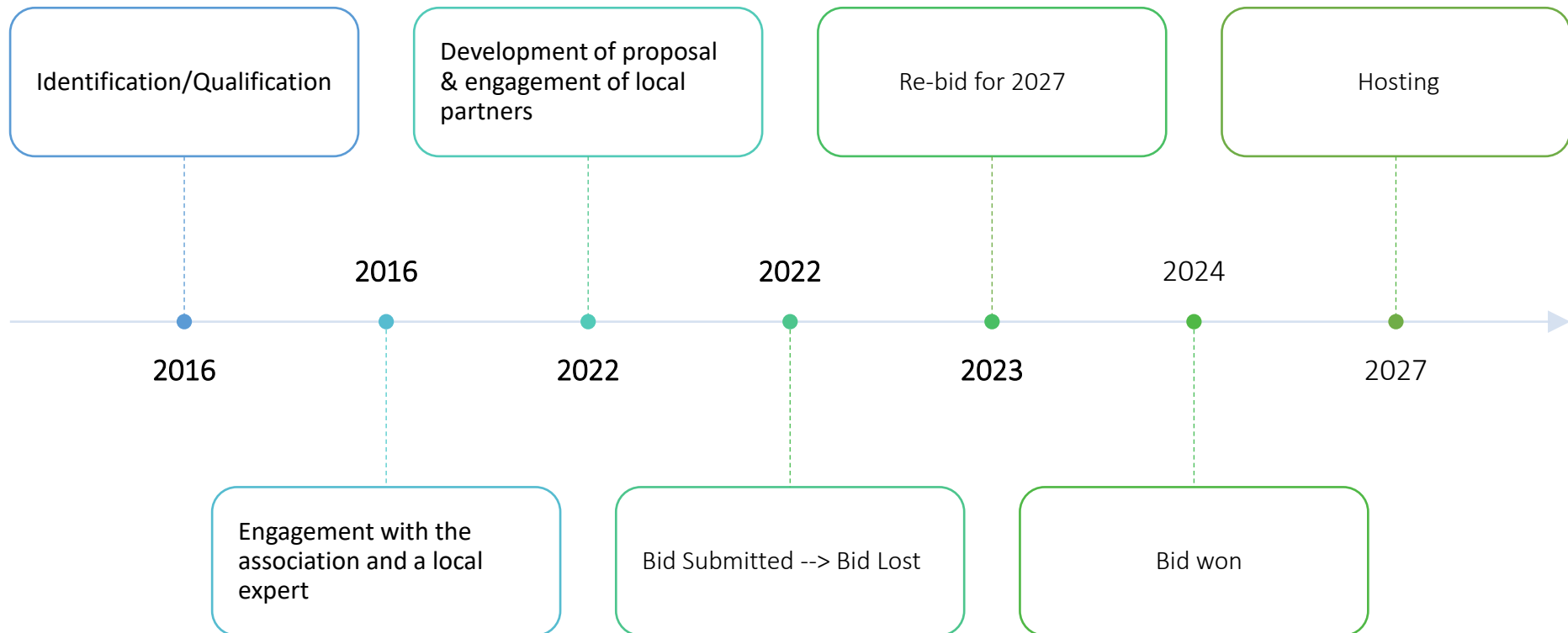
### Example: Society for Mathematical Biology Meeting: University of Alberta



# Timeline for Bid Win: Montreux & Lusanne

## SFA Connect

### Example: International Congress of Therapeutic Drug Monitoring & Clinical Toxicology: Montreux



# REGINA HOTEL ASSOCIATION



# About Us

The Regina Hotel Association, through its Events Regina Business division, offers a range of services to the University of Regina designed to support successfully bidding for and hosting major conferences or events in Academic and other business sectors.



# Our Member Hotels

## Regina Hotel Association

The Regina Hotel Association represents over 3,200 guest rooms located in 24 member hotels across the city. From intimate boutique hotels to luxurious brands, our members offer a comprehensive range of accommodation options.



# Destination Marketing Fund

## Regina Hotel Association

Our members contribute 3% of their gross revenue to a Destination Marketing Fund. This fund serves as the cornerstone of our mission, enabling us to strategically invest in marketing initiatives geared toward attracting events that increase hotel stays and deliver tangible returns to our members.



# Our Services

## Regina Hotel Association

### Bid Development

We will create a compelling proposal that includes:

- Travel logistics to and within Regina
- Local tourism & activities promotion
- Hotel & venue sourcing
- Securing letters of support from key stakeholders
- Showcase the University's facilities, academic strengths, and community engagement

### Site Tours

We'll handle all arrangements and cover the costs to bring decision-makers to Regina for a personalized site tour, including:

- Round-trip airfare coordination
- Hotel accommodations
- Hosted dining experiences
- Visits to venues, hotels, and key city attractions

### Venue Collaboration

We work closely with your team to understand the unique requirements of each conference, whether hosted on campus or off-site. We also coordinate directly with venues to provide detailed proposals including:

- Availability & floor plans
- Food & beverage services
- Technical & AV capabilities

# Event Sponsorship and Funding Support

- Events Regina Business offers financial sponsorship through its Destination Marketing Program, which aims to increase hotel room stays and stimulate local tourism. Our funding is determined by the number of hotel stays the conference secures.
- Events Regina Business will also apply for additional funding through Tourism Saskatchewan and Tourism Regina to support events that deliver strong tourism impact and economic benefit to the city.



# Bid Process

## Regina Hotel Association

- Bid Development with Local Partners/Hosts
- Funding Applications
- Proposal Preparation & Submission
- Follow-Up & Presentations
- Site Tour & Destination Showcase
- Venue & Property Selection
- Contract Development
- Local Committee / Tourism Introductions
- Event Hosting



# Destination Canada – Business Events



[Link to Video Here](#)

# Contact Us

## Tourism Saskatchewan

Nathan Morrison

Director, Events and Partnership Programs

[Nathan.morrison@tourismsask.com](mailto:Nathan.morrison@tourismsask.com)

306-551-6283

## SFA Connect (Business Events)

Kate Yates

Associate Director

[businesssevents@tourismsask.com](mailto:businesssevents@tourismsask.com)

020-8191-2035

## Regina Hotel Association

Alison Byrne

Director, Business Event Development

[Alison@stayinregina.com](mailto:Alison@stayinregina.com)

306-533-1252

