



## The People:

- ◆ Population: 994,100
- ◆ 49.7% male, 50.3% female
- ◆ 47.1% married, 43.2% single
- ◆ Families of married couples: 74.7%; lone-parent families: 15.8%; Families of common-law couples: 9.5%
- ◆ Education of population 15 yrs and over: university education (23.6%), college education (23.1%), elementary/secondary education only (50.2%)
- \*Highest among markets of interest to TAVI
- ◆ Median total household income \$53,500
- ◆ Total household expenditures on recreation: \$3, 499 (6.5%)

## Travel:

- ◆ Trips by residents of Saskatchewan in 2004 (Destination): 4.3% of Canada
- ◆ Trips by residents of Saskatchewan in 2004 (Nights): 4.1% of Canada
- ◆ Trips by residents of Saskatchewan in 2004 (Expenditures): 3.8% of Canada
- ◆ Number of trips from metropolitan areas in 2004: Saskatoon 1,854 ; Regina 1,447
- ◆ TAVI inquiries in 2005-06: 3% of Canadian inquiries

## Interests:

TAVI most requested categories by residents of Saskatchewan in 2005-06: **Hiking** (48%), **B&B's/Cabins/Cottages/Vacation Homes** (35%), Hotels/Motels (33%), Marine Wildlife Watching (32%), and Lodges/Resorts (29%)

A note on **Spa/Wellness**: Although the number of inquiries from Saskatchewan is much smaller than Ontario, the likelihood of them requesting Spa/Wellness information is higher (18%) than any other region in Canada.

