



2019

Tourism Regina Metrics Report



Message from Tourism Regina



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We are once again excited to celebrate the successes Regina has seen over the last year. Looking forward into 2020, the future is coming into clear view through our collaboration as a community to welcome more visitors to the Greater Regina Area to experience what we have to offer.

As we shift focus from the traditional tourism framework to the visitor economy, we see a vast opportunity to better understand the types of visitors coming to the destination, their purpose of travel, and how we can better influence their stay (and future stays). The full impact of the visitor

The impact of the Visitor Economy



Visitor Economy: Any direct, indirect, and induced economic activity resulting from visitor interactions with their destination.

An average of 2.48 Million visitors come to Regina annually for a variety of activities including leisure, visiting friends and family, business, or events and conventions hosted in the destination. As hosts, a key function of economic development and growth is to support the attraction, development and delivery of products and experiences throughout the visitor economy.

Direct spending from tourism in Regina generates in excess of over **\$300M** of economic activity annually.



19%

DIRECT VISITOR SPENDING
IN SASKATCHEWAN



18.4%

OF ALL VISITORS TO
SASKATCHEWAN COME TO REGINA



\$115.9M GDP*

ACCOMMODATIONS
AND RESTAURANTS



\$12.5M GDP*

ARTS, ENTERTAINMENT,
AND CULTURE



\$82.5M GDP*

RETAIL

*Gross Domestic Product

Visitor Impact



Events, Conventions and Tradeshows

- 25 events and conventions activated in 2019, including 5 major activations. The number of approximate attendees generated by 2019 events, conventions and tradeshows reaching over 50,000 visitors
- 9 tradeshows attended to promote the destination**
- 33 Bids and expressions of interest submitted**

Visitor Services

- 601 visitors engaged with local experts at the visitor information Kiosk in Wascana Centre

- 60% of the interactions were from outside Saskatchewan
- 10,000 visitor guides printed and circulated
- 5 custom, printed visitor itineraries developed for niche audiences and seasons

Destination Promotion

- 5 destination videos created and over 5000 new images collected to promote the destination
- Visitor maps highlighting major areas in the city redesigned personas developed for the destination

**in partnership with the Regina Hotel Association

Visitor Personas



Growing awareness to visit is not merely about creating a compelling campaign, it is about amplifying positive stories about compelling Regina experiences that are aligned with the stories told about our city and sectors. These stories also ensure that visitors and locals want to share our experiences with others – in person, and through digital channels. Doing all of this will showcase everything Regina has to offer, while re-instilling a positive perception of our destination.

In 2019, Tourism Regina in partnership with Tourism Saskatchewan created visitor personas based on community sourced data as to who is coming to the destination, why they are coming, and what they are doing while they are here.

Event Visitor

Demographics

Median Age: 47

Average Household income: \$112,480



61.8%

MARRIED/COMMON LAW



45.8%

COUPLES WITH KIDS AT HOME



17.4%

VISIBLE MINORITY



12.4%

NEW CANADIANS

What they like:

- Coupons & discounts
- Learning about products/services
- Contests
- Not big on making online purchases

What they want to do:

- Attractions
- Event venues
- Parks & recreation
- Food & beverage
- Arts & culture

How to communicate with them:

- Radio (country stations)
- TV (sports fans)
- Internet – Facebook, LinkedIn, YouTube, Instagram

Business Visitor

Demographics

Median Age: 30+

Male: 70%

Female: 30%

Travel: 71% mainly domestic



124,570

OVERNIGHT VISITORS



17.3%

OF TOTAL OVERNIGHT STAYS



\$52.2M

OF DIRECT SPENDING

Why they are traveling:

- Conference
- External meeting
- Sales
- Internal meeting

60% of business trips turn into Leisure

- Travel every 2-3 months, staying 2-3 nights. Leisure travel can happen anytime, and will extend their trip an average of 1.4 days.

What they want to do:

- Authentic experiences
- Activity/entertainment in the city
- Culinary experiences
- Natural & historical sightseeing
- Arts/culture/museums

Pleasure Visitor

Demographics

Age range: 45 - 64

Average household income: \$90,000 - \$110,000

Family: Kids are 13+



167,550

OVERNIGHT VISITORS



21%

OF TOTAL OVERNIGHT STAYS



\$57.8M

OF DIRECT SPENDING

Key Messages (with kids):

- Have fun with your family!
- Make memories
- Keep busy
- Provide experiences

Key Messages (without kids):

- Have an adventure
- Connect with each other
- Take time to relax

Key Messages (city getaway):

- Be a local
- Explore the neighborhood
- Discover the unexpected
- Wonderfully unexpected
- Off the main road

Visiting Friends & Relatives

Demographics

Age range: 35 - 54

Average household income: \$109,000 - \$143,000

Education: Bachelor's degree, trades certification



416,969

OVERNIGHT VISITORS



52%

OF TOTAL OVERNIGHT STAYS



\$101.3M

OF DIRECT SPENDING

Key Messages (without kids):

- Discover the real thing
- Have fun
- Take some time

Key Messages (regional):

- Enjoy your closest city
- Take your friends/family
- Find something new

Key Messages (expats):

- Visit with friends and family
- Get away from the grind
- (Re)discover Regina's diverse offerings



tourismregina.com