

2021 Business Plan Overview



Our Vision

Saskatoon is renowned worldwide as a place to be inspired.

Our Mission

To drive the economic and social wellbeing of Saskatoon through marketing expertise and innovation.

Our Commitments

Tourism Saskatoon has many partners, promises, and dependencies. We are committed to strengthening each connection, and want to call out three:



For our Businesses

To build through competitiveness and profits that contribute to overall social wellbeing



For our Planet

To regenerate natural capital and avoid all forms of waste



For our People

To strengthen a sector of satisfied employees inspired by our long-term vision, and a healthy local community where equality and diversity are thriving.

Our Promise

We will **LEARN** about sustainable and regenerative tourism from experts, professionals and travellers around the world. We will take **ACTION** steps towards advancing the United Nations **Sustainable Development Goals** and **PARTNER** with other

sectors willing to make a collaborative difference. We will **SHARE** our events, initiatives, research and stories to show the world what we have been doing for the Sustainable Development Goals and a regenerative, circular future.

The Scorecard

<h2>Develop an Aligned & Sustainable Sector</h2>	<h2>Enhance & Evolve the Visitor Experience</h2>	<h2>Live & Lead with our Brand</h2>	<h2>Operate a Culturally Sound & Performance Based Organization</h2>
<p>GOALS</p>  <p>Create experiential onboarding program for new hotels and partners</p>  <p>Maintain membership base</p>	<p>GOALS</p>  <p>Launch social enterprise in partnership with Saskatoon Food Council in June of 2021</p>  <p>Launch Saskatoon's first Industry Conference</p>	<p>GOALS</p>  <p>Define local and traveller awareness and advocacy measure</p>  <p>Increase in number of Saskatoonians that believe tourism is an important contributor to the local economy and quality of life.</p>	<p>GOALS</p>  <p>Free cash flow</p>  <p>Clean audit outcome</p>
<p>OBJECTIVES</p> <ul style="list-style-type: none"> Strengthen hotel sector and member collaboration and participation. Develop partnerships for full and enthusiastic participation by all industry partners. 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> Grow year-round visitation Drive experience development and event incubation Advocate for urgent development of convention center and entertainment district 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> Build Destination Brand Alignment Fuel local & traveller advocacy 	<p>OBJECTIVES</p> <ul style="list-style-type: none"> Delivery Exemplary Fiscal Processes Optimize Investments Stabilize DMO through enhanced funding model and additional funding sources Manage talent and promote team member effectiveness
<p>STRATEGIES</p> <ul style="list-style-type: none"> Increase engagement of hotel & industry partners with resources and tools. Play an active role in the political landscape of Saskatchewan Seek and develop partnerships to gain access to new audiences and grow current networks – influence and drive business 	<p>STRATEGIES</p> <ul style="list-style-type: none"> Lengthen current business travellers stay in Saskatoon Develop sustainability certification process that ensures Saskatoon's events sector evaluates and ranks the impacts on our destination's supply chain and workforce 	<p>STRATEGIES</p> <ul style="list-style-type: none"> Align strategic partners in Saskatoon with brand pillars and key messaging Engage the community of Saskatoon in building the destination brand through Place DNA discovery Provide a platform for residents and business owners to share their story. Build a conversation with locals, visitors and prospects. 	<p>STRATEGIES</p> <ul style="list-style-type: none"> Maximize return on federal and provincial investments Make data informed decisions Create and implement efficient programs and processes Team member wellness is supported Align all business development functions within one line of business