



Media Release

Popular Saskatchewan Pavilion Highlights Vibrant Tourism Industry

Regina, SK, February 25, 2010 - The Saskatchewan Pavilion has been drawing quite a crowd at the Olympic Games. Even before the Pavilion officially opened its doors to the world on February 12, there has been a persistent line of enthusiastic Olympic revelers waiting to experience some of the province's legendary hospitality. Since then, over 100,000 people have passed through the Pavilion's gates. As a partner in the Saskatchewan Pavilion, Tourism Saskatchewan was very involved in the Pavilion planning process, and staff have been on the ground in Vancouver since the Games started, taking full-advantage of this worldwide stage.

"Visitation to the festive Saskatchewan Pavilion blew estimated numbers 'out of the ballpark,' says Lynda Haverstock, President and CEO of Tourism Saskatchewan. "In true Saskatchewan fashion, our response to far greater numbers than anticipated was simply - 'the more the merrier.' Renowned Saskatchewan spirit, warm hospitality and great entertainment, combined with clever marketing incentives were hits with visitors and ignited their curiosity about our province. Tourism Saskatchewan is exceedingly proud of every person involved in offering a taste of Saskatchewan to interested patrons at the most important international event in the world."

Saskatchewan is a province on the rise, and our tourism industry is no exception. In the February 17, 2010 edition of *The Daily*, Statistics Canada released visitation figures for the full twelve months of 2009, which showed Saskatchewan as one of only two provinces that have enjoyed growth in the number of visits over 2008. The data shows a total increase of 5.8%, including a 5.5% increase in visits from the United States, and 16.6% from other countries. Although automobile traffic to Saskatchewan from the United States dipped 1.6%, there was a 15.7% increase in visits from the United States via other means of transportation.

For more information about the Saskatchewan Pavilion at the Vancouver 2010 Winter Games, visit www.saskpavilion.ca. For Saskatchewan travel information, visit www.sasktourism.com.

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