

# STRATEGIC PLAN 2024-2026 EXECUTIVE SUMMARY

## STRATEGY AT A GLANCE:

Hospitality Saskatchewan is a cohesive, united association of members and unified voice for the Visitor Economy in Saskatchewan.

*Advocate.*  
*Collaborate.*  
*Educate.*





## Who We Serve:

1. Accommodation Sector
2. Food and Beverage Industry
3. Cultural Centres, Attractions, Casino's, Convention and Conference Centres
4. Transportation
5. Associations and Destination Marketing Organizations

## Core Strategies :

### Strategic Direction 1: Advocacy

We engage with federal and provincial governments, provincial and national partners, DMO's and tourism organizations to ensure the interests and concerns of all members are heard and considered

### Strategic Direction 2: Collaboration

Providing the voice for the provincial visitor economy in Saskatchewan, we will continue to strengthen our connection with members, partner organizations and government through authentic, open, two-way communication.

### Strategic Direction 3: Education

Integral to the success and sustainability of our industry is the intellectual and professional growth of those working and advancing in the tourism sector in Saskatchewan. Using a variety of mediums and platforms, we connect industry with secondary and post secondary institutions, provide real time information and updates to members on issues affecting their businesses

and develop resources, tools and links to better inform organizations working in Saskatchewan's vibrant tourism sector.

## Operations - How We Get There:

With a Strategic Plan in place, we operationalize our activities in an annual Operational Plan. Designed to be flexible, the Operational Plan details effective and practical activities, solutions and programs that benefit all affiliate and member organizations.

## Operational Plan Key Priorities

1. Organizational Financial Health and Sustainability
2. Advocacy and Government Relations
3. Association Profile and Member Engagement

## Key Partners and Associations:

- National Tourism Associations
- Provincial Tourism Associations
- Provincial Secondary and Post Secondary Institutions
- Provincial and Municipal Immigration Agencies
- National, Provincial and Local Supply Companies

