



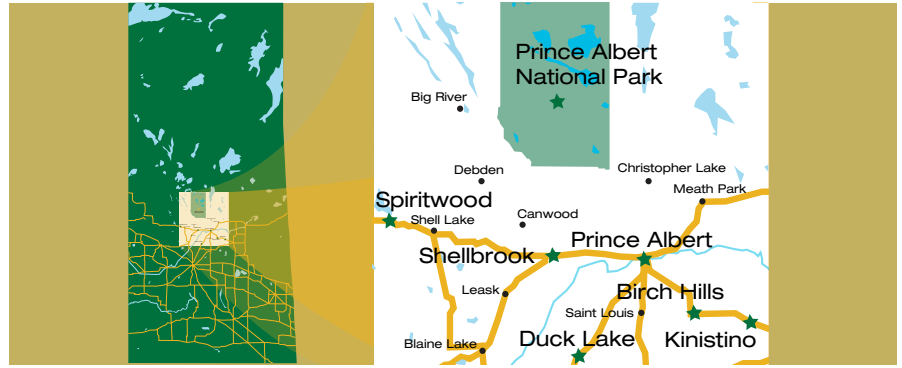
# TOURISM OPPORTUNITIES BOOKLET

 **NORTH CENTRAL**  
ENTERPRISE REGION  
*Within Reach. Beyond Expectation.*



"Saskatchewan has an opportunity-rich economy that is open for business investment. This province continues to welcome new business and new residents."

Pam Schwann, Executive Director,  
Saskatchewan Mining Association



## North Central Saskatchewan

Tourism in Saskatchewan represents \$1.6B and is the province's 3rd largest industry. Foreign visitors represent 31.75% of tourism expenditures in Saskatchewan (compared to only 20.29% in Canada). The **North Central Enterprise Region** boasts many of the finest tourist attractions and visitor experiences in the province, including Prince Albert National Park, prime luxury resort facilities, and the site of the Riel Resistance, the last military conflict in Canada (1885).

Central to this Region is Prince Albert – third largest city in the province:

- 90 miles (145 km) northeast from Saskatoon; 472 miles (760 km) northeast from the United States border
- Service and retail hub for 160,000 inhabitants of the North (12.4% of the workforce)
- Two great projects: Prince Albert Heritage Corridor and Prince Albert Outdoor Experience Hub

*Within reach. Beyond expectation.* is the Region's slogan, emphasizing the fact that national and international visitors can easily experience, in a surprising number of new and exciting ways, the truly pristine Canadian forest and the last, true West.

With a growing number of local entrepreneurs and world class installations, the Region is looking for major destination investments in its unspoiled and naturally abundant backyard. Companies and investors will be able to take advantage of lucrative opportunities. Prevailing trends in the tourism sector include visiting one of the few remaining "Wild New Frontiers" on Earth.

### The Bottom Line

Connecting adventurous wildlife and wild west enthusiasts from around the world



## A Workforce Ready to Welcome You!

The Saskatchewan Tourism Education Council (STEC):

- Trains nearly 4,500 people in 101 communities across the province
- Develops and implements professional tourism programs derived from National Occupational Standards

STEC promotes, coordinates and evaluates industry managed standards, certification, career awareness and training in the five main tourism areas:

- Accommodation
- Food and Beverage

- Recreation and Entertainment
- Transportation
- Travel Services

Investors benefit from graduates who have taken the Recreation and Tourism Management program from the Saskatchewan Institute of Applied Science and Technology (SIASST), which has a campus in Prince Albert. The program prepares students with the fundamentals of tourism and the essential management skills to compete and be successful in the sector.



## Cultural Infrastructure

Saskatchewan is very proud of its culture and continues to find platforms to promote it. Currently, the provincial government has initiated Pride of Saskatchewan, a plan which will focus on the economic and social benefits of culture.

The North Central Region is also considered to be the Canadian focal point for Aboriginal culture, advancement and partnership. It is home to several Aboriginal-focused institutions and programs and there

exists significant opportunities for visitors to learn about and experience the diverse Aboriginal cultures in the Region.

Prince Albert is the home of centers, museums, libraries and theatres which showcase cultural events. The new E.A. Rawlinson Centre for the Arts offers world class exhibits and performing arts events such as an international film festival.

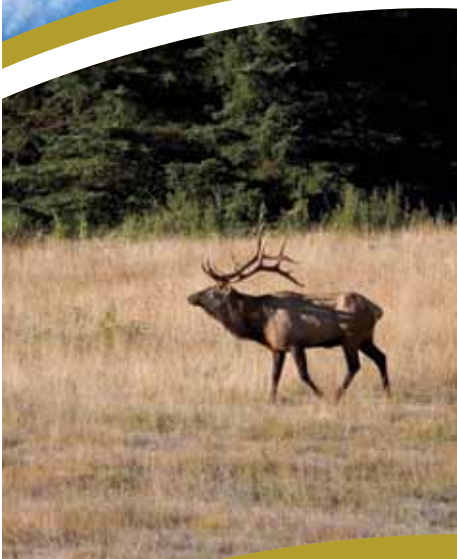
Investors can count on a vibrant local network of cultural entrepreneurs.



## Transportation Connections

Comprehensive air, road and train transport systems serve the City of Prince Albert, which in turn connects visitors to the thousands of pristine lakes and nature sites in northern Saskatchewan.

Prince Albert Airport has daily connector flights to Saskatoon and Regina International Airport with direct service to major Canadian and US hubs including Toronto, Winnipeg, Calgary, Vancouver, Denver, Minneapolis and Chicago.



## Facilities and Greenfield Availability

The City of Prince Albert offers a wide selection of real estate options in the 10 to 50 acre range. High quality commercial land and buildings are for sale or lease on the private market.

## Competitive Cost Environment

Companies operating in North Central Saskatchewan take advantage of lower overall operating costs compared to the average costs in Canada.

## Financial Incentives

- No corporate capital tax on new capital investment
- Corporate income tax rate reduced to 12% in 2008
- No payroll taxes
- No health insurance premiums
- Top marginal rate for personal income tax (15%) - the third lowest in Canada

Opportunities are abundant in Saskatchewan's tourism sector – especially in the North Central Region – which is arguably the best-suited in the province for all-season tourism activity.

The North Central Region is at the midpoint of Saskatchewan, and is unique in featuring the variety of the province's topography including grassland, rolling hills, the Saskatchewan River systems and boreal forest. Prince Albert National Park, the only national park which features the transition from parkland to boreal forest, has significant potential.

As a heritage area, the North Central Region and Prince Albert have provincial and national historic sites which tell the stories of the early days of the fur trade and discovery of Canada, the last days of the True West, and the hardships endured by the pioneers.

Furthermore, the Region is very accessible, with its proximity to a major international airport and the province's largest city, Saskatoon, which will be connected by a four-lane highway scheduled for completion by 2012. (The driving time from Saskatoon to Prince Albert and the Region's main attractions is about the same as from Calgary to the Canmore/Banff area.)

Growth avenues for the sector can be in the form of:

- Creating attractions at regional parks
- Attracting events to key locations in the Region
- Providing a platform for arts and cultural events

Given the opportunities and the growth avenues, Prince Albert is a prime location for many anchor attractions.

Source: <http://www.tpcs.gov.sk.ca/IndustryReview2009>

A developed network of local entrepreneurs and investors will undoubtedly lead to the attraction of foreign investment.

There are approximately 4,200 attractions, events, and tourism-related businesses in the province.

–Tourism Saskatchewan

***Explore your opportunities!***

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