



## MEDIA RELEASE

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### **Sport event visitors spend more than \$13.9 million in Saskatchewan in 2008**

Statistics compiled by Sask Sport Inc. indicate that amateur sporting events in communities throughout the province have a significant impact on the economy. The statistics, from the report *Estimated Visitor Expenditures of Regional, National, and International Amateur Sporting Events*, show that in 2008 visitor expenditures at 31 major amateur sporting events in the province reached \$13.9 million. The 2008 estimates include more than 44,295 spectators and participants.

Since tracking began in 2000, 363 regional, national and international amateur sporting events have been associated with the study. The total estimated visitor expenditure impact over the past eight years has now exceeded \$186 million. Only events that were recipients of Sask Sport Inc. Hosting Program funding were included in the results. The report's figures do not include estimated visitor spending from community sporting events held each year, such as tournaments, bonspiels, sports days and provincial championships.

"Once again, this report shows that our province's sporting events are making major contributions to the economies of our local communities," said Dales Holmes, President of Sask Sport Inc. "These events are also boosting our province's standard of healthy living and building our community pride. Sask Sport Inc. is pleased to support a multitude of Saskatchewan sporting events through our hosting grant program. We thank the host communities, volunteers, and sponsors who dedicate their time and energy to make these events possible."

"Canada's position on the world stage during the 2010 Olympics will not only showcase some of Saskatchewan's top athletes, but highlight the spirit and pride of our communities and citizens," says Dr. Lynda Haverstock, President/CEO of Tourism Saskatchewan. "Legions of volunteers drive our province's sports tourism industry. They are to be commended for their generous efforts and commitment to events that contribute immeasurably to Saskatchewan's tourism sector and quality of life."

Full copies of the report can be found on the Sask Sport Inc. website at <http://www.sasksport.sk.ca/events.php> or by clicking on the Sport Tourism/Events link under the Capacity menu.

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