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## 2020 – THE YEAR THAT WAS



**Jim Bence**  
President/CEO  
Hospitality Saskatchewan

“Now is the winter of our discontent made glorious summer by this sun....”

After 12 long months of a Covid winter, we are now finally on the cusp of celebrating a glorious summer. We still have lots of questions, like, is there now going to be a full year of recovery and prosperity? What can we expect for our industry in the coming months, or years for that matter?

Upon further inspection of the crystal ball and another reading of the tea leaves, here is what we know for sure. Not a heck of a lot. Given the fluid nature of the virus and all its potential variants, we understand that the landscape can change from one day to the next, even one moment to the next.

Although uncertainty is never particularly helpful and can be downright maddening, we can now start to work with some incredibly positive developments and how they can assist in our recovery and increased resiliency.

First significant development, a real shot in the arm, several vaccines have been approved and are now starting to make their ways into our physical and economic systems. There is tremendous excitement at the prospect of beginning the journey back to “normal”, or “our new abnormal” as a colleague so aptly coined, and a returning confidence that we are going to make our way out of this desperate cold.

Second development, an army of co-conspirators have come together in an unprecedented way to combat the devastating effects of this pandemic. Working on behalf of the entire tourism industry, numerous groups, businesses, associations, and government agencies have banded together to find solutions to increase the survival rate of our operators and the thousands that work in our sector.

This army is working at every level of business and government. Nationally we have our very own Susie Grynol, at the helm of the Hotel Association of Canada, and working with national partners at the Tourism Industry Association Of Canada (TIAC), have managed to move federal mountains to find support for hotels and tourism. Without the herculean efforts of Susie and Charlotte Bell (TIAC), programs like CEWS, CERS and Highly Affected Sectors Credit Availability Program (HASCAP) would not have happened or been extended and many of us would have long ago succumbed to insolvency.

Provincially we have an incredible group of industry leaders who make up the Saskatchewan Business Council (SBC), a collection of individuals who have come together to offer advice to government on how to best deal with the pandemic and its remarkable impact on the Saskatchewan economy. From the first days of the pandemic, this group has been in constant contact with Minister Jeremy Harrison and his team at the Business Response Team (BRT) offering our insight and advise and this two-way path of communication has proven to be invaluable for all of those involved.

Just to be clear, the “tourism support needle” does not budge one inch without the persistent and unrelenting advocacy of Steve McLellan from the Saskatchewan Chamber and Marilyn Braun-Pollan from the Canadian Federation of Independent Business (CFIB). With so many shared members and battlefields of commonality, they have effectively and successfully lobbied for many of the programs that our industry currently depend on.

With the blizzard of emerging challenges, many (but not all) groups and individuals have risen to the challenge and played their part in the struggle to emerge. Tourism Saskatchewan’s Mary Taylor-Ash and Jonathan Potts have been on the pointy end of the stick from the very beginning. Derek Lothian, the Insurance Brokers Association of Saskatchewan, has been incredibly helpful to our membership and those in crises trying to secure policies and manage soaring premiums.

Municipally, engaged in the trench warfare of survival, we have Destination Marketing Organizations across the province battling with almost zero resources and little empathy or understanding from local mayors and councils. Stephanie Clovechok, Tourism Saskatoon, and Tracy Fahlman, Regina Hotels Association, have been relentless in the almost insurmountable effort to sway their local governments regarding property tax. Undeterred by the inability of some of our elected officials to see the true scope and utter devastation of our urban, downtown hotels, they continue to fight the good, yet grueling, fight.

"The media", often a polarizing topic, has certainly played their part in providing their viewers, readers, and listeners with the information they demand and in a way that they want to view, read, and listen to it. Whatever your personal thoughts on the media and the outlets you prefer to visit, or those you rage against, we as an organization are extremely appreciative to all of them for lending us their platforms to tell our harrowing story.

Reporters and pundits have been supportive and empathetic and have given us every opportunity to engage the public in an immediate, intimate, and powerful way. Gormley, Loucks, Woodward, Morgan, Remenda, Brown, MacPherson(s), Benning, Tank, the list could go on for days, without their compassion, empathy, and voice, I honestly believe people would be frantic if they were not able to access trusted information and add a level of calm in such a chaotic time.

We are supposed to be a non-partisan organization and have gladly taken some heat for our full-throated support of our Saskatchewan government. The strength of leadership demonstrated by Premier Moe, Deputy Premier Harpauer and Minister Harrison has been consistent, on point and unwavering. Their response to Covid and incredible support for our industry has been remarkable. Their willingness to engage, listen and respond has been unprecedented across Canada and I am proud to say that we are the envy of many of our colleagues across the nation.

Dr. Saqib Shahab is an all-star and we are very appreciative of his deliberate and methodical approach to the pandemic response. Although we may not have always agree with some of the tactics, we have never waived in our support of his actions as the leader of our medical community and undisputed epidemiological subject matter expert.

The collaboration that has occurred during this crisis is the silver lining of a very dark cloud. As we emerge from this long and bitter winter, we will embrace the coming months with a sense of renewal and hopefulness. The vaccine may not be a cure-all, but it is a great start to a glorious summer.

---

## TOURISM PRODUCT DIVERSIFICATION PROGRAM APPLICATIONS OPEN IN SPRING

The Tourism Product Diversification and New Market Development Program offered by Tourism Saskatchewan supports businesses that wish to develop new experiences or reach new markets.

Up to \$20,000 is available for new market development or seasonal expansion, and up to \$30,000 is available for new experiential product development for established tourism businesses.

Applications for this program will open in the spring. Watch the Tourism Saskatchewan website "Tourism Product Diversification and New Market Development Program" page for updates. For more information contact: Denise Stroeder, Industry Development Consultant, at (306) 787-2825



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### **How the adoption of an ALL Surface Protection Program made a difference for a hotelier in Alberta**

Best Western Plus Sawridge Suites leads the Fort McMurray Hotel market in ADR, Occupancy and RevPar. Market share of extended stay guests doubled in the last quarter. Paul Jones, General Manager of Sawridge Edmonton and Best Western Plus Sawridge Suites shares what he believes made the difference during the most difficult time for the hotel industry. He's also an early adopter of Integral Surface Protection Program.

Mr. Jones reflects back on how at the onset of Covid-19, so many changes in the hotel's cleaning programs had to be implemented. The influx of companies trying to sell every cleaning equipment/chemical possible, with not enough hours in the day to all of a sudden become chemical experts. Not to mention that staff were trying to cope with added disinfecting regimen.

The reality for the industry is that the general public would like to be assured of their health and safety when staying in hotels. In conversations with guests, they are definitely looking and asking questions about cleaning and safety protocols before booking hotels. Most have also mentioned not feeling comfortable anymore with AirBnB because of inability to verify sanitization steps.

Corporately, Best Western rolled out the "We Care Clean Program" and each of the steps were immediately implemented at the Best Western Plus Sawridge Suites. The Fort McMurray hotel also completed each of the steps necessary to attain the designation of "Safe Hotel" from the Alberta Hotel & Lodging Association. But what has been unique for BW is the **adoption of Integral Surface Protection (ISP) Program**. As Paul Jones says, **"Having every surface in the hotel protected from microbes/pathogens sealed the deal for me"**. After the performance results of on-site testing on surfaces treated with ISP, BW has managed to better allocate their housekeeping resources and streamline their protocols. **"As an example, knowing touchpoints with the highest frequency of use like elevator buttons and door handles are now protected 24/7 allows us to streamline our sanitization process. The value to our housekeeping department alone ensures the continued strength of our operations."**

## **WE HELP KEEP YOUR HOTEL CLEANER AND SAFER.**



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Engaging staff/ guests by informing and educating them on these programs have proven to be a crucial part of the formula. Best Western Plus Sawridge Suites guests can view all of the cleaning programs on the website with video links on how the ISP Program works. Questions sent via booking sites (e.g. Trip Advisor) were also prepared to ensure consistency on content and messaging. Once guests arrive at the hotel, marketing assets are installed in key areas to reinforce the message that all surfaces in the hotel have been protected. When guests arrive at their rooms, a welcome video on the Integral Surface Protection program also plays on the TV Screen for further information and education. All of these make for a cohesive engagement with guests at every step of their journey.

Asked whether these programs will be eliminated post pandemic, Paul Jones says, ***“This will be the new standard, the safety of our guests and our team will always be a top priority. I’m extremely confident with all the programs we have adopted, enhanced by the Integral Surface Protection Program, we will lead in rebuilding our industry and making our guests feel safe as they start to travel again”***

<https://www.sawridge.com/coronavirus-statement-best-western/>

<https://www.sawridge.com/our-hotels/fort-mcmurray/>

## ENROL IN FREE AND FLEXIBLE AWESOME EXPERIENCE DESIGN STUDIO

The AWESome Experience Design Studio is an eight-module program for tourism operators. Gain access to the free course by adding it to your cart and entering the discount code: WEAREAWEsome. The code is valid until May 31, 2021.

Course content is based on the foundation of experiential tourism AWeshops, previously hosted by Tourism Saskatchewan from 2016 to 2019. These sessions inspired ideas and concepts for distinct, authentic tourism product offerings. AWeshop participants were introduced to principles that encouraged focus on the small details to create unexpected, memorable guest experiences.

The AWESome Experience Design Studio is structured so that participants can proceed through the multi-media modules at their own pace. An online workbook enables them to record ideas and plans and have a solid outline of a potential tourism product that is unique and achievable.

For more information contact: Denise Stroeder, Tourism Saskatchewan Industry Development Consultant, at (306) 787-2825

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## CHANGES AT TOURISM SASKATCHEWAN FAREWELL MARY TAYLOR – ASH & CAROL LUMB



Mary Taylor - Ash has been part of Saskatchewan's tourism family since 2013, when she moved from Newfoundland and Labrador to assume the role of Executive Director of Marketing at Tourism Saskatchewan. The following year, Mary was appointed CEO.

In her eight years with the organization, she has driven strategic initiatives and partnerships to strengthen Saskatchewan's competitiveness as a destination and grow the visitor economy.

During the past year, Mary's steady leadership has guided the work to rebuild an industry devastated by the COVID-19 pandemic and make Saskatchewan's tourism sector resilient to future challenges.

Mary plans to retire at the end of June!



Carol Lumb began her tourism career with the Tourism Industry Association of Saskatchewan (TISASK) working on the development and delivery of customer service training for frontline professionals, managers, and owner/operators. She was instrumental in the development and delivery of training for volunteers for special events hosted in Saskatchewan. These early programs have grown into Saskatchewan's signature customer service programming including but certainly not limited to Service Best and Service First.

Carol was also influential in creating the Saskatchewan Tourism Education Council (STEC) as part of the Canada-wide Sector Council program. This ensured Saskatchewan's place in the development of Tourism National Occupational Standards and all the subsequent training materials and professional certification opportunities.

Carol has been recognized for her many contributions in the development of the tourism workforce by the Hotel Association of Canada - Hall of Fame Award in Human Resources in 2011, and a Tourism HR Canada Leadership Award in 2017.

**Hospitality Saskatchewan thanks Mary and Carol for their outstanding work and contributions to our province and industry... you will both be missed!**

## LOOKING AFTER HIS CLIENTS EVERY STEP OF THE WAY



Ajit Matharu specializes in the Hospitality Industry and has a large network of buyers that he has assisted over 30 years. Ajit can assist in analyzing the revenue stream from a restaurant, a 10 unit motel or a 100 plus unit full service hotel

Ajit can assist in site inspection, coordinate and help with building inspections, environmental, appraisals and financing.

Ajit makes sure to look after his clients and assist them, "Every Step of the Way".

Ajit Matharu, Prof. Realty Corp., HomeLife Crawford Realty  
533 Victoria Ave., Regina, SK S4N 0P8  
Cell: 306 581 3130



## CAN TOURISTS EVEN GET TO CANADA NOW



**Daniel Hirschorn**  
Saskatoon Immigration &  
Employment Consulting Inc. (SIECSI)

Canada is still pursuing, and mostly achieving, one of the most aggressive immigration intake goals in history. Of course, when we use the term 'immigration' it does refer to a permanent resident. So, this would be for permanent residents coming to Canada under the Family Stream, Economic Stream and Protected Person Stream. This does not include visitors.

Coming to Canada for tourism purposes now is mostly banned. Coming as a visitor is allowed, but only in exceptional circumstances. The first type allowed are those coming to visit an immediate family member who is a permanent resident or Citizen, or person registered under Canada's Indian Act. Extended family can come to visit as well, but this definition is rather slim, as it is restricted to those in an exclusive dating relationship for 1 year, an adult child, grandchild, sibling, or grandparent coming to visit a permanent resident, Citizen or person registered under the Indian Act.

One other category of visitors being allowed to come in are those coming to be present during the final moments of life of a loved one, providing support to a person deemed critically ill, providing care to a person who medically requires support or attending a funeral or end-of-life ceremony.

There is one final category of visitors that will be granted entry, such as those who have been approved to become a permanent resident of Canada but who are not yet permanent residents, members of the Canadian forces and immediate family members, as well as accredited diplomats and their immediate family members. There are of course those deemed in Canada's national interests allowed entry, but these are still rather rare. Suffice to say, under current travel restrictions, Canada will not be accepting any international tourists anytime soon.

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## THE BEST WINES STRUGGLE



**Doug Reichel**  
Doug Reichel Wine Marketing Inc.

Walking in the vineyards on the steep banks of the Mosel River in south-western Germany, I wondered how anyone maintains or harvests.... or does anything.... on these slopes without mountain goat hoofs or ropes. And the "soil" is metres of coarse shale. Wheat is definitely not the back-up crop here. Winemaker Johannes Selbach (Selbach Riesling wines) tells us that the roots of some of the very old vines go down as much as 12 metres to get necessary nutrients – that's a long journey to feed a grape!

For seven hundred years the Cistercian monks laboriously tended the vines and cultivated the poor, infertile, rocky soil of Burgundy, France – the very region that produces some of the world's most valuable wines. While the terrain may vary in vineyards around the world, vintners and winemakers everywhere have long understood that if you want the absolute best qualities that any particular grape variety has to offer, then the grape vine must work. Oversized, plump, well-watered, high yielding grapes found in the supermarket are nice on the table for casual munching but useless for the wine bottle. Conversely, grapes that come from vines that have struggled for their sustenance, offer to the winemaker a richer flavour profile to work with. Obviously too much vine stress (severe drought, etc.) can retard fruit bearing and leave the vines damaged. Generally speaking, though, strain on the vine brings gain in the wine.

When I savour a glass of quality wine, I sometimes wonder about the struggle thing. I wonder if our culture's obsession with personal comfort, convenience and affluence comes at the expense of fibred character, mature perspective, and relational depth.

Raise a glass of wine to hard won fruit.

Enjoy.

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Beyond natural gas, Connect Energy has teamed up with Shell Energy to provide a cost-effective way to reduce your electrical costs and carbon tax with ConnectedControl.

## ALLAN KEHLER: TRANSFORMING CONVERSATIONS AROUND MENTAL HEALTH

Allan Kehler speaks from a place of experience. His challenges with mental illness began at 14, but he struggled to put a voice to his challenges. He spent countless years suffering in silence while leading a life of self-destruction and addiction.

Today, Allan is one of Canada's most sought-after speakers when it comes to the topic of mental health. He has stood on more than 500 stages and is recognized for his dynamic and captivating approach. Allan reminds us that when it comes to mental health, silence has never been the answer. The time to talk is NOW.

### Stepping out from the Shadows

Do you currently know a loved one who is struggling with addictions, self-injurious behaviours, or thoughts of suicide? Are you experiencing a loss of control around your own substance use? Do you find yourself feeling lost or helpless about the situation?

Education is the greatest tool for assisting you in your time of need. Whether you are dealing with addictions personally, or are observing a loved one struggle with them, this book will guide you. You will learn the tools that will allow you to take your power back and regain control over your own life. There is always hope, and a new life free from chaos and uncertainty awaits. [www.allankehler.com](http://www.allankehler.com)



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## PATHWAY TO RECOVERY TRAINING SERIES



The Pathway to Recovery Training Series is part of Tourism Saskatchewan's plan to support the tourism industry through the COVID-19 crisis and beyond. The training series offers employers programming designed to assist them through the recovery phase, with the aim of emerging from the crisis with a stronger and more resilient workforce.

The series consists of 14 comprehensive training programs designed to ensure that workers in tourism businesses are equipped with the skills needed to keep workplaces operational and adjust to pandemic safety protocols. Each program delivers instructor-led training in a safe online environment to provide occupational and pandemic-specific skills and knowledge.

**Training is available for these occupations:** Bartender - Director of Housekeeping - Event Coordinator - Event Manager Food and Beverage Manager - Food and Beverage Management International - Food and Beverage Server

Freshwater Fishing Guide - Front Desk Agent - Heritage Interpreter - Hotel General Manager

Housekeeping Room Attendant - Retail Sales Associate Sales Manager

Employers enrolling staff for the Pathway to Recovery Training program may be eligible for the Re-Open Saskatchewan Training Subsidy. Call toll-free 1-800-331-1529



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## DON'T MISS THE BUSINESS SUPPORT DEADLINES

### **Strong Recovery Adaptation Rebate – March 31, 2021**

The Strong Recovery Adaptation Rebate (SRAR) reimburses eligible small businesses for investments made to adapt their business to operate during the COVID-19 pandemic. Financial assistance includes a payment of up to \$5,000 for 50 per cent of total eligible business-adaptation investments made by the applicant prior to February 28, 2021. Eligible expenditures include establishing physical barriers or reconfiguring space to operate safely, providing services through digital tools, providing different services or products, and shifting to delivery or curbside services including for third party delivery fees. The application deadline is March 31, 2021. For more information, businesses can call 1-844-800-8688

### **Saskatchewan Small Business Emergency Payment 2 – April 30, 2021**

The Saskatchewan Small Business Emergency Payment (SSBEP) has now been extended for February and March 2021. Eligible businesses, who have been ordered to temporarily close or scale-back operations through a public health order, could receive up to \$5,000 per month that can be used for any purpose. The application deadline is April 30, 2021. For more information, businesses can call 1-800-667-6102

### **Saskatchewan Tourism Sector Support Program – April 30, 2021**

A second offering of the Saskatchewan Tourism Sector Support Program (STSSP) for eligible tourism businesses in the accommodations, attraction and tours, events, and major event facility sectors that have seen a 30 per cent drop in revenue because of the pandemic. Applications will be available March 8 and the deadline to apply is April 30, 2021. For more information, businesses can call 1-800-667-6102

### **Re-Open Saskatchewan Training Subsidy – March 31, 2021**

The Re-Open Saskatchewan Training Subsidy (RSTS) has been extended to March 31, 2021. This temporary training subsidy provides businesses with financial support to train employees as they adjust to the impacts of the COVID-19 pandemic. The RSTS reimburses eligible private-sector employers 100 per cent of employee training costs up to a maximum of \$10,000 per business, which will help employers adapt to the impacts of the pandemic and safely align business activities with the re-opening of Saskatchewan's economy.

For more information on all the provincial and federal government supports available, businesses can visit [www.saskatchewan.ca/covid19-businesses](http://www.saskatchewan.ca/covid19-businesses).

## TOURISM PROFESSIONAL DEVELOPMENT BURSARY

Tourism Saskatchewan's Tourism Professional Development Bursary pays applicable fees, up to \$500 per participant.

Bursaries are available for:

- Emerit Professional or Specialist Certification; or
- Tourism Apprenticeship Trades.

Applications are accepted from May 1 to 31. Successful applicants must complete their training by May 30, 2022.

For more information contact: Brenda Robertson, Workforce Development Consultant

Saskatchewan Tourism Education Council (STEC), Tourism Saskatchewan Telephone: (306) 933-7466



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## TIPS TO AVOID HOTEL SCAMS



Karen Smith, CEO  
Better Business Bureau of  
Saskatchewan

The appearance of the COVID-19 has not made things easy for travellers, and if that was not enough, vacationers should also beware of the multiple scams that aim to rob them of their money.

### Popular Hotel Scams

- **Fake Website.** When making online hotel reservations, know the website you are using. Scammers are notorious for creating look-alike pages to lure consumers into providing credit card information that they will use to extract money from them.
- **Free Wi-Fi scam.** Hotspots are usually in hotel lobbies and provided for the rooms. Beware of wireless internet skimming scams that appear to be “free Wi-Fi” or something of the same sort.

### The tips to avoid these scams are:

1. **Purchase from the source.** Whenever possible, book directly with the hotel or resort, or through the official website of the hotel chain.
2. **Plan.** The best hotel deals are often available far in advance. Planning will give you time to research different sites, compare option and amenities.
3. **Check BBB.org.** No matter how you book, first check out the hotel, travel agency or online site at BBB.org to make sure they have a good reputation.

To learn about how to avoid travel and vacation scams, visit [BBB.org/Travelscam](https://www.bbb.org/travelscam). If you have been the victim of a scam, please report it at [BBB.org/ScamTracker](https://www.bbb.org/scamtracker).

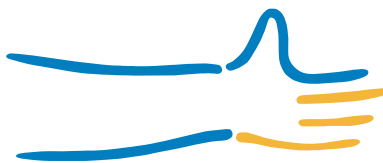
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## YOU ARE NOT ALONE: MENTAL HEALTH RESOURCES FOR ALL

Financial struggles, tough economic times, family conflict, and relationship troubles can affect your mental health, and mental health problems can make these challenges even more difficult to navigate. Whether it is for yourself or someone else (an employee, co-worker, friend), there are supports in place that are accessible to you.

- Visit the Canadian Mental Health Association, Saskatchewan Division, website at [www.sk.cmha.ca](http://www.sk.cmha.ca)
- Visit Mobile Crisis Services online ([www.mobilecrisis.ca](http://www.mobilecrisis.ca)) or call one of their helplines (306) 757-0127
- Farm/Rural Stress Line (800) 667-4442
- Healthline 8-1-1

Remember, you are not alone. If you have even the smallest question or concern, contact any of the resources listed above right away..



## WE WELCOME WHEATLAND EXPRESS

By Olivia Lawrence Benchmark Public Relations



The Wheatland Express has chugged into the Saskatchewan tourism scene offering the prairies a unique train experience.

The not-for-profit organization collects and refurbishes historical rail cars to offer a variety of railway excursions. Tour themes include train heists, murder mysteries, Johnny Cash and Elvis tributes, family tours, and regular excursions. Whichever tour you choose, Wheatland's tour themes appeal to everyone's interests.

"When we started talking about the idea of Wheatland, there was one only one other train experience offered in the province. There are many successful tourist train operations throughout North America however, so we thought why can't we?" said Ashlyn Weninger, Wheatland's Director of Marketing and Operations.

Wheatland Rail Inc., owned and operated by the local municipalities purchased the branch line from Canadian National Railways many years ago. The Cudworth

subdivision is operated by Great Sandhills Railway Ltd, based out of Leader.

Great Sands provides railway services to farmers and grain producers in central Saskatchewan. Wheatland Express departs from two locations, Cudworth, which is 85 km northeast of Saskatoon, and Wakaw, which is 90 km northeast of Saskatoon.

"The Wheatland Express concept was dreamt up by members of the staff at Great Sandhills Railway to develop the best railway excursion conception of the prairies," said Weninger.

Wheatland purchased its first passenger car in January 2018 and the first tour took place the same year in June. Wheatland was expecting to host around eight different tours a year with 100 guests each tour. The crew was quickly surprised by the public's positive response and Wheatland gained popularity fast.

"Before our first tour even occurred, we had sold out the season and had such a demand that we ended up doing 25 tours hosting 3,500 guests that first year. In 2018 we earned Rookie of the Year at the Tourism Saskatchewan Awards," said Weninger.

Wheatland offers two types of excursions at this time – Excursions consisting of a three-hour round-trip experience with on-board characters and musical entertainment; or an excursion and dinner show experience that consists of the three-hour, round-trip followed by a three-course meal and 90-minute concert performance at the local hall.

"Throughout the pandemic, we were able to secure some new rail cars that are going to allow us to offer some new experiences, including onboard dining. We will be able to serve meals onboard the train, and we also updated our train's sound systems so we can have performances heard throughout the cars. The new rail cars also enable us to operate through the winter and colder seasons, and we have also acquired a sleep car to eventually incorporate overnight experiences into our program," said Weninger.







Originally, Wheatland Express operated during June to August. In the future, when it is safe to do so, Wheatland will offer a full year experience including a Christmas program in November and December including parties and small business events.

"Wheatland is an opportunity to embrace, showcase and appreciate what we have when it comes to our history and culture. Trains are so fascinating, the rails enabled us to build our prairie communities. We are really excited to be able to offer this railway experience to everyday people, and to have it so close to Saskatoon and support the surrounding tourist operations that are out there is important," said Weninger.

To get the latest updates on tours and dates, visit the Wheatland website at [wheatlandexpresstrain.ca](http://wheatlandexpresstrain.ca) or their Facebook page. You can also subscribe to its mailing list to receive its monthly newsletter called "Wheatland Round Up". The newsletter includes fun stories about characters in upcoming tours, heritage-related stories, activities for the kids, and information and updates on projects. You can sign up for Wheatland's newsletter on the website.

"We are just really looking forward to the future and being able to offer tours again. We have been working with Hospitality Saskatchewan, Tourism Saskatoon, and Tourism Saskatchewan really closely. I think we have realized more than ever that having a collaborative and joint initiative with these organizations is going to build a really strong tourism and hospitality industry in Saskatchewan moving forward."

## WELCOME TO HOSPITALITY SASKATCHEWAN!



One of the focuses of The Saskatchewan Hotel & Hospitality Association (SHHA) over the last 3 years has been a deliberate transition from a "Hotel Association" into a "Tourism Industry Association". By design, the association began advocating for a more diverse membership that, in addition to hotels/motels and taverns, now includes restaurants, conference/convention centers, tourism, and cultural attractions and even cannabis producers.

As the industry association representing tourism & hospitality services and attractions in the province, **Hospitality Saskatchewan** will continue to focus on advocacy, collaboration and the education of operators and our industry partners involved in Saskatchewan's "Visitor Economy".

### Successfully advocating for you!

Hospitality Saskatchewan works extremely hard on the tourism/hospitality industry's behalf; your behalf, by forging relationships and influencing policy that positively affects the industry's survival.

We will continue to aggressively lobby on all the issues that affect your business and push all levels of government for increased support and relief. And, as a member-based organization, we offer many ways for you to participate in programs and services that help you save on expenses while increasing your revenues!

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## RESPONSIBLE SERVICE



## Stress-Free Compliance Inspections

### When the inspector calls: 5 Helpful Tips

Compliance inspections protect your customers, your business and the integrity of the industry. SLGA inspectors make regular visits. Follow these tips to keep inspections productive and brief:

- 1** Keep an up-to-date list of all your employees, along with copies of their Serve It Right Saskatchewan (SIRS) course certificates or the Registration Number and Expiry Date shown on the certificate. Our SIRS Compliance Report makes this task easy. Visit [SIRS.ca](https://sirs.ca) to download a copy.
- 2** Take a photo of your certificate and keep it handy on your phone in case an inspector asks to see it.
- 3** Keep a daily incident log in a location that is easy for all staff to access. This can be as simple as a notebook, but our SIRS Daily Log and SIRS Incident Log forms make it easy to keep track. Visit [SIRS.ca](https://sirs.ca) to download a copy.
- 4** The SIRS certification expires every 5 years, so check your expiry date and contact Tourism Saskatchewan to recertify.
- 5** Remember your duty of care. Servers, retailers, managers and owners are expected to adhere to SIRS requirements for responsible service and ensure that they are protecting their customers and guests from drinking too much liquor and making poor choices that could cause harm to themselves or someone else.

***Remember, if you have questions or need to check something out, you always have access to your course content at [SIRS.ca](https://sirs.ca)***

If you are selling or serving liquor, it is up to you to make sure liquor is not sold or served to guests who've had too much to drink or appear to be intoxicated by another substance.



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