

A Native American dancer in traditional regalia, including a large feathered headdress and a beaded necklace, is captured in a dynamic pose. The dancer is wearing a white fringed garment and a colorful patterned skirt. The background shows a modern building with large windows and a sign that reads "REMAI MODERN". The image is framed by a large orange triangle on the left and a large red triangle on the right, both containing faint geometric patterns. The bottom right corner features a blue triangle with a white geometric pattern.

GoMedia Canada 2023

Venue: Rемаi Modern

Host: Destination Canada, in partnership with
Tourism Saskatchewan and Discover Saskatoon

Date: September 25–27

78 journalists

27 editors

From 10 countries



DISCOVER Губ
saskatoon



Map here.

GoMedia Canada 2023

THE EVENT

Canada's Tourism sector is booming. In 2022, tourism contributed nearly \$38 billion to Canada's GDP and generated almost \$94 billion in revenue for businesses. Non-resident tourism spending rose by 321% compared to 2021. Events like GoMedia Canada further strengthen the sector to ensure lasting future success.

GoMedia Canada is the Canadian tourism industry's foremost international media event, provided a valuable forum to pitch Saskatchewan (and Saskatoon) travel experiences and connect with important sources to reach high-value travellers from across the world.

Over two days, GoMedia Canada 2023 delegates focused on key themes in Canadian travel experiences, including Indigenous cultures, sustainability, wellness, creating meaningful connections, and other important topics.

The schedule included lively panel sessions, informative marketing presentations, and valuable individual appointments with travel writers and media representatives.

GoMedia Canada 2023 united regional and national industry partners in sharing Canada's rich experiences and history with key international media. Together, they hope to inspire travel to the Great White North, enrich lives and create wealthier, healthier communities.

Attendance was by invitation only, with select media delegates traveling from Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, the U.K. and U.S.





“Saskatoon really welcomes the world and the opportunity to welcome Go Media.”



Darlene Brandner
CEO, Wanuskewin Heritage Park



YOUR HOST

The event, presented by Destination Canada combined the efforts of Tourism Saskatchewan and Tourism Saskatoon in partnership with Discover Saskatoon.

Also significant was the involvement of host partners Indigenous Tourism Association of Canada and the Indigenous Tourism Association of Saskatchewan. They offered a platform for Indigenous tourism experiences to be shared and understood by a mostly foreign audience.

Every opportunity is taken to promote tourism, our rich cultural heritage, and the growth of Indigenous tourism at home and abroad.

Saskatoon was the ideal host for GoMedia 2023 as it offers a truly authentic Canadian experience. It's a warm and welcoming city with delightful scenery, and seriously cool arts and dining scenes. It also gives access to some of Canada's best Indigenous experiences.





SASKATCHEWAN IS GO

This year's GoMedia event was the first time it had ever been held in Saskatchewan, and Saskatoon was the ideal host because of the truly authentic Canadian experience it provided.

The culturally significant Remai Modern museum of modern and contemporary art was the perfect location to host the event. Its pleasing aesthetics enhance the local environment, and it would not be out of place in a major international capital. Its stunning views, spacious and bright interiors, and artistic atmosphere inspired a flow of innovation and creativity during both days of sessions.



“GoMedia Canada is a premier opportunity to treat influential media to Saskatchewan hospitality and show them our renowned spirit, authenticity, pride of place and unparalleled visitor experiences.”



Jonathan Potts
CEO, Tourism Saskatchewan



HOW DISCOVER SASKATOON HELPED

Discover Saskatoon and Tourism Saskatchewan were integral to the success of the event. Their in-depth knowledge helped organizers make the right choices and avoid timely or costly delays. They provided perfect recommendations for locations to host key events, arranged activities, suggested the best dining spots on the incredible food scene, and guided people to unique experiences not to be missed on any trip to Saskatoon. Overall, they helped ensure everyone felt very welcome.

The event aimed to be an eye-opener. Being held on treaty 6 Territory and the Homeland of the Métis, it was therefore important to partner with the Indigenous Tourism Association of Canada and the Indigenous Tourism Association of Saskatchewan. It allowed important stories and history to be delivered in a unique and open manner. Guests really appreciated how the event challenged their preconceptions about Indigenous cultures and informed them about Saskatoon's shared heritage.



“It would be impossible to hold this event without Tourism Saskatchewan or the help from our friends at Tourism Saskatoon.”



Gloria Loree
CMO, Destination Canada





EXPERIENCES

Familiarization tours were offered before and after the event to media representatives seeking compelling local stories and genuine Saskatoon experiences, including visits to Wanuskewin Heritage Park and Dakota Dunes Casino. These outings provided the assembled travel writers with direct knowledge of Saskatchewan attractions, tourism operators and adventures. They left with compelling stories to share with and entice an international audience of travellers.

The historically important land and sacred site of Wanuskewin Heritage Park is a proposed UNESCO site. This beacon of Indigenous culture provided an experience tailored to our guests; presenting stories and discoveries that instilled attendees with a deeper understanding of the experiences and history of the Northern Plains Indigenous peoples.

At Wanuskewin, world-renowned performer Terrance Littleton wowed the audience with his modern take on traditional First Nations grass and hoop dancing. His work honours a family legacy and extends awareness of celebrated Indigenous art forms. Attendees also had the chance to experience more colourful and talented Indigenous dancers, singers and musicians around the grounds of the Remai.

Guests were encouraged to explore Saskatoon during their free time and do something fun, like adding a splash of Saskatoon Berry Ketchup to their bison burger. The city is home to many Internationally trained chefs and culinary creatives who bring their experiences to fruition here. The food scene is a dazzling fusion of cultures and styles, and there is perfect synergy between food producers and food creatives, ensuring local produce is always of the best quality and highlighted in recipes.



“ Why Saskatoon? We need to tell stories and tell them differently to help our guests think and rethink things. It’s been really important to partner with our colleagues at Indigenous Tourism Association of Canada and the Indigenous Tourism Association of Saskatchewan.”



Gloria Loree
CMO, Destination Canada



AN HONOUR TO HOST

GoMedia Canada 2023 was a great success for Saskatoon and tourism. We were able to showcase our city, cross-cultural events, languages, activities, and people—everything that adds to the allure of Saskatoon and Saskatchewan as a tourism destination.

Sharing the Indigenous experience was hugely important to this year's event. GoMedia Canada 2023 ensured that every guest embraced the stories they heard about and the cultural discoveries they made first-hand, leaving a deep and lasting impression.

Having taken delegates on an unforgettable journey, we sent them away from GoMedia Canada 2023 more energized than ever about what we highlight as a country, province and city.



