



Downtown Saskatoon

Demographics

Restaurant Attraction

- Restaurant capital per capita; nearly **100 Downtown restaurants** create a culinary hot bed, clustering nationally ranked restaurants, cherished local, and the Dale McKay-trifecta (Top Chef Canada 2011 winner) - many of Saskatoon's top restaurants call Downtown home. This variety also includes coffee shops and mall food hall tenants.
- Downtown's **nighttime economy is vibrant, and upscale**: people head Downtown, then wander the streets (especially 2nd Ave) to find their pick of a restaurant - it's a place to be seen.
- **Downtown restaurant customers** are yxe-local, from the 9 walking distance-Downtown hotels (1,543 hotel rooms), and from many conferences - bring **disposable income and an appreciation for good food**.
- Nearly **20,000 people work Downtown**; certainly the place for young professionals to work, play + eat. High density lunch crowd, in addition to coffees, suppers, and drinks.
- Customers are commonly in search of **full package experiences**. Downtown customers come from or go to many complementary entertainment options **within walking distance**, before and after their restaurant visits: Remail Modern, Persephone, TCU Place, the Bassment, Coors Event Centre, Escape Manor, Escape City, Cineplex Theatre, night clubs + bars, more than 50 annual festivals + events attracting 1,000s of people at a time.
- There's a draw of being part of the **Downtown entertainment district** and future arena concept.
- **Downtown Saskatoon** Business Improvement District supports restaurants with a **variety of programming**, from partnerships with local ticketed events (EAT + PLAY DOWNTOWN) to national event participation support (Le Burger Week), and conference guest-attraction.

Sept. 30 2019