

BUSINESS CASE	
Proposed Project	SK Trails
Date Produced	September 19, 2024
Background	Saskatchewan offers a vast number of scenic trails, ranging from beginner-level walks to advanced hiking paths. A proposed web application called SK Trails will provide visitors and locals in Saskatchewan with a one-stop shop to explore the province's trails by combining trail information from all throughout the province. To assist users in making educated judgments, the portal will include trail photographs, descriptions, locations, duration, elevation, and difficulty, along with user comments and likes.
Business Need/ Opportunity	Particularly since the epidemic, there has been an increase in the demand for outdoor leisure activities as more individuals look for experiences in nature. Finding safe and pleasurable hiking and walking pathways is becoming more and more important as eco-tourism and health-conscious living become more popular. But in the absence of a common repository for trustworthy trail information, prospective hikers lose out on exploring new routes that suit their tastes. This need can be satisfied by SK Trails, which provides all trail information on a single, user-friendly web platform. This platform has the potential to increase outdoor activity, generate tourism, and even help small businesses around well-known trailheads.
Options	<p>Option 1: Proceed with SK Trails This option entails developing and releasing the SK Trails online program, which unifies trail data from all throughout Saskatchewan onto a single platform. Users will be able to peruse based on a variety of criteria, including user reviews, elevation, difficulty, and duration.</p> <p>Option 2: Do nothing Alternatively, we may just leave things as they are. The lack of consistency in trail information would result in lost chances to boost trail utilization, tourism, and public involvement with the environment. Due to low trail knowledge, local tourism and other businesses may also experience sluggish growth.</p>
Cost-Benefit Analysis	
<p>Option 1: Proceed with SK Trails</p> <ul style="list-style-type: none"> • Costs: <ul style="list-style-type: none"> ○ Web development and design costs for the platform. ○ Maintenance and updates for trail data. ○ Marketing efforts to raise awareness. ○ Risk of low adoption or technical challenges. • Benefits: 	

- o Increased user engagement with Saskatchewan's trail network.
- o Enhanced tourism and visibility for local businesses near trailheads.
- o Improved public health through increased physical activity.
- o Community engagement through user-generated comments, likes, and shared trail experiences.

Option 2: Do nothing

- **Costs:**
 - o Missed opportunity for increasing tourism and local business growth.
 - o Limited public awareness of trails, resulting in underused resources.
 - o Lost potential to build a community around Saskatchewan's outdoor offerings.
- **Benefits:**
 - o No initial financial or time investment required.

Recommendation

Proceed with **Option 1: SK Trails**

The advantages of a single platform exceed the disadvantages since it presents an opportunity to satisfy the public's increasing interest in ecotourism and outdoor recreation while highlighting Saskatchewan's natural beauty. A well-thought-out platform may promote community and economic development by acting as a reliable resource for locals and visitors alike over time.