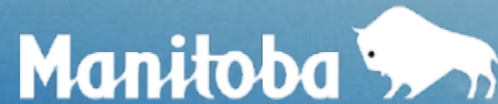


Manitoba Tourism Strategy

Progress Report
November 28, 2022



The background of the slide is a photograph of a cable-stayed bridge, likely the Millau Viaduct, with its distinctive white pylon and numerous stay cables. The entire image is covered with a semi-transparent red overlay. The title text is centered in white.

Lead Brand & Market Positioning

Manitoba's Brand

- Manitoba's tourism brand can continue to be used to position the province as an attractive destination and highlight and showcase additional destination differentiators and authentic, transformative experiences to drive significant market demand.
- These opportunities include:
 - Indigenous and Francophone events and cultural exchanges;
 - embracing and featuring Manitoba's world-class winter experiences;
 - and presenting the signature fishing, paddling and lakeside relaxation experiences offered by Manitoba's unique river systems and lakes.



01

LEAD BRAND & MARKET POSITIONING



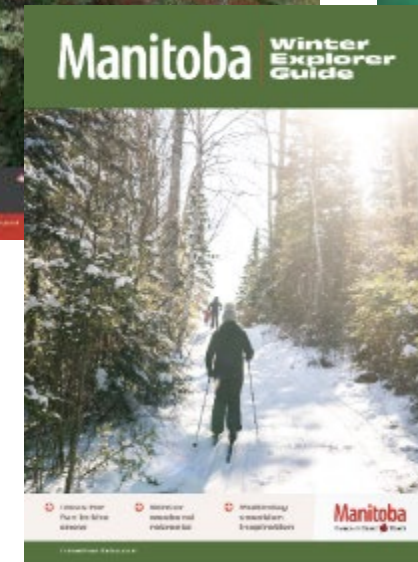
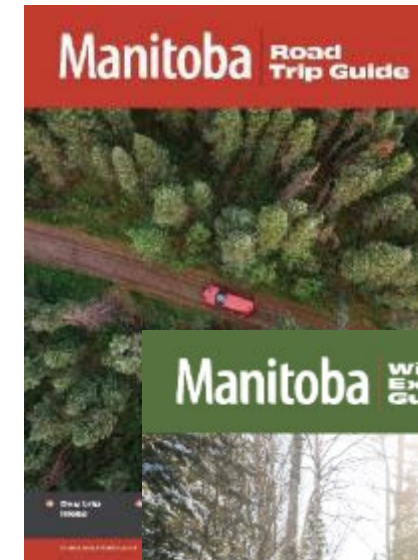
ACCOMPLISHMENTS:

Refreshed Manitoba's tourism brand and Travel Manitoba's corporate identity.

- The brand evolution provides the opportunity to expand beyond the success of the current brand and highlight additional destination differentiators.
New brand will launch in January.

Launched successful marketing campaigns.

- Summer Road Trips, Winter Explorer Guide and Northern Lights campaigns all encouraged travel to and within Manitoba to great success. Campaign effectiveness were validated in surveys completed by Probe Research.



01

LEAD BRAND & MARKET POSITIONING



ACCOMPLISHMENTS:

Collaborated with the Manitoba Chamber of Commerce in the Tourism Rebate Incentive Program (TRIP).

- In 2021 and 2022, close to 33,000 Manitoba residents participated in TRIP, driving \$7.8 million in direct sales to hotels and attractions across the province and directly improving hotel occupancy rates.

Expanded the Place Brand program.

- Over the past two years, three new Place Brands have been completed: The Pas / Opaskwayak Cree Nation (OCN), Dauphin and Winnipeg, bringing the total number of place brands to 13.





ACCOMPLISHMENTS:

Showcased Northern Lights to Buyers at Rendez-vous Canada Luncheon.

- Travel Manitoba's sponsorship was used to promote the Churchill northern lights season (February to March) through an inspiring program incorporating video, storytelling and dance. The luncheon was attended by 1,100 buyers and sellers.

Signed MOUs to host major conferences in Winnipeg in 2023.

- Winnipeg will host the International Winter Cities Conference in February 2023 and, in partnership with the Indigenous Tourism Association of Canada, the International Indigenous Conference in March 2023.





ACCOMPLISHMENTS:

Expanded the fishing campaign under the Prairie Angling Program in partnership with Tourism Saskatchewan and Destination Canada.

- The Prairie Angling Program focused on building back the drive-to and fly-in fishing markets in the U.S. The campaign focused on a number of targeted media outlets and influencers in addition the traditional digital, social, print and out-of-home channels. This program leveraged \$250,000 from Destination Canada to test new approached.

Targeted ice fishing campaigns

- With an increased interest in ice fishing, extra emphasis has been placed on capturing ice fishing content including 20 YouTube videos in collaboration with influencers and content creators for seven ice fishing operators.



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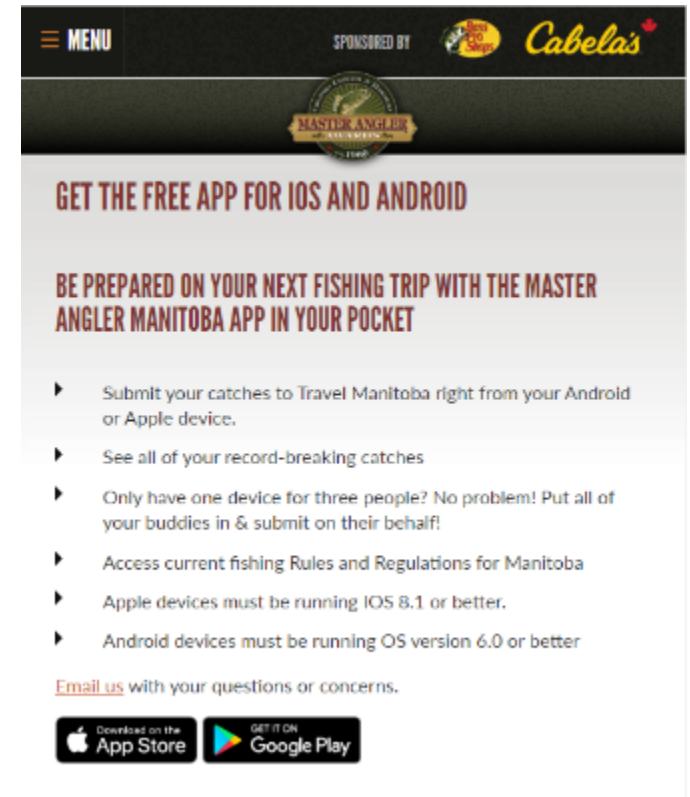
LEAD BRAND & MARKET POSITIONING



ACCOMPLISHMENTS:

Rebuilt and relaunched the Master Angler App.

- Back-end structure of app was completely rebuilt in a new coding language to bring the app up-to-date with latest phone technology and continue to be available to users in both the Apple and Google app stores. Higher-level user security was also added as well as a land acknowledgement.
- This unique incentive program continues to inspire anglers from Canada and the United States.





Advance Destination Management



Improving Supply Strength

- Today, a growing number of destination leaders are advocating for a stronger role in “destination management,” which speaks to the industry investing time and resources in community-driven destination development to improve the enabling environment for tourism to thrive.
- To compete, the public and private sector must continue to invest in the development of signature experiences and the adaption of businesses and experiences to be successful in the ‘new normal’.
- Travel Manitoba has provided support to many communities to advance destination management.



ACCOMPLISHMENTS:

Secured \$2 million in funding through the federal Tourism Relief Fund to create new and expand existing experience

- Prairies Economic Development Canada is providing Travel Manitoba with \$2 million in funding which will support Destination Management Initiatives in 2021/22 and 2022/23, including the Winter Tourism Development Fund. This fund provided \$1.2 million to support the development and enhancement of 18 winter tourism products.

Advanced the Prairie Tourism Partnership.

- Travel Manitoba, Travel Alberta and Tourism Saskatchewan have formalized the Prairies Tourism Partnership (PTP), with the goal of supporting overall community economic development in the Prairie Provinces by providing funding to communities and tourism businesses to maximize return on investment, strengthen capacity and enhance competitiveness.





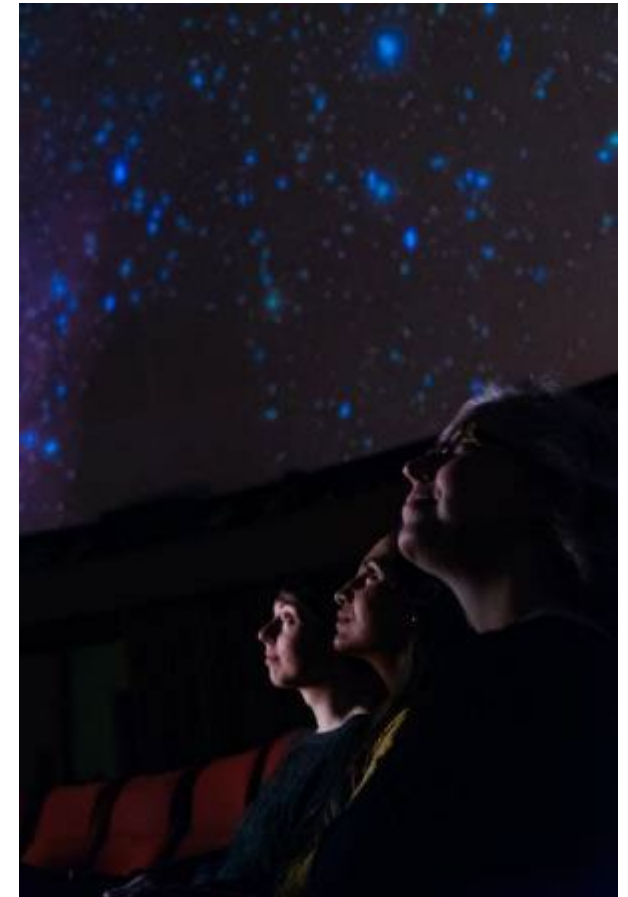
ACCOMPLISHMENTS:

Completed a Gap Analysis and Destination Area Assessments

- Engaged Probe Research, Twenty31 and Sinclair Barnes to complete a gap analysis and destination area assessments for key destinations to identify key opportunities for transformational growth and recommendations for experiences and assets that will increase visitor spending.

Funded the enhancement and creation of new experiences

- Travel Manitoba provided over \$1 million in project funding to support 50 tourism organizations. Funding supported the development and enhancement of market- and export-ready tourism products across the province.





ACCOMPLISHMENTS:

Updated key strategies to support the target of returning to 2019 visitor spending levels by 2024.

- *Manitoba Indigenous Tourism* – In partnership with Indigenous Tourism Association of Canada and Indigenous Tourism Manitoba, an updated Manitoba Indigenous Tourism Strategy was launched in September 2021.
- *Manitoba Francophone Tourism Strategy* – In partnership with the Manitoba government and Enterprise Riel, Travel Manitoba launched the Manitoba Francophone Tourism Strategy in April 2022.
- *Northern Manitoba Tourism Strategy* – The updated Northern Manitoba Tourism Strategy was released in July 2022.





ACCOMPLISHMENTS:

“Evaluating the Tourism Potential of Manitoba’s Provincial Parks”

- In partnership with Manitoba Climate, Environment and Parks, Travel Manitoba retained MNP and a team of specialists to explore the potential for enhanced tourism in Manitoba Parks and evaluated the associated impact on the visitor economy.

Supported Direct Air Access Initiative.

- WestJet’s direct flight between Winnipeg and Los Angeles started operating three times per week on October 31, 2022. The Manitoba government is providing the Winnipeg Airport Authority with \$4.8 million, supporting efforts to secure more direct flight services to strategic business and popular leisure destinations.





ACCOMPLISHMENTS:

Advocated for policy changes to allow commercial opportunities for overnight accommodations on Lake Winnipeg.

- Travel Manitoba worked with Manitoba Natural Resource and Northern Development and the Manitoba Lodges and Outfitters Association to allow commercial opportunities for overnight ice fishing trips on Lake Winnipeg for winter 2023 with an aim to expand the program next year.





Foster Collaboration

Tourism is a Key Economic Driver

- A whole-of-government approach is necessary for the industry to remain competitive, maximize visitor experiences and achieve growth.
- Travel Manitoba continues to collaborate with government departments and agencies to ensure a common collaborative approach with the tourism sector to enable critical province-wide destination improvements to areas such as roads, wayfinding, digital connectivity, park season extensions, and park amenities and services.





ACCOMPLISHMENTS:

Hosted the Manitoba Tourism Conference in partnership with Tourism Winnipeg.

- Over 200 industry representatives attended the conference in Winnipeg, which included keynote speakers Gloria Loree, Destination Canada, Angela Nagy, Green Step Solutions, and a panel focused on DEI and Indigenous Tourism, as well as breakout sessions themed around marketing and business development.

Exceeded partnership revenue targets.

- Travel Manitoba has reached and exceed its 2022/23 partnership revenue target of \$750,000 and has signed partnership agreements with Parks Canada, Calm Air, Air Canada, 55+ Games, the Manitoba Hotel Association and Canada Summer Games.





ACCOMPLISHMENTS:

Prioritized diversity and inclusion in tourism.

- Travel Manitoba hosted a virtual “Diversity and Inclusion Matters: Fostering Understanding in Manitoba’s Tourism Industry” conference which was attended by over 200 industry representatives.
- Undertook an extensive asset development project, both in video and photography that engaged BIPOC-owned and/or operated businesses to collect new marketing assets that reflect the diversity of our communities for future marketing campaigns.

Hosted Destination Canada’s travel trade strategic planning session.

- Session held with key European accounts and hosted in both Winnipeg and Churchill in October 2022.





ACCOMPLISHMENTS:

Collaborated with government on the Waterfowl Hunting Modernization Project.

- Travel Manitoba is working with Manitoba Natural Resources and Northern Development on changes to the current hunting regulation that will promote sustainable tourism in Manitoba and provide stability for the waterfowl outfitting industry.

Participated in consultations for the proposed Manitoba Recreational Angling Strategy regulation changes.

- Also participated in the promotion of “fish first” fish handling practices and the promotion of Aquatic Invasive Species (AIS) prevention strategies.





Build Support for Tourism



Tourism is for All

- The bold vision of the Manitoba Tourism Strategy can only be realized if provincial and municipal governments recognize tourism's key role in economic recovery and Manitobans fully embrace tourism's ability to positively transform their communities and enrich their quality of life.



ACCOMPLISHMENTS:

Developed and launched a campaign to address the labour force shortage in the tourism industry.

- In conjunction with the Manitoba Tourism Education Council, Manitoba Hotel Association, the Manitoba Restaurant & Foodservices Association and Tourism HR Canada, the campaign focused on tourism as a dynamic career and included TV and print advertising as well as digital advertising including display, search and social media ads.

Travel Manitoba recommended changes to Manitoba tax regulations to include charging PST on AirBnb rentals.

- The change helps to level the playing field for traditional accommodation providers.



The background image shows two people standing on a wooden dock, silhouetted against a hazy, purple-tinged sky at dusk or dawn. They are holding fishing rods, and their reflections are visible in the calm water. The overall mood is peaceful and contemplative.

Thank You
