

# Manitoba

CANADA'S HEART  BEATS

MAKING *our* MARK

2016/2017 Annual Report

Travel  
Manitoba  
.com



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Cover photo: Clear Lake Country/Austin MacKay





## MESSAGE *from the* BOARD CHAIR

There is an often coined phrase, “Build it and they will come”. In the past several years, the Manitoba tourism industry has done its part, with the opening of new, world class attractions like the Canadian Museum for Human Rights, Assiniboine Park’s *Journey to Churchill*, Thermäa Nordic spa, Upper Fort Garry and many more. But that is only part of the equation. In tourism, once it is built, it must also be marketed. A destination and its attractions must be shown to the world with passion, excitement and authenticity in order to capture the imagination and put the attraction or destination on the traveller’s “wish list”.

This past year, Travel Manitoba was fortunate to receive the support of the provincial government to make this possible. In August, Travel Manitoba presented Plan 96/4 – an innovative, sustainable funding model now the envy of jurisdictions across the country – to caucus. The government’s adoption of 96/4 meant the corporation’s 2016/17 annual grant increased 42% over base funding for 2015/16.

With this additional funding, combined with direct investment from tourism industry operators, Manitoba was able to make significant inroads in 2016/17 in existing and new markets.

It allowed Travel Manitoba to triple its investment in the United States, Manitoba’s largest international market, and the one with the highest growth potential. It enabled us to expand our marketing activities in China, the fast-growing, highest spending international market in the world, and it allowed us to explore Australia’s market opportunities. These are just a few of the examples from this past year that enabled Manitoba to scratch the surface of its potential.

The results speak for themselves in this report: consistently higher traffic from the US into Manitoba; more experiences listed with key trade operators; more consumer engagement on our websites and social channels; all leading to increased visitation to Manitoba and increased spending in our province.

But there is much more we can do, and now, with sustainable funding in place, we are well positioned to realise our goal of \$2.0 billion in tourism expenditures by 2020. We now have the resources to successfully execute our plans. Returning to the old adage, we now know that they will come.



A handwritten signature in black ink, appearing to read 'Bob Sparrow'.

**Bob Sparrow**  
*Chair of the Board of Directors,  
Travel Manitoba*

## MESSAGE *from the* PRESIDENT & CEO

The past year was an exciting one for the province, and for Travel Manitoba, as we expanded our efforts in current markets and explored the potential of new ones.

With 61% of the province's tourism revenue resulting from Manitobans travelling throughout the province, our local audience is extremely important. Our increased emphasis on content marketing is paying off, as more Manitobans realize what there is to see and do right here at home. Our blog continues to gain in popularity, with increased visitors and new user sessions every month. Fans and followers on Facebook, Instagram and Twitter also continue to grow.

We welcomed 36% more visitors to our Visitor Information Centre at The Forks, and updated our rural locations to give centre stage to our "Manitoba, Canada's Heart...Beats" brand.

Canadians were encouraged to visit us through content marketing partnerships with *Chatelaine* and *Canadian Living*, and via a partnership with Destination Canada and Bell Media to encourage 4.4 million Canadian millennials to travel the country.

The additional funding enabled Travel Manitoba to be a major partner in Destination Canada's national "Connecting America" campaign, and target key cities San Francisco, Minneapolis and Chicago. As a result, a digital audience pool of 4.52 million was developed for re-targeting, and over 34,000 leads were delivered. We reached over 2 million passengers from Los Angeles and San Francisco, with video seatback advertising on United Airlines. And short haul states North Dakota, Minnesota, Illinois and Wisconsin were targeted in an upper Midwest campaign that resulted in over 18 million impressions, over 600,000 video views and over 140,000 leads to Travel Manitoba site hubs.

Increased funding also enabled us to capitalize on WestJet's introduction of a direct, seasonal flight between London and Winnipeg with video advertising in Gatwick Airport, which sees over 3 million passengers per month. It also allowed us to gain high impact face time with German travellers, as Condor Airlines carried Manitoba commercials on their seatback video screens. Our partnership with Destination Canada in Germany built on the awareness established the previous year and resulted in 1.6 million video views of German YouTube influencer Ben Jaworsky swimming with beluga whales in Churchill.

We continued to foster relationships with both the media and travel trade, with events like Rendez-vous Canada, International Tourism Berlin, Canada Corroboree and GoMedia Marketplace, and hosted media and FAM trips. Our efforts garnered over \$12 million in earned media value, and resulted in new package listings with international tour operators.

Our primary business objective remains: to lead Manitoba's tourism industry to ensure it is competitive and sustainable. We are excited by the accomplishments made in the past year and the solid foundation established for the future.



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

**Colin Ferguson**  
*President & CEO,*  
*Travel Manitoba*

# ABOUT TRAVEL MANITOBA

## VISION

Travel Manitoba will lead the marketing of Manitoba and will be recognized as a catalyst for economic development that contributes to the well-being of Manitobans.

## MISSION

Travel Manitoba will lead the tourism industry by aligning investment in tourism to grow revenues and create strong connections between visitors and Manitoba's unique experiences.

## OBJECTIVES

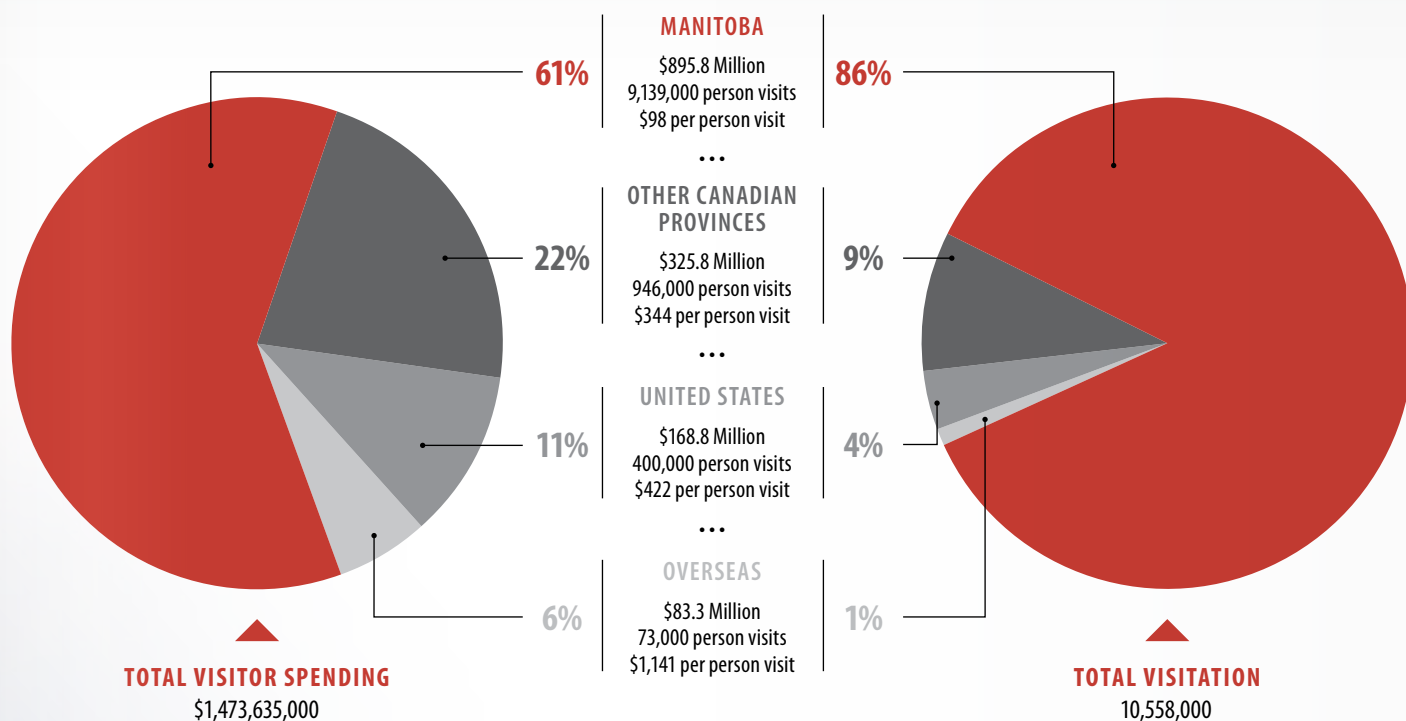
- ▶ Lead Manitoba's tourism industry to ensure it is competitive and sustainable
- ▶ Increase visitation to realize \$2 billion by 2020
- ▶ Increase yield per visitor by extending length of stay and increasing visitation from longer haul markets
- ▶ Increase investment in the tourism sector by partnering with business and government
- ▶ Establish a strong brand for Manitoba within Canada and internationally
- ▶ Align tourism partners and strengthen relationships with industry and government stakeholders
- ▶ Optimize organization spending to deliver increased results in the most cost-effective way
- ▶ Influence the development of a provincial tourism strategy to make tourism a \$2 billion industry by 2020, ranking fifth in terms of market share amongst Canadian provinces and territories



# MANITOBA TOURISM INDICATORS SUMMARY

- Globally, tourism is growing and is projected to become one of the largest and fastest growing economic sectors in the world. According to the United Nations World Tourism Organization, international receipts are forecasted to increase by 3.3% per year to reach 1.8 billion by 2030.

## 2015 VISITOR SPENDING & VISITATION



Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC), Research Resolutions – 2015 Detailed Tabulations.  
Statistics Canada International Travel Survey – 2015 Customized Analysis.

► US traffic into Manitoba has been consistently higher in 2016.

## 2016 DOMESTIC VISITATION AND EXPENDITURES FORECAST

- 2016 forecasts indicate total visitation from domestic markets was **up 3%**, with overnight visitation **up 6%**
- A projected increase in domestic tourism expenditures to **\$1.462 billion** in 2016 is an increase of **13%** over 2015 and **9.6%** over 2014
- Both same-day and overnight expenditures gained solid ground in 2016, **up 15%** and **12%** respectively
- Manitoba, Ontario and British Columbia were the top markets for the gain





*"The way people research travel, and the ways in which they are inspired to travel, has changed completely in a relatively short time. It has meant Travel Manitoba has adapted and shifted resources to be leaders, not followers, in content marketing and social engagement. The results have proven enormously successful."*

Linda Whitfield, Vice President, Marketing and Communications, Travel Manitoba

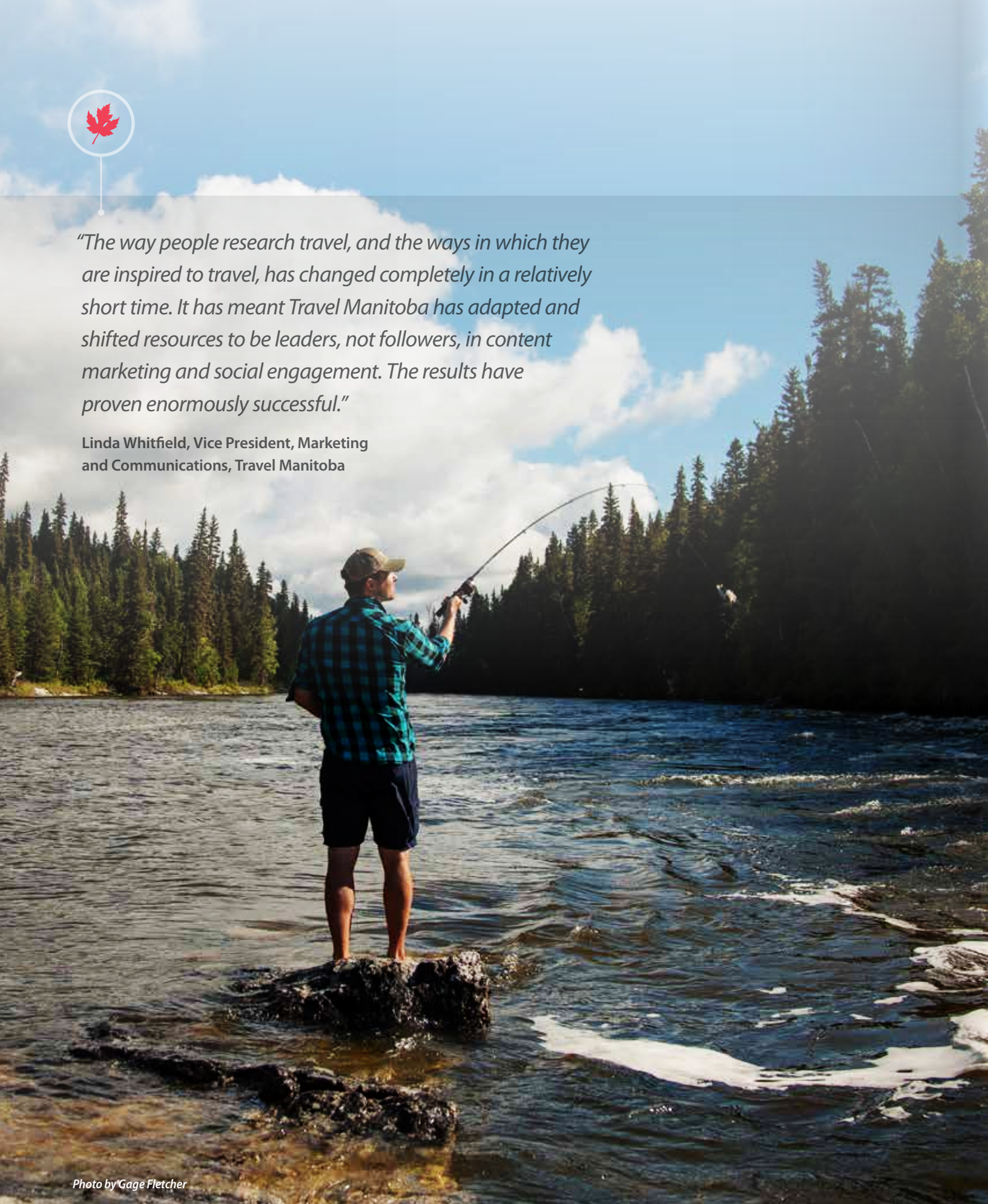


Photo by Gage Fletcher



# MAKING OUR MARK *in* CONTENT MARKETING

- ▶ **Travel Manitoba's blog continues to gain in popularity, with increased visitors and new user sessions every month. Fans and followers on Facebook, Instagram and Twitter also continue to grow. (See Digital Marketing Statistics on page 32)**
- ▶ **Some of the most successful content marketing pieces and initiatives included:**

## SUMMER ROADSHOW: ACE BURPEE AND CHRISSY TROY

- Two week road trip to Flin Flon, Minnedosa, the Turtle Mountains and more. Instagram engagement: **29,500** users; **34,400** engagements
- Winter trip to Whiteshell and Riding Mountain. **30,600** engagements, reaching **1.4 million** users



## MARCH MADNESS (PROVINCIAL PARKS) WAS A HIT:

- Over **60,000** page views
- Reaching **201,500** people on Facebook
- **9,000** clicks. The winner was Clearwater Lake Provincial Park



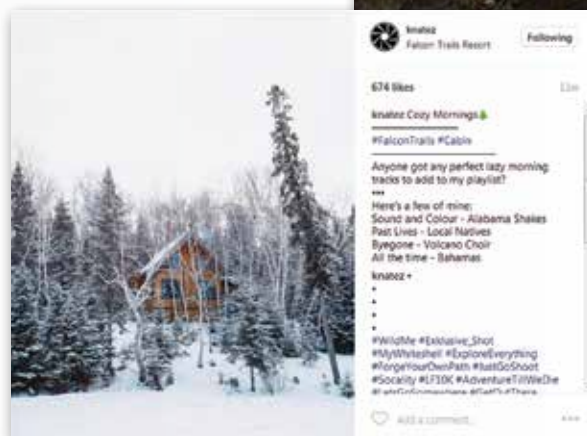
## TOP BLOG POSTS INCLUDED:

- 150 Things to do in Manitoba 2017  
**120,682** page views
- 6 Amazing Hiking Trails  
**80,002** page views
- Fall Craft Shows  
**65,258** page views
- Festivals You Can't Miss  
**50,177** page views
- 30-something facts on Manitoba  
**181,693** page views
- Unique camping structures  
**38,383** page views
- Unique winter stays  
**36,177** page views
- Manitoba's diners and drive ins  
**26,222** page views



### SUMMER TRIP THROUGH RIDING MOUNTAIN AND THE NORTH WITH LOCAL INFLUENCERS:

- #explorembwithlocals garnered **183** posts on Instagram
- **36,900** engagements
- reach of **490,000** users



### WINTER WHITESHELL TRIP WITH LOCAL INFLUENCERS:

- **635** posts on Instagram
- **99,000** engagements
- reach of **1.6 million** users

### LAUNCH OF "GO LOCAL" VIDEO SERIES:

- Created to profile Manitoba shops and tourist-friendly businesses
- Amsterdam Tea Room: **14,000** views  
Facebook reach of **58,300**



### REGULAR CREATION OF VIDEOS:

- Skating trail at The Forks:  
**259,116** views; reach of **505,000** users
- Love letter to winter:  
**65,104** views; reach of **114,000** users
- Winnipeg Beach ice formations:  
**46,871** views; reach of **116,000** users
- Mercedes Benz ice testing facility in Gimli:  
**48,504** views; reach of **129,300** users







## NEW E-NEWSLETTER FORMAT AND E-NEWSLETTER CONTEST:

- Resulted in a **71%** increase in our subscriber database to **14,782**

## NATIVE ADVERTISING CAMPAIGN TO DRIVE US VISITORS TO OUR CHANNELS:

- **16,410** total brand engagements
- Average of **2:35** minutes on-page
- **6,331** clicks and **4.4 million** impressions from visitors in and around New York, California and Texas





# RESEARCH *and* MARKET INTELLIGENCE

## Key research findings in 2016/17 included:

- ▶ **A province-wide Omnibus survey to benchmark Manitoban attitudes towards tourism and provincial attractions prior to 2017 campaigns showed:**
  - Six in 10 Manitobans are proud of Manitoba as a travel destination for family and friends outside the province.
  - Two thirds of Manitobans have hosted visitors from outside the province in the past two years.
  - Two thirds of Manitoba who hosted visitors found it very easy or somewhat easy to find good ideas for entertaining their guests.
- ▶ **A campaign assessment/awareness survey for the 2016 marketing campaign in the upper Midwest US and Central Canada showed:**
  - 42% of respondents in North Dakota had seen Manitoba tourism advertising, but only 14% in the Twin Cities followed the campaign.
  - Main top-of-mind tourism experiences cited by US respondents were fishing, wildlife viewing, camping and hunting.
  - Montreal and Toronto saw Manitoba as a place to visit family and friends, while US respondents primarily saw Manitoba as a weekend destination.
  - 65% of Canadians surveyed and 62% of Americans said their opinion of Manitoba as a travel destination improved after seeing the “Manitoba, Canada’s Heart...Beats” commercials.



A photograph of the Aurora Borealis (Northern Lights) in a dark sky, with green and orange hues. In the foreground, there is a field of tall, dry grass silhouetted against a warm, orange glow from the horizon.

## MAKING OUR MARK *in* INTERNATIONAL MARKETING

- ▶ Fostered new and existing relationships with the media and travel trade through:
  - 135 appointments at Rendez-vous Canada with tour operators and travel agents
  - Over 40 appointments with media and hosting of a reception at GoMedia Marketplace
- ▶ Increased media exposure of Manitoba by hosting nine media from Canada, the US and UK on a “Winterpeg, Manisnowba” group trip, co-hosted with Tourism Winnipeg



## MAKING OUR MARK IN THE UNITED KINGDOM

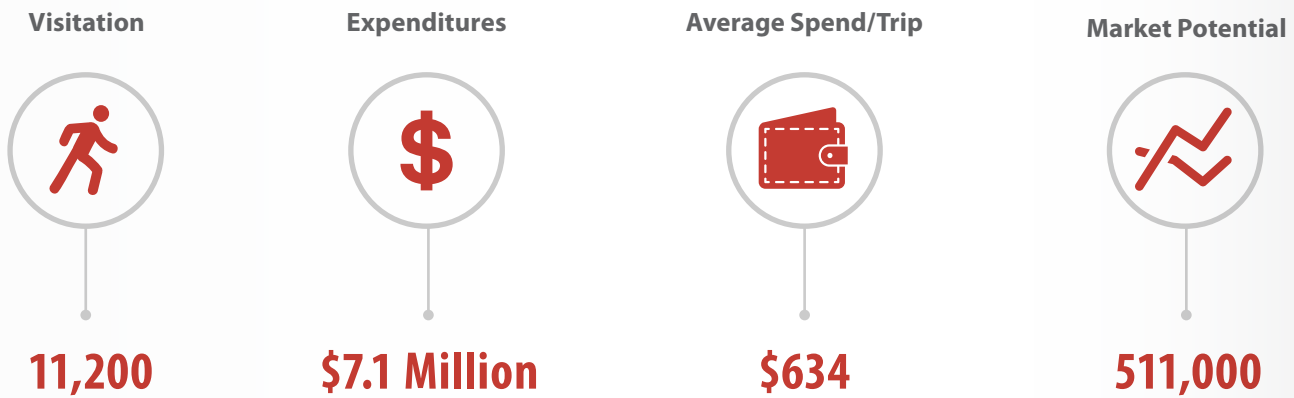


*"The United Kingdom is an important market for Manitoba tourism, so WestJet's addition of a seasonal direct flight between Winnipeg and London was a terrific development. Visitors from the UK stay for an average of 10 nights, and spend 19% more per night than the average."*

Colin Ferguson, President & CEO, Travel Manitoba



### MARKET OVERVIEW







## HOSTED U.K. TOUR OPERATORS

- ▶ **Prestige Holidays**
- ▶ **Trek America**

## AT CANADA SHARED AND WORLD TRAVEL MART, LONDON, MET WITH SOME OF:

- ▶ **150 Canada Specialist** travel agents
- ▶ **122 tour operators** from the UK, Germany, France

## CONDUCTED MANITOBA TRAINING FOR:

- ▶ **8 Kuoni** tour operator staff

## INCREASED AWARENESS OF MANITOBA WITH:

- ▶ **Advertising in Gatwick airport** through partnership with Winnipeg Airports Authority and WestJet
- ▶ **Co-op marketing programs** with Jazz FM and WestJet, and *Windows on the Wild*
- ▶ **Digital campaigns** focused on Winnipeg and Churchill

*"From majestic polar bears to beluga whales, you can look forward to a once-in-a-lifetime wildlife experience on a trip to Manitoba."*

**Stuart Forster, *The Telegraph***



*Once-in-a-lifetime wildlife experiences in Manitoba*  
By Stuart Forster  
*The Telegraph*

*"The polar bear. That enigma of the Arctic. A mammal of pristine white fur... An assassin imbued with terrifying brute power, but also grace and magnificence. A traveller that lollops through the popular consciousness, yet inhabits only a far-flung portion of the planet."*

**Chris Leadbeater, *The Telegraph***



*Why this corner of Canada really is the 'polar bear capital of the world'*  
By Chris Leadbeater  
*The Telegraph*



### INCREASED MEDIA EXPOSURE TO MANITOBA:

- ▶ **Hosted Winnipeg press trip** for *Metro UK* in conjunction with WestJet non-stop flights; May, 2016
- ▶ **Attended International Media Marketplace;** March, 2016. Met with 20+ U.K. media

### GARNERED MEDIA COVERAGE IN:

- ▶ **The City** magazine
- ▶ **The Scotsman**
- ▶ **The Telegraph**
- ▶ **Huffington Post**

*"Manitoba is a treasure trove of adventure and culture, and would suit anyone with an intrigued mind. If the excitement of seeing bears and black wolves were not enough, that night we were treated to a stunning technicolour display of the aurora borealis – the spectacular Northern Lights. Those who come to Manitoba seem to be overawed by it; its beauty and spectacle are tenfold compared to the pictures you see in books or on television. I urge you to experience it for yourself."*

**Lisa Young, *The Telegraph***

*"Winnipeg has the most amazing architecture, including fine examples of Edwardian and Victorian Buildings and the Beaux-Arts School, all of which I saw on my scenic tour around the city. As well as the impressive architecture, the city regularly claims to have more restaurants per capita than any other city in Canada. The city has 900 restaurants, which is very impressive for this Prairie city, and beats Montreal into second place."*

**Karen Burns-Booth, *Lavender and Lovage***

*"I cautiously peer over my shoulder. My heart skips. Up through the bottle brown water hovers a ghostly smiling face. I wave foolishly, nearly losing my paddle. The mature whale is floating upside down about a foot beneath my kayak."*

**Chris Allsop, *Travel Mag***



Lavendar & Lovage post  
***Across Canada: Winnipeg,  
Steinbach and Manitoba***



Karen Booth-Burns of Lavendar and Lovage ate her way through Manitoba, including a stop at the Sherbrook Street Delicatessen in Winnipeg









# MAKING OUR MARK IN GERMANY

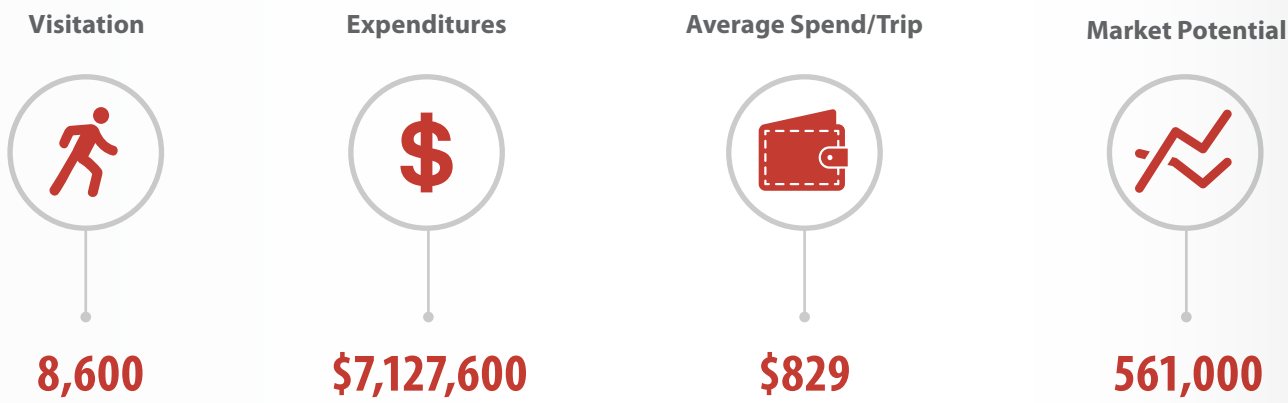


*"German travellers are more sensitive than most to ensuring they receive the best 'value' possible, and Manitoba competes well on that front. Popular activities amongst Germans like hiking, cycling and exploring are plentiful in Manitoba, fly-drive tours in southern Manitoba are becoming more in-demand and of course, the bears and beluga whales of Churchill are always a great tourism draw."*

Karin Schreiber, Denkzauber GmbH, Manitoba's in-market General Sales Agent



## MARKET OVERVIEW





## INCREASED THE REACH OF CONTENT CREATED IN 2015 WITH YOUTUBE INFLUENCER BEN JAWORSKY, THROUGH PARTNERSHIP WITH DESTINATION CANADA.

### Results to December 31, 2016:

- ▶ **1.6 million** video views
- ▶ **4.1 million Facebook impressions**  
with 13,227 likes, comments, shares
- ▶ **76,547** content pageviews
- ▶ **24,381 leads** to landing pages on key account websites, Travel Manitoba website and industry partners

### See Program Re-cap Here:

- ▶ [https://www.youtube.com/watch?v=eFl6\\_UJnPFs&feature=youtu.be](https://www.youtube.com/watch?v=eFl6_UJnPFs&feature=youtu.be)

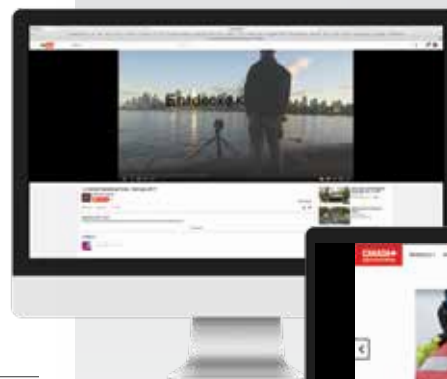
## GAINED VISIBILITY WITH GERMAN TRAVELERS THROUGH:

- ▶ **Seatback advertising** on all Condor Airlines flights in a partnership with the Winnipeg Airports Authority to encourage Condor Airlines to establish a direct Winnipeg – Frankfurt flight.
- ▶ **Advertorial** in *360 Kanada* magazine, *Bentley* magazine and *Imagine* magazine.
- ▶ **Distribution of lure brochures** at consumer shows: CMT Stuttgart, Reisen Hamburg, f.re.e Munich and Abenteuer Welt Koln
- ▶ **24,381 leads** to landing pages on key account websites, Travel Manitoba website and industry partners

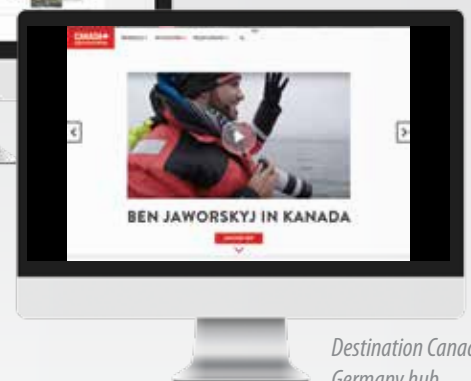
### Translated from “Espedition zu den weissen risen” (Expedition to the Great White):

*“About 90 meters separate us now from the gigantic polar bear, between berry bushes in the grass. My heart beats so wildly, that I’m glad to put my camera on a tripod “quiet”. Suddenly the white giant raises his head and looks directly at us. He stops, curious, his nose in the wind around our smell... He is interested. Towards us, with slow, vigorous steps. Its shoulder height is 160 centimeters. If he were to rise, he would be over three meters tall. His paws: big as pizzas... Andy’s hand lowers slowly. “Now, just do not move!”*

**Bettina Kelm, Freundin Magazine, November, 2016**



German influencer Ben Jaworsky featured on YouTube



Destination Canada's Germany hub



### NURTURED TRADE RELATIONSHIPS THROUGH:

- ▶ **E-newsletter distribution** to 139 tour operators and travel agents
- ▶ **Sales calls** to 17 tour operators
- ▶ **Co-op promotions** with Canusa Touristik, CRD International, Dertour and Tour Consult

### MADE CONNECTIONS AT INTERNATIONAL TOURISM BERLIN (ITB)

- ▶ **Met with** 23 tour operators and 9 media

### SIGNED CO-OP AGREEMENTS WITH GERMAN TOUR OPERATORS:

- ▶ CANUSA, Dertouristik, SK Touristik, Tour Consult, Diamir Erlebnreisen, FTI, Explorer Fernreisen and Knecht Reisen

### HOSTED TOUR OPERATORS:

- ▶ **SK Touristik**
- ▶ **Canusa**

### Translated from "Der Polarbarenguide" (The Polar Bear Guide):

*My hot spots in Churchill:*

*Bird Cove: The view from the rocky coast at Hudson Bay is spectacular. Here you can see polar bears, gyrfalks and polar foxes.*

*Sunrise on the water – just with the Beluga whales around you. It is one of my most glorious moments in Churchill. Snorkeling with the Belugas – an absolute must at Hudson Bay!*

*My cottage in Camp Nanuq – It is the best place to watch from the porch of polar bears. Sometimes we also see wolves and caribou.*

**Birgit-Cathrin Duval, SK Touristik Magazin**

**Kanadafieber, April, 2016**



**Wunderbares  
Winnipeg**  
by Flora Jädicke  
Neue Westfälische



**Die besondere Reise:  
Sommerbaeren**  
360 Kanada





## LISTED NEW FLY/DRIVE PACKAGES WITH:

- ▶ **CRD International**
- ▶ **Explorer Fernreisen**

## INCREASED MANITOBA KNOWLEDGE

- ▶ **Conducted training** for 59 Canada Specialist travel agents

## INCREASED MEDIA EXPOSURE TO MANITOBA:

- ▶ **Hosted** seven German media for eight days through southern Manitoba.
- ▶ **Hosted** writer from German Lufthansa magazine
- ▶ **At media events** in Vienna and Zurich

## GARNERED MEDIA COVERAGE ON

- ▶ **Kanada: Bonzen, Baeren und Belugas an der Hudson Bay**, a television broadcast on ARD (large German network).
- ▶ **Der Polarbarenguide** (The Polar Bear Guide)
- ▶ **SK Touristik Magazin**
- ▶ **freundin magazine**
- ▶ **Natur magazine**
- ▶ **Lonely Planet magazine**



*Eisbären warten auf den Winter*  
by Rasso Koller  
Fränkische Nachrichten

*Eisbär in Manitoba*  
360 Kanata



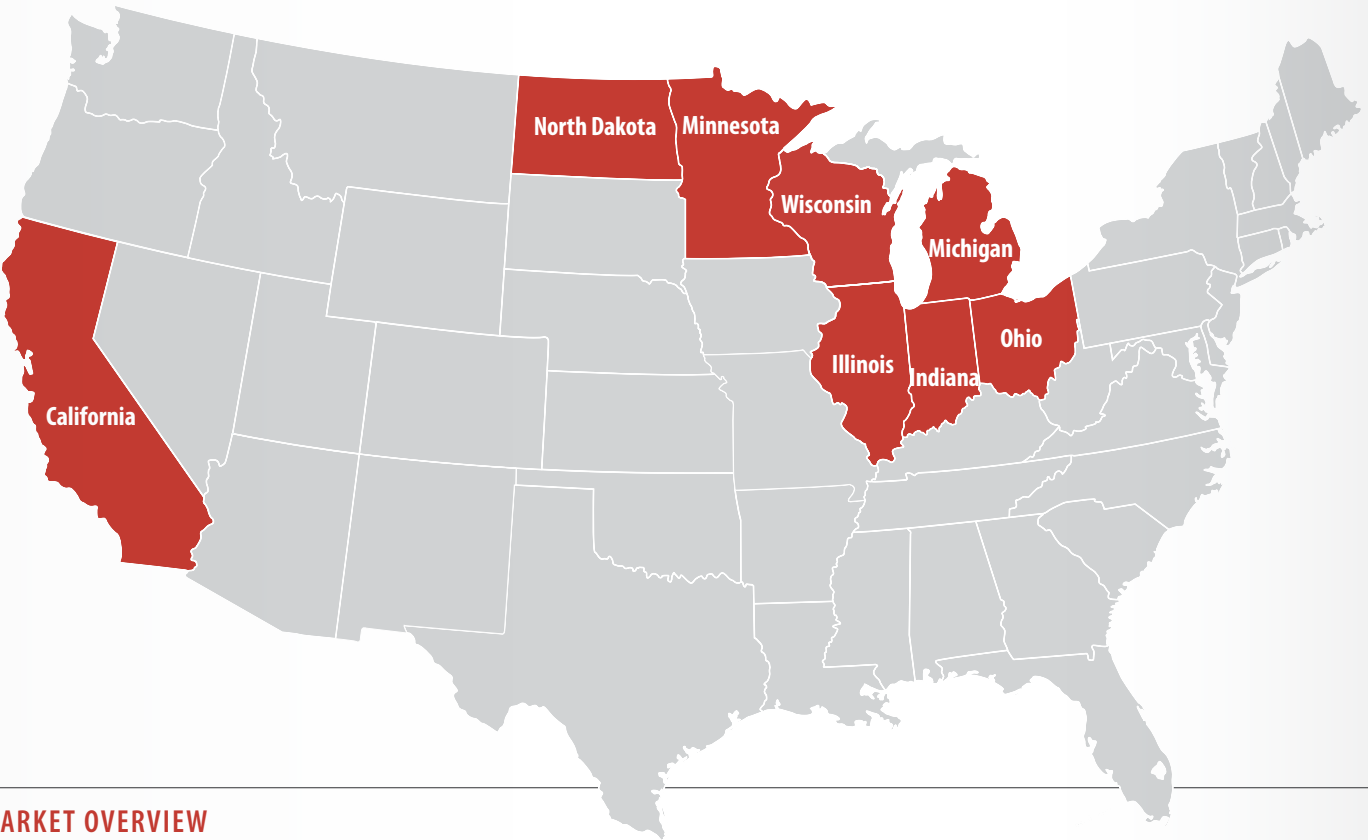


# MAKING OUR MARK IN THE UNITED STATES

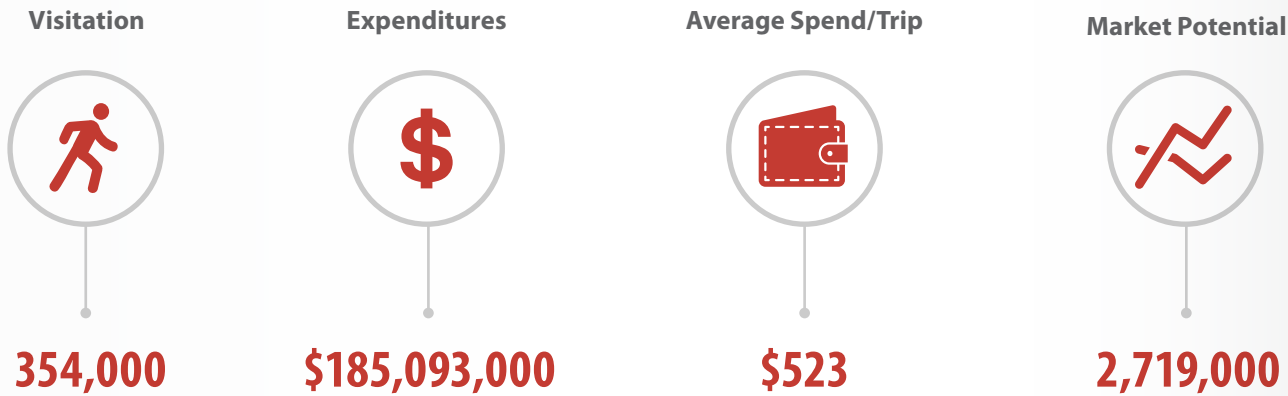


*"The United States is Manitoba's largest international market, and the one with the highest growth potential. With the additional, sustainable funding provided by 96/4, it allowed us to triple our investment in the US and make significant inroads in that market."*

**Brigitte Sandron, Senior Vice-President, Strategy & Business Development, Travel Manitoba**



## MARKET OVERVIEW





### PARTNERED WITH DESTINATION CANADA ON CONNECTING AMERICA CAMPAIGN:

- ▶ **Targeted key cities** San Francisco, Minneapolis and Chicago
- ▶ **\$14 million** national campaign
- ▶ **Reached consumers** using traditional, online and social media outlets, and content publishers: **Buzzfeed, AFAR, Matador Network, NatGeo and Time Inc.**
- ▶ Qualified audience pool of **4.52 million** delivered for retargeting
- ▶ **34,153 leads** (42% view-thru, 58% click thru)
- ▶ Seven pieces of dedicated publisher content delivered over **560,000 views**
- ▶ **Over 4.3 million video views** on Youtube Trueview, Facebook and Instagram

### UNITED AIRLINES CAMPAIGN:

- ▶ **Reached 2.1 million passengers** from Los Angeles and San Francisco
- ▶ **90" promotional video** on United Airlines seatbacks

*"What I definitely didn't anticipate? A Canadian capital bursting with creative people, lively music, delicious food, inspiring art and architecture, and a calendar overflowing with events to attend."*

**Alexandra Baackes, Alex in Wanderland**

*"Manitoba is often described as mostly prairie land, but it has so much more to offer than most people realize. . . Much like the Midwestern United States, Manitoba sometimes gets overlooked as a tourist destination. But, overlooking this area is definitely a mistake!"*

**Jenna Kvidt, Wander the Map**



*Posts on Winnipeg and Churchill were featured on travel blog Alex in Wanderland.*



*Minnesota natives and travel bloggers Jenna and Micah travelled to Spruce Woods Provincial Park and Riding Mountain National Park last summer.*



*Photo: Wander The Map*





## TARGETED NORTH DAKOTA, MINNESOTA, ILLINOIS AND WISCONSIN IN AN UPPER MIDWEST CAMPAIGN THAT INCLUDED:

- ▶ Search, Display and Video ads that delivered **18,170,652 impressions**, **693,660 completed video views**, and **144,981 leads** to Travel Manitoba site hubs
- ▶ Retargeted North Dakota, Chicago and Minneapolis leads from a national audience pool to drive **18,744 leads** to Travel Manitoba partner sites
- ▶ Hosted three digital influencers who each achieved over **15,000 engaged viewers** on Facebook and Instagram
- ▶ Created two custom posts with BuzzFeed that achieved over **12 million onsite impressions**, over **100,000 post views** and over **5,500 social engagements**
- ▶ Digital advertising with Tripadvisor that achieved over **1.7 million total custom banner impressions**, over **3,400 total custom banner clicks** and **0.19% total custom banner click throughs**
- ▶ Homepage takeover campaign with WCCO (CBS Minnesota) that delivered over **400,000 impressions** and **1,700 click throughs**
- ▶ On air and online advertising in **14 zones** in Minneapolis/St. Paul, with spots on the Travel Channel, The Weather Channel, CNN, NBC sports, A & E and Discovery, the Olympics and Minnesota Twins baseball that delivered over **520,000 total impressions**
- ▶ Reached a combined circulation of **104,000** with newspaper print advertising in Bismark, Devil's Lake, Grand Forks, Fargo and Minot
- ▶ Reached a total circulation of **1.2 million** with the distribution of 8-page inserts in the *Minneapolis Star Tribune*, *Chicago Tribune*, *Grand Forks Herald*, *Fargo Forum* and *AAA North Central* and *National Geographic* editions west of Mississippi

*"Unassuming and less flashy than higher profile cities like Montreal and Toronto, Winnipeg is quietly turning itself into a world-class destination. Each attraction is so surprisingly captivating, that you linger far longer than you planned. I was here for two days that easily could've doubled, and I wish I had had the time to indulge that."*

**Juliana Dever, *Clever Dever Wherever***



*Juliana Dever experienced Winnipeg last fall.*

*"Where can you walk with polar bears, fish in 100,000 lakes, shop in unique stores and learn about the evolution of human rights? Just across the international border. From ziplining through vast forests and spending the day on sandy beaches to attending the Icelandic Festival in Gimli, Manitoba appears to have an adventure or attraction that will fit the interests of any visitor."*

**April Baumgarten, *Grand Forks Herald***



*Editorial and partner ads appeared weekly in select North Dakota newspapers from May to September.*




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#### PARTNERED WITH TOURISM WINNIPEG TO PROMOTE SPRING BREAK 2017:

- ▶ **Print advertising** in Grand Forks, Fargo, Minot
- ▶ Reached over **100,000 readers**

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#### SIGNED CO-OP AGREEMENTS WITH:

- ▶ Orbridge
- ▶ Jonview
- ▶ JAC
- ▶ Discover Holidays

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#### HOSTED TOUR OPERATORS:

- ▶ **Quark Expeditions**
- ▶ **Anderson Vacations**
- ▶ **G Adventures**, resulting in G Adventures creating a new tour with **Frontiers North Adventures** and **National Geographic**
- ▶ And hosted a **Stanford University** alumni group

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#### MET WITH US TRAVEL PLANNERS, SUPPLIERS AND TOUR OPERATORS AT:

- ▶ **Education Travel Conference**
- ▶ **Adventure Travel Trade World Summit**
- ▶ **United States Tour Operator Association**

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#### INCREASED MEDIA EXPOSURE OF MANITOBA THROUGH:

- ▶ **48 meetings** with traditional media and influencers at Canada Media Marketplace, San Francisco, resulting in **14 media visits** to the province
- ▶ **Travel Bloggers Exchange (TBEX) – Minneapolis:** 45 speed networking 8-minute appointments. Hosted Manitoba Nightcap Whiskey and Music event attended by 50-60 influencers and 3 Manitoba industry partners
- ▶ **Media Tours:** Hosted writers from outlets such as *Matador Network*, *AFAR Magazine*, *Petersen's Bowhunter*, *Outdoor Life*, *Petersen's Hunting*, *Field & Stream*, *American Hunter*, *Bowhunting Magazine*

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#### MEDIA COVERAGE IN MAJOR PUBLICATIONS:

- ▶ **Garnered \$12,304,903** in earned media value
- ▶ **Coverage in publications** including *Age West*, *Chicago Tribune*, *Boston Globe*, *Field & Stream*, *Outdoor Life* and *Vogue*



**MAKING OUR MARK  
IN CHINA**

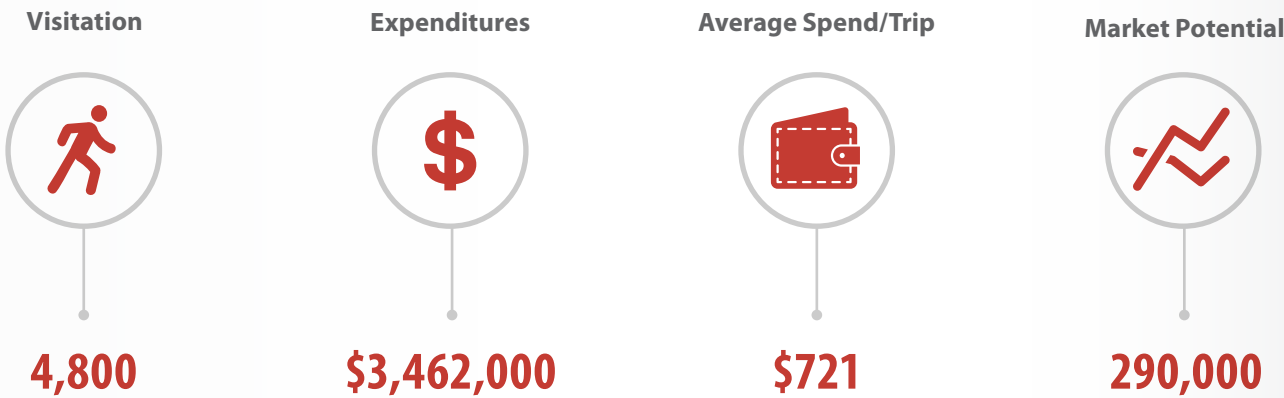


*"China is the world's fastest-growing, highest spending international tourism market and visits to Canada from China were up 24% in 2016 over the previous year. A favourable exchange rate, growing air service (up 28%) and a growing population of Chinese Canadians has seen Canada become a top destination for Chinese travellers."*

Destination Canada, January 2017 ITS Tabulations



**MARKET OVERVIEW**







- ▶ Establishing a website and social media presence on Weibo. Fans grew from **448** in May/16 to **9739** by Feb/17
- ▶ **Highlighting Winnipeg and rural regions in a consumer program:** “Canada Motorcycle Adventure”, a cross-Canada tour by Canadian and Chinese riders shown on Zhou You Jianada (CTCTV), the principal element of Destination Canada’s consumer program
- ▶ **Establishing a social presence** WeChat, China’s fastest growing social media platform.

- ▶ **Hosting operators** on a Winnipeg, Churchill and Riding Mountain National Park FAM
- ▶ **Holding 94 appointments** with tour operators and agents from across China at Showcase Asia
- ▶ **Meeting with agents and operators** at CITAP trade show



## MAKING OUR MARK IN AUSTRALIA

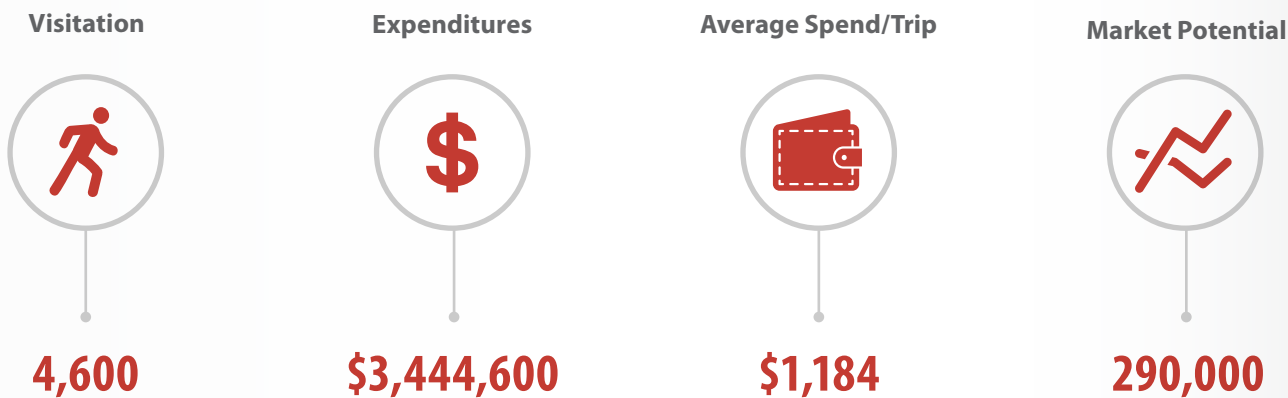


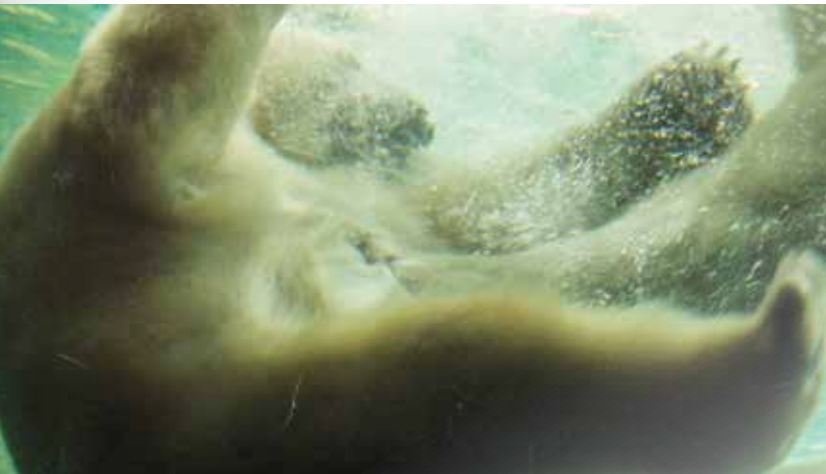
*"Funding provided through 96/4 allowed us to explore Australia's market potential by attending Corroboree marketplace for the first time, and starting to make valuable connections with the trade. Australians stay an average of 18 nights – 5 nights longer than any other Destination Canada market – and have a higher than average spend per trip than any other country of origin. This represents enormous potential for Canada, and for Manitoba."*

Brigitte Sandron, Senior Vice-President, Strategy & Business Development, Travel Manitoba



### MARKET OVERVIEW





### EXPLORED MARKET POTENTIAL THROUGH:

- ▶ A product audit of tour operators carrying Manitoba product
- ▶ Meeting with 28 wholesalers and tour operators, and presenting to 800 retail travel agents in Perth, Melbourne, Brisbane and Sydney via first time attendance at Canada Corroboree
- ▶ Meeting with 22 media at International Media Marketplace in Sydney



*Journey to Churchill* photo by Christina Pfeiffer, Travel2next

### **How to Spend 48-hours in Winnipeg**

*"The (Canadian Museum for Human Rights) structure itself is a fascinating architectural design that uncovers so many interesting twists and turns as you wind your way through (and up!) inside the museum. The content is at times confronting, however for an issue like human rights to really hit home there is no other way to tell these stories. I would join in full chorus with the constant praise for this museum and highly recommend a visit here."*

**Brooke Saward, *World of Wanderlust***

### **These divas easy to bear!**

*"A 400kg male bear, estimated to be about nine years old, glides across the landscape with the unexpected grace of a prima ballerina. It's more tundra tutu than Swan Lake but it's not a bad performance either. In fact, if I didn't know any better, I'd suspect the bear was staging this show just for me."*

**Christine Retschlag, *The Senior***

### **Assiniboine Park Zoo – Polar Bears**

*"I look up and stare at a big white furry bum of a polar bear suspended above my head. The polar bear floats gracefully in the water, oblivious to the excited humans below."*

**Christina Pfeiffer, *Travel2next***





## MAKING OUR MARK IN FRANCE







*"The French appreciate our wide-open spaces and urban cities within reach nearby. Naturally, French ties to Quebec are stronger, due to a shared language. However, with new air routes to Vancouver and Toronto, French travellers' interest is piqued and they are starting to explore further east and west. Manitoba – with its vibrant Francophone community and rich Francophone heritage – is well positioned to welcome French visitors."*

Destination Canada



### MARKET OVERVIEW

Visitation	Expenditures	Average Spend/Trip	Market Potential
			
3,800	\$2.6 Million	\$684	581,000

### HOSTED AGENTS FROM:

► Jonview Canada



Photo by Zyron Paul Felix



MAKING OUR MARK  
IN CANADA



MARKET OVERVIEW

Visitation



10,595,000

Expenditures



\$1,333,786,000

Average Spend/Trip



\$126





## EXPANDED CAMPAIGN TO TORONTO AND MONTREAL:

- ▶ **Aired television commercials** in English and French
- ▶ **Distributed 80,000 copies** of the 2017 Vacation Guide, plus an additional **15,000 copies** in Thunder Bay
- ▶ **Advertising campaign with Horizon** included print and outdoor digital advertising in Toronto

## CONTENT AND ADVERTISING PARTNERSHIPS:

- ▶ **Targeted decision-making women** in key lifestyle publications with *Chatelaine* and *Canadian Living*, reaching a combined audience of **6.7 million** in English Canada
- ▶ **Reached over 3.1 million** wildlife and outdoor adventure enthusiasts through a content and advertising partnership with *Canadian Geographic*



*Chatelaine*

*Canadian Living*



*A Trip to Canada's Prairies – Vaguely Exotic, Totally Obscure, and an Absolute Must-Visit Destination*  
by Alyssa Schwartz  
*Vogue*

*"Spanning more than 30 blocks, The Exchange District is North America's largest and best preserved collection of heritage buildings. It's also the city's most up-and-coming neighborhood, full of indie restaurants, bars, and shops selling super-covetable local goods."*

**Alyssa Schwartz, Vogue**

***Paddling Manitoba's Exhilarating Bloodvein River***  
by Katharine Fletcher  
*Explore*



*"The boreal forest landscape is equally exhilarating. Immense granite boulders resembling beached whales line stretches of the Bloodvein. Each wear distinct horizontal lines carved by ice-action over time: scoured pink below, gnarly grey with lichen above, topped by emerald mosses, pink lady-slipper orchids and jack pine forests."*

**Katharine Fletcher, Explore Magazine**



### PARTICIPATED IN DESTINATION CANADA PROGRAM TO TARGET MILLENNIALS:

- ▶ Reached 4.4 million Canadian millennials
- ▶ With co-partner Bell Media, the program features a central hub of both English and French webisodes and other content  
<http://farandwide.much.com/destinations/mb/?ep=mb>

### ENCOURAGED PRE AND POST VISITATION EXTENSIONS AROUND THE 2017 CANADA SUMMER GAMES:

- ▶ Created a special bilingual **Canada Summer Games Vacation Guide**
- ▶ Produced a new television commercial to air on Air Canada

### EXPLORED MARKET POTENTIAL THROUGH:

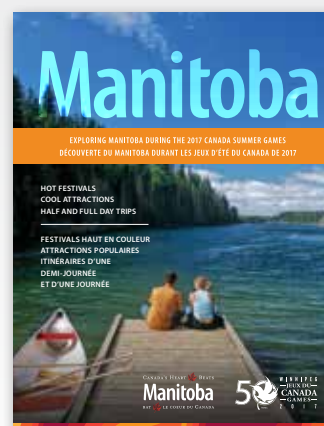
- ▶ *Explore* magazine
- ▶ *WestJet Magazine*
- ▶ *The Globe and Mail*
- ▶ *Toronto Star*

*"The museum discusses the five recognized genocides...Of course this all sounds particularly heavy, yet the museum manages to strike a balance between tragedy and hope. When I left at the end of my tour, I felt saddened by our collective history, yet empowered to affect our future. We are better when we are honest about our history – both ancient and surprisingly recent."*

**Patrick Twomey, 2Me Travel**



*Far and Wide episode 14 featuring Manitoba*



*Canada Games Guide*



# MAKING OUR MARK *with* ARRIVING VISITORS

## ► Traffic to our Visitor Information Centres increased overall in 2016:

- **The Explore Centre at the Forks:** Up 36% year over year
- **Themed events at the Centres** drive traffic and give industry a promotional opportunity.
- **Travel counselling sessions** with visitors from Quebec were up 21% in our Whiteshell Centre

## ► Updated our rural Visitor Information Centres

- Refreshed the centres and strengthened the presence of our “Manitoba Canada’s Heart...Beats” brand.

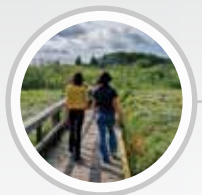




# DIGITAL MARKETING STATISTICS

2015 vs. 2016 Full Year

## Website & Traffic Origin 2016



### TRAVELMANITOBA.COM

#### SESSIONS:

▶ 2016 **638,049**

▶ 2015 **582,898**

▶ **↑ 9%**

#### USERS:

▶ 2016 **462,258**

▶ 2015 **419,085**

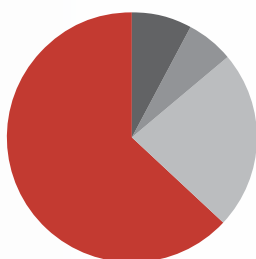
▶ **↑ 10%**

#### NEW SESSIONS:

▶ 2016 **72%**

▶ 2015 **70%**

▶ **↑ 2%**



63%	Manitoba
8%	US
6%	Overseas
23%	Other Canada

Top 3 provinces of origin  
(other than Manitoba):

1. British Columbia
2. Ontario
3. Alberta



### MANITOBAHOT.COM

#### SESSIONS:

▶ 2016 **471,063**

▶ 2015 **213,011**

▶ **↑ 121%**

#### USERS:

▶ 2016 **339,385**

▶ 2015 **152,329**

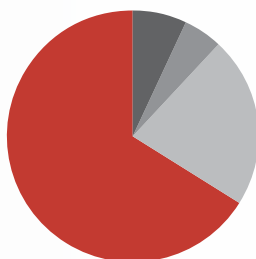
▶ **↑ 123%**

#### NEW SESSIONS:

▶ 2016 **70%**

▶ 2015 **72%**

▶ **↓ 2%**



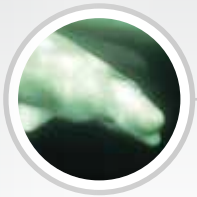
66%	Manitoba
7%	US
5%	Overseas
22%	Other Canada

Top 3 provinces of origin  
(other than Manitoba):

1. Ontario
2. British Columbia
3. Alberta

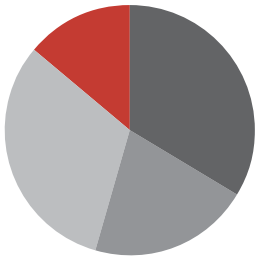
▼  
**UP**  
**123%**  
IN  
NEW  
USERS

# Website & Traffic Origin 2016



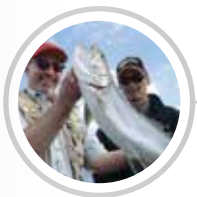
## EVERYTHINGCHURCHILL.COM

SESSIONS:	USERS:	NEW SESSIONS:
▶ 2016 <b>189,244</b>	▶ 2016 <b>153,967</b>	▶ 2016 <b>81%</b>
▶ 2015 <b>152,501</b>	▶ 2015 <b>121,569</b>	▶ 2015 <b>66%</b>
▶ <b>24%</b>	▶ <b>27%</b>	▶ <b>15%</b>



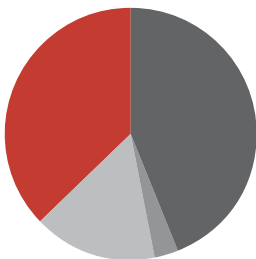
	<b>14%</b>	Manitoba
	<b>34%</b>	US
	<b>21%</b>	Overseas
	<b>32%</b>	Other Canada

- Top 3 countries of origin**  
(other than Canada):
- 1. United States**
  - 2. United Kingdom**
  - 3. Australia**



## HUNTFISHMB.CA

SESSIONS:	USERS:	NEW SESSIONS:
▶ 2016 <b>155,180</b>	▶ 2016 <b>126,350</b>	▶ 2016 <b>81%</b>
▶ 2015 <b>105,462</b>	▶ 2015 <b>86,999</b>	▶ 2015 <b>82%</b>
▶ <b>47%</b>	▶ <b>45%</b>	▶ <b>1%</b>



	<b>37%</b>	Manitoba
	<b>44%</b>	US
	<b>3%</b>	Overseas
	<b>16%</b>	Other Canada

- Top 3 provinces of origin**  
(other than Manitoba):
- 1. British Columbia**
  - 2. Ontario**
  - 3. Alberta**

▼  
**44%**  
US  
TRAFFIC  
▼  
AN  
INCREASE OF  
145% OVER  
2015

## Travel Manitoba Social Media



### FACEBOOK

ENGAGEMENT  
ON  
FACEBOOK  
UP  
257%

#### FOLLOWERS:

► 2016 **80,465**  
► 2015 **52,110**

► **54%**

#### ENGAGEMENT:

► 2016 **1,474,088**  
► 2015 **413,062**

► **257%**

#### REACH:

► 2016 **31,009,285**  
► 2015 **5,394,823**

► **475%**



### INSTAGRAM

INSTAGRAM  
FOLLOWERS  
UP  
108%

#### FOLLOWERS:

► 2016 **49,700**  
► 2015 **23,905**

► **108%**

#### ENGAGEMENT:

► 2016 **n/a**  
► 2015 **n/a**

#### REACH:

► 2016 **n/a**  
► 2015 **n/a**



### TWITTER

#### FOLLOWERS:

► 2016 **26,266**  
► 2015 **21,994**

► **19%**

#### ENGAGEMENT:

► 2016 **101,657**  
► 2015 **62,104**

► **64%**

#### REACH:

► 2016 **6,822,600**  
► 2015 **2,848,800**

► **139%**



## E-Newsletters



## CONSUMER

## SUBSCRIPTIONS:

▶ 2016 **8,333**▶ 2015 **7,662**▶  **9%**

## OPENS:

▶ 2016 **21.4%**▶ 2015 **19.8%**▶  **1.6%**

## CLICKS:

▶ 2016 **2.4%**▶ 2015 **2.2%**▶  **0.2%**

## FISH HUNT

## SUBSCRIPTIONS:

▶ 2016 **2,032**▶ 2015 **1,919**▶  **6%**

## OPENS:

▶ 2016 **30.7%**▶ 2015 **29.5%**▶  **1.2%**

## CLICKS:

▶ 2016 **7.4%**▶ 2015 **7.7%**▶  **0.3%**

## INDUSTRY

## SUBSCRIPTIONS:

▶ 2016 **1,567**▶ 2015 **1,635**▶  **4%**

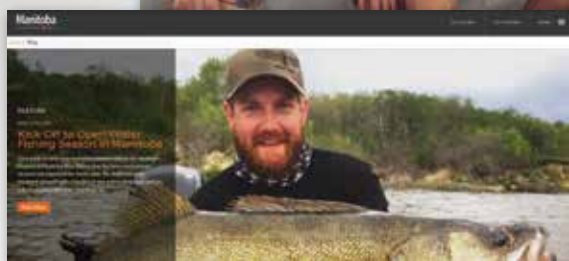
## OPENS:

▶ 2016 **28.4%**▶ 2015 **31.4%**▶  **3%**

## CLICKS:

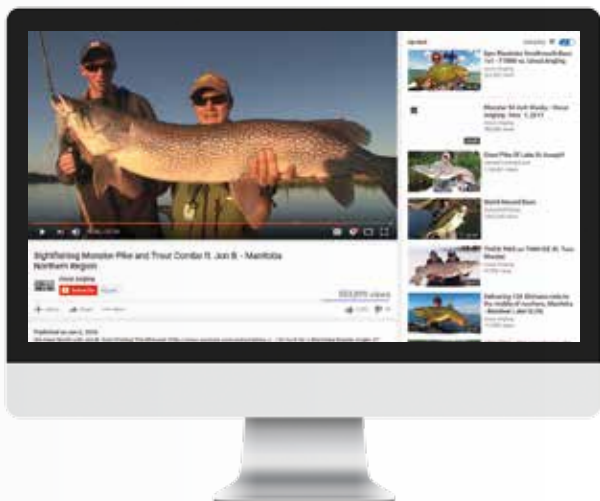
▶ 2016 **5.2%**▶ 2015 **5.6%**▶  **0.4%**

# MAKING OUR MARK *in* FISHING AND HUNTING



## FISHING BLOG:

- ▶ Views up **34% (36,000 views)**



## FISHING AND HUNTING COMMERCIALS:

- ▶ New, high impact fishing and hunting commercials reached over **5 million US households** on Sportsman, WFN, Fox Sports North, Midwest and Comcast
- ▶ Fishing commercial received over **110,000 views on Facebook and YouTube**



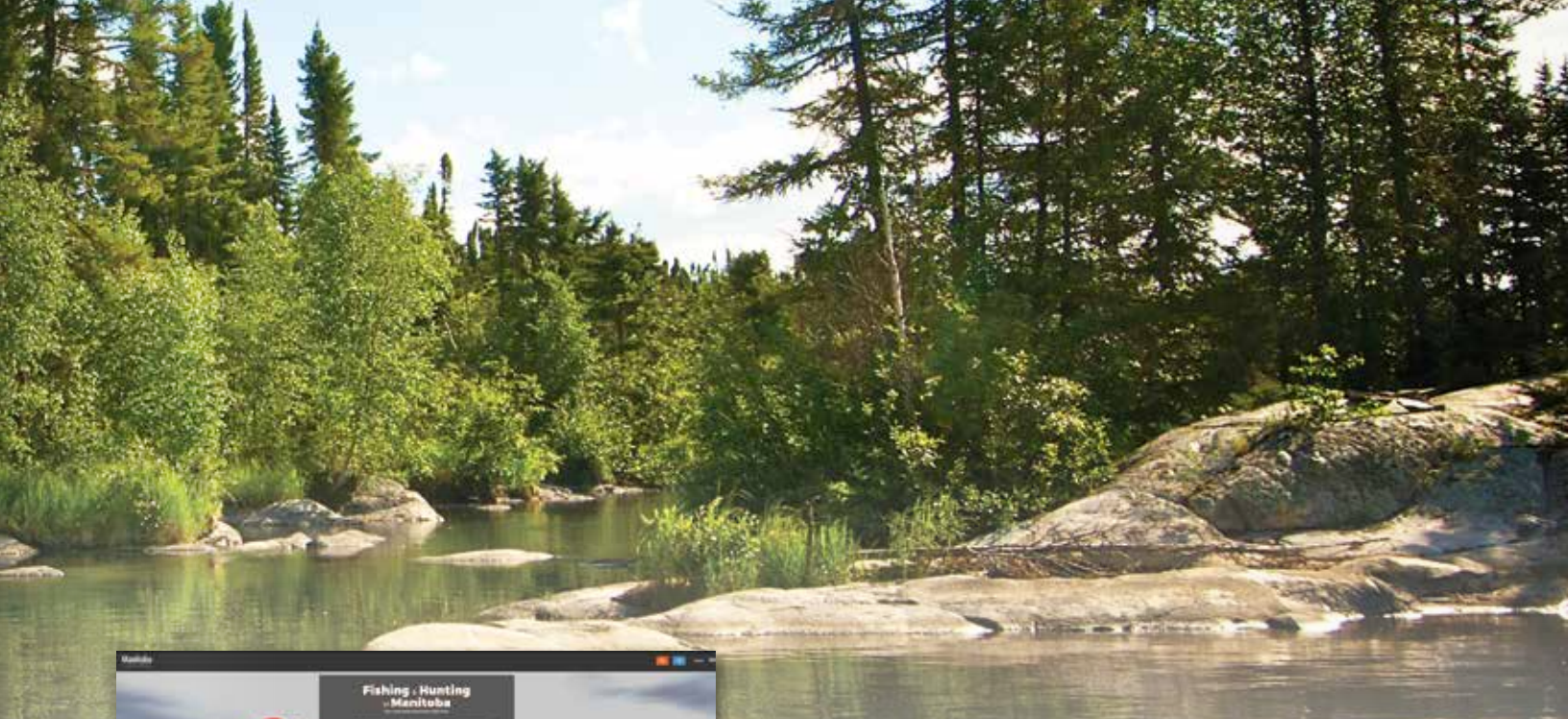
## MASTER ANGLER MINUTE SEGMENTS:

- ▶ Aired on UnCut Angling, with over **110,000 YouTube views**

## UNCUT ANGLING DESTINATION:

- ▶ Destination feature segment aired on UnCut Angling, with over **1.6 million YouTube views**





## HUNTFISHMANITOBA.COM:

- ▶ Views up **150% (485,000 views)**
  - US Audience: Up 492% (176,000 new users)
  - Canadian Audience: Up 28% (72,000 new users)



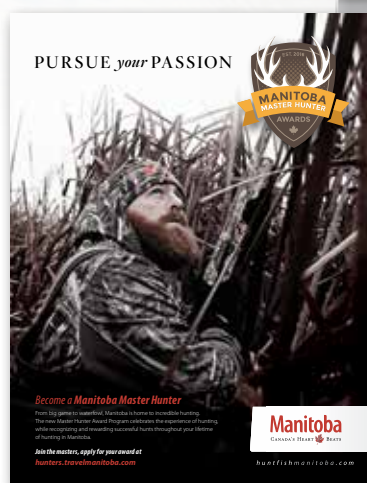
## FACEBOOK:

- ▶ Likes up **46% (26,700);**  
over **300,000** reach



## MASTER ANGLER PROGRAM:

- ▶ Over **17,000** submissions in 2016/17
  - New contests showcased Manitoba's diverse fishing
  - Increased participation and user generated content



## MASTER HUNTER PROGRAM:

- ▶ Over **24,000** views since August/2016 launch;  
**58%** US traffic



## WARMING HEARTS, MINDS, *and* AWARDS



► Travel Manitoba's "Manitoba, Canada's Heart...Beats" campaign was a finalist for the second year in a row for Marketing Campaign of the Year in the annual awards bestowed by the Tourism Industry Association of Canada. Other awards and recognition included:

- **GOLD Travel Weekly Magellan Awards**
  - In-Destination category, Visitor Information Centre
  - Promotional Video category, "Be Loud, Be Proud"
- **SILVER Travel Weekly Magellan Awards**
  - Advertising Campaign, polar bear print ad, polar bear TV commercial
- **GOLD World Media Festival/Tourism**
  - Television Commercial category, Assiniboine Park Conservatory
  - Corporate Communications category, Visitor Information Centre
- **FINALIST Content Marketing Awards**
  - Best Topic Specific Blog, ManitobaHot.com
  - Best Motivational Video, "Be Loud, Be Proud"
- **WINNER Economic Development Association of Canada Marketing Canada Award**
  - Online Community Engagement, ManitobaHot.com



# ALIGNING PARTNERS *and* UNIFYING THE TOURISM INDUSTRY

Travel Manitoba engages the tourism industry in its strategic planning through meetings, industry summits and conferences, and recognizing industry success through an annual awards program.

## MANITOBA TOURISM SUMMIT

JANUARY 12, 2016

- ▶ Hosted by Travel Manitoba, the Tourism Secretariat and the Manitoba Chambers of Commerce
- ▶ Sought input into a provincial tourism strategy and shared Travel Manitoba's priorities for the incremental funding provided by 96/4
- ▶ Over 200 tourism leaders participated

## FISH/HUNT SUMMIT

APRIL 7, 2016

- ▶ Sought input into the fish/hunt marketing strategy and provided education on content marketing
- ▶ Over 35 industry operators participated



## 18<sup>th</sup> MANITOBA TOURISM CONFERENCE AND AWARDS

OCTOBER 4-5, 2016

- ▶ Over 120 participants attended Travel Manitoba's conference which dealt with the opportunities of content marketing
- ▶ Over 200 industry operators and guests attended the annual Awards, with awards bestowed in 11 categories



## NORTHERN MANITOBA TOURISM STRATEGY DEVELOPMENT

- ▶ Hosted a summit with northern Manitoba stakeholders in Flin Flon in September 2016 to develop a three to five-year tourism strategy
- ▶ In December 2016, the provincial government announced co-chairs of a steering committee providing advice to the government on the Northern Manitoba Economic Development Strategy
- ▶ On February 22, 2017 the inaugural meeting of the Northern Manitoba Tourism Strategy Steering Committee was held at the Mystery Lake Hotel, Thompson, Manitoba
- ▶ The Steering Committee established the overall goal for the five-year strategy: to increase Northern Manitoba tourism expenditures from current \$116 million annually to \$132 million annually by March, 2022
- ▶ Strategic Priorities: Organization and Communications, Tourism Marketing, Tourism Product and Experience Development, Infrastructure Development, Policy and Regulation
- ▶ Following a final planning session with approximately 50 stakeholders on April 10, 2017 in The Pas, the Northern Tourism Strategy will be completed by the end of June 2017

## FRANCOPHONE TOURISM STRATEGY

- ▶ In collaboration with Tourism Riel, developing a Francophone tourism strategy for completion by June, 2017
- ▶ Invested in the production of a film that will highlight the Francophone community's heritage and cultural assets

## OUR PARTNERS:

### *Thank you!*

With the help of our partners, we expanded the reach of the 2016 campaign by securing **\$1,047,223.91** in investment from 123 partners.

Aikens Lake Wilderness Lodge  
ALT Hotel Winnipeg  
Assiniboia Downs  
Assiniboine Park Conservancy  
Bed and Breakfast Manitoba  
Bennett Lake Lodge and Outcamps Ltd.  
Big Sand Lake Lodge  
Birdtail Waterfowl Inc  
Brandon Tourism/Brandon Riverbank Inc.  
Budd's Gunisao Lake Lodge  
Burntwood Lake Lodge and Outcamps  
C4 – Central Canada Comic Con  
Calm Air International LP  
Canad Inns Winter Wonderland  
Canadian Footwear  
Canadian Fossil Discovery Centre  
Canadian Museum for Human Rights  
CBCRA – Recycle Everywhere  
CDEM  
Celebrations Dinner Theatre  
Central Manitoba Tourism Association  
Children's Museum  
Chocolatier Constance Popp  
Churchill Northern Studies Centre  
Churchill Wild  
City of Dauphin / Tourism Dauphin  
City of Morden  
City of Selkirk  
Clarion Hotel & Suites  
Clear Lake Country Destination Marketing Organization  
Courtyard by Marriott  
Winnipeg Airport  
Days Inn – Steinbach  
Delta Winnipeg  
Discover Minnedosa  
Eagle Nest Resorts  
Earth Rhythms Inc.  
Eastman Tourism  
Elkhorn Resort Spa and Conference Centre  
Emerson Duty-Free Shop  
Enigma Escapes  
Fairfield Inn and Suites by Marriott  
Falcon Trails Resort  
Fehr-Way Tours Ltd.

Festival du Voyageur  
Folklorama  
Forest Hills Cabins/RV Park & Meeting Space  
FortWhyte Alive  
Four Points by Sheraton  
Winnipeg South  
Friends of Camp Hughes  
Frontiers North Adventures  
Great White Bear Tours Inc.  
Harlequin House Bed & Breakfast  
Heartland International Travel & Tours  
Hilton Winnipeg Airport Suites  
Holiday Inn Winnipeg South  
Honeycomb Bed & Breakfast  
Hudson Bay Helicopters  
Humphry Inn and Suites  
Inn at The Forks  
Interlake Tourism Association  
Jackson's Lodge & Outposts  
Lakeview Hotels & Resorts  
Lazy Bear Expeditions  
Lilac Resort, RV, Lodging and Water Park  
Mad About Style  
Manitoba Agricultural Museum & Campground  
Manitoba Association of Campgrounds and Parks  
Manitoba Electrical Museum & Education Centre  
Manitoba Liquor & Lotteries  
Manitoba Opera  
Manitoba Stampede & Exhibition  
Manitoba Theatre for Young People  
Mennonite Heritage Village (Canada) Inc  
Moon Gate Guest House  
Morden Corn & Apple Festival  
Mossey River Municipality  
Motel 6 Headingly  
Nature 1st (Adventure Walking Tours)  
Neubergthal, Canadian Heritage Village  
O Tours Inc. Receptive Services  
Oak Hammock Marsh Interpretive Centre  
Parkland Tourism Association  
Parks Canada

Pembina Threshermen's Museum Inc.  
Provincial Exhibition of Manitoba  
Quality Inn Winkler  
Quesnel Lake Caribou Lodge  
Red River Exhibition  
Red River North Tourism  
Riding Mountain National Park of Canada  
Royal Aviation Museum of Western Canada Inc.  
Royal Canadian Mint  
Sasa-Ginni-Gak Lodge  
Shining Falls Lodge  
Shuttle Bug  
Signature Museums  
South Beach Casino & Resort  
Super 8 Winnipeg West  
Sustainable Development – Wildlife  
The Fairmont Winnipeg  
The Fish'n Hole  
The Forks North Portage Partnership  
The Fort Garry Hotel, Spa & Conference Centre  
The Lake House  
The Manitoba Museum  
The RCA Museum  
The Tundra Inn  
The Viscount Gort Hotel Banquet and Conference Centre  
Thermèa by Nordik  
Touché! (Canadian Tire)  
Tourism Westman  
Town of Carman  
Turtle Mountain Resort Ltd  
University of Manitoba  
Victoria Inn Hotel and Convention Centre  
Webber's Lodges  
Whiteshell Outfitters  
Winnipeg Art Gallery  
Winnipeg Beach Art & Culture Co-op (Wave Artist Tour)  
Winnipeg Folk Festival  
Winnipeg Pass  
Winnipeg Symphony Orchestra  
WOW! Hospitality Concepts

Special thanks for the commitment and investment of the following *Invest in Tourism* partners:



**Winnipeg Free Press**



**DIAGEO**















## MAKING OUR MARK *in* MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL

- ▶ **Secured the bid to host Incentive Canada**
  - Over 50 buyers from North America and Europe for annual meeting
  - July 2017, Winnipeg, with post trip to Churchill
- ▶ **Supported Brandon First's attendance at Incentive Works, Toronto**
- ▶ **Supported the site visit for the 2023 World Police and Fire Games Bid**
  - Winnipeg invited to submit a formal bid as a result of the visit
- ▶ **Tourism Winnipeg tracked a record year for the city in the total number of delegates and room nights for 2016:**
  - 24% boost compared to 2015
  - 207 conventions representing 67,291 delegates and \$72 million in direct spend
  - 31 Sports and special events representing 28,142 delegates and \$19 million in direct spend
  - 2017 and 2018 are expected to be on par or slightly ahead of 2016 in terms of total number of conventions



# BOARD of DIRECTORS



**Bob Sparrow (Chair)**  
*Owner*  
Norwood Hotel



**Wadood Ibrahim (Vice Chair)**  
*Chief Executive Officer*  
Protegra



**Paul Conchatre**  
*Owner and Operator*  
Birdtail Fly Fishing Group



**Normand Gousseau**  
*Chief Executive Officer*  
Entreprises Riel



**Merv Gunter**  
*Chairman*  
Frontiers North Adventures



**Riva Harrison**  
*Executive Director, Marketing  
and Communications*  
CentrePort Canada Inc.



**Eric Irwin**  
*Barrister and Solicitor*  
Law Offices



**Sonny Lavallee**  
*Chairman, Board of Directors*  
Northern Manitoba  
Trappers' Festival



**Jim Ludlow**  
*President & Chief  
Executive Officer*  
True North Sports &  
Entertainment Limited



**Dan Lussier**  
*Chief Financial Officer*  
Canad Inns



**Lois Macdonald**  
*Manager*  
Riverbank Development &  
Tourism Services



**Peggy May**  
*Chief Executive Officer*  
Southport – Airport and  
Commercial Properties



**Daryl Silver**  
*President*  
Continental Travel Group



**Nicole Stefaniuk**  
*Director of Finance*  
Winnipeg Airports  
Authority Inc.

**Michelle Wallace  
(Ex-officio)**  
*Executive Director*  
Marketing and  
Sector Intelligence  
Manitoba Growth,  
Enterprise and Trade

# OUR PEOPLE

## ROW 1:

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Alexis McEwen  
Brigitte Sandron  
Colin Ferguson

## ROW 2:

Tamara Soroka  
Linda Whitfield  
Emilie Messier  
Christina Love  
Lilian Tankard  
Carol Jarvie  
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## ROW 3:

Alex Krosney  
Reba Lewis  
Yan Cong  
Jillian Recksiedler  
Michel LaRivière  
Melanie Swenarchuk  
Tricia Woikin  
Cindy Perrett  
Mary Aguilar-Saler  
Santana Scarrett  
Dylann Bobei

## ROW 4:

Samantha Bason  
Carly Sallows-Harrie  
Doug Evans  
Ryan Schultz  
Rick Gaunt  
Eric Admiraal  
Eric Labaupa  
Nisha Tuli









# FINANCIAL STATEMENTS

For the year ended March 31, 2017

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## INDEPENDENT AUDITOR'S REPORT

### To the Members of TRAVEL MANITOBA

We have audited the accompanying financial statements of **TRAVEL MANITOBA**, which comprise the statement of financial position as at March 31, 2017 and the statements of operations, changes in net assets, remeasurement gains, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of **TRAVEL MANITOBA** as at March 31, 2017 and the results of its operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

*BDO Canada LLP*

Chartered Professional Accountants  
Winnipeg, Manitoba  
May 26, 2017

**TRAVEL MANITOBA**  
**STATEMENT OF FINANCIAL POSITION**

As at March 31	2017	2016
<b>Assets</b>		
<b>Current Assets</b>		
Cash and short-term deposits (Note 2)	\$ 2,352,344	\$ 1,322,354
Due from the Province of Manitoba (Note 3)	-	1,400,000
Trade accounts receivable	309,517	214,580
Prepaid expenses	57,366	62,468
	<b>2,719,227</b>	<b>2,999,402</b>
<b>Due from the Province of Manitoba</b> (Note 3)	<b>74,839</b>	<b>78,532</b>
<b>Capital assets</b> (Note 4)	<b>401,093</b>	<b>415,447</b>
	<b>\$ 3,195,159</b>	<b>\$ 3,493,381</b>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	\$ 1,980,108	\$ 849,911
Deferred revenue	166,467	1,335,105
	<b>2,146,575</b>	<b>2,185,016</b>
<b>Retirement allowances and other benefits payable</b> (Note 5)	<b>529,702</b>	<b>554,737</b>
	<b>2,676,277</b>	<b>2,739,753</b>
<b>Contingencies and commitments</b> (Note 7)		
<b>Net Assets</b>		
Unrestricted	115,181	320,042
Invested in capital assets	401,093	415,447
	<b>516,274</b>	<b>735,489</b>
<b>Accumulated remeasurement gains</b>	<b>2,608</b>	<b>18,139</b>
	<b>518,882</b>	<b>753,628</b>
	<b>\$ 3,195,159</b>	<b>\$ 3,493,381</b>

Approved on behalf of the Board of Directors:

Director 

Director 

The accompanying notes are an integral part of these financial statements.



**TRAVEL MANITOBA**  
**STATEMENT OF OPERATIONS**

For the year ended March 31	2017	2016
<b>Revenue</b>		
Province of Manitoba	\$ 10,596,000	\$ 7,471,000
Partnership and leveraged marketing	1,479,683	1,073,515
Other initiatives – Federal and provincial funding	1,200,000	327,500
Other	45,266	3,009
	<b>13,320,949</b>	<b>8,875,024</b>
<b>Expenses</b>		
Marketing and industry relations	11,722,462	6,558,894
Corporate services	848,509	991,442
Visitor services	863,950	839,497
Amortization	105,243	47,624
	<b>13,540,164</b>	<b>8,437,457</b>
<b>(Deficiency) excess of revenue over expenses for the year</b>	<b>\$ (219,215)</b>	<b>\$ 437,567</b>

**TRAVEL MANITOBA**  
**STATEMENT OF CHANGES IN NET ASSETS**

For the year ended March 31, 2017

	Unrestricted	Invested in Capital Assets	2017 Total	2016 Total
<b>Net assets, beginning of year</b>	\$ 320,042	\$ 415,447	\$ 735,489	\$ 297,922
<b>(Deficiency) excess of revenue over expenses for the year</b>	(113,972)	(105,243)	(219,215)	437,567
<b>Interfund Transfer</b>				
Acquisition of capital assets (\$412,595 in 2016)	(90,889)	90,889	-	-
<b>Net assets, end of year</b>	<b>\$ 115,181</b>	<b>\$ 401,093</b>	<b>\$ 516,274</b>	<b>\$ 735,489</b>

The accompanying notes are an integral part of these financial statements.

**TRAVEL MANITOBA**  
**STATEMENT OF REMEASUREMENT GAINS**

For the year ended March 31	2017	2016
<b>Accumulated remeasurement gains, beginning of year</b>	\$ 18,139	\$ 12,185
<b>Unrealized (loss) gain attributable to foreign exchange</b>	(15,531)	5,954
<b>Accumulated remeasurement gains, end of year</b>	\$ 2,608	\$ 18,139

**TRAVEL MANITOBA**  
**STATEMENT OF CASH FLOWS**

For the year ended March 31	2017	2016
<b>Cash Flows from Operating Activities</b>		
(Deficiency) excess of revenue over expenses for the year	\$ (219,215)	\$ 437,567
Adjustment for non-cash items		
Amortization of capital assets	105,243	47,624
Loss on disposal of capital assets	-	36,492
Unrealized remeasurement (loss) gain	(15,531)	5,954
	(129,503)	527,637
Changes in non-cash working capital		
Due from the Province of Manitoba	1,403,693	(1,400,000)
Trade accounts receivable	(94,937)	76,213
Prepaid expenses	5,102	36,117
Accounts payable and accrued liabilities	1,130,197	(559,986)
Deferred revenue	(1,168,638)	1,056,035
Retirement allowances and other benefits payable	(25,035)	23,595
	1,120,879	(240,389)
<b>Cash Flows from Financing and Investing Activities</b>	-	-
<b>Cash Flows from Capital Activities</b>		
Acquisition of capital assets	(90,889)	(412,595)
<b>Net increase (decrease) in cash and short-term deposits</b>	1,029,990	(652,984)
<b>Cash and short-term deposits, beginning of year</b>	1,322,354	1,975,338
<b>Cash and short-term deposits, end of year</b>	\$ 2,352,344	\$ 1,322,354

The accompanying notes are an integral part of these financial statements.

For the year ended March 31, 2017

## 1. Nature of the Organization and Summary of Significant Accounting Policies

### a. Nature of the Organization

Travel Manitoba was created as a Crown Corporation on April 1, 2005 under The Travel Manitoba Act as the culmination of extensive consultation and leadership from both the tourism industry and the provincial government. Travel Manitoba's mission is to grow tourism revenues by harnessing the collective investment in tourism to create strong connections between visitors and Manitoba's unique experiences. Travel Manitoba collaborates closely and in partnership with the tourism industry and governments to attract visitors to Manitoba, sustaining and creating jobs and businesses in the tourism sector in the province.

Travel Manitoba receives core funding from the Province of Manitoba to facilitate operations and to mobilize public and private resources to further foster the growth and professionalism of the tourism industry in Manitoba. Travel Manitoba is economically dependent on the Province of Manitoba because it derives a significant portion of its revenue from the Province of Manitoba.

### b. Management's Responsibility for the Financial Statements

The financial statements of the Organization are the responsibility of management. They have been prepared in accordance with Canadian public sector accounting standards for government not-for-profit organizations as established by the Public Sector Accounting Board.

### c. Basis of Accounting

The financial statements have been prepared using Canadian public sector accounting standards for government not-for-profit organizations.

### d. Cash and Short-term Deposits

Cash and short-term deposits consist of cash and short-term deposits with a duration of less than ninety days from the date of acquisition.

### e. Contributions Receivable

Contributions receivable are recognized as an asset when the amounts to be received can be reasonably estimated and ultimate collection is reasonably assured.

### f. Financial Instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, equities traded in an active market and derivatives are reported at fair value, with any unrealized gains and losses reported in the statement of remeasurement gains and losses. All bonds and guaranteed investment certificates have been designated to be in the fair value category, with gains and losses reported in the statement of remeasurement gains and losses. All other financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs on the acquisition, sale or issue of financial instruments are expensed for those items remeasured at fair value at each statement of financial position date and charged to the financial instrument for those measured at amortized cost.

### g. Capital Assets

Capital assets are recorded at cost less accumulated amortization and are amortized over the estimated useful lives of the assets at the following rates:

Computer hardware	30%, declining balance
Computer software	30%, declining balance
Furniture and equipment	5%, declining balance
Leasehold improvements	5%, declining balance
VIC technology	5 years, straight line



For the year ended March 31, 2017

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**1. Nature of the Organization and Summary of Significant Accounting Policies** (continued)

h. Retirement Allowances and Post-Employment Benefits

The Organization provides retirement allowance and pension benefits to its employees.

Retirement allowances are provided to certain qualifying employees. The benefits are provided under a final pay plan. The costs of benefits earned by employees are charged to expenses as services are rendered. The costs are actuarially determined using the projected benefit method and reflect management's best estimates of the length of service, salary increases and ages at which employees will retire. Actuarial gains and losses are recognized in income immediately.

Employees of the Organization are provided pension benefits by the Civil Service Superannuation Fund ("the Fund"). Under paragraph 6 of the Civil Service Superannuation Act, the Organization is described as a "matching employer" and its contribution toward the pension benefits is limited to matching the employees' contributions to the Fund.

In addition, an individual has entitlement to enhanced pension benefits. The plan is based on final pay and is indexed. The cost of the benefits earned by the employee is charged to expenses as services are rendered. The cost is actuarially determined using the projected benefit method and reflects management's best estimate of salary increases and the age at which the employee will retire.

Sick leave benefits that accumulate but do not vest, are determined using present value techniques and reflect management's best estimate of future cost trends associated with such benefits and interest rates. Adjustment to these costs arising from changes in estimates and experience gains and losses are amortized to income over the estimated average remaining service life of the employee groups on a straight line basis.

i. Revenue Recognition

The Organization follows the deferral method of accounting for contributions. Grant revenue is recognized in the period earned. Partnership and marketing revenue are recognized when services are rendered if the amount to be received can be reasonably estimated and collection is reasonably assured.

The Organization recognizes revenue arising from non-monetary transactions in the period when services have been rendered if the amount to be received can be reasonably estimated and collection is reasonably assured.

j. Contributed Materials and Services

Contributed materials and services which are used in the normal course of the Organization's operations and would otherwise have been purchased are recorded at their fair value at the date of contribution if fair value can be reasonably estimated.

k. Use of Estimates

The preparation of financial statements in accordance with Canadian public sector accounting standards for government not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from management's best estimates as additional information becomes available in the future.

**2. Cash and Short-term Deposits**

The Organization invests all surplus cash into short-term deposits with the Province's Treasury Division. These deposits are made up of 30, 60 and 90 day callable term deposits.

A dedicated account has been established to safeguard the Organization's retirement allowance obligation and enhanced pension benefit costs. Interest earned will be retained in the account. The balance at March 31, 2017 is \$120,473 (\$113,160 at March 31, 2016).

The Organization has a credit facility to a maximum of \$500,000 with interest at prime plus 1% (effective rate of 3.70% as at March 31, 2017) which is secured by a general security agreement. As at March 31, 2017, the facility remains unused.

For the year ended March 31, 2017

### 3. Due from the Province of Manitoba

Upon inception on April 1, 2005, the Organization recorded accumulated severance pay benefits receivable and payable of \$368,937 transferred from the Province of Manitoba for its employees. This receivable, or portion thereof, for the Organization, will be collected by the Organization as severance benefits are paid to employees on record as at April 1, 2005. The receivable from the Province of Manitoba at March 31, 2017 is \$74,839 (\$78,532 at March 31, 2016).

### 4. Capital Assets

	2017		2016	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Computer hardware	\$ 57,776	\$ 33,614	\$ 36,929	\$ 23,259
Computer software	61,213	40,210	33,115	31,209
Furniture and equipment	24,940	2,561	22,020	1,384
Leasehold improvements	43,100	14,507	43,100	13,002
VIC technology	426,954	121,998	387,930	38,793
	<b>\$ 613,983</b>	<b>\$ 212,890</b>	<b>\$ 523,094</b>	<b>\$ 107,647</b>
Cost less accumulated amortization		<b>\$ 401,093</b>		<b>\$ 415,447</b>

### 5. Retirement Allowances and Other Benefits Payable

#### Retirement Allowances

The Organization measures its accrued benefit obligation for each of the retirement allowance and enhanced pension benefits as at March 31 of each year. The most recent actuarial valuation report for the retirement allowance was at April 1, 2016 and the most recent finalized and approved actuarial valuation report for the enhanced pension benefits was at December 31, 2015.

The significant actuarial assumptions adopted in measuring the Organization's retirement allowance obligation and costs are as follows:

	2017	2016
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.00%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 199,806	\$ 191,608

The significant actuarial assumptions adopted in measuring the Organization's enhanced pension benefit and costs are as follows:

	2017	2016
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.50%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 13,202	\$ 13,053
Effect of change in assumptions	\$ -	\$ -
Experience loss/gain adjustment	\$ -	\$ -

For the year ended March 31, 2017

## 5. Retirement Allowances and Other Benefits Payable (continued)

### Sick Leave

Sick leave benefits that accumulate but do not vest, are determined using present value techniques and are estimated to be a liability as at March 31, 2017 of \$34,000 (\$34,000 in 2016). The amount is not considered to be significant by management, and as such has not been recorded as a liability in the financial statements of the Organization.

## 6. Financial Instrument Risk

The Organization is exposed to different types of risk in the normal course of operations, including credit risk and market risk. The Organization's objective in risk management is to optimize the risk return trade-off, within set limits, by applying integrated risk management and control strategies, policies and procedures throughout the Organization's activities.

### Credit Risk

Credit risk is the risk that one party to a financial instrument fails to discharge an obligation and causes financial loss to another party. Financial instruments which potentially subject the Organization to credit risk consist principally of trade accounts receivable, due from the Province of Manitoba, and short-term deposits.

The Organization's maximum exposure to credit risk without taking account of any collateral or other credit enhancements is as follows:

	0-30 Days	31-60 Days	Over 60 Days
Trade accounts receivables (net of allowance of \$15,000)	\$ 126,803	\$ 18,110	\$ 164,604
Due from the Province of Manitoba	-	-	74,839
	\$ 126,803	\$ 18,110	\$ 239,443

Trade Accounts Receivables – The Organization is not exposed to significant credit risk as the receivable is spread among a broad client base and payment in full is typically collected when it is due. The Organization establishes an allowance for doubtful accounts that represents its estimate of potential credit losses. The allowance for doubtful accounts is based on management's estimates and assumptions regarding current market conditions, customer analysis and historical payment trends. These factors are considered when determining whether past due accounts are allowed for or written off.

Due from the Province of Manitoba – The Organization is not exposed to significant credit risk related to these balances as there are underlying agreements to support their collection.

### Liquidity Risk

Liquidity risk is the risk that the Organization will not be able to meet its financial obligations as they fall due. The Organization has a planning and budgeting process in place to help determine the funds required to support the Organization's normal operating requirements on an ongoing basis. The Organization ensures that there are sufficient funds to meet its short-term requirements, taking into account its anticipated cash flows from operations and its holdings of cash and cash equivalents. To achieve this aim, it seeks to maintain cash balances to meet, at a minimum, expected requirements for a period of at least 90 days. The following table sets out the contractual maturities (representing undiscounted contractual cash-flows) of financial liabilities:

	0-30 Days	31-60 Days	Over 60 Days
Trade accounts payable	\$ 1,973,692	\$ 32,627	\$ 6,416



For the year ended March 31, 2017

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**7. Contingencies and Commitments**

The Organization has entered into lease agreements for rental of facilities at various locations expiring in June 2035 with total annual payments of \$463,100. In addition, the Organization has entered into lease agreements for computer equipment expiring in January 2022, for total annual payments of \$15,100.

The Organization has access to a loan guarantee with the Province of Manitoba for \$1,500,000. The guarantee will enable Travel Manitoba to establish a line of credit up to this amount for the purpose of providing advances and profit guarantees as part of bid proposals and preparation efforts being undertaken in attracting various events to take place in Manitoba. As at March 31, 2017, this line of credit had not been drawn upon.

**8. Non-monetary Transactions**

During the current year, the Organization entered into contracts with exchanges of non-monetary services for other non-monetary services with little or no monetary consideration involved. These transactions are within normal business activities and were done in order to carry out the mandate of the Organization.

The aggregate amount of all non-monetary transactions in the current year total \$86,146 (\$94,604 in 2016).

The Organization has not incurred any gains or losses in the current year with respect to these non-monetary transactions.









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