

# Manitoba

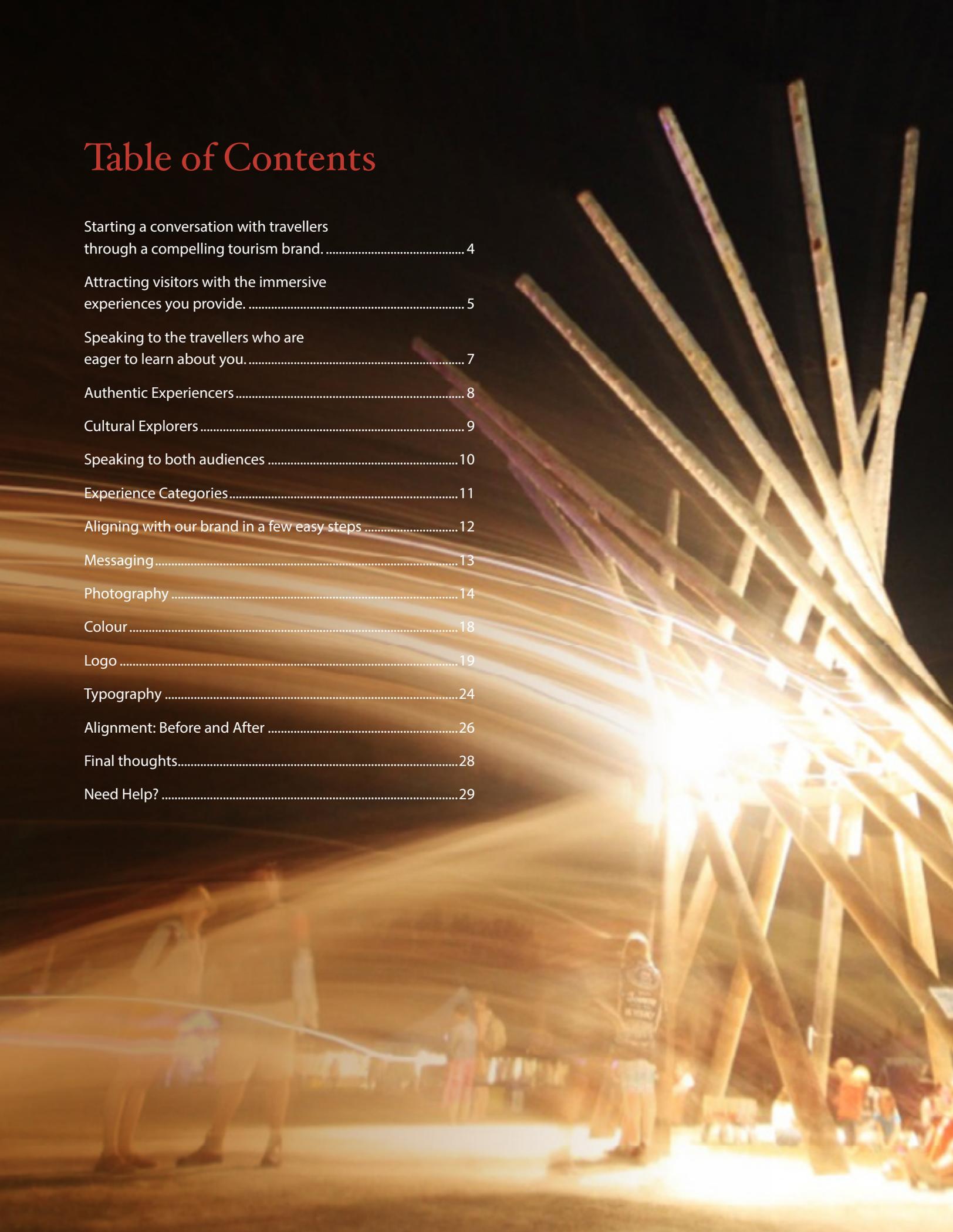
CANADA'S HEART  BEATS



Partner Guidelines

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## Dear Tourism Partners:

It is my great pleasure to share this brand toolkit with you at a time of tremendous excitement and momentum in Manitoba's tourism industry. With the launch of our new tourism brand, this is your opportunity to get on board.

We're confident that our new brand will inspire a sense of awe in our target audiences, and pride in the hearts of Manitobans. Backed by thorough research, planning and creative development, our brand promise is a distinct expression of Manitoba's unique, immersive travel experiences.

The pillars that form what Manitoba has to offer visitors, and the evocative way we can express them through our brand story, carve out a unique position for our brand in the minds of our target audience.

Our diverse tourism offerings can be broadly categorized under two core experience pillars that form the foundation of our brand projection: Cultural Oasis and Accessible Wilderness.

Use of our new brand by Manitoba's tourism operators, regional tourism associations and destination marketing organizations adds to its brand equity, and at the same time, allows organizations and businesses to reap the benefits of its impact and its provocative associations with life, warm welcomes and compelling experiences.

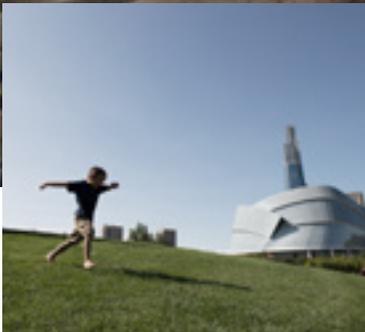
One of the most important tactical principles in branding is the concept of alignment. With a single, recognizable voice, we'll speak more clearly in the competitive travel marketplace.

In partnership with you, we look forward to cultivating an exciting tourism brand that will lure eager travellers to Manitoba. The new brand and accompanying marketing campaign will be Manitoba's new face to the world. The brand captures our province's breathtaking beauty, unique experiences and warm nature in a way that is distinctly Manitoban and worthy of a world-class travel destination. Please join us as we prepare to welcome the world.

Sincerely,

Colin Ferguson  
President & CEO  
Travel Manitoba

# Starting a conversation with travellers through a compelling tourism brand.



A tourism brand is conveyed in everything from broad marketing campaigns to how you greet your guests.

## **Branding: A big story to tell**

A destination's brand is expressed in much more than a logo, photo or tagline. A tourism brand is conveyed in everything from broad marketing campaigns to how you greet your guests. We'll help you make sense of it all by giving you new research-based tools to help you speak to the right traveller in the right way.

## **A personality compatible with our visitors**

It begins with our brand promise. Through extensive research we've determined our target traveller types, and crafted a brand expression that captures the essence of the Manitoba experience. It is inspiring, recognizable, and distinct. Most importantly, it's a genuine reflection of who we are. Our brand personality says, "You are welcome here. We will take you there." It's a promise we can honour because we are friendly and inviting people, our province is awe-inspiring, and our down-to-earth nature fosters the immersive experience and deep genuine connections our traveller types seek.

## **A spotlight on Manitoba**

Travel Manitoba's tourism brand is ready to make its mark on the world. And we're inviting you to join us. Follow our lead on photography, typography and logo treatment to capitalize on the strength of our memorable and inspirational brand. Our branding efforts will shine a spotlight on Manitoba. Alignment puts you in its glow and makes our provincial voice stronger.

# Attracting visitors with the immersive experiences you provide.

To benefit from alignment with the brand, it's important to understand the spirit that drives it. Knowing the path of our brand expression will give you a better idea on how to apply it.

## **Our Brand Vision:**

To carve out a distinctly Manitoba identity that travellers recognize and to which they are irresistibly drawn.

## **Our Brand Mission:**

Create differentiation by defining a distinctive voice that is genuinely Manitoban.

Attract attention by harnessing and leading with our most awe-inspiring assets.

Resonate with those most likely to be drawn to this place by speaking directly to them.

## **Our Brand Promise:**

Our natural attractions, cultural richness and social character promise Immersive Experiences.

**Immersive** because our travellers seek a deep connection with a destination. They desire first-hand knowledge of this place and our people.

**Experiences** because our travellers are passionate participants eager to feel connected to authentic encounters and are open to being changed by them.



**Our tagline: Manitoba: Canada's Heart... Beats.**

It beats with inspiring history, nature and culture. It beats with deep-rooted generosity, vitality and hospitality. It beats softly during calm moments, and it beats with enthusiasm amidst the rush of exhilarating adventures. Because of our location, our seasons, our people, our mysteries and our beauty, we can say with confidence, Manitoba is Canada's heart. And partners like you help the beat grow stronger.



# Speaking to the travellers who are eager to learn about you.

Through extensive research, we've determined that two traveller types are most likely to be drawn to Manitoba.

When the experience exceeds a traveller's expectations, you're on your way to building a great tourism brand. We know Manitoba is filled with memorable experiences, and we have a clear picture of the travellers who desire and seek out the experiences Manitoba offers. We know how to establish a direct dialogue with them. This will lead to effective marketing, and ultimately, positive reviews and recommendations from satisfied visitors.

## Who are our ideal traveller types?

Through extensive research and our investment in the Explore Quotient™ (a revolutionary market segmentation tool developed by the Canadian Tourism Commission and EnviroNics Research), we've determined the two traveller types most likely to be drawn to a Manitoba travel experience. They are: Authentic Experiencers and Cultural Explorers.



**Authentic Experiencers**

**Cultural Explorers**





# Authentic Experiencers

Authentic Experiencers enjoy our vast natural settings and charming local culture and hospitality. Spontaneous, independent and open-minded, they are eager to learn about our world through wilderness excursions (paddling, hiking, hunting and fishing) and cultural discoveries (festivals, fairs, museums and community explorations).

## What is the AE personality?

- Open-minded and curious
- Not influenced by brands
- Welcomes and appreciates surprises
- Willing to pay for quality products that they value
- Likes to experience foreign cultures
- Enjoys independence and autonomy

## What draws them in?

- Nature reserves
- Historic sites
- Beautiful beaches
- Museums
- Northern safaris

## What experiences appeal to them?

- Connecting with locals
- Award-winning local cuisine
- Active adventures

## What activities do they enjoy?

- General sightseeing
- Exploring small towns and villages
- Slower paced and participatory activities
- Authentic experiences
- Visiting renowned historic sites and national and provincial parks

## How do they decide where to travel?

- 79% use websites for trip planning
- More likely to be influenced by traditional advertising like television, travel guides and books, and magazines and newspaper articles
- Peer-to-peer, word-of-mouth and websites are top sources for trip information



# Cultural Explorers

Appreciative of museums and galleries, Cultural Explorers also wish to interact with locals. Active participation is what drives them. They want to know what it's like to live like we do by joining our festivals. They want to engage with wildlife in its natural element. Not wishing to be tourists, they'd prefer to feel like short-term residents of Manitoba.

## What is their personality?

- Positive and open-minded
- Not influenced by brands
- Curious and love to learn
- Spontaneous
- Energetic
- Always planning their next vacation

## What draws them in?

- Cultural events
- Festivals
- Museums
- Northern safaris

## What experiences appeal to them?

- Connecting with locals
- Award-winning local cuisine
- Active adventure

## What activities do they enjoy?

- Opportunities to learn and grow
- Less structured sight-seeing
- Slower paced and participatory activities
- Environmentally and socially responsible experiences

## How do they decide where to travel?

- Heavy users of peer-to-peer, word-of-mouth and websites for planning and inspiration
- 57% use traditional advertising for trip planning
- High use of social media channels
- Websites that share travellers' reviews

# Speaking to both audiences

You can maximize your marketing investment with material that speaks to both Authentic Experiencers and Cultural Explorers. Our two distinct traveller types align in three key areas:

## **Both are learners that share common values:**

- They look to leave their everyday responsibilities behind when they travel
- They seek ways to express their individuality and learn about different cultures
- Ethical concerns and social responsibility influence their travel purchase

## **They are curious and open-minded**

- Intriguing and surprising experiences appeal to them
- Willing to change their assumptions about Manitoba

## **They are strongly motivated by historical travel and enjoy:**

- Museums
- Historic sites
- Historic buildings



# Experience Categories

To clearly communicate with our traveller types, Travel Manitoba has developed a unique approach to categorizing the extensive travel experiences Manitoba offers. The analogy of “Boulders, Rocks, and Pebbles” provides a way of showcasing what we have to offer.



## Boulders

These are iconic experiences for which visitors may come from another country; the most unique or unexpected Manitoba experiences that help set our province apart; stories that will spark a traveller’s imagination.

*Examples of Boulders include:*

- Churchill northern adventures, in both winter and summer
- Winnipeg urban discoveries
- Fly-in fishing lodge experiences
- Our winter wonderland
- The Canadian Museum for Human Rights
- Our infinite activities on our rivers and lakes

## Rocks

These are those “don’t miss”, interest-based groupings that may draw visitors from another province. This category brings together Pebbles into groupings of assets built around the specific interests of our travellers. This helps us tell bigger, more powerful stories in which to attract our traveller types.

*Examples of Rocks include:*

- Cultural heritage sites and events
- Significant historic places
- Outdoor experiences (provincial and national parks, camping, fishing, zoos, etc.)
- Francophone experiences
- Unique Manitoba natural discoveries
- The Arts
- Celebrations, festivals, concerts, sporting events

## Pebbles

These are singular experiences that you might suggest a visitor see while they’re here; those experiences that may attract travellers who have specific interests, but for the majority of travellers who come here for other reasons, these tourism offerings add to their list of things to do.

*Examples of Pebbles include:*

- Manitoba cuisine
- Individual and community festivals
- Individual cultural and heritage sites
- Individual cultural and heritage events
- Trails
- Sporting events

Almost every tourism product, on its own, could be defined as a Pebble.

# Aligning with our brand in a few easy steps



Aligning with the Travel Manitoba brand is about crafting messages and visuals into stories that will resonate with travellers. It's about capturing Manitoba's awe-inspiring natural beauty and communicating the warm, welcoming spirit of its people. This section outlines some important information to consider regarding messaging, photography, colour, logo application and typography.



# Messaging

Our brand personality can help guide what you say, and how you say it.

The ad below is a good example of headlines and body copy that work together with the imagery to tell a welcoming and inspiring story. Aim for the same effect when crafting your copy.

## A warm invitation

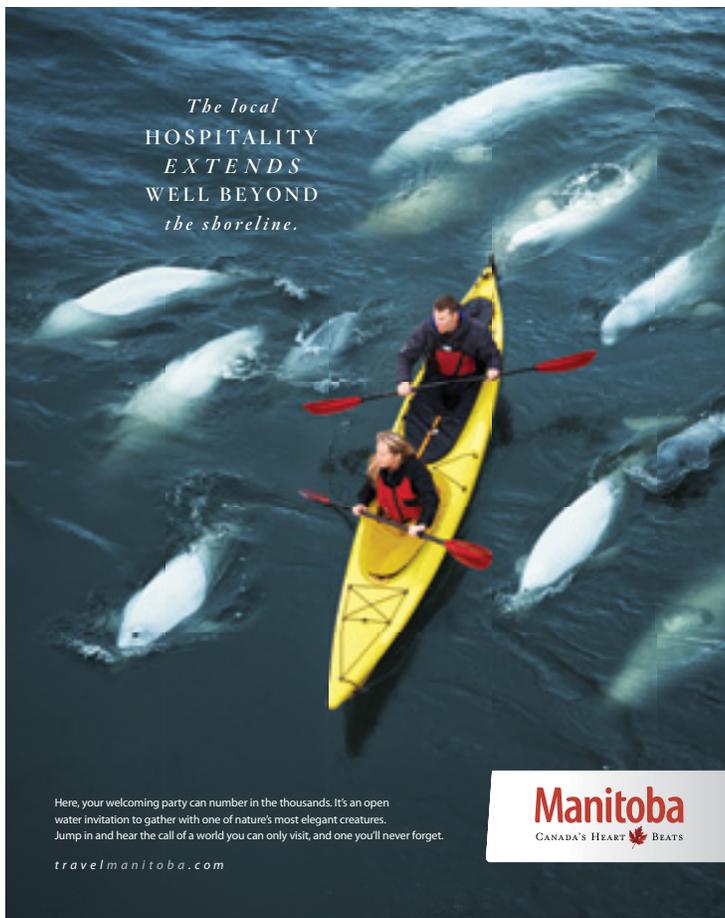
Our most valued attribute is the welcoming, hospitable nature of Manitobans. Friendliness is the core of who we are. Express it with active, heartfelt invitations, and our travellers will discover the emotional connection they're hoping for. The key is to make them feel like they're welcome to be active participants in the Manitoba experience.

## An inspired vision

Our traveller types want to be immersed in the experience. So in your marketing, put them in the middle of the action. Make them feel a wide range of senses and emotions. Get their heart racing by introducing our remarkable landscapes, activities and people.

## A genuine connection

Use the voices of real Manitobans to introduce the experiences that await our visitors. Our people are a powerful tourism asset, and they can provide that authentic conversation our travellers are hoping to engage in.



*The local*  
HOSPITALITY  
EXTENDS  
WELL BEYOND  
*the shoreline.*

Here, your welcoming party can number in the thousands. It's an open water invitation to gather with one of nature's most elegant creatures. Jump in and hear the call of a world you can only visit, and one you'll never forget.

[travelmanitoba.com](http://travelmanitoba.com)

**Manitoba**  
CANADA'S HEART BEATS

**Headline:** The local hospitality extends well beyond the shoreline.

**Body copy:** Here, your welcoming party can number in the thousands. It's an open water invitation to gather with one of nature's most elegant creatures. Jump in and hear the call of a world you can only visit, and one you'll never forget.

# Photography

## Create awe-inspiring experiences with imagery

Photography is a powerful tool that brings a brand to life. The Travel Manitoba brand photography is categorized into three different groupings: Experiences, Portraits, and Moments. Our approach transports our audience to the scene, connects them to our people and brings vivid details to life. These categories of images can work together to effectively tell the brand story and help create an immersive experience.



Experiences



Portraits



Moments

## Experiences

Experiences illustrate alignment with the EQ approach to show explorers in a place, and engagement with a particular activity. Sweeping, expansive vistas speak to a world of discovery and inspire awe and engagement. Including people allows travellers to see themselves engaging in a new, exotic experience.



Our traveller types are seeking authentic experiences. They are exploring new cultures. Show them as individuals or small groups having immersive experiences as they make an emotional connection to a place.

Show grand and awe-inspiring vistas. Always use authentic Manitoba landscapes; our most effective assets.

Show vibrant cultural events and moments only found in Manitoba.

Use photography in a bold way in your materials. Let the images fill up the page as much as possible. Remember to use images that contain large “clean” areas such as sky to accommodate headlines or copy.

## Portraits

This category of photography is all about creating a warm, human connection. The welcoming nature of our people is an important part of the experience our travellers have in Manitoba. Whether they are Cultural Explorers or Authentic Experiencers, their experience is enhanced and enriched by the people who live here. Manitobans act as guides and hosts on a traveller's journey. So, if appropriate to the story or piece of communication that you are preparing, consider using portraits of real Manitobans who may encounter our travellers, to fully illustrate the experience they can expect.

These people are hosts. They are down to earth and exude a genuine warmth and hospitality. Their expressions say, "You are welcome here."

These hosts welcome you with friendly eye contact that puts you at ease.

These portraits should represent cultural and ethnic diversity.

A sense of place should be captured in these portraits. They should be framed in the environments where they may have an interaction with our travellers. They may be small places of business off the beaten track, a lively gathering, or an outdoor environment that allows for an intimate moment.

Seek authenticity. These people are real Manitobans. They are quirky, full of character and charm.

Always strive to capture the subject projecting something real, warm and welcoming. Strive for naturalness.



## Moments

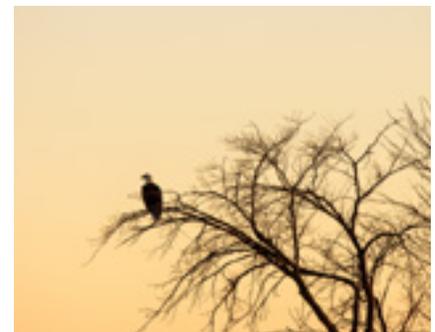
Moments includes photographic textures and details that add depth to an experience. Every travel experience is as much about the details as it is about the big picture. Sights, sounds, flavours, smells, and textures can be communicated through these close-up images. This category draws attention to the details while also acting as a visual cue in the absence of graphic textures and patterns, to add context and flavour to the story being told.



They can be used as insets or backgrounds.

Closeups of natural and man-made elements add context without getting too specific.

These details add a punch of colour, pattern, and motion; whatever is needed to help enhance the desired feeling or "story".



Travel Manitoba's photo library may have images that meet your needs. Contact Travel Manitoba's Production Services for further information.



# Colour

When applying colour, use it sparingly on your materials. Allow the photography to tell the story. Loud and busy graphics distract the viewer from the story the photography is telling.

Pantone 180 C Red is Travel Manitoba's core brand colour. It speaks to our vibrant cultural landscape, exhilarating travel experiences, and our warm welcoming nature.

A secondary palette of colours has been developed to add more dimension to the brand. It was developed to be used sparingly as accents on a page, as a tool to differentiate sections in a brochure, or to create a desired mood in multi-page marketing materials.

If you are developing or refreshing your brand, you can take this approach as a model. Consider colours that speak to Manitoba's vibrant, inspiring and warm personality.

## Core brand colours



**Pantone 180 C**  
R 190 G 58 B 52  
HTML BE3A34  
CMYK: 3 91 86 12



**Pantone Black C**  
R 45 G 41 B 38  
HTML 2D2926  
CMYK: 63 62 59 94

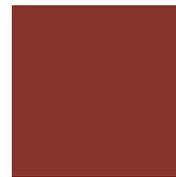
## Secondary colours



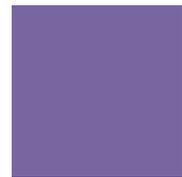
**Pantone 144 C**  
R 234 G 150 B 28  
HTML EA961C  
CMYK: 0 51 100 0



**Pantone 159 C**  
R 203 G 96 B 21  
HTML CB6015  
CMYK: 1 72 100 7



**Pantone 181 C**  
R 129 G 49 B 47  
HTML 81312F  
CMYK: 21 93 88 50



**Pantone 7676 C**  
R 117 G 102 B 160  
HTML 7566A0  
CMYK: 61 64 3 0



**Pantone 7684 C**  
R 56 G 94 B 157  
HTML 385E9D  
CMYK: 90 64 0 0



**Pantone 632 C**  
R 0 G 147 B 178  
HTML 0093B2  
CMYK: 93 2 15 7



**Pantone 7496 C**  
R 118 G 136 B 29  
HTML 76881D  
CMYK: 46 6 100 42

# Logo

Each time you use the Manitoba tourism logo you benefit from the equity invested in the brand and at the same time add to its equity.

## How should I use Travel Manitoba's tourism brand?

Manitoba: Canada's Heart... Beats is the key visual element in the brand identity. Each time you use it, you benefit from the equity invested in the brand and at the same time add to its equity.

It is important to apply the brand consistently for it to be effective. The goal is to present it in a strong and clear way. Follow the guidelines in this section when applying the logo, and reap the maximum benefits of using it.



## Do I have enough space to apply the logo?

When applying the logo, ensure that nothing else on the page enters the safe area as shown above. This includes words, imagery or graphics. This ensures a clean, uncluttered presentation of the logo.

The safe area is determined by the height of the maple leaf in the logo.

## What is the minimum size the logo can reproduce?

Do not scale the logo too small. The minimum allowable size of the logo has been reached when the height of the logo is 12 mm (½ inch).

## What version of the logo should I use?

Different versions of the logo have been developed for different design scenarios.

Our logo is also available in French.



Full colour

The full colour logo is the preferred version and should be used wherever possible.



Colour Reverse

This version includes white type. The maple leaf remains full colour.



One colour black

The black version is for use in black and white applications.



Full Reverse

A reverse white version for use in black and white applications or on dark coloured backgrounds has also been created. The logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

## Logo Container

A container for the Travel Manitoba tourism logo has been developed. Its main purpose is to create a clean space where the full colour logo can be applied on any given piece. Using the container is the preferred way to apply the full colour logo on colour materials.

There are two versions of the container. One for top left applications. One for bottom right applications. It is a custom-designed shape that is available as a part of the digital brand toolkit. Do not attempt to recreate.

The container has a light gradient. It goes from 20% back to 0%.



Grey represents background image or colour.



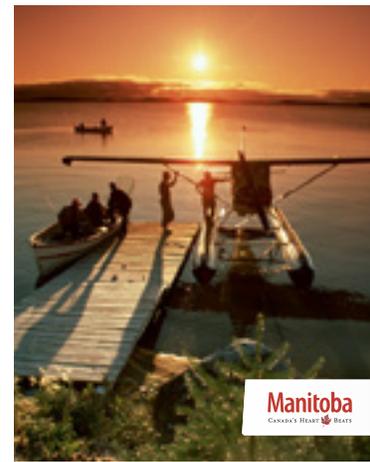
## Choosing which logo to apply

When a piece is produced in colour, the logo should appear in full colour. The preferred way to apply the logo is to use the logo container. It is especially useful when applying the logo to full colour images. When not using the container version, the logo should be placed on a white, neutral or photographic background that provides enough contrast. When the photo or background is dark, the colour reverse version will work best if there is enough contrast for the maple leaf. The reverse version should be used in situations where the logo is placed on dark backgrounds and there is not enough contrast for the maple leaf. Finally, the black and white version should only be used when the piece is in black and white such as a black and white newspaper ad.

The logo can be printed on any texture or photographic background that provides sufficient contrast for clarity and legibility.



The logo container for top left applications.



The logo container for bottom right applications.



If there is sufficient white space and there is no need for the container, use the full colour logo.



If the background is light enough, and not too busy, the colour logo may be applied directly onto an image.



If the background is dark enough to provide contrast for the maple leaf, and is not too busy, the colour reverse logo may be applied directly onto an image.



There may be unique circumstances when a full reverse version may be applied to an image as in the case when the red leaf will not stand out on the image.



The black and white and reverse versions should be used in one colour black applications such as black and white newspaper ads.

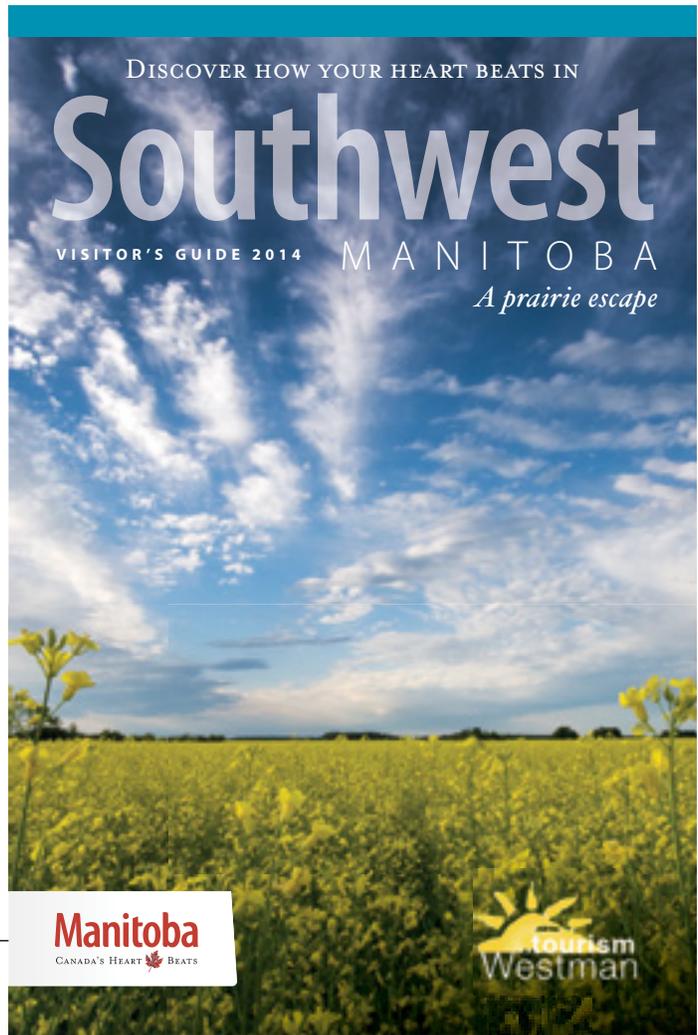


The full reverse is primarily reserved for times when the logo must appear on black or other dark colour.

## Where to apply the logo

On print applications, apply the logo on the bottom left. Apply your logo bottom right.

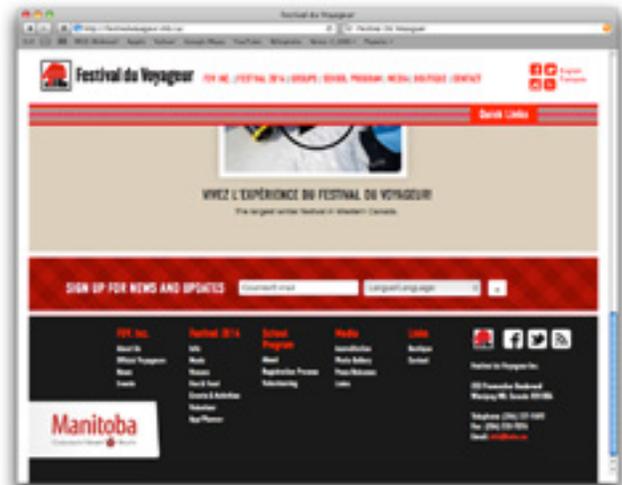
The prime spot for a logo on a website is top left. When applying the Travel Manitoba tourism logo to your website, it can be applied in a secondary position such as top right or bottom left.



Apply the logo bottom left on print pieces.



Apply the logo top right on websites.



The logo can also appear bottom left on websites.

Always use digital files supplied by Travel Manitoba. Do not attempt to reset the wordmark or build another configuration.

### Here's what not to do when applying the logo

As the key component of the Travel Manitoba tourism visual brand, great care should be taken to ensure that the logo is applied carefully. The examples on this page illustrate how the logo should not be used.

Although only one version of the logo is used in these illustrations, all of the official versions are subject to these parameters.



Scaling: Do not scale or resize any aspect of the logo independently of the whole.



Distortion: Never distort the logo when applying. (i.e. slanting, stretching, twisting or curving).



Improper colour: The logo should never be reproduced in any red than the official Pantone 180 C red.



Framing: The logo should never be framed in anything other than the container designed for it. No embellishments should be made to the container provided.



Different type style: Do not substitute any fonts in the logo.



Effects: Avoid adding any special effects such as outlines or glows.



Coloured backgrounds that do not create enough contrast: do not apply the logo to red or dark orange backgrounds.



Coloured backgrounds that create jarring contrasts: Intense blues and greens create a simultaneous contrast that is jarring.



Distracting background: The logo should never be placed on backgrounds that distract or overpower.

# Typography

To effectively align with the Travel Manitoba brand, choose fonts that reflect our brand's core values and attributes.

Travel Manitoba's principal fonts are pictured here. Keep in mind, it is not necessary to use these fonts to align with the Travel Manitoba brand. They are pictured here to illustrate a model approach.

Typography refers to typefaces or fonts and how they are used. Effective use of typography creates a personality and establishes a voice; things integral to the effective expression of a brand.

The Travel Manitoba brand uses three main fonts. They are Hoefler Titling, Hoefler Text, and Myriad Pro. It is not necessary to use these fonts to align with the Travel Manitoba brand. However, choosing fonts with a similar beauty, elegance, and warm approachability will go a long way toward aligning with our core brand values and attributes.

## Hoefler Titling

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

## Hoefler Text

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

## Myriad Pro

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

## Things to keep in mind when applying typography

- Choose a headline approach that corresponds to our core brand values and attributes.
- Choose a headline approach that works well with the imagery.
- Be consistent. Choose a font or two as your main brand fonts and stick with them.
- Ensure type is placed on a clean area of the photo that provides sufficient contrast.
- Be conscious of line breaks in headlines; try to keep important thoughts together.
- Ensure the size of the headline is appropriate to the image.
- All text should be legible to communicate effectively.



Keep typography simple and consistent. The goal is to achieve materials that are attractive and easy to read.

This ad is a good example of how typography can reflect core brand attributes. The elegant and beautiful Hoefler Titling works well with the awe-inspiring imagery. The clean and simple Myriad Pro is a fitting expression of the welcoming tone in the body copy.

# Putting it all together

Now that you've learned all about the brand and how to align your marketing materials, examine the example below. It clearly illustrates what alignment can do when you consider our target audiences and our image and graphics standards.

## Photography

Does the photography depict an immersive experience? If it is a multi-page brochure or website, have you considered the use of the different categories of photography outlined in this book?

## Messaging

Is the copy warm and welcoming? Is it striving to make an emotional connection? Have you put the traveller in the scene?

## Colour

Have you used colour sparingly in a way that compliments the photography?

## Typography

Have you used fonts that convey a warm and welcoming voice? Do the fonts compliment the beautiful and awe-inspiring images you've chosen?

## Logo

If you have chosen to use the Travel Manitoba brand logo, have you chosen the right one? Is it the right scale and position?



# Final Thoughts

As you prepare to put the Travel Manitoba brand to work for you, evaluate your approach by asking yourself a few key questions:

- Am I describing the experience in a way that will appeal to the specific sensibilities of an Authentic Experienter and/or Cultural Explorer?**
- Does the story feel inviting and inspiring?**
- Is the tone down-to-earth and approachable?**
- Have I captured real moments with real people so the audience will be able to visualize themselves here?**
- Have I made a connection to Travel Manitoba's brand?**





## Need help?

Extending the impact of Manitoba's tourism brand relies on our partners, and we're here to help if you have questions about how best to reach Authentic Explorers and Cultural Experiencers, and how to align with the brand in doing so.

Travel Manitoba's Production Services team manages and produces our annual publications and various marketing materials including print and online advertising. The team is also responsible for photo and video management, as well as in-house design. Contact the team directly if you have questions about photography.

*To obtain a copy of the Travel Manitoba brand logo, contact:*

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# Manitoba

CANADA'S HEART  BEATS

Travel Manitoba brand logo

### Partnership Opportunities

A major aspect of Travel Manitoba's marketing focus is on providing opportunities for industry to work together to attract visitors. In doing so, Travel Manitoba is able to extend the reach and impact of its marketing efforts. In turn, operators with limited resources can benefit from subsidized marketing programs in priority markets. Our partnership team is always ready to customize a partnership program to meet your needs. Annual marketing campaign opportunities are available for perusal online on the industry website:

**[travelmanitoba.com/TI/IndustryToolbox/BecomeAPartnerPartnership Opportunities](https://travelmanitoba.com/TI/IndustryToolbox/BecomeAPartnerPartnershipOpportunities)**

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