

The Benefits of Tourism





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- · Diversification of tourism industry infrastructure
- · Contributions to the balance of payments
- · Increase in tax revenues
- Improved job opportunities
- Improved income of residents
- · Improved shopping facilities
- · Improved transportation and communications
- · Improved medical facilities
- · Improved cultural facilities
- · Improved recreational facilities
- · A feeling of pride
- · Favourable changes in our lifestyles
- · Improved quality of various services (e.g. hotels, restaurants, shops)

What TOURISTS spend their money on

Accommodation

Transportation & Tours

Food & Beverages

Attractions/Events and Entertainment

Shopping

Other Services & Facilities

How the TOURISM INDUSTRY spends its money in the local community

Wages & Salaries

Transportation of Goods

Utilities, Services

(Water, Gas, Electricity, etc.) Food & Beverages

Provincial Taxes

Commissions to agents

Music & Entertainment

Repairs & maintenance

Purchase of Stock

Administrative & general expenses

Fuel

Legal & professional services

Rental of premises

Capital assets & replacement

Who Benefits

Restaurants

Gas Stations

Farmers

Retailers

Charities

Travel Agents

Taxi Drivers

Theatres

Galleries

Manufacturers

Suppliers

Delicatessens

Gift Shops

Film Processors

Artists & Pharmacists

Shopping Centres

Trucking Companies

Post Offices

Engineers Clerks

Pilots

Car Dealers

Builders

Banks Wineries

Mechanics

Plumbers

Flectricians

Marine Dealers

Architects

Media

News Agents

Night Clubs

Health Services

Printers

Butchers

Cinemas



The Value of Tourism



The World

- \$1,245 billion (USD) (2014) Int'l Receipts
- Leisure accounts for 53% of all international travel



@World Tourism Organization (UNWTO) 2015



The Value of Tourism



Manitoba

- 2.8% of GDP¹ (2014)
- Export revenue is \$589.4 million (2014)
- Direct tourism jobs² 12,900 (2014)

2014 Total Taxes Contributed by Tourism Wages and Expenditures²

	Fed	leral	taxes
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Provincial taxes

Municipal taxes

Total

\$ 285.7 million (46%)

\$ 276.2 million (44%)

\$ 63.2 million (10%)

\$ 625.1 million

^{1:} Statistics Canada: Real gross domestic product, expenditure-based table (http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ50-eng.htm)

^{2:} Canadian Tourism Research Institute - Tourism Economic Impact Model (TEAM) using 2014 tourism expenditure estimates from Statistics Canada's Travel Survey of Resident of Canada and International Travel Survey.



Tourism and Hospitality Related Establishments in Manitoba





	Number of Tourism & Hospitality Related Establishments ^{3,4}			
North American Industry Classification System (NAICS ²) Description of Sector	2014	2015	% Change	% Total 2015
Tourism Related Transportation ¹	1,338	1,401	4.7%	12.8%
Performing Arts, Spectator Sports and Related Industries	3,812	3,906	2.5%	35.8%
Heritage Institutions	118	120	1.7%	1.1%
Amusement, Gambling and Recreation Industries	1,095	1,127	2.9%	10.3%
Accommodation Services	1,093	1,071	-2.0%	9.8%
Food Services and Drinking Places	2,847	2,897	1.8%	26.5%
Travel Arrangement & Reservation Service	400	399	-0.2%	3.7%
Total Tourism and Hospitality Related Establishments	10,703	10,921	2.0%	100%

Footnotes:

Source: Manitoba Bureau of Statistics & Manitoba Business Registry, December 204 and December 2015.

¹ Tourism Related Transportation includes: Air Transportation - Scheduled, Air Transportation - Non Scheduled, Inter Urban & Rural Bus Transportation, Taxi & Limo Service, Charter Bus Industry, Scenic and Sightseeing Transportation.

² NAICS: North America Industry Classification System.

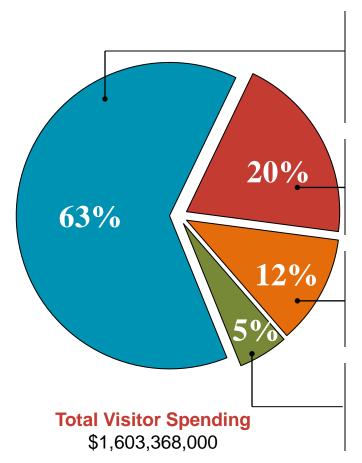
³ For statistical purposes, an "establishment" is defined as the smallest unit of a company (whether sole proprietorship, partnership, co-operative, corporation, etc.) that is a separate operating entity capable of reporting all elements of basic industrial statistics.

⁴ A number of changes that occurred for the December 2014 reference period resulted in a significant increase in the total number of businesses in Canada. The changes are made in an effort to be more coherent with our definition. For further information, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".



Visitor Spending & Visitation Overall 2014





MANITOBA

\$1,014 Million 9,637,000 person visits \$105 per person visit

OTHER CANADIAN PROVINCES

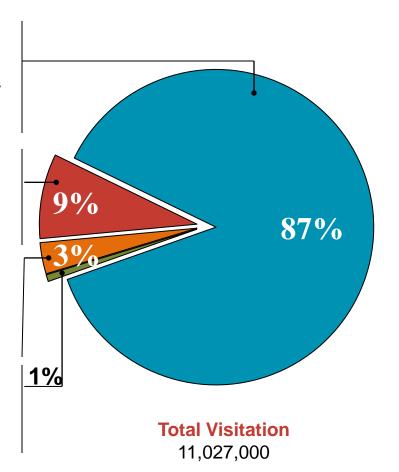
\$319.8 Million 958,000 person visits \$333.8 per person visit

UNITED STATES

\$185.1 Million 354,000 person visits \$523 per person visit

OVERSEAS

\$84.5 Million 78,000 person visits \$1,083 per person visit

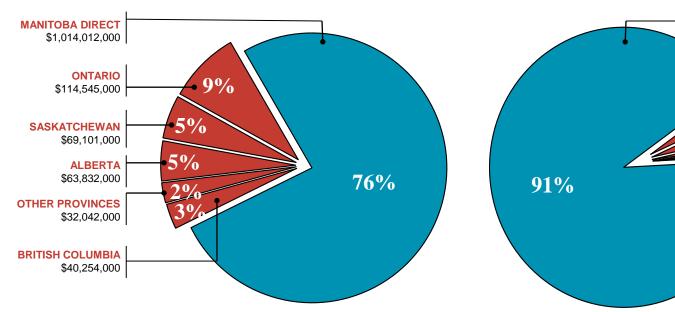


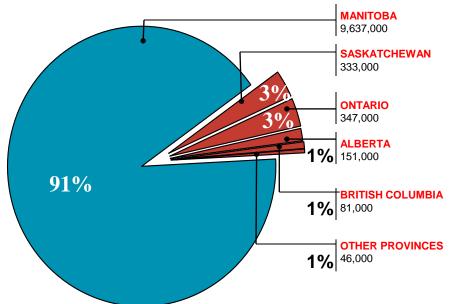
Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC) and International Travel Survey (ITS), Research Resolutions – 2014 Detailed Tabulations.



Visitor Spending & Visitation by Province 2014







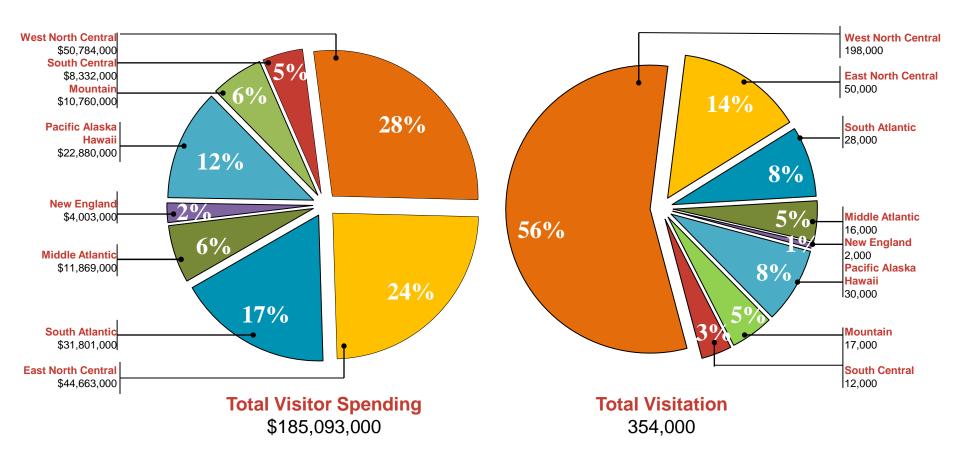
Total Visitor Spending \$1,333,786,000

Total Visitation 10,595,000



Visitor Spending & Visitation by State 2014







Visitor Spending & Visitation by Country 2014



