

Manitoba

CANADA'S HEART  BEATS



REAL GROWTH REAL RESULTS

2017/2018 Annual Report

Travel
Manitoba
 .com



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Cover Photo: 2017 Canada Summer Games





MESSAGE *from the* BOARD CHAIR *and* PRESIDENT & CEO

The summer of 2017 saw Manitoba play host to one of the most successful Canada Summer Games in history. Close to 4,000 athletes and an estimated 20,000 visitors experienced Manitoba's warm, welcoming hospitality. Spectators of the record-breaking Games witnessed dedicated, talented athletes strive for excellence, overcome obstacles and achieve their goals.

For Travel Manitoba, the parallels are evident: our dedicated, talented staff, guided by a knowledgeable Board, overcame obstacles to achieve our goals, and the results are outlined in this report.

We grew tourism revenue in this province as a result of increased funding provided by Plan 96/4, a sustainable funding model that rewards hard work and success, while at the same time, provides government with additional revenue for provincial priorities. The first incremental investment of \$3.4 million under Plan 96/4 in 2016 generated a massive return on investment for the tourism industry and government, generating an additional \$100 million for the tourism industry and an additional \$277.3 million in provincial tax revenue for government! Plan 96/4 is working!

We increased awareness of Manitoba in international markets and attracted more visitors from them. International visitors stay longer and spend more per visit, and are therefore a critical target audience in order to grow tourism revenue.

We established Travel Manitoba as the premier destination content publisher in the province and maximized our engagement from relevant audiences across digital platforms, and our efforts have been rewarded with accolades and awards from across Canada and around the world.

We embarked on an innovative program to increase visitation to distinct destinations within Manitoba through our Place Branding program, and the results of those efforts are already bearing fruit for small communities throughout the province. At the same time, the Place Branding program is fostering a culture of pride in communities throughout the province.

We increased investment in tourism from the private sector, securing over \$1 million in partner investment from a record number of partners, allowing us to expand the reach of our marketing campaign and provide industry operators with otherwise unaffordable marketing opportunities.

We undertook new initiatives to grow tourism in areas such as Indigenous Tourism, Northern Tourism and Francophone & Métis Tourism, areas that will contribute to Manitoba's overall economic prosperity while enriching those communities.

And just as the athletes in the Canada Summer Games showed the country the best and the brightest we have to offer, we firmly established Manitoba's reputation as a successful host for national and international events.

But like the best athletes, we certainly do not intend to rest on our laurels on the basis of our latest success. We are proud of the accomplishments made this past year, and excited by the opportunity to reach our goal to increase tourism visitation to \$2.1 billion by 2021. Working alongside Manitoba's professional, passionate and dedicated industry, it is "Game On".



Stuart Murray
*Chair of the Board of Directors,
Travel Manitoba*



Colin Ferguson
*President & CEO,
Travel Manitoba*





Manitoba

CANADA'S HEART  BEATS

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 \$2.1 billion by 2021.
- ▶ 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.
- ▶ Increase brand engagement in 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.
- ▶ Lead the development of a provincial tourism strategy to ensure Manitoba ranks fifth in terms of market share amongst Canadian provinces and territories by 2021.

Photo: Kwasitchewan Falls, Kyle Schappert



GROW TOURISM REVENUE as a result of **PLAN 96/4** funding

The numbers are in, and they show that Plan 96/4, the sustainable funding model implemented in 2016, is achieving exactly what it was intended to achieve – that is, to grow tourism.

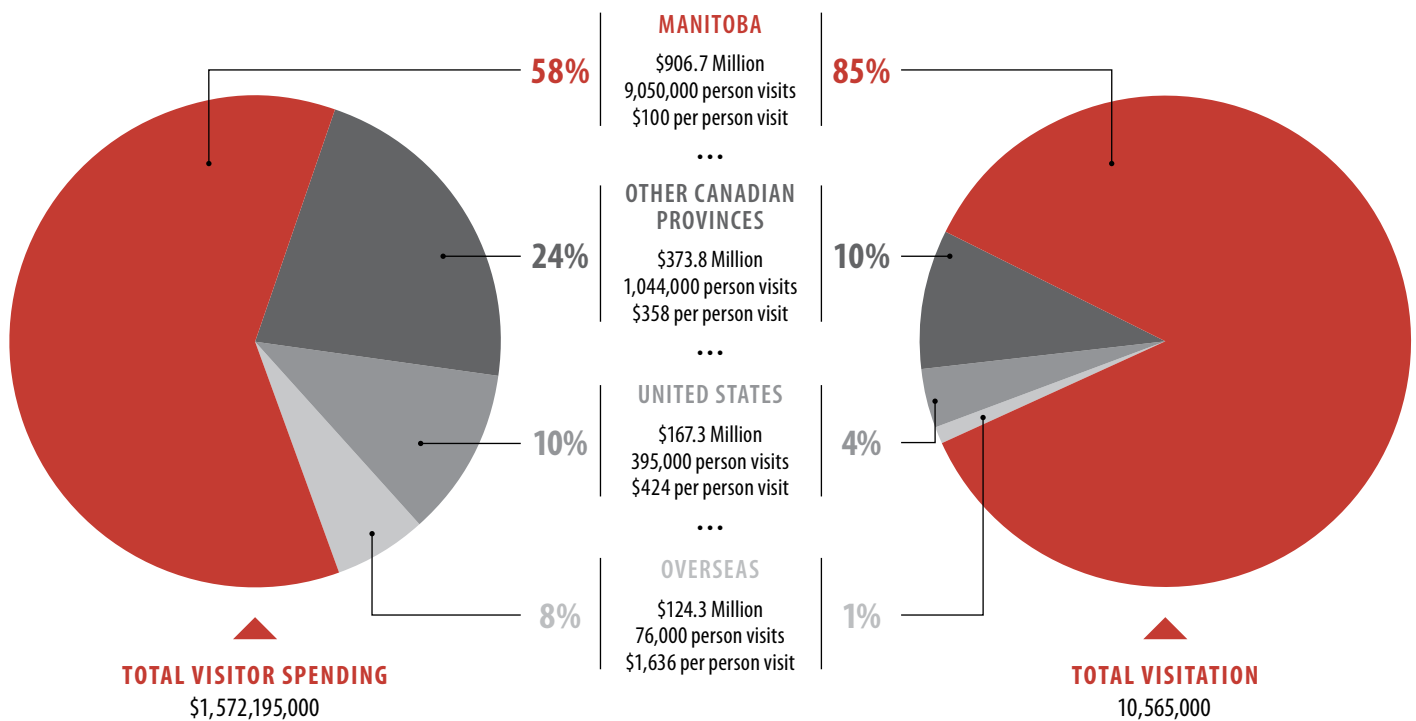
Plan 96/4 sees four percent of tourism tax revenue directed towards tourism marketing while 96 percent remains with government.

2016 saw the first injection of 96/4 investments in marketing Manitoba tourism. It was a boost of over \$3 million that allowed us to enter new markets – like Australia – and amplify our marketing in existing markets – like the U.S.

As a result, total visitor expenditures in 2016 increased by \$100 million to \$1.57 billion, up 7% over 2015. This recovery brought total spending by visitors back up to 2014 levels.

Prior to 2016, the numbers had been declining, but the results from our increased marketing halted any further decline in both visitation and expenditures.

2016 VISITOR SPENDING & VISITATION



Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC), Research Resolutions – 2016 Detailed Tabulations.
Statistics Canada International Travel Survey – 2016 Customized Analysis.

In 2016, Canadian visitors spent \$1.28 billion vacationing within the province. Resident travellers represent a large portion of this share of the market representing 85% of total visitation. International visitors play an increasingly important role in Manitoba tourism, fuelling growth and contributing to total tourism spend. The United States is Manitoba's strongest source of international visitors, contributing 10% of total expenditures. Overseas visitors delivered 8%.

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 grew by 3.9% in 2016. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

Early indicators for Manitoba for 2017 show that we are on track to achieve our goal to increase visitation to realize \$2.1 billion by 2021:

- ▶ **U.S. visitation to Manitoba was up 16.7% in December and is up by 1.6% in 2017 over 2016, just shy of U.S. entries to Canada at +1.8%.**
- ▶ **Manitoba's U.S. direct entry numbers for 2017 are very positive, mirroring national numbers.**

Photo: Pinawa Heritage Suspension Bridge, @jfccreates



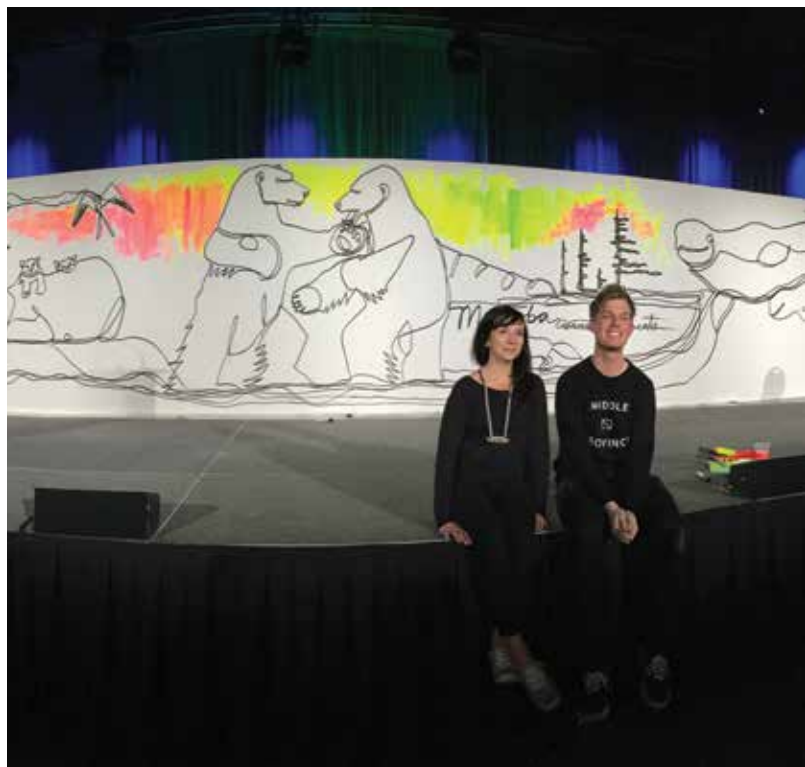




INCREASE AWARENESS of Manitoba in international markets and attract more international visitors

International visitors stay longer and spend more per visit. Through Plan 96/4, Travel Manitoba has been able to expand its international marketing campaign to capitalize on these high yield customers.

- ▶ Manitoba wowed 1,500 buyers, sellers and delegates at Rendez-vous Canada 2017 (RVC), with a luncheon presentation that showcased Manitoba's northern lights through the art and storytelling of Kal Barteski, accompanied by a live performance by cellist Rob Knaggs. Over 160 appointments with tour operators and travel agents were held. RVC was also the occasion to launch three new television commercials focusing on northern lights, the summer Arctic experience in Churchill and Winnipeg in winter.
- ▶ Incentive buyers were impressed with their stay in the province as Travel Manitoba and Tourism Winnipeg hosted Incentive Canada in July. This B2B marketplace brought together 30 Canadian suppliers and 40 qualified incentive buyers from Europe (10) and the United States (30) for one-on-one meetings. The event, hosted at the Fort Garry Hotel and Conference Centre, highlighted the Canadian Museum for Human Rights and Assiniboine Park Conservancy. A post trip to Churchill for 15 buyers followed the main event to showcase the "Arctic Safari" incentive experience.
- ▶ Travel Manitoba worked with the Canadian Museum for Human Rights and Destination Canada to have the museum designate a Canadian Signature Experience (CSE). The CSE collection helps eligible tourism businesses promote their product internationally. Media turn to the collection to find a rich array of story ideas and resources to share with their audiences.
- ▶ In April, 2017 at Canada Media Marketplace in New York, Travel Manitoba once again drew on the storytelling and musical talents of Kal Barteski and Rob Knaggs to increase Manitoba's exposure to national and international media, and had 48 one-on-one appointments. The annual event brings together the best in U.S. travel media with provincial/territorial and regional Canadian tourism organizations, major hotel properties, attractions and transportation companies.
- ▶ Over 60 one-on-one appointments with media at GoMedia Marketplace in September, 2017 resulted in five media FAMs including a film crew from China during northern lights season.

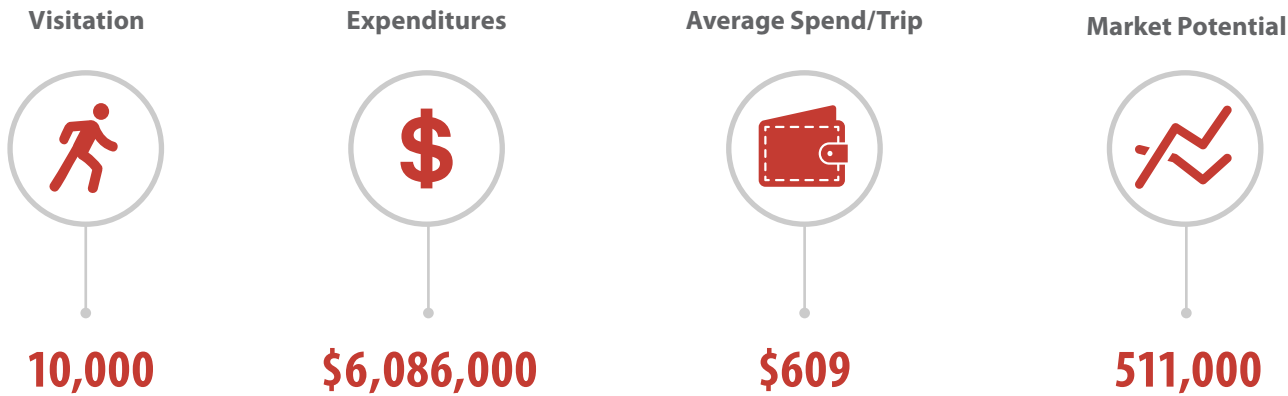




UNITED KINGDOM



MARKET OVERVIEW





INCREASED AWARENESS OF MANITOBA THROUGH A PARTNERSHIP WITH DESTINATION CANADA

Manitoba content was created for, and featured in, print and online in *National Geographic U.K.* and *National Geographic's* "Journeys, Cities and Must-do's" hub. Robert Reid's Manitoba road trip through the Interlake delivered over 7 million impressions via video, article, photo gallery and digital Travel Guide. Content in *The Daily Mail* and *Great British Chefs* also highlighted Winnipeg's culinary scene and Churchill's wildlife experiences.

Results to December 31, 2017:

- ▶ **741,000** completed video views
- ▶ **72%** average video completion rate
- ▶ **329,000** page views to our content on our Keep Exploring and publisher websites
- ▶ **2:32** minutes average time on page viewing content on our Keep Exploring & publisher websites
- ▶ **5.7 million** users reached through social channels
- ▶ **51,740** click through leads to key accounts and **2,022** leads to PMO and SME websites
- ▶ Year over year Keep Exploring visitors related to Manitoba increased by **316%**

CANADA SPECIALIST TRAINING EVENTS

Increased awareness of Manitoba within 6 U.K. cities with participation in new Business Performance key account program, coverage in DC's "Selling Canada" partnership with Selling Travel.

HOSTED U.K. TOUR OPERATORS

A Mega Fam hosted with Destination Canada included a southern Manitoba roadshow. In addition, the following operators were hosted in 2016, and signed for additional product in 2017:

- ▶ Prestige Travel – summer bears
- ▶ Trele America – fall bears
- ▶ All Leisure

HOSTED PRODUCT MANAGERS AND TOUR OPERATORS

This group FAM trip to Winnipeg and Churchill took place in October, 2017. Operators included 1st Class Holidays, Frontier Travel and Canadian Sky. Joining other operators from the U.S. and Australia, they experienced Winnipeg attractions before heading north.

OPERATORS ADDED NEW PRODUCT

- ▶ 12 new companies featuring Manitoba
- ▶ 86% increase in the number of operators carrying city hotels



Canada's York Factory: a key historic site marooned in wilderness

"There are plenty that catch the eye... but few present such an alluring mix of heritage and remoteness than my destination, York Factory... The ideal place to start an adventure to York Factory is the domed splendour of Winnipeg's Union Station, designed in 1912 by the same architects behind New York's Grand Central Terminal."

Nigel Tisdall, U.K., *Financial Times*



Furred Party

"If you want to picture how this once-in-a-lifetime experience actually unfolds, imagine a safari, just a few notches lower on the thermometer. Everything about the experience – from the short-hop flights in light aircraft, to the 4WDs used to traverse sparse plains, dense underbrush, river crossings and swamplands – is redolent of a Kenyan lion-hunt. And because it's summer, our vehicles are completely open to the elements. Even the weather has its own chilly charm."

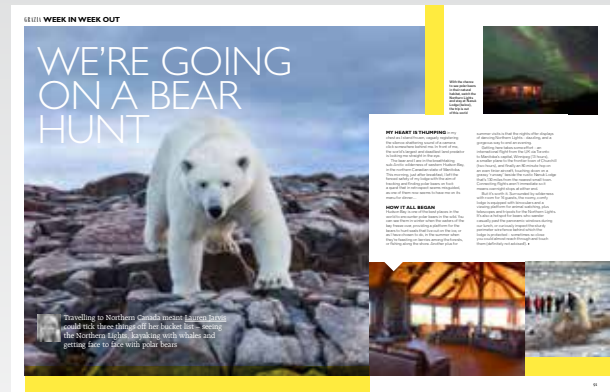
James Draven, U.K., *The Sunday Time Travel Magazine*



Going on a bear hunt

"My heart is thumping in my chest as I stand frozen, vaguely registering the silence-shattering sound of a camera click somewhere behind me. In front of me, the world's largest and deadliest land predator is looking me straight in the eye. The bear and I are in the breathtaking sub-Arctic wilderness of western Hudson Bay, in the northern Canadian state of Manitoba."

Lauren Jarvis, U.K., *Grazia Magazine*





Winnipeg's vibrant winter food scene

"I always think that Winnipeg does breakfast so well, with a wonderfully diverse range of eateries to try out for the first meal of the day. After a chilly but invigorating walk, I discovered the culinary deliciousness of Clementine. Quoted as being one of Winnipeg's hottest new breakfast and brunch hot spots, it takes its inspiration from around the world and is located in the heart of the very cool and hip Exchange District."

Karen Burns-Booth, U.K., Great British Chefs



Winnipeg's vibrant winter food scene

by Karen Burns-Booth
30 June 2017

Winnipeggers don't hide indoors when the temperatures plummet; instead, they embrace winter with gusto and eat out. Karen Burns-Booth tours the city to learn more.





GERMANY



MARKET OVERVIEW

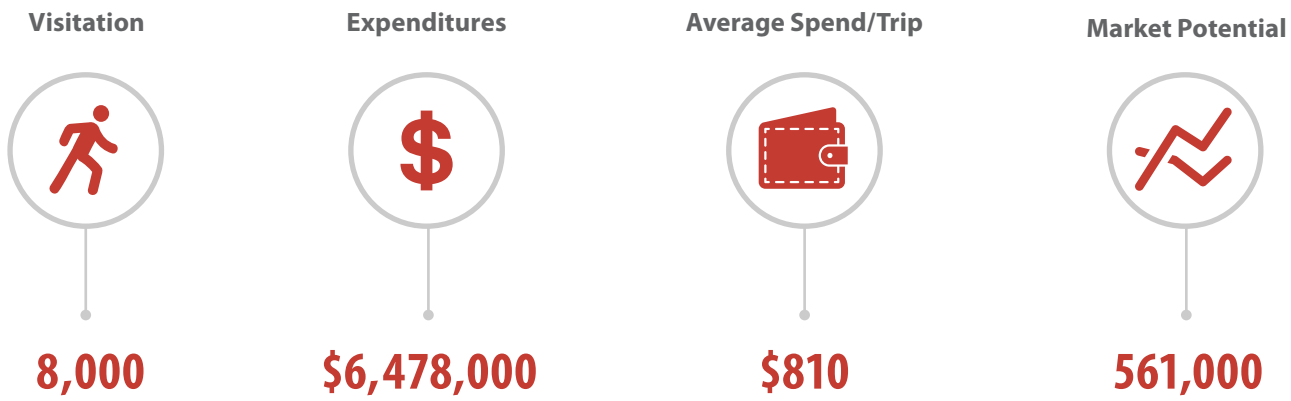




Photo: Churchill Wild

INCREASED AWARENESS AND PRODUCT KNOWLEDGE THROUGH PARTNERSHIP WITH DESTINATION CANADA

The 2017 Germany campaign, which employed a digital first, video centric content strategy, created engaging content through influencer videos and branded publisher articles, with syndication and amplification across social, search and paid digital channels. Content publishers included *National Geographic*, *Die Zeit* and *Reisen Exclusiv*. German influencer Leander Angerer visited Winnipeg, Riding Mountain National Park in July 2017 and videos of his experiences were created.

Results to December 31, 2017:

- ▶ **1.5 million** completed video views
- ▶ **66%** average video completion rate
- ▶ **428,000** views of content on Destination Canada's Keep Exploring site and on publisher websites
- ▶ **2:42 minutes** average time on page viewing content on Keep Exploring and publisher websites
- ▶ **4.8 million** users reached through social channels
- ▶ **66,267 click through** leads to trade partners and **4,044 leads** to PMO, DMO and SME websites

▶ Canada Specialist training

Travel Trade initiatives with Destination Canada included participation in DC's key account program and co-operative marketing.

▶ Post Rendez-vous Canada FAM tour

Five tour operators from Germany and Switzerland experienced many attractions in the province, including the Whiteshell, Riding Mountain National Park, Hecla, Gimli and Winnipeg.

HOSTED GERMAN TOUR OPERATORS

Hosted the following operators in 2016 who diversified product in 2017:

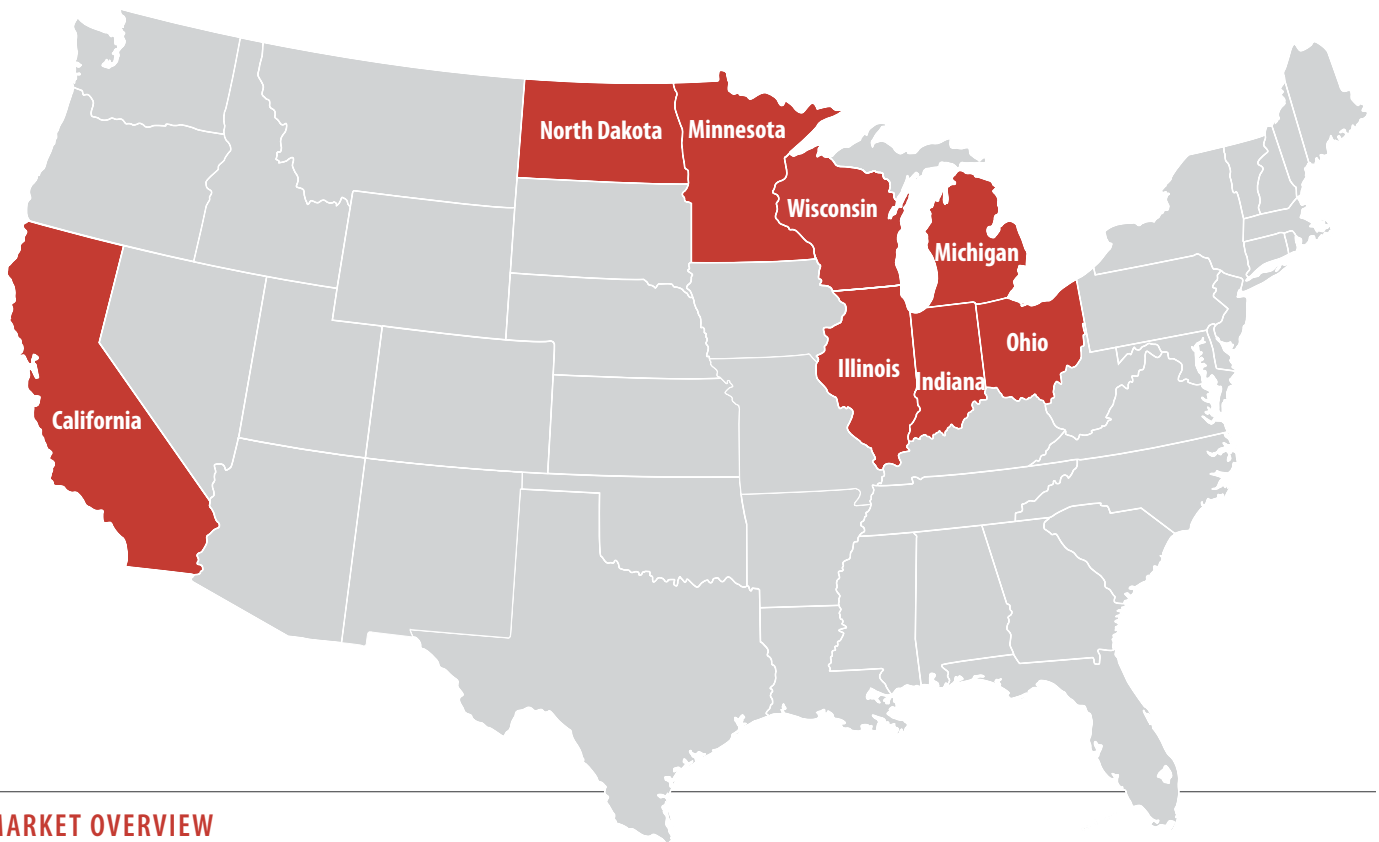
- ▶ CANUSA
- ▶ Explorer Fern Reisen
- ▶ Tour Consult

OPERATORS ADDED NEW PRODUCT

- ▶ Three new German tour operators are now carrying Manitoba product.
- ▶ 14 existing operators are now carrying new or more diverse product in Manitoba and have developed 42 new itineraries.



UNITED STATES



MARKET OVERVIEW

Visitation



395,000

Expenditures



\$167,332,000

Average Spend/Trip



\$424



Photo: Canadian Museum for Human Rights, Aaron Cohen

PARTNERED IN DESTINATION CANADA'S 2017 CONNECTING AMERICA CAMPAIGN

Targeted key cities of New York, Chicago, Los Angeles, San Francisco and Houston, resulting in:

- ▶ A lift in visitation of **4.7%** within invested markets, who recalled at least one campaign ad
- ▶ A lift in visitation of **0.2%** within invested markets of those who did not recall campaign ads
- ▶ A lift in visitation of **3.0%** within all markets, among those who recalled at least one campaign ad
- ▶ A lift in visitation of **0.1%** within all markets, among those who did not recall campaign ads
- ▶ Over **75,000** article views of *Buzzfeed*, *Time*, and all Keep Exploring content, with an average time on page of **1:41**; **4,150 clicks**, and **687 leads**
- ▶ Over **10,000** article views of content with *Mashable* and *Pressboard* (San Francisco and Los Angeles), with an average time on page of **44,764 clicks** and **1,517 leads**
- ▶ Over **7 million** prospecting and re-targeting impressions, with **4,736 clicks** and **629 leads**
- ▶ Over **3 million** Facebook impressions for various operator partners, with **20,402 clicks**, and **11,109 leads**
- ▶ Over **100,000** search impressions, with **2,999 clicks** and **4,878 leads**

This Prairie City Deserves Your Travel Dollars. Here's Why.

"I've had a chance to visit Winnipeg, Manitoba on a recent visit to Canada. This trip has reminded me that great discoveries and amazing experiences can be found anywhere – if only we are willing to look... Winnipeg may have been called Chicago of the North in the past, but today the city is coming into its own."

Yulia Denisyuk, U.S., *Huffington Post*



Forth



90-SECOND VIDEO PROMOTED MANITOBA ON UNITED AND AMERICAN AIRLINES

- ▶ The video reached **2.1 million** passengers on more than **17,000 flights** a month with United Airlines seatbacks and approximately **100,000 passengers** on American Airlines.

TARGETED UPPER MID-WEST WITH A PRINT CAMPAIGN

- ▶ Included print advertising in Grand Forks and Fargo (**reaching 61,000**) and newspaper inserts in Minneapolis, Chicago, Grand Forks and Fargo, reaching **1.2 million**.

TARGETED SHORT-HAUL U.S. VISITORS THROUGH NEW CREATIVE

- ▶ Created eight new 15-second commercials, along with outdoor advertising, and targeted potential visitors in Grand Forks and Fargo with the promotion of Winnipeg attractions such as shopping, dining, spas and the Assiniboine Park Conservatory in the fall of 2017. The campaign also ran in Thunder Bay.

TARGETED THE MINNEAPOLIS/ST. PAUL REGION WITH TELEVISION ADVERTISING

- ▶ Commercial ran on high profile networks/programs including *Discovery*, *History*, *CNN*, *FX*, *Travel*, *FS1*, *National Geographic*, *CNBC* and *USA*; sports programming that included Minnesota Wild NHL hockey, University of Minnesota hockey and basketball, Minnesota Twins baseball, and Minnesota Wild NHL hockey playoffs; online advertising with Xfinity.com, Foxnews.com, and CSV+, resulting in over **2,700 commercial airings**, and **890,000** digital impressions.

OPERATORS ADDED NEW PRODUCT

As a result of FAMs hosted in 2016/17, the following companies added product their brochures and websites in 2017:

- ▶ Quark Expeditions
- ▶ Anderson Vacations
- ▶ G Adventures
- ▶ Stanford University
- ▶ Abercromie & Kent
- ▶ Alexander & Roberts
- ▶ UCLA

HELD A SALES MISSION IN LOS ANGELES

- ▶ The goal for this sales mission in March was to introduce key Manitoba suppliers to U.S. operators to facilitate the introduction of new Manitoba product. Travel Manitoba suppliers in attendance included Churchill Wild, Lazy Bear Expeditions, Frontiers North Adventures, Assiniboine Park Conservancy and Holiday Inn Winnipeg South. Tactics included meeting, lunches and an event at the NHL hockey game between the Winnipeg Jets and L.A. Kings.

ATTENDED UNITED STATES TOUR OPERATOR ASSOCIATION MARKETPLACE

- ▶ This event in November resulted in 14 face-to-face meetings with tour operators.



From a constellation of train routes, an aficionado offers up three favorites

"The train departs from the capital of Manitoba (visit the Canadian Museum for Human Rights and the Forks Market before boarding) and spends two days chugging through sunflower fields, prairies, boreal forest and uninhabited Arctic tundra. The train often stops on First Nation lands and at other isolated communities to pick up passengers from the side of the tracks. At night, sleep with your eyes wide open so that you don't miss the Aurora Borealis. Adair said one guest compared a stretch south of Churchill to "traveling on the surface of the moon." In Churchill, on the Hudson Bay, watch for polar bears or beluga whales, depending on the season."

Andrea Sachs, U.S., *The Washington Post*

ATTENDED EDUCATION AND TRAVEL CONFERENCE

- Held in February, this event provided an opportunity to connect with alumni and tour operators from across North America.

HOSTED FAM TOURS

- Five U.S. operators travelled to Churchill for a northern lights FAM tour in February and an Edible Canada FAM tour took place in March.

A Guide to Beautiful Hecla Island, Manitoba

"My trip to Hecla Island reminded me that there are still places in North America that are quiet, laid back, and not absolutely mobbed in the summer. Yet it had everything a perfect summer destination should: lots to do, swimming, hiking, good food, and friendly people."

Kristin Addis, U.S., *Be My Travel Muse*



Photo: Hecla / Grindstone Provincial Park boardwalk,
Kristin Addis, *Be My Travel Muse*



Winnipeg's pop-up art – in the form of warming huts

"I laced up my skates in a chic and shiny warming hut cloaked in reflective mirrors before gliding onto the frozen Red River winding alongside downtown Winnipeg, Canada."

It was minus-1 Fahrenheit, but the ice was crowded with happy hockey players and families, and folks on skates commuting, pushing strollers and walking dogs.

Manitoba's prairie capital, about 600 miles northwest of Minneapolis, straddles the Red and Assiniboine rivers whose confluence lies at a 6,000-year-old meeting place called The Forks. Freezing over in winter, the rivers form a four-mile-long linear skating rink called the Red River Mutual Trail, one of Canada's longest skating routes."

Margo Pfeiff, U.S., *Los Angeles Times*



CHINA



Photo: Churchill, Alexis McEwen



MARKET OVERVIEW

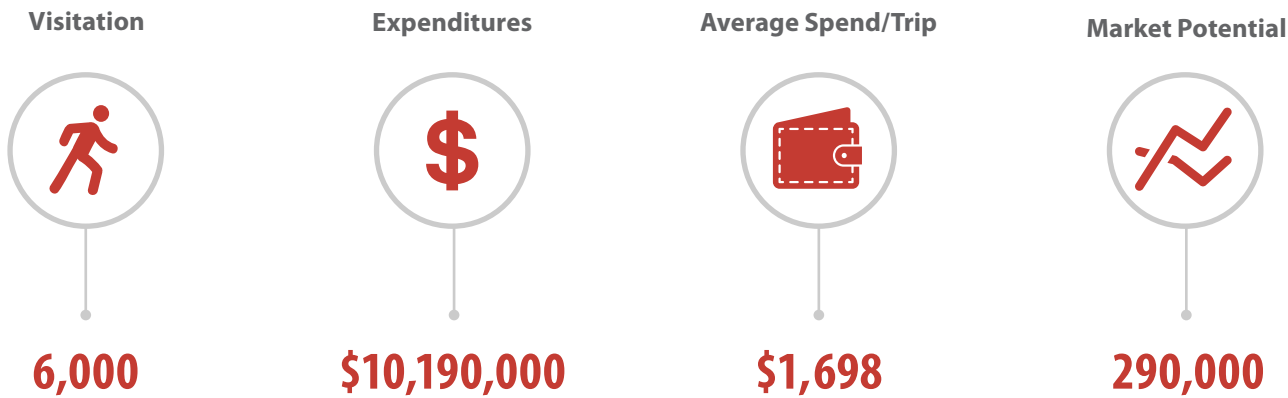




Photo: Churchill, Sam Hearnel

ENGAGED WITH CHINESE CONSUMERS BY PARTNERING WITH DESTINATION CANADA

The China campaign included:

- ▶ Advertising on Canada Station, featuring two customized videos, with anticipated views of **500,000+**
- ▶ Co-op marketing with TUNIUI, the second largest OTA in China, highlighting summer and Churchill
- ▶ FAM support for Chinese agents
- ▶ Partnership in Showcase Asia, including video exposure and pre-arranged one-on-one interviews

GREW SOCIAL MEDIA AUDIENCES ON WEIBO AND WECHAT

- ▶ Resulting in over **30,000** fans and over **75,000** cumulative views

FOSTERED RELATIONSHIPS WITH TRADE BY:

- ▶ Meeting with over **40** Chinese and Korean tour operators at Rendez-vous Canada
- ▶ Sponsoring and attending Showcase Asia in October 2017 in Beijing
- ▶ Hosting Chinese tour operators on a northern lights FAM with Frontiers North Adventures in March
- ▶ Hosted Chinese operators on a Big 5 FAM tour with Frontiers North Adventures
 - Igiyi
 - Diadema – added product to their website
 - Feekr – published blogs on their WeChat

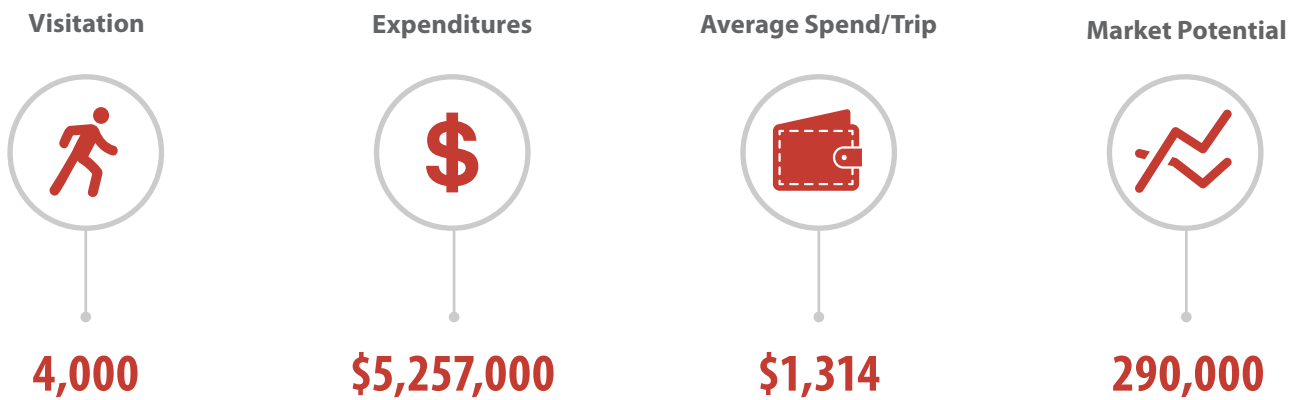




AUSTRALIA



MARKET OVERVIEW





APPOINTED A GENERAL SALES AGENT

- ▶ DCA and Associates has been contracted to develop trade, media and consumer interest in Manitoba.

FOSTERED RELATIONSHIPS WITH TRADE

- ▶ Hosted Australian product managers from Memento Travel, Natural Focus Safaris, Adventure World and STA on a Winnipeg and Churchill FAM trip.
- ▶ Hosted four operators on a Mega FAM with Destination Canada that included a southern Manitoba roadshow.

OPERATORS ADDED NEW PRODUCT

- ▶ Six new operators are now carrying Manitoba product
- ▶ Seven operators are now carrying more diverse Manitoba products

Come see the light: The far-flung adventure

"Endless stretches of Arctic tundra and a healthy population of polar bears make this remote town in the Hudson Bay a true wilderness escape. At 58 degrees north, it sits within the aurora oval (the area where the lights are best observed), and in October, when the river freezes, energetic bears come to hunt and fight."

**Sarah Marshall, New South Wales, Australia,
Barrier Daily Truth**

Winnipeg's Exchange District: where historic architecture meets modern culture

"Culinary nirvana in Canada's heartland, the Exchange District is home to more than 50 popular restaurants within 30 square blocks, as diverse as the country itself. If you're heading to the district early in the morning, Parlour Coffee is the place for an expert latte, best enjoyed within the artsy, minimalist café. Parlour is also said to be the first local independent café, kick-starting Winnipeg's now thriving coffee revolution."

Quentin Long, Australia, International Traveller





FRANCE



Photo: Matlock, Cody Fjeldsted



PARTNERED WITH DESTINATION CANADA ON A TRAVEL TRADE PROGRAM THAT INCLUDED:

- ▶ Participation in DC's key account program
- ▶ A two-city roadshow to meet with Canada Specialist Program (CSP) agents
- ▶ Hosted four CSP participants on a Mega FAM
- ▶ Two e-blasts to newly enrolled CSP agents
- ▶ Support for a media group FAM

HOSTED FRENCH TOUR OPERATORS

Hosted trade operators from the following organizations in 2016, all of whom added product to their websites and brochures in 2017:

- ▶ Vacances Transat
- ▶ Kuoni
- ▶ Voyages du Monde France

MARKET OVERVIEW

Visitation Expenditures Average Spend/Trip Market Potential



3,000



\$2,500,000



\$833



581,000

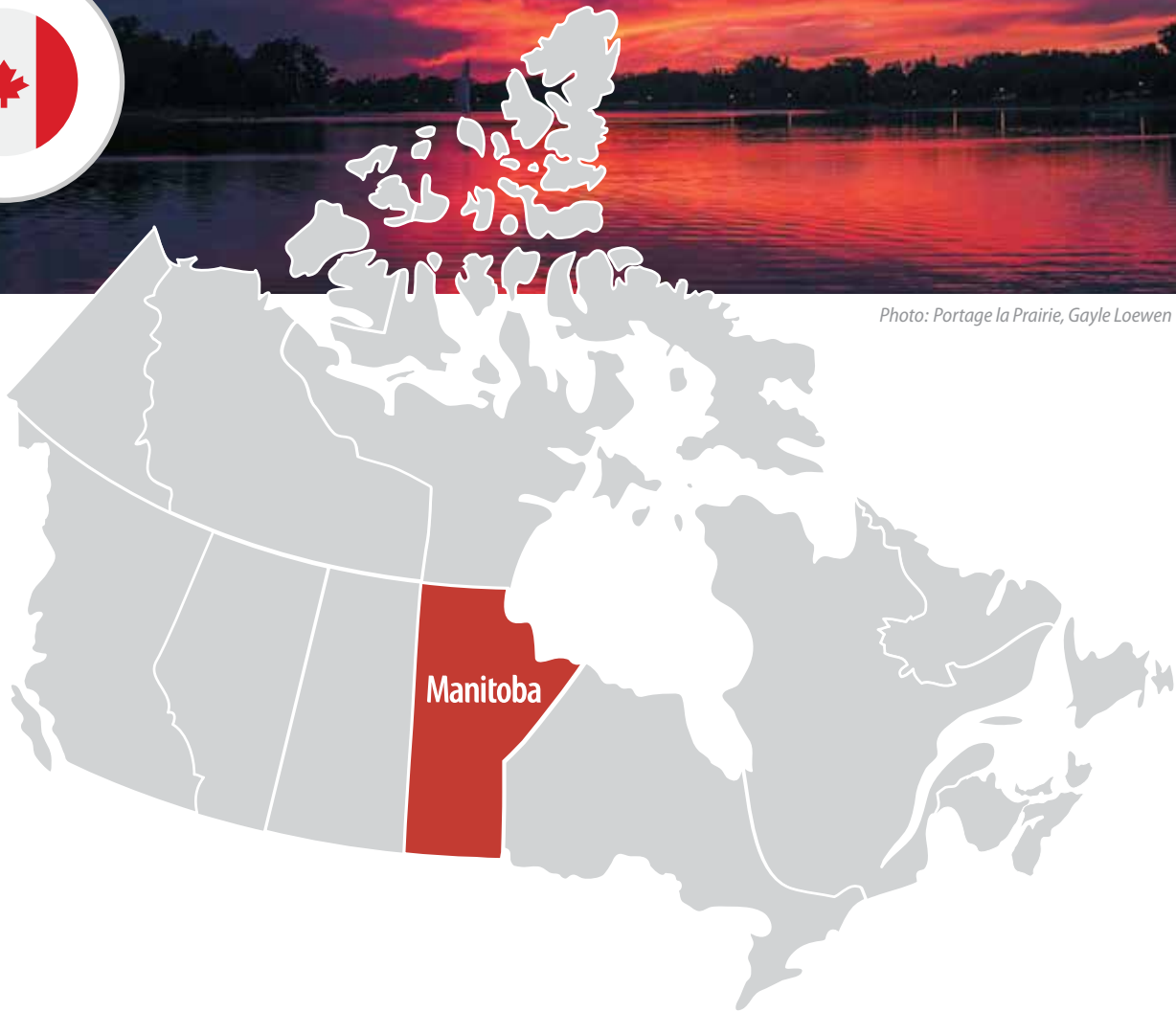




CANADA



Photo: Portage la Prairie, Gayle Loewen



MARKET OVERVIEW

Visitation



10,094,000

Expenditures

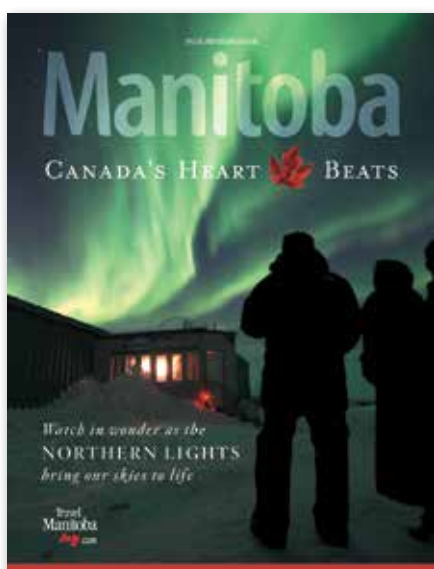


\$1,280,543,000

Average Spend/Trip



\$127



TARGETED DECISION-MAKING WOMEN IN KEY LIFESTYLE PUBLICATIONS THROUGH CONTENT AND ADVERTISING PARTNERSHIPS

- These partnerships with *Canadian Geographic*, *Chatelaine* and *Canadian Living* reached a combined readership of **10.3 million** in English Canada.

"As the magazine was being distributed across the country, we could see bursts of traffic coming to the Boutique website, from different regions of Canada. It was a clear to us that readers were seeing our featured product and then checking us out. Resulting website traffic sales were positively impacted; it was definitely worthwhile for us. And through our partnership with Travel Manitoba, it was something we were able to afford to do."

Tristin Tergesen, Manager, Retail/Branding & Licensing, Canadian Museum for Human Rights

PARTNERED WITH AIR CANADA IN AN ON-GOING PROGRAM OF VIDEO SEATBACK COMMERCIALS AND ADVERTISING IN *ENROUTE* MAGAZINE

- Air Canada's in-flight video program has a monthly audience of **2.4 million**, with an estimated **25% - 600,000 to 700,000** potential visitors – viewing the commercials. *enRoute* has an estimated readership of **1.6 million**, with **13.8 readers** per copy.



Photo: Dauphin's Countryfest, @smashley33

They're
EVERYWHERE
you



Photo: AJ Enns Photography

PARTNERED WITH WESTJET

- This partnership featured a program of in-flight video before all movies on all WestJet flights with capability, along with in-flight magazine advertising.

PARTICIPATED IN A DESTINATION CANADA PARTNERSHIP TARGETING MILLENNIAL TRAVELLERS

- Launched in April of 2016, Travel Manitoba's participation continued until July 1, 2017. The goal of the program, a collaboration with Bell Media, was to encourage millennials to change their perceptions about travel within Canada and generate a 5% lift in travel by this target group. The video created for Manitoba for this program resulted in over **1.9 million impressions** and **12,000 clicks**.

PARTICIPATED IN AIR CANADA VACATIONS LAUNCH TRADE SHOW AND DINNER

- A trade show and networking dinner with Air Canada and partners in Montreal in April celebrated the launch of the Air Canada Vacations guide. 200 Montreal based operators and agents attended.

FEATURED THREE MANITOBA ATTRACTIONS IN A TARGETED CAMPAIGN

- The Manitoba Museum, Assiniboine Park Zoo and the Canadian Fossil Discovery Centre – all of which were featuring dinosaur themed exhibits - were promoted over the summer in a campaign that included digital, print and radio around a theme of "They're Everywhere You Look".



HOSTED CANADIAN TOUR OPERATORS

Hosted receptive tour operators from Destination Canada:

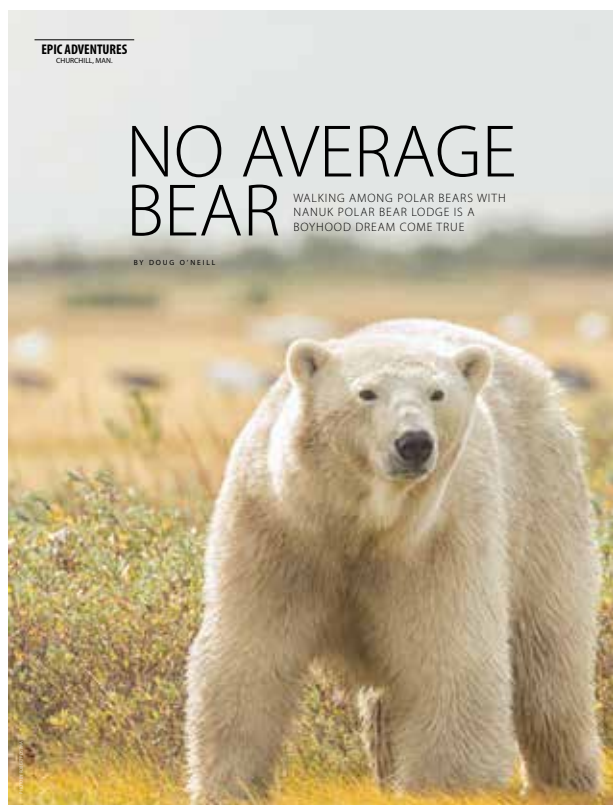
- ▶ Jonview – increased product offerings to international operators
- ▶ Anderson Vacations



12 of the world's most incredible buildings, from castles to cathedrals

"Why would a government building in Canada have sphinxes on the roof? That's the big question. The Manitoba Legislative Building in Winnipeg, or the 'Leg' as it is known locally, has been called an "architectural crossword", as it contains a series of hidden hieroglyphic inscriptions, numerological codes and symbols. While construction on the building finished in 1920, it took one recent historian over a decade to decode all of the hidden symbolism. Guided tours by the historian himself are available to give others the chance to unscramble all the clues for themselves.

Dalene Heck (Hecktic Travels), Canada, MSN, Wanderlust



Doug O'Neill, Canada, Travellife.ca



ESTABLISH TRAVEL MANITOBA as the premier destination content publisher in the province

Travel Manitoba's 2017/18 Content Marketing Strategy was designed to establish Travel Manitoba as the premier destination content publisher in the province, creating a seamless content journey that takes future visitors from imagination to conversion, with content based on creating unique and fulsome stories that foster emotional connections and add value to the travel experience.

We increased our focus on creating video content, along with new and innovative editorial concepts. We moved beyond just creating and curating great content, and focused on extending the reach of our stories. Using our best performing content, we leveraged third-party platforms to expand our message beyond the borders of Manitoba and Canada. We also incorporated a greater focus on using influencers and travel media to create compelling content that is shared with all our target markets, particularly in the U.S. and overseas.

THE RESULTS, THE INDUSTRY FEEDBACK AND THE AWARDS SPEAK LOUDER THAN WORDS!

- ▶ **121** media hosted through the travel media program resulting in **460 articles** with **205,889,247 circulations** with an ad value of **\$15.6 million**.
- ▶ Eight independent sponsored content articles published in the near U.S. markets with a total readership over **20,000** with a read time of over one minute.
- ▶ Implementation of a video creation strategy to produce more of our own in-house video content resulting in **1.13 million video views** in 2017 of Travel Manitoba branded video content.
- ▶ Achieving **100,000 fans** on Facebook while reaching **40.3 million people** (up 9 million from previous year) and engaging **3.8 million people** (up 2.3 million from previous year).



► **Some of our most successful content marketing pieces and initiatives included:**

Social Media Star

- Launched an Instagram campaign to find a local social media star to attend five summer festivals with the purpose of creating live video content
- Instagram Stories: **978,963 impressions**
- Facebook Live: **50,900 video views**

Bed & Breakfast Week

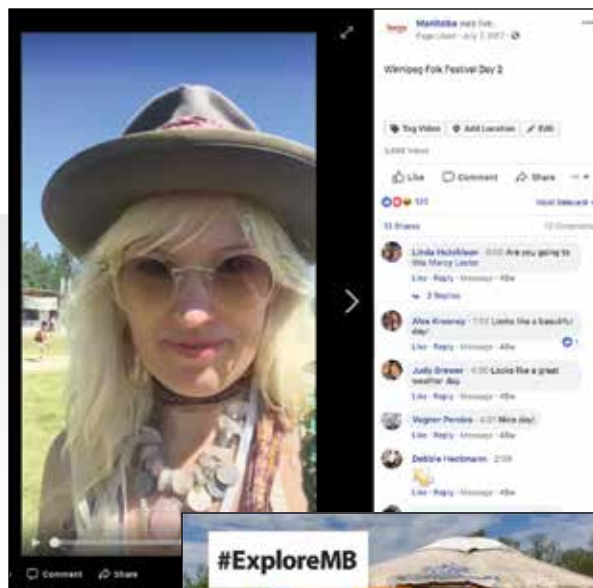
- Visited three bed and breakfasts in the province with the idea of encouraging people to book a weekend getaway
- Reached **110,276** people

Small Town Spotlight

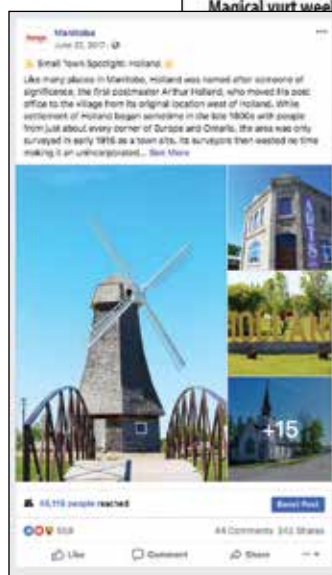
- Profiled several small towns and attractions in Manitoba with photos and a short essay on what makes it a unique small town
 - Holland: **43,506 reach, 213 shares**
 - Lockport: **60,659 reach, 213 shares**
 - Prairie Dog Central: **43,443 reach, 225 shares**
 - Carberry: **53,422 reach, 360 shares**
 - Kismet Farms: **28,600 reach, 89 shares**
 - Vita: **47,593 reach, 235 shares**
 - Teulon: **32,622 reach, 149 shares**
 - Seven Sisters Falls: **38,432 reached, 176 shares**

Manitoba Landmarks on Snapchat

- Created a series of **25 snapchat filters** highlighting some of Manitoba's most recognizable spots
- Users: **67,970**
- Views: **2,098,100**



Manical yurt weekend at Journey Home Artist Retreat



In the tiny town of Holland, Manitoba, the last thing you might expect to find is a windmill. Located along the Red River, the windmill is a historic landmark and a popular attraction for visitors. It's a great spot to take a break from the road and enjoy the view of the river and the surrounding landscape. The windmill is a great place to take a photo and share it on social media. It's a great way to promote the town and its attractions. The windmill is a great place to take a break from the road and enjoy the view of the river and the surrounding landscape. The windmill is a great place to take a photo and share it on social media. It's a great way to promote the town and its attractions.



"Just wanted to thank you for all the support you've been providing our Marketing team and our organization in general – we're so pleased with the traction the Maclean's article received this weekend and are excited about the blogger coming to the festival this year. We feel the love and it's genuinely appreciated. Our early bird ticket sales are very strong and we're looking forward to a great year – so thanks again for all the great work you and your team are doing!"

**Lynne Skromeda, Executive Director,
Winnipeg Folk Festival**

TOP 10 BLOG POSTS

- ▶ 150 Things to do in Manitoba in 2017;
161,496 page views
- ▶ Strange Structures are popping up over the Parkland;
40,079 page views
- ▶ 10 Manitoba Diners and Drive Ins that Archie and the gang would totally love; **36,871 page views**
- ▶ 10 Summer Festivals You Can't Miss in Manitoba;
33,137 page views
- ▶ 5 outrageously charming towns in Manitoba you'll want to move to right now; **22,833 page views**
- ▶ Live like a Queen for a weekend in Morden;
15,712 page views
- ▶ Hungry? 10 Restaurants to try this summer in Manitoba;
14,651 page views
- ▶ Lilac Resort: Manitoba's Tropical Paradise;
10,485 page views
- ▶ 14 Places to Eat this Autumn in Manitoba;
9,751 page views
- ▶ 10 amazing things to do in Manitoba that are not in Winnipeg; **9,348 page views**



Inspiration Guide

- New format, superior content
- Immediate success with consumers and industry partners
- Partnership revenues increased over **17%**
- Minneapolis focus group participants were highly impressed with the quality and content of the Guide, and cited it as an effective marketing tool to create interest in visiting Manitoba

"I rarely bother to flip through the free magazines that end up in my mailbox, but decided to have a gander at this Travel Manitoba magazine and was pleasantly surprised – not only is it beautifully presented, but it summarized so much of what Manitoba has to offer and I found my Manitoban pride growing with every page! Seriously, have a look at it!"

Crystal McPherson,

Via Instagram

WINNING HEARTS, MINDS, AND AWARDS

Travel Manitoba's "Manitoba, Canada's Heart...Beats" campaign, as well as its work in the fishing sector, in content marketing, and in LGBTQ tourism continues to garner attention and praise.

Signature Awards, Advertising Association of Winnipeg

Winner: Best Commercial: Fishing in the Heart of Canada

VIZZI Awards, Crowdriff

Winner: Best social media visuals

Magellan Awards, Travel Weekly

Gold: Blog, Manitobahot.com

Gold: Commercial, Fishing in the heart of Canada

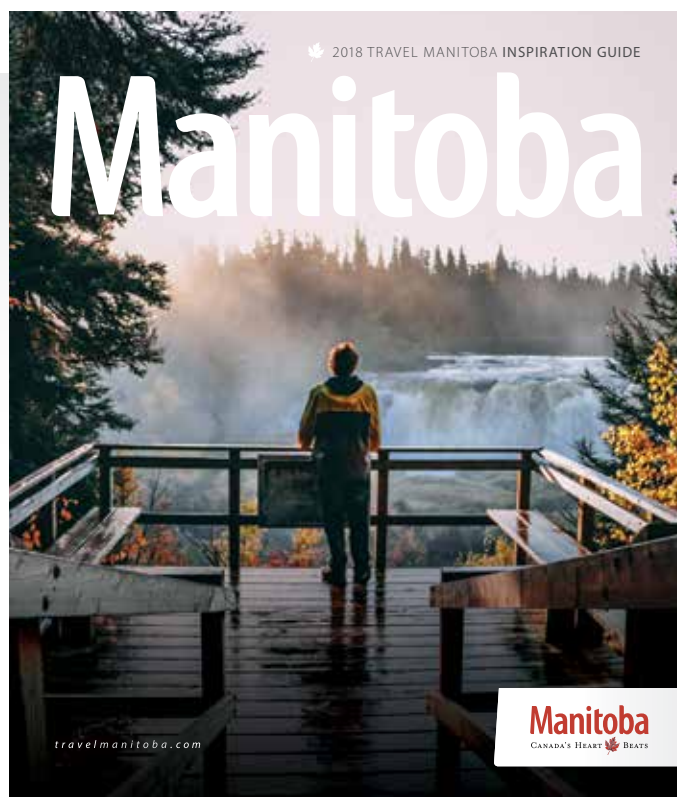
Adrian Awards, HSMIA

Bronze: LGBTQ campaign: Winnipeg Always Out There

World Media Festival

Gold: Advertising Campaign: Manitoba Fishing

Silver: Enewsletter: The Beat





SUPPORT MANITOBA'S REPUTATION as a successful event host to maximize the economic, social and cultural benefits of acquiring national and international events

It was the Hottest Summer in Half a Century when Winnipeg hosted the 2017 Canada Summer Games July 28 - August 13, 2017, and Travel Manitoba used the opportunity to not only welcome visitors to the city, but also to encourage them to explore the city and the province beyond the Games venues. Travel Manitoba produced a bilingual Visitors Guide, welcomed visitors at The Forks Visitor Information Centre and promoted the Games beyond Manitoba in print advertising and on Air Canada.

Close to 4,000 athletes and an estimated 20,000+ visitors experienced Manitoba hospitality during the record-breaking Games. Over the course of two weeks of competition and ceremonies, over 150,000 spectators enjoyed the excitement of the Games, and over 1.5 million Canadians tuned in to national coverage.

The Manitoba Liquor & Lotteries Canada Games Festival grounds at The Forks was a huge success, as more than 15,000 people passed through the Festival site every day. Restaurants, hotels, campgrounds, shops and malls all benefited from the Games.

Travel Manitoba was the Visitor Experiences sponsor for the Games. Our marketing resulted in:

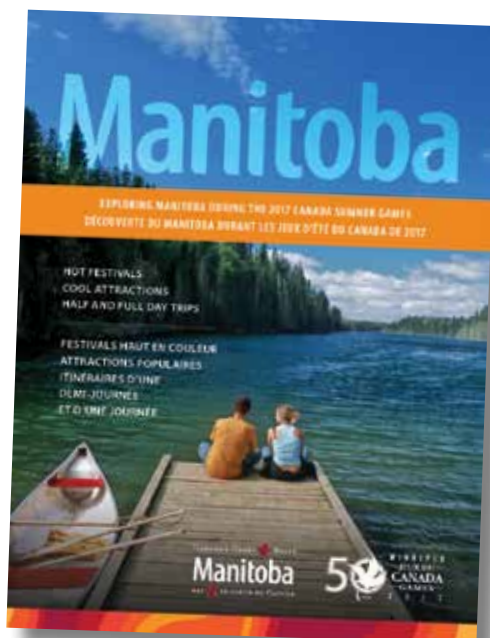
- Instagram Stories: **242,927 impressions**
- Facebook posts: **164,197 people reached**
- Snapchat: **3022 filter uses** and **183,215 filter views**



According to the Sport Tourism Economic Assessment Model used by Canadian Sport Tourism Alliance, the combination of spending by visitors and the Host Society generated about \$77.9 million in economic activity. In addition to the Sports for Life Centre, the 2017 Canada Summer Games left a number of legacy facilities including:

- the \$195,000 Sargent Park Beach Volleyball Centre;
- the \$900,000 Bison Butte Mountain Bike Course at Fort Whyte Alive;
- \$2.4 million in upgrades to the University Stadium track at the University of Manitoba;
- \$700,000 enhancements to the Pan Am Pool.

A provincial events strategy has the potential to be a strong driver for Manitoba's economic development strategy, increasing tourism revenue and provincial tax revenue. Attracting sports events, meeting and conventions is critical to Travel Manitoba being able to achieve its goal to increase visitation to realize \$2.1 billion by 2021.





- ▶ Contributed to the bid committee for the World Police and Fire Games 2023, along with representatives from the Police and Fire Unions and Tourism Winnipeg.
- ▶ Hosted a very successful Incentive Canada event in July in partnership with Tourism Winnipeg, the Hotel Fort Garry, the Canadian Museum for Human Rights and the Assiniboine Park Conservancy. The event attracted over 50 international buyers, 16 of whom attended a FAM trip to Churchill.
- ▶ Attended IMEX in October and met with over 30 incentive buyers and meeting planners in Las Vegas, and sponsored the SITE SoCal Chapter holiday event in Los Angeles in November, hosting a table of eight incentive buyers and meeting planners.
- ▶ Attended a Business Events Canada tradeshow and networking birthday party for Canada 150 in Seattle in June, an event hosted by Destination Canada and showcasing Canadian cuisine and experiences.
- ▶ Tourism Winnipeg played a part in bringing 199 major conventions to Winnipeg in 2017, representing 63,000 delegates and \$67 million in direct spending, and 30 sports and special events representing 42,500 spectators/participants and \$17 million in direct spending.

Travel Manitoba supports the work of both Brandon Tourism and Brandon First, and 2017/18 was a banner year for both.

- ▶ In September Brandon was awarded the Tim Horton's Brier, a premier sporting event forecasted to generate approximately 9,000 room nights.
- ▶ In 2017 Brandon saw a 70% increase year over year in successful event applications for new accommodation tax grants.
- ▶ Brandon enjoyed a 51% increase in trackable, recruited new event forecasted room night growth from 2016 to 2017.
- ▶ Since 2015, Brandon has seen the growth rate in new event funding applications double each of the last three years.

Brandon First also enjoyed successes around an integrated marketing campaign including:

- ▶ A 30% increase year over year in Brandon's global Facebook likes.
- ▶ Year over year increases of over three times in website traffic as well as thousands of ad impressions on behalf of several Westman events recruiting volunteers, which in turn generated hundreds of total confirmed volunteers for those events.



GROW TOURISM through increased visitation to distinct destinations within Manitoba



THE HEART OF NEW ICELAND



In 2017, Travel Manitoba launched a program to help destinations in the province understand the potential of developing a strong place brand. Defined as the process of image communication to a target market, place branding creates a single brand for a destination and extends it to all its offerings and interactions. A well-articulated place brand strengthens a community's sense of place by creating alignment between the language and messages created for, and by, business, community and visitors.

Travel Manitoba believes its place branding program is a proven means of growing tourism through increased visitation to distinct destinations within Manitoba.

The place branding initiative also supports Travel Manitoba's strategic priority of fostering a culture of pride of place. It is helping communities view their destinations through a different lens and is generating a strong sense of pride of place. We are confident that as the brands take root, many residents will become ambassadors for tourism in Manitoba.

To date, place brands have been developed and are being marketed for the following communities:

- Clear Lake
- Gimli
- Whiteshell Provincial Park
- Portage la Prairie
- Morden and Winkler (joint place brand)
- St. Boniface
- Neepawa

In development are place brands for the following destinations:

- Brandon
- Flin Flon
- The Pas
- Thompson



"Mayor Irvine Ferris says Travel Manitoba and McKim Agencies did a tremendous job, and you just have to see the branding to appreciate how great it is."

PortageOnline, October 12, 2017



"Local municipal leaders said the brand is exactly in line with their vision for the area. 'I think it's phenomenal,' Winkler mayor Martin Harder said. 'I think it'll bring people to the region, if we properly market it between communities I think it's a winner. They've done a wonderful job.'"

Winkler Times, March 22, 2018

"We wanted our whole campaign to be emotionally compelling to showcase what it means to not just visit Clear Lake but to experience everything it has to offer', (Carly) McRae says. 'It's really resonated with people and I think it's more compelling than the traditional tourism marketing stuff you see. Travel Manitoba has been awesome to work with... and so has Riding Mountain National Park in supporting everything we do.' The numbers appear to back that up. Tourism at Riding Mountain has increased in each of the past three years, from 287,550 visitors in 2014-15 to 355,520 in 2016-17."

MBIZ magazine, Spring 2018





INCREASE INVESTMENT in the tourism sector; unify the tourism industry.

Travel Manitoba delivers marketing programs that significantly leverage our budget and provide partners with access to programs on a scale that would not otherwise be possible. Travel Manitoba actively partners with businesses to maximize return on investment for the provincial taxpayer. In 2017/18, we were able to expand Manitoba's tourism presence and increase our reach by offering advertising sales and partnerships in digital engagement, media relations and travel trade, as well as visitor information services and broadcast opportunities.

In 2017/18, Travel Manitoba worked with a record 177 partners, including 54 new partners, and expanded the reach of the 2017 campaign by securing \$1,022,162 in investment.

(See full list of partners on page 54)

Travel Manitoba also continues to develop new partnerships that build on the synergies of Manitoba's business communities, such as the *Invest in Tourism* program. These corporate partners understand the power of international marketing and the value of corporate social responsibility here at home. Their support boosts the effectiveness of our marketing campaign as we showcase the best of Manitoba to prime international prospects, and amplifies the business community's efforts to promote Manitoba as a great place to live and work. Special thanks to the commitment and investment of our 2017/18 Invest in Tourism partners:

- Manitoba Liquor and Lotteries
- McKim Communications
- Scotiabank
- The Johnston Group
- Winnipeg Airports Authority
- Air Canada
- Parks Canada
- Canad Inns Corporation
- Diageo Canada Inc.
- Cabela's Canada
- Via Rail Canada
- Winnipeg Free Press
- Calm Air



INDUSTRY SUMMITS

Travel Manitoba engages industry to provide input into strategic planning by hosting tourism summits and through face-to-face meetings with individual partners. Tourism summits have proven successful in seeking feedback from various sectors. In 2017/18, Travel Manitoba hosted three Summits, five industry relations meetings in various communities and hosted regular information sessions between industry and Travel Manitoba staff.

- **Culture Heritage Summit, April, 50 stakeholders**
- **Churchill Summit, June, 21 stakeholders**
- **Fish/Hunt Summit, December, 100 stakeholders**

19TH MANITOBA TOURISM CONFERENCE AND AWARDS, SEPTEMBER 19, 2017

Travel Manitoba provides leadership in educating the industry and recognizing excellence through its annual Tourism Awards. In 2017, over 270 industry operators attended the annual Awards, which received 52 nominations and bestowed awards in 10 categories. Travel Manitoba also recognized the 2017 Canada Summer Games during the awards ceremony for its contributions to the province's tourism industry.



TOURISM WEEK RALLY

In May, 2017, Travel Manitoba held a Tourism Week rally for industry that included presentations by Destination Canada and the Tourism Association of Canada. The rally was also an opportunity to make industry aware of the importance of hosting the Canada Summer Games.

ANNUAL GENERAL MEETING

Held at the Winnipeg Convention Centre, the event attracted record attendance with 183 industry members.





UNDERTAKE NEW INITIATIVES to grow tourism and contribute to Manitoba's overall economic prosperity

Travel Manitoba made major progress in 2017/18 on new initiatives, all of which will serve as catalysts for economic development that contribute to the well-being of Manitobans.

INDIGENOUS TOURISM STRATEGY

Travel Manitoba and the Indigenous Tourism Association of Canada (ITAC) signed a Memorandum of Understanding (MOU) on September 26, 2017 to grow the Indigenous tourism sector in the province. Objectives for the next three years include:

- To build leadership capacity within the Indigenous tourism industry
- To support the development of existing and new Indigenous tourism experiences
- To lead marketing excellence and foster a culture of pride amongst Manitobans in regard to Indigenous tourism experiences in Manitoba.

Progress in 2017/18 included:

- Hosting four regional engagement sessions in Winnipeg, Brokenhead, Dauphin and The Pas
- Establishing an Indigenous Tourism Advisory Committee
- Creating an inventory of tourism experiences.

Future plans include:

- Hosting a Manitoba Indigenous Tourism Summit in Winnipeg May 31, 2018
- Creating a new Manitoba Indigenous Tourism Strategy and founding Business Plan for a Manitoba Indigenous Tourism Association
- Hosting the International Indigenous Tourism Conference in Winnipeg in 2020
- Investing in product development partnerships
- Creating a joint marketing plan

- Identifying partnership opportunities to expand marketing reach
- Creating and sharing content that will inspire visitors to experience Manitoba's Indigenous tourism products
- Develop and market Indigenous tourism experiences that celebrate the history of Manitoba for Manitoba's 150th in 2020.

NORTHERN MANITOBA TOURISM STRATEGY

Announced by the provincial government in December, 2017, the objective of the Northern Manitoba Tourism Strategy is to increase tourism expenditures in the North by \$35 million over the next five years. A steering committee, comprised of northern Manitoba tourism stakeholders, developed a marketing plan for Manitoba's north for 2018.

The focus in 2017/18 was on the creation of engaging, compelling content, including the production of a Manitoba North print guide and videos, the creation of a Manitoba North microsite and increased social media activity. A digital marketing campaign will be a key component of the 2018 strategy to drive traffic to the new website and showcase Manitoba's northern experiences.



FRANCOPHONE AND MÉTIS TOURISM STRATEGY

Research has shown that tourists are looking for authentic Francophone and Métis cultural and historical experiences. Manitoba is in a good position to meet the demand for these types of experiences with many well-established attractions and events deeply rooted in the Francophone communities.

In 2017/18, Travel Manitoba collaborated with Tourisme Riel and the Conseil de développement des municipalités bilingues du Manitoba (CDEM) to develop a unique place brand for St. Boniface. Travel Manitoba also invested in the production of a film that highlights the Francophone community's heritage and current cultural assets that will be shown in the Tourisme Riel Visitor Centre. The St. Boniface place brand and the film are key components of Travel Manitoba's Francophone Tourism Strategy, which also includes:

- Creation of a one-stop welcome centre in St. Boniface where visitors can experience a new film that highlights the Francophone and Métis community's heritage and cultural assets
- Promotion of the contemporary cultural and artistic experiences offered in Manitoba
- Development of a French-language signage strategy

PROVINCIAL TOURISM STRATEGY

Travel Manitoba is working in partnership with the Manitoba Chambers of Commerce and the Government of Manitoba to establish a provincial tourism strategy, a key objective outlined in Travel Manitoba's Business Plan. The creation of a provincial tourism strategy will ensure Manitoba ranks fifth in terms of market share amongst Canadian provinces and territories by 2021. With a draft of the strategy expected in the fall of 2018, Travel Manitoba, the Manitoba Chambers of Commerce and the Government of Manitoba continue to build on the groundwork of industry consultation laid in 2016.

Travel Manitoba engaged Destination Next consultants to develop the provincial tourism strategy alongside the provincial government. In 2017/18, work included:

- Inaugural steering committee meeting in January, 2018, with three subsequent meetings
- Over 40 in-person interviews with key stakeholders
- A workshop with the Travel Manitoba Board of Directors and representatives from the board of Economic Development Winnipeg
- Regional workshops in Brandon, Winkler, Beausejour and Gimli

A Visioning Workshop will be held in June, 2018, with a draft strategy expected by the fall of 2018.



Travel
Manitoba
.com

 MANITOBA
CHAMBERS OF
COMMERCE

Manitoba 





MAXIMIZE ENGAGEMENT from relevant audiences across digital platforms

Travel Manitoba's digital marketing strategy continues to evolve as technology introduces new ways to gain insights into how best to convert a potential visitor. At the same time, we will continue to leverage established distribution channels and data that will enable us to generate strong leads for partners.

In 2017/18, we increased key metrics focused on engagement across web properties:

TravelManitoba.com

- ▶ Pageviews: 12%
- ▶ Avg. Time on Page: 8%
- ▶ Bounce Rate: 5%

Merged award-winning ManitobaHot.com into central TravelManitoba.com website and refreshed the site

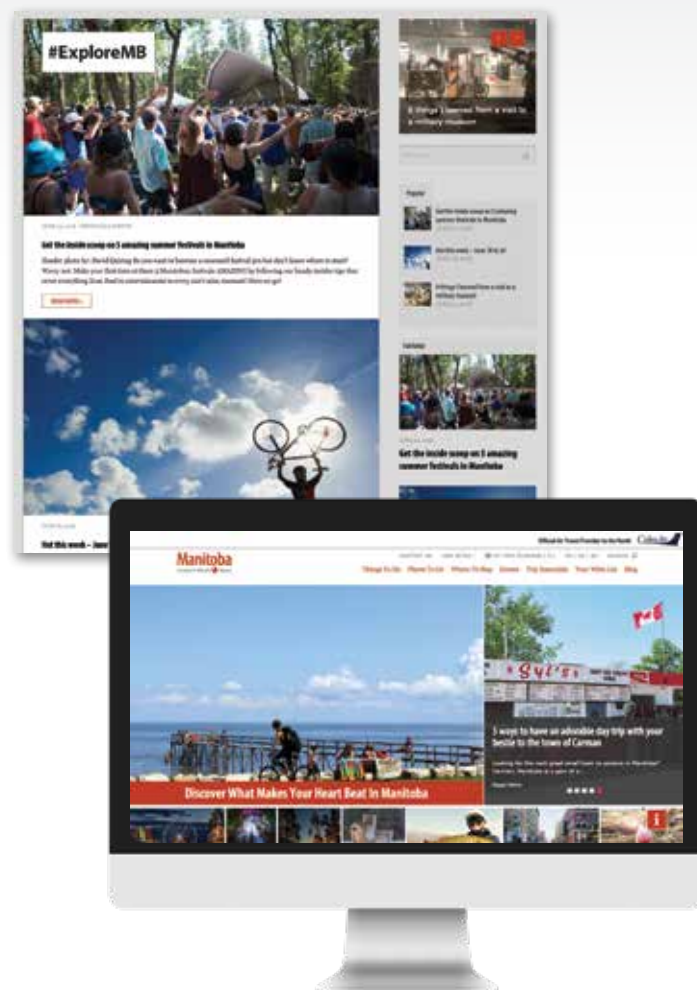
- ▶ Increased engagement on our website
- ▶ Time on page: 11%
- ▶ Bounce rate: 11% (even with increase in paid campaign traffic)

Increased reach into overseas markets and increased scope of in-house campaigns

- ▶ U.K. traffic: 181% (sessions)
- ▶ Australia: 81% (sessions)

Implemented standardized tracking (and decisions based on these measurements) as strategic component in all digital campaign components:

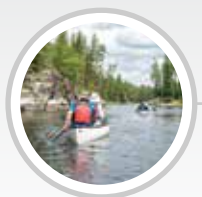
- ▶ Tracked 198,828 campaign sessions on **TravelManitoba.com** over past year
- ▶ Tracking provided insight to usage/behaviour and helped optimize spending decisions
- ▶ Tracking used to report on results to partners buying into larger campaigns, when applicable



DIGITAL MARKETING STATISTICS

2016 vs. 2017 Full Year

Website & Traffic Origin 2016



TRAVELMANITOBA.COM

SESSIONS:

▶ 2017 **1,234,850**

▶ 2016 **638,307**

▶ **93.5%**

USERS:

▶ 2017 **908,509**

▶ 2016 **460,908**

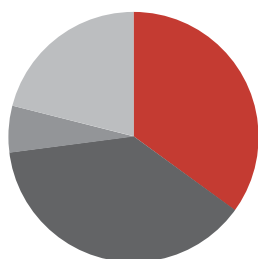
▶ **97.1%**

NEW SESSIONS:

▶ 2017 **85%**

▶ 2016 **85.1%**

▶ **0.1%**



35%	Manitoba
38%	U.S.
6%	Overseas
21%	Other Canada

Top 3 provinces of origin
(other than Manitoba):

1. Ontario
2. Alberta
3. British Columbia



MANITOBAHOT.COM

SESSIONS:

▶ 2017 **544,598**

▶ 2016 **471,030**

▶ **15.6%**

USERS:

▶ 2017 **391,019**

▶ 2016 **335,987**

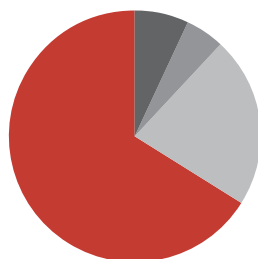
▶ **16.4%**

NEW SESSIONS:

▶ 2017 **83.6%**

▶ 2016 **83.6%**

▶ **0%**

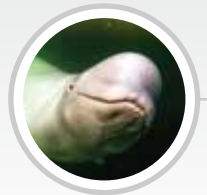


64.2%	Manitoba
8.9%	U.S.
3.9%	Overseas
23%	Other Canada

Top 3 provinces of origin
(other than Manitoba):

1. Ontario
2. Alberta
3. British Columbia

Website & Traffic Origin 2016



EVERYTHINGCHURCHILL.COM

SESSIONS:

► 2017 **165,733**

► 2016 **189,244**

► **12.4%**

USERS:

► 2017 **135,889**

► 2016 **154,055**

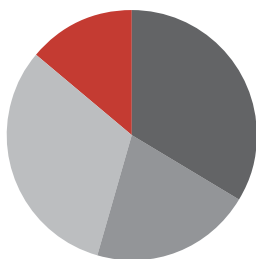
► **11.8%**

NEW SESSIONS:

► 2017 **87.5%**

► 2016 **87.7%**

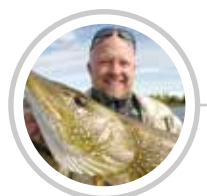
► **0.2%**



	9.3%	Manitoba
	35.6%	U.S.
	22.4%	Overseas
	32.7%	Other Canada

Top 3 countries of origin (other than Canada):

1. **United States**
2. **United Kingdom**
3. **Australia**



HUNTFISHMB.CA

SESSIONS:

► 2017 **357,057**

► 2016 **155,097**

► **130.2%**

USERS:

► 2017 **274,409**

► 2016 **126,863**

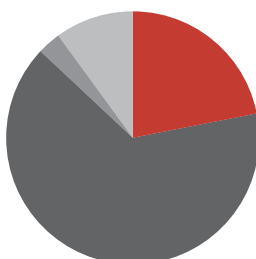
► **115.5%**

NEW SESSIONS:

► 2017 **83.2%**

► 2016 **88.3%**

► **5.1%**



	22.4%	Manitoba
	64.7%	U.S.
	2.7%	Overseas
	10.2%	Other Canada

Top 3 provinces of origin (other than Manitoba):

1. **Ontario**
2. **Alberta**
3. **Saskatchewan**

Travel Manitoba Social Media



FACEBOOK

FOLLOWERS:

► 2017 **96,412**

► 2016 **80,465**

► **20%**

ENGAGEMENT:

► 2017 **1,371,316**

► 2016 **1,474,088**

REACH:

► 2017 **43,251,582**

► 2016 **31,009,285**



INSTAGRAM

FOLLOWERS:

► 2017 **56,800**

► 2016 **35,507**

► **60%**



TWITTER

FOLLOWERS:

► 2017 **31,591**

► 2016 **26,266**

► **20.3%**

ENGAGEMENT:

► 2017 **n/a**

► 2016 **1.49%**

E-Newsletters



CONSUMER

SUBSCRIPTIONS:

▶ 2017 **20,182**▶ 2016 **8,333**▶ **↑ 142%**

OPENS:

▶ 2017 **21.5%**▶ 2016 **21.4%**▶ **↑ 0.1%**

CLICKS:

▶ 2017 **2.5%**▶ 2016 **2.4%**▶ **↑ 0.1%**

FISH HUNT

SUBSCRIPTIONS:

▶ 2017 **2,415**▶ 2016 **2,032**▶ **↑ 19%**

OPENS:

▶ 2017 **32.3%**▶ 2016 **30.7%**▶ **↑ 1.6%**

CLICKS:

▶ 2017 **5.5%**▶ 2016 **7.4%**▶ **↓ 1.9%**

INDUSTRY

SUBSCRIPTIONS:

▶ 2017 **1,449**▶ 2016 **1,567**▶ **↓ 8%**

OPENS:

▶ 2017 **31.3%**▶ 2016 **28.4%**▶ **↑ 2.9%**

CLICKS:

▶ 2017 **5.0%**▶ 2016 **7.4%**▶ **↓ 2.4%**



Manitoba



TRAVEL MANITOBA



VOYAGE MANITOBA





LEAD INNOVATION in Visitor Information Services

Strong visitor information services motivate tourists by piquing their interest in unique Manitoba experiences and by welcoming them to Manitoba. In 2017/18, Travel Manitoba continued to deliver exceptional visitor information services by applying the model used in The Forks Visitor Information Centre to enhance its satellite centres in Emerson, the Whiteshell and Kirkella. Tourism business are able to showcase their product through technology and graphics in the centres promote the “boulders and rocks”, or key attraction in the regions where the centres are located.

- ▶ Improved operations at our four Visitor Information Centres, providing exceptional service and enhanced technology for our visitors.
 - All the Winnipeg Visitor Information Centre staff are bilingual.
 - Staffing cost reductions of \$38,000 through efficient scheduling and exceptional staff.
- ▶ Significant increases in walk-in traffic to our visitor centres. The Kirkella visitor centre recorded the greatest increase in travel counselling sessions.
- ▶ Improved efficiency in our distribution centre by decreasing the footprint, implementing efficiencies in distribution methods and moving operations to head office.
- ▶ Improved database listings through direct contact to industry members ensuring their listings are updated and accurate, have better imagery and a clearer product offering to visitors.





MAXIMIZE OPPORTUNITY in the Fishing and Hunting tourism sector

For many decades, Manitoba's rich natural resources have attracted hunters and anglers from national and international origins. Some 258 lodges and outfitters and 250,000 licence holders (2010) attest to the size and importance of this tourism sector. While 81% are Manitobans, some 12% are American visitors, and 7% are Canadians from outside Manitoba.

Hunting and fishing economic impacts are estimated to generate \$312 million in GDP to Manitoba, sustain 7,500 jobs and generate \$70 million in taxes to all governments annually.

Travel Manitoba dedicated additional resources to this sector in 2017/18, resulting in significant increases in awareness, engagement and operator satisfaction.

"The 2017/2018 winter passed our goals and expectations in regards to traffic and bookings of ice fishermen. Our growth rate for ice fishing was up substantially last winter. The number of ice fishing bookings was up 330%. The reason for this sudden change was the Hunt Fish Partnership via the Go Pro short film, new website launch, and TV shows (Jason Mitchell outdoors and Outdoorbound TV). Our stats on our website show that our traffic nearly tripled in respects to viewers and pages read. The short film drove people to our website and this shows in the numbers. We thank Travel Manitoba for the past and continued support for strengthening the northern sector. We feel we have a great product up here, and this recent success is in large part because of our partnership."

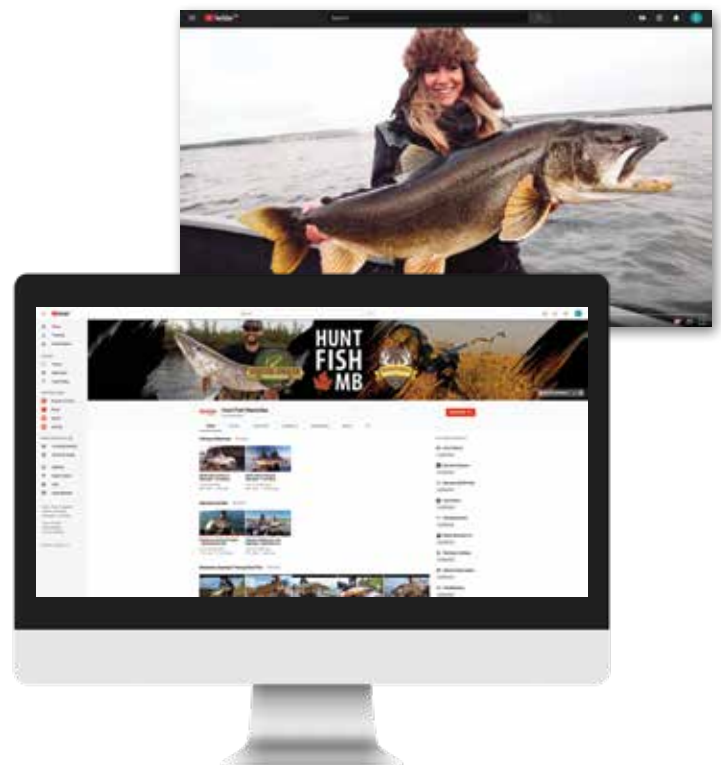
Bryan Bogdan
Wekusko Falls Lodge

"Just wanted to give everyone an update of the potential the return of the Hunt Fish Destination Spotlight for Birdtail. All I can say is that this was the largest spike I've experienced of legitimate buyers, no backyard poachers or self guided accommodations, only guests. All wanting our product. Great moves everyone - this one is gold!"

Paul Conchatre
Birdtail Waterfowl

DESTINATION SPOTLIGHT CAMPAIGN

- ▶ Launched ten short film/promotional videos showcasing fishing and hunting destinations
- ▶ Multi-media promotion throughout U.S. and Canada
- ▶ Over **186,000 YouTube views**; over **320,000 Facebook views**; over **7,800** blog based pageviews



ICE FISHING CAMPAIGN

- ▶ Multi-media promotion of over ten ice fishing destinations
- ▶ Unprecedented media coverage from U.S. ice fishing influencers
- ▶ Successful showcase of Northern region ice fishing experiences

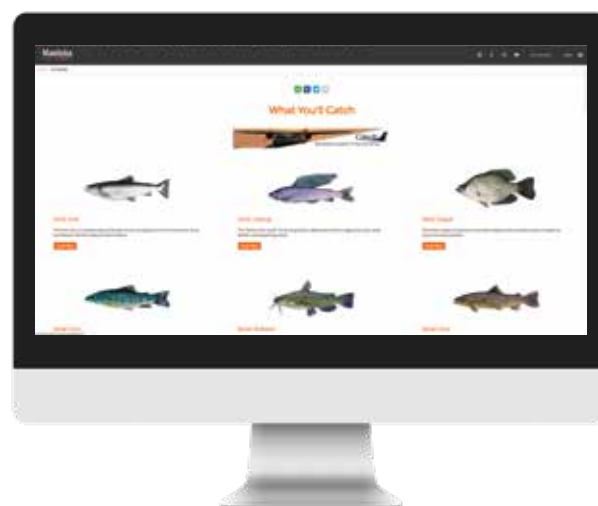


FISH HUNT BLOG

- ▶ Significant increase in blog content
- ▶ Pageviews 74%
- ▶ Pageviews 185% during Q4
- ▶ Over **70,000 pageviews**

HUNTFISHMB BRAND

- ▶ Launched new *HuntFishMB* brand
- ▶ Established brand recognition for Manitoba's fishing and hunting sector
- ▶ Significant brand tagging and promotion on community/industry Facebook and Instagram accounts
- ▶ Direct link/search phrase to Hunt Fish media platforms



HUNTFISHMANITOBA.COM

- ▶ Launched unique product segment and region pages
- ▶ Pages showcase diverse fish and hunt content for variety of experiences and destinations
- ▶ Over **55,000 pageviews** on product segment and region pages
- ▶ Pageviews: 11%
- ▶ Pages/Session: 7%
- ▶ Avg. Time on Page: 36%



RESEARCH *and* MARKET INTELLIGENCE

Key research findings in 2016/17 included:

PARTNER SURVEY

In July, 2017 Travel Manitoba conducted a partner survey to assess industry performance and partner satisfaction with their investment in cooperative marketing programs. Surveys were sent to 171 Travel Manitoba partners and were completed by 50%, or 86 partners. Key findings:

- ▶ **49%** experienced more sales
- ▶ **22%** average increase in sales
- ▶ **10%** experienced less sales
- ▶ **38%** indicated Travel Manitoba's marketing efforts had a positive impact on their sales
- ▶ Industry particularly values the U.S. advertising campaign, FAM tours and media trip support

NEAR MARKET FOCUS GROUP TESTING – WINNIPEG AS A TRAVEL DESTINATION

Grand Forks, Fargo, Regina (May, 2017)
and Minneapolis (January, 2018)

Focus group testing included an assessment of general awareness of Manitoba as a potential travel destination, potential inducements and impediments to travel (including border, passport and political issues) and creative testing of video and print promotions.

With some variation, findings were consistent in all markets, citing:

- ▶ A desire to see attractions and experiences they feel are lacking in their own cities, primarily nightlife, higher end and diverse cuisine and unique attractions.
- ▶ The U.S. exchange rate is not a significant motivator to travel, while passport ownership continues to be a deterrent to varying degrees.

- ▶ Participants in all centres except Minneapolis saw the relatively larger size of Winnipeg as providing a greater number of entertainment and attraction options.
- ▶ Participants in Minneapolis were not motivated by attractions featured in the Winnipeg materials (Assiniboine Park Conservancy, sporting events, shopping, dining, spas and horseracing) but were quite positive on outdoor-focused materials: polar bear viewing, beluga whales, fishing and Riding Mountain National Park.

POST AD CAMPAIGN STUDY (GRAND FORKS): WINNIPEG CAMPAIGN

- ▶ Nearly twice as many respondents have, or are planning to, visit Manitoba now as in 2016 (27% up from 14%).
- ▶ More North Dakotans are attracted to Manitoba as a travel destination (42%) than in 2016 (35%).
- ▶ North Dakotans are most likely to perceive Manitoba as a weekend destination; one in five consider it a potential primary destination.
- ▶ About half of North Dakotans have recently seen advertising of Manitoba, up slightly since 2016. Television and newspaper were most often seen.
- ▶ Fishing topped the list as an attractive tourism experience, followed by arts & culture, shopping, entertainment and camping.
- ▶ Six in 10 older North Dakotans see Manitoba as a destination for arts & culture.
- ▶ One in three respondents have seen the "*Manitoba... Canada Heart Beats*" commercials, up significantly from 2016 (29% from 5%).
- ▶ Half of respondents said their opinion of Manitoba as a tourism destination had improved as a result of seeing the commercials.
- ▶ Four in 10 said the ads had encouraged them to seek out additional information about Manitoba.

Photo: Flin Flon, Noelle Drimmie

OUR PARTNERS: *Thank you!*

With the help of our 177 partners, including 54 new partners, we expanded the reach of the 2017 campaign by securing **\$1,022,162** in investment.

Agassiz Outfitters
Aikens Lake Wilderness Lodge
ALT Hotel Winnipeg
Andersen Inn & Suites
Arrowhead RV Park
Aseneskak Casino
Assessippi Parkland Tourism
Assessippi Ski Area and Resort
Assiniboia Downs
Assiniboine Park Conservancy
Bed & Breakfast Association of Manitoba
Bella's Castle Bed and Breakfast
Best Western Plus Winnipeg West
Betula Lake Resort
Big Sand Lake Lodge
Birdtail Waterfowl Inc.
Blackwater Cats Outfitter
Bolton Lake Lodge
Bothwell Cheese Inc.
Brandon Tourism/Brandon Riverbank Inc.
Budd's Gunisao Lake Lodge
Buffalo Point Resort
Calm Air International LP
Canad Inns
Canad Inns Winter Wonderland
Canada Games 2017
Canada's Royal Winnipeg Ballet
Canadian Footwear
Canadian Fossil Discovery Centre
Canadian Museum for Human Rights
Canalta Hotel Selkirk
Carman Country Fair
CDC - Turtle Mountain
CEM
Celebrations Dinner Theatre
Central Manitoba Tourism Association
Chamber of Commerce/Lac du Bonnet
& District
Chamber of Commerce/Manitoba
Children's Museum
Chocolatier Constance Popp
Churchill Northern Studies Centre
Churchill Wild
City of Dauphin / Tourism Dauphin
City of Flin Flon
City of Morden
City of Winnipeg Museums Board
Clarion Hotel & Suites
Classic Canadian Tours Inc.
Clay Oven East Indian Restaurant
Shaw Park
Clear Lake Country DMO
Coal and Canary
Cooks Creek Heritage Museum
Dalnavert Museum
Days Inn - Steinbach
Discover Minnedosa
Eagle Nest Resorts
Eastman Tourism
Elkhorn Resort Spa and Conference Centre
Emerson Duty-Free Shop
Enigma Escapes
Entreprises Riel
Exchange District BIZ
Fairfield Inn and Suites by Marriott
Falcon Beach Ranch
Falcon Lake Golf Course
Festival du Voyageur
Folklorama

Forest Hills Cabins/RV Park &
Meeting Space
Fort Dauphin Museum Inc.
Fort Gibraltar
Fort la Reine Museum
FortWhyte Alive
Four Points by Sheraton Winnipeg South
Frontiers North Adventures
Gangler's North Seal River Lodge
Gimli Art Club Gallery
Gimli Film Festival
Gimli Tourism Chamber of Commerce
Gourmet Inspirations
Granite Hills Golf Course & Estates
Great Canadian Travel
Great White Bear Tours Inc.
H. P. Tergesen & Sons Store
Heartland International Travel & Tours
Holiday Inn Winnipeg Airport West
Holiday Inn Winnipeg South
Homewood Suites by Hilton Winnipeg
Airport-Polo Park
Honeycomb Bed & Breakfast
Hudson Bay Helicopters
Icelandic Festival of Manitoba
Inn at The Forks
Interlake Tourism Association
International Peace Garden
Ivanhoe Cambridge Inc. - Winnipeg Outlet
Jackson's Lodges & Outposts
Kenanow Lodge
La Verendrye Golf Course
Lac Du Bonnet Ice Fishing Derby
Lakeview Hotels & Resorts (Head Office)
Lazy Bear Expeditions
Lilac Resort, RV, Lodging and Water Park
LUD of Cranberry Portage
Manitoba Agricultural Museum &
Campground
Manitoba Arts Network
Manitoba Association of Campgrounds
and Parks
Manitoba Baseball Hall of Fame
and Museum
Manitoba Electrical Museum &
Education Centre
Manitoba Liquor & Lotteries
Manitoba Opera
Manitoba Pork Council
Manitoba Stampede & Exhibition
Manitoba Theatre for Young People
Mennonite Heritage Village (Canada) Inc
Mere Hotel
Moon Gate Guest House
Morden Corn & Apple Festival
Motel 6 Headingley
Musée de Saint-Boniface Museum
Nature 1st (Adventure Walking Tours)
New Iceland Heritage Museum Inc.
Oroseau - Rapids Park
Park West Inn
Parkland Tourism Association
Parks Canada
Pembina Threshermen's Museum Inc.
Pioneer Village Museum
Portage Golf Club
Portage Industrial Exhibition Campground
Prairie 360 Restaurant & Lounge
Prairie Dog Central Railway

Provincial Exhibition of Manitoba
Quesnel Lake Lodge
Quality Inn Winkler
Rainbow Stage
Red River Exhibition
Red River North Tourism
Riding Mountain National Park of Canada
Rivers Edge Resort
Riverside Lodge
Royal Aviation Museum of Western
Canada Inc.
Royal Canadian Mint
Royal Manitoba Theatre Centre
Rubber Ducky Resort & Campground
Sasa-Ginni-Gak Lodge
Shuttle Bug
Signature Museums
Sky Zone Indoor Trampoline Park
Souris Glenwood Community Corporation
South Beach Casino & Resort
Speedworld Indoor Kart Track
Super 8 Winnipeg
Super 8 Winnipeg West
Sustainable Development
Swan Valley Rise
Tall Grass Prairie Bread Company
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 Municipality of WestLake - Gladstone
The Pas Community Renewal Corporation
The RCA Museum
The Russell Inn Hotel & Conference Centre
The Tundra Inn
The Viscount Gort Hotel Banquet and
Conference Centre
Thermèa by Nordik
Tourism Westman
Tourisme Riel
Town of Carman
Town of Powerview-Pine Falls
Town of Souris/CDC - Souris Glenwood
Town of Winnipeg Beach
Trail End Camp & Outfitters
Travelodge Winnipeg East
Turtle Mountain Resort Ltd
Ukrainian Cultural & Educational Centre
University of Manitoba
UWinnipeg Downtown Hostel
Victoria Inn Hotel and Convention Centre
Webber's Lodges
Wekusko Falls Fishing Lodge
West End BIZ
Whiteshell Outfitters
Wild Canoe Race
Winnipeg Airports Authority Inc.
Winnipeg Art Gallery
Winnipeg Beach Art & Culture Co-op
(Wave Artist Tour)
Winnipeg Folk Festival
Winnipeg Goldeyes Baseball Club
Winnipeg West KOA
WOW! Hospitality Concepts
Zombies Ate My Media

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



Winnipeg Free Press



DIAGEO





Photo: 9 Finger Ranch, Enviro Foto

BOARD of DIRECTORS



Stuart Murray (Chair)
President & CEO
The City of Human
Rights Education



Lois MacDonald (Vice Chair)
Manager
Riverbank Development &
Tourism Services



Nicole Stefaniuk
Director of Finance
Winnipeg Airports
Authority Inc.

*On maternity leave
as of Sep 22, 2017*



Peggy May
Chief Executive Officer
Southport – Airport and
Commercial Properties



Sky Bridges
Chief Operating Officer
Aboriginal People's
Television Network



Maureen Hrechkosy
Owner and Operator
Trail End Camp and Outfitters



Ginette Lavack
Directrice générale
Centre culturel
franco-manitobain



Simon Resch
General Manager
Emerson Duty Free Shop



Tara Stefansson
Vice President, Sales & Marketing
Lazy Bear Expeditions

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

OUR PEOPLE

OUTER ROW :

Tamara Soroka
Samantha Bason
Linda Whitfield
Eric Labaupa
Michel LaRivière
Carly Sallows-Harrie
Ryan Schultz
Doug Evans
Alex Krosney
Emilie Messier
Eric Admiraal
Rebecca McKie
Tricia Woikin
Reba Lewis
Mary Aguilar-Saler
Yan Cong
Melanie Swenarchuk

INNER ROW :

Lilian Tankard
Alexis McEwen
Lindsay Egan
Jillian Recksiedler
Tracy Dandeneau
Colin Ferguson
Breanne Sowards
Nisha Tuli
Myra Ramos
Nancy Evans
Brigitte Sandron

Missing:

Carol Jarvie
Cindy Perrett
Aaron McMahon
Ryan Suffron
Alan McLauchlan





FINANCIAL STATEMENTS

For the year ended March 31, 2018

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Photo: George Fischer Photography





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BDO Canada LLP
700 - 200 Graham Avenue
Winnipeg MB R3C 4L5 Canada

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, 2018 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, 2018 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
June 21, 2018

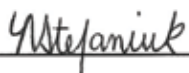
TRAVEL MANITOBA
STATEMENT OF FINANCIAL POSITION

As at March 31	2018	2017
Assets		
Current Assets		
Cash and short-term deposits (Note 2)	\$ 1,599,970	\$ 2,352,344
Trade accounts receivable	391,013	309,517
Prepaid expenses	133,668	57,366
	2,124,651	2,719,227
Due from the Province of Manitoba (Note 3)	74,839	74,839
Capital assets (Note 4)	343,904	401,093
	\$ 2,543,394	\$ 3,195,159

Liabilities and Net Assets

Current Liabilities		
Accounts payable and accrued liabilities	\$ 1,123,038	\$ 1,980,108
Deferred revenue	248,836	166,467
	1,371,874	2,146,575
Retirement allowances and other benefits payable (Note 5)	549,161	529,702
	1,921,035	2,676,277
Contingencies and commitments (Note 7)		
Net Assets		
Unrestricted	267,492	115,181
Invested in capital assets	343,904	401,093
	611,396	516,274
Accumulated remeasurement gains	10,963	2,608
	622,359	518,882
	\$ 2,543,394	\$ 3,195,159

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	2018	2017
Revenue		
Province of Manitoba	\$ 12,069,000	\$ 10,596,000
Partnership and leveraged marketing	1,022,234	1,479,683
Other initiatives – Federal and provincial funding	-	1,200,000
Other	28,846	45,266
	13,120,080	13,320,949
Expenses		
Marketing and industry relations	11,188,460	11,722,462
Corporate services	868,614	848,509
Visitor services	860,996	863,950
Amortization	106,888	105,243
	13,024,958	13,540,164
Excess (deficiency) of revenue over expenses for the year	\$ 95,122	\$ (219,215)

TRAVEL MANITOBA
STATEMENT OF CHANGES IN NET ASSETS

For the year ended March 31, 2018

	Unrestricted	Invested in Capital Assets	2018 Total	2017 Total
Net assets, beginning of year	\$ 115,181	\$ 401,093	\$ 516,274	\$ 735,489
Excess (deficiency) excess of revenue over expenses for the year	202,010	(106,888)	95,122	(219,215)
Interfund Transfer				
Acquisition of capital assets (\$90,889 in 2017)	(49,699)	49,699	-	-
Net assets, end of year	\$ 267,492	\$ 343,904	\$ 611,396	\$ 516,274

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

TRAVEL MANITOBA
STATEMENT OF REMEASUREMENT GAINS

For the year ended March 31	2018	2017
Accumulated remeasurement gains, beginning of year	\$ 2,608	\$ 18,139
Unrealized gain (loss) attributable to foreign exchange	8,355	(15,531)
Accumulated remeasurement gains, end of year	\$ 10,963	\$ 2,608

TRAVEL MANITOBA
STATEMENT OF CASH FLOWS

For the year ended March 31	2018	2017
Cash Flows from Operating Activities		
Excess (deficiency) excess of revenue over expenses for the year	\$ 95,122	\$ (219,215)
Adjustment for non-cash items		
Amortization of capital assets	106,888	105,243
Unrealized remeasurement (loss) gain	8,355	(15,531)
	210,365	(129,503)
Changes in non-cash working capital		
Due from the Province of Manitoba	-	1,403,693
Trade accounts receivable	(81,496)	(94,937)
Prepaid expenses	(76,302)	5,102
Accounts payable and accrued liabilities	(857,070)	1,130,197
Deferred revenue	82,369	(1,168,638)
Retirement allowances and other benefits payable	19,459	(25,035)
	(702,675)	1,120,879
Cash Flows from Financing and Investing Activities	-	-
Cash Flows from Capital Activities		
Acquisition of capital assets	(49,699)	(90,889)
Net (decrease) increase in cash and short-term deposits	(752,374)	1,029,990
Cash and short-term deposits, beginning of year	2,352,344	1,322,354
Cash and short-term deposits, end of year	\$ 1,599,970	\$ 2,352,344

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

For the year ended March 31, 2018

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
Vehicles	5 years, straight line

For the year ended March 31, 2018

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 revenue 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, 2018 is \$121,894 (\$120,473 at March 31, 2017).

The Organization has a credit facility to a maximum of \$500,000 with interest at prime plus 1% (effective rate of 4.20% as at March 31, 2018) which is secured by a general security agreement. As at March 31, 2018, the facility remains unused.

For the year ended March 31, 2018

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, 2018 is \$74,839 (\$74,839 at March 31, 2017).

4. Capital Assets

	2018		2017	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Vehicles	\$ 25,785	\$ 2,579	\$ -	\$ -
Computer hardware	62,665	41,596	57,776	33,614
Computer software	61,213	46,511	61,213	40,210
Furniture and equipment	28,866	3,778	24,940	2,561
Leasehold improvements	46,691	16,116	43,100	14,507
VIC technology	438,462	209,198	426,954	121,998
	\$ 663,682	\$ 319,778	\$ 613,983	\$ 212,890
Cost less accumulated amortization		\$ 343,904		\$ 401,093

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, 2018 and the most recent finalized and approved actuarial valuation report for the enhanced pension benefits was at December 31, 2016.

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

	2018	2017
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.00%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 196,125	\$ 199,806

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

	2018	2017
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.50%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 16,202	\$ 13,202
Effect of change in assumptions	-	-
Experience loss/gain adjustment	-	-

For the year ended March 31, 2018

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, 2018 of \$40,000 (\$34,000 in 2017). 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 liquidity 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 is as follows:

	0-30 Days	31-60 Days	Over 60 Days
Trade accounts receivables (net of allowance of \$15,000)	\$ 76,898	\$ 100,932	\$ 213,183
Due from the Province of Manitoba	-	-	74,839
	\$ 76,898	\$ 100,932	\$ 288,022

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	\$1,122,294	\$ 744	\$ -

For the year ended March 31, 2018

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 \$468,700. In addition, the Organization has entered into lease agreements for computer equipment expiring in June 2022, for total annual payments of \$15,600.

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, 2018, 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 \$83,641 (\$86,146 in 2017).

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



Photo: @winterhawk_ig

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