

Manitoba

CANADA'S HEART  BEATS

TOP 10 REGION
Manitoba, Canada

lonely planet

BEST IN TRAVEL
2019

Inspiring
THE
WORLD

2018/2019 Annual Report

Travel
Manitoba
 .com



Photo: Manigotagan River, Dustin Silvey

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Cover Photo: Uli Kunz



TOP 10 REGION
Manitoba, Canada



BEST IN TRAVEL
2019



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

"It's the best of the best". That's how *Lonely Planet* describes its annual publication, "Best in Travel". And in 2018, Manitoba proved it was amongst the best of the best, alongside destinations like Normandy, France; Northern Peru; and Piedmont, Italy in the list of the top 10 regions in the world to visit in 2019.

This prestigious designation from a world-renowned travel media giant drove much of Travel Manitoba's marketing efforts in 2018/19, leveraging the benefits of incredible reach to a dedicated, passionate global community of travellers. The multi-channel campaign resulted in some record setting results: over 1.7 million impressions and our most viewed video ever, with over 370,000 views. The positive impact of the designation and the campaign may well be felt for years to come.

As proud as we are of the *Lonely Planet* recognition, we're equally proud of the completion and launch of a new Provincial Tourism Strategy, an ambitious plan that will allow all tourism stakeholders to maximize Manitoba's opportunities as a must-visit four season destination now and in the future. It is a tremendous accomplishment that the Government of Manitoba, the Manitoba Chambers of Commerce and Travel Manitoba were able to come together to build on the momentum occurring in the province. Working in collaboration toward a common tourism vision will allow us to attain uncommon results.

Over the last two years, Manitoba's tourism industry has seen consistent growth. With continued support through Plan 96/4 – the sustainable funding model that dedicates 4% of provincial tourism tax revenues to Travel Manitoba – we were able to continue to partner and invest in innovative marketing programs that brought more revenue, and more visitors, to the province.

We increased brand engagement and traveller advocacy, as the *Manitoba, Canada's Heart... Beats* brand continued to engage with travellers and visitors alike. Our brand campaigns garnered even more attention and industry accolades, with local, national and international awards. We witnessed double-digit growth in our blog readership and the audience for our videos grew by almost 30%. Our Facebook audience grew by 13% and our Instagram audience by 33%. Our media relations activities resulted in 346 national and international articles, with a total circulation of over 158 million, with an ad equivalent value of over \$7 million.

To reach more potential Canadian visitors, we partnered with leading news and lifestyle magazines to put inspiring content in front of their readers and website visitors, with the potential to reach a total audience of more than 3.2 million.

Once again we "wowed" national and international delegates at industry functions like Rendez-vous Canada, Incentive Travel Exchange and Go Media. We strengthened our presence in international markets with new on-the-ground representation in China and Australia and maintained our strong presence in the United States, the United Kingdom and Germany.

Industry saw an increase in revenue, as tourism spending grew to \$1.64 billion. In total, we worked with over 200 industry partners to expand the reach of the 2018 campaign by securing \$1.1 million in investment in our marketing programs and added new partners in our *Invest in Tourism* program.

The development of new initiatives that will drive tourism growth and serve as catalysts for economic development included advancements in our Place Branding program, the creation of a Francophone and Métis Tourism Strategy and progress in the implementation of the Indigenous Tourism Strategy and Northern Manitoba Tourism strategy. We also saw significant increases in awareness and interest in ice fishing in the northern U.S. and Canadian markets, thanks to aggressive promotion.

We're proud of our accomplishments this year and the unprecedented recognition that Manitoba's tourism sector has achieved. Now, with the Provincial Tourism Strategy in place, we have a clear roadmap to capitalize on our wealth of opportunities. Powered by new tourism assets, driven by a successful sustainable funding model and supported by progressive industry partners, Manitoba will show the world why it's ranked "the best of the best". *Manitoba is where Canada's heart... beats.*



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

Manitoba is a must-visit four season destination generating significant and sustainable economic growth by delivering inspiring and authentic experiences in its unique urban, rural and wild settings.

MISSION

Travel Manitoba will increase tourism's contribution to the provincial economy by leading the marketing of Manitoba as a tourism destination and by fostering a competitive and sustainable tourism industry.

OBJECTIVES

- ▶ Increase brand engagement and traveller advocacy in Manitoba, within Canada and internationally.
- ▶ Increase visitor spending by 40% from \$1.6 billion in 2016 to \$2.2 billion in 2022.
- ▶ Increase visitation by 19% from 10.6 million visitors in 2016 to 12.6 million visitors in 2022.
- ▶ Increase investment in the tourism sector by partnering with business and governments.
- ▶ Optimize organization spending to deliver increased results in the most cost-effective way.
- ▶ Lead the implementation of the Provincial Tourism Strategy to ensure the objectives are achieved.

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.

In 2017, visitor expenditures rose more than 4.5% to \$1.64 billion while total visitation climbed to 11.4 million visitors.

- ▶ Total Tourism Expenditures: **\$1.64 B**
- ▶ Total Provincial Tax Revenues from Tourism: **\$292 M**
- ▶ Estimated Revenue to Travel Manitoba at 4% of Total Taxation: **\$11.66 M**
- ▶ Estimated Revenue to Government at 96%: **\$279.84 M**



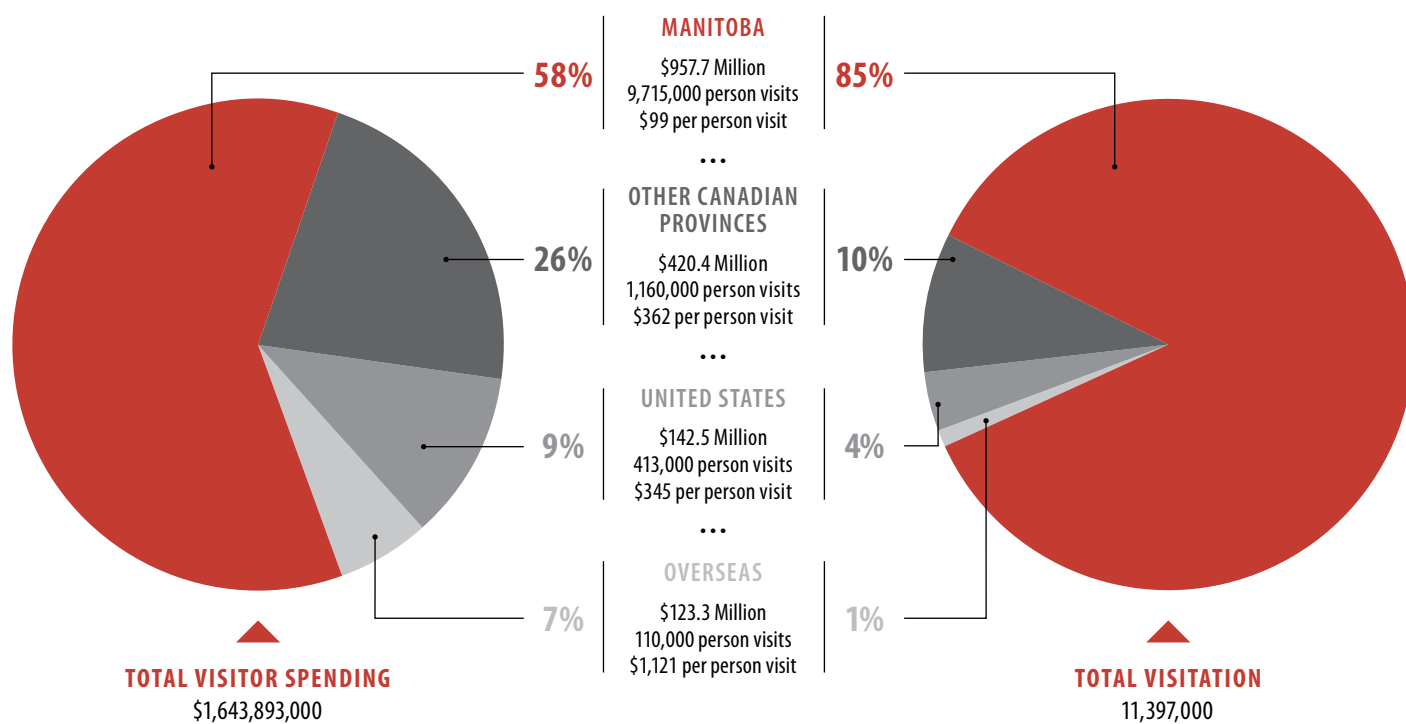


Photo: @kyleschappert



Photo: Black & Gold Photography

2017 VISITOR SPENDING & VISITATION



Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC) – 2016/2017 Pooled File Detailed Tabulations.
Statistics Canada International Travel Survey – 2017 Customized Analysis

In 2017, Canadian visitors spent \$1.38 billion vacationing within the province. Manitoban 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 9% of total expenditures. Overseas visitors delivered 7%.

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 4.9% in 2017. 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.

BEST IN TRAVEL: Manitoba chosen by Lonely Planet as one of the **top 10 regions** in the world to visit in 2019



In October 2018, it was announced that travel media giant *Lonely Planet* had selected Manitoba as one of the top 10 regions to visit in 2019 in its annual “Best in Travel” list. The much anticipated list of the top 10 countries, cities, regions and best value destinations starts with nominations from *Lonely Planet*’s vast community of editors, researchers, locals and influencers, and are ultimately decided on and ranked by a panel of judges.

Manitoba was nominated by Brandon Presser, who has spent time in over 115 countries and has written over 50 books about travel. Travel Manitoba’s Media Tour program hosted Brandon on a trip to Churchill in 2017, and after becoming enamoured of not just Churchill but the entire province, he returned on his own in 2018. His experiences in Manitoba prompted him to submit the nomination.

“Manitoba is, quite literally, at the centre of everything. It’s the geographical middle of Canada and a crucial point of encounter; the ancient Aboriginal people would trade their wares at what is now Winnipeg’s downtown core. The capital city has retained its multicultural flavour, with over a quarter of its population having recently immigrated from nations as varied as the Philippines, Nigeria and India. Further north, near the township of Churchill, the province acts as an important crossroads for the country’s megafauna – wandering bears and exploring whales. Increased air transfers and enhanced safari packages will now get travellers closer to nature than ever before.”

Excerpt from *Best in Travel 2019*

The potential reach of this recognition is huge. Since 1973, *Lonely Planet* has printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. *Lonely Planet* can be found on lonelyplanet.com, mobile, video and in 14 languages, nine international magazines, armchair and lifestyle books, and boasts over 14 million social media followers.



Following the announcement, Travel Manitoba implemented a multi-faceted promotional campaign, including partnering with *Lonely Planet* in a campaign from October, 2018 to February, 2019. Campaign elements included digital article sponsorship, destination sponsorship, two custom videos focused on polar bear viewing and beluga whale watching, social media promotion, newsletter sponsorship and digital advertising.



The campaign was extremely successful, with results that included:

- ▶ Over 1.7 million impressions delivered.
- ▶ Over 600,000 video impressions, with an average video completion rate of 26%.
- ▶ Over 220,000 newsletter opens, for an open rate of 10.3%.
- ▶ Over 900,000 package impressions on the *Best in Travel* rotationals.
- ▶ During the campaign, pageviews for the Manitoba destination page went up 101.31% compared to the previous period, and average time on the page went up by 13.12%.
- ▶ Play rate for the videos was 73% for the beluga whale video and 59% for the polar bear video, compared to their site benchmark of 32%.

MOST VIEWED VIDEO EVER!

Travel Manitoba also created its own two-minute video to celebrate the designation and promote all that Manitoba has to offer. This video is still the top viewed video ever on Manitoba's social media channels, with over 370,000 views.

LEVERAGING THE BENEFITS

Travel Manitoba maximized the benefits of the designation with a new, *Lonely Planet* focused commercial to air on all Air Canada video seatbacks. Advertising in travel publications such as *Travel & Leisure* were used to further extend awareness. Our Visitor Information Centre at The Forks prominently displayed the designation and tourism partners were offered stickers to display at their businesses.



The full impact of the 2019 designation will be available at the end of 2019, but its positive impact may well be felt for years to come.

PROVINCIAL TOURISM STRATEGY:

Leveraging Manitoba's tremendous momentum

This is Manitoba's time on the world's tourism stage; powered by new tourism assets, the iconic *Manitoba, Canada's Heart...Beats* brand and the *Lonely Planet* top 10 region designation, driven by a successful sustainable funding model – Plan 96/4 – and supported by increased hotel capacity and progressive industry partners.

To add to the growing momentum, new visitor demand generators will be introduced in the next two years, including the Winnipeg Art Gallery's Inuit Art Centre, Assiniboine Park's Canada's Diversity Gardens, the new location of the Royal Aviation Museum of Western Canada and a redeveloped and rejuvenated Manitoba Museum.

The introduction of Plan 96/4 as a sustainable funding model formula that dedicates 4% of provincial tourism tax revenues to Travel Manitoba ensures that as tourism revenues grow, the capacity of Travel Manitoba to partner and invest in innovative marketing programs increases.

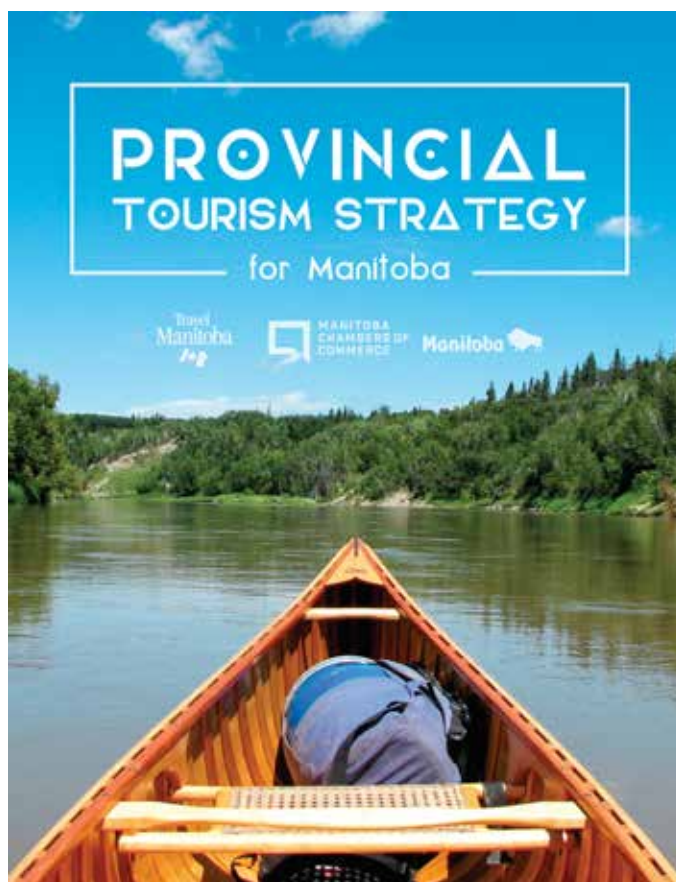
Yet for all these recent and significant successes, Manitoba's current tourism sector contribution to provincial GDP is just over 3%, in comparison to current average GDP contribution figures of close to 6% by Canada's tourism sector overall. Clearly, there is an opportunity for Manitoba's tourism sector to further increase its provincial impact and its economic contribution to GDP.

With this in mind, Travel Manitoba, the Manitoba Chambers of Commerce and the Manitoba government partnered to consult tourism industry stakeholders and core customers on the development of a new Provincial Tourism Strategy, one that will maximize economic growth and significantly increase tourism's contribution to GDP.

In 2018/19, Travel Manitoba built on the foundation of a DestinationNext assessment conducted by InterVistas Consulting that examined Manitoba's strengths, assets, community support and engagement. More than 125 tourism operators and stakeholders provided input into the assessment. Last year, five regional workshops were held across the province, involving 120 participants and an additional 35 individuals were interviewed one-on-one.

The strategy responds to all key learnings and inputs gathered throughout the development process and reflects the aspirations of all stakeholders to maximize Manitoba's opportunities as a key travel destination now and in the future. It is founded on the need for progressive partnerships, innovative approaches and industry-wide collaboration.

The strategy was presented to key ministers and the board of the Manitoba Chambers of Commerce. It was announced by Premier Brian Pallister during the State of the Province address hosted by the Manitoba Chambers of Commerce in April 2019.



VISION

Manitoba is a must-visit four season destination generating significant and sustainable economic growth by delivering inspiring and authentic experiences in its unique urban, rural and wild settings.

TARGETS

Successful execution of the strategy has the potential to generate transformative economic benefits for Manitoba over and above current expectations. Targeting \$2.2 billion in annual spending generated by 12.6 million visitors in 2022, the strategy aims to increase visitor spending by 40% and visitation by 19%.

GOALS

The five overarching goals of the Provincial Tourism Strategy set a structure to maximize Manitoba's opportunities and respond to key strategic issues. Each goal has specific initiatives created to directly address gaps or leverage key opportunities.

A Provincial Tourism Strategy Steering Committee will be responsible for the implementation of the strategy and it will be updated on an annual basis.

Travel Manitoba will lead the implementation of the Provincial Tourism Strategy to ensure that its objective to achieve \$2.2 billion in annual spending generated by 12.6 million visitors in 2022 is met.

2016

10.6
million visitors



2022

12.6
million visitors

\$1.6
billion spending



\$2.2
billion spending

* Domestic day and overnight visitation growth rates were set at 2.9% annually, based on the Canadian Travel Market Research Institute's Travel Market Outlook for Canada (2017). U.S. and international day and overnight visitation growth rates were set at 3.3% annually, based on the World Travel & Tourism Council's Economic Forecast for Canada for 2017-2027.





INCREASED BRAND ENGAGEMENT and TRAVELLER ADVOCACY

Manitoba

CANADA'S HEART  BEATS

The *Manitoba, Canada's Heart... Beats* brand continues to resonate with travellers and visitors alike.

Last year, brand campaigns garnered even more attention and industry accolades:

- ▶ Travel Weekly Magellan Awards: **GOLD**
- ▶ World Media Festival: **GOLD**
- ▶ HSMAI Adrian Awards: **BRONZE**
- ▶ Economic Development Association of Canada Marketing Awards: **FINALIST**



INCREASED BRAND ENGAGEMENT and TRAVELLER ADVOCACY

As the premier destination content publisher in the province, Travel Manitoba continued to create compelling video content and engaging editorial. The results are evident in increased engagement with all our target markets, particularly in the U.S. and overseas.

#EXPLOREMB

Travel Manitoba's blog saw growth in all important metrics:

- ▶ Users **+51.51%** (468,261)
- ▶ Sessions **+55.05%** (662,503)
- ▶ Average time on page **6:04**

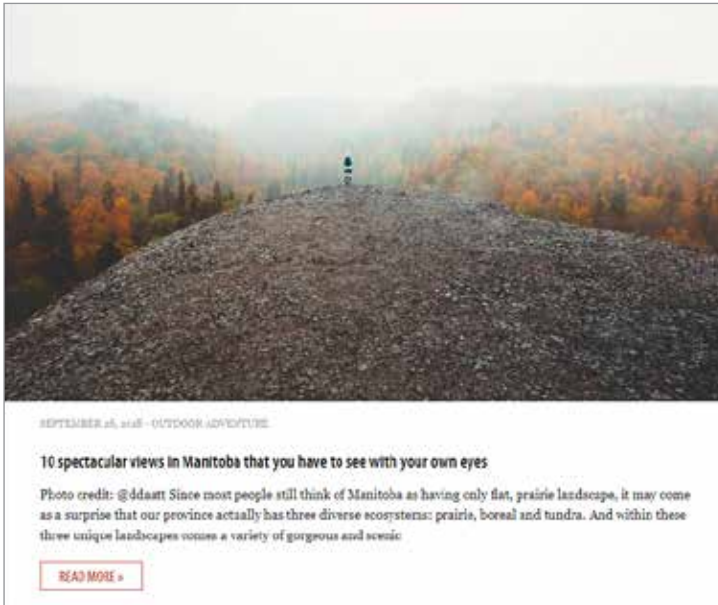
The Top 10 blog posts of 2018 were:

- ▶ *Craft sale season is here! Your guide to 2018 Manitoba craft shows:* **42,993 page views, 8:05 read time**
- ▶ *5 beaches in small-town Manitoba that you have to swim at this summer:* **32,905 page views, 10:00 read time**
- ▶ *Where, when and how to see northern lights in Churchill, Manitoba:* **17,448 page views, 12:16 read time**
- ▶ *9 vehicles for viewing polar bears:* **11,083 page views, 5:24 read time**
- ▶ *10 spectacular views in Manitoba that you have to see with your own eyes:* **9,814 page views, 11:39 read time**
- ▶ *8 super cool bridges you MUST cross in Manitoba:* **7,618 page views, 11:33 read time**
- ▶ *5 reasons Clearwater Lake Provincial Park is one of Manitoba's best kept secrets:* **7,499 page views, 11:05 read time**
- ▶ *7 Manitoba indoor water parks you want to be at right now:* **6,756 page views, 8:45 read time**
- ▶ *5 Winnipeg museums that you've probably never heard of (but need to see ASAP):* **11:39 read time**
- ▶ *10 most charming towns:* **8,146 page views, 8:05 read time**



Travel Manitoba's blog was recognized in 2018/19 with the following industry awards:

- ▶ Hermes Creative Awards: **GOLD**
- ▶ Economic Development Association of Canada Marketing Awards: **FINALIST**



In our important international markets there was double digit growth in blog readership:

- ▶ Canada **81.66%** (-6.8%)
 - Manitoba 70.14% (-0.57%)
 - Ontario 10.59% (-3.6%)
 - Alberta 7.76% (-1.8%)
 - BC 4.28% (-10.7%)
 - Saskatchewan 3.93% (+12%)
- ▶ United States **10.65%** (+22%)
 - Texas 17.47% (+76%)
 - California 14.80% (+22%)
 - Minnesota 12.46% (+27%)
 - Illinois 8.94% (-65%)
 - New York 4.2% (+10%)
- ▶ United Kingdom **3.94%** (+88%)
- ▶ Australia **0.31%** (-16%)
- ▶ France **0.14%** (+21%)

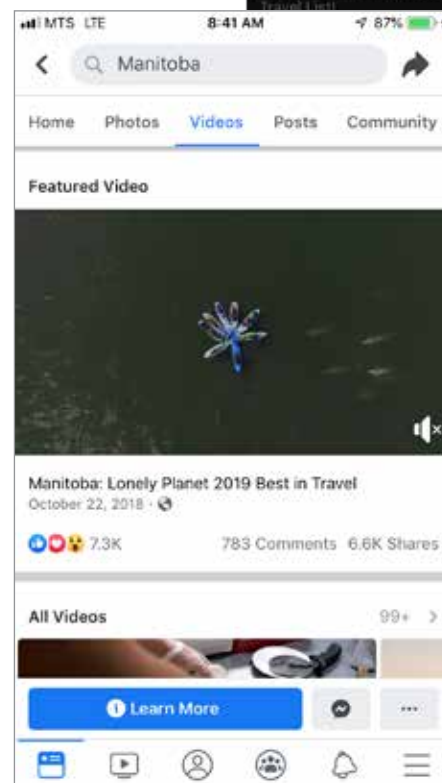
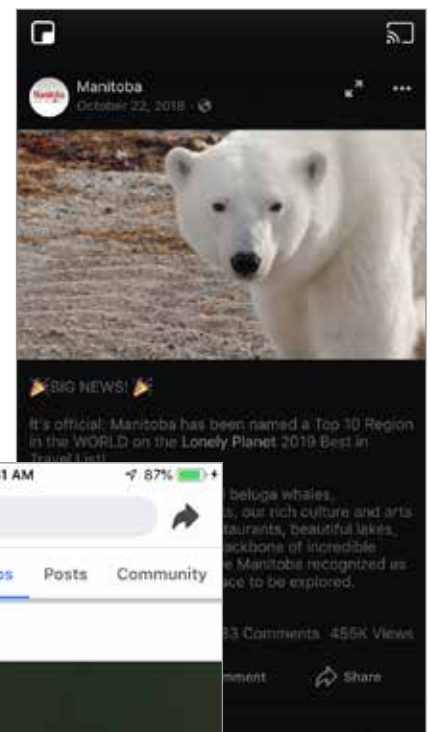
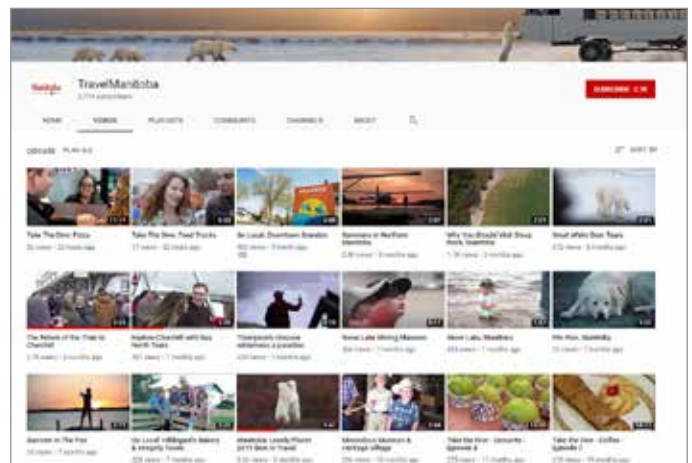


VIDEO CONTENT

Travel Manitoba has become renowned for producing stunning and captivating videos for the province and for specific experiences. In 2018/19, our content team created 32 original videos, as well as new formats of slideshow and blog post videos. And our audiences were watching!

- ▶ Total of **1.35 M** minutes viewed (+25%)
- ▶ Total video views **4.16 M** (+28%)
- ▶ Top videos
 - *Lonely Planet*, 120K minutes, 372K 3-sec views
 - *500 Days: Churchill*, 52K minutes, 103K 3-sec views
 - *Thompson Summer*, 49K minutes, 105K 3-second views
 - *Le Monkey Bar*, 43.3K minutes, 114.1k 3-second views
 - *Go Local: Hildegard's Bakery*, 38.8 minutes, 65.7K 3-second views
 - *Summer in The Pas*, 38.8K minutes, 85.3K 3-second views
 - *Flin Flon*, 36.6K minutes, 86.4K 3-second views
 - *Bed & Breakfasts*, 28K minutes, 48.9K 3-second views
- ▶ Live video on Instagram continues to appeal to a highly engaged audience:
 - 5.7 M stories impressions
 - 152 M stories reach

Travel Manitoba's video "500 Days" on the reopening of the rail line to Churchill won Gold for Social Media Video in the Hermes Creative Awards.

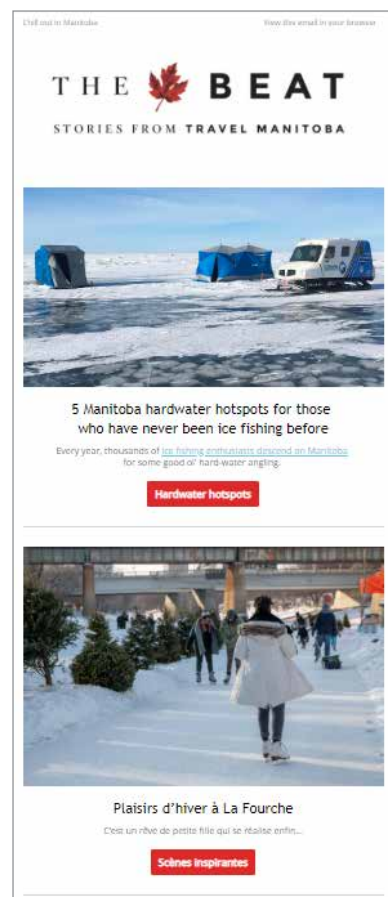




E-NEWSLETTER

Travel Manitoba's 20,000+ e-newsletter subscribers come largely from Canada (32%) and the US (24%). A "Welcome email" campaign that included a list of 150 things to do in Manitoba in 2019 saw an open rate 72.3%, a link click rate 39.5%, and drew subscribers from Canada (50%), US (40%), U.K. (4%) and Australia (1%).

Last year, Travel Manitoba's E-newsletter won Gold in the Hermes Creative Awards.



INCREASED BRAND ENGAGEMENT and TRAVELLER ADVOCACY

INFLUENCERS

In 2018, the use of influencers focused on one large scale influencer project with *Travel Mindset*. Travel Manitoba hosted four mega Instagrammers in Churchill who had a strong U.S. following, particularly in California and New York. The results paid off!

- ▶ Total content impressions: **46,355**
- ▶ Total social media posts generated: **521**
- ▶ Total social media impressions: **54 million**
- ▶ Total social media engagements: **1.5 million**
- ▶ Engagement rate: **2.8%**
- ▶ Cost per engagement: **\$0.02**



The U.S. Influencer campaign won the Social Media Campaign category in the Advertising Association of Manitoba's Signature Awards.

In addition, Travel Manitoba hosted the Midwest Travel Bloggers FAM with seven smaller scale influencers from Minnesota, North Dakota and surrounding areas, and a local influencer FAM to Riding Mountain with four Manitoba Instagrammers.



TRAVEL MEDIA

Travel Manitoba's media relations activities and media tour program are key to gaining publicity for Manitoba nationally and internationally. In 2018, activities and results included:

► Publicity

- 346 articles
- 158,221,879 circulation
- \$7,338,688.32 ad value

► Attending the following media marketplaces:

- IMM Sydney, Australia (attended by DC)
- Canada Media Marketplace, New York
- TMAC, Victoria
- TravelCon, Austin, Texas
- SATW, Bermuda
- TBEX, New York
- Go Media, Calgary
- IMM London, U.K. (attended by Hill Balfour)

► Hosting a media event at a Minnesota Wild Game in Minneapolis

► Hosting a lunch at GoMedia, featuring Frank Albo and the Hermetic Code Tour

► Hosting FAM tours, including:

- Northern Lights and Raw Churchill, 4 international media
- Gangler's Wilderness Adventure Lodge, 6 international media
- Churchill Northern Studies Centre, 7 international and Canadian media

► Travel media hosted (total 79):

- U.S.: 32 media
- Canada: 22 media
- U.K.: 5 media
- Germany: 6 media
- Australia: 6 media
- China: 2 media

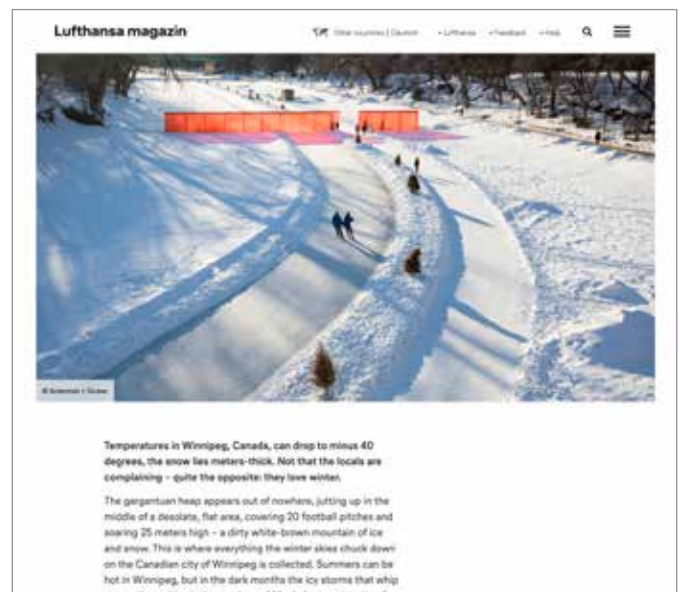


Photo: Dan Harper

TOP EARNED MEDIA RESULTS 2018

Travel Manitoba's media relations activities and media tour program are key to gaining publicity for Manitoba nationally and internationally. In 2018, activities and results included:

- 1) "Little Ski Hill on the Prairie" published in *enRoute* magazine by Caitlin Walsh Miller
- 2) "Winnipeg, Canada: Hollywood's surprising silent partner" published in Australia's national *Escape* travel magazine by Mark Daffey
- 3) "Why this town on the edge of the world is the greatest place to see polar bears" published in *The Telegraph* by Chris Leadbeater
- 4) "Museum tours for people who don't like museum tours" published by Elaine Glusac in *New York Times*
- 5) "Fly-rod pike turn Canada's wilderness fishing even more glorious" published in *Detroit News* newspaper by Lynn Henning
- 6) "How to Experience Canada's Famous Polar Bear Party" published online at *National Geographic Adventure* by Kristen Pope
- 7) "Fun in the Fridge: Winnipeg in Winter" published in *Lufthansa*, Germany's national airline in-flight magazine by Marco Tripmaker
- 8) "Greetings from Polar Bear Country" published in the *Boston Globe* by Diane Bair
- 9) "Into the Eyes of Wolves and other adventures" published in *Just for Canadian Dentists* by Crai Bower
- 10) "Right on the Button" published in *SKY*, Delta airline's in-flight magazine by Christine O'Toole



FACEBOOK

Facebook continues to be Travel Manitoba's top performer and has the largest audience, which grew by 12% in 2018

- ▶ **67.5 million** impressions in 2018
- ▶ **513K** total engagements
- ▶ **9.9%** engagement rate
- ▶ Reaching an average **135K** people per day
- ▶ Canadian fans **13%**, US Fans **7%**

Advertising

- ▶ USA: **71.9%**
 - Dallas 24%
 - Houston 18%
 - San Antonio 6.7%
 - Austin 4.7%
 - Los Angeles 1.9%
 - New York 1.6%
- ▶ Canada: **7.3%**
- ▶ U.K: **2.4%**

INSTAGRAM

Our fastest growing channel, which grew by 23% in 2018

- ▶ Total impressions: **34.8 million**
- ▶ Total engagements: **1.42 million**
- ▶ Engagement rate: **4.1%**
- ▶ Stories
 - Total impressions: 5.7 million
 - Total reach: 3.9 million

PINTEREST

In 2018, Travel Manitoba set out to enhance our offering on Pinterest and learn more about best practices. The exercise proved to be extremely valuable.

- ▶ **104,162** average monthly users (+56%)
- ▶ **3,128** averaged engaged users (+25%)
- ▶ **4,336** daily impressions (+25%)
- ▶ **3,273** avg. daily users (+47%)

Publicity

- ▶ USA: **71.9%**
 - Dallas 24%
 - Houston 18%
 - San Antonio 6.7%
 - Austin 4.7%
 - Los Angeles 1.9%
 - New York 1.6%
- ▶ Canada: **7.3%**
- ▶ U.K: **2.4%**

Increased awareness of **MANITOBA'S TOURISM OFFERINGS** in Canada and around the world

Manitoba and other Canadian provinces continue to account for the province's largest share of tourism visitation and spending. Travel Manitoba's Canadian marketing efforts are focused on the markets of Manitoba, Saskatchewan, Ontario and Quebec.

NATIONAL CONTENT PUBLISHING PARTNERSHIPS

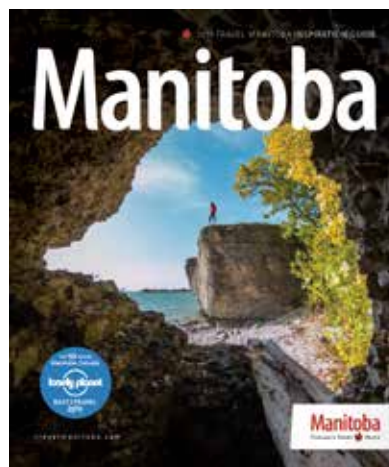
To reach more Canadian visitors, Travel Manitoba partnered with leading news and lifestyle magazines to put inspiring content in front of their readers and website visitors, with the potential to reach a combined audience of more than 3.2 million.

- ▶ Print and digital executions in the June and July issues of *Canadian Living* focused on spring and summer adventures and on unique foodie experiences in Manitoba. The multi-pronged campaign saw article engagement as high as six to nine minutes, Facebook clicks as high as 2,600 and a 40% open rate on e-newsletters.
- ▶ Print and digital campaign in May and September with *Maclean's* magazine resulted in 1.5 million total impressions, over 6,500 total clicks and a display ad view rate of 67%, higher than normal for the magazine's website.
- ▶ *Zoomer* magazine offered access to Canada's 45+ demographic, and our content in the June, July/August and Sept/Oct issues promoted both urban and rural experiences, including Winnipeg attractions, northern Manitoba, Riding Mountain National Park, Gimli and fishing.
- ▶ *The Lens*, an in-house publication of Henry's Photography with an in-store distribution of 70,000 and an external circulation of 50,000 to upscale neighbourhoods across Canada, featured Manitoba's most spectacular photo-taking opportunities in a feature on northern Manitoba sights and experiences.

INSPIRING MANITOBBANS TO SEE THEIR PROVINCE

Travel Manitoba produced two in-house publications that inspired Manitobans and those in key short-haul markets to discover tourism experiences that may have surprised them.

The 2019 Travel Manitoba Inspiration Guide emphasized curated content with an impact, focusing on visually stunning images that inspire potential visitors to choose Manitoba as their next travel destination. One hundred and ninety thousand copies of the guide were distributed through a targeted direct mail list to select postal codes in Winnipeg, regional centres in Manitoba, Thunder Bay, Kenora, Regina and Saskatoon. Sixty thousand copies were inserted in the Sunday editions of the *Grand Forks Herald* and *Fargo Forum* and 50,000 copies were distributed at Travel Manitoba and partner visitor information centres around the province. The Inspiration Guide was translated into French, with 2,500 printed for distribution through our visitor information centres.



ADVERTISEMENT

MANITOBA: CHOOSE YOUR OWN ADVENTURE

Kayak with belugas, experience the Northern Lights, and get a sneak peek at the daily life of a polar bear—it's all possible in **Churchill, Manitoba**.

In the northern reaches of Canada, where the province of Manitoba meets the Hudson Bay, the tiny town of Churchill welcomes adventurers with three of the globe's most unique natural wonders: polar bears, beluga whales, and the Northern Lights. Nowhere else in the world can adventurers experience this trio of subarctic treasures.

Make Way for Northern Royalty

Known as the "Polar Bear Capital of the World," Churchill is the earth's most accessible destination for viewing polar bears in the wild. In July and August, board a tour boat to watch bears swimming in the Hudson Bay or sunning themselves on the rocky shoreline. In



October and November, set out on an arctic safari in a massive tundra vehicle for prime views of bears lumbering across the ice. For the ultimate adventure, book a stay at a fly-in wilderness lodge where you can glimpse these majestic creatures at ground level.

Witness Nature's Best Light Show

With 300-plus nights of Aurora Borealis activity each year, Churchill ranks among the best spots on the planet for chasing the Northern Lights. February and March are peak viewing months, and local tour companies have created an extraordinary array of viewing vessels so visitors can observe the spectacular beauty in comfort: Enjoy 360-degree views from a bubble-like Aurora Dome; lay back and take in the show in an Aurora Pod; or watch from the open-air deck of a heated Aurora Lounge.

Start planning your adventure at travelmanitoba.com.



DELIGHT IN THE DAILY LIFE OF A BELUGA
In July and August, the Churchill River estuary hosts about 3,000 migrating beluga whales—often called “sea canaries” for the birdlike sounds they make. Get to know these gentle, sociable creatures in a variety of ways: jump in a kayak, join a stand-up paddleboard tour, and glide alongside them, or watch their antics aboard a Zodiac or passenger boat.

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NATURAL WONDERS
Incomparable adventures abound throughout northern Manitoba

BY JUNE CAMPBELL

Whether it's watching beluga whales as they glide and wiggle, looking for the elusive, shimmering Northern Lights, or getting a sneak peek at the daily life of a polar bear—it's all possible in northern Manitoba, a land of endless adventures.

BELUGAS IN CHURCHILL
If watching beluga whales is on your bucket list, there is nowhere else in the world where you can see them as they glide and wiggle. In the Churchill River, these fish are actually a sight to behold, and they are known for their unique, bird-like sounds. They are also known for their unique, bird-like sounds. They are also known for their unique, bird-like sounds.

POLAR BEARS IN CHURCHILL
If watching polar bears is on your bucket list, there is nowhere else in the world where you can see them as they lounge and play. In the Hudson Bay, these bears are a sight to behold, and they are known for their unique, bird-like sounds. They are also known for their unique, bird-like sounds.

NORTHERN LIGHTS IN CHURCHILL
If watching the Northern Lights is on your bucket list, there is nowhere else in the world where you can see them as they dance and shimmer. In the Churchill River, these lights are a sight to behold, and they are known for their unique, bird-like sounds. They are also known for their unique, bird-like sounds.

BACK TO NATURE

Let's go back to the source. It's time to return to simple pleasures and unbounded beauty with this unique summer destination in the heart of Manitoba.

2. WITNESS NATURE

Let's go back to the source. It's time to return to simple pleasures and unbounded beauty with this unique summer destination in the heart of Manitoba.

3. IN THE WILD

Let's go back to the source. It's time to return to simple pleasures and unbounded beauty with this unique summer destination in the heart of Manitoba.



The 2019 Inspiration Guide was the winner of the following awards for its content and design:

- World Media Festival: **GOLD**
- Hermes Creative Awards: **GOLD**
- Travel Weekly Magellan Awards: **SILVER**
- Advertising Association of Manitoba Signature Awards: **RUNNER UP**
- Economic Development Association of Canada Marketing Awards: **FINALIST**

Judging by Travel Manitoba's Instagram, the province has some of the most passionate fans, who regularly feature their favorites in captivating images. Travel Manitoba's Explore MB photo book curated some of the best of these images and produced a keepsake photo book of some of the year's best work from local photographers.

Increased awareness of **MANITOBA'S TOURISM OFFERINGS** in Canada and around the world



ADVERTISING IN THE AIR

Together with its regional partners, Air Canada serves close to 35 million passengers annually and provides direct passenger service to more than 175 destinations on five continents. Air Canada's in-flight program has monthly impressions of 7.1 million, and with a 15% share-of-voice, this translates to 1,065,000 monthly viewers. *enRoute* has a circulation of 120,000 copies and a readership of 1.7 million, with almost 15 readers per copy.

Travel Manitoba continued to dominate the in-flight experience of Air Canada travellers with in-flight video and with ads and inserts in Air Canada's *enRoute* magazine. Travel Manitoba produced two 12-page inserts in *enRoute*, in April and August.

For 2019, Travel Manitoba has moved to the “roadblock” option with Air Canada, in which commercials can not be skipped and are shown immediately following the mandatory safety video. Over the months of May and June, 6,600,000 passengers are exposed to the safety video and the roadblocks following it.

TELEVISION ADVERTISING

A summer 2018 television campaign targeted the near markets of Thunder Bay, Regina and Saskatoon. During the 2019 Tim Hortons Brier held in Brandon in March, 2019, Manitoba was front and centre nationally in promoting fishing and our northern lights viewing.

TRAVEL TRADE

New Joint Marketing Agreements were established with Canadian tour operators Jonview, Voyage A+, JAC Travel, Sun Tours, Gate 1 Travel and Air Canada Vacations and FAMs were hosted with representatives from Great Canadian Travel, Jonview, Adventure Canada, Culinary Adventure Company and Edible Canada.



Increased **INTERNATIONAL EXPOSURE** and **ENGAGEMENT**

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 9% of total expenditures. Overseas visitors delivered 7%.

International visitors stay longer and spend more per visit. Travel Manitoba aims to aggressively grow tourism revenues from the long-haul high yield markets of the United States, China and Australia, and maintained its marketing investments in Germany, the United Kingdom and France.

In 2018/19, the goal of travel trade activities was to increase the number of new operators carrying Manitoba product in each target market and expand the range of product marketed by tour operators currently carrying Manitoba product. Initiatives included:

- ▶ **Rendez-vous Canada 2018**, held in Halifax, broke all attendance records, with over 1,900 delegates in attendance, the most in RVC's 42-year history. Manitoba was front and centre with a luncheon sponsorship that included a stunning new video and an impromptu, flag-waving crowd cheering the Winnipeg Jets advancement in the Stanley Cup playoffs. Over 170 appointments with tour operators and travel agents from around the world were conducted.
- ▶ Meetings with incentive buyers took place during the **Incentive Travel Exchange** in Las Vegas, **Incentive Canada** in Montreal and during **IMEX** also in Las Vegas. Marketing activities included advertising in vehicles such as Incentive Hub, *Ignite* magazine and Business Events Canada Destination Hub. Manitoba hosted buyers from BI Worldwide, SITE SoCal, Westmand Group Industries, Flyte Deck and Postech Screw Piles Manitoba. As a result of these activities, new incentive business was secured with Payworks and Maritz.



- ▶ In October, 2018 at GoMedia in Calgary, Travel Manitoba's sponsored luncheon presentation captured the imaginations of media from around the world with a condensed version of Manitoba's Hermetic Code tour by Dr. Frank Albo, the academic inspiration behind the magic, mystery and architectural wonders tour of the Manitoba Legislative Building. Resulting publicity from 64 media appointments at the event included:

- "Inside Churchill, Canada's polar bear town" by Elizabeth Pook, *Independent U.K.* (Also published on MSN, Yahoo! and Yahoo! U.K. and Ireland)
- "Churchill, Canada: life in the polar bear capital of the world" by Georgia Stephens, *Rough Guides*
- "The power of nature": polar bears and street art in Arctic Canada Georgia Stephens, *Love Exploring*
- "Chasing Northern Lights" Rod Eime interview on *ABC Nightlife* radio broadcast with Phil Clark and Sarah Macdonald
- "10 inhospitable landscapes we still love to visit" by Julie Miller, *Stuff NZ*
- "Churchill and its polar bears, Northern lights and Sea Walls" by Katrin Lehr, *VIEL UNTERWEGS*
- "Churchill, Manitoba" by Kate Robertson, *Active Life Magazine*
- "Canada's Most Transformative Wildlife Experience" by Anthony Berklich, *Inspired Citizen*

UNITED KINGDOM

INCREASED AWARENESS OF MANITOBA THROUGH A PARTNERSHIP WITH DESTINATION CANADA

Destination Canada's 2018 U.K. strategy focused on reaching more target travellers, making it easy for them to find experiences they want to do in Canada and inspiring them to plan their trip immediately. Through a combination of new and re-purposed content (video and articles), the campaign employed YouTube, Facebook, Instagram and Google, and engaged publishers *The Guardian*, *National Geographic U.K.* and *TripAdvisor*.

As results from the campaign were disappointing, Travel Manitoba will be conducting a content campaign for the U.K. directly with *National Geographic Traveller U.K.* in 2019.

Travel Manitoba's trade team negotiated joint marketing agreements with three trade partners: Canadian Affair, Trailfinders and Windows on the Wild, and new product was listed with the latter two. A new General Sales Agent in the U.K. – Hills Balfour – was retained and attended the Prestige Holidays trade show, as well as a Destination Canada breakfast for 20 Elite Canada Specialist agents on Manitoba's behalf. FAMs included two by Hills Balfour, as well as trips with All for Nature and STA.

Travel Manitoba's Media Tour program hosted five U.K. media, and staff attended International Media Marketplace in London along with Hills Balfour.

DESTINATION CANADA CAMPAIGN PERFORMANCE

	Metric	Actual	Target	Variance
We reach more of our target travellers	Article views	16,683	12,722	+31%
	Video views	253	N/A	N/A
Travellers find experiences they want to do	Article Lead Rate	4.21%	0.60%	+601%
	Video 75% Completion Rate	N/A	50%	N/A
Travellers plan their trip now	Trade Partner Leads	9,827	N/A	N/A

- Article and Video view targets were only set for Q3-Q4 content.
- For Video, YouTube video amplification achieved a lower CPV than planned. Savings of 1 cent or 2 cents per video has a big impact on the target.

- 75% Completion Rate was a new benchmark in 2018, developed from the first Dream video launched in the US, 3 minutes long. This initial Dream video proved to be an outlier as a top performer and unrealistic as a benchmark, particularly for longer videos. With more data available with 2018 activity, 2019 benchmarks will provide more accurate targets.
- Trade Partner Leads include banner clicks on Dream and Consider content, as well as clicks generated from Plan activities.



GERMANY

MAINTAINED STRONG AWARENESS WITH ON-THE-GROUND REPRESENTATION

Travel Manitoba continued to retain denk!zauber marketing in Germany for market intelligence, representation at events and marketing activities such as social media management, creation and distribution of a travel trade newsletter and trade sales calls. Other activities included:

- A Canada Specialist training session held in Berlin in November, 2018.
 - In cooperation with Air Canada, a four-city roadshow focused on highlighting “Canada’s secrets” to 148 travel agents.
 - Participating in Destination Canada’s trade campaign.
 - In a collaboration with Zoo Osnabruck, a Manitoba exhibit opened in October, 2018.
 - A product audit of Manitoba tourism product sold by German tour operators.
- ▶ Joint Marketing Agreements were completed with tour operators Canusa, SK Touristik and Dertour, and new product was listed with America Unlimited and America 4 You.
 - ▶ FAM trips brought representatives from Canusa, SK Touristik and Polar Welten to Manitoba, and six German media were hosted.



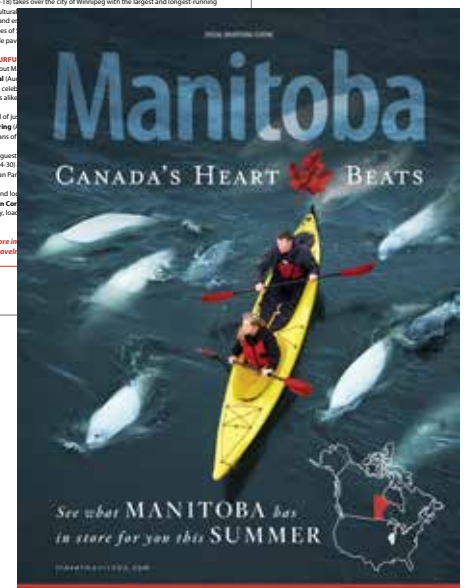
Photo: Renato Granieri, Churchill

UNITED STATES



TARGETED U.S. TRAVELLERS IN KEY SHORT AND LONG HAUL MARKETS

- ▶ In addition to our campaign with *Lonely Planet*, Travel Manitoba targeted potential travellers in the U.S., particularly Authentic Experiencers and Cultural Explorers, with content and advertising partnerships with some of the most popular travel publications, including *Travel & Leisure* and *National Geographic*.
- *Travel & Leisure*: An advertising and editorial campaign, including digital video, reached affluent, mobile consumers in the West region of *Travel & Leisure's* market coverage. Over 640,000 impressions were delivered, exceeding the campaign goal.
- Our print, digital and social partnership with *National Geographic* significantly over-delivered (impressions 160% higher than planned goal of 5.6 million).
 - > Impressions: 14.6 million
 - > Engagements: 228,000
 - > Total engagements on the Unexplored Manitoba Instagram Gallery registered 5.2 million impressions, 47% above other sponsored Instagram galleries
- ▶ Our short-haul U.S. campaign included 900,000 print inserts in Minneapolis and Chicago and display advertising in Grand Forks, Fargo, Bismarck and Minot.
- ▶ A summer outdoor and television campaign in Grand Forks and Fargo focused specifically on attractions in Winnipeg, particularly for short term stays and weekend getaways.



- ▶ We reached almost three million passengers on more than 18,000 flights a month with a 90 second promotional video on United Airlines seatbacks, and over 1 million passengers a month on American Airlines in June, July and August, 2018.
- ▶ Internal analytics showing strong interest in Manitoba from Texas prompted a test campaign in both Dallas and Houston from April to August, 2018. With visibility on networks such as Fox Sports, CNBC, The Travel Channel, Fox News and The Discovery Channel, the Dallas campaign resulted in over 500,000 impressions with a pre-roll campaign, and a 50% video completion rate, resulting in 1,500 website visits. In Houston, the campaign delivered over one million impressions and over 820,000 completed video views.
- ▶ Joint Marketing Agreements were established with U.S. tour operators Road Scholar, Orbridge, Discover Holidays, Jonview, UCLA and Teach and Travel, and FAMs were hosted with representatives from Women Travelling Together, Fresh Tracks, Discover Holidays, Sports Leisure Vacation, Colette Vacations, Orbridge, Site SoCal and Western Leisure.
- ▶ Travel Manitoba's travel trade team attended shows that included Adventure Elevate, the Student and Youth Travel Association (SYTA) and the Educational Travel Consortium (ETC).
- ▶ Trade results in 2018/19 included two new tours to be developed with Orbridge for fall 2019, Sports Leisure Vacation's introduction of a new tour and northern lights programming with UCLA.



ADVERTISEMENT

INTO THE WILD

Swim with belugas, cozy up to a polar bear, and bask in the glow of the Northern Lights. It's all possible in **Churchill, Manitoba**, a tiny sub-arctic Canadian town where the polar bear population outnumbers the residents.

THE ADVENTURE OF A LIFETIME ISN'T ON THE OTHER SIDE OF THE GLOBE, IT'S JUST NORTH, AT 56 DEGREES PARALLEL, WHERE THE PROVINCE OF MANITOBA MEETS HUDSON BAY. HERE, THE FRONTIER TOWN OF CHURCHILL WELCOMES INTrepid TRAVELERS WITH ITS TALENT OF NATURAL WONDER: POLAR BEARS, BELUGA WHALES, AND THE OTHERWORLDLY MAGIC OF THE NORTHERN LIGHTS.

SEE THE SKY COME TO LIFE
Roaring over 300 nights of Aurora Borealis activity per year, Churchill is one of the top places on earth to see the Northern Lights. Grab a front row seat for this unbelievable lightshow within the comfort of a specially designed vessel during peak viewing season in February and March; the bubble-like Aurora Dome offers 360-degree views. The Aurora Pod allows you to recline for the show; and the heated Aurora Lounge boasts an open-air deck.

MEET THE LORDS OF THE ARCTIC
Known as the "polar bear capital of the world," Churchill is the planet's most accessible destination to see polar bears in the wild. In July and August, board a boat to watch these on the giants relaxing in Hudson Bay or sunning on the rocky shoreline. October and November offer additional viewing opportunities when bears are at their most active, with safari-like expeditions on massive landrover vehicles or ground-level looks from fly-in wilderness lodges.

EAVESDROP ON A BELUGA
Every July, about 3,000 belugas migrate into the Churchill River estuary, creating a unique viewing opportunity. Choose from a variety of excursions to see these majestic, sociable creatures up-close: hop aboard a Zodiac or passenger boat, paddle among the whales in a kayak, or don a snorkel for a swim alongside them.

Getting There
There are no roads to Churchill, but the town is accessible by airplane. The flight from Manitoba's capital city, Winnipeg, is just two hours.

Start planning your once-in-a-lifetime adventure at travelmanitoba.com.

CHINA



BUILT AWARENESS WITH CONSUMERS AND KNOWLEDGE WITH TRADE

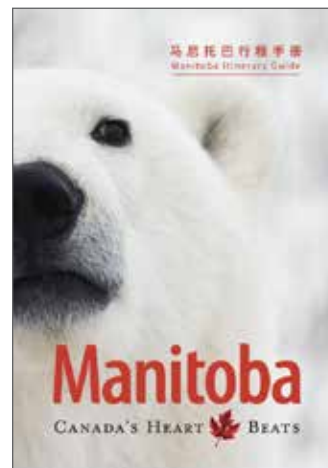
In 2018/19, Travel Manitoba engaged new in-market representation, Flow Creative, to build visibility of Manitoba with consumers and product knowledge with the travel trade. This included:

- ▶ Developing and implementing a new China content strategy
- ▶ Building Manitoba's WeChat audience
- ▶ Re-launching Travel Manitoba's website; leveraging WeChat, Weibo and contesting to drive traffic to the website
- ▶ Optimizing the website for SEO
- ▶ Creating a travel trade strategy
- ▶ Identifying qualified Key Opinion Leaders (KOLs) and media for future engagement
- ▶ Engaging and educating China market stakeholders
- ▶ Conducting a product audit to identify trade market penetration and opportunities for growth
- ▶ Creating a travel trade toolkit

In partnership with Destination Canada, a consumer marketing program focused largely on video content using a cartoon polar bear (KADA), pop-up displays in key cities, social media activity with key influencers and mini-site engagement. Unfortunately, the campaign (May, 2018 – January, 2019) lacked the ability to differentiate between overall interest in Canada and interest specific to Manitoba.

Other initiatives included:

- ▶ Attending CITAP (Canadian Inbound Tourism Association – Asia Pacific) and Showcase Asia (Beijing) and conducting 95 appointments
- ▶ Sponsoring CITAP golf day
- ▶ Hosting FAMs with Compass Travel, Beijing Light International Travel Services and an onboarding FAM with Flow Creative
- ▶ New product listings with Compass Travel and HH – a high end online operator
- ▶ Hosting 2 Chinese media
- ▶ Conducting focus group testing in B.C. to evaluate interest in Manitoba with residents born in China, both for themselves and visiting friends and relatives



**AUSTRALIA****BUILT AWARENESS AND
TRADE RELATIONSHIPS**

Travel Manitoba continued to work with its General Sales Agent, DCA and Associates, to develop trade, media and consumer interest in Manitoba.

A consumer campaign, in partnership with Destination Canada, resulted in new print, video and social media content with Australian publishers Travel2next, International Traveller, Your Life Choices, Pacific Magazines, Fairfax and Junkee.

Travel Manitoba staff attended Corroborree, a four-city roadshow that included four travel agent and tour operator events with over 800 in attendance, two media events and 40 one-on-one B2B meetings.

Joint Marketing Agreements were established with Flight Centre, Travel Councillors, Qantas Holidays, Adventure World, Natural Focus, Safaris, HelloWorld and Memento. New product was listed with Adventure World, Canada Alaska Specialists and Captains Choice.

DESTINATION CANADA CAMPAIGN PERFORMANCE

	Metric	Actual	Target	Variance
We reach more of our target travellers	Article views	25,795	32,058	-20%
	Video views	97,328	40,000	143%
Travellers find experiences they want to do	Article Lead Rate	1.29%	1.00%	29%
	Article Leads	259	N/A	N/A

- ▶ Over article view targets were under target as publishers in Q1/2 had difficulty providing accurate estimates. This was resolved in Q3/4 where view targets were met.
- ▶ Success of video views and completion rates suggests that the audience was highly engaged with the video content.
- ▶ Video views delivered +143% more than target, suggesting that the content was highly engaging.

Results sourced from 2018 Optimization report



FRANCE



Key activities in France included a client event with a “James Bond” theme, attended by 80 travel agents. After a presentation on Manitoba, teams of agents competed for the chance to win a trip to experience summer in Winnipeg and Churchill.

FAMs welcomed representatives from Stimlive Travel/Club Selection Voyages, Destination Canada France, Libert Voyages and Marco Vasco.



INCREASED INVESTMENT to support the hosting of meetings, conventions, national and international events.

Photo: @stefdirks



Attracting provincial events is a critical component of Manitoba's economic development strategy, increasing tourism revenue and provincial tax revenue.

- ▶ Together with Tourism Winnipeg, Travel Manitoba participated in numerous site inspections and hosted organizations in an effort to secure events.
- ▶ Travel Manitoba supports the work of Tourism Winnipeg, which in 2018, helped attract 178 major conventions, resulting in 50,800 delegates filling 35,299 room nights and spending \$54.6 million. In addition, 31 sports and special events accounted for 27,700 room nights, 14,000 participants and \$6.7 million in direct spend.
- ▶ Travel Manitoba works with Brandon First to support its meeting, convention and events sector. In 2018/19, room nights from new events were up by 150%. Brandon has enjoyed double digit growth in the number of new events for the last several years. Under Travel Manitoba's place branding program, a new brand was created and successfully launched. "Brandon Brings You Back" has resonated with residents, the tourism industry, business leaders and visitors alike. Through ongoing strategic partnerships with Travel Manitoba and others, and significant stakeholder participation, Brandon First has undertaken significant new projects, including allocating a new staff member operating full-time in Winnipeg.

Photo: Sandy Black





INCREASED VISITATION to distinct destinations within Manitoba

Travel Manitoba's unique place branding program, initiated in 2017 to help destinations in the province communicate their unique identity and tourism assets, continued in 2018 with the launch of place brands for Brandon and Flin Flon.

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.

"Anyone who has ever lived in Brandon, visited Brandon, or has had the 'Brandon Experience', so to speak, knows that this new slogan, 'Brandon brings you back', is the undeniable truth. I very much look forward to seeing this brand spread its wings in our community and beyond."

Rick Chrest, Mayor of Brandon

"This is something that will now be available as a tool on a regional basis, with all the different organizations, companies and municipalities within the region to work with and develop other things."

Glenna Daschuk, municipal administrator for the City of Flin Flon



INCREASED INVESTMENT in the tourism sector and unified 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 2018/19, 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.

Travel Manitoba worked with 200 industry partners and expanded the reach of the 2018 campaign by securing \$1.1 million in investment in our marketing initiatives. See the full list of partners on pages 58-59.

Travel Manitoba initiated a partner survey to assess partner satisfaction with its partnership programs. Over 300 participants provided extremely positive feedback, particularly around the range of marketing opportunities provided and new opportunities in the areas of social media and fishing.

Travel Manitoba continued 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 2018/19 Invest in Tourism partners:



INDUSTRY RELATIONS

Travel Manitoba engages industry to provide input into strategic planning by hosting tourism summits and through face-to-face meetings with individual partners.

In 2018/19, Travel Manitoba staff visited communities in southwestern Manitoba and held strategic planning sessions in Snow Lake and Cranberry Portage. Development work was completed with the communities of Grand Marais/Grand Beach and the West Interlake to promote their unique attractions.

Travel Manitoba also provides industry with an opportunity to educate our staff about new operations, new experiences or improvements to existing tourism offerings through its weekly program information sessions, termed “Rapid Fire” presentations. In 2018/19, 25 industry stakeholders took part.

Travel Manitoba also distributed a regular industry newsletter, highlighting industry news, events and trends that had an average open rate of almost 30%.



20TH MANITOBA TOURISM AWARDS, SEPTEMBER 13, 2018

Travel Manitoba recognizes excellence through its annual Manitoba Tourism Awards. In 2018, over 290 industry operators attended the annual Awards, which received 71 nominations and bestowed awards in 11 categories. Travel Manitoba also recognized Invest in Tourism partners during the event.



LED THE DEVELOPMENT of new initiatives that will drive tourism growth and serve as catalysts for economic development

INDIGENOUS TOURISM

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 2018/19 included:

- ▶ Hosting a Manitoba Indigenous Tourism Summit in Winnipeg in May, 2018.
- ▶ Completion of a three-year Indigenous Tourism Strategy and the creation of a Manitoba Indigenous Tourism brand.
- ▶ Five tourism experiences received funding from the Indigenous Tourism Association of Canada.
- ▶ Launch of the strategy in April, 2019.

Future plans include:

- ▶ Hosting the International Indigenous Tourism Conference in Winnipeg in 2020.
- ▶ Partnering with ITAC to establish the Manitoba Indigenous Tourism Association.
- ▶ Investing in product development partnerships.
- ▶ 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 ten Indigenous tourism experiences that celebrate the history of Manitoba for Manitoba's 150th in 2020.

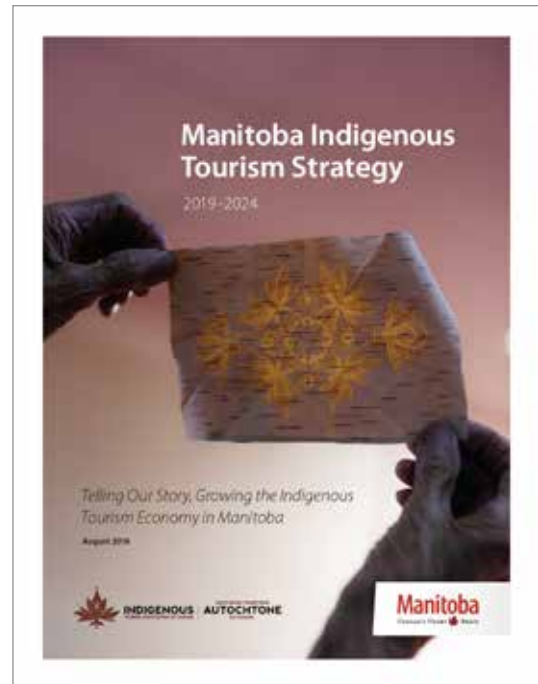


Photo: Lake Audy, Megan Dudeck

Photo: Flin Flon, Noelle Drimnie

NORTHERN TOURISM

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 that will grow tourism in northern Manitoba through product development, marketing and leveraging community support.

Progress in 2018/19 included:

- ▶ Developing strong marketing assets, producing and distributing a northern tourism guide and implementing a content marketing campaign. A suite of content featuring the North in the summer that included blog posts, social media, live video, photography and video was created. The average time spent on the page was above average. All videos performed well, most ending up in our top 10 for 2018.
- ▶ Developing a place brand for Flin Flon and working with stakeholders in Thompson and the Pas/OCN on future brands.
- ▶ Completion of a Churchill Economic Impact Assessment.
- ▶ Completion of Destination Area Assessments for the Northwest Country region, Churchill, and Thompson and area.
- ▶ Engaging stakeholders at a Churchill Summit to discuss the strengths, weaknesses and areas of opportunity for tourism growth.
- ▶ Providing potential entrepreneurs with a brochure and website directing them to potential funding sources.
- ▶ Completion of a strategy to develop snowmobiling tourism in the North.

Future plans include:

- ▶ Completion of northern place brands and assisting in the extension of existing brands.
- ▶ Partnering with the Manitoba Chambers of Commerce to promote the value of tourism and the potential for tourism growth in the North.
- ▶ Collaborating with stakeholders to advance the recommendations of the Destination Area assessments for Churchill, Thompson and Northwest Country.
- ▶ Hosting a northern lights summit.
- ▶ Partnering with industry to market snowmobiling.
- ▶ Delivering an engaging, effective marketing campaign.
- ▶ Surveying northern communities to assess the impact of our efforts.



LED THE DEVELOPMENT of new initiatives that will drive tourism growth and serve as catalysts for economic development

FRANCOPHONE AND MÉTIS TOURISM

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 Francophone communities.

Progress in 2018/19 included:

- ▶ Launch of the St. Boniface place brand that was developed in collaboration with Tourisme Riel and the Conseil de développement des municipalités bilingues du Manitoba (CDEM).
- ▶ Investment in the development of a film that highlights the Francophone community's heritage and cultural assets and is now shown in the Tourisme Riel Visitor Centre.
- ▶ Initiation of a Francophone and Métis Tourism Strategy that will be completed September, 2019.

Future plans include:

- ▶ Development of an integrated marketing plan and a business case for investment in Francophone and Métis marketing and experience development.
- ▶ 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.

Passion
& HISTOIRE
SAINT-BONIFACE



FRENCH LANGUAGE SERVICES

The Manitoba government's French-Language Services Policy provides a framework for public bodies in the offer of government services to Francophones and to Manitoba's Francophone community. The policy's purpose is to allow the community and the institutions serving it to access comparable government services in their choice of either official language.

In 2018/19, Travel Manitoba completed its French Language Services plan and committed to delivering programming to support the implementation of the Francophone Community Enhancement and Support Act and the FLS policy by:

- ▶ Providing bilingual services
- ▶ Marketing Manitoba as a destination in French-speaking target markets
- ▶ Marketing Manitoba's Francophone tourism experiences
- ▶ Collaborating with CDEM (Conseil de développement économique des municipalités bilingues du Manitoba) and Tourisme Riel

In 2018/19, Travel Manitoba:

- ▶ Refreshed the French version of travelmanitoba.com with core elements of the English website.
- ▶ Ensured that signage in all Visitor Information Centres is available in French and English.
- ▶ Provided training for all staff in Active Offer through the FLS Secretariat.
- ▶ Three staff members participated in French language training.
- ▶ Created nine French blog posts distributed through Facebook to the Quebec market.
- ▶ Hosted a French family travel blogger who was RVing across Canada.
- ▶ Translated and printed 2,500 copies of the 2019 Inspiration Guide and dedicated two of its pages to Francophone attractions/experiences.
- ▶ Met with eight tour operators from France at Rendez-vous Canada and hosted a familiarization tour of Manitoba's tourism attraction with travel agents from France.
- ▶ Attended Salon du RV, a consumer RV show in Quebec in partnership with CDEM and Tourisme Riel.

Photo: Dan Harper



LED THE DEVELOPMENT of new initiatives that will drive tourism growth and serve as catalysts for economic development

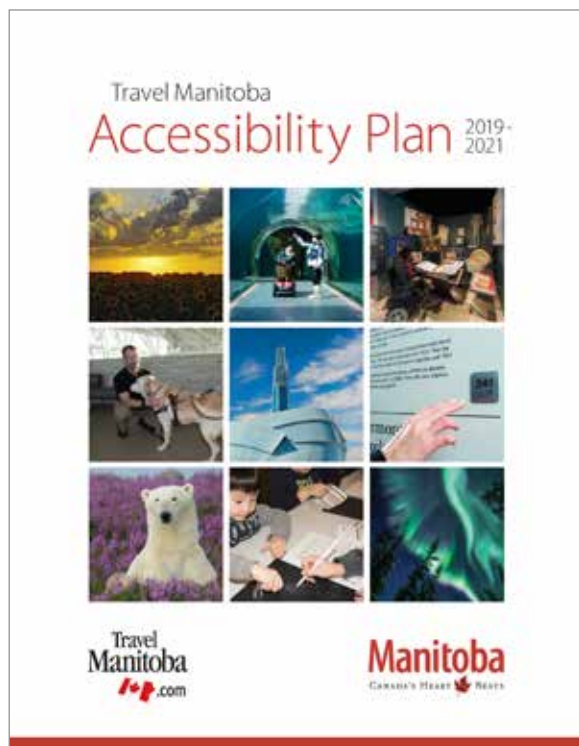
FOSTERING COLLABORATION

As tourism is a key economic driver for the entire province, a “whole-of-government” approach is necessary for the industry to remain competitive, maximize visitor experiences, and achieve growth. All government departments and agencies must have a common collaborative approach with the tourism sector to enable critical destination improvements and to ensure that new policies are viewed through the lens of any potential impact on tourism.

Travel Manitoba executive management participated in over 60 speaking engagements, to local and provincial governments, at industry events and meetings, Chambers of Commerce events and press conferences.

In 2018/19, Travel Manitoba also provided extensive support to the Churchill Beluga Whale Tour Operators Association to advocate against new legislation that inhibits the experience of beluga whale watching.





ACCESSIBILITY

The Manitoba government is committed to ensuring equal access and participation for people with disabilities and to meeting the needs of people who face barriers.

In 2018/19, Travel Manitoba completed its Tourism Accessibility Plan, centered on the following key actions:

- ▶ Creating a framework to ensure equal access and participation for people with disabilities.
- ▶ Providing accessible customer service.
- ▶ Providing information and communications about accessible tourism experiences.
- ▶ Encouraging the tourism industry in Manitoba to consider accessibility requirements.
- ▶ Creating and maintaining barrier-free facilities and workplaces.
- ▶ Monitoring progress to ensure compliance with *The Accessibility for Manitobans Act*.

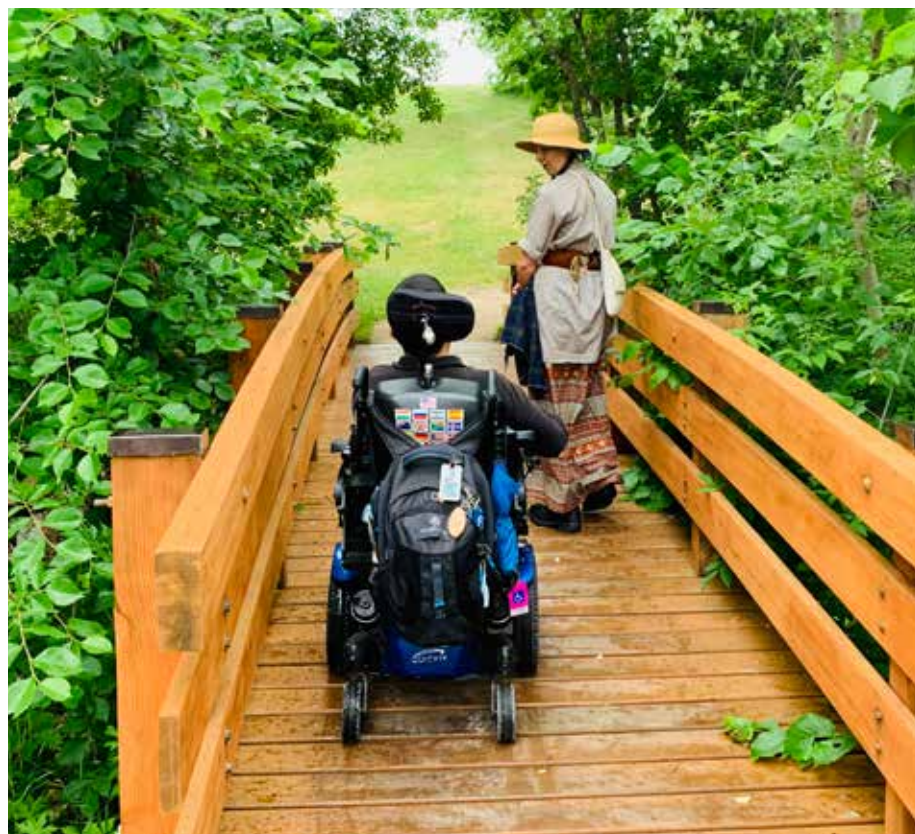


Photo: Lower Fort Garry, Cory Lee





INCREASED ENGAGEMENT from relevant audiences across digital platforms

Travel Manitoba continues to maximize engagement from relevant, personalized audiences across all digital platforms, using data-based decisions to shape our marketing on all campaigns.

Digital marketing goals in 2018/19 included:

- ▶ Increasing engagement on TravelManitoba.com

Results

- Decreased site-wide bounce rate by 24%
- Improved online analytics to optimize for more engaged visitors

- ▶ Increasing TravelManitoba.com and microsite users from target markets

Results

- Increased overall sessions and overall users across all designated target markets
- Increased paid traffic from English-speaking overseas markets (U.K. and Australia) by more than 420%

- ▶ Increasing and improving the use of Travel Manitoba's Extranet / CRM

Results

- Increased percentage of partners active on Extranet to 42% (vs. 16% in 2017)
- Reorganized listing categories to better match TravelManitoba.com site content

- ▶ Leading a strong digital campaign in U.S. long-haul markets

Results

- Increased digital opportunities with individual U.S. content publishers
- Increased overall sessions by 19% and overall users also by 19% from designated target U.S. markets
- Decreased average cost-per-click from U.S. users

- ▶ Developing a strategic multi-channel approach to moving users down the purchasing funnel

Results

- Increased reach through paid advertising on higher-funnel channels
- Increased number of return site visitors by 88% through use of shared and retargeting audiences
- Identified more valuable digital channels for mid- and low-funnel users



Photo: George Fischer

DIGITAL MARKETING STATISTICS

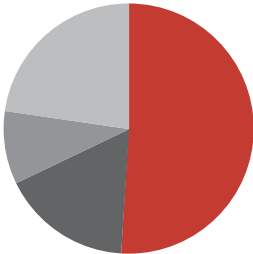
2018/19 vs. 2017/18 Full Year (Fiscal)

WEBSITE & TRAFFIC ORIGIN 2018/19



TRAVELMANITOBA.COM

SESSIONS:	USERS:	NEW USERS:
▶ 2018 1,676,941	▶ 2018 1,161,142	▶ 2018 1,156,924
▶ 2017 946,651	▶ 2017 716,002	▶ 2017 710,722
▶ ⬆ 77%	▶ ⬆ 62%	▶ ⬆ 63%



- 51% Manitoba
- 17% U.S.
- 9% Overseas
- 23% Other Canada

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



Photo: Renato Granieri



Photo: @thesandeep29



Photo: @bebykh

TRAVEL MANITOBA SOCIAL MEDIA 2018/19



FACEBOOK

FOLLOWERS:

► 2018 **114,637**

► **↑ 13%**

ENGAGEMENT:

► 2018 **513,515**

IMPRESSIONS:

► 2018 **67,547,743**



INSTAGRAM

FOLLOWERS:

► 2018 **103,174**

► **↑ 33%**

ENGAGEMENT:

► 2018 **1,424,636**

IMPRESSIONS:

► 2018 **34,864,984**



TWITTER

FOLLOWERS:

► 2018 **33,361**

► **↑ 3%**

ENGAGEMENT:

► 2018 **51,326**

E-NEWSLETTERS 2018/19



CONSUMER

SUBSCRIPTIONS:

► 2018 **24,022**

► 2017 **20,387**

►  **18%**

OPENS:

► 2018 **18.8%**

► 2017 **20.3%**

►  **1.5%**

CLICKS:

► 2018 **2.4%**

► 2017 **2.3%**

►  **0.1%**



FISH HUNT

SUBSCRIPTIONS:

► 2018 **3,281**

► 2017 **2,597**

►  **26%**

OPENS:

► 2018 **30.7%**

► 2017 **30.9%**

►  **0.2%**

CLICKS:

► 2018 **6.4%**

► 2017 **6.2%**

►  **0.2%**



INDUSTRY

SUBSCRIPTIONS:

► 2018 **1,330**

► 2017 **1,407**

►  **6%**

OPENS:

► 2018 **32%**

► 2017 **31.2%**

►  **0.8%**

CLICKS:

► 2018 **5.8%**

► 2017 **4.9%**

►  **0.9%**

CONNECTED INDUSTRY and visitors in the delivery of Visitor Information Services



Strong visitor information services motivate tourists by piquing their interest in unique Manitoba experiences and by welcoming them to Manitoba. In 2018/19, Travel Manitoba invited Industry into our flagship Visitor Information Centre (VIC) at The Forks on a regular basis, theming the centre around special events and attractions.

While visitation at our centres was down overall by 3% from 2017, likely due to the surge in visitation that year due to the Canada Summer Games, there was a 6% increase at The Forks VIC.

Travel Manitoba's Visitor Information Centres saw an increase in travellers from both the U.K. and Australia of 10% and conducted over 43,000 travel counselling sessions with international guests, up 54%.

Travel Manitoba partnered with Manitoba Infrastructure and Transportation to create new welcome signs for the province and will be working with them on new directional signage.

The introduction of retail sales to The Forks VIC, along with a labour cost reduction of \$45,000, improved the efficiency of operations.



Showcased **MANITOBA'S FISHING** and **HUNTING EXPERIENCES** in Canada, the U.S. and beyond

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.

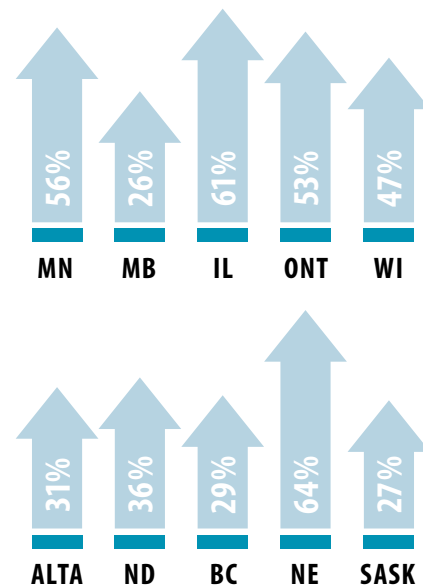
Hunting and fishing economic impacts are estimated to generate \$312 million in GDP to Manitoba, sustain 7,500 jobs and generate \$70 million in taxes to all governments annually.

In 2018/19, Travel Manitoba continued its focus on developing quality, engaging content with the creation of its new fish/hunt website, and in providing Industry operators with content assets for their own use as well as for promotion by Travel Manitoba, with Destination Spotlight and Hot Bite videos. Promotion of ice fishing destinations worked not only to expand this growing seasonal market, but also worked hand-in-hand with the northern tourism strategy to promote tourism experiences in the North.

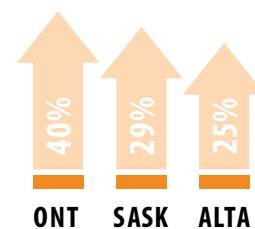
The year's campaign resulted in:

- ▶ Significant increases in organic search traffic with Google and YouTube
- ▶ Increased engagement on Fish/Hunt social media channels
- ▶ Maximized awareness through third party/digital content syndication
- ▶ Increased awareness for ice fishing and drive-to fishing in northern U.S., Ontario, Alberta and Saskatchewan markets
- ▶ Northern ice fishing operators reported increases of as much as 600% for the January to April ice fishing season
- ▶ Increase in Master Angler entries by over 1,000
- ▶ Launch of HuntFishMB merchandise

- ▶ Organic Search Sessions: **Up 34%**
- ▶ Blog: **Up 26%**



- ▶ U.S. audience: **Up 27%**
- ▶ Canadian: **Up 27%**



Proven Partnership Value

- ▶ **2,500** outbound clicks to partner websites
- ▶ Outbound clicks to lodges: **Up 24%**

Operator reports on Destination Spotlights and third party media

- ▶ **Operator #1: Up 150%** from 2018 ice fishing season; **\$30,000** in increased sales.
- ▶ **Operator #2: Up 500%** from 2018 ice fishing season; **\$7,500** in increased sales.
- ▶ **Operator #3: Up 600%** from 2018 ice fishing season; **\$35,000** in increased sales. Went from 20 to 131 ice fishing guests in one year.
- ▶ **Operator #4: Over \$18,000** in direct bookings from Destination Spotlight; over **60%** in new business for 2019; ice fishing is sold out.



"Overall the entire experience has been extremely positive. It was the perfect piece of content for our lodge as we were lacking a video that showed the experience/service that we provide. Quite a few of our returning guests have mentioned that they found it valuable as a tool to promote the lodge to their friends/relatives which may have led to an increase of group size for a few groups. We can't think of any areas for improvement, the whole experience from the film crew to the final product was great."

Tobias Becker, Shining Falls Lodge on the Destination Spotlight partnership opportunity offered by Travel Manitoba

RESEARCH and MARKET INTELLIGENCE

POST AD CAMPAIGN STUDY – NW ONTARIO, NORTH DAKOTA, CANADIAN AIR TRAVELLERS

In March 2019, Travel Manitoba conducted consumer surveys among residents of North Dakota and Northwest Ontario as well as among Canadian air travellers. The surveys were designed to evaluate perceptions of Manitoba as a vacation destination, awareness and impact of Travel Manitoba ads and the effect of Travel Manitoba's Inspiration Guide. Key findings include:

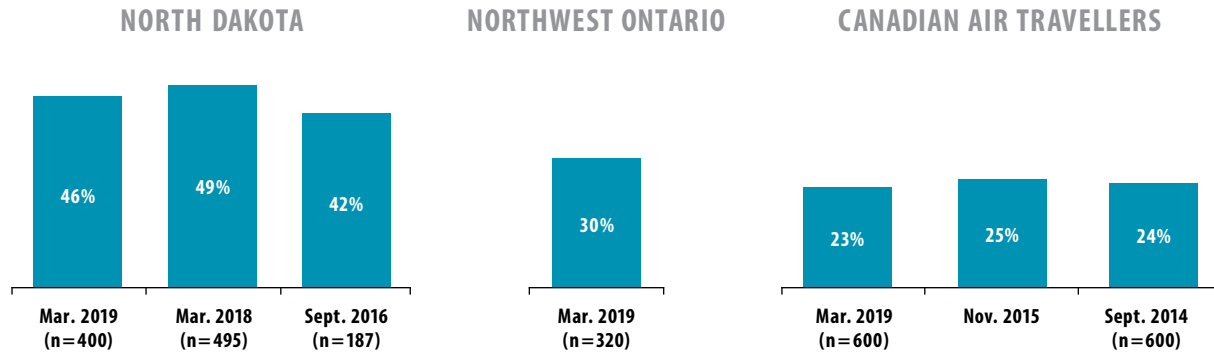
- ▶ North Dakotans find Manitoba more appealing as a travel destination (41%) than residents of Northwest Ontario (34%) or Canadian air travellers (30%). The appeal of Manitoba as a travel destination has grown over time.
- ▶ All three markets view Manitoba primarily as a weekend destination.
- ▶ 46% of North Dakotans, 30% of Northwest Ontarians and 23% of Canadian air travellers were aware of Manitoba tourism advertising. For all three markets, TV commercials were the most significant source of Manitoba travel information.
- ▶ All three markets identify fishing as the most top-of-mind tourism opportunity in Manitoba. Arts and culture, shopping, camping, entertainment, wildlife viewing and sporting events also ranked high.
- ▶ 48% of North Dakotans, 51% of Northwest Ontarians and 64% of Canadian air travellers said their opinion of Manitoba as a travel destination improved after seeing the *Manitoba, Canada's Heart... Beats* commercials.
- ▶ Travel Manitoba's Inspiration Guide was viewed favourably in all markets, with between 71% and 78% of respondents finding the guide impactful.



Photo: William Au Photography

Awareness of Manitoba Tourism Advertisements

"Have you read, seen or heard anything about Manitoba tourism or travel in the past six months?"



Advertisements' Impact on Opinion of Manitoba as a Travel Destination

"After viewing the video, has your opinion of Manitoba as a potential travel destination improved, declined or is it unchanged?"

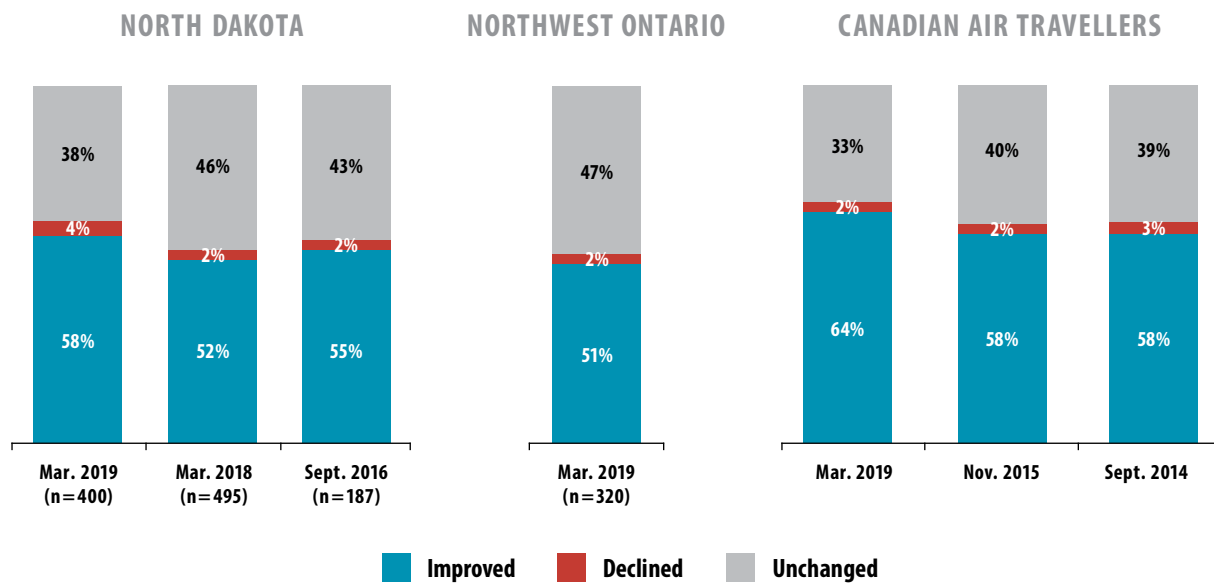






Photo: David Quiring

Tourism Sentiment Index

This study examined approximately 250 million online conversations about Manitoba tourism and 106 million online conversations about Winnipeg tourism in 2018 to establish Tourism Sentiment scores, which measure a destination's ability to generate positive word of mouth about its tourism offerings. To provide further context, the Manitoba and Winnipeg results were compared with competing regions and cities. Both Winnipeg and Manitoba scored a 33, which is similar to the median score for other destinations examined in the study. Strengths and potential opportunities are outlined in the table below.

	MANITOBA	WINNIPEG
TOP CONVERSATION DRIVERS	<ul style="list-style-type: none"> ▶ Spectator Sports ▶ Festivals ▶ Events 	<ul style="list-style-type: none"> ▶ Spectator Sports ▶ Festivals & Events ▶ Restaurants
POTENTIAL GROWTH OPPORTUNITIES	<ul style="list-style-type: none"> ▶ Music and Performing Arts ▶ Wildlife Viewing ▶ Indigenous Cultural Attractions 	<ul style="list-style-type: none"> ▶ Indigenous Cultural Attractions
UNDER PERFORMING	<ul style="list-style-type: none"> ▶ Public and Street Art ▶ Architecture ▶ Spas and Wellness 	<ul style="list-style-type: none"> ▶ Shopping ▶ Night Life



OUR PARTNERS: *Thank you!*

With the help of our 200 partners, we expanded the reach of the 2018 campaign by securing **\$1,022,162** in investment.

Aboriginal Peoples Television Network
Aikens Lake Wilderness Lodge
Ai-kon
Alt Canada
ALT Hotel Winnipeg
Andersen Inn and Suites
Arrowhead RV Park
Assessippi Ski Area and Resort
Assiniboia Downs
Assiniboine Park Conservatory
Assiniboine Park Zoo
Audi Winnipeg
Baldy Mountain Outfitters
Bed and Breakfast Association of Manitoba
Best Western Plus Downtown Winnipeg
Best Western Plus Pembina Inn & Suites
Best Western Plus Winnipeg Airport
Big Sand Lake Lodge
Birdtail Waterfowl Inc
Brandon Tourism/Brandon Riverbank Inc.
Buffalo Point Resort
Calm Air International LP
Canad Inns Winter Wonderland
Canada's Royal Winnipeg Ballet
Canadian Fossil Discovery Centre
Canadian Museum for Human Rights
Carman Country Fair
Carpenter's Clearwater Lodge
CDEM
Celebrations Dinner Theatre
Central Manitoba Tourism Association
Chamber of Commerce/Portage & District
Children's Museum
Chocolatier Constance Popp
Churchill Hotel & Restaurant
Churchill Northern Studies Centre
Churchill Wild
City of Dauphin / Tourism Dauphin
City of Flin Flon
City of Morden
City of Winkler
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
Community Futures West Interlake

Dalnavert Museum
Days Inn - Steinbach
Delta Winnipeg
Discover Minnedosa
Eastman Tourism
Eduvacay
Elkhorn Resort Spa and Conference Centre
Emerson Duty-Free Shop
Enigma Escapes
Evergreen Gate Bed & Breakfast
Exchange District BIZ
Explore Morden Winkler
Fairfield Inn and Suites by Marriott
Falcon Beach Ranch Inc.
Falcon Lake Golf Course
Falcon Lake Winter Fish-Off
Falcon Trails Resort
Fehr-Way Tours Ltd.
Festival du Voyageur
Fire and Water Music Festival
Folklorama
Forest Hills Cabins/RV Park & Meeting Space
Fort Dauphin Museum Inc.
Fort Gibraltar
Fort la Reine Museum
FortWhyte Alive
Frontiers North Adventures
Fun Mountain Water Slide Park
Gangler's North Seal Wilderness
Sub-Arctic Adventures
Gimli Destination Branding Committee
Gourmet Inspirations
Grand Beach and Area Development Corporation
Granite Hills Golf Course & Estates
Great White Bear Tours Inc.
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
Icebound Excursions
Icelandic Festival of Manitoba
Inn at The Forks
Interlake Tourism Association
Inverness Falls Resort
Ivanhoe Cambridge Inc.- Winnipeg Outlet

La Verendrye Golf
Lac Du Bonnet Ice Fishing Derby
Lakeview Hecla Golf Course
Lakeview Hotels & Resorts (Head Office)
Lakeview Resort - Hecla
Lakeview Resort and Conference Centre Gimli
Laurie River Lodge Limited
Lazy Bear Lodge Ltd.
Le Marché St. Norbert Farmers Market
Lilac Resort, RV, Lodging and Water Park
MAAS Open Farm Day
Manitoba Airshow
Manitoba Association of Campgrounds and Parks
Manitoba Baseball Hall of Fame and Museum
Manitoba Chamber Orchestra
Manitoba Electrical Museum & Education Centre
Manitoba Highland Gathering
Manitoba Liquor & Lotteries
Manitoba Opera
Manitoba Stampede & Exhibition
Manitoba Theatre for Young People
Manitoba Threshermen's Reunion and Stampede
Mariaggi's Theme Suite Hotel and Day Spa
Melita Banana Days
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)
Netley Creek Golf & Country Club
New Iceland Heritage Museum Inc.
Norwood Hotel
Oak Hammock Marsh Interpretive Centre
Park West Inn
Parkland Tourism Association
Parks Canada (Attractions)
Pembina Threshermen's Museum Inc.
Plug In Institute of Contemporary Art
Portage Golf Club
Portage Industrial Exhibition Campground
Portage Regional Economic Development
Prairie 360 Restaurant & Lounge
Prairie Dog Central Railway
Provincial Exhibition of Manitoba
Q Lake Lodge
Quality Inn Winkler

R.M. of Victoria
Rainbow Stage
Red River Exhibition
Red River North Tourism
Residence Inn Winnipeg
Riding Mountain National Park
Rivers Edge Resort
Riverside Lodge
Rotary Club of The Pas
Royal Aviation Museum of Western Canada Inc.
Royal Canadian Mint
Runs with Scissors
Sasa-Ginni-Gak Lodge
Sea North Tours Ltd.
Shining Falls Lodge
Shuttle Bug
Signature Museums
Sky Zone Indoor Trampoline Park
Sparrow Hotels
Super 8 Winnipeg

Super 8 Winnipeg West
Sustainable Development - Wildlife
Swan Valley Rise
Tallpine Lodges
The Fairmont Winnipeg
The Forks North Portage Partnership
The Fort Garry Hotel, Spa & Conference Centre
The Grand Winnipeg Airport Hotel by Lakeview
The Great Canadian Travel Company Ltd.
The Lake House
The Manitoba Museum
The Marlborough Hotel
The Pas Community Development Corporation
The RCA Museum
The Tundra Inn
Thermëa by Nordik
Tourism Westman
Tourisme Riel
Town of Altona
Town of Carman

Town of Neepawa
Town of Snow Lake
Town of Souris/CDC - Souris Glenwood
Travelodge by Wyndham Winnipeg East
Turtle Mountain Resort Ltd
Victoria Inn Hotel and Convention Centre
West End BIZ
Whiteshell Outfitters
Wilderness Edge Retreat & Conference Centre
Winnipeg Airports Authority Inc.
Winnipeg Art Gallery
Winnipeg Beach Art & Culture Co-op
(Wave Artist Tour)
Winnipeg Folk Festival
Winnipeg Goldeyes Baseball Club
Winnipeg International Children's Festival (KIDSFEST)
Winnipeg Pass
Winnipeg Symphony Orchestra
WOW! Hospitality Concepts

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



BOARD *of* DIRECTORS



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President & CEO
The City of Human
Rights Education



Tara Stefansson (Vice Chair)
Vice President, Sales & Marketing
Lazy Bear Expeditions



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



Sara Stasiuk
*Vice-President, Finance
and Operations*
The Forks North Portage
Partnership



Graham Harvey
Executive Director
Brandon First

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

OUR PEOPLE



FRONT ROW:

Nancy Evans
Jackie Tenuta
Nisha Tuli
Linda Whitfield
Brigitte Sandron
Colin Ferguson
Eric Admiraal
Alexis McEwen
Myra Ramos

MIDDLE ROW:

Taylor Bowman-Robinson
Rebecca McKie
Breanne Sowards
Lindsay Egan
Samantha Bason
Jillian Recksiedler
Alex Krosney
Tricia Woikin
Melodie Garing
Melanie Swenarchuk

BACK ROW:

Reba Lewis
Yan Cong
Michel LaRivière
Ryan Schultz
Tracy Dandeneau
Zach Harrison
Joey Traa
Doug Evans
Aaron McMahon
Cindy Perrett
Tamara Soroka

Missing:

Mary Aguilar-Saler
Carly Sallows-Harrie
Ryan Suffron
Eric Labaupa
Keevin Erickson
Alan McLaughlan



FINANCIAL STATEMENTS

For the year ended March 31, 2019

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INDEPENDENT AUDITOR'S REPORT

To the Members of TRAVEL MANITOBA

Opinion

We have audited the financial statements of **Travel Manitoba** (the "Organization"), which comprise the statement of financial position as at March 31, 2019, and the statements of operations, changes in net assets, remeasurement gains and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2019, and its results of operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

BDO Canada LLP

Chartered Professional Accountants

Winnipeg, Manitoba
June 18, 2019

BDO Canada LLP, a Canadian limited liability partnership, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms.

TRAVEL MANITOBA
STATEMENT OF FINANCIAL POSITION

As at March 31	2019	2018
Assets		
Current Assets		
Cash and short-term deposits (Note 2)	\$ 1,829,153	\$ 1,599,970
Trade accounts receivable	319,665	391,013
Prepaid expenses	29,752	133,668
	2,178,570	2,124,651
Due from the Province of Manitoba (Note 3)	34,082	74,839
Capital assets (Note 4)	254,918	343,904
	\$ 2,467,570	\$ 2,543,394

Liabilities and Net Assets

Current Liabilities		
Accounts payable and accrued liabilities	\$ 1,181,973	\$ 1,123,038
Deferred revenue	247,526	248,836
	1,429,499	1,371,874
Retirement allowances and other benefits payable (Note 5)	515,858	549,161
	1,945,357	1,921,035
Contingencies and commitments (Note 7)		
Net Assets		
Unrestricted	257,293	267,492
Invested in capital assets	254,918	343,904
	512,211	611,396
Accumulated remeasurement gains	10,002	10,963
	522,213	622,359
	\$ 2,467,570	\$ 2,543,394

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	2019	2018
Revenue		
Province of Manitoba	\$ 12,069,000	\$ 12,069,000
Partnership and leveraged marketing	1,147,587	1,022,234
Other	43,689	28,846
	13,260,276	13,120,080
Expenses		
Marketing and industry relations	11,585,210	11,188,460
Corporate services	835,583	868,614
Visitor services	831,289	860,996
Amortization	107,379	106,888
	13,359,461	13,024,958
(Deficiency) excess of revenue over expenses for the year	\$ (99,185)	\$ 95,122

TRAVEL MANITOBA
STATEMENT OF CHANGES IN NET ASSETS

For the year ended March 31	Unrestricted	Invested in Capital Assets	2019 Total	2018 Total
Net assets, beginning of year	\$ 267,492	\$ 343,904	\$ 611,396	\$ 516,274
(Deficiency) excess of revenue over expenses for the year	8,194	(107,379)	(99,185)	95,122
Interfund Transfer				
Acquisition of capital assets (\$49,699 in 2018)	(18,393)	18,393	-	-
Net assets, end of year	\$ 257,293	\$ 254,918	\$ 512,211	\$ 611,396

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

TRAVEL MANITOBA
STATEMENT OF REMEASUREMENT GAINS

For the year ended March 31	2019	2018
Accumulated remeasurement gains, beginning of year	\$ 10,963	\$ 2,608
Unrealized gain (loss) attributable to foreign exchange	(961)	8,355
Accumulated remeasurement gains, end of year	\$ 10,002	\$ 10,963

TRAVEL MANITOBA
STATEMENT OF CASH FLOWS

For the year ended March 31	2019	2018
Cash Flows from Operating Activities		
(Deficiency) excess of revenue over expenses for the year	\$ (99,185)	\$ 95,122
Adjustment for non-cash items		
Amortization of capital assets	107,379	106,888
Unrealized remeasurement gain (loss)	(961)	8,355
	7,233	210,365
Changes in non-cash working capital		
Due from the Province of Manitoba	40,757	-
Trade accounts receivable	71,348	(81,496)
Prepaid expenses	103,916	(76,302)
Accounts payable and accrued liabilities	58,935	(857,070)
Deferred revenue	(1,310)	82,369
Retirement allowances and other benefits payable	(33,303)	19,459
	247,576	(702,675)
Cash Flows from Financing and Investing Activities	-	-
Cash Flows from Capital Activities		
Acquisition of capital assets	(18,393)	(49,699)
Net increase (decrease) in cash and short-term deposits	229,183	(752,374)
Cash and short-term deposits, beginning of year	1,599,970	2,352,344
Cash and short-term deposits, end of year	\$ 1,829,153	\$ 1,599,970

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

For the year ended March 31, 2019

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 increase tourism's contribution to the provincial economy by leading the marketing of Manitoba as a tourism destination by fostering a competitive and sustainable tourism industry. 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, 2019

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, 2019 is \$124,190 (\$121,894 at March 31, 2018).

The Organization has a credit facility to a maximum of \$500,000 with interest at prime plus 1% (effective rate of 4.95% as at March 31, 2019) which is secured by a general security agreement. As at March 31, 2019, the facility remains unused.

For the year ended March 31, 2019

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, 2019 is \$34,082 (\$74,839 at March 31, 2018).

4. Capital Assets

	2019		2018	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Vehicles	\$ 25,785	\$ 7,736	\$ 25,785	\$ 2,579
Computer hardware	79,870	48,980	62,665	41,596
Computer software	61,213	51,246	61,213	46,511
Furniture and equipment	28,866	5,033	28,866	3,778
Leasehold improvements	46,691	17,645	46,691	16,116
VIC technology	439,650	296,517	438,462	209,198
	\$ 682,075	\$ 427,157	\$ 663,682	\$ 319,778
Cost less accumulated amortization		\$ 254,918		\$ 343,904

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, 2019 and the most recent finalized and approved actuarial valuation report for the enhanced pension benefits was at December 31, 2017.

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

	2019	2018
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.00%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 213,855	\$ 196,125

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

	2019	2018
Benefit costs for the year ended March 31		
Discount rate	6.00%	6.00%
Rate of compensation increase	3.75%	3.75%
Employer contributions	\$ 16,803	\$ 16,202

For the year ended March 31, 2019

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, 2019 of \$42,000 (\$40,000 in 2018). 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)	\$ 2,814	\$ 34,014	\$ 282,837
Due from the Province of Manitoba	-	-	34,082
	\$ 2,814	\$ 34,014	\$ 316,919

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	\$ 1,158,947	\$ 19,726	\$ 3,300

For the year ended March 31, 2019

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 \$470,841. In addition, the Organization has entered into lease agreements for computer equipment expiring in February 2023, for total annual payments of \$14,250.

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 \$76,804 (\$83,641 in 2018).

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



NOTES:

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