

# **2022 PARTNERSHIP OPPORTUNITIES**



# Stimulating recovery of the Tourism Industry

In 2022, Travel Manitoba's focus is on revitalizing and rebuilding the tourism industry. Investments made today will help get the industry back on track sooner.

The new Manitoba Tourism Strategy charts a roadmap for the future, one that stimulates recovery faster than economists are projecting. Through 27 initiatives, the strategy's goals are to lead brand and market positioning, advance destination management, foster collaboration and build support for tourism.

Travel Manitoba is pleased to bring you these marketing partnership opportunities for 2022.





### **2022 Market Focus**

Tourism marketing activity will depend on current public health orders and travel restrictions. Assuming travel is safe and permitted, our active marketing focus will include:

### Manitoba

- Winnipeggers travelling outside the city
- Rural Manitobans travelling to Winnipeg

#### **Near Canadian Markets**

- Saskatchewan
- Northwest Ontario

We will continue to monitor domestic and international markets in order to resume investment in additional Canadian provinces, the U.S. and overseas.





# 2022 Travel Manitoba Partnership Opportunities

### **SUMMARY**

- **Opportunities** 
  - Blog
  - Content Campaigns
  - Video
  - Facebook
  - Instagram
  - Tik Tok
  - E-Newsletter

- **Digital Marketing Opportunities** 
  - Website
  - Campaigns
  - Digital advertising

- Travel Trade and Incentive Travel Opportunities
- Resources and Extras
- **Contact**







### Live Influencer Campaign

A creator from Travel Manitoba's content team will create a custom itinerary and visit your region, town, major event or attraction and share their adventures through Travel Manitoba's Facebook, Instagram, e-newsletter and blog.

Your live influencer campaign includes:

- One blog post
- One Instagram story series
- One boosted Facebook post
- Inclusion in a consumer e-newsletter

**Value** \$2000

Maximum of 10 for the year

**Add on:** Turn your blog post into a video slideshow for \$500



ARTiculate Our Rights, 6th level gallery, CMHR

Through a child's eye: The Canadian Museum for Human Rights The Canadian Museum for Human Rights' temporary exhibit ARTiculate Our Rights is the perfect reason for parents to bring curious minds on a visit to learn how art is a vision for human rights and a voice for change.

READ MORE

#### TRAVEL MANITOBA BLOG

### *Blog audience overview:*

- 90K average monthly page views
- 51K average monthly users



NEW!

### **Customized Live Content Campaign**

(For Place Brands and Churchill Partners)

A creator from Travel Manitoba's content team will create a custom itinerary and visit or tour your region and share their adventures through Travel Manitoba's Facebook, Instagram, TikTok, e-newsletter and blog.

Your live influencer campaign includes:

- One blog post
- One Instagram story series
- One boosted Facebook post
- Featured content placement consumer e-newsletter

**Value** \$5000

Maximum of 10 for the year

- Facebook featured post
- TikTok
- Facebook slideshow
- Instagram post





NEW!

### Add on: Mini FAM: Manitoba Content Creator Campaign

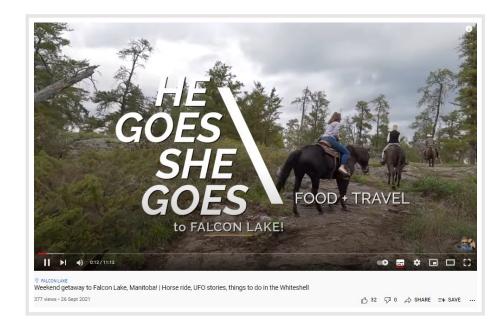
(For Place Brands and Churchill Partners)

Three North American influencers will be hosted by a member of the Travel Manitoba content team who have designed a custom itinerary that highlights the best of your destination for a 1-3 day mini FAM tour. Travel Manitoba will cover influencer and hosting costs.

**Value** \$5000

Maximum of 4 per year

\* Must be purchased with Customized Live Content Campaign.





# Local Content Creator Marketing Campaign

Travel Manitoba has a network of experienced local content creators in the travel, family, outdoor, lifestyle and culinary space. These unique social media storytellers – including bloggers, Instagrammers, YouTubers – each have a special voice to share your business with their following. Tap into these Manitoba influencers as a creative way to get the word out about your destination, attraction, event or product.

Travel Manitoba will guide you through selecting a suitable influencer and help negotiate a content campaign to meet your marketing goals and budget.

**Value added:** Travel Manitoba will also amplify the influencer's content on our own social networks to help spread the word to our community.





### Local Content Creator Marketing Campaign

#### **Value**

Tiers are based on the scope of influencer's content deliverables, experience, value of network and individual creator fees and will be negotiated on an individual basis. The items listed below are a possible sample of deliverables you might receive.

Campaigns must be completed by December 31, 2022.

Tier 1	\$1,200	Blog, social media content, vlog, rights-free images	
Tier 2	\$600	Social media content, rights-free images	
Tier 3	\$300	Instagram content for stories, reels or feed post	

Maximum 10 opportunities available

Partner hosting requirements for the influencer include:

- Itinerary planning (in collaboration with the influencer and Travel Manitoba)
- Accommodations (1-night visit preferred), activity and attraction passes, meals (if required)



# Listicle Inclusion

A "listicle" is a list and an article combined and your business can be a featured link in a listicle that Travel Manitoba creates on our blog.

Travel Manitoba's Content Team will choose when to include your experience, event or destination into a minimum of one listicle published on our blog, which will then be shared on social media and distributed in our e-newsletter.

**Value** \$150

Maximum 1 per partner per year (40 maximum for the year)





### 10 Things to do in Manitoba this Week

Travel Manitoba's weekly edition of "10 Things to do in Manitoba this Week" is a roundup of events and attractions. It is included in the weekly consumer e-newsletter and is featured on the homepage of TravelManitoba.com.

Value \$250/week

Maximum 5 per week



10 things to do in Manitoba this week

We continue to stay safe and physical distance in 2021. Here are ways you can explore Manitoba safely.

**READ MORE** 



### **Destination Spotlight Video**

Tell your experience or attraction's story with an in-depth feature video tailored for digital and social media consumption. Our Content Marketing Team will develop a concept and then shoot, edit and compile a finished 3-5-minute Travel Manitobabranded, shareable video that highlights the very best of your brand. The video can include on-camera interviews, a voice over or a storyline to help tell your story. You will receive the finished video as well as the raw footage. Destination Spotlight Videos can only be used to promote a consumer-ready Manitoba experience.



**Value** \$6,000

Maximum 1 per season

Partners are required to cover hosting costs such as meals, accommodations and activities

#### TRAVEL MANITOBA VIDEO

Annual Facebook video views for 2021:

3.2M



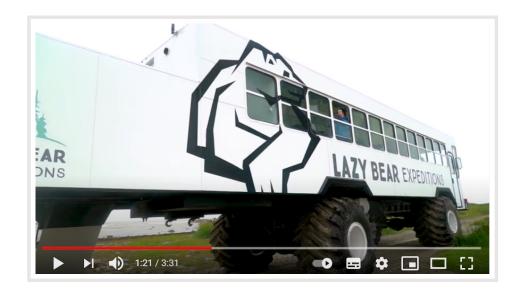
## **Destination Snapshot Video**

Capture your destination through video with a 1-3 minute piece that pairs music and video. Shoots are limited to one day and cannot include oncamera interviews or voice over. You will receive the finished video as well as the raw footage. Destination Snapshot Videos can only be used to promote a consumer-ready Manitoba experience.

**Value** \$2,000

Maximum 6 per year

Partners are required to cover hosting costs such as meals, accommodations and activities.





### **Facebook Boosted Posts**

Travel Manitoba will 'boost' your Facebook post, increasing the number of newsfeeds it appears in and the amount of engagement you will get. Facebook boosted posts are a great way to promote 'evergreen' content or a special limited time offer for your brand. Requirements include a link and high quality image(s) or video. Facebook boosted posts can only be used to promote a consumerready Manitoba experience. Travel Manitoba reserves the right to reject submitted content.

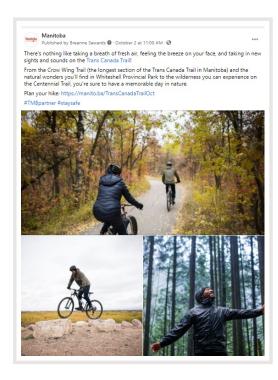
**Value** \$600 – one month boost (Maximum 10 per month)

\$1200 – two month boost

\$1800 - three month boost

**Add on:** Pin your story to the top of our Facebook feed for one month for \$200 (maximum 1 per month)

Partners are not eligible to purchase a boosted post on consecutive months (e.g. cannot purchase July AND August), but can extend their initial boost for up to three months.



#### **FACEBOOK**

#### Facebook audience overview:

- 147K likes
- 2.5M yearly engagements
- 6.1M average impressions per month
- 3.5% engagement rate



### **Facebook Feature Post**

Long-form posts on social media are becoming more popular. Engaged users are eager to click to read more and see more images.

A creator from Travel Manitoba's content team will visit your destination to create a short essay and gather images to be shared on Travel Manitoba's Facebook page.

**Value** \$1,000

Maximum 2 per month



Published by Kit Muir • October 5 at 9:04 AM • •

5 reasons to spend a day at the King Korn Maze this fall

Obviously the maze is the highlight of the King Korn experience, but King Korn doesn't have just one maze, it's got four! This means it's perfect for families with small kids, people who don't have time to embark on a giant maze journey and anyone with poor navigation skills. You can try getting through all four mazes in one visit, or come back for a second day if you want to spread

#### Play wacky games

Besides the corn maze, King Korn has a variety of other activities to try while you're on the farm. Jump, crawl and balance around the tire playground, climb and slide down the bale pyramid (aka King Kom's throne), and see what it's like to be a hamster in the human-sized hamster wheels! All the extra activities are included with the \$5 admission price to the maze.

If you'd rather putt a ball instead of feel like a hamster inside of one, King Korn also has an 18hole mini golf course. More intense golfers can take a swing at the golf range instead for \$10 per pail of 100 golf balls.

Successfully finding your way out of a corn maze is such a rewarding feeling, but it's even more rewarding when there are mini doughnuts waiting at the end! Besides the classic corn maze treat, the Snack Korner also sells chips, ice cream treats, soft drinks and slushies.

There are so many fun photo ops at King Korn Maze! Take a group photo at the King Korn fall photo backdrop, get an action shot while zipping down the slide or rolling in the hamster wheel, and stop in between mazes at the antique truck and combine (if you can find your way to them)!

Find the King Korn Maze just south of Notre Dame de Lourdes, Open Saturdays and Sundays from 11 a.m. to 8 p.m.

Get all the details on the King Korn Maze website: https://manito.ba/CDEM\_KingKornMaze

#### #TMBpartner #staysafe





### **Facebook Slideshow**

Visuals are key for social media success. Posts with images or video content are more likely to engage audiences.

Travel Manitoba will assemble a 30-second slideshow, which can incorporate stills and video footage, to share on our Facebook page. Requirements include a minimum of 15 high quality images, video footage is also recommended. Facebook slideshows can only be used to promote a consumer-ready Manitoba experience. Travel Manitoba reserves the right to reject submitted content.

**Value** \$1,000

Maximum one per month





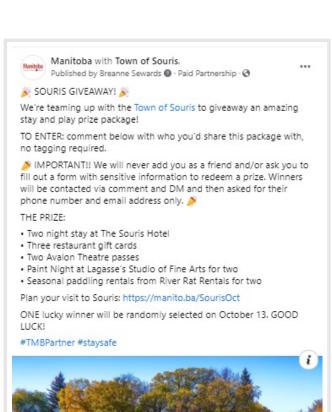
### Social Media Contest

Travel Manitoba will promote your event, attraction or experience by running a contest to give away a prize to our social media audience. Partners must supply a prize of significant value. Winners will be solely responsible for prize pick-up/redemption.

Contests must run through Travel Manitoba's social channels and must include a consumer-ready experience (no merchandise-only contests). Examples of prizes includes admission tickets, restaurant gift cards and hotel stays. Based on contest details, Travel Manitoba will determine which social media platform will be used for the contest.

**Value** \$250 + plus prize

Maximum 4 per month



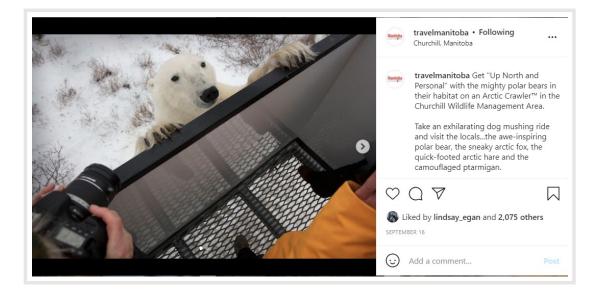


### **Instagram Post**

Promote your brand with an Instagram ad on Travel Manitoba's feed. Requirements are four high quality images. Images must be of the most striking and high quality variety possible. Travel Manitoba reserves the right to reject submitted content.

**Value** \$750

Maximum 3 per month



#### **INSTAGRAM**

#### *Instagram audience overview:*

- 152K followers
- 1.7M average impressions per month
- 2.5% engagement rate



### **Instagram Stories**

Instagram Stories combine photos, videos, captions, illustrations, stickers and other features and will appear on users' feeds for 24 hours.

Travel Manitoba will assemble and post a series of up to 10 slides to its feed. The stories will also be featured in Travel Manitoba's Instagram "Highlights" for one month. Requirements are a minimum of 4 high quality images.

**Value** \$750

*Maximum 3 per month* 





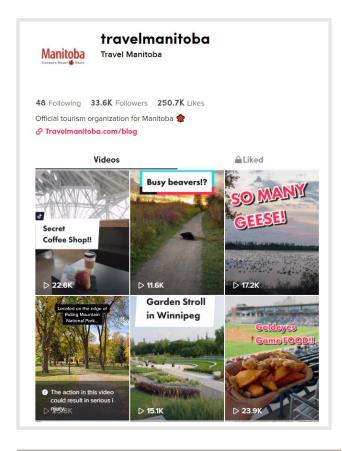
### Tik Tok

Tik Tok is a video-sharing social network. Travel Manitoba will use the platform to showcase local tourism experiences.

A member of Travel Manitoba's content team will create a short video series for our audience. Must be visually engaging experience.

**Value** \$700

Maximum 2 per month



#### TIK TOK

#### *Tik Tok current audience overview:*

- 33.3K followers
- 245.5K likes



### **Consumer E-newsletter Ads**

Your ad will appear in the e-newsletter in the week of your choosing.

**Value** \$300

Maximum 2 per week

#### Weekly e-newsletter distribution:

- 58.9K subscribers
- Open rate: 22.3%
- Clickthrough rate: 5.51%



While Travel Manitoba strongly recommends that all tourism businesses adhere to the operating protocols and capacity restrictions allowed by the Manitoba government, we cannot guarantee the compliance of any business featured in the content below.

Please contact the business directly for operating hours and policies. Throughout the province, please continue to practise safe social distancing and adhere to all recommended guidelines. #staysafe

A visit to Manitoba means travelling through Treaty 1, 2, 3, 4 and 5 Territory and through communities who are signatories to Treaties 6 and 10. It encompasses the original lands of the Anishinaabeg, Anish-Ininiwak, Dakota, Dene, Ininiwak and Nehethowuk and the homeland of the Métis. To learn more about Manitoba's Treaty areas click here.



#### Find the beauty of fall in Riding Mountain National Park

Fall comes but once a year, and one of the best places to experience it is in Riding Mountain National Park. Stay at Elkhorn Resort and discover all the season has to offer!

### **Welcome Email Ad**

Every new subscriber to the Travel Manitoba email list receives a welcome email with exclusive content available only to subscribers. Advertise your experience on the welcome email and get the most engaged eyes seeing your message.

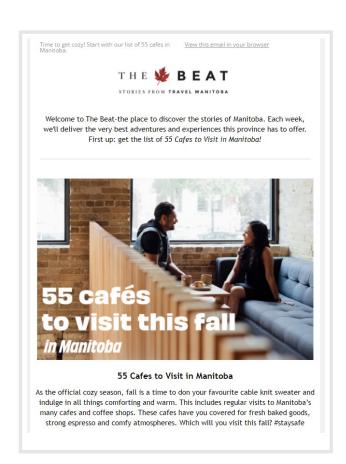
**Value** \$400

Maximum 1 per month

#### Welcome Email Ad

• Open rate: 80%

• Average clickthrough rate: 64%





### **Birthday Email Ad**

Subscribers to our e-newsletter who share their birthdays with us receive a special email 'surprise' during their birthday month. The birthday email is typically the second most read email by subscribers after the welcome email. Have your ad seen by an engaged audience who are already in a mood for celebrating. Increase your engagement by offering a deal or discount to the birthday recipient to be redeemed during the month, for example 30% off admission.

**Value** \$350

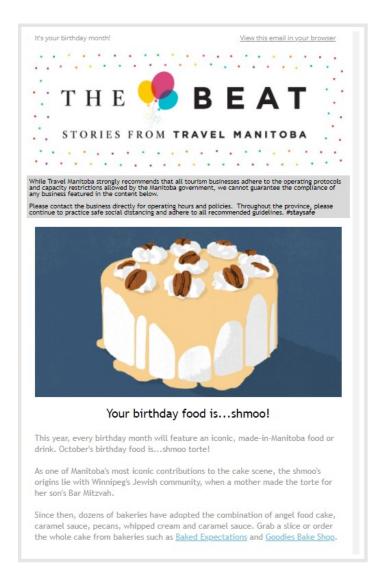
Maximum 1 per month

#### Birthday Email Ad

Average list size: 1,300 subscribers per month

• Open rate: 53.82%

• CTR: 12.91%









#### TravelManitoba.com

TravelManitoba.com is at the heart of Travel Manitoba's digital strategy. With award-winning content and striking visuals, it's visited by more than a million people planning travel to and through Manitoba every year. Making sure your business is featured prominently on our website or microsites is a great way to put yourself in front of these potential customers. TravelManitoba.com audience overview:

- 1.35M users visited TravelManitoba.com in the last 12 months
- Audience Demographics:
  - o 54% male, 46% male
  - o Ages:
    - **18-24:** 13% | **25-34:** 26% | **35-44:** 19% | **45-54:** 17% | **55-64:** 15% | **65+:** 10%
- Almost 70% of users visit TravelManitoba.com on their smartphones

With almost 2 million sessions in the last 12 months, TravelManitoba.com continues to showcase everything Manitoba has to offer to interested visitors.

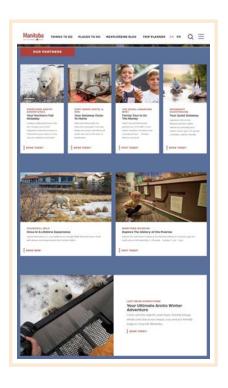


### **Homepage Featured Placement:**

Travel Manitoba / Everything Churchill / Manitoba North

Travel Manitoba's suite of websites (TravelManitoba.com, EverythingChurchill.com, and North.TravelManitoba.com) sees over four million pageviews annually, with many of site visitors starting on the homepages.

Purchase a featured placement on one of our homepages. The placement is integrated into the design of the homepage to showcase your business along with Manitoba's best attractions, encouraging potential visitors to click through from our website to your website to explore what your business has to offer. Submit a photo, 25 words (maximum) of enticing text and a URL to link to your website. There are three placement sizes available.



#### **Value**

### TravelManitoba.com – seasonal placement

Spring (January-April), Summer (May-August), or Fall/Winter (September-December)

Small | \$250/season | Maximum 4 per season

Medium | \$500/season | Maximum 2 per season

Large | \$1000/season | Maximum 1 per season

### **Everything Churchill – annual placement**

Small | \$250/year | *Maximum 4 per year*Medium | \$500/year | *Maximum 2 per year*Large | \$1000/year | *Maximum 1 per year* 

### Travel Manitoba North – annual placement

Small | \$125/year | Maximum 4 per year

Medium | \$250/year | Maximum 2 per season

Large | \$500/year | Maximum 1 per season



### Where to Stay Featured Placement

With almost 175,000 pageviews to our Where To Stay pages every year, visitors to TravelManitoba.com are looking for the best accommodation options to round out their trip to Manitoba. Get a featured placement on either Travel Manitoba's Where To Stay page OR one of Travel Manitoba's Where To Stay product segment pages for one year.

The Where To Stay pages available are:

Where To Stay Bed & Breakfasts

Campgrounds & RV Parks

Cabins & Cottages

Unique Stays

#### **Value**

Hotels & Motels

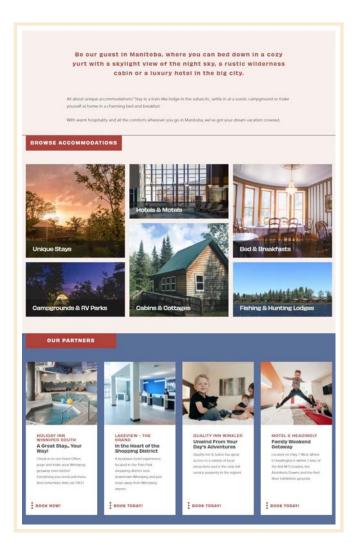
### Where To Stay Page – seasonal placement

Spring (January-April), Summer (May-August), Fall/Winter (September-December)

\$250/season | Maximum 4 per season

Where To Stay Product Segment Pages – annual placement

\$500/year | Maximum 4 per page





### Places to Go Featured Placement

With almost 140,000 pageviews to our Places To Go pages every year, visitors to TravelManitoba.com are exploring different geographic areas of our province when looking for their next Manitoba destination. A feature placement on one of these pages is a great opportunity for communities, towns and/or regions looking to increase their profile for potential visitors.

Get a featured placement on one of Travel Manitoba's Places To Go pages for one year.

The Places To Go pages available are:

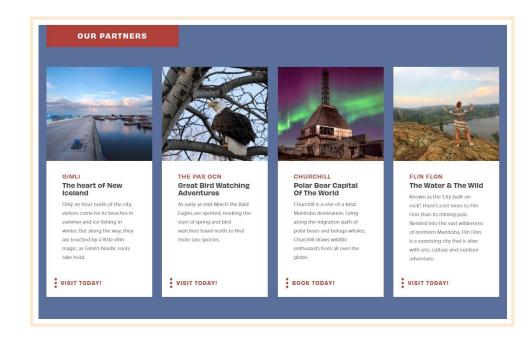
- Manitoba North
- West
- Central

- East
  - Winnipeg

#### **Value**

Places to Go pages – annual placement

\$500/year | Maximum 4 per page





### Things to Do Featured Placement

With almost half a million pageviews to our Things To Do pages every year, visitors to TravelManitoba.com are actively seeking to learn more about partners offering specific experiences.

Get a featured placement on one of Travel Manitoba's Things To Do product segment pages for one year.

The available Things To Do pages are:

- Beaches and Boating
- Birding
- Dog Sledding
- Food & Drink
- French

- Golf
- Hiking & Trails
- Horseback Riding
- Paddling
- Public Art Galleries

- Shopping
- Skiing & Snowboarding
- Snowmobiling
- Sports

**Value** \$500

Maximum 8 per page





### Things to Do Featured Placement + Campaign

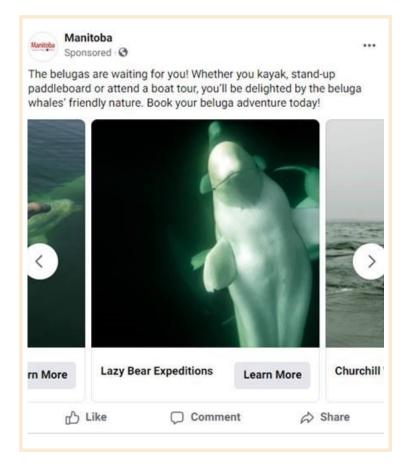
In addition to a featured placement on one of Travel Manitoba's Things To Do product segment pages for one year, get the added benefit of a two-month **digita**l campaign sometime between January and November 2022 driving increased traffic to the product page.

The available Things To Do pages with an accompanying campaign are:

- Beluga Whales
- Camping
- Family
- Indigenous Experiences
- Museums

- Northern Lights
- Outdoors: Fall/Winter
- Outdoors: Spring/Summer
- Performing Arts

- Polar Bears
- Recreation & Gaming
- Spas & Wellness
- Tours



**Value** \$1500

*Maximum 8 per page + campaign* 



### **Featured Events**

TravelManitoba.com features hundreds of event listings for everything going on around our province. These listings include in-person and virtual events, which are becoming more popular as Manitobans get used to experiencing events from home.

Featured Events get prime placement, both displayed as a "Can't Miss Event" on our homepage and highlighted at the top of the Travel Manitoba events page.

Upgrade your basic event listing on TravelManitoba.com to a featured event listing. Events will be highlighted during the 30-day window prior to the event start date.

Value \$250/30-day period

Maximum 4 per 30-day period



### **Trip Planner Recommended Listing**

The new TravelManitoba.com features an interactive Trip Planner. Users can choose the type experiences they're looking for and then get personalized recommendations for things to do in Manitoba based on their preferences. These results include site pages, blog posts and partner listings.

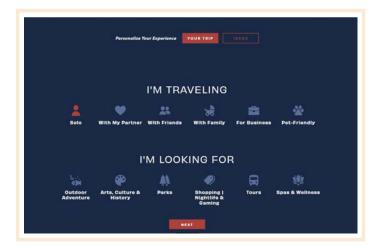
Position your business listing as a Trip Planner search result for one of the six interest categories:

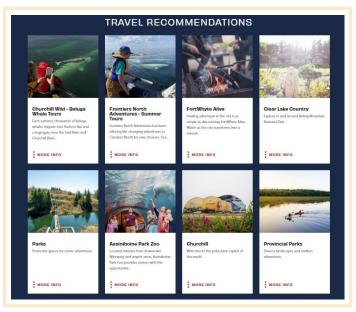
- Outdoor Adventure
- Arts, Culture & History
- Parks

- Shopping, Nightlife & Gaming
- Tours
- Spas & Wellness

Value \$250/year

Maximum 4 per category







### **EQ Segment Digital Display Campaign**

Travel Manitoba has partnered with Destination Canada to identify key audience segments interested in travel to Manitoba. These groups, also called EQ (Explorer Quotient) Segments, help Travel Manitoba to target people who are a good match for the experiences we have to offer.

Three seasonal campaigns will deliver your digital ads directly to one of Travel Manitoba's three target EQ segments: Authentic Experiencers, Cultural Explorers, and Free Spirits. Geo-markets may include Manitoba, Canada, and/or the US (depending on Travel Manitoba priorities and COVID-19 travel restrictions).

Supply ads featuring your content and branding for Travel Manitoba to publish and manage. Choose to target one of the EQ segments below during one or more of the seasons below:

#### **EQ Segments:**

#### *Authentic Experiencers (9% of the global market):*

"Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit."\*

#### *Cultural Explorers (12% of the global market):*

"Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit."\*

#### *Free Spirits (13% of the global market):*

"Free Spirits are highly social and openminded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others."\*

**Season:** *Spring:* January/February/March/April | *Summer:* May/June/July/August | *Fall/Winter:* September/October/November/December

Value \$1,500/campaign

Maximum 10 partners per segment per season



\* all EQ descriptions courtesy of Destination Canada







#### **Travel Trade & Incentive Travel Overview**

The travel trade is a network of businesses whose job is to distribute and sell travel experiences to other buyers and consumers. **Travel trade** is a collective term for tour operators, receptive tour operators and travel agents. **Incentive travel** is a self-funding marketing activity that employs unique travel experiences to reward people who achieve exceptional business performance.

The benefits of working with travel trade and incentive travel include:

- Awareness of how consumer purchasing behaviour differs by market
- Maximizing reach by getting your product in front of more customers
- Promotion in markets you may not be able to reach
- Marketing expense to you only when the trip sells



### Travel Trade & Incentive Travel Package

#### The 2022 market focus may include:

• Canada

• U.S.

U.K.

Germany

Australia

#### **Experience/product segment focus:**

- Bucket list, authentic and legendary experiences throughout all four seasons and in all areas of the province, such as:
  - northern safaris, northern lights, fishing, culinary, eco-tourism, unique photography opportunities, Winnipeg attractions through itinerary creation, self-drive itineraries throughout eastern, western, central and northern Manitoba (Riding Mountain National Park, Whiteshell Provincial Park, Hecla Provincial Park, Gimli, Morden, Thompson, etc.)

#### Benefits of this partnership opportunity:

- Company name highlighted on profile and sell sheets in multiple languages: English, French, German
- Quarterly newsletters and e-blasts reaching markets in Germany, U.K., Australia
- Access to annual brochure analysis and product audits (Germany, U.K., Australia)
- FAM support (financial contributions, itinerary creation, flights bookings, site inspections)
- Joint marketing activity and co-op advertising in U.S., Canada, U.K., Germany and Australia.
- Marketplace and show assistance, including registration rebates
- Booth set-up and display at Rendez-vous Canada
- Representation at shows, client events, sales missions.
- Access to database information, research and reports
- Invitation to FAM trip industry networking/ meet-and-greet events
- Research into new markets and niche market opportunities

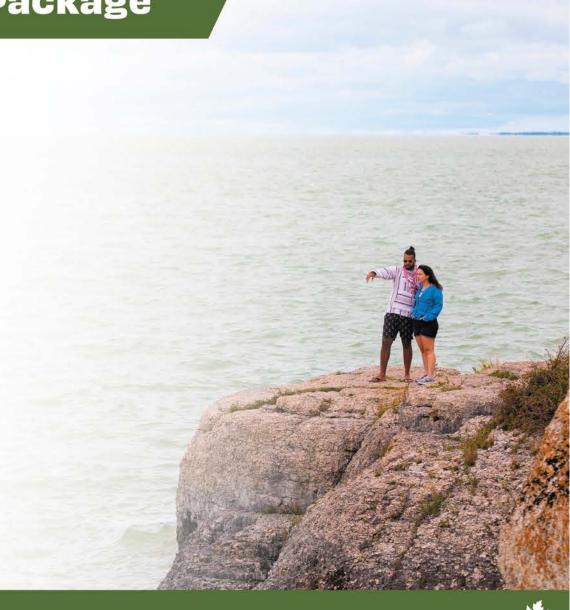


# Travel Trade & Incentive Travel Package

#### **Travel Manitoba Travel Trade & Incentive Travel activities**

- Virtual trade shows
- Assessing, securing and following up on all potential leads
- Hosting FAM tours following COVID-19 restrictions
- Hosting partner webinars
- Investing in co-op advertising through joint marketing programs
- Sending show reports to our Manitoba partners
- Attending sales missions if regulations allow
- Conducting sales activities directed at incentive travel buyers

**Value** \$2,000





### Confirmed 2022 Travel Trade & Incentive Travel Shows

•	May 3-5	Adventure Elevate – Eugene, OR
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• M	ay 23-37	Rendezvous	Canada	- Toronto,	ON
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- June 29-July 1
   Global Meeting and Incentive Travel Exchange Las Vegas, NV
- **July 10- 14** Incentive Canada Halifax, NS
- August 26-30 Student Youth Travel Association Washington DC
- August (TBD)
   Virtuoso Travel Week
- October 24-27 IMEX Las Vegas, NV
- October 24-26 Bienvenue Quebec Montreal, QC
- November 28-December 2 USTOA Austin, TX (US Tour Operator Association)
- **December 4** CITAP Vancouver, BC (Canadian Inbound Tour Operators- Asia Pacific)







### **Extranet**

Being a partner with Travel Manitoba isn't dependent on your marketing budget. While our partnership opportunities offer a great way to extend the reach of your own marketing efforts, there are ways to work with Travel Manitoba at no cost.

### Manage your listings on TravelManitoba.com

- Travel Manitoba Extranet
  - View and edit your account information: manito.ba/extranet
  - o Create a new account: manito.ba/extranet-new
  - Access online tutorials: manito.ba/extranet-tutorials
  - o For help, contact: tmbpartnerextranet@travelmanitoba.com

Phone: (204) 927-7800 / Toll-free: (800) 665-0040

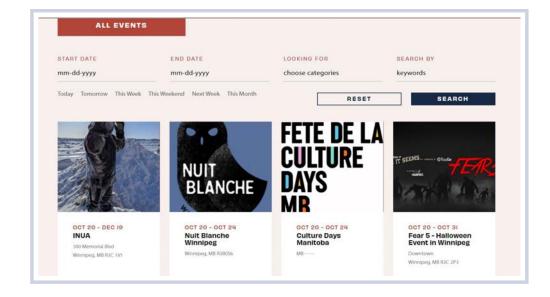




## **Event Listings**

Ensure your virtual or in-person event is included on the Travel Manitoba website event listings.

- Travel Manitoba event listings
  - o Enter your event details at **TravelManitoba.com/events**

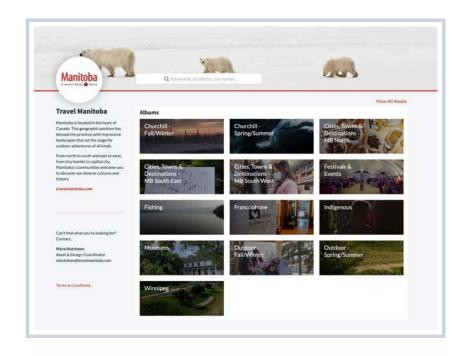




### **Imagery and Videos**

Enhance Travel Manitoba's asset libraries by sharing your high quality images and video for future marketing materials, website listings and social media.

- Travel Manitoba CrowdRiff Asset Library
  - Send your assets with credits and usage information to Myra Hutcheon,
     Asset & Production Coordinator, at mhutcheon@travelmanitoba.com
  - You can access open-use Travel Manitoba assets through the CrowdRiff Media Hub.
    - https://platform.crowdriff.com/m/travel-Manitoba/
    - Ensure you read and understand the Terms & Conditions on the lower-left corner of the screen before using a Travel Manitoba photo or video asset.





### **Stay Connected**

Here are a few ways to stay connected with what is happening in the tourism industry and to ensure Travel Manitoba knows about your latest tourism updates and initiatives.

- Travel Manitoba's Daily TI News: subscribe to this daily e-newsletter to stay on top of tourism topics in the news. Get timely and relevant travel and tourism related stories right to your inbox
  - www.travelmanitoba.com/tourism-industry/get-to-know-us/to-daily-news/
- Travel Manitoba Rapid Fire Presentation: Give the team at Travel Manitoba a short presentation about your business, attraction or event.
  - o Contact Tricia Woikin, Partnership Specialist at **twoikin@travelmanitoba.com** to schedule your presentation.
- Send Travel Manitoba your brochures and promotion materials for placement in our Visitor Information Centres.
  - o Contact Hannah Molloy, Travel Counselor & Distribution Administrator, at **hmolloy@travelmanitoba.com** for more information on where to send your materials.



# Let's Work Together!



Lindsay Egan
Partnership Manager
liegan@travelmanitoba.com



Partnership Specialist
twoikin@travelmanitoba.com



Aaron McMahon
Partnership Specialist
amcmahon@travelmanitoba.com



