

Manitoba

CANADA'S HEART  BEATS

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STRONG

Travel
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 .com



2019/2020 Annual Report



^ Riding Mountain National Park

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 ON THE COVER | FortWhyte Alive
PHOTO BY ERICK STOEN





PHOTO BY CHURCHILL WILD

MESSAGE FROM THE BOARD CHAIR AND PRESIDENT & CEO

Nothing will show Manitoba's resiliency, its resolve and its character like its return from the devastation of COVID-19. Fiscal year 2019/20 was one that began with triumphs and tributes, as Manitoba continued to celebrate its designation as one of *Lonely Planet's* Top 10 regions to visit on the planet, and ended like every other destination on the planet, forced to shutter its tourism industry as an unprecedented pandemic raged worldwide. Results for the year reflect that reality, as they will in 2020/21 and beyond. None-the-less, we are proud of the significant achievements that were made during the year, as efforts towards recovery continue.

In April 2019, the Premier of Manitoba launched the Provincial Tourism Strategy, developed as a result of a partnership between Travel Manitoba, the Manitoba Chambers of Commerce and the Government of Manitoba. The five goals of the strategy are to lead brand and market positioning; to invest in experience and destination development; to improve transportation and connectivity; to foster collaboration; and to build public support for tourism.

We are proud that as a result of improvements made in community alignment and destination strength, Manitoba improved its DestinationNEXT Assessment score from its 2015 ranking. Destination International's DestinationNEXT assessment tool examines the viewpoints of a destination's tourism industry and its key stakeholders on the strengths and assets of the destination, and on its level of community support and engagement. Manitoba now ranks in the "Mountaineer" category, viewed as one that realizes some key benefits of tourism, but with the capability to reach its full potential through the building of destination strength and higher levels of community support and engagement.

Indicative of the growth in community engagement are factors such as the \$1.1 million we achieved in industry partnership revenues, and the fact that more Manitobans indicate that the *Manitoba...Canada's Heart Beats* campaign has improved their opinion of their home province. As the premier destination content publisher in the province, Travel Manitoba continued to increase its audience, with Facebook fans growing by 27% in Canada (outside of Manitoba), and increasing by 11% in the U.S. The creation of an app, in support of the Manitoba 150 initiative, drew over 6,000 users to explore the province.

After extensive stakeholder engagement, the Manitoba Indigenous Tourism Strategy was announced in April 2019, and significant progress was made in the identification of experiences with the potential to become market-ready or export-ready. Similarly, progress was made on the Northern Tourism Strategy, and a stakeholder survey in November 2019 indicated that over half of respondents felt the strategy is having a positive effect.

Looking to the future, we're excited to have secured the bid to host Rendez-vous Canada in Winnipeg in 2022. We will once again be ready to welcome travel buyers from around the world to see why Manitoba earned the designation as one of the Top 10 regions in the world to visit.



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.

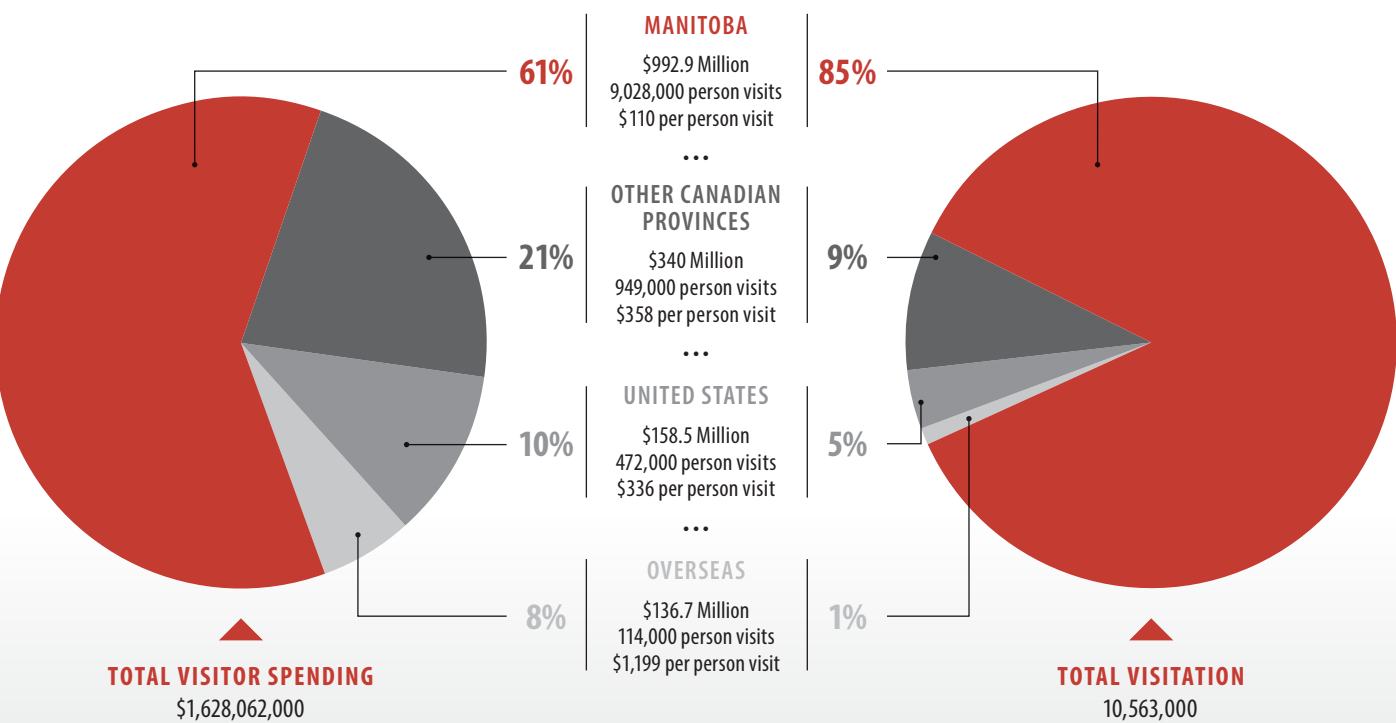
OBJECTIVES

- ▶ Increase brand engagement and traveller advocacy in Manitoba, within Canada and internationally.
- ▶ Recover visitor spending to \$1.6 billion by 2024.
- ▶ Recover visitation levels to 10.6 million visitors by 2024.
- ▶ Recover 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.

THE TOURISM INDUSTRY IN MANITOBA (PRE-COVID19)

According to the most recent figures available, Manitoba welcomed 10.5 million visitors who spent \$1.63 billion throughout the province in 2019.

PRELIMINARY VISITOR SPENDING & VISITATION OVERALL 2019



Source: Statistics Canada – National Travel Survey (NTS) – 2019 Preliminary Estimates.
Statistics Canada Visitor Travel Survey (VTS) Small Area Estimation (SAE) – 2019 Preliminary Estimates.

Please note that the results from the 2019 National Travel Survey cannot be compared to previous surveys (TSRC). Statistics Canada offers the following explanation: The National Travel Survey (NTS) and the Travel Survey of Resident of Canada (TSRC) are two different surveys with major differences in data collection methods and response rate. Even though the two surveys target the same population, they yield different results. NTS estimates of the total number of trips and the total number of nights, are lower and significantly different when compared to the TSRC. This creates a break in the

domestic tourism series. Statistics Canada does not recommend comparisons between the two surveys. The international tourism statistics presented here are also not comparable to the previous years. Statistics Canada has replaced the International Travel Survey with the new Visitor Travel Survey (VTS) in 2018. In addition, Statistics Canada's 2019 international tourism expenditure estimates are produced using Small Area Estimation (SAE) modelling to combine data collected from the VTS with aggregated payment processor data.

HIGHLIGHTS OF 2019/20 ACCOMPLISHMENTS

LEAD THE IMPLEMENTATION OF THE PROVINCIAL TOURISM STRATEGY

Travel Manitoba made significant progress in the delivery of the Provincial Tourism Strategy and the need for a whole-of-government approach to tourism, including:

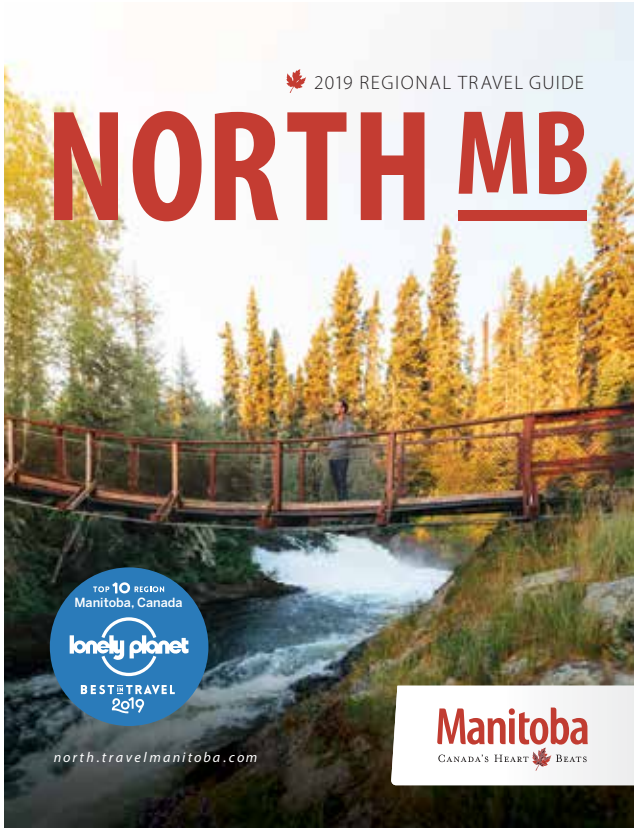


NORTHERN TOURISM STRATEGY

A progress report on the status of the strategy's implementation was delivered at a media event in February 2020, in conjunction with the Manitoba Outdoors Show.



Travel Manitoba hosted the first ever Northern Tourism Awards in The Pas in April, 2019 with 102 people in attendance and 72 nominations.



North Tourism Survey

Travel Manitoba completed a survey of Northern tourism stakeholders in late November to evaluate the impact of the Northern Tourism Strategy. Awareness of the Northern Strategy is high with 75% of survey respondents indicating that they are aware of the strategy. Of those aware, 75% have been contacted by Travel Manitoba regarding the strategy and 57% feel the strategy is having a positive impact on tourism in the region. Respondents communicated that the most positive impact of the strategy is advertising, promotion and branding efforts, followed by increased awareness. Awareness levels for specific marketing efforts were also evaluated, with 70% indicating awareness of the North MB Regional Travel Guide. The North MB website and North MB Facebook page had lower levels of awareness at 41% and 40%, respectively. Overall the majority of open ended comments were very positive, with several positive comments specifically regarding Travel Manitoba's Northern consultant.

INDIGENOUS TOURISM STRATEGY

Significant progress was made this past year in the delivery of the Indigenous Tourism Strategy, including the identification of experiences with the potential to become market-ready or export-ready, and the formation of the Manitoba Indigenous Tourism Association, comprised of a core group of the advisory committee members and which will be eligible for federal and provincial funding to support strategic priorities.

A media event to announce Manitoba's Indigenous Tourism Strategy was held on Opaskwayak Cree Nation in April 2019.

Over 55 industry representatives attended the Manitoba Indigenous Tourism Summit held in Winnipeg on September 27, 2019. The Summit provided Indigenous operators with updates on the Indigenous Tourism Association of Canada (ITAC) programs and professional development opportunities and resulted in the creation of one, two and three day itineraries.

Travel Manitoba hosted a planning session with 27 community representatives and tourism operators within the UNESCO World Heritage site, Pimachiowin Aki, in Winnipeg. The session included a presentation of the Pimachiowin Aki strategic plan and discussed future tourism opportunities. One of the next steps in advancing tourism development in the area is the development of concepts for an Indigenous resort that could be potentially owned and operated by several communities.





^ Falcon Trails Resort
PHOTO BY MAX MUENCH

HIGHLIGHTS OF 2019/20 ACCOMPLISHMENTS

EXPANDED MARKETING FOR PLACE BRANDS

The second annual Place Brand Summit was held October 2-4, 2019, hosted by Clear Lake Country in Riding Mountain National Park.

The Summit brought together representatives from all destinations that have participated in the place branding program. To date, place brands have been created for Clear Lake, Gimli, Brandon, Saint Boniface, Neepawa, Portage la Prairie, Morden/Winkler (joint), Flin Flon, Whiteshell Provincial Park and Thompson. The Summit addressed topics such as securing community engagement and partner funding, creating engaging advertising, building a social media presence, working with social media influencers, event creation and partnerships, among others. A combination of Travel Manitoba staff, local speakers and out-of-province experts presented the sessions, to unanimous positive reviews from the destinations.

Winnipeg: Travel Manitoba has been working closely with Economic Development Winnipeg/Tourism Winnipeg on the development of a new Winnipeg place brand. A brand platform has been approved by the boards of both Travel Manitoba and EDW, as well as by Mayor Bowman. Two creative concepts have been focus tested in Winnipeg and Brandon. Further focus testing planned for external markets (both consumer and meetings/conventions) was interrupted by the pandemic, but will continue as soon as possible.

Dauphin: A facilitated session was planned for the development of a Place Brand for the community prior to the pandemic. This will take place in the fall of 2020.

Thompson: With the dissolution of the Thompson Hotel Association, which had been the primary lead on the implementation of a new Thompson place brand, brand implementation has been taken over by the City of Thompson. Following the crisis, Travel Manitoba will work with the city to assist in marketing under the new brand.

Strategic planning sessions were also held with Morden/Winkler to discuss advancing their place brand, and with Grand Beach stakeholders to assist in their creation of a new destination marketing committee. Travel Manitoba provided a new logo for the area and marketing recommendations.





MANITOBA 150

Travel Manitoba provided marketing support to the Manitoba 150 campaign through such things as the development of a promotional video, and the creation of the Explore 150 app and accompanying digital and content campaign to encourage Manitobans to explore the province. As of the end of March, 6,345 user accounts for the app had been created. A French version of the app has also been created.

OTHER PROVINCIAL TOURISM STRATEGY INITIATIVES INCLUDED:

- Travel Manitoba organized a Growing Sport Tourism strategic planning session in July 2019 with 21 attendees from Sport Manitoba, Tourism Winnipeg and Travel Manitoba to discuss future tourism and event acquisition opportunities. Travel Manitoba participated in a meeting with Mayor Bowman, Tourism Winnipeg and Stuart Murray to explore the potential to establish Winnipeg as the Canadian City for Human Rights.
- Preliminary research in the development of a Wayfinding and Signage Strategy. A Toronto-based international design consultancy and place branding firm was retained to develop the strategy, including identifying tourism best practices and implementation costs, economic impact and funding sources; making recommendations as to provincial and municipal wayfinding policies, conducting an audit of current Manitoba wayfinding assets, and developing business case options.
- Engaged stakeholders to create a Francophone Tourism Strategy. Price Waterhouse LLP has been retained to prepare an economic impact assessment of the Francophone and Métis tourism sector.
- Creation of a Snowmobiling Strategy and implementation of initiatives that included building a landing page for snowmobiling on the Manitoba North site that links to Snoman for detailed information on trails and features partners offering snowmobiling experiences, the creation of multi-day itineraries that feature accommodations and restaurants, a digital marketing campaign in October and November 2019, and hosting an out-of-province snowmobiling influencer.



ALIGN PARTNERS AND FOSTER COLLABORATION

REVENUE GENERATION

Travel Manitoba worked with 225 industry partners and achieved \$1.1 million in partnership and leveraged marketing in 2019/20.

Partnership opportunities for 2020 were launched at our AGM in September 2019, and were designed in response to a survey conducted with industry to which 354 operators responded. On average, respondents rated the value of marketing opportunities at 3.8 out of 5. For social media opportunities, destination spotlight videos and social media contests rated the highest (tied at 4.4 out of 5), followed by live influencer campaigns and Instagram stories (tied at 4.2 out of 5). For digital opportunities, digital campaign landing page placement was rated highest at 3.9 out of 5 followed by niche product page placement at 3.8 out of 5.

29% of respondents had an increase in sales over last year. For 35%, sales remained the same and 16% experienced a decrease in sales. For those that experienced an increase in sales, 72% indicated that sales increased in the Manitoba market, 48% in the rest of Canada, 40% in the U.S. and 14% in overseas markets. 26% indicated that Travel Manitoba’s marketing efforts had a positive impact on sales. Furthermore, our valued Invest in Tourism partners continued to support the industry. Our Invest in Tourism partners are:



INDUSTRY RELATIONS

Travel Manitoba hosted the Annual Tourism Awards on September 18, 2019 at the Metropolitan Event Centre with 287 attendees, and 88 nominations in nine categories. In conjunction with the Awards, our Tourism Conference drew 208 attendees to the Radisson Hotel for plenary sessions that included a futurist, marketing tips and a speaker from Google. Travel Manitoba received very positive feedback on the conference and in particular on sessions delivered by members of the Travel Manitoba team. Attendance at Travel Manitoba’s Annual General Meeting held in the Common at The Forks was also strong.



Travel Manitoba also conducted strategic planning sessions with Lac du Bonnet, Beausejour/Brokenhead and Assessippi/ Parkland.

Travel Manitoba collaborated with Tourisme Riel and CDEM on the Francophone Tourism Strategy in order to develop an integrated marketing plan, a business case for investment in marketing, and experience development. Travel Manitoba was active in driving stronger collaboration amongst communities and regional tourism associations (RTAs) with a view to assessing the merits of a new approach to delivering regional tourism initiatives. The Manitoba Tourism Education Council (MTEC) collaborated with Travel Manitoba to provide necessary training and professional development opportunities to strengthen the industry.

LEAD THE BRAND AND MARKET POSITIONING

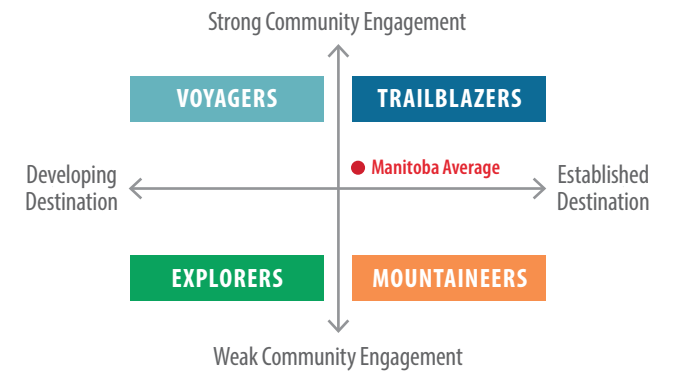
RESEARCH AND MARKET INTELLIGENCE

Key research findings in 2019/20 included:

DestinationNEXT Assessment

Travel Manitoba worked with NEXTFactor to conduct a DestinationNEXT assessment for Manitoba in 2015 and 2019. This survey of tourism industry stakeholders measures perceptions of Manitoba’s tourism strengths and community engagement. Manitoba shifted from the Mountaineer category to the Trailblazer category in 2019 compared to 2015, indicating stronger community alignment and increased destination strength. Manitoba’s scores in destination strength and community alignment are above industry average.

From a destination strength perspective, Manitoba’s perceived performance in convention and meeting facilities improved, but performance decreased for communications and internet infrastructure and accommodation. From a community engagement perspective, increases were achieved in several areas including funding support, policy and regulatory environment, industry support, economic development, partnership strength and organizational governance model.



Post Ad Campaign Study – Manitoba & Canadian Air Travellers

In March 2020, Travel Manitoba conducted consumer surveys among residents of Manitoba as well as among Canadian air travellers. The surveys evaluated the perceptions of Manitoba as a vacation destination as well as awareness and impact of Travel Manitoba ads. For the Manitoba survey, additional questions also focused on the impact of Northern Manitoba marketing efforts, the impact of Travel Manitoba’s Inspiration Guide as well as Manitoban’s perceptions of the tourism sector in Manitoba. Key findings include:

- ▶ A significant increase in the number of Manitobans who now recall seeing the *Manitoba, Canada’s Heart... Beats* ads in 2020, compared to 2015 (47% in 2020 versus 35% in 2015).
- ▶ Canadian Air Traveller’s recall of Travel Manitoba ads has also increased significantly, with 31% aware in 2020 compared to 21% in 2019.
- ▶ There are significantly more Manitobans who now say the ads have improved their opinion of Manitoba in 2020, compared to 2015 (48% in 2020 and 40% in 2015).
- ▶ 38% of Manitobans are aware of Manitoba tourism ads promoting Northern Manitoba and 43% feel that Northern Manitoba is appealing as a tourism destination.
- ▶ 30% of Manitoban respondents recall receiving the Travel Manitoba Inspiration Guide and 64% indicated that it motivated them to consider a trip in Manitoba or find out more about Manitoba vacation options.
- ▶ 57% of Manitobans see Manitoba’s tourism industry as very important for the economic well being of the province.

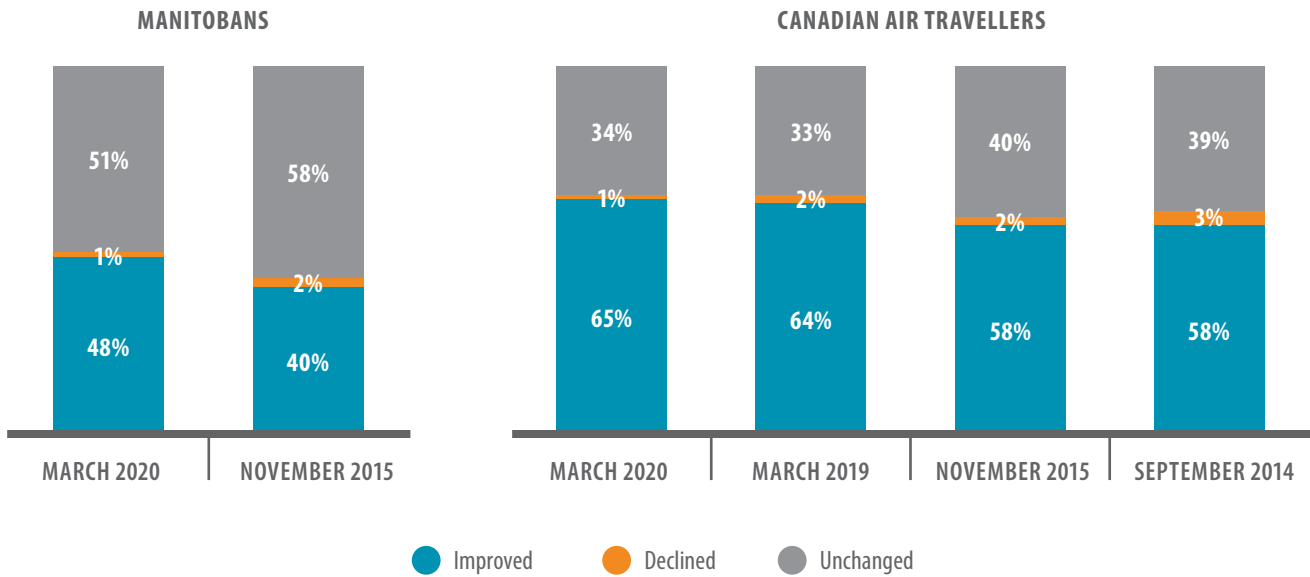
AWARENESS OF MANITOBA TOURISM ADVERTISEMENTS - % AWARE

“Have you previously seen this or similar advertising from the *Manitoba, Canada’s Heart... Beats* campaign?”

MANITOBA		CANADIAN AIR TRAVELLERS			
▶ March 2020	47%	▶ March 2020	31%	▶ November 2015	16%
▶ November 2015	35%	▶ March 2019	21%	▶ September 2014	16%

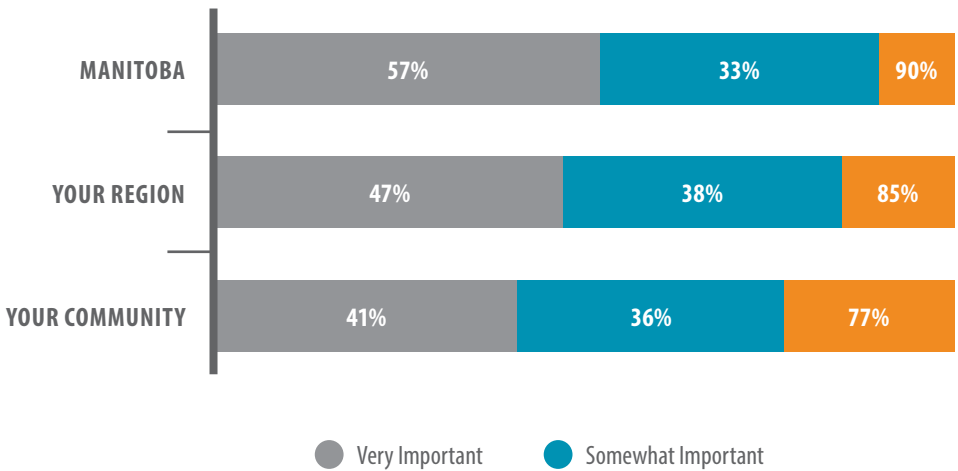
ADVERTISEMENTS IMPACT ON OPINION OF MANITOBA AS A TRAVEL DESTINATION

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



MANITOBA RESIDENT SENTIMENT OF TOURISM

“In your opinion, how important is the tourism industry to the economic well-being of Manitoba”



Tourism Sentiment Index

The Tourism Sentiment Index study examined approximately 250 million online conversations about Manitoba tourism and 106 million online conversations about Winnipeg tourism in 2017 and 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 in 2017, which is similar to the median score for other destinations examined in the study. In 2018, Manitoba achieved a score of 34 and Winnipeg increased by 10 points to score 43. 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• Restaurants	<ul style="list-style-type: none">• Music & Performing Arts• Festivals & Event• Restaurants
Potential Growth Opportunities	<ul style="list-style-type: none">• Street & Public Art• Architecture	<ul style="list-style-type: none">• Ice skating & Snowshoeing• Street & Public Art
Under Performing	<ul style="list-style-type: none">• Outdoor Activities	<ul style="list-style-type: none">• Casinos

Winnipeg Target Market Identification

In support of the upcoming Winnipeg brand launch, Travel Manitoba has developed target consumer segments to market Winnipeg to U.S. and Canadian consumers. Mobile phone data was purchased for Canadian and U.S. visitors to 13 Winnipeg attractions and event centres. The data was analyzed in-house using Envision, a platform that allows access to consumer segmentation databases. Analysis of the data allowed determination of where in the U.S. and Canada visitors are from, demographics (age, income, education), travel motivations and media usage patterns. Based on this analysis, customer targets have been identified for Winnipeg and will be used for the roll out of the Winnipeg brand campaign later in 2021. Identification of these new customer targets will allow digital marketing campaigns to be more focused and effective.

Data Source Audit and KPI Dashboards

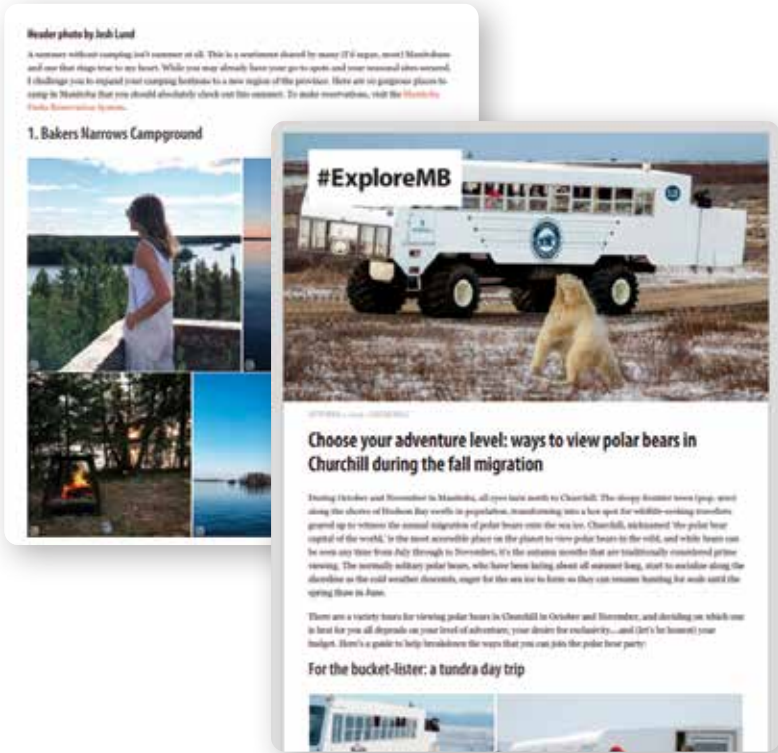
Travel Manitoba is working with Rove Marketing to implement a Three Year Data and Analytics Strategy. A data source audit has been completed to identify gaps and enhanced coordination of data and analysis. Key performance indicators (KPIs) have also been updated for business areas. In the next phase of the project which will be implemented in 2020/21, automated online dashboard will be developed to facilitate performance evaluation and decision making.

CONTENT MARKETING

As the premier destination content publisher in the province, Travel Manitoba continued to create compelling video content and engaging editorial. In 2019/20 we significantly increased our U.S. audience share, and grew our audience in other Canadian provinces, expanding beyond Manitoba’s borders.

ExploreMB Blog

- ▶ Total users: **745,048** (468,261)
- ▶ Sessions: **1,040,351** (662,503)
- ▶ Average time on page: **3:34**
- ▶ Canada **79.6%** (81.66%)
 - Manitoba 65.3% (70.14%)
 - Ontario 12.5% (10.59%)
 - Alberta 10.56% (7.76%)
 - BC 5.79% (4.28%)
 - Saskatchewan 3.18% (3.93%)
- ▶ United States **15.44%** (10.65%)
 - Texas 16.08% (17.47%)
 - California 21.41% (14.80%)
 - Minnesota 5.34% (12.46%)
 - Illinois 10.15% (8.94%)
 - New York 11.61% (4.2 %)
- ▶ United Kingdom **3.94%** (0.9%)
- ▶ Australia **0.31%** (0.29%)



Top blog posts (by page view):

- ▶ Churchill Summer Safari (29K page views)
- ▶ Adorable small towns in Manitoba (28K page views)
- ▶ 42 Summer Drive Ins (26K pages views)
- ▶ 10 Gorgeous Places to Camp (17K page views)
- ▶ Unique Winter Stays (17K page views)
- ▶ 2019 Guide to Manitoba Craft Sales (16K page views)
- ▶ 5 Small Town Beaches to Visit (16K page views)
- ▶ 43 facts about Manitoba to blow your mind (16K page views)
- ▶ Essential guide to fall polar bear viewing (15K page views)
- ▶ Essential guide to seeing the northern lights in Churchill (15K page views)



Video Content

While our level of production was slightly less (down 7.2%), which results in lower year-over-year views, our completion rate went up, meaning viewers were more engaged with what was produced.

- ▶ Total views: **3.1 million** (4.16 million)
- ▶ Full views: **664K** (807.9 K)
- ▶ Completion rate: **21.41%** (19.4%)
- ▶ Top videos:
 - Northern Manitoba Summer (173K views)
 - Snow Lake, Manitoba (137 K views)
 - 10 Gorgeous Places to Camp (66 K views)
 - Flin Flon Summer (30K views)
 - The Pas Summer (25 K views)

Facebook

While overall impressions were down slightly, clicks were up which increases engagement. We also increased our U.S. fan base.

- ▶ Impressions: **66.3 million** (67.5M)
- ▶ Link clicks (listed as engagements last year): **727K** (562K)
- ▶ Engagement rate per click: **1.1%** (0.83%)
- ▶ Reaching per day: **182K**
- ▶ Fans
 - Canada (excluding MB): 27% (7.3%)
 - United States: 11.8% (7%)

Instagram

- ▶ Total impressions: **38.6 million** (34.8 million)
- ▶ Total engagements: **1.23 million** (1.42 million)
- ▶ Engagement rate: **3.3%** (4.1%)
- ▶ Stories:
 - Total impressions: 8.95 million (5.7 million)
 - Total reach: 7.9 million (3.9 million)

Pinterest

- ▶ Impressions: **4.95 million**
- ▶ Total audience: **2.14 million**
- ▶ Engagements: **187,42K**
- ▶ Engaged Audience: **88.31K**



Media & Publicity

- ▶ Total articles: **637** (346)
- ▶ Circulation: **283,869,556** (158,221,879)
- ▶ Ad value: **\$8,879,331**

	Reach	Ad value	# of articles
Germany	1,845,112	\$ 2,116,950	26
UK	38,643,488	1,387,929	33
Australia	18,544,270	1,870,346	67
North America	224,836,686	3,504,106	511
Total	283,869,556	8,879,331	637

Numbers in brackets denote 2018/19 totals.

TOP 10 EARNED MEDIA ARTICLES - 2019



10. Winnipeg’s Hermetic Code Tour proves mesmerizing

“The Hermetic Code Tour is the most surprising tour we have taken anywhere. The unlikely setting was the Manitoba legislature, its dome topped by the brilliant statue of the Greek god Hermes, commonly called the Golden Boy...Our heads never stopped spinning as he ushered us through a beguiling world of mythical gods, numerology, and the occult, liberally sprinkled with pagan, Christian, and Masonic imagery.”

Robin and Arline Kaplan, *Western Producer*

9. Follow the northern lights to Churchill

“The journey to Churchill is one of those rare experiences that merit the word “magical,” and between meeting the extraordinary people who live in this wild outpost and getting a glimpse of the spectacular natural treasures of the north, everyone in our group was vowing to return.”

Laura Beausire, *TravelAge West*

8. Bärenstarkes Kanada-Idyll (One heck of a Canadian idyll)

“With squeaking tires, my rental car comes to a halt only a paw’s length away from the small ball of fur. For a split second we stare at each other, scared to death, then the little black bear baby dashes away and disappears into the dense forest to my right. I can hardly believe my luck in Riding Mountain National Park!”

Marie Tysiak, *reisen EXCLUSIV* (Germany)

7. Go Here: Manigotagan River

“Manitoba is a wilderness of excess. For the majority of our paddling trip, the sun roasts our bodies and minds. The Manigotagan River runs entirely within the Superior Province of the Canadian Shield. Massive metamorphic rock outcrops make for easy campsites but they also reflect heat and offer little shade. The sun beats down on us, and the temperatures at the campsites push 40 degrees Celsius most days, requiring frequent cool-offs in the many waterfalls.”

Dustin Silvey, *Explore*

6. Hidden Canada: Whiteshell Provincial Park

“One sunny day I walk through the woods and climb up to an outcropping of the Canadian Shield overlooking a massive lake. By now, I have settled into the rhythm of the place. I don’t think about what is happening on my phone or what I have to do next. I watch the wind on the lake. I listen to the birdsong. It has been days since I’ve seen another person. I don’t take a picture of the view because by now I have stopped carrying my phone with me, but I’ll never forget what it was like standing there, away from it all.”

Dave McGinn, *The Globe and Mail*

5. Polar Star

“All around us, the dazzling white arcs of the belugas backs roll out and into the water with rhythmical grace, catching the late afternoon sunshine as they punctuate the air with blowhole bursts.”

Penny Hunter, *The Australian*

4. The wild rush of the north

“My body is numb and tingling as we stand eye-to-eye with Runway Bear, the 900-pound-plus apex predator with pigeon-toed gait exposing colossal claws. As our guide instructs, we stop taking photos and take two steps toward the bear. Immediately, the bear pauses. Slowly we all turn 25 degrees, encouraging the bear to peacefully pass around us. Runway Bear strolls into the sunset while adrenaline streams out of me in the form of tears.”

Jenn Smith Nelson, *Just for Canadian Dentists*

3. If you want to see a 100-snake orgy, book a ticket to Manitoba

“No need to worry about the sexual swarmings because the females have switched on their mating pheromones. They pick who to align their bodies with before “mating occurs” and they can slither away to summer feeding grounds, leaving the frantic band of suitors to pounce on the next snake woman.”

Jennifer Bain, *The Daily Beast*

2. How Winnipeg became Canada’s comeback city

“New attractions such as the CMHR not only help restore faith in the city – they’re drawing attention to Winnipeg’s long-standing yet little-known status as Canada’s cultural cradle. “The Peg” is, after all, home to Canada’s oldest ballet company (the Royal Winnipeg Ballet), its oldest continuously running theatre company (Le Cercle Molière) and the largest public display of contemporary Inuit art in the world (Winnipeg Art Gallery).”

Chloe Cann, *The Independent* (UK)

1. Manitoba, Canada: A true wilderness experience, complete with the northern lights

“From the air, it’s apparent why Manitoba is the lake province, where swirls of indigo sprawl towards the horizon straddled by islands of boreal forest. There are 110,000 lakes in this province alone, almost 16 per cent of its surface area. It’s one reason fishing enthusiasts are drawn from around the world and at Blackfish Lake, I clamber aboard a five-metre aluminium craft to have a crack myself.”

Guy Wilkinson, *Traveller* (Australia)



^ Journey to Churchill

E-newsletter: In 2019/20 we saw significant improvements in open and click through rates through segmentation, welcome emails and birthday emails. Travel Manitoba developed distribution lists based on the following specific interests to deliver topic specific emails, which are being sent to the following number of subscribers:

- ▶ Churchill **1,209**
- ▶ Family Fun **2,891**
- ▶ Francophone **641**
- ▶ Northern MB **1,358**
- ▶ Outdoor Adventure **4,110**
- ▶ Urban Experiences **1,560**
- ▶ Wildlife **1,637**
- ▶ Winter **1,392**
- ▶ Total Subscribers: **34,048** (23,934)
- ▶ Avg. Open rate: **22.93%** (18%)
- ▶ Avg. CTR: **6.78%** (2.78%)

Content Campaigns

Travel Manitoba welcomed 14 influencers to Winnipeg as part of a partnership with Creator House, an influencer marketing agency based in the U.S. The 10-week project saw one influencer or pair of influencers visit the city for five days during each week of summer. They also spent one day out of the city exploring Manitoba. The creators generated a series of blog posts, videos and social media posts.

- ▶ **Results:**
 - Blogs: 18 posts, 20K unique visitors, 19K page views
 - Instagram: 64 posts, 44K likes, 411K reach
 - Instagram stories: 893 stories, 691K reach
 - YouTube: 1 video, 7K views
 - Facebook: 64 posts, 89K reach, 12.6K clicks
 - Twitter: 88 tweets, 239K impressions, 21K engagements
 - Pinterest: 81 pins, 697 re-pins

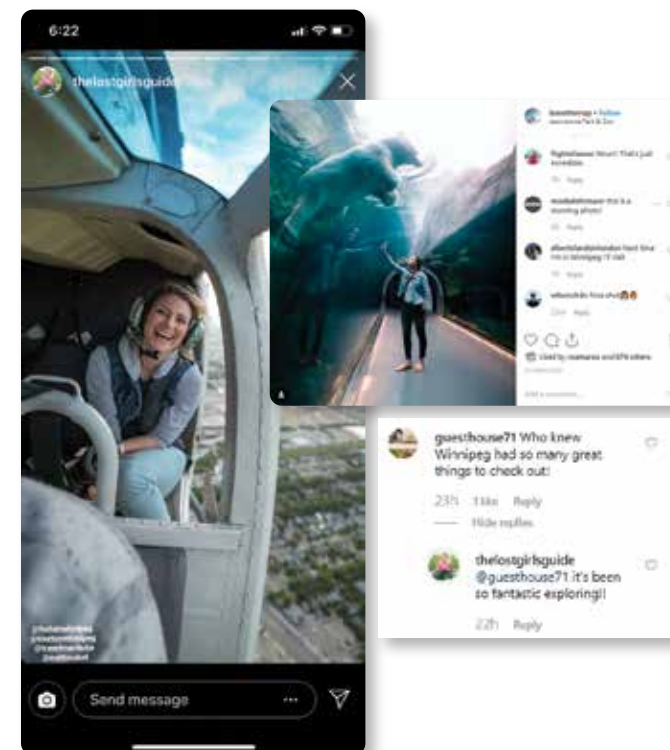
Travel Manitoba ran a Spring Break 2019 campaign, targeting Winnipeggers to visit other parts of the province for spring break. The campaign resulted in:

- 1.7 million impressions
- 25,363 link clicks to the blog
- 3,256 external clicks to partners
- 3.22% engagement rate

A Winnipeg metro area campaign highlighted day trips that could be done from the city. The campaign resulted in eight blog posts highlighting various family focused and rural adventures.

A Festival Explorer campaign saw our local influencer visit six summer festivals to generate live content on Instagram. The campaign resulted in:

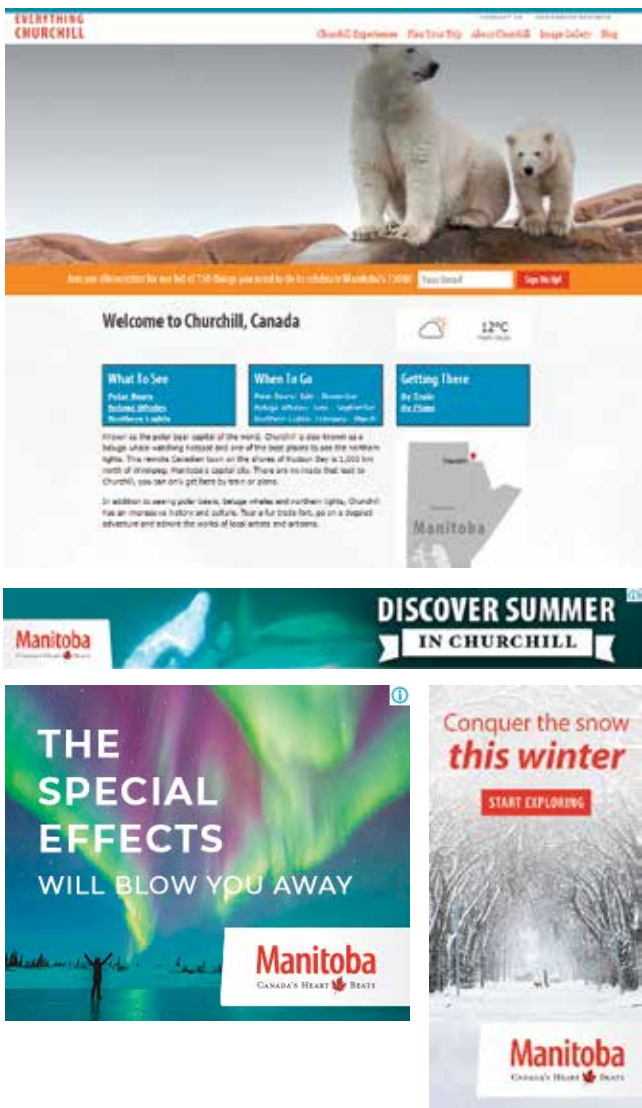
- ▶ 986K impressions
- ▶ 934K people reached
- ▶ 6.41% engagement rate



DIGITAL MARKETING

Travel Manitoba continues to build engagement with relevant audiences across all digital platforms. Highlights of our digital marketing efforts in 2019/20 include:

- ▶ Digital audiences built around our target segments as identified by Environics’ PRIZM tool on all major digital advertising channels: display, social, video and native. This has allowed us to completely rework our targeting strategy, connecting with more receptive audiences across all channels and allowing us to target and compare specific segments across multiple campaigns and products.
- ▶ We increased conversions on TravelManitoba.com and across Travel Manitoba campaigns.
 - Established sitewide engagements goals focused on conversions to partners
 - Established baseline conversion rate of 5.9% for outbound clicks
 - Lowered average cost per click (CPC) across digital campaigns
 - Established average CPC of \$2.50
- ▶ An updated EverythingChurchill.com was launched in December 2019, bringing our Churchill-specific web product into the TravelManitoba.com site as its own unique microsite.
- ▶ Completed user testing on TravelManitoba.com to overwhelmingly positive reviews. Used any identified problem points when creating the RFP for a new website, setting us up to improve user experience in the next version of the website.
- ▶ Completed an RFP process for a new TravelManitoba.com website and selected a new company, Tempest, as our next website partner. The rebuild project is currently underway and the new site will launch in November 2020.



TRAVELMANITOBA.COM SITE TRAFFIC *

SESSIONS:	USERS:	NEW USERS:
▶ 19/20 2,318,625	▶ 19/20 1,580,724	▶ 19/20 1,537,906
▶ 18/19 1,676,941	▶ 18/19 1,161,142	▶ 18/19 1,156,924
▶ ↑ 38.3%	▶ ↑ 36.1%	▶ ↑ 32.9%

* NOTE: Due to the cessation of marketing activities as a result of COVID-19, all of the following numbers show an additional improvement of between 8% - 11% if March 2020 is excluded from the year-over-year comparison.

USER ENGAGEMENT

- Outbound Clicks
- ▶ **137,515** clicks to partners
 - ▶ Conversion rate: **5.93%**

MICROSITE TRAFFIC

- EverythingChurchill.com
- ▶ Pageviews: **164,047**

TRAVELMANITOBA.COM/MANITOBA-NORTH

- ▶ Pageviews: **82,792**

ACQUISITION (all)

- ▶ **43.6%** - Organic Search (sessions **↑ 31.5%**)
- ▶ **23.1%** - Social (sessions **↑ 26.9%**)
- ▶ **10%** - Paid Digital Campaigns (sessions **↑ 109.4%**)
- ▶ **8.3%** - Direct (sessions **↑ 23.2%**)
- ▶ **6.3%** - Paid Search (sessions **↑ 83.3%**)
- ▶ **5.0%** - Publisher Display (sessions **↑ 128.3%**)
- ▶ **2.6%** - Referral (sessions **↑ 2.5%**)
- ▶ **0.9%** - Email (sessions **↑ 113.1%**)

GEO BREAKDOWN (all)

- ▶ **61.1%** - Manitoba
- ▶ **16.4%** - USA
- ▶ **15.4%** - Other Canada
- ▶ **7.1%** - Other countries

MARKETS - CANADA

Total sessions from Canadian users: **1,871,594**

Top provinces:

- ▶ **61.1%** - Manitoba
- ▶ **14.9%** - Ontario
- ▶ **10.9%** - Alberta
- ▶ **5.9%** - British columbia
- ▶ **4.2%** - Saskatchewan

MARKETS - USA

Total sessions from american users: **308,774**

Top states

- ▶ **15.0%** - California
- ▶ **11.6%** - Texas
- ▶ **11.5%** - Illinois
- ▶ **9.9%** - New york
- ▶ **9.4%** - Minnesota
- ▶ **6.7%** - North dakota

MARKETS – OVERSEAS

- ▶ Total sessions from U.K. users: **16,987**
- ▶ Total sessions from Australian users: **6,929**
- ▶ Total sessions from German users: **5,205***

* Travel Manitoba discontinued its German-language site at the end of 2019. German-language users continue to browse the site via use of Google Translate

FISHING AND HUNTING MARKETING

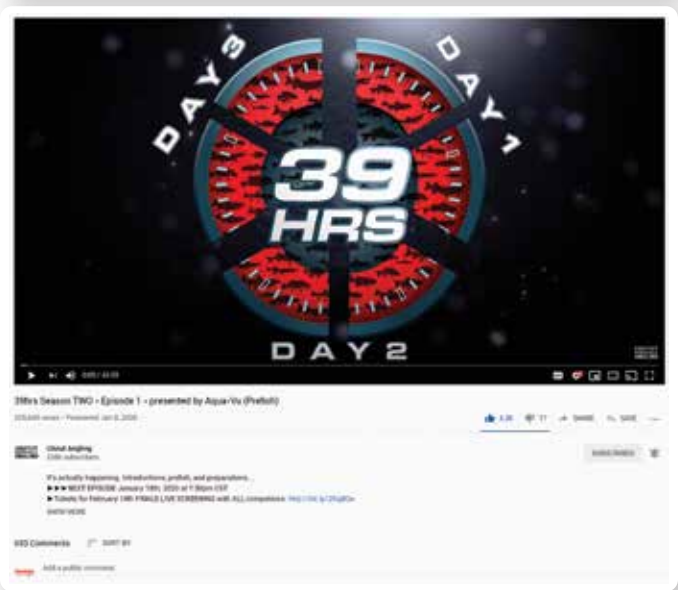
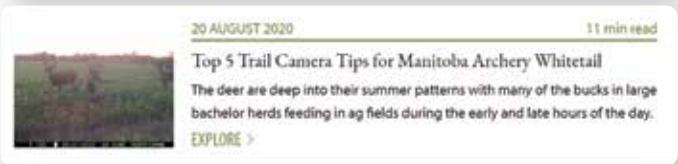
Manitoba’s fishing operators have provided Travel Manitoba with numerous anecdotal reports of phenomenal growth in 2019/20, with ice fishing, bear hunting, waterfowl hunting, and drive-to and fly-in fishing operators reporting between 60 to 100% increases in sales, with many being at or near sold-out capacity.

ANGLER TARGET MARKET IDENTIFICATION

Travel Manitoba has analysed Master Angler program submission data using Envision to determine where anglers are coming from, demographics, travel motivations and media usage patterns. Based on this analysis, customer targets have been identified for U.S. and Canadian anglers for fly-in and drive-to markets. This will allow digital marketing campaigns to be more focused and efficient. Evaluation and refinement of angling consumer targets will be continued throughout 2020

Production and promotion in 2019/20 focused on ice fishing, destination and community-based content, and promotions with various lodges, outfitters and accommodation partners with media providers. Northern region fisheries, Lake Winnipeg and Lake Manitoba received extensive ice fishing exposure on YouTube and with media partners in Canada and the U.S. Travel Manitoba sponsored and was represented provincially in the second season of 39 Hours, an online fishing challenge between provinces that airs on YouTube and has garnered a massive, enthusiastic following. The second season premiered in January and the final show aired with a live event in Winnipeg and was watched by over 990,000 viewers in Manitoba, across Canada and in the U.S.

Travel Manitoba continues to partner with Destination Canada on the National Angling Program, a co-operative marketing partnership with Saskatchewan and British Colombia and supported at 2:1 funding by Destination Canada. The 2019/20 campaign was paused because of the pandemic and the closure of the U.S. border.



FISH HUNT WEBSITE AUDIENCE OVERVIEW

*Pageviews: -3%
*Sessions: -16%
Sessions per User: +2%
Pages per Session: +15%
Avg. Session Duration: +10%

**Note: The National Angling Program had a late February launch date and paused during the second week of March due to Covid-19 restrictions. As a result, annual overviews do not show an accurate year to year comparison.*

Traffic Source Increases

- ▶ Organic Search: **+1% Sessions**
- ▶ Social Media: **+131% Sessions**
 - FB +132%
 - Instagram +197%
 - YouTube + 107%
- ▶ Referral: **+102% Sessions**
- ▶ Outbound Clicks to Operator/Outfitter Listings: **+222%**

Facebook and Instagram traffic have continually increased with Facebook followers exceeding 30,000 and Instagram followers of more than 11,000. The HuntFishMB YouTube channel has risen to over 1,600 subscribers.

The HuntFishMB blog continues to see steady traffic through organic, direct and paid search sources, with over 84,000 blog page views for 2019/20. A Google Ad campaign has focused on promoting black bear and waterfowl hunting, ice fishing and fly-fishing destinations.

Travel Manitoba initiated work with Probe Research in 2019/20 on an Economic Impact Study on the fishing and hunting sector, to be completed in 2020/21. The study will determine:

- ▶ Total expenditures generated by outfitted hunting and fishing in Manitoba
- ▶ Total GDP impact generated including direct and indirect impacts, induced impact and total impact.
- ▶ Total number of jobs and labour income generated by the outfitted hunting and fishing in Manitoba.
- ▶ Tax impacts at the federal, provincial and municipal level.
- ▶ Industry perspectives on environmental and social impacts in the areas of habitat preservation, resource management, energy use, social and emotional attachments, etc.
- ▶ Characteristics of hunting and fishing businesses (hobby business or full time, visitor origin, etc.).
- ▶ The current state of the industry including strengths, weaknesses, opportunities and threats for the hunting and fishing sector in Manitoba.
- ▶ Product/market matches for hunting and fishing products in Manitoba and identify development opportunities that hold the most potential to increase tourism expenditures in Manitoba.
- ▶ Provide recommendations and directions for the development of future promotional and marketing initiatives. Identify markets that hold the highest potential now and in the future for operators.
- ▶ Determine how long Canadian and non-Canadian hunters and anglers have been engaged in both hunting and/or angling to help identify trends in hunter/angler recruitment and retention.

Travel Manitoba supported two strategic planning sessions for the Manitoba Lodges and Outfitters Board of Directors which will be used to create a three year strategic plan for the association.



MEETINGS, CONVENTIONS, MAJOR EVENTS AND INCENTIVE TRAVEL

Travel Manitoba attended the Incentive Travel Exchange show in Park City Utah in April and hosted meetings with 35 corporate planners.

Travel Manitoba also attended Incentive Canada in British Columbia in June 2019. This event brings Canadian suppliers together with approximately 40 planners to sell Canadian Luxury and Legendary destinations. Travel Manitoba met with 38 meeting planners and buyers.

Travel Manitoba hosted incentive buyer Amy Black from the Wynford Group on a FAM trip to Churchill in July 2019 to experience Lazy Bear Expedition's beluga product and pitch the experience to several clients based in Toronto.

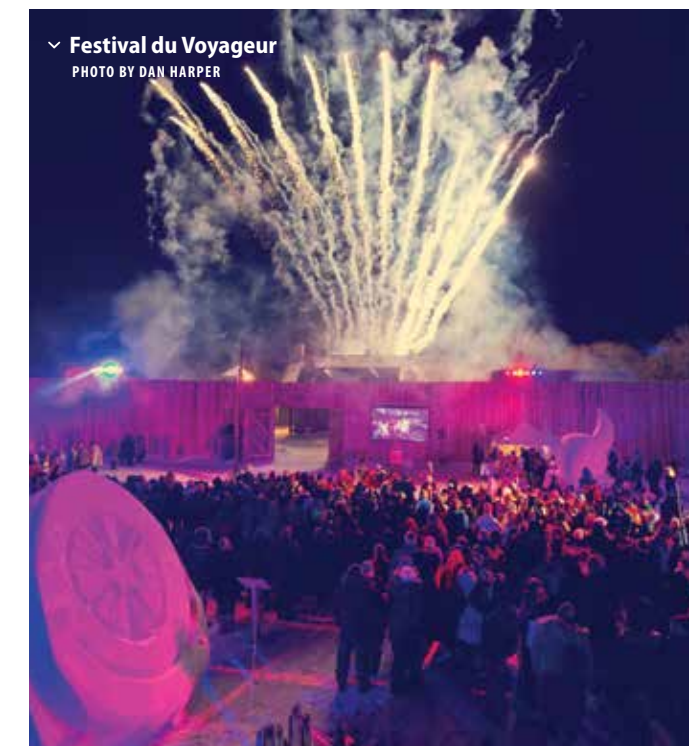
In partnership with Tourism Winnipeg, Travel Manitoba assisted with the successful bid to host the 2021 Winter Cities Conference in Winnipeg in February 2021, should that proceed as planned.

Travel Manitoba participated in joint marketing and advertising activities with Ignite magazine and Hub, SITE (Society of Incentive Travel Excellence) and Business Events Canada.

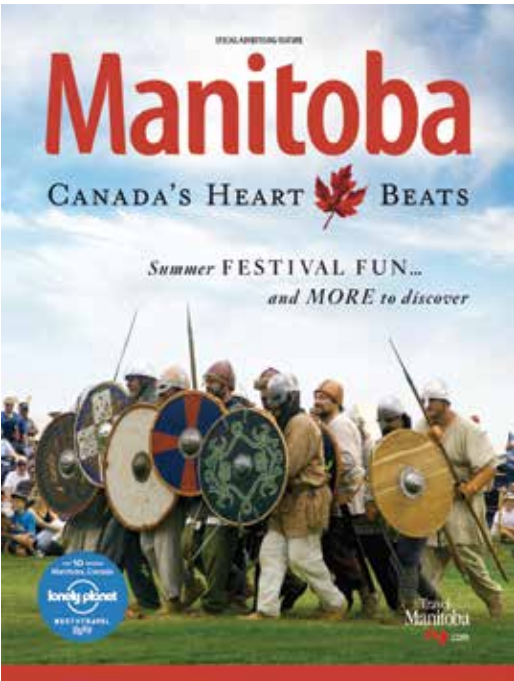
Travel Manitoba and Tourism Winnipeg have secured the bid to host Rendez-vous Canada in Winnipeg in 2022. This event will bring 1,800 international travel and tourism buyers and sellers to Winnipeg.

Many major events that Travel Manitoba and Tourism Winnipeg successfully secured have now been postponed, due to the pandemic. These include:

- ▶ The Student and Youth Travel Association Conference originally scheduled for August 2020 has now been rescheduled for August 2023.
- ▶ Travel Manitoba, working jointly with the Indigenous Tourism Association of Canada, was to host the International Indigenous Tourism Conference in Winnipeg, September 29 to October 2, 2020 with 800 delegates. A great deal of planning and preparation was done this year with industry stakeholders and the organizing committee, work that will be lay the groundwork for a future conference.

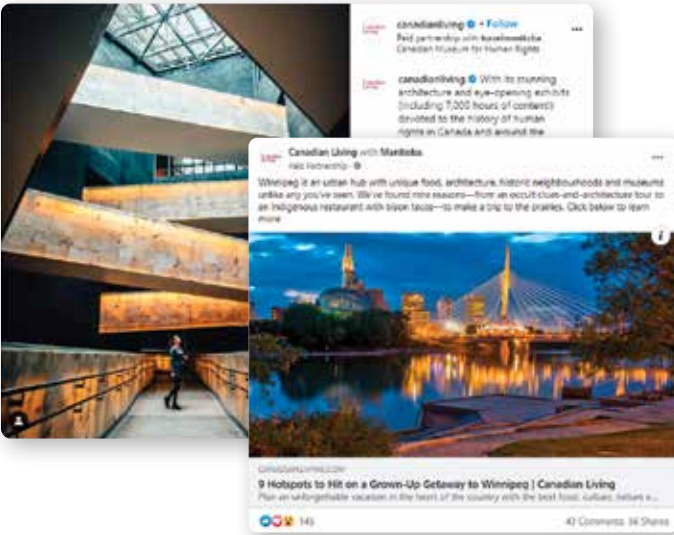


DOMESTIC MARKETING



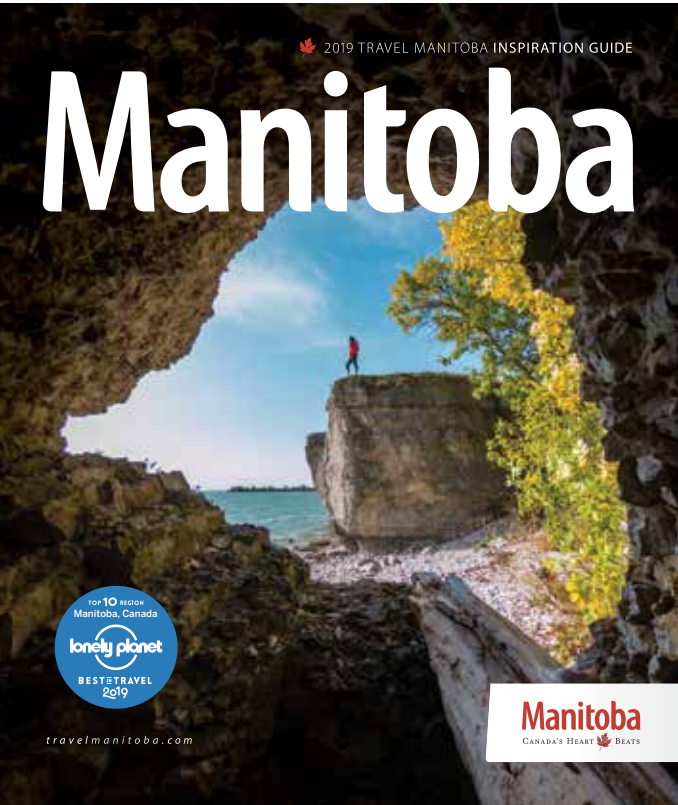
Advertising

Travel Manitoba continued its monthly advertising partnership with Air Canada in 2019/20, with video seat back advertising in May and June and monthly ads in their inflight magazine, *enroute*. Last year we moved to “Road Block Sponsorship”, a format in which commercials cannot be bypassed.



Travel Manitoba partnered with *Canadian Living* in a digital partnership that promoted articles on summer and fall in Manitoba through web banners, homepage promotions and social media promotion.

Our annual Inspiration Guide was distributed in January 2020, primarily in Canada but with limited distribution in the U.S. also.



Travel Manitoba partnered in a 75% match funding program with Destination Canada (\$50,000 investment matched by a \$37,500) to target Canadian “Learners” aged 35-64 and increase Canadian travel between December and May 2020 (the campaign was ended early as a result of COVID-19). The campaign was to engage Canadians in Destination Canada’s new brand: *For Glowing Hearts*. Tactics included commercial partnerships with Westjet, Marriot and Via Rail, digital video, content re-purposing, a re-refresh of DC’s website, a video series with Bell Media and distribution through their network, podcasts (one per province), a partnership with Spotify, social activation and media pitches.



INTERNATIONAL MARKETING

Travel Manitoba participated in Rendez-Vous Canada (RVC) 2019 in Toronto hosting a total of 175 business-to-business appointments across all core markets. The following Manitoba suppliers attended RVC: Tourism Winnipeg, Canadian Museum for Human Rights, Assiniboine Park Conservancy, Royal Canadian Mint, Lakeview Hotels, Ganglers Sub Arctic, Clear Lake Country, Churchill Wild, Frontiers North Adventures and Lazy Bear Expeditions.

Travel Manitoba sponsored a *Lonely Planet* themed luncheon on the first day of RVC. Approximately 1,800 guests attended the luncheon. Brandon Presser from *Lonely Planet* provided the key address to the group and shared his video footage of beluga experiences in Churchill. Colin Ferguson introduced a curated video of Manitoba and additional partner photo presentations were displayed on the large screens over the course of the luncheon. Once again, the event was a great success.



ADVERTISING

In the short haul U.S. markets, industry-partnered advertising ran in the daily newspapers in Grand Forks, Fargo, Bismarck and Minot.

Lonely Planet: Throughout 2019, Travel Manitoba promoted Lonely Planet’s designation of Manitoba as one of the Top 10 regions to visit in 2019 in its marketing campaigns, collateral material, media outreach and in its Visitor Information Centres. Tourism industry operators were also encouraged to display the designation badge.

As a result of the previous year’s successful campaign with Lonely Planet, we partnered with them again in 2019/20 in both the U.S. and U.K. markets. The campaigns ran between June and August and consisted of articles, e-newsletter sponsorship, digital ads and further exposure of a custom video.

United Airlines: Travel Manitoba aired a new 60” commercial on United Airlines and American Airlines seatbacks in May, June, July and August 2019. The spot had premier placement (first or second) and could not be skipped. Overall passenger exposure on United at the time was approximately 9.3 million passengers on more than 100,000 flights. Overall passenger exposure on American Airlines was approximately 955,000, of which 100,000 are business and first class passengers.

Travel & Leisure: Reaching the western U.S. region with a circulation of 485,000, a partnership with Travel & Leisure included a custom content piece as well as a brand ad in the June issue, and a digital package for May and June on their Meredith digital network and on their Travel/Luxury Collection site.

Matador Network: Travel Manitoba partnered with Matador Network, a U.S. digital media company and social network dedicated to travel. The partnership included the production of two videos, one featuring photographer/influencer Quin Schrock’s experience in Churchill, and one featuring the northern lights experience with Frontiers North. The campaign included shorter video versions for social media, and social media posts on the influencer’s channels, Matador Facebook and Instagram.

Destination Canada: Travel Manitoba partnered in a 75% matching fund program with Destination Canada (\$250,000 investment matched by \$187,500) to target American learners aged 35-64 and increase overnight stays in non-compressed areas in July and August. Like all of Destination Canada’s marketing programs, this was put on hold but will resume when possible. Tactics were to have included consumer direct content marketing, as well as media pitches with direct leads to partners. Travel Manitoba would receive amplification of both new and re-purposed content, such as previously created content with Mashable, Matador and National Geographic, highlighting Churchill and other areas of Manitoba. One new content piece is to be produced with one of three publishers: Washington Post, New York Times or Conde Nast. Manitoba’s target cities for the campaign are Chicago, San Francisco and Dallas, based on identified future and past potential of these markets.

Trade FAM trips last year included:

- BI Worldwide, Compass Travel, Gate 1 Travel, Sun Tours, Western Leisure, Culinary Adventure Co: Frontiers North, northern lights and culinary, March 2019.
- Stoke Broker, Adventure Women and Routes Adventures: Frontiers North, Fall 2019.
- Orbridge: Winnipeg and Churchill with Lazy Bear Expeditions, November 2019.
- Vacations by Rail, Anderson Vacations, HIS Holidays, Discover Canada, Jonview and Travel Alberta: Frontiers North, northern lights experience.

Travel Manitoba participated in a sales mission with Tourism Winnipeg and industry partners to Minneapolis and Chicago. Individual tour operator meetings were held in both cities with Travel Manitoba co-sponsoring a client event at the Jets vs Minnesota Wild hockey game on April 2, 2019. Advertising included digital boards and scoreboard advertising at the event, television and radio spots.

Travel Manitoba attended Adventure Elevate in the New York region in June 2019. This event brings together adventure travel planners with destinations and suppliers.

Travel Manitoba hosted the closing reception of Student and Youth Tourism Association (SYTA) 2019, at which it was announced that Winnipeg would host SYTA 2020 in Winnipeg. The theme was to be Northern Lights and Human Rights, however the event has now been postponed due to COVID-19.

Joint marketing activities implemented this year with the following tour operators included: Road Scholar, Orbridge, Jonview, Discover Holidays, Alexander and Roberts, Voyage A +, Teach and Travel, Journeys across Canada, UCLA and Yale University.

Travel Manitoba had planned to host a luncheon at Rendez-vous Canada 2020, which was subsequently cancelled due to COVID-19.



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.

CHINA



ADVERTISING

While all marketing activity in China has been paused since the beginning of 2020, first due to Chinese/Canada relations, then because of COVID-19, the development of content included the production of a video with popular influencer “North Rock” who visited Churchill in October 2019. This video will be released, along with a contest promotion, when the timing is appropriate. The influencer’s visit will be used to promote the contest. Additional footage was captured for use in a general Churchill video for the China market.

TRAVEL TRADE

Showcase Canada in Hong Kong was postponed for 2019 due to political unrest. Working with in-market agency Flow Creative and C-Trip, a large Chinese online travel agency, new itineraries were created for C-Trip’s website. Travel Manitoba attended CITAP annual trade show exhibition and networking events in Vancouver when we met with receptive tour operators who book travel from China, Japan, Korea and Taiwan. Travel Manitoba developed and updated a trade toolkit for tour operators from China.

AUSTRALIA



TRAVEL TRADE

A “Great Train FAM tour” was held in April 2019. Three groups from Australia were welcomed in Canada – first group to Manitoba, another group to Vancouver and the third group on board the Rocky Mountaineer. This was a joint marketing venture with Via Rail, Rail Plus and Travel Manitoba. Travel Manitoba hosted five agents from Australia on a Canada Specialist FAM as well as a product manager from Intrepid Australia on a provincial FAM in October 2019 to visit Winnipeg, Riding Mountain National Park and Churchill. The team also hosted a travel trade journalist and product manager from Travelmarvel on a summer FAM to Churchill. Joint market activities with Qantas, Momento, Travel Counsellors, Natural Focus Safaris and Helloworld were delivered and implemented, but a FAM with Natural Focus Safaris for August 2020 has been cancelled.

Due to Corroborree being held every other year, this year the Destination Canada Partners event was held in Perth. Travel Manitoba participated in training of 70 agents in attendance at the evening event. The in market representatives conducted numerous training events and road shows in Australia during 2019. Travel Manitoba partnered in a 75% matching fund program with Destination Canada (\$50,000 investment matched by \$37,500) to target learners aged 45+ and increase visitor spend during May to September 2020. This program was put on hold. Tactics would include consumer direct content marketing, media pitches with direct leads to partners and amplification of five pieces of content.



UNITED KINGDOM

ADVERTISING

National Geographic: Travel Manitoba partnered with National Geographic Traveller UK to produce a 10-page special feature for distribution in April. The package included digital coverage and a contest hosted on natgeotraveller.co.uk with a guaranteed minimum 10,000 page views. The prize provider received sponsorship of one *National Geographic* UK’s newsletter to 34,000 subscribers.



The Guardian: A double page spread version of the feature ran in *The Guardian Travel Guide* in April.



TRAVEL TRADE

Travel Manitoba hosted an event for product managers in London together with Destination Canada, held a webinar with My Canada Trips, conducted training with Gold Medal, First Class Holidays and North America Travel Services, and delivered campaigns with Audley Travel, Canadian Sky, Canadian Affair, Selling Canada and Trailfinders. Travel Manitoba’s in-market representative attended the Prestige Road show and provided training to 64 agents, and conducted training at Scott Dunn Gold Medal, First Class Holidays, North American Travel services and Premier Holidays. Training was also conducted at Funway Travel, BA Holidays, Kuoni, Trailfinders and Premier Holidays. Travel Manitoba hosted three summer FAMs with participants from Scott Dunn (Churchill Wild), Imagine Travel (Frontiers North) and the Independent Traveller (Lazy bear Expeditions). Imagine Travel launched new Manitoba product itineraries in October 2019. Travel Manitoba hosted three fall FAM trips with participants from Travel Pack, Bear Photos and Trailfinders. Imagine Travel launched new Manitoba product itineraries in October 2019. Travel Manitoba’s partnership in the United Kingdom with Destination Canada was scaled back this year to a \$20,000 partnership in travel trade only, which was paused due to COVID -19.

GERMANY

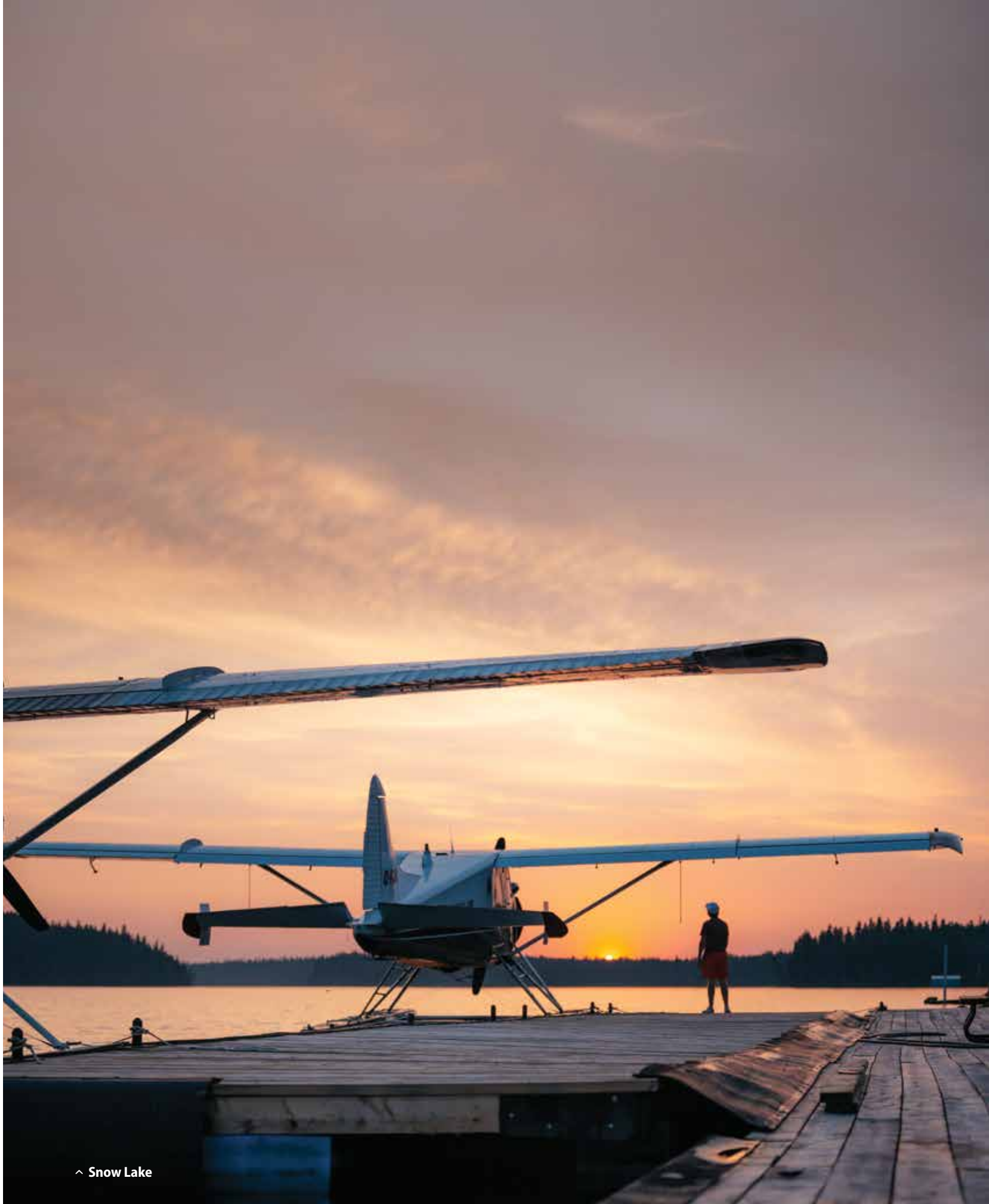
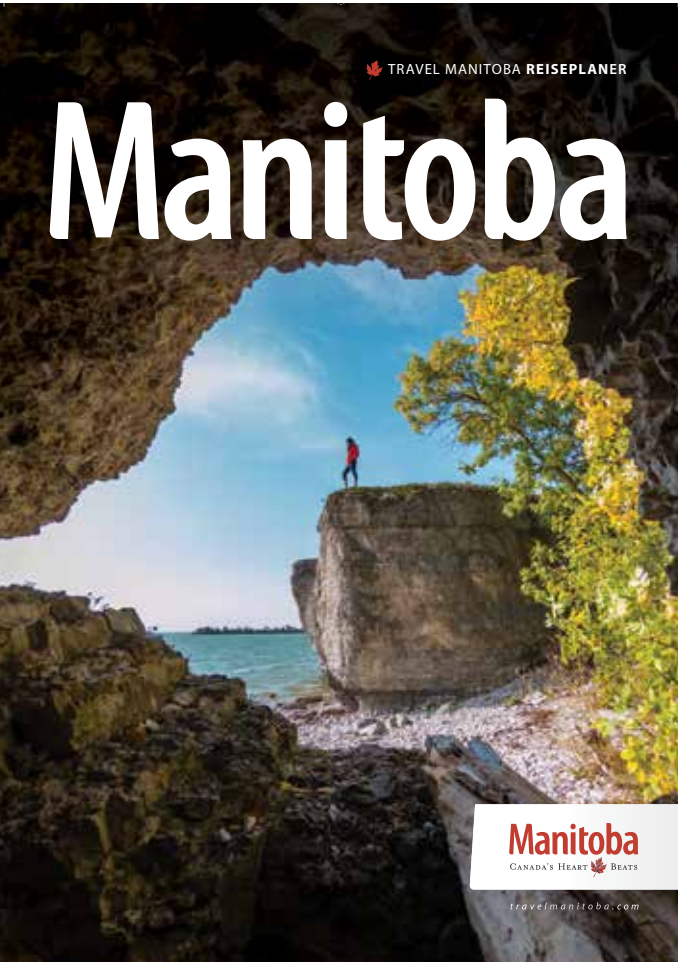


TRAVEL TRADE

Travel Manitoba hosted America Unlimited on a summer FAM to experience Lazy Bear Expedition's aqua gliding with belugas product. A microsite was created for America Unlimited featuring Manitoba product. Travel Manitoba also hosted America 4 U, a receptive operator who sells Canada to German markets on a FAM in the summer of 2019.

Travel Manitoba concluded joint marketing agreements with America Unlimited, Canusa, SK Touristik, CRD and Knecht Reisen, and distributed our newsletter to 239 travel trade in German speaking countries. Our in-market representatives participated in SK Touristik consumer road shows in September 2019 and in a Canada roadshow "Kanadas Geheimtipps" in November.

ITB Berlin, a major travel trade marketplace, was cancelled at very short notice due to COVID-19. While our team was already in Germany, Travel Manitoba conducted in person training and meetings at the following offices: Amerika Unlimited, Canusa, CRD, Erlebe Fernreisen, Explorer Fernreisen, SK Touristik, Takeoff Erlebnisreisen. Travel Manitoba's partnership in Germany with Destination Canada was scaled back this year to a \$30,000 partnership in travel trade only which was paused.



^ Snow Lake



^ Oak Hammock Marsh

AWARDS

Travel Manitoba's work, and Manitoba's tourism industry, was recognized in 2019/20 with awards that included:

COMMUNICATOR AWARDS

- **Excellence Winner Promotion/Marketing: Magazine:** Inspiration Guide

WORLD MEDIA FESTIVAL - TOURISM

- **Gold Corporate Print:** Inspiration Guide
- **Gold Campaign:** 2017 Campaign

HERMES CREATIVE AWARDS

- **Platinum Print Media Design Overall Publication:** Inspiration Guide
- **Gold Social Media Video:** Return of the train to Churchill
- **Gold Electronic Media Enewsletter:** The Beat
- **Gold Social Media Blog:** Explore MB Blog

CONTENT MARKETING AWARDS

- **Finalist Best in Travel & Tourism:** Inspiration Guide

DOTCOMM AWARDS

- **Platinum Content Marketing – Blog:** Explore MB Blog

WINNIPEG SIGNATURE AWARDS

- **Finalist Best in Consumer Publication:** Inspiration Guide

HSMIA ADRIAN AWARDS

- **Bronze PR Campaign - partnership with major brand:** Travel Manitoba and Lonely Planet Best in Travel

CANADIAN TOURISM AWARDS (TIAC)

- **Lifetime Achievement Award Winner:** Bob Sparrow, Sparrow Hotels
- **Airport Excellence Finalist:** WAA
- **Small Business of the Year Winner:** Winnipeg Trolley Company
- **Responsible Tourism Winner:** Oak Hammock Marsh

INDIGENOUS TOURISM ASSOCIATION OF CANADA AWARDS

- **Inspiring Indigenous Culinary Award Winner:** Buffalo Point Resort
- **Indigenous Adventure Award Finalist:** Wapusk Adventures

VISITOR SERVICES

Travel Manitoba partnered with Virgin Radio and the Ace Burpee on-air team to broadcast live from Travel Manitoba's Visitor Information Centre at The Forks.

We expanded retail sales with promotional items to residents and visitors with both Travel Manitoba and HuntFish MB branded merchandise.

We also provided support for improvements and modernization of the Visitor Information Centre at Brandon's Riverbank Discovery Centre.

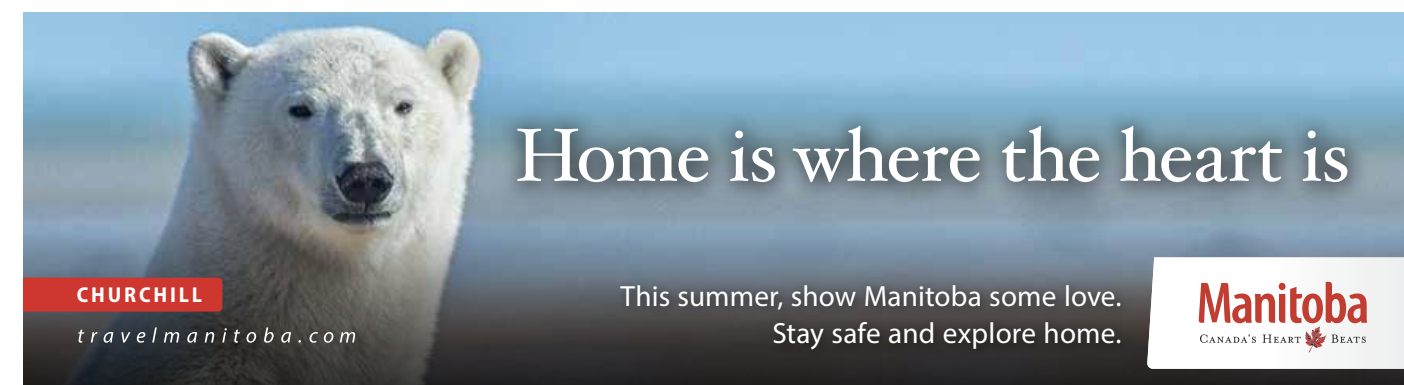


INCREASE PUBLIC AWARENESS OF TOURISM

To increase awareness of tourism with the public, with all levels of government, and with the business community, Travel Manitoba regularly participates in public speaking engagements at regional annual general meetings and awards events, at the Manitoba Chambers of Commerce breakfast events, at sector conventions and other events. Travel Manitoba also ran a radio campaign in 2019/20 that conveyed the economic, job creation and community enrichment benefits of tourism.

PHOTO BY RENATO GRANIERI

LOOKING AHEAD: THE IMPACT OF COVID-19



Understanding the impact of COVID-19 on our tourism industry is ongoing. An assessment by Travel Manitoba based on data from Destination Canada, Tourism Economics, Environics Analytics and the Conference Board of Canada projects that Manitoba could still see a 45% to 60% loss in tourism spending in 2020 as compared to that of 2019. Between 6,800 and 11,000 jobs are expected to be lost.

The impact of COVID-19 on the tourism industry will be felt for many years, and in response, our Building the Tourism Recovery Plan is based on three phases: Respond, Rebuild and Restart. We responded to the immediate needs of the tourism industry – providing information and listening to their challenges. At the outset and in step with the Manitoba government, we supported the “stay home” message on our social media and website. And we paused all of our paid marketing activities, including our partnership activities. This pause will allow us to have more resources available for our recovery campaign in 2020/21.

In Phase 2 of the plan, Rebuild, our first step in resuming marketing activities is to focus on hyper-local travel... in other words, encouraging Manitobans to travel within the province. Manitoba travellers are important to our tourism economy, accounting for a majority of the visitation and expenditures. A focus on local and overnight intra-provincial travel has the potential to significantly impact local businesses and kick-start the tourism sector. This shift in focus will also mitigate the loss of visitors from international markets in 2020.

The goal of our in-province campaign is to increase tourism visitation and expenditures within Manitoba by creating high quality content and advertising that promotes bookable experiences and attractions, adjusting as the supply of experiences available increases. The theme is tied to our *Manitoba, Canada's Heart...Beats* brand, and motivates Manitobans to travel.

As the province continues to open up, we will continue with our integrated approach, with paid digital, content and traditional advertising campaigns. Our message was modified to encourage “close to home” travel in near markets like northwestern Ontario and Saskatchewan, and when it is safe to do so we will enter the final phase of our Building the Tourism Recovery Plan – Restart – when we will expand the campaign internationally. Given international travel is unlikely to resume until 2021, we look forward to restarting activities with media and trade in those markets.

With major tourism expenditure losses expected over the next two years, we are in discussions to establish a new realistic target in an updated Provincial Tourism Strategy. Plan \$1.6 Billion will build on the significant progress the provincial tourism strategy has achieved to date due to a whole of government approach, and restoring the tourism industry to its former size and strength will be a priority.

With an unprecedented challenge hopefully soon behind us, we're confident that Manitoba's tourism industry will stay strong, be innovative, and rise again to its former ranking as one of the Top 10 regions in the world to visit. Manitoba still is where Canada's heart beats.

OUR PARTNERS: *Thank you!*

Aikens Lake Wilderness Lodge
12 Street Studio Gallery and B&B
9 Finger Ranch
Aaron’s on the Lake Bed & Breakfast
Activate Games
Ai-Kon
Alt Winnipeg
Andersen Inn & Suites
Arrowhead RV Park
Assessippi Ski Area and Resort
Assiniboia Downs
Assiniboine Park Conservatory
Barrier Bay Resort
Beaches of 59
Bed & Breakfast Association
Birdtail Waterfowl Inc
Blueberry Jam Festival
Brandon Tourism/Brandon Riverbank Inc.
Buffalo Point International Resort
Burntwood Inn
Canada’s National Ukrainian Festival
Canada’s Royal Winnipeg Ballet
Canadian Fossil Discovery Centre
Canadian Museum for Human Rights
Carman Country Fair
Carpenters Clearwater Lodge
CDC - Turtle Mountain
CDEM
Celebrations Dinner Theatre
Central Manitoba Tourism Association
Children’s Museum
Churchill Northern Studies Centre
Churchill Wild
City of Dauphin / Tourism Dauphin
City of Flin Flon
City of Portage La Prairie
Classic Canadian Tours
Clear Lake Country DMO
Cripple Creek Campground
Custom Helicopters
Dalnavert Museum
Days Inn - Steinbach
Debwendon Inc
Discover Minnedosa
DIY Craft Bar
Eagles Nest Landing
Eastman Tourism
Elkhorn Resort Spa and Conference Centre
Enigma Escapes
Evergreen Resort
Exchange District BIZ
Fairfield Inn and Suites by Marriott
Falcon Beach Ranch
Falcon Lake Winter Fishing Derby
Falcon Trails Resort
Farm Away B&B
Farmery Estate Brewery
Fehrway Tours
Feld Entertainment
Festival Du Voyageur
Folklorama
Forks Trading Company
Fort Dauphin Museum Inc.
Fort la Reine Museum
FortWhyte Alive
Frontiers North Adventures
Ganglers
Gimli Film Festival
Gimli Glider Museum
Gourmet Inspirations
Gull Harbour
Harv’s Air
Harvest Lodge on Waterhen River
Hilton Garden Inn Winnipeg South
Holiday Inn & Suites Downtown
Holiday Inn Polo Park
Holiday Inn Winnipeg Airport West
Holiday Inn Winnipeg South
Homewood Suites by Hilton Winnipeg
Airport-Polo Park
Hudson Bay Helicopters
Inn at The Forks
Interlake Tourism Association
International Peace Garden
Ivanhoe Cambridge
Jackson’s Lodges & Outposts
Jurassic Quest
Lac Du Bonnet Ice Fishing
Lakeview Hotels & Resorts (Head Office)
Lasertopia
Laurie River Lodge
Lazy Bear Expeditions

Lights of the North
Lilac Resort, RV, Lodging and Water Park
Look North
Mad About Style
Mahihkan Bus Lines
Manitoba 150
Manitoba Agricultural Museum
& Campground
Manitoba Airshow / Southport
Aerospace Centre
Manitoba Association of Campgrounds
and Parks
Manitoba Electrical Museum &
Education Centre
Manitoba Conservation
Manitoba Parks
Manitoba Sports Hall of Fame
Manitoba Stampede & Exhibition
Manitoba Threshermens Reunion
Marriott International
MB Baseball Hall of Fame
Mere Hotel
Moon Gate Guest House
Morden Corn & Apple Festival
Morden Winkler Place Brand
Motel 6 Headingley
Municipality of Louise
Musee de Saint-Boniface Museum
Nature 1st (Adventure Walking Tours)
Nellie McClung Heritage Site
Netley Creek Golf & Country Club
New Iceland Heritage Museum Inc.
Norwood Hotel
Oak Hammock Marsh Interpretive Centre
Oseredok (Ukrainian Cultural and
Educational Centre)
Paint Lake Lodge
Parkland Tourism
Parks Canada
Paskwayak Business Development
Corporation
Pebble Springs B&B
Pembina Threshermen’s Museum Inc.
Pinawa Golf Club
Prairie 360
Prairie Collective

Prairie Paradise Retreat
Prairie Theatre Exchange
Provincial Exhibition of Manitoba
Quality Inn Winkler
R.M. of Victoria
Rainbow Stage
Red River Exhibition
Residence Inn
Riding Mountain House
Riverside Lodge
RM of Boissevain - Morton
RM of Gimli
Rm of Pipestone
RM of Whitemouth
Rocky Lake Birchworks
Rocky Lake Cabins
Rotary Club of The Pas
Royal Canadian Mint
Rubber Ducky Resort & Campground
Rubis Outdoors
Sam Waller Museum
Sapotaweyak Petro Can
Sasaginnigak Lodge
Sickle Lake Wilderness Resort
Signature Museums
South Beach Casino & Resort

Speedworld
Spicy Radish Cafe
Splish Splash Waterpark
St. Norbert Farmers Market
Super 8 Winnipeg
Super 8 Winnipeg West
Sustainable Development
Swan Valley Rise/Swan River
Tall Grass Prairie Bread Company
The Fairmont Winnipeg
The Flag Shop Winnipeg
The Forks North Portage
The Fort Garry Hotel, Spa &
Conference Centre
The Great Trail
The Lake House
The Manitoba Museum
The Marlborough Hotel
The Pas Community Renewal Corp
The RCA Museum
The Staff House Bed & Breakfast
The Tundra Inn
Thermëa by Nordik
Thomas Bunn House B&B
Thompson Place Brand
Time Lapse Escape Rooms

Tourism Riel
Tourism Westman
Town of Carman
Town of Neepawa
Town of Snowlake
Town of Souris/CDC - Souris Glenwood
Trail End Camp & Outfitters
Travelodge Winnipeg East
Turtle Mountain Resort Ltd
Victoria Inn Flin Flon
Victoria Inn Hotel and Convention Centre
West End BIZ
Whiteshell Place Brand
Winnipeg Airports Authority Inc.
Winnipeg Art Gallery
Winnipeg Comedy Festival
Winnipeg Folk Festival
Winnipeg Goldeyes Baseball Club
Winnipeg Symphony Orchestra
Winnipeg Tattoo Convention
Winnipeg Trolley Company
Wonderful Winnipeg City Tour
WOW! Hospitality Concepts



BOARD of DIRECTORS



Stuart Murray (Chair)
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

Philip Houde (Ex-officio)
CEO, Economic Development Office

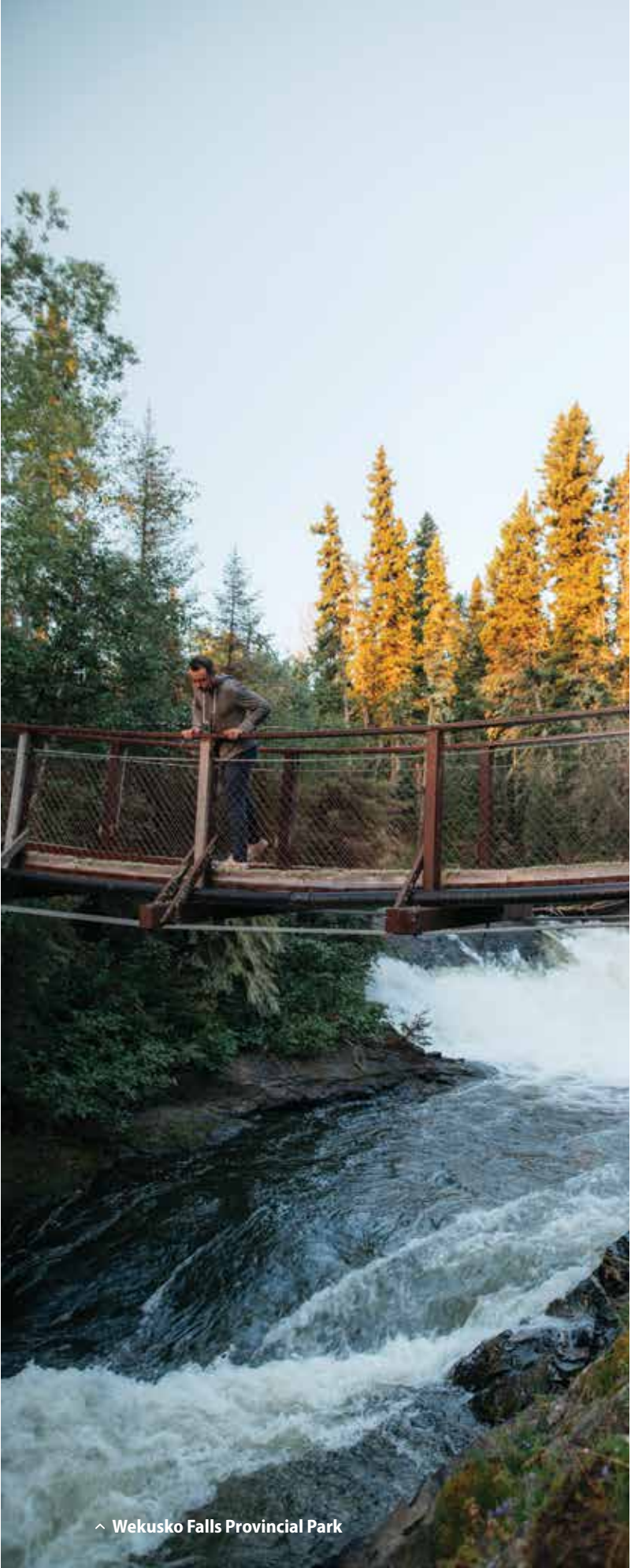
OUR PEOPLE

CEO's Office	Strategy & Business Development		Marketing & Communications	
Colin Ferguson	Brigitte Sandron	Lori Klan	Linda Whitfield	Kit Muir
Melodie Bautista-Garing	Jackie Tenuta	Nancy Evans	Alexis McEwen	Alex Krosney
	Yan Cong	Taylor Bowman-Robinson	Mark Remoquillo	Ryan Schultz
	Elise Wood	Aaron McMahon	Myra Hutcheon	Douglas Evans
	Melanie Swenarchuk	Alan McLauchlan	Carly Sallows-Harrie	Ally Sigurdson
	Michel LaRivière	Rebecca McKie	Nisha Tuli	Ryan Suffron
	Cindy Perrett	Mary Aguilar-Saler	Jillian Recksiedler	Keevin Erickson
	Tracy Dandeneau	Tricia Woikin	Tamara Soroka	Marcel Laferriere
	Lindsay Egan	Christina Love	Breanne Sowards	
	Samantha Bason		Joey Traa	

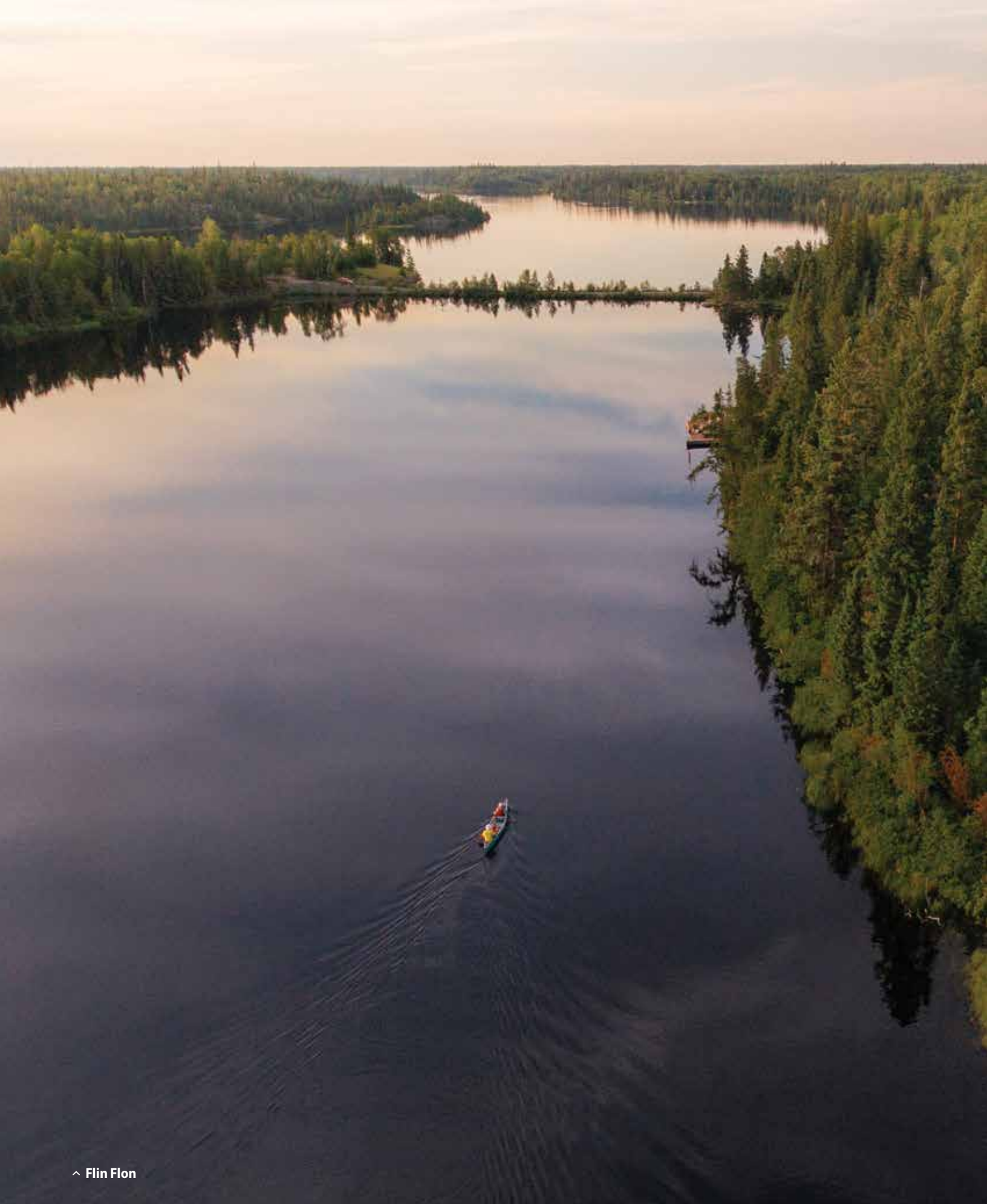
FINANCIAL STATEMENTS

For the year ended March 31, 2020

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^ Wekusko Falls Provincial Park



MANAGEMENT’S RESPONSIBILITY FOR FINANCIAL REPORTING

The accompanying financial statements are the responsibility of the management of Travel Manitoba and have been prepared in accordance with Canadian public sector accounting standards. In management’s opinion, the financial statements have been properly prepared within reasonable limits of materiality, incorporating management’s best judgment regarding all necessary estimates and all other data available to the audit report date.

Management maintains internal controls to properly safeguard the assets and to provide reasonable assurance that the books and records from which the financial statements are derived accurately reflect all transactions and that established policies and procedures are followed.

The responsibility of the external audit is to express an independent opinion on whether the financial statements of Travel Manitoba are fairly represented in accordance with Canadian public sector accounting standards. The Independent Auditor’s Report outlines the scope of the audit examination and provides the audit opinion.

On behalf of Management:

Director, Corporate Services

President and CEO

June 16, 2020

Date



Tel: 204 956 7200
Fax: 204 926 7201
Toll-Free: 800 268 3337
www.bdo.ca

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

TRAVEL MANITOBA

STATEMENT OF FINANCIAL POSITION

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, 2020, and the statements of operations and accumulated surplus, change in net financial 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, 2020, 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 16, 2020

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.

As at March 31	2020	2019
Financial Assets		
Cash and cash equivalents (Note 4)	\$ 2,437,263	\$ 1,829,153
Trade accounts receivable	705,526	319,665
Due from the Province of Manitoba (Note 5)	25,718	34,082
	3,168,507	2,182,900
Liabilities		
Accounts payable and accrued liabilities	1,694,701	1,181,973
Employee future benefits (Note 7)	621,320	515,858
Deferred revenue (Note 8)	260,500	247,526
	2,576,521	1,945,357
Net Financial Assets	591,986	237,543
Non Financial Assets		
Prepaid expenses	15,478	29,752
Tangible capital assets (Note 6)	165,280	254,918
	180,758	284,670
Contingencies and commitments (Note 10)		
Accumulated Surplus	\$ 772,744	\$ 522,213
Accumulated surplus is comprised of:		
Accumulated surplus (Page 52)	\$ 768,878	\$ 512,211
Accumulated remeasurement gains (Page 53)	3,866	10,002
	\$ 772,744	\$ 522,213

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 AND ACCUMULATED SURPLUS

For the year ended March 31	2020		2019	
Revenue	<u>Budget</u>	<u>Total</u>	<u>Total</u>	
Province of Manitoba	\$ 12,089,000	\$ 12,089,000	\$ 12,069,000	
Partnership and leveraged marketing	1,300,000	1,176,805	1,147,587	
Other initiatives - Federal and provincial funding	400,000	430,000	-	
Other	30,000	82,304	43,689	
	13,819,000	13,778,109	13,260,276	
Expenses (Note 13)				
Marketing and industry relations	11,928,383	11,693,351	11,585,210	
Corporate services	940,190	935,577	835,583	
Visitor services	845,427	784,933	831,289	
Amortization	105,000	107,581	107,379	
	13,819,000	13,521,442	13,359,461	
Annual surplus (deficit)	-	256,667	(99,185)	
Accumulated surplus, beginning of the year	512,211	512,211	611,396	
Accumulated surplus, end of the year	\$ 512,211	\$ 768,878	\$ 512,211	

TRAVEL MANITOBA

STATEMENT OF CHANGE IN NET FINANCIAL ASSETS

For the year ended March 31	2020		2019	
	<u>Budget</u>	<u>Total</u>	<u>Total</u>	
Annual surplus (deficit)	\$ -	\$ 256,667	\$ (99,185)	
Acquisition of tangible capital assets	-	(19,225)	(18,393)	
Amortization of tangible capital assets	105,000	107,581	107,379	
Loss on sale of tangible capital assets	-	282	-	
Proceeds on sale of tangible capital assets	-	1,000	-	
Decrease in prepaid expenses	-	14,274	103,916	
Decrease in remeasurement gains	-	(6,136)	(961)	
	-	97,776	191,941	
Change in net financial assets	105,000	354,443	92,756	
Net financial assets, beginning of year		237,543	144,787	
Net financial assets, end of year		\$ 591,986	\$ 237,543	

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

TRAVEL MANITOBA

STATEMENT OF REMEASUREMENT GAINS

For the year ended March 31	2020		2019	
Accumulated remeasurement gains, beginning of year	\$ 10,002	\$ 10,963		
Unrealized loss attributable to foreign exchange	(6,136)	(961)		
Accumulated remeasurement gains, end of year	\$ 3,866	\$ 10,002		

TRAVEL MANITOBA

STATEMENT OF CASH FLOWS

For the year ended March 31	2020		2019	
Cash Flows from Operating Activities				
Annual surplus (deficit)	\$ 256,667	\$ (99,185)		
Changes in non cash items				
Amortization of capital assets	107,581	107,379		
Loss on disposal of capital assets	282	-		
Unrealized remeasurement loss	(6,136)	(961)		
Due from the Province of Manitoba	8,364	40,757		
Trade accounts receivable	(385,861)	71,348		
Prepaid expenses	14,274	103,916		
Accounts payable and accrued liabilities	512,728	58,935		
Deferred revenue	12,974	(1,310)		
Employee future benefits	105,462	(33,303)		
	626,335	247,576		
Cash provided by operating transactions				
Cash Flows from Financing and Investing Activities	-	-		
Cash Flows from Capital Activities				
Acquisition of tangible capital assets	(19,225)	(18,393)		
Proceeds on sale of tangible capital assets	1,000	-		
	(18,225)	(18,393)		
Net increase in cash and cash equivalents	608,110	229,183		
Cash and cash equivalents, beginning of year	1,829,153	1,599,970		
Cash and cash equivalents, end of year	\$ 2,437,263	\$ 1,829,153		

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

For the year ended March 31, 2020

1. 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.

2. Summary of Significant Accounting Policies

The financial statements are prepared in accordance with Canadian public sector accounting standards (“PSAS”) as recommended by the Public Sector Accounting Board, and reflect the following significant accounting policies:

a. Financial Assets

Cash and cash equivalents consist of cash and short term deposits with a duration of less than ninety days from the date of acquisition.

Accounts receivable and amounts due from the Province of Manitoba are recorded at the lower of cost and net realizable value. An allowance for doubtful accounts is recorded when there is uncertainty whether the amounts will be collected.

b. Liabilities

Liabilities are present obligations as a result of transactions and events occurring prior to the end of the fiscal year. The settlement of the liabilities will result in the future transfer or use of assets or other form of settlement. Liabilities are recorded at the estimated amount ultimately payable.

c. Employee Future 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.

d. Non-Financial Assets

Non financial assets are used to provide the Organization’s services in future periods. These assets do not normally provide resources to discharge the liabilities of the organization unless they are sold. The Organization’s non financial assets include prepaid expenses and tangible capital assets.

For the year ended March 31, 2020

e. Tangible Capital Assets

Tangible 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

f. Revenue Recognition

Government transfers without eligibility criteria or stipulations are recognized as revenue when the transfer is authorized. Government transfers with eligibility criteria but without stipulations are recognized as revenue when the transfer is authorized and all eligibility criteria have been met. Government transfers with or without eligibility criteria but with stipulations are recognized as revenue in the period the transfer is authorized and all eligibility criteria have been met, except to the extent that the transfer gives rise to a liability.

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.

g. Expenses

All expenses incurred for goods and services are recorded on an accrual basis.

h. 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.

i. Measurement Uncertainty

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.

3. Change in Accounting Policy

The Organization changed their basis of accounting from Canadian Public Sector Accounting Standards for Government Not for Profit Organizations (“PSAS for GNFPs”), which includes Sections PSAS 4200 – PSAS 4270 to PSAS without Sections PSAS 4200 – PSAS 4270 for the fiscal year beginning April 1, 2019.

Amounts related to March 31, 2019 and April 1, 2018 were previously presented in accordance with PSAS for GNFP. These amounts have been restated as required to be compliant with the accounting policies of the Organization under PSAS.

The most significant changes are a result of adopting this basis of accounting include changes to the financial statements presentation as follows:

- The Organization’s budget is now presented on the statement of operations and accumulated surplus along with current year and comparative year actual amounts.
- The statement of financial position now presents financial assets and liabilities to determine a net financial asset position; non financial assets are shown separately and the accumulated surplus or deficit is the sum of the above noted items.
- There is now a statement of changes in net financial assets, which presents the activity during the year that contributed to the change in the net financial asset position on the statement of financial position.

TRAVEL MANITOBA

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2020

4. Cash and Cash Equivalents

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, 2020 is \$126,789 (\$124,190 at March 31, 2019).

The Organization has a credit facility to a maximum of \$500,000 with interest at prime plus 1% (effective rate of 3.45% as at March 31, 2020) which is secured by a general security agreement. As at March 31, 2020, the facility remains unused.

5. 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, 2020 is \$25,718 (\$34,082 at March 31, 2019).

6. Tangible Capital Assets

	2020			
	Opening Balance	Additions	Disposals	Closing Balance
Cost				
Vehicles	\$ 25,785	\$ -	\$ -	\$ 25,785
Computer hardware	79,870	14,547	(14,935)	79,482
Computer software	61,213	-	-	61,213
Furniture and equipment	28,866	4,678	-	33,544
Leasehold improvements	46,691	-	-	46,691
VIC Technology	439,650	-	-	439,650
	682,075	19,225	(14,935)	686,365
Accumulated Amortization				
Vehicles	7,736	5,157	-	12,893
Computer hardware	48,980	8,744	(13,653)	44,071
Computer software	51,246	2,990	-	54,236
Furniture and equipment	5,033	1,308	-	6,341
Leasehold improvements	17,645	1,452	-	19,097
VIC Technology	296,517	87,930	-	384,447
	427,157	107,581	(13,653)	521,085
Net book value	\$ 254,918	\$ (88,356)	\$ (1,282)	\$ 165,280

TRAVEL MANITOBA

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2020

6. Tangible Capital Assets (continued)

	2019			
	Opening Balance	Additions	Disposals	ClosingBalance
Cost				
Vehicles	\$ 25,785	\$ -	\$ -	\$ 25,785
Computer hardware	62,665	17,205	-	79,870
Computer software	61,213	-	-	61,213
Furniture and equipment	28,866	-	-	28,866
Leasehold improvements	46,691	-	-	46,691
VIC Technology	438,462	1,188	-	439,650
	663,682	18,393	-	682,075
Accumulated Amortization				
Vehicles	2,579	5,157	-	7,736
Computer hardware	41,596	7,384	-	48,980
Computer software	46,511	4,735	-	51,246
Furniture and equipment	3,778	1,255	-	5,033
Leasehold improvements	16,116	1,529	-	17,645
VIC Technology	209,198	87,319	-	296,517
	319,778	107,379	-	427,157
Net book value	\$ 343,904	\$ (88,986)	\$ -	\$ 254,918

7. Employee Future Benefits

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, 2020 and the most recent finalized and approved actuarial valuation report for the enhanced pension benefits was at December 31, 2018.

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

	2020	2019
Benefit costs for the year ended March 31		
Discount rate	5.75%	6.00%
Rate of compensation increase	3.50%	3.75%
Employer contributions	\$ 280,136	\$ 213,855

TRAVEL MANITOBA

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2020

7. Employee Future Benefits (continued)

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

	2020	2019
Benefit costs for the year ended March 31		
Discount rate	5.75%	6.00%
Rate of compensation increase	3.50%	3.75%
Employer contributions	\$ 17,038	\$ 16,803

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, 2020 of \$46,000 (\$42,000 in 2019). 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.

8. Deferred Revenue

Deferred revenue represents payments received for partnership initiatives that pertain to a future period and will be recognized in the period in which the service is performed.

	2020	2019
Balance, beginning of year	\$ 247,526	\$ 248,836
Add amount received during the year	260,500	247,526
Less amount recognized as revenue during the year	(247,526)	(248,836)
Balance, end of year	\$260,500	\$247,526

9. 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	31–40 Days	Over 60 Days
Trade accounts receivables (net of allowance of \$15,000)	\$ 190,882	\$ 28,478	\$ 486,166
Due from the Province of Manitoba	-	-	25,718
	\$ 190,882	\$ 28,478	\$ 511,884

TRAVEL MANITOBA

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2020

9. Financial Instrument Risk (continued)

Trade Accounts Receivables The Organization is not exposed to significant credit risk as the accounts receivable are 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	31–40 Days	Over 60 Days
Trade accounts payable	\$ 1,664,062	\$ 20,010	\$ 10,629

10. 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 \$474,876. In addition, the Organization has entered into lease agreements for computer equipment expiring in December 2024, for total annual payments of \$19,813.

11. 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 \$62,918 (\$76,804 in 2019).

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

12. Uncertainty due to COVID 19

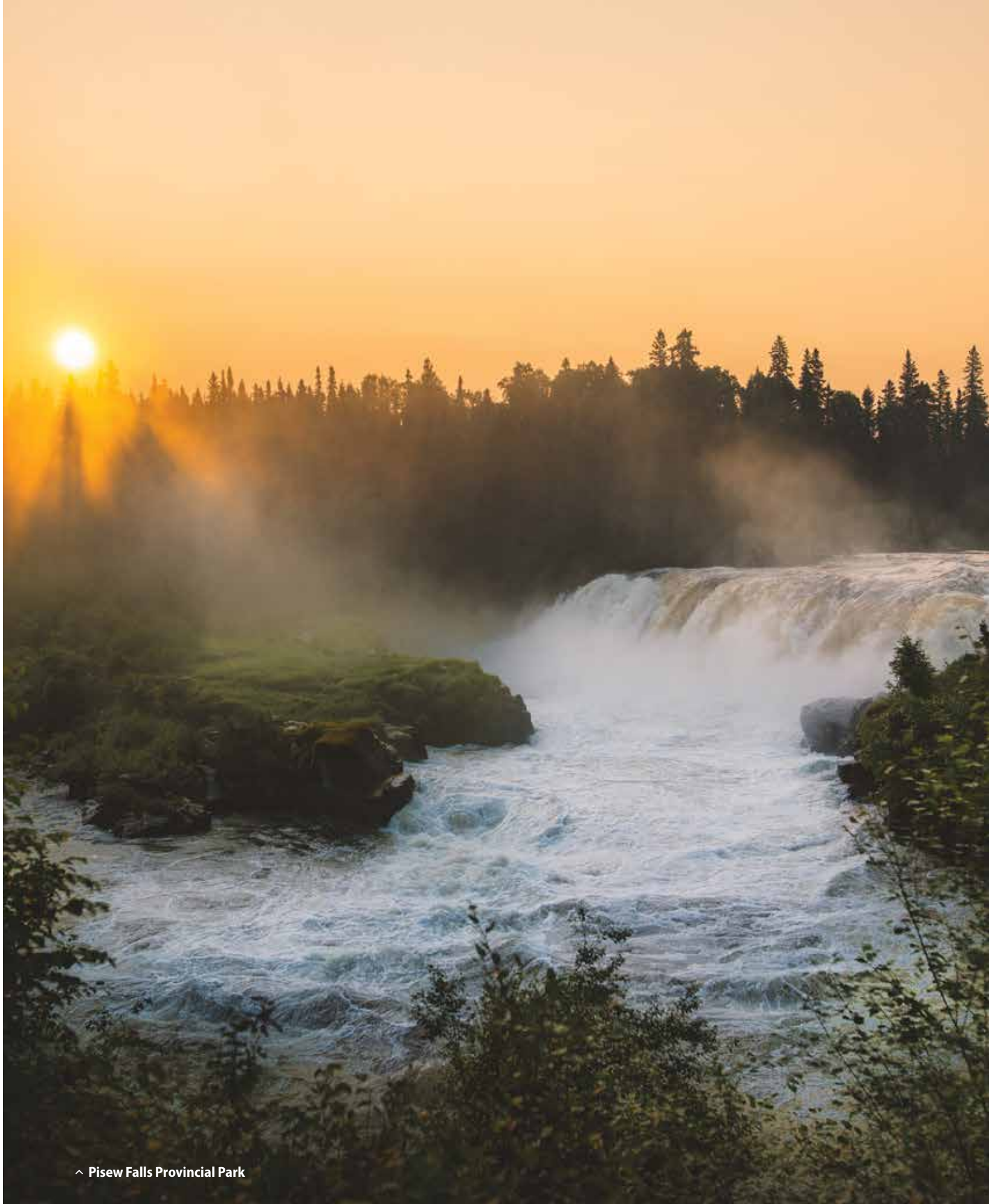
Subsequent to year end, the impact of COVID 19 in Canada and on the global economy increased significantly. For the Organization, there has been a decrease in revenue due to a reduction of advertising and uncertainties regarding future advertising. As the impacts of COVID 19 continue, there could be further impact on the Organization. Management is actively monitoring the affect on its financial condition, liquidity, operations, and workforce. Given the daily evolution of the COVID 19 outbreak and the global responses to curb its spread, the Organization is not able to fully estimate the effects of the COVID 19 outbreak on its results of operations, financial condition, or liquidity at this time.

TRAVEL MANITOBA
NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2020

13. Expenses by Function

	BUDGET	2020	2019
Communication	\$ 8,737,200	\$ 8,266,558	\$ 8,281,392
Personnel services	3,195,000	3,216,548	3,075,216
Supplies and services	943,500	1,053,587	1,085,796
Other operating	668,600	686,600	640,226
Transportation	151,000	172,521	144,246
Minor capital	18,700	18,047	25,207
Amortizaiton	105,000	107,581	107,378
	\$ 13,819,000	\$ 13,521,442	\$ 13,359,461



^ Pisew Falls Provincial Park

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Travel Manitoba
21 Forks Market Road
Winnipeg, Manitoba R3C 4T7
1-800-665-0040
www.travelmanitoba.com

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