

April, 2020

Manitoba COVID-19 Tourism Impact Survey Results

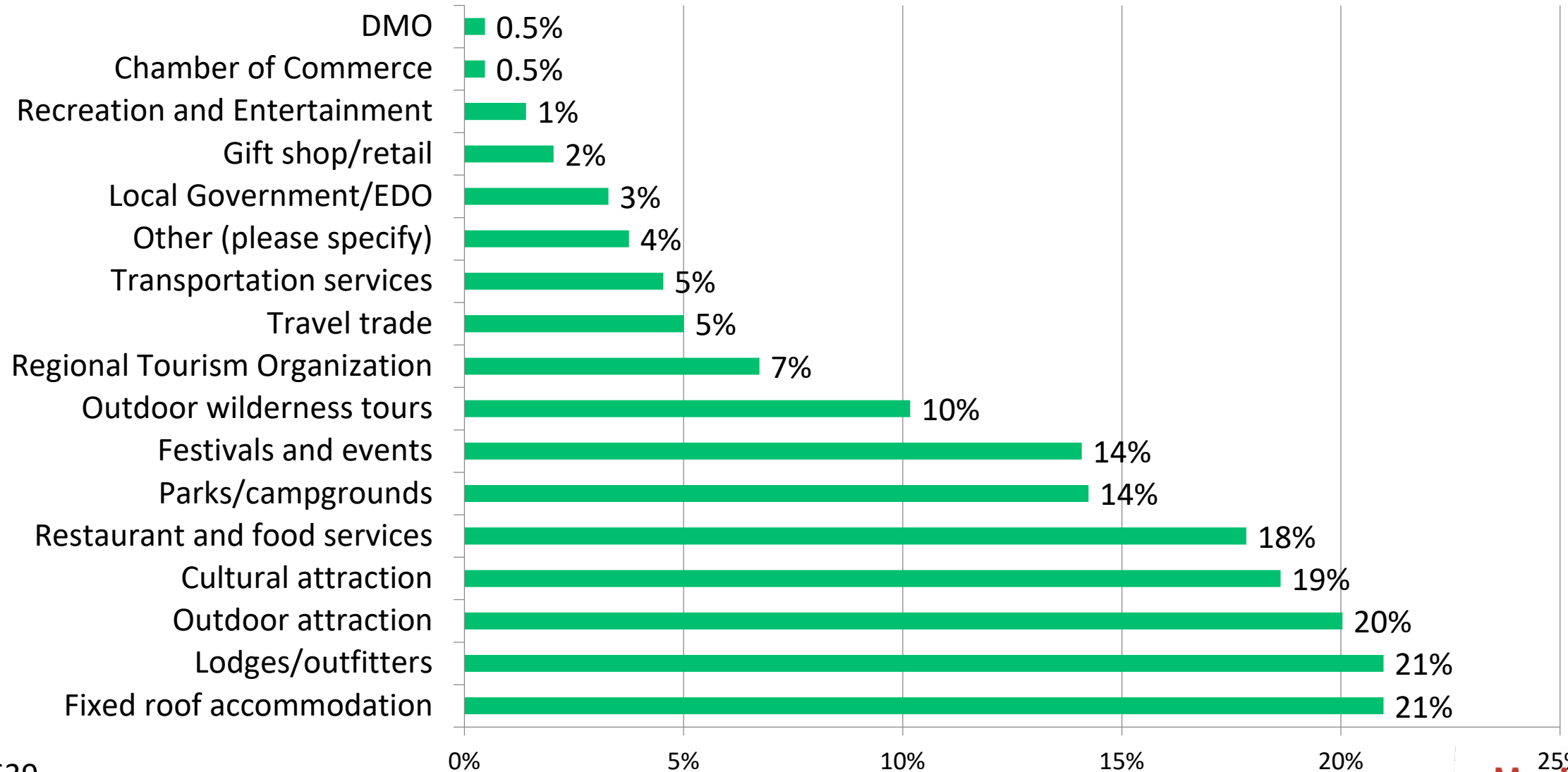


COVID-19 Industry Impact Survey

- Survey link distributed to all Travel Manitoba industry contacts
- In field between April 1 and April 6, 2020
- 639 Responses
- Significant participation in open ended questions

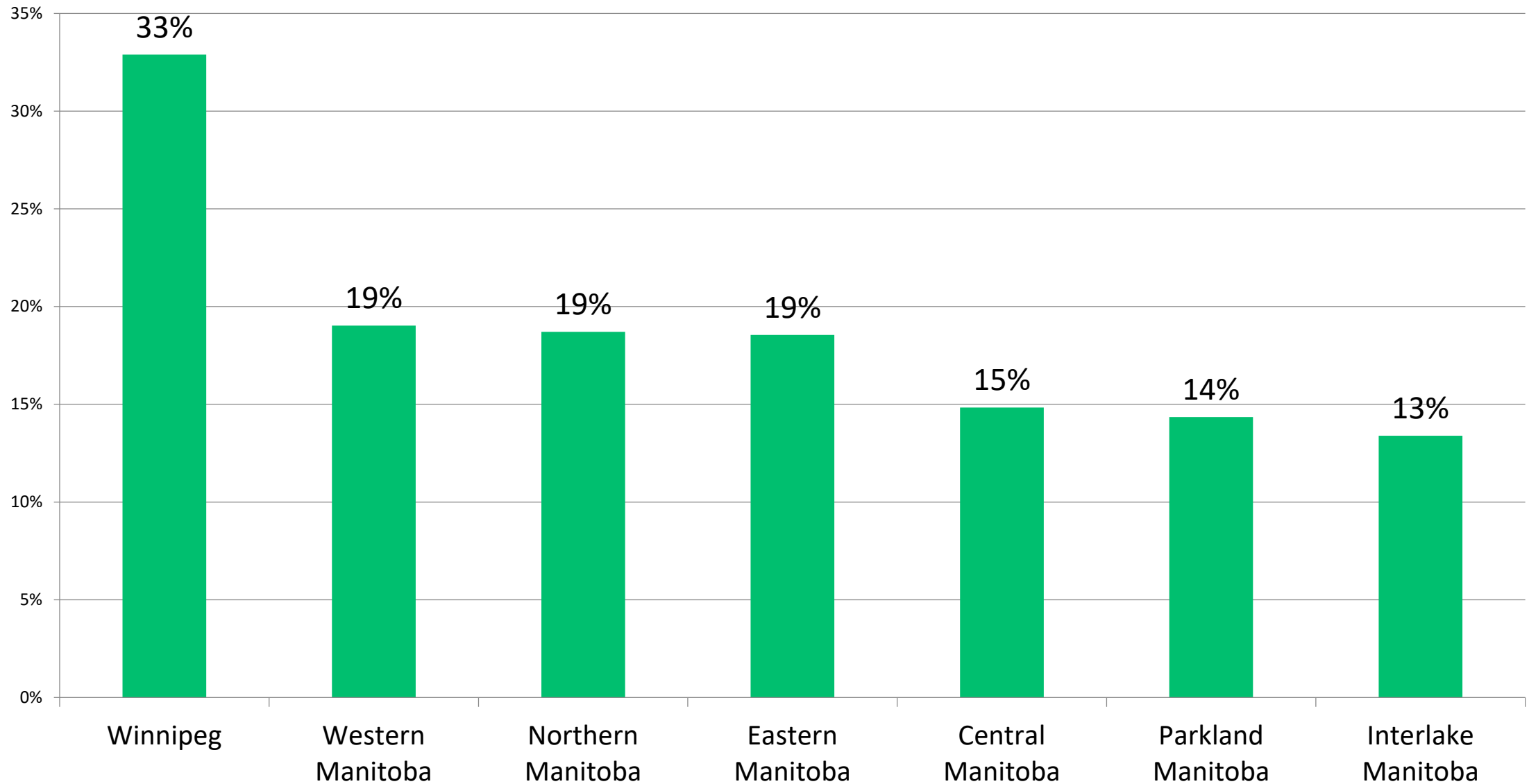


Which of the following categories best describes the nature of your business operations?



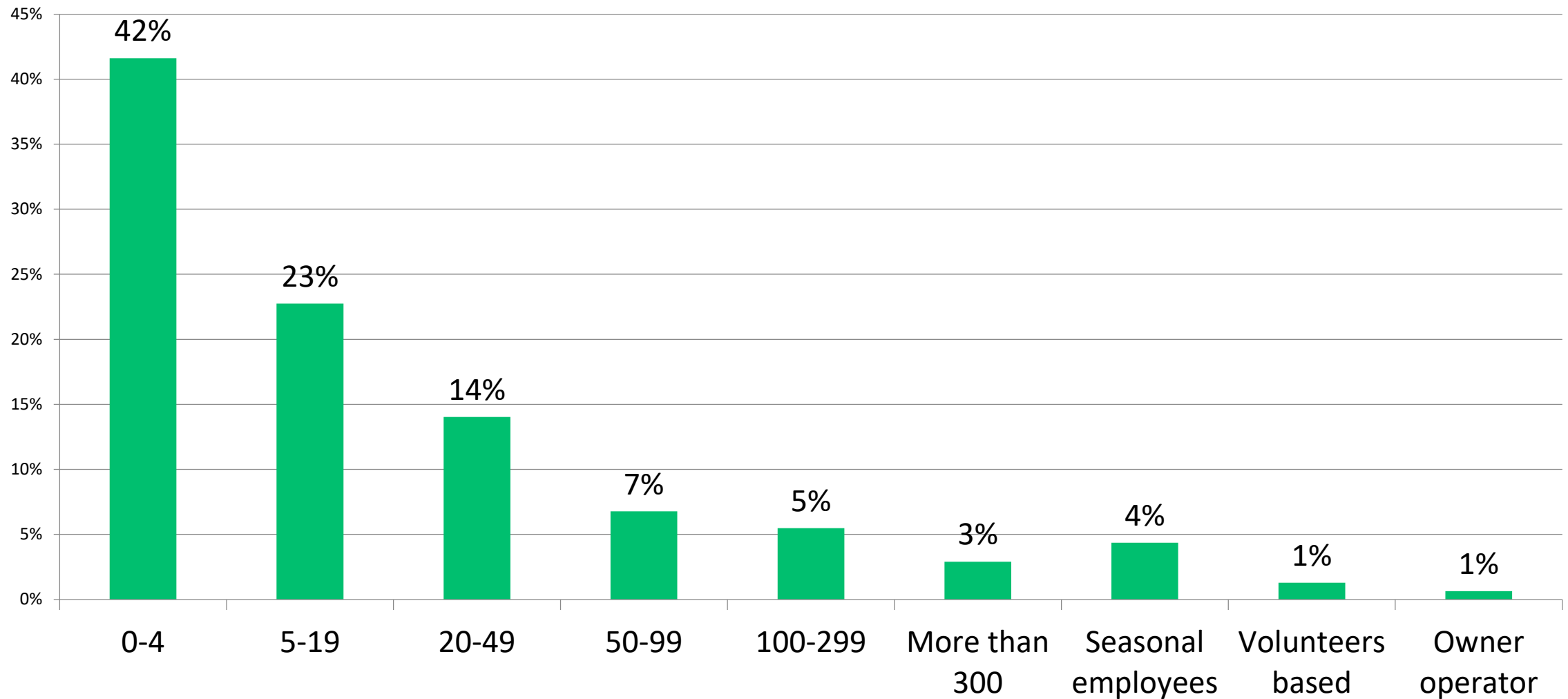
N=639

Which region in Manitoba do you operate in?



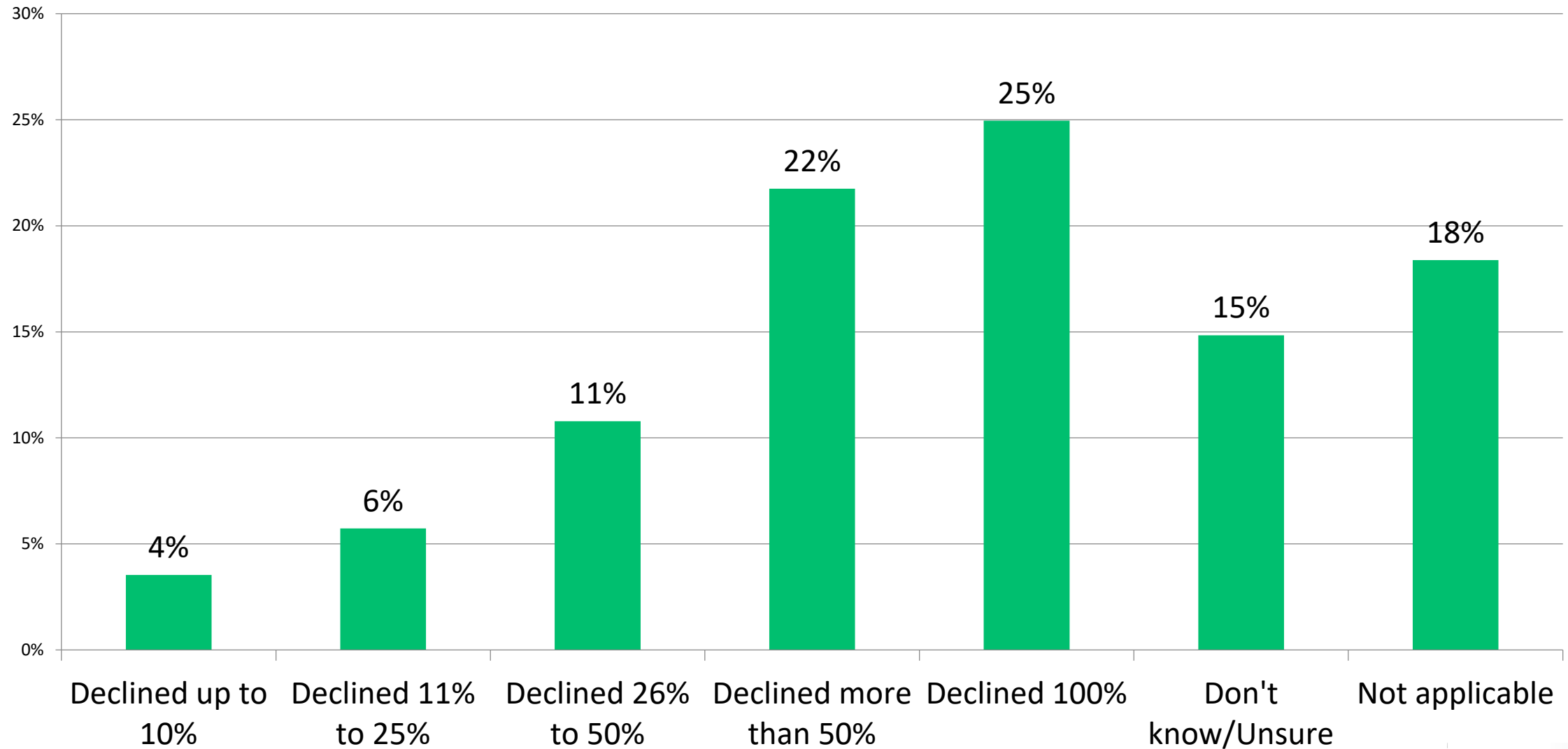
N=620

How many employees did your business have prior to the COVID-19 outbreak?



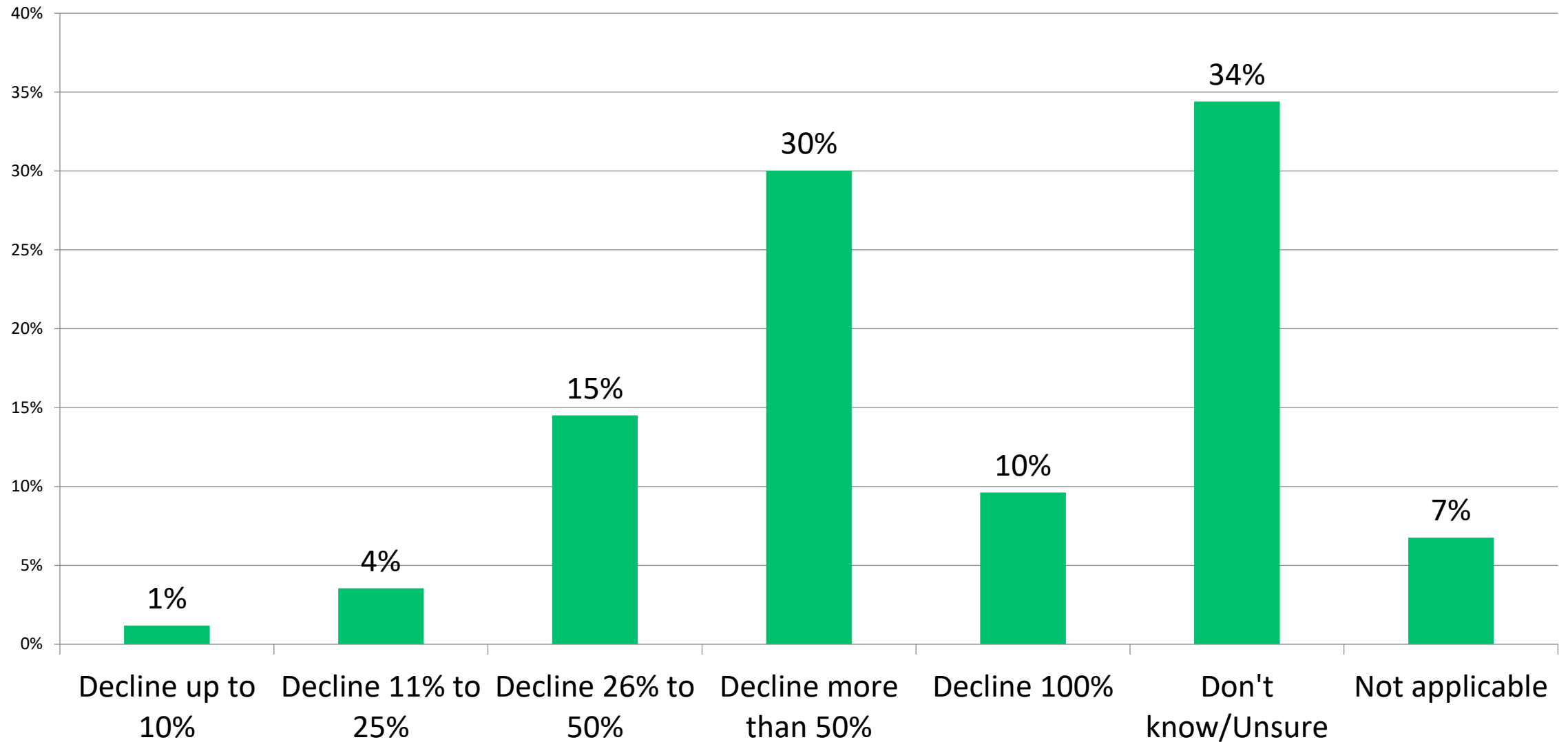
N=620

How has your sales/revenue changed since early March 2020 as a result of COVID-19?



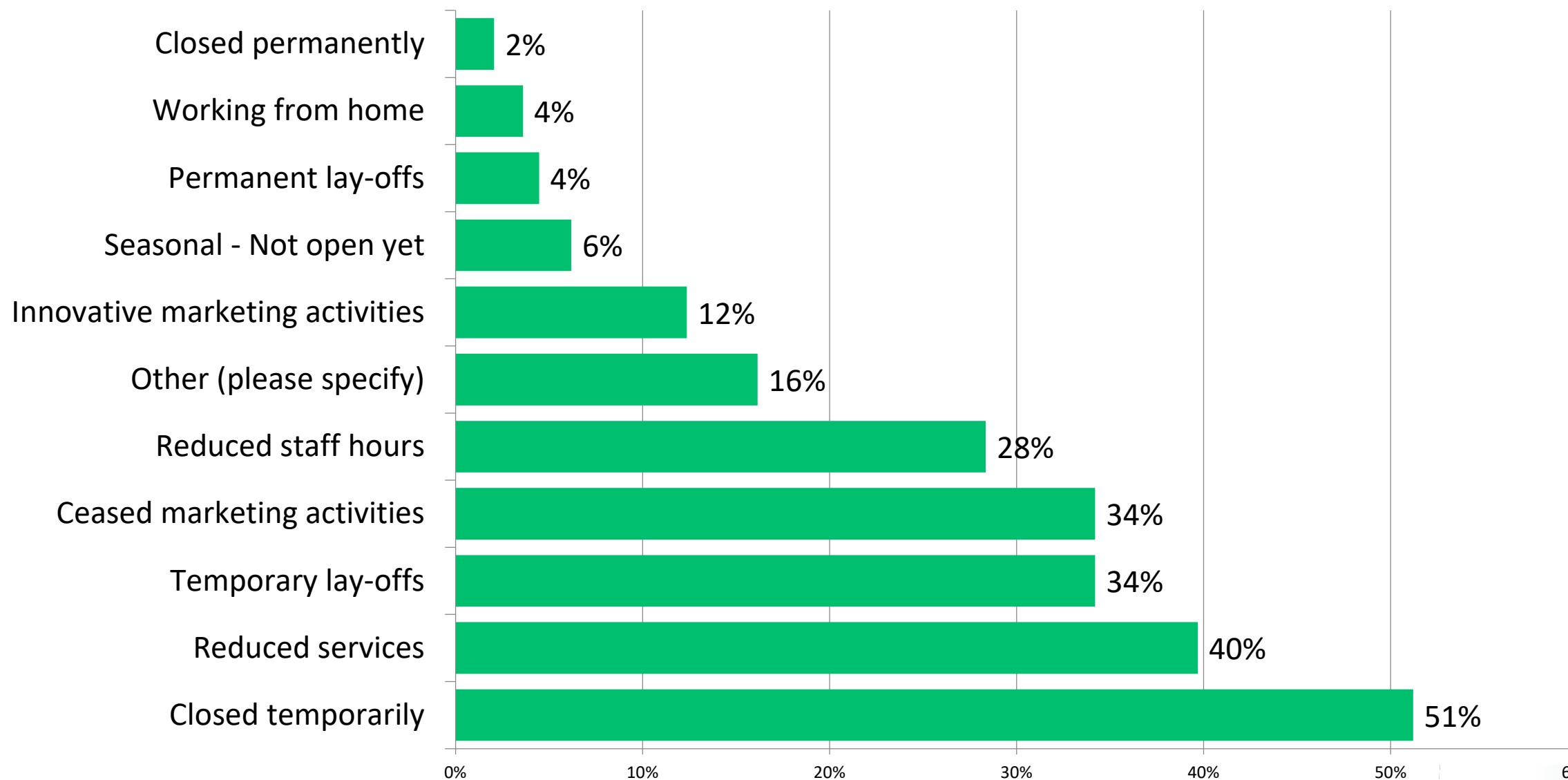
N=593

What is your expected loss in sales to the end of 2020?



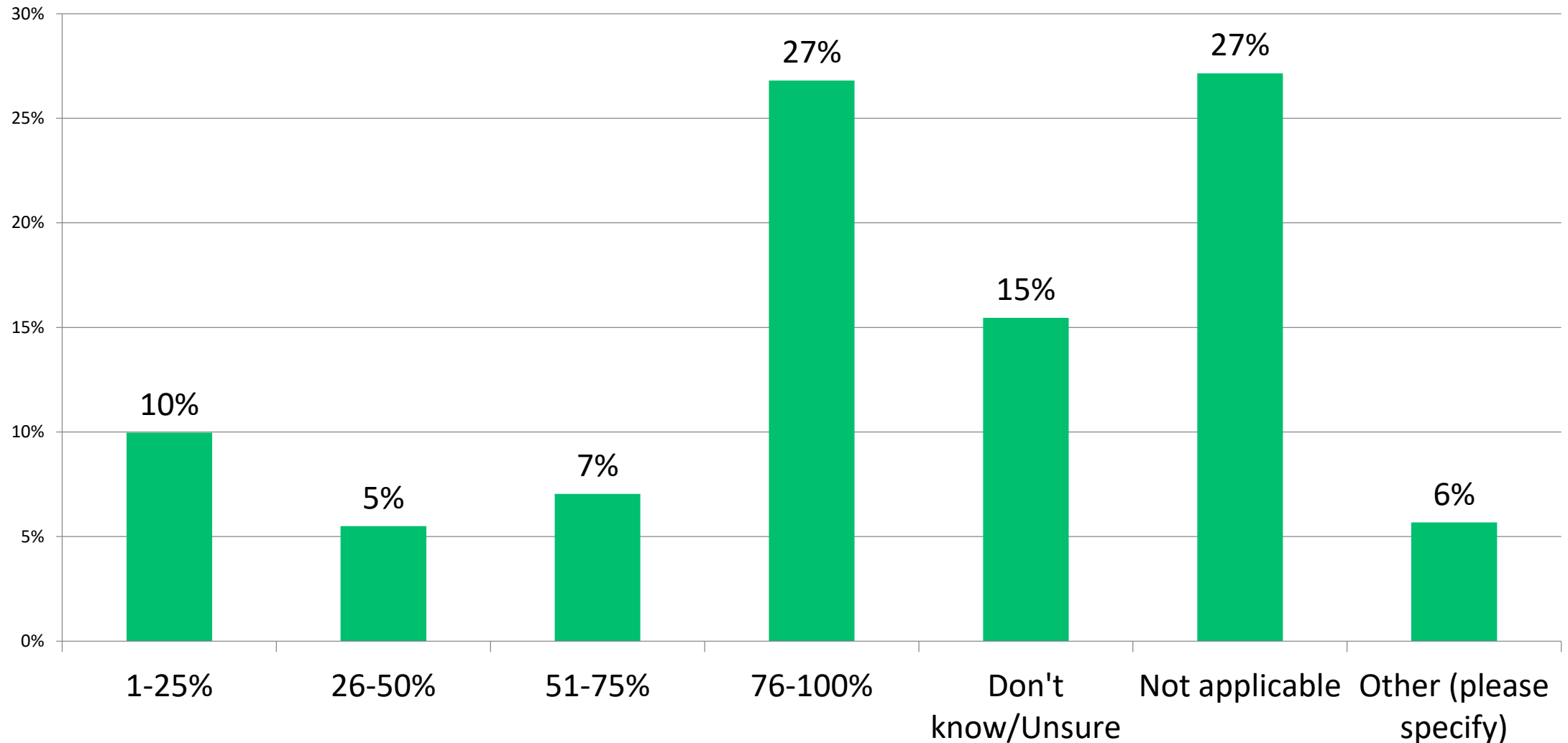
N=593

What actions have you currently taken as a result of COVID-19?



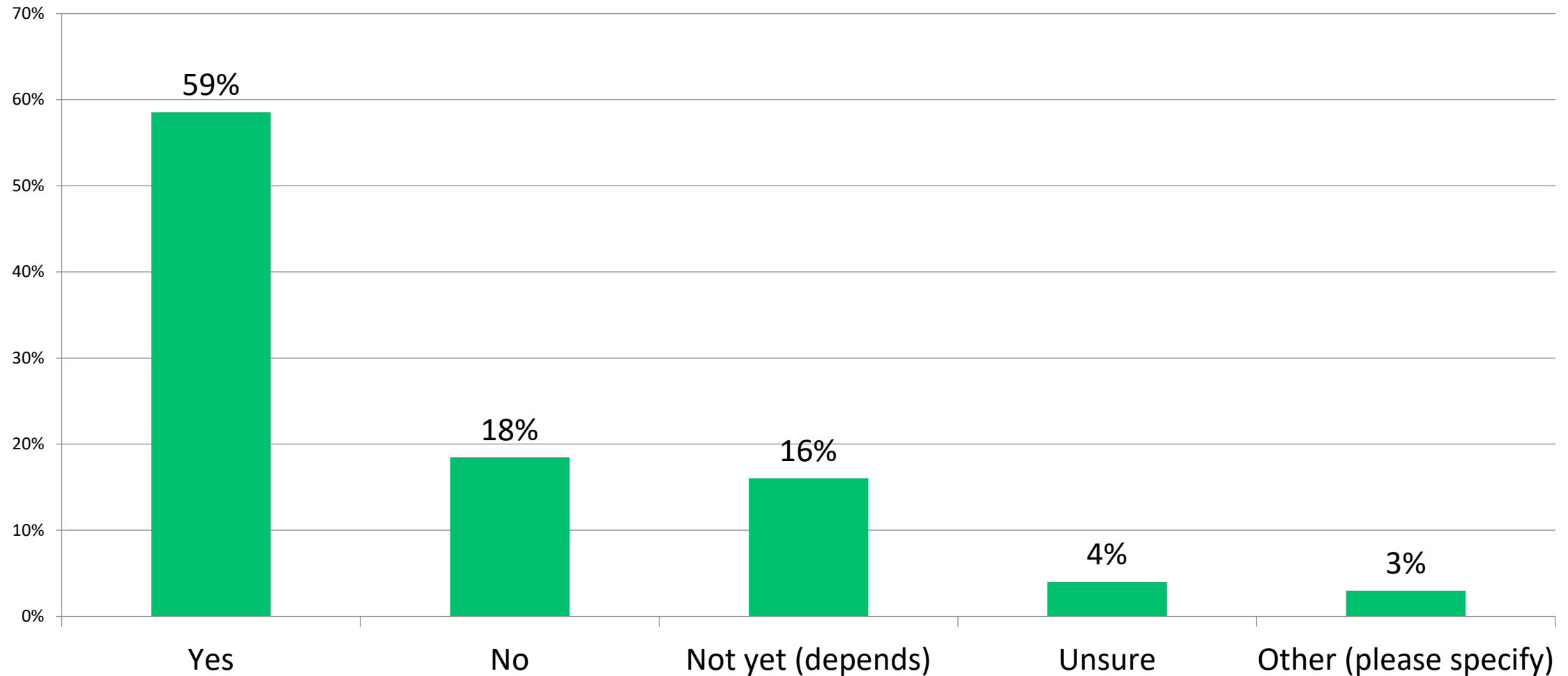
N=592

Please indicate what percentage of your employees are being laid off:



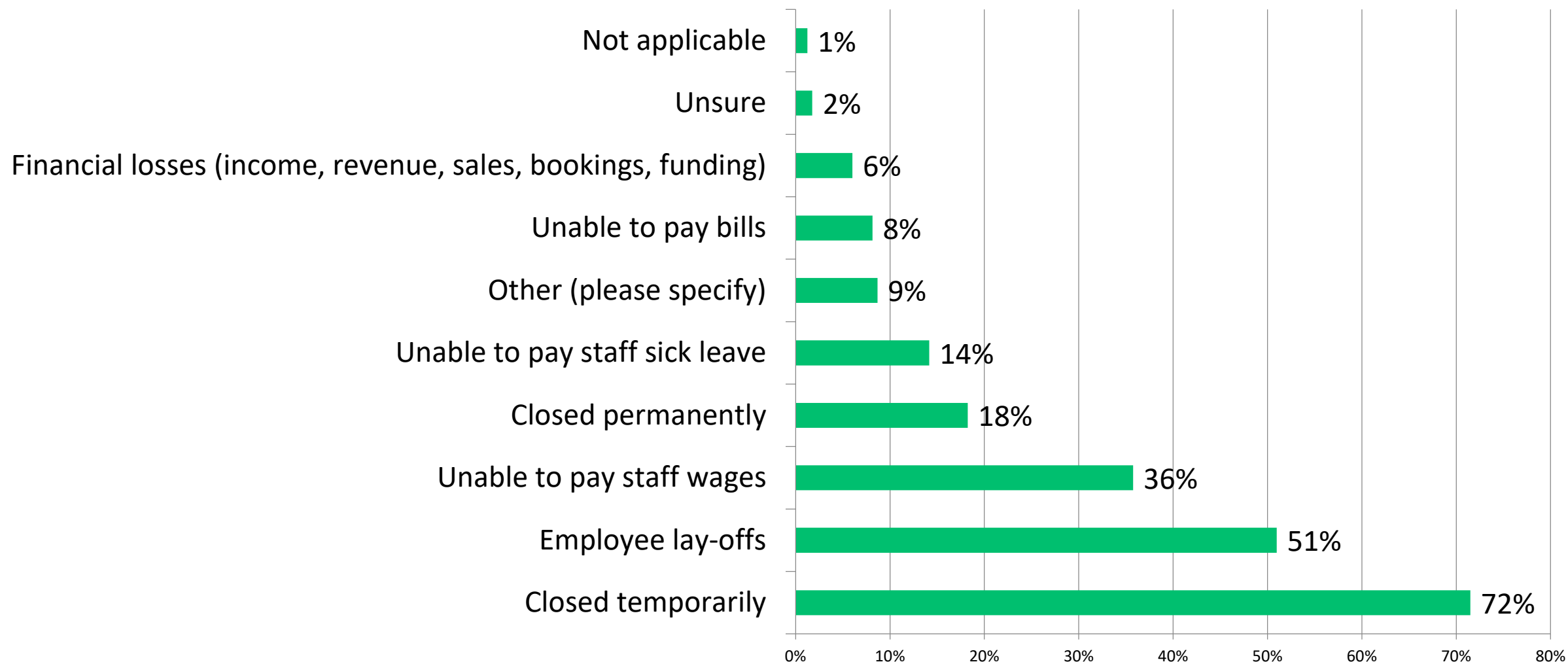
N=582

Do you require financial assistance from the government to keep your business viable?



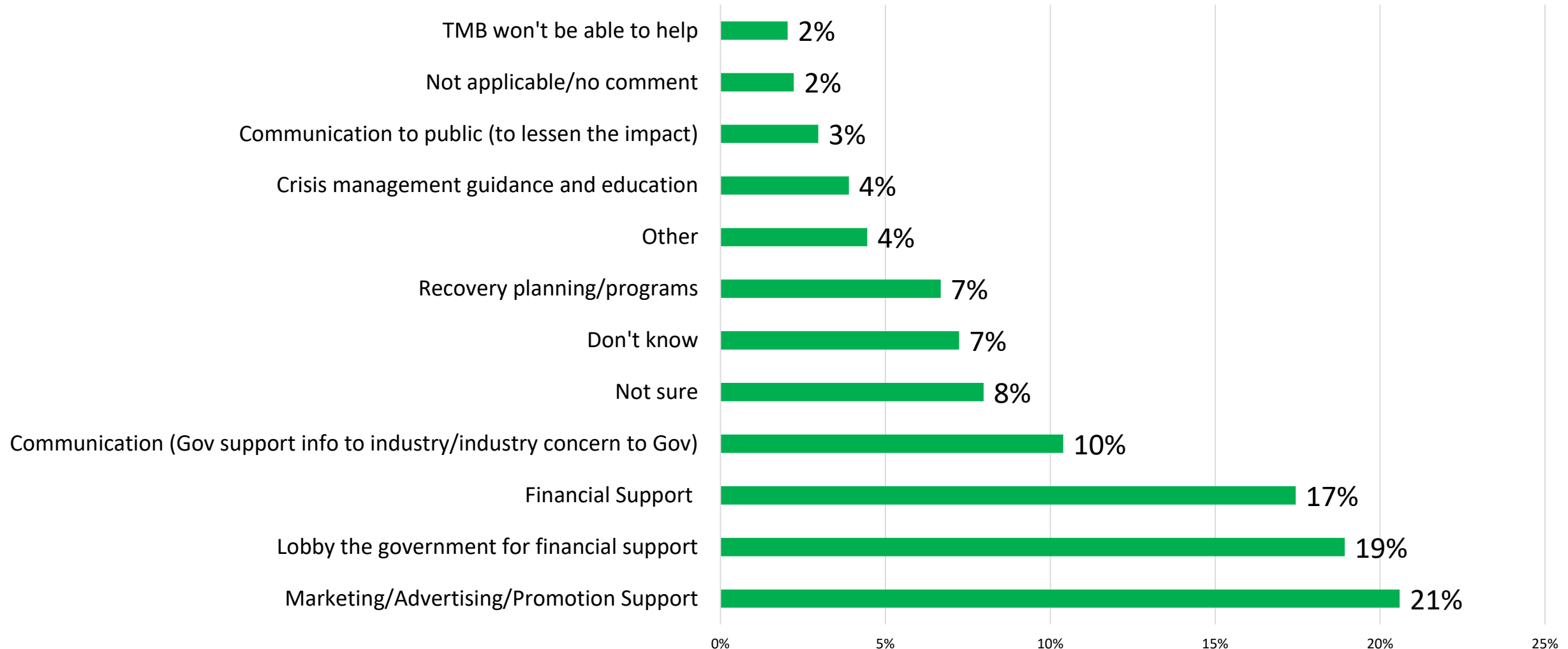
N=574

Looking ahead at the next 3 months, please indicate the risks your business is facing.



N=565

What type of support do you feel that Travel Manitoba should be focusing on in order for your business to overcome the current crisis? (open ended)



N=539

Thank You



Manitoba
CANADA'S HEART  BEATS