EXPLORING TOURISM
Opportunities for Entrepreneurs
Tourism in Manitoba is growing.

Travel Manitoba is working with our industry partners to inspire visitors from at home and around the world to explore our great province. And this means **there is an opportunity for you to join this growing industry**, not only to recognize the benefits that tourism can bring to a community, but to contribute to Manitoba’s reputation as a destination to experience accessible wilderness, diverse cultural offerings and renowned friendliness.
About Travel Manitoba

Travel Manitoba is a Crown Corporation with a mission to lead the tourism industry by aligning investment in tourism to grow revenues and create strong connections between visitors and Manitoba’s unique experiences.

As the agency responsible for tourism marketing in Manitoba, our efforts centre around influencing a consumer’s decision-making, inspiring them to learn more about Manitoba and ultimately moving them down the path to purchase. We rely on tourism operators to deliver on the experiences consumers are expecting. And the more options consumers have to experience Manitoba, the better it is for the province’s tourism industry.

If you have an idea for a tourism business, or an existing business that you are looking to expand, now is a great time to invest in Manitoba’s tourism industry.
Value of Tourism

Globally, tourism is growing and is one of the largest and fastest growing economic sectors in the world. In Manitoba, tourism welcomes almost 11 million visitors and generates $1.6 billion in spending, accounting for 3% of Manitoba’s GDP. And the revenue from this spending does not just benefit the tourism industry, a portion of every dollar spent by a visitor ends up in the hands of a secondary business and contributes to the development of communities throughout the province.
Tourism is an export sector
Out of province visitors generate $665.5 million in export revenue. Unlike export sectors that make products and ship them overseas, tourism brings its customers to Manitoba – selling the places, the people, the food, the culture, the experiences our province has to offer.

Tourism generates tax revenues
Tourism tax revenues, totalling $628.5 million, support economic, social and environmental benefits for the entire region.

Tourism creates jobs
The tourism industry supports over 20,000 jobs, many of which are valuable opportunities for youth and first-time entrants to the workforce due to the availability of part-time and seasonal jobs. Tourism creates a wide range of employment options at all pay scales.

Tourism is in every region in Manitoba
It is a misconception that tourists only want to visit the “big city”. More than a third of Manitoba tourist visits occur outside of the capital city. Most of the tourism in this province happens right in our own back yards. Take pride in the beauty of your region and show it off!

Tourism generates a positive halo effect
Studies have shown that tourism marketing can also make a destination more appealing as a place to live, to start a business, to purchase a second home or to retire. Tourism can positively impact a destination’s reputation and its potential for long-term economic development.
Unique Opportunities and Challenges of Running a Tourism Business in Manitoba

Opportunities

*Increased Consumer Demand:* More people are travelling worldwide and many are seeking the kinds of niche experiences that Manitoba offers, such as fishing, wildlife viewing, arts and culture. New and enhanced attractions add value in positioning Manitoba as primary or add-on destination.

*Immigrants/International Students:* Newcomers tend to travel in their new region. There is an opportunity to offer specific tourism offerings tailored to cultural backgrounds.

*Bilingualism:* With 17 bilingual communities, Manitoba has significant capacity to deliver tourism experiences along with meetings and conventions in French. Travel Manitoba is committed to fostering the development and marketing of these experiences through the Francophone and Métis Tourism Strategy.

*Indigenous:* Research confirms that there is a strong market demand for authentic Indigenous tourism experiences. Travel Manitoba is committed to fostering the development and marketing of these experiences through the Indigenous Tourism Strategy.
Challenges

**Competition:** The tourism marketplace is extremely crowded and a destination requires quality marketing to stand out amongst the competition.

**Consumer Expectations:** As competition is high, destinations must deliver experiences that match consumers’ expectations. Tourism businesses need to continually invest in the development of new experiences.

**Savvy On-Line Consumers:** Technology provides significant opportunities to reach new consumers and personalize their experience, but it can be daunting for a single business to harness the power of technology.
Are You Ready to be a Tourism Entrepreneur?

If you are thinking about jumping into the tourism industry and have considered its opportunities and challenges, take the following self-assessment to see if you are ready.

**Readiness**

- I understand the basics of running a business  
  - YES  
  - NO
- I am comfortable investing my money in the business  
  - YES  
  - NO
- I am comfortable borrowing money with an obligation to repay the loan  
  - YES  
  - NO
- I have researched my business idea and conclude it has a good chance of success  
  - YES  
  - NO

**Attitude/Motivation/Personal Skills**

- I have the confidence to run my own business  
  - YES  
  - NO
- I want the responsibility and potential rewards of running a business  
  - YES  
  - NO
- I am willing to work hard to make the business succeed  
  - YES  
  - NO
- I am well organized  
  - YES  
  - NO
- I am calm under pressure  
  - YES  
  - NO

**Management Skills**

- I am comfortable making business decisions and sticking by them  
  - YES  
  - NO
- I am open minded  
  - YES  
  - NO
I enjoy solving problems

I can manage people including hiring, directing, correcting and firing

I am able to delegate tasks to others and use the skills of others

**People Skills**

I get along with others

I am comfortable selling my products or services

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**Why do You Want to Start a Tourism Business?**

Food for Thought.

- Why do you want to start your own business?
- What are your financial goals?
- What are your personal goals?
- How will your business impact your community?

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**Interested? Now what?**

- Decide which sector of tourism will be your focus
- Take your location into account – what is your area missing and how can you fill that void
- Create a business plan: your purpose, product, target market, strategy, financials, marketing plan
Get Help Starting your Tourism Business

Starting your own tourism business can be tough on your own, but there is help! There are many organizations that offer support, resources and financial aid.

**Travel Manitoba**

As the province’s tourism marketing agency, Travel Manitoba provides cooperative marketing initiatives and partnership opportunities to established tourism businesses and endeavours to help attract visitors to the province. We provide value to the industry by representing numerous communities and experiences in markets where they do not have the resources to sustain an independent market presence.

> [www.travelmanitoba.com](http://www.travelmanitoba.com)

**Manitoba Tourism Education Council**

MTEC is a not-for-profit organization that receives provincial funding to assist the tourism industry in Manitoba in remaining viable, through training their managers, supervisors and employees. It is their mission to enhance the performance and ensure the sustainability of Manitoba’s tourism, hospitality and retail industry by delivering relevant training and human resource development.

> [www.mtec.mb.ca](http://www.mtec.mb.ca)
Manitoba Lodges and Outfitters Association

The MLOA represents the province’s fishing, hunting and outdoor tourism operators.
> www.mloa.com

Manitoba Sport, Culture and Heritage

This department offers grant programs that support community organizations and citizens who take action to build on their community’s achievements, existing strengths and local skills.
> www.gov.mb.ca/chc/grants

Manitoba Agriculture

Manitoba Agriculture works with rural and northern communities to accelerate the greater prosperity and capacity of agricultural producers, other entrepreneurs, industry and rural and northern communities. They provide leadership and a range of information, programs and services in support of vibrant rural and northern communities.
> www.gov.mb.ca/agriculture/industry-leadership
Manitoba Government Financial Assistance Programs

There are a number of financial assistance programs available to Manitoba businesses, which range from start-up assistance for small businesses to substantial financial leveraging to help attract jobs and investment into Manitoba.

> [www.gov.mb.ca/jec/invest/busfacts/govt/fa_programs.html](http://www.gov.mb.ca/jec/invest/busfacts/govt/fa_programs.html)

Licencing Advisory Committee

Licenses and permits are required in order to ensure that tourism development of Manitoba's natural areas and resources is done in a sustainable and environmentally responsible manner.

> [www.gov.mb.ca/sd/susresmb/resourcetourisme](http://www.gov.mb.ca/sd/susresmb/resourcetourisme)

Government of Manitoba – Young Entrepreneurs

The Young Entrepreneurs Program encourages Manitoba's young people to start their own full-time, viable businesses, and in the process pursue self-employment as a career choice. Applications are accepted on a year-round basis from youth aged 18 to 29 years.


Community Futures

There are 16 Community Futures (CF) organizations throughout rural and northern Manitoba. This grassroots-driven program was created to strengthen rural economies by enabling entrepreneurship and assisting in community economic development.

> [www.cfmanitoba.ca](http://www.cfmanitoba.ca)

Economic Development

Contact the Economic Development office or officer in your town or region for more assistance in building your business.

Women’s Enterprise Centre of Manitoba

The Women’s Enterprise Centre of Manitoba is a resource for women looking to start or expand their businesses. They work on an individual basis with women throughout the province to answer their questions and help them determine the steps to make their businesses successful.

> [www.wecm.ca](http://www.wecm.ca)
**YES! Winnipeg**

YES! Winnipeg is Economic Development Winnipeg’s business development team, which attracts new companies to the city, assists entrepreneurs in bringing their ideas to life and helps existing businesses expand. YES! Winnipeg’s mission is to grow and strengthen Winnipeg’s economy by assisting in the creation of new jobs and by attracting capital investment. Services are provided at no cost to clients.

> www.economicdevelopmentwinnipeg.com/yes-winnipeg

**Louis Riel Capital Corporation**

LRCC is a Manitoba Métis owned lending institution created to finance the start-up, acquisition and/or expansion of viable Métis and Non-Status Indian controlled small businesses based in Manitoba.

> www lrcc.mb.ca

**Métis Economic Development Fund**

This equity investment provides equity and capital for Métis entrepreneurs and businesses to support economic development initiatives.

> www.medf.ca

**First Peoples Economic Growth Plan**

This economic development initiative by the Province of Manitoba and the Assembly of Manitoba Chiefs provides financing to support Manitoba First Nation business proposals that are economically viable through a diverse portfolio of programs.

> www.firstpeoplesfund.ca

**Indigenous Tourism Association of Canada**

ITAC’s Product Development Fund guides and prepares Indigenous tourism businesses to reach a market-ready state and develop sustainable growth for economic success.

> www.indigenoustourism.ca/corporate/tourism-development-funding-support-program

**Information Technology Association of Canada**

As Canada’s national ICT business association, the Information Technology Association of Canada champions the development of a robust and sustainable digital economy in Canada. A vital connection between business and government, they provide their members with the advocacy, networking and professional development services that help them to thrive nationally and compete globally.

> www.itac.ca
**Department of Canadian Heritage**

Canadian Heritage and its portfolio organizations play a vital role in the cultural, civic and economic life of Canadians. A myriad of funding programs support culture, history, heritage, sport and official languages in Canada.

> www.canada.ca/en/canadian-heritage.html

**BDC**

The Business Development Bank of Canada offers several free resources including eBooks, webinars and business templates that will be useful whether your business is just starting out or is already well established.


**Futurpreneur Canada**

Assists aspiring business owners aged 18-39 launch successful businesses across Canada.

> www.futurpreneur.ca

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**Travel Manitoba**

Travel Manitoba is committed to its **goal of increasing visitor spending to reach $2.1 billion by 2021**. But we cannot reach this goal without the support of a strong and vibrant tourism industry. With the strength of our successful tourism brand setting the stage, now is the time for you and your tourism business to shine. We need you and your vision for a Manitoba tourism experience to propel our tourism industry forward. **Now is the time to explore the potential of a tourism business.**
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