

INVEST *in* TOURISM – *Invest in Manitoba's Future*

Manitoba's tourism industry is growing, and as one of the province's leading industries, tourism has unlimited potential for growth. Travel Manitoba is aiming to increase tourism expenditures to rank fifth among Canadian provinces by 2020. This growth will lead to a broad range of economic, social and environmental benefits for our visitors, residents and communities. Investing in tourism will make Manitoba an even greater place to live and work.

Sustainable funding is the key to ensuring Travel Manitoba can be competitive in an expanding global tourism marketplace. After many months of advocating for a sustainable funding model for tourism and thanks to the influential support of the Manitoba Chambers of Commerce, the Manitoba Government adopted *Plan 96/4 – A Sustainable Tourism Investment* developed by Travel Manitoba. This investment model positions Manitoba as a leader in tourism innovation. Plan 96/4 is a performance-based model that has the potential to increase tourism revenues by bringing new money to the province and its tourism businesses. In addition, the plan will deliver additional tax revenues to the province for other priorities such as healthcare, education, and infrastructure – benefitting all Manitobans.

Tourism is everybody's business.

When we all work together, big things can be accomplished. Tourism depends on the support of the entire community to be successful. From local residents who volunteer their time, businesses that collaborate on development initiatives and governments that provide financial support – it takes every member of the region to stand together to promote their region's finest assets.

69% of all Manitoba tourist visits occur in the regions.

It is a misconception that tourists only want to visit the "big city." Most of the tourism in this province happens right in our own back yards. Take pride in the tremendous beauty of your region and show it off!

The tourism sector creates employment opportunities.

In Manitoba, tourism supports 20,640 jobs.

Over \$625.1 million in annual tax revenues are contributed to the economy by tourism wages and direct spending. The industry supports 12,900 direct tourism jobs and 20,640 jobs in total. Tourism jobs also provide valuable opportunities for youth and first-time workers to enter the work force due to the availability of part-time and seasonal work. Beyond entry-level positions, tourism creates a wide range of options for all types of employment at all pay scales.

Tourism is a real leader in Manitoba's economy and it is critically important that we value this resource and foster its development for the continued prosperity of the province.

\$339.4 million in total provincial and municipal taxes per year are attributed to tourism. Under the investment through *Plan 96/4*, there is the potential for \$288 million in new money to the province through tourism expenditures, resulting in an additional \$46 million in provincial tax revenues. With the rapid growth in this industry, it makes sense to continue to invest in tourism – for economic, social and environmental benefits for the entire region.

Tourism is bigger than wheat.

Tourism is an export sector, as 1.4 million out-of-province visitors generate \$589.4 million in export revenue – higher than the export revenue generated from wheat. Unlike other export sectors that make products and ship them overseas, tourism brings its customers to Manitoba itself – the people, the places, the food, and culture.

Tourism generates \$1.6 billion in spending every year.

That is almost 3% of Manitoba's GDP. The revenue from this spending does not just benefit the tourism industry. The flow-through effect of travel means that a portion of every dollar spent by a visitor ends up in the hands of a secondary business and contributes to the development of the community.

Manitoba is a showcase of diverse cultural offerings and unique immersive experiences that cannot be found anywhere else in the world.

Tourism is changing. The vast majority of travellers are no longer just looking for a sunny beach to lie on for a week. Visitors to Manitoba, in particular, are looking for once-in-a-lifetime experiences that will envelop them in culture, authenticity, exploration and adventure, and create memories that will stay with them forever.

Tourism is the 4th fastest growing industry in the world.

With growth like this, the possibilities are endless. People around the world are travelling more than ever, and continually seeking out authentic, meaningful experiences – just like the ones we pride ourselves on in Manitoba.



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GROWING STRONGER TOGETHER IN

Pembina Valley Central Plains



Manitoba
CANADA'S HEART  BEATS

Hy-wire Zipline Adventures

THE POWER OF TOURISM – *Fuelling Manitoba's Economy*

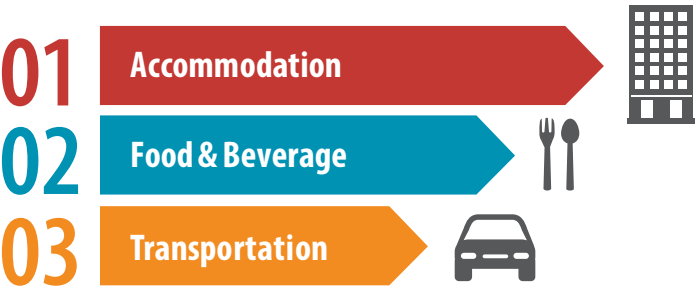
Visitation in Pembina Valley Central Plains accounts for 11% of Manitoba's visitors – or **1,227,000 visitors** who travel to and through the region. They **spend \$101 million**, or 7% of all tourism spending in Manitoba.

Tourism transactions in the Pembina Valley Central Plains region are linked to the people in the industry who interact with visitors. These interactions result in the creation of **820 direct tourism jobs**, including entry-level jobs for those entering the workforce, management level and self-employment opportunities across many sectors, including hospitality, arts and culture, and parks and recreation.

Tourism Visitation Generates Tax Revenue

In Pembina Valley Central Plains, tourism results in **\$23 million in direct tax revenues**, which are then reinvested in the region through municipal, provincial and federal projects.

Where do Visitors Spend their Money in Pembina Valley Central Plains?



Tourism is an Economic Engine

There are **166 tourism businesses** in Pembina Valley Central Plains that work in partnership with Travel Manitoba to promote our province as a tourism destination. Not only do these businesses provide visitors with a diverse selection of experiences and activities, they contribute to the quality of life for residents as well. There are **78 attractions** in the region, **42 options for fixed roof accommodations**, **32 parks** (including campgrounds and RV parks), and a range of options for those looking for golf courses, lodges/outfitters, and outdoor adventure experiences. The Pembina Valley Central Plains region is also home to **289 festivals and events**.

The biggest spenders in Pembina Valley Central Plains are **visitors from the U.S.** They spend an average **\$540 per person** per visit, compared to \$98 per person visit for Manitobans. In total, there are **300,000 overnight visitors**, which includes **235,000 from Manitoba**. There are also **926,000 day trip visitors** who come to the region.

TOP 3 VISITOR EXPERIENCES



Top 3 Markets of Origin for Pembina Valley Central Plains Visitors



The majority of visitors, **75%**, **stay with friends and/or relatives**. The main reason why visitors come to the region are to **visit family and friends at 60%** and **for pleasure at 28%**. Business travel accounts for only **4%** of visitors to the region. More than half of visitors, **60%**, travel alone, **22%** travel with one other adult, and **18%** travel with children.

The Pembina Valley Central Plains welcomes a relatively equal number of visitors all year long. The summer months are the most popular, as visitation in **July to September is 37%**, followed by **October to December at 23%**, then **April to June at 21%** and **January to March at 19%**.

Star Attractions in Pembina Valley Central Plains

Canadian Fossil Discovery Centre
Fort la Reine Museum
Manitoba Agricultural Museum



Star Celebrations in Pembina Valley Central Plains

Carman Country Fair
Manitoba Stampede & Exhibition, Morris
Manitoba Threshermen's Reunion & Stampede, Austin
Morden Corn & Apple Festival



Manitoba Stampede



Canadian Fossil Discovery Centre



Manitoba Agricultural Museum

* The information provided in this report is based on customized tabulations of 2014 Statistics Canada data, using data management principles developed by Research Resolutions & Consulting Ltd. in conjunction with provincial partners.

Due to methodology changes, direct taxes and tourism job estimates are not comparable to the previous years.