

# The Benefits of Tourism



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- Diversification of tourism industry infrastructure
- Contributions to the balance of payments
- Increase in tax revenues
- Improved job opportunities
- Improved income of residents
- Improved shopping facilities
- Improved transportation and communications
- Improved medical facilities
- Improved cultural facilities
- Improved recreational facilities
- A feeling of pride
- Favourable changes in our lifestyles
- Improved quality of various services (e.g. hotels, restaurants, shops)

## What TOURISTS spend their money on

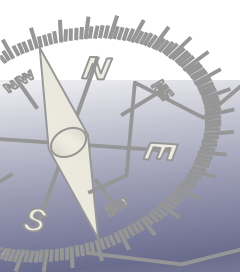
- Accommodation
- Transportation & Tours
- Food & Beverages
- Attractions/Events and Entertainment
- Shopping
- Other Services & Facilities

## How the TOURISM INDUSTRY spends its money in the local community

- Wages & Salaries**
- Transportation of Goods**
- Utilities, Services (Water, Gas, Electricity, etc.)**
- Food & Beverages**
- Provincial Taxes**
- Commissions to agents**
- Music & Entertainment**
- Repairs & maintenance**
- Purchase of Stock**
- Administrative & general expenses**
- Fuel**
- Legal & professional services**
- Rental of premises**
- Capital assets & replacement**

## Who Benefits

- Restaurants
- Gas Stations
- Farmers
- Retailers
- Charities
- Travel Agents
- Taxi Drivers
- Theatres
- Galleries
- Manufacturers
- Suppliers
- Delicatessens
- Gift Shops
- Film Processors
- Artists & Pharmacists
- Shopping Centres
- Trucking Companies
- Post Offices
- Engineers
- Clerks
- Pilots
- Car Dealers
- Builders
- Banks
- Wineries
- Mechanics
- Plumbers
- Electricians
- Marine Dealers
- Architects
- Media
- News Agents
- Night Clubs
- Health Services
- Printers
- Butchers
- Cinemas

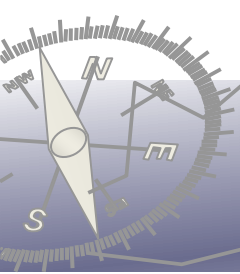


# The Value of Tourism

## The World

- \$1.5 trillion (USD) (2015) Int'l Receipts
- Leisure accounts for 53% of all international travel





# The Value of Tourism

## Manitoba

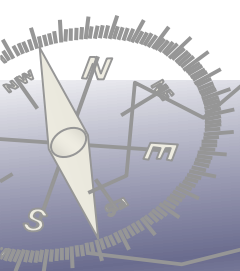
- 2.5% of GDP<sup>1</sup> (2015)
- Export revenue is \$577.8 million (2015)
- Direct tourism jobs<sup>2</sup> 11,790 (2015)

## 2015 Total Taxes Contributed by Tourism Wages and Expenditures<sup>2</sup>

▪ Federal taxes	\$ 265.2 million (46%)
▪ Provincial taxes	\$ 256.6 million (44%)
▪ Municipal taxes	\$ 60.5 million (10%)
▪ <b>Total</b>	<b>\$ 582.3 million</b>

1: Statistics Canada: Real gross domestic product, expenditure-based table  
(<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ50-eng.htm>)

2: Canadian Tourism Research Institute - Tourism Economic Impact Model (TEAM) using 2014 & 2015 tourism expenditure estimates from Statistics Canada's Travel Survey of Resident of Canada and International Travel Survey.



# Tourism and Hospitality Related Establishments in Manitoba

# Travel Manitoba



Description of Sector	Number of Tourism & Hospitality Related Establishments <sup>3,4</sup>		% Change	% Total 2015
	2014	2015		
Tourism Related Transportation <sup>1</sup>	1,338	1,401	4.7%	12.8%
Performing Arts, Spectator Sports and Related Industries	3,812	3,906	2.5%	35.8%
Heritage Institutions	118	120	1.7%	1.1%
Amusement, Gambling and Recreation Industries	1,095	1,127	2.9%	10.3%
Accommodation Services	1,093	1,071	-2.0%	9.8%
Food Services and Drinking Places	2,847	2,897	1.8%	26.5%
Travel Arrangement & Reservation Service	400	399	-0.2%	3.7%
<b>Total Tourism and Hospitality Related Establishments</b>	<b>10,703</b>	<b>10,921</b>	<b>2.0%</b>	<b>100%</b>

**Footnotes:**

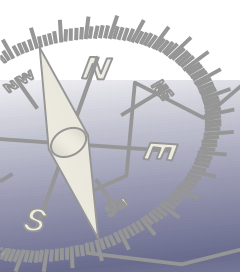
1 Tourism Related Transportation includes: Air Transportation - Scheduled, Air Transportation - Non Scheduled, Inter Urban & Rural Bus Transportation, Taxi & Limo Service, Charter Bus Industry, Scenic and Sightseeing Transportation.

2 NAICS: North America Industry Classification System.

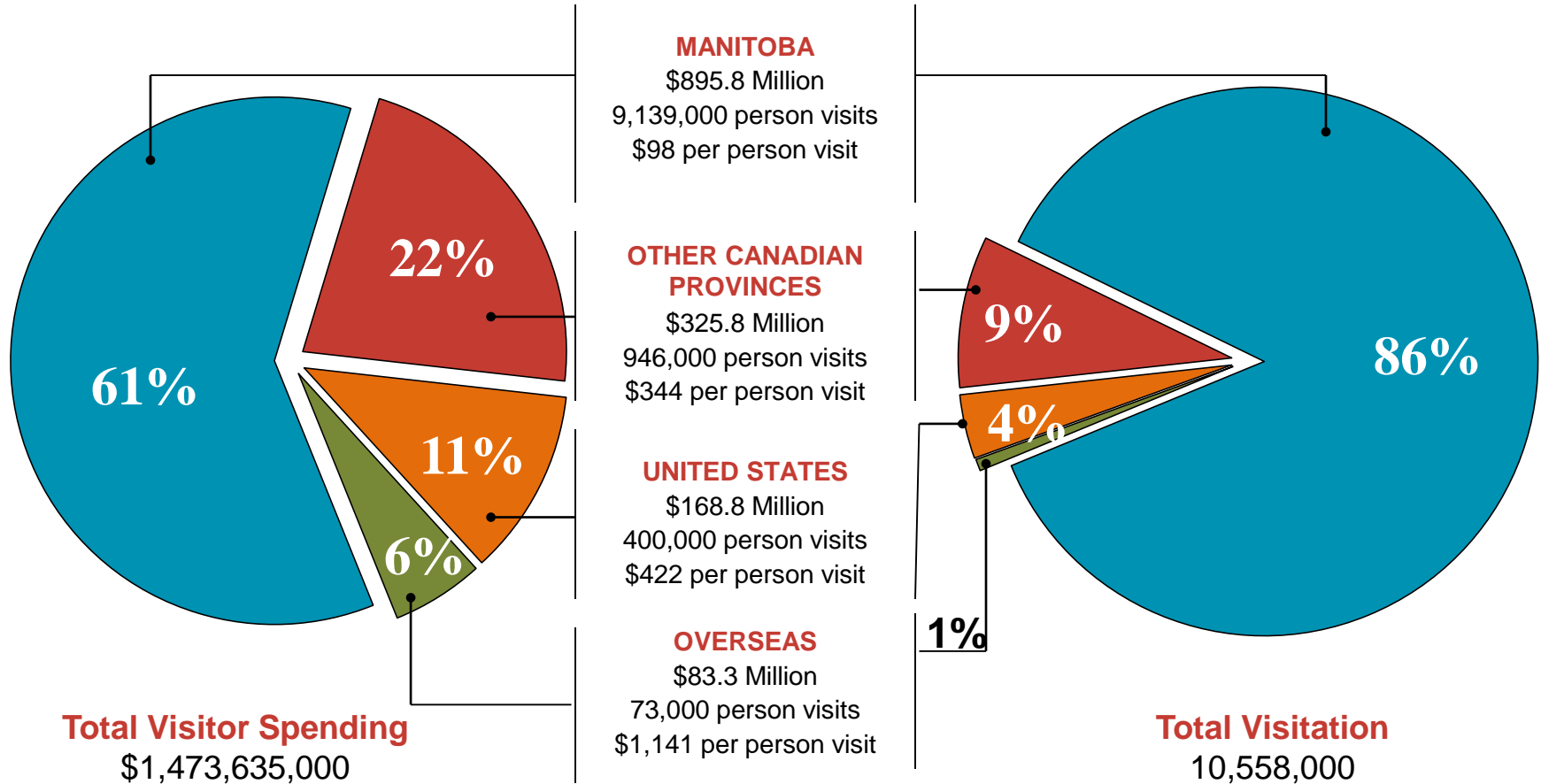
3 For statistical purposes, an "establishment" is defined as the smallest unit of a company (whether sole proprietorship, partnership, co-operative, corporation, etc.) that is a separate operating entity capable of reporting all elements of basic industrial statistics.

4 A number of changes that occurred for the December 2014 reference period resulted in a significant increase in the total number of businesses in Canada. The changes are made in an effort to be more coherent with our definition. For further information, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".

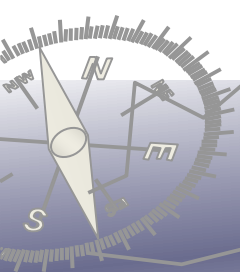
Source: Manitoba Bureau of Statistics & Manitoba Business Registry, December 2014 and December 2015.



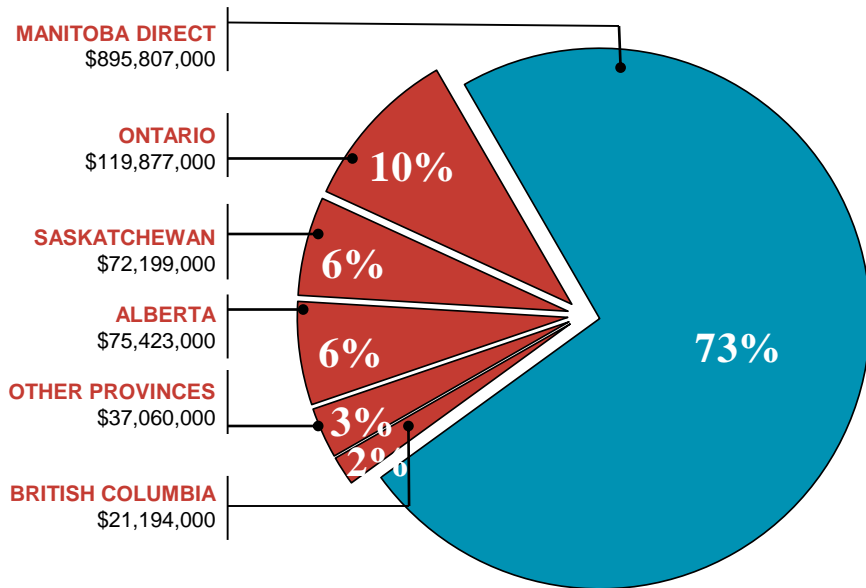
# Visitor Spending & Visitation Overall 2015



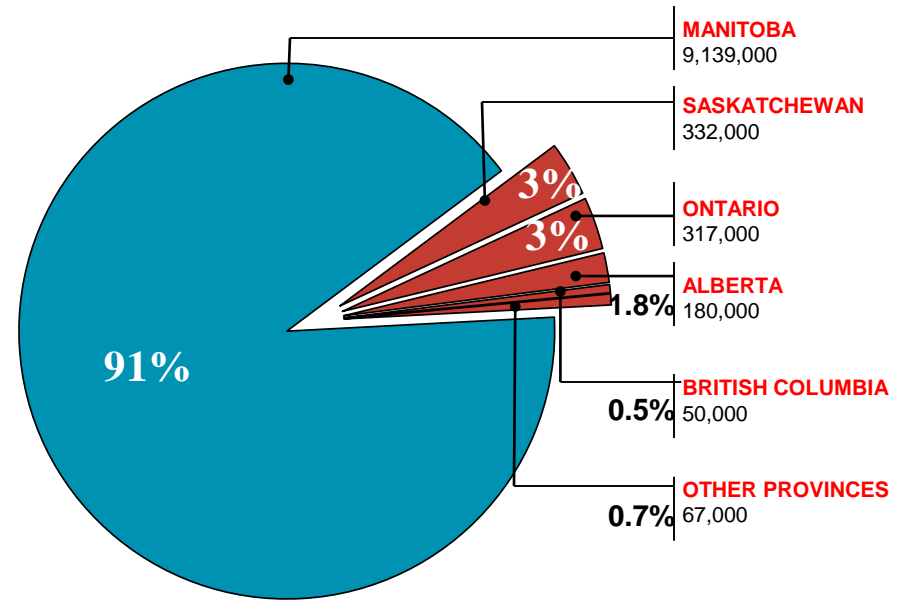
Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC), Research Resolutions – 2015 Detailed Tabulations.  
Statistics Canada International Travel Survey - 2015 Customized Analysis



# Visitor Spending & Visitation by Province 2015



**Total Visitor Spending**  
\$1,221,560,000



**Total Visitation**  
10,085,000