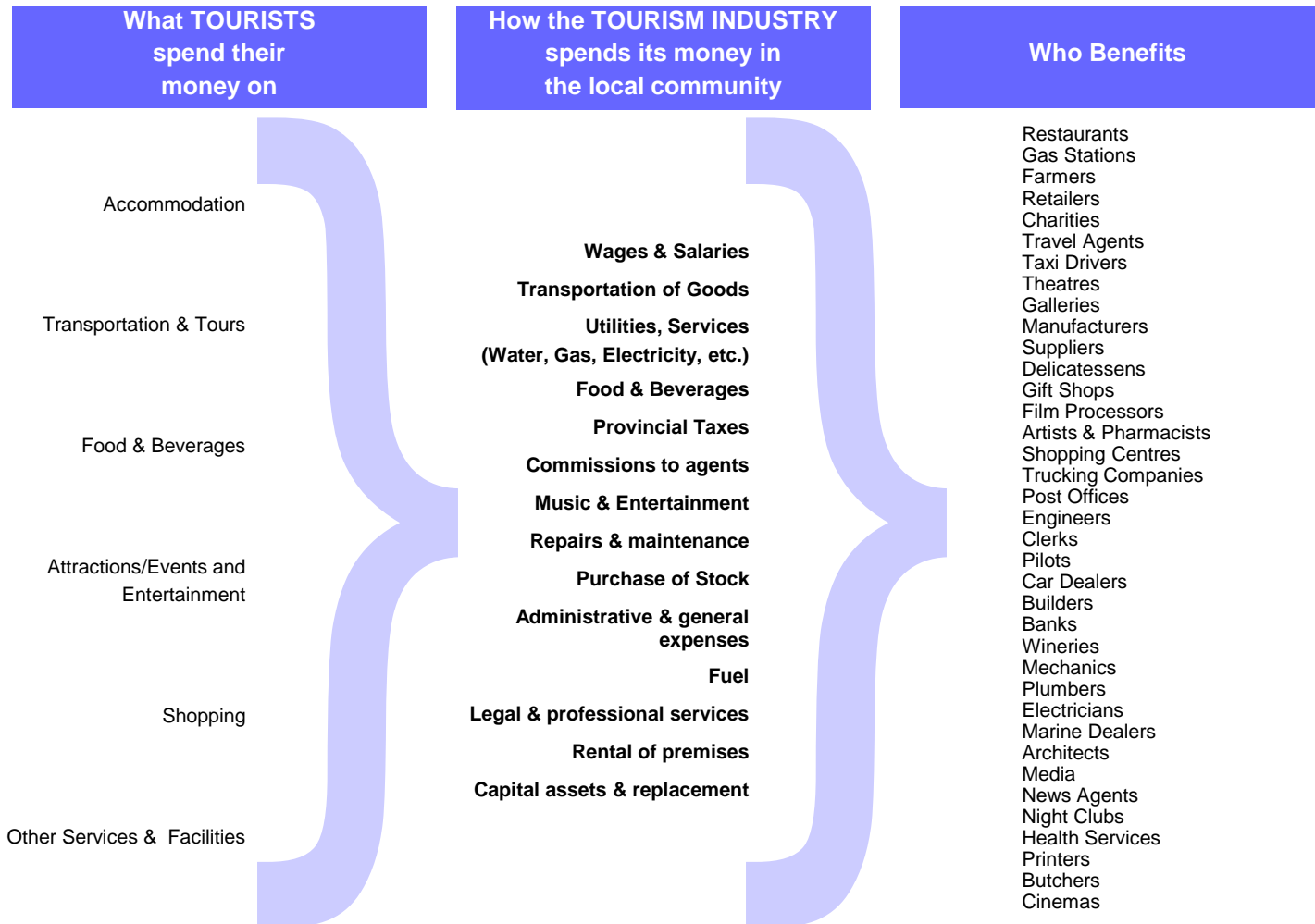


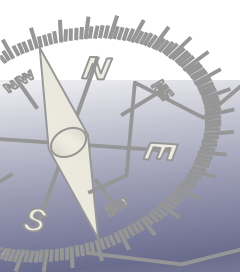
# The Benefits of Tourism



## The Benefits of Tourism

- 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)

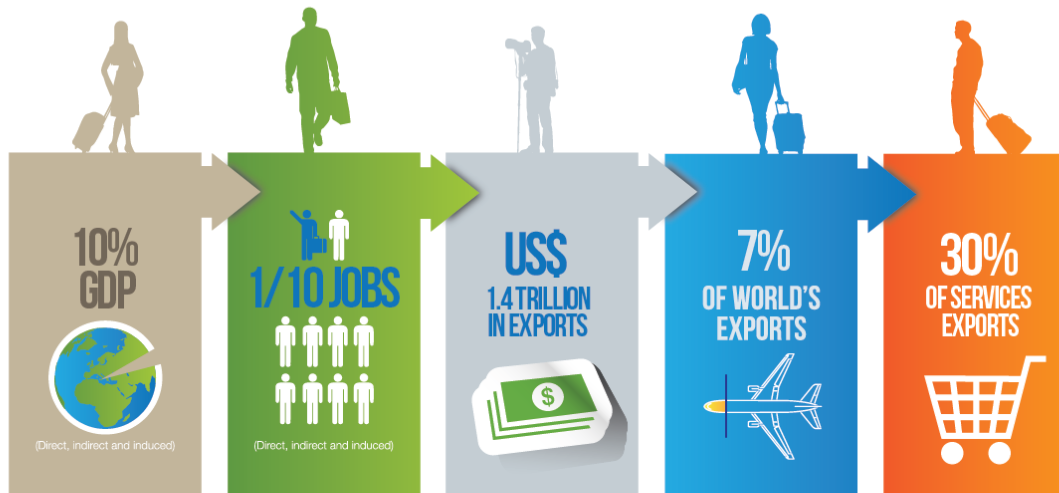




# The Value of Tourism

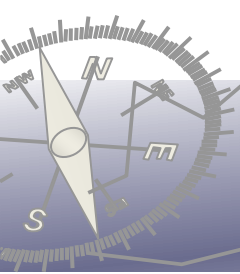
## The World

- \$1.4 trillion (USD) (2016) Int'l Receipts
- Leisure accounts for 53% of all international travel



## WHY TOURISM MATTERS

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# The Value of Tourism

## Manitoba

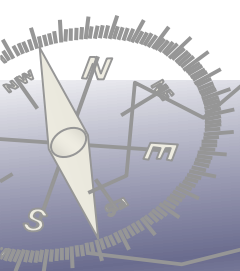
- 3% of GDP<sup>1</sup> (2016)
- Export revenue is \$665.5 million (2016)
- Direct tourism jobs<sup>2</sup> 12,470 (2016)

## 2016 Total Taxes Contributed by Tourism Wages and Expenditures<sup>2</sup>

▪ Federal taxes	\$ 285.3 million (45%)
▪ Provincial taxes	\$ 277.2 million (44%)
▪ Municipal taxes	\$ 66.0 million (11%)
▪ <b>Total</b>	<b>\$ 628.5 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 2016 & 2014 tourism expenditure estimates from Statistics Canada's Travel Survey of Resident of Canada and International Travel Survey.



# Tourism and Hospitality Related Locations in Manitoba

# Travel Manitoba



Description of Sector	Number of Tourism & Hospitality Related Locations <sup>3,4</sup>		% Change	% Total 2016
	2015	2016		
Tourism Related Transportation <sup>1</sup>	1,401	1,424	1.6%	20.8%
Performing Arts, Spectator Sports and Related Industries	758	726	-4.2%	10.6%
Heritage Institutions	103	140	35.9%	2.0%
Amusement, Gambling and Recreation Industries	737	736	-0.1%	10.8%
Accommodation Services	814	815	0.1%	11.9%
Food Services and Drinking Places	2,562	2,585	0.9%	37.8%
Travel Arrangement & Reservation Service	399	416	4.3%	6.1%
<b>Total Tourism and Hospitality Related Establishments</b>	<b>6,774</b>	<b>6,842</b>	<b>1.0%</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.

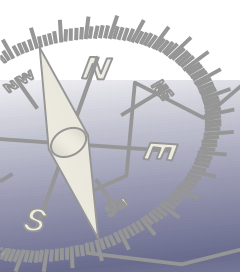
3 For statistical purposes, a "location" is defined as an operating entity, specifically a production entity which a) Conducts economic activity at or from a single physical location or group of locations; b) Resides within the smallest standardized geographical area; c) Is able to provide employment data at a minimum.

4 The information presented in this table does not include unincorporated businesses with less than \$30,000 in revenue.

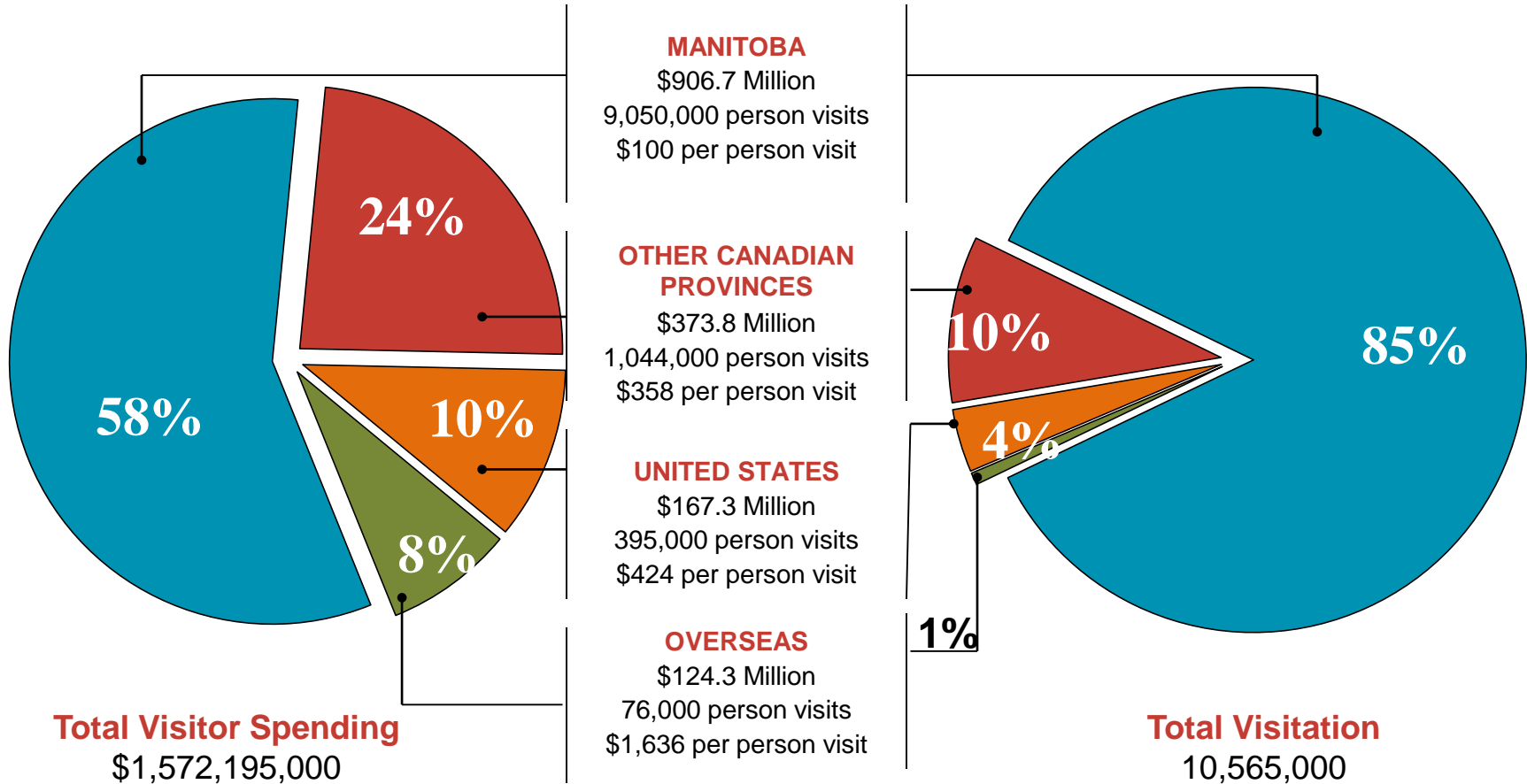
5 Since methodology changes occur with each release of the business register information, please use caution in comparing data between years. For explanation regarding the changes, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".

6 2015 data are derived from CANSIM tables 552-0003 (with employees) and 553-0003 (without employees), while 2016 data are derived from CANSIM tables 552-0005 (with employees) and 553-0005 (without employees).

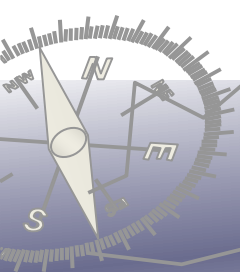
Source: Manitoba Bureau of Statistics & Statistics Canada.



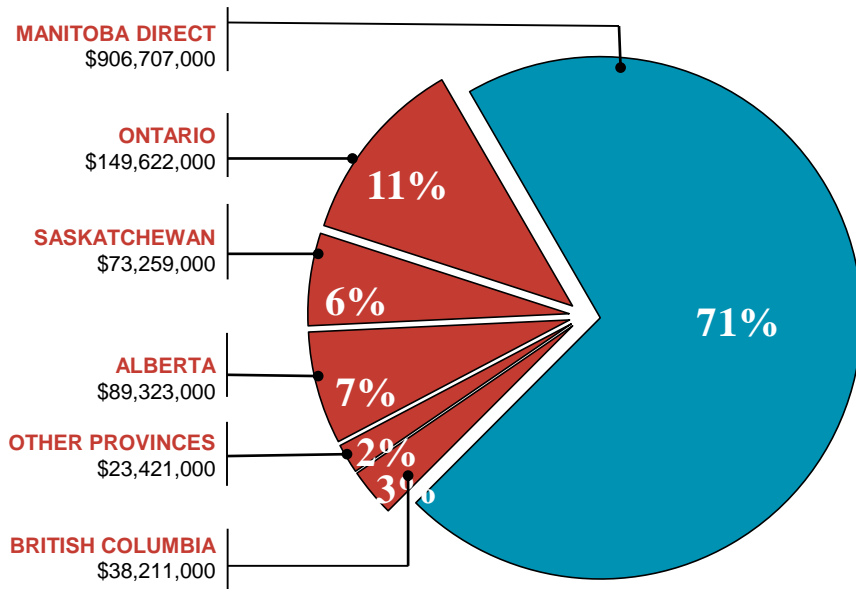
# Visitor Spending & Visitation Overall 2016



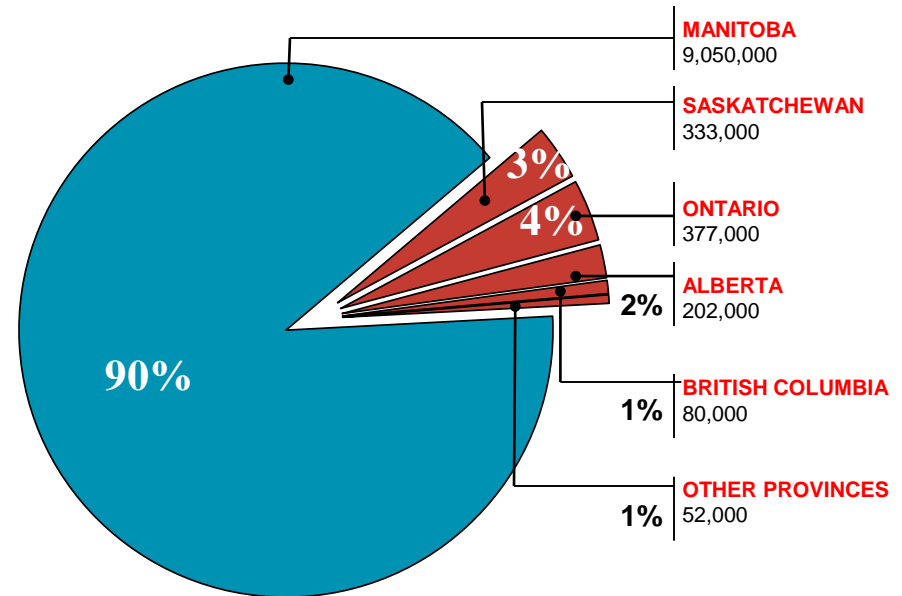
Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC), Research Resolutions – 2016 Detailed Tabulations.  
Statistics Canada International Travel Survey - 2016 Customized Analysis



# Visitor Spending & Visitation by Province 2016



**Total Visitor Spending**  
\$1,280,543,000



**Total Visitation**  
10,094,000