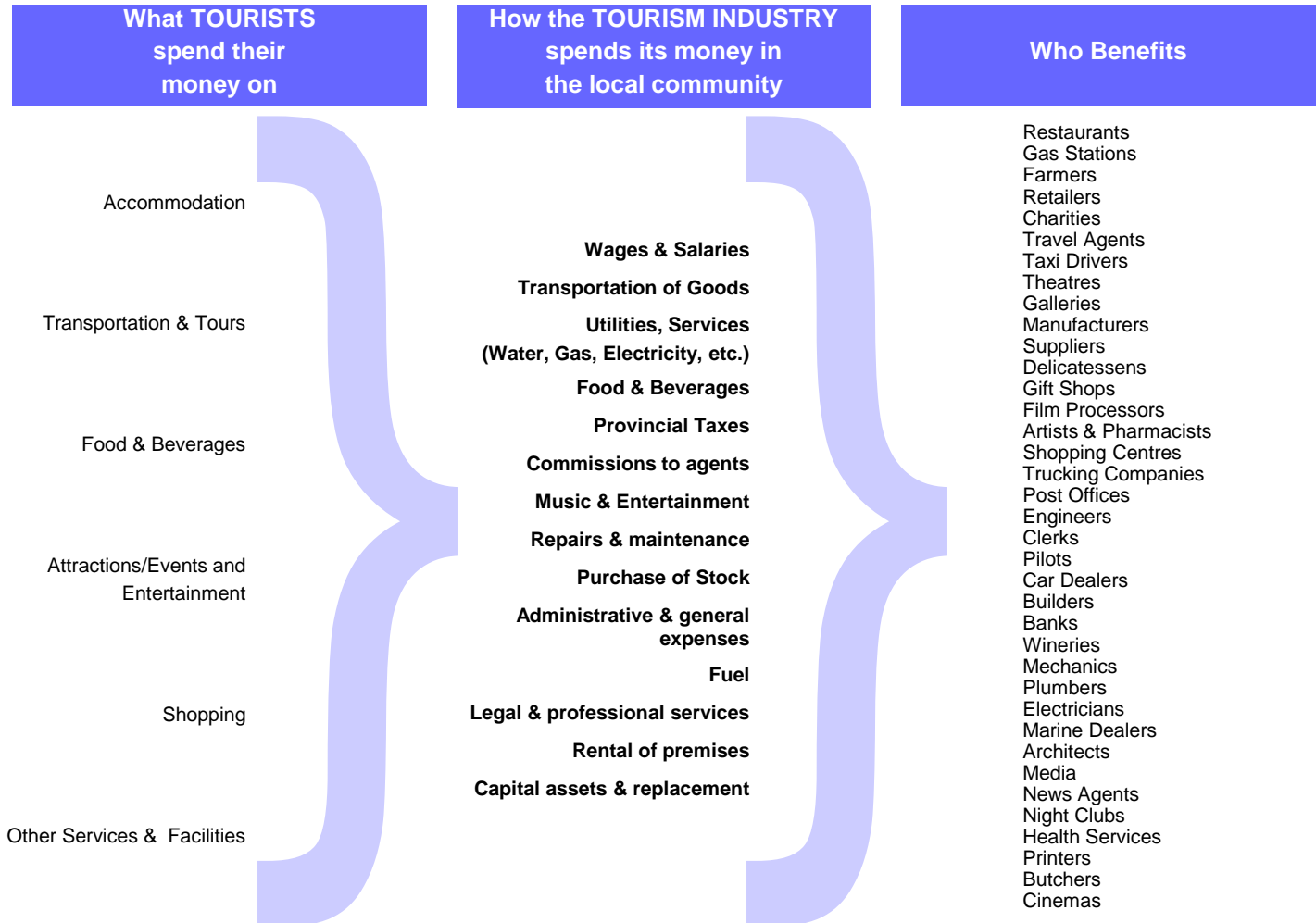


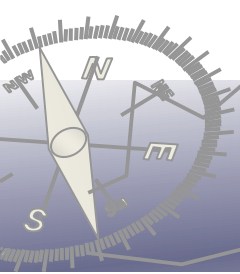
The Benefits of Tourism



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)

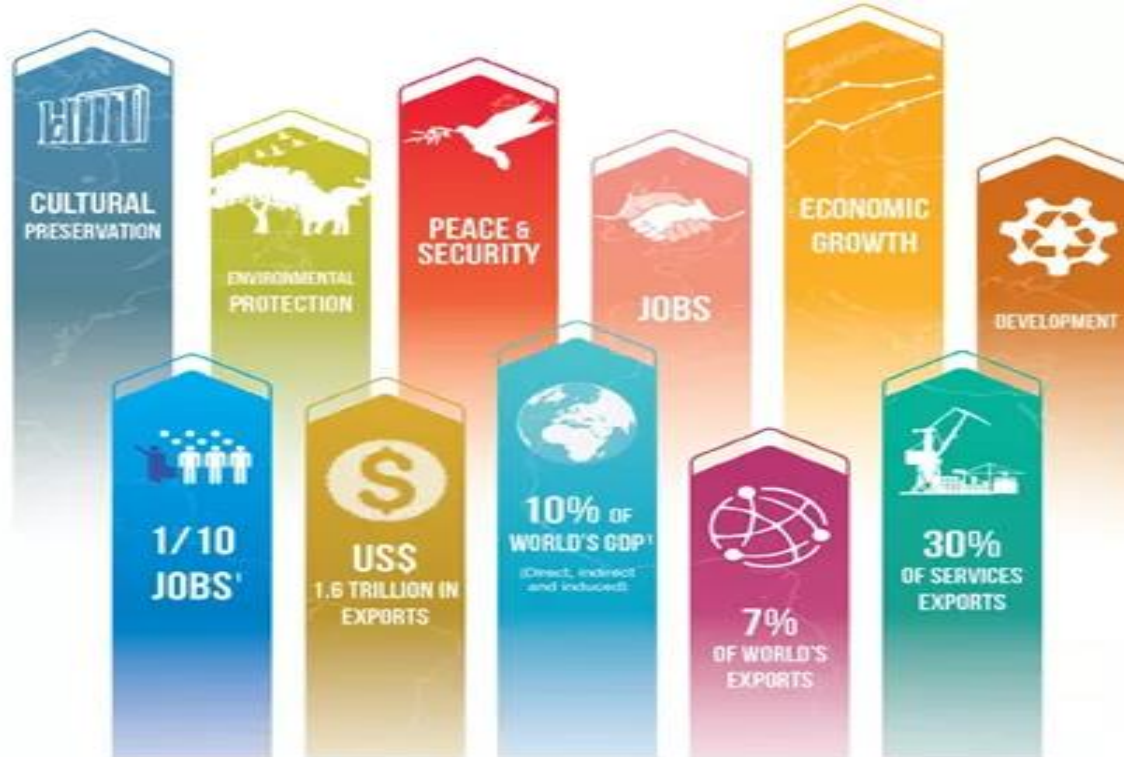




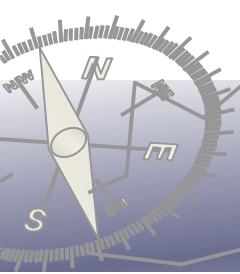
The Value of Tourism

The World

- \$1.6 trillion (USD) (2017) in export earnings
- Leisure accounts for 55% of all international travel



Source: World Tourism Organization –provisional data.



The Value of Tourism

Manitoba

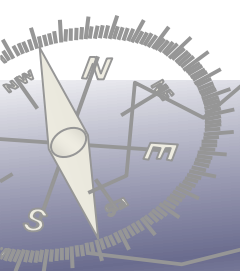
- 3% of GDP¹ (2017)
- Export revenue is \$686.2 million (2017)
- Total tourism jobs¹ 20,618 (2017)

2017 Total Taxes Contributed by Tourism Wages and Expenditures²

▪ Federal taxes	\$ 301.4 million (45%)
▪ Provincial taxes	\$ 291.5 million (44%)
▪ Municipal taxes	\$ 69.9 million (11%)
▪ Total	\$ 662.8 million

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 2017 & 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 ^{3,4}		% Change	% Total 2017
	2016	2017		
Tourism Related Transportation ¹	803	836	4.1%	13.6%
Performing Arts, Spectator Sports and Related Industries	726	771	6.2%	12.6%
Heritage Institutions	140	146	4.3%	2.4%
Amusement, Gambling and Recreation Industries	736	776	5.4%	12.6%
Accommodation Services	815	797	-2.2%	13%
Food Services and Drinking Places	2585	2592	0.3%	42.2%
Travel Arrangement & Reservation Service	223	223	0%	3.6%
Total Tourism and Hospitality Related Establishments	6028	6141	1.9%	100%

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.

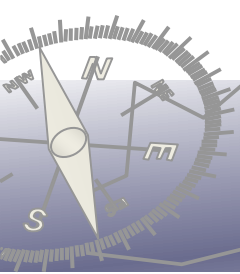
3 For statistical purposes, a "location" is defined as an operating entity, specifically a production entity which a) Conducts economic activity at or from a single physical location or group of locations; b) Resides within the smallest standardized geographical area; c) Is able to provide employment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

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

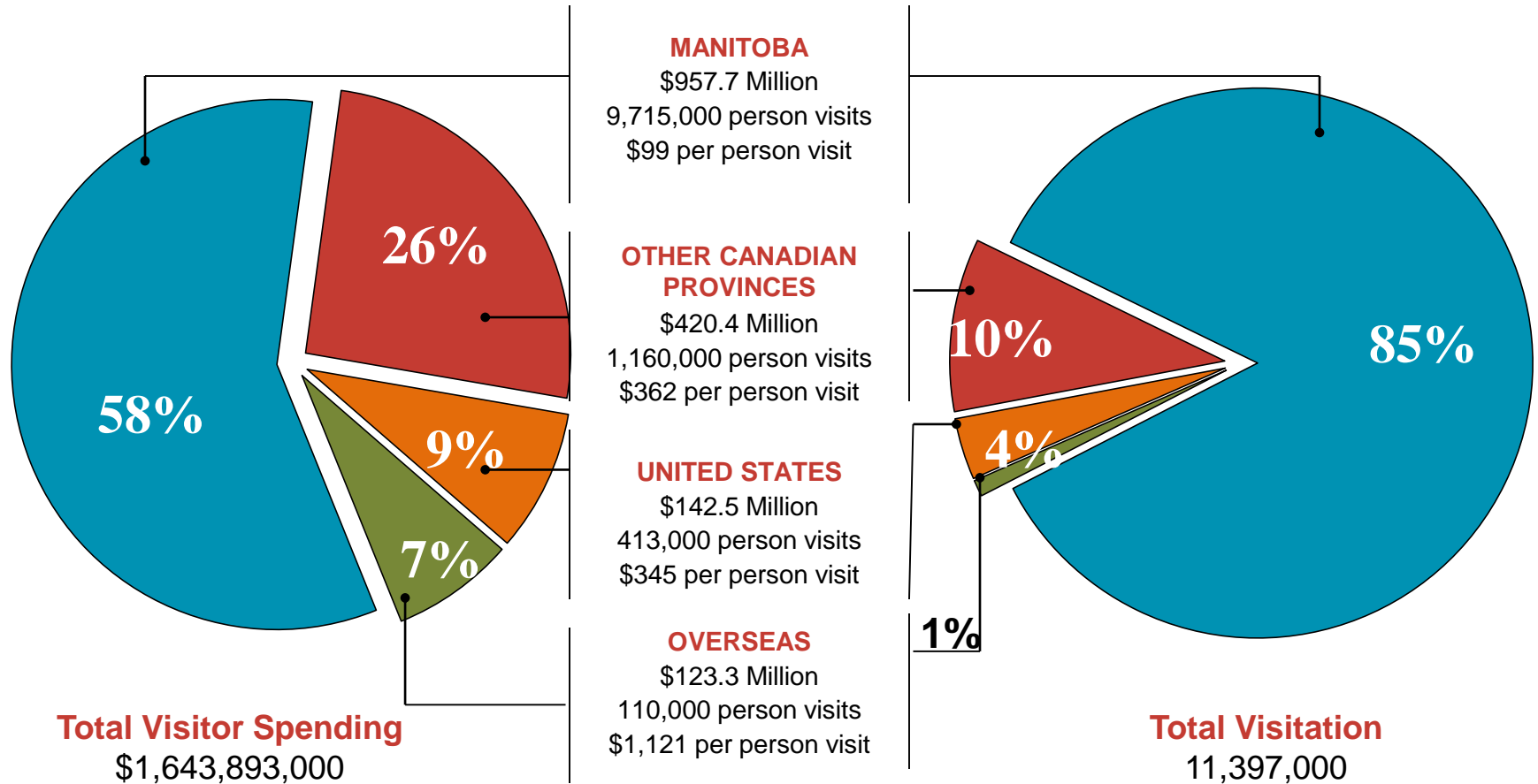
5 Since methodology changes occur with each release of the business register information, please use caution in comparing data between years. For explanation regarding the changes, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".

6 2016 data are derived from CANSIM tables 552-0003 (with employees) and 553-0003 (without employees), while 2017 data are derived from CANSIM tables 552-0005 (with employees) and 553-0005 (without employees).

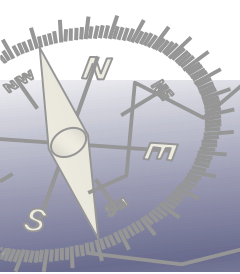
Source: Statistics Canada.



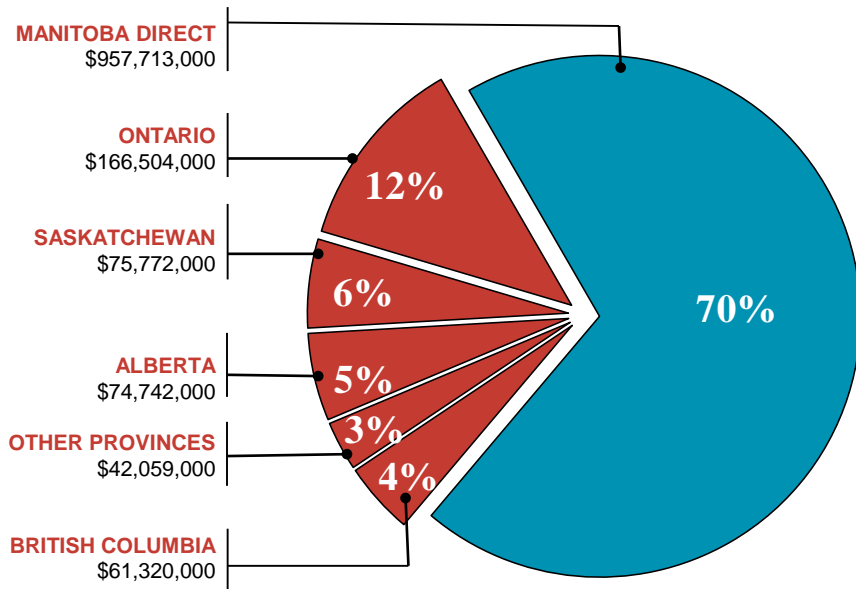
Visitor Spending & Visitation Overall 2017



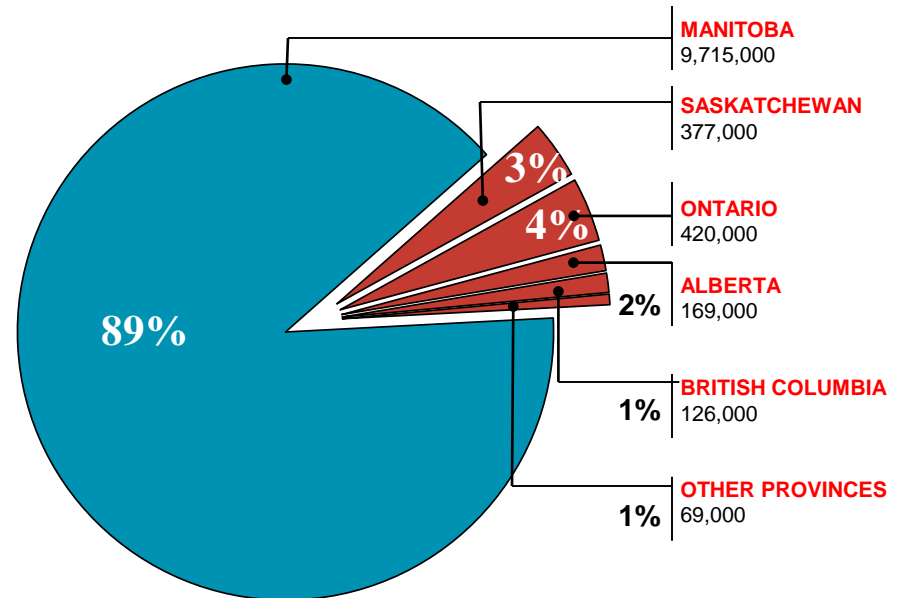
Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC) – 2016/2017 Pooled File Detailed Tabulations.
Statistics Canada International Travel Survey - 2017 Customized Analysis



Visitor Spending & Visitation by Province 2017



Total Visitor Spending
\$1,378,109,000



Total Visitation
10,875,000