

TRAVEL MANITOBA

# Rebuilding the Tourism Industry

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November 18, 2021



**Manitoba**  
CANADA'S HEART  BEATS

Global News

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Coronavirus Covid case tracker Vaccination tracker Questions

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CANADA

### COVID-19 worse for tourism industry than SARS, 9/11 and financial crisis combined: report

By Jon Victor - The Canadian Press  
Posted March 7, 2021 1:11 pm



COVID-19 PANDEMIC  
Air Canada to provide refunds in exchange for bailout

WATCH: Air Canada to provide refunds in exchange for bailout, union says - Mar 4, 2021

Share icons: Comment, Facebook, WhatsApp, Email, Plus

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WINNIPEG SUN Sign in

Canada's Recovery Plan will Secure the Future [Read the plan](#)

Winnipeg / News / Manitoba

### COVID-19 a 'bad dream' for tourism

Josh Aldrich  
Apr 05, 2020 - April 5, 2020 - 3 minute read - [Join the conversation](#)



Tourism and hotels are suffering financial loss because people are neither travelling, nor going out for non-essential reasons. Saturday, April 04/2020 Winnipeg Sun/Chris Proccaylorist

With the mandate from the government to cancel travel plans and to stay home due to the COVID-19 pandemic, the tourism industry has been hit particularly hard.

CTV NEWS

Home

WINNIPEG | News

### 'There's going to be hardly anyone': How COVID-19 is affecting tourism in Churchill

Devon McKendrick Digital Editorial Producer - CTV News Winnipeg  
[@the\\_dmckendrick](#) | [Contact](#)

Published Wednesday, September 9, 2020 2:26PM CST



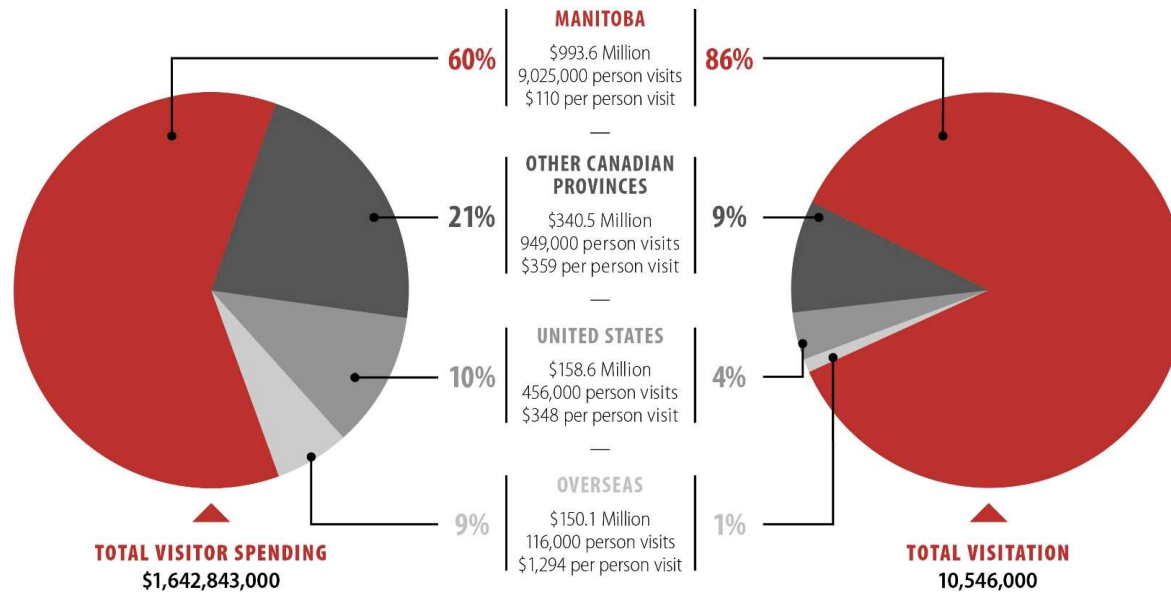
Source: travelmanitoba.com

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WINNIPEG - COVID-19 has presented several challenges in 2020 and has left people with more questions than answers.



# The Tourism Industry in Manitoba (pre-COVID 19)



Source: Statistics Canada – National Travel Survey (NTS) – 2019 Estimates. Statistics Canada Visitor Travel Survey (VTS) Small Area Estimation (SAE) – 2019 Estimates.



A MESSAGE FROM

## Colin Ferguson

President & CEO, Travel Manitoba



Dear Industry members:

Today we have reached a new milestone in the recovery of the tourism industry, with renewed access to a critically important market for many sectors, as the federal government loosens several travel restrictions, including allowing fully vaccinated Americans to enter Canada without having to quarantine.

To make sure your guests are well prepared, it is important for you to know, and convey to potential guests, all requirements before they depart and upon arrival.

Prior to their departure:

- To be considered fully vaccinated, Americans must have received all doses of a Health Canada approved COVID-19 vaccine 14 days prior to entering Canada. These include Pfizer-BioNTech, Moderna, AstraZeneca and Johnson & Johnson.
- Only U.S citizens and permanent residents residing in and travelling from the United States will be permitted entry.
- Americans must submit their travel information - including vaccination documents - using the ArriveCAN app or by registering online within 72 hours before their arrival. (A new version of the app is being launched

## Resident Sentiment / Opinion des résidents

2021-08-10



Destination Canada provides participants to use this data. Please refer to "Destination Canada Survey 2021" or Resident Sentiment, 2021-08-07.

Destination Canada offre des participants d'utiliser ces données. Veuillez consulter notre document "Enquête d'opinion des résidents: Canada en 2021" ou l'opinion des résidents avant à la section "Site à la COVID-19, 2021-08-07".

Crédit

## Manitoba

I feel safe to travel / Je me sens à l'aise de voyager

Trending / Tendence

Source: Ipsos, 2021-08-10. Les données sont basées sur une enquête en ligne réalisée en août 2021. Les données sont exprimées en pourcentage.

WEBINAR:

## THE HOTEL INDUSTRY AND COVID-19 RECOVERY – CANADA AND MANITOBA

with presenter EMILE GOURIEUX, Business Development Executive, Hotels, STR



THURSDAY, APRIL 29 at 10 AM CT

PRESENTED BY  IN PARTNERSHIP WITH  

## The Hotel Industry and COVID-19 Recovery Canada and Manitoba

Join us on: Thursday, April 29 at 10:00am CT  
 Presenter: Emile Gourieux, Business Development Executive, Hotels, STR  
 Registration: Click [here](#) to register

As Manitoba's hotel sector struggles to adapt to the ever changing pandemic environment and begins recovery, having the best market information and forecasting tools will be key to effective decision making. Join us on Thursday April 29 to learn more about how you can access free benchmarking data and better support advocacy efforts on behalf of your business.

Webinar topics include:

- Where STR data comes from and how it works






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Canada's Heart & Soul

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Explore Now


Join our eNewsletter to receive a 2020 Manitoba Whisk Book! [Sign Me Up!](#)

### Explore Now


We can still fill up our hearts with what we love. We can still go camping, hit the lake, catch some fish or go on a hike. We can still visit a museum, go on a road trip or connect with other cultures. We can still go for ice cream, share a drink, or enjoy the sunset from wherever we are. This summer, show Manitoba some love. This summer, find your heart in Manitoba.




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**The Weather Network**

MENU

MY LOCATIONS

HOURLY | 24 HOURS | WEEKEND | 7 DAYS | 14 DAYS | MONTHLY

**EDITOR'S CHOICE** See the bold weather divide for this August long weekend

Home Weather National News Lifestyle Climate Science Advice Health

### You need to visit Winnipeg! Seven amazing reasons why

Rachel Scheubert  
Reporter

Brought to you by **Manitoba**

Monday, August 17th 2020, 4:30 am - Your next Canadian adventure will be rich in culture, nature and excitement as you explore the capital city of Manitoba, Winnipeg.



The Weather Network is highlighting seven of the best activities in Winnipeg. The prairie metropolis is home to a wide variety of restaurants, music venues and museums and some stunning nature scenes.



Find your Heart Here  
Show Manitoba some love

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Show Manitoba some love

**PLAN YOUR TRIP**



Show Manitoba some love

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Home is where the heart is

**Manitoba**  
CANADA'S HEART BEATS

This summer, show Manitoba some love.  
Stay safe and explore home.  
[travelmanitoba.com](http://travelmanitoba.com)

**WINNIPEG**

Home - Arts & Life - 1/1/Manitoba

Arts & Life Lifestyle Local News

## Travel Manitoba Asks Locals to “Show Manitoba Some Love”

By Staff - June 8, 2020 2472

Share on Facebook Tweet on Twitter G+ P WhatsApp

Credit: Travel Manitoba Little Limestone Lake

Home is where the heart is – that is the sentiment Travel Manitoba wants all Manitobans to embrace this summer with a new campaign and contest to create local tourism



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**GREAT WHITE BEAR TOURS**

2020 Packages starting at **\$500 CAD**

PHOTO: WILLIAM AU

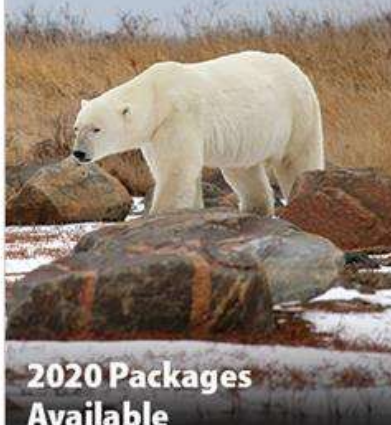
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2020 Packages starting at **\$1649 CAD**

PHOTO: WILLIAM AU

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**LAZY BEAR EXPEDITIONS**

2020 Packages starting at **\$1750 CAD**

PHOTO: LAZLY BEAR TOURS (LAZLY BEAR TOURS)

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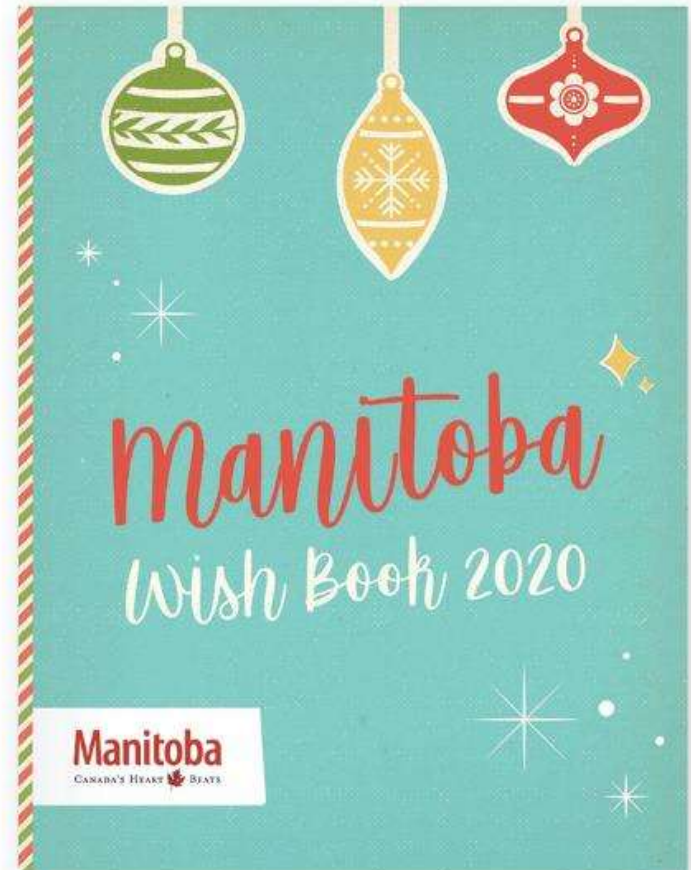
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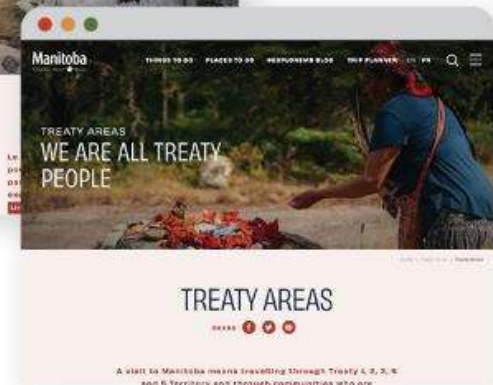
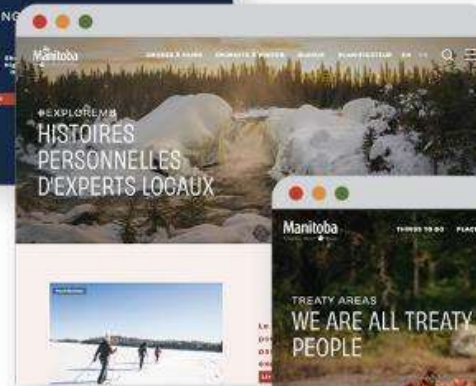
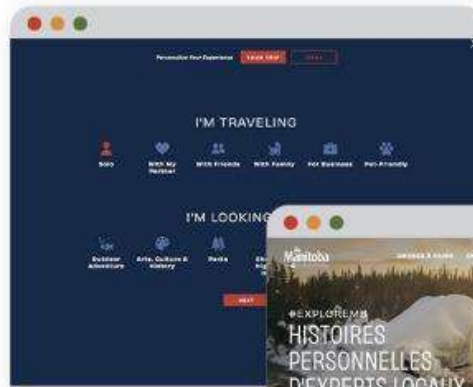
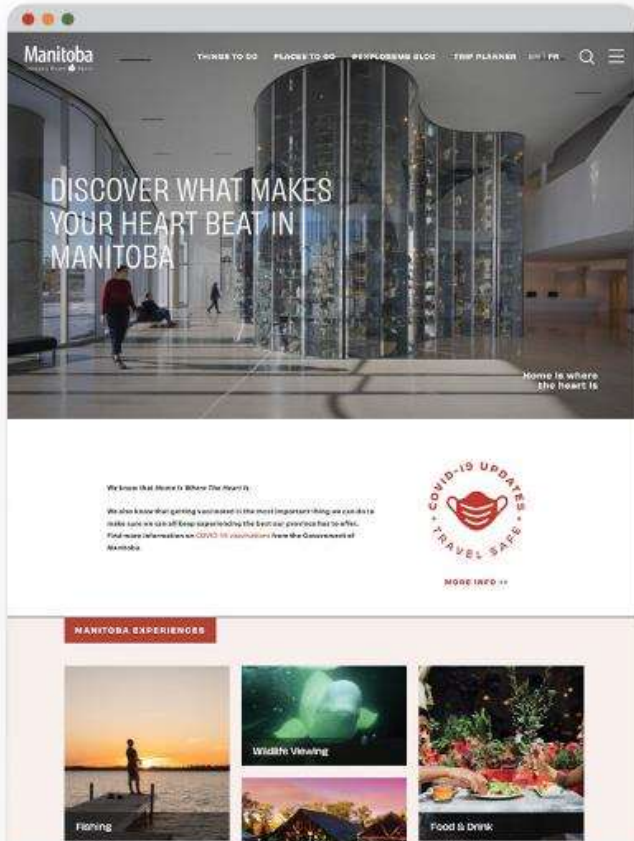
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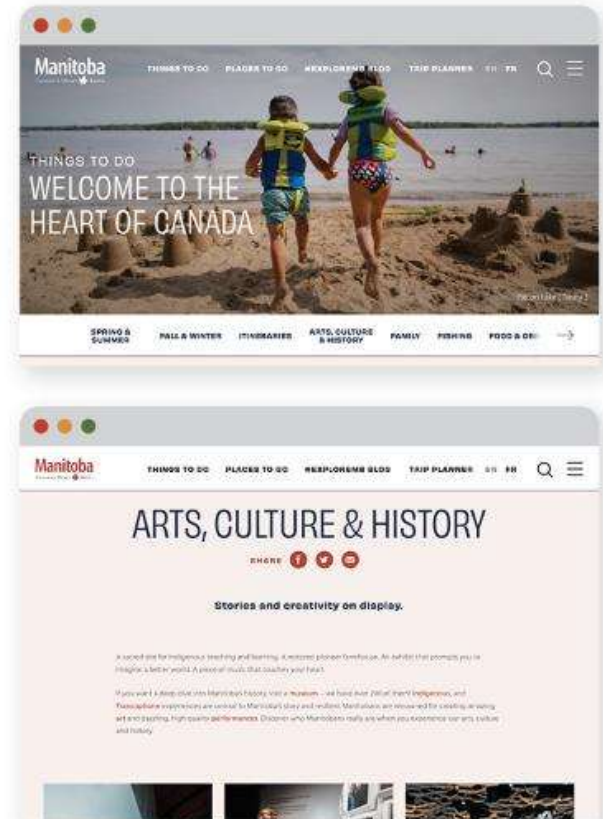
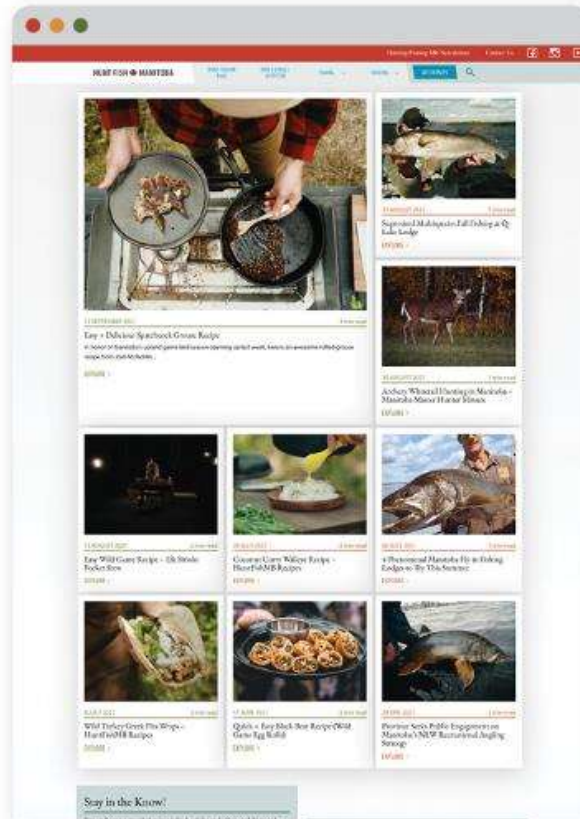














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**FREE VIRTUAL EVENT**

# TOURISM MARKETING CONFERENCE

Enhancing the Digital Competitiveness of the Industry  
with keynote speaker **ANN HANDLEY**, *Wall Street Journal* bestselling author

**MARCH 2, 2021, 8:30 AM – 12 PM**

**Manitoba**  
CANADA'S HEART  BEATS





# Economic Impact Assessment – Fish/Hunt

<b>SUMMARY OF KEY ECONOMIC INDICATORS</b>	<b>ANGLING</b>	<b>HUNTING</b>	<b>TOTAL</b>
<b>Total Hunter and Angler Spending</b> <i>excludes capital spending, but includes trip-related spending on fuel, accommodation, meals, etc.</i>	\$268M	\$212M	\$480M
<b>Employment</b> <i>person-years, direct, indirect and induced</i>	2,992	2,519	5,512
<b>Total Provincial Taxes Collected</b> <i>income tax, PST</i>	\$56M	\$40M	\$96M
<b>GDP Impact at Market Prices</b>	\$216M	\$196M	\$412M
<b>Total Direct Spending</b> <i>including substantial outlays for capital items such as vehicles and boats</i>	\$601M	\$428M	\$1,029M









**ADVENTURE  
TO UNDERSTANDING**  
Indigenous Tourism Manitoba



Manitoba Indigenous  
Tourism Strategy



**INDIGENOUS  
TOURISM MANITOBA**  
Adventure to Understanding

2021





**REGISTER NOW**

# DIVERSITY AND INCLUSION MATTERS:

Fostering Understanding in Manitoba's Tourism Industry

Free Virtual Conference

**April 6-8  
2021**

**Manitoba**  
CANADA'S HEART BEATS

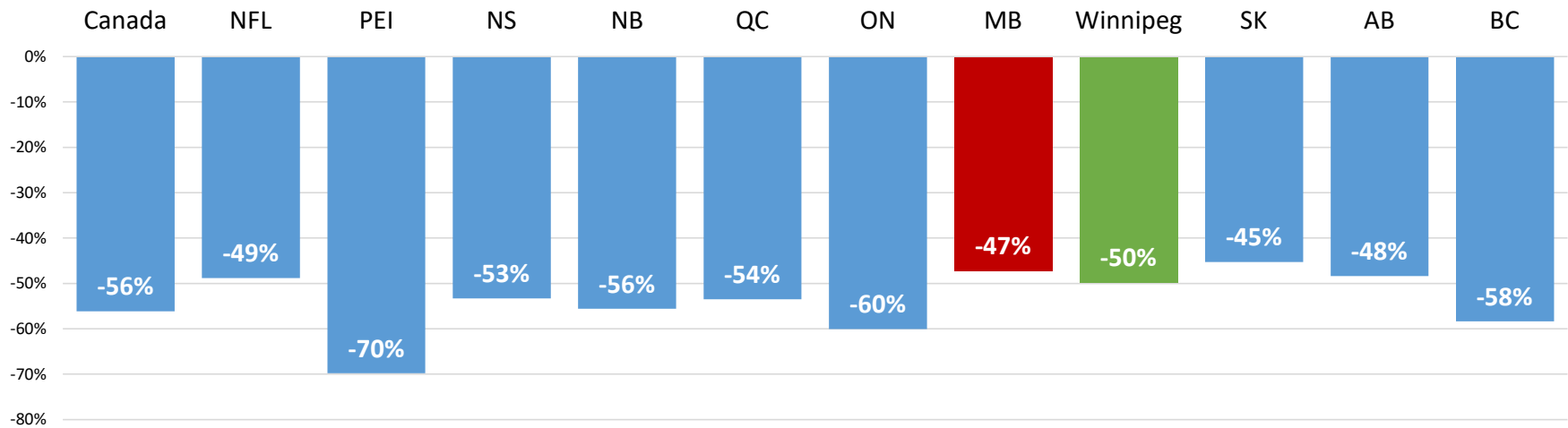
**DIVERSITY  
essentials**  
manitoba.com/diversityessentials



# Manitoba's Visitor Economy

Manitoba's tourism industry showed greater resiliency during 2020 compared to most provinces

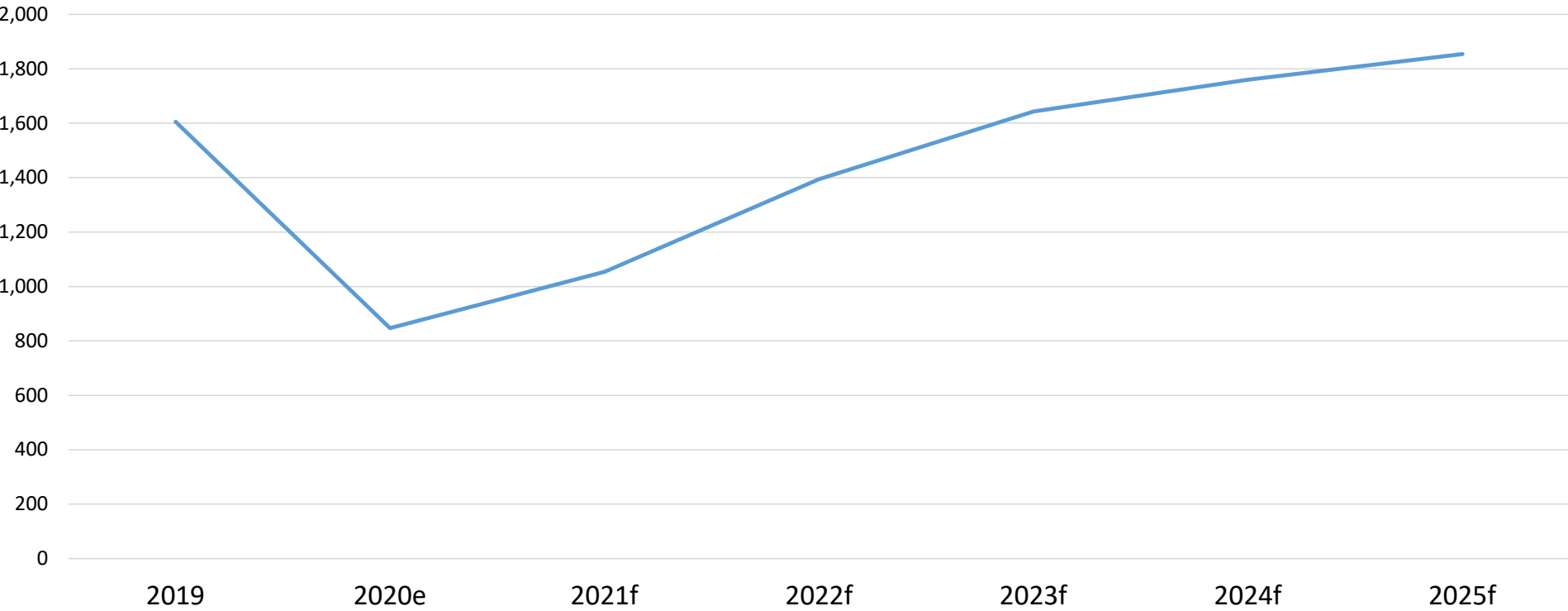
**Percentage Drop in Visitor Spending  
(2020 Compared to 2019)**



Source: Conference Board of Canada



# Manitoba's Visitor Spending Forecast



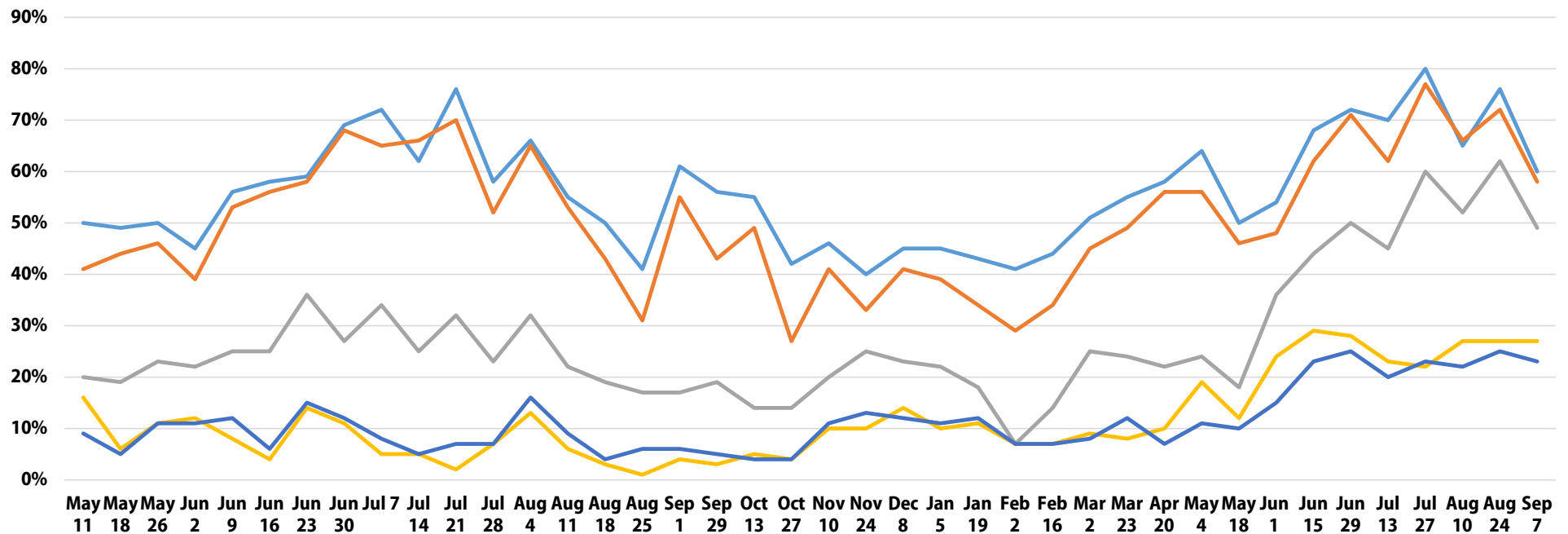
Source: Conference Board of Canada



# Weekly resident sentiment tracker

## - Do Manitobans Welcome Visitors?

Manitoba Resident Sentiment: "I would welcome visitors travelling to my community..."



■ From other communities near me  
 ■ From other parts of my province  
 ■ From other parts of Canada  
 ■ From the US  
 ■ From other countries

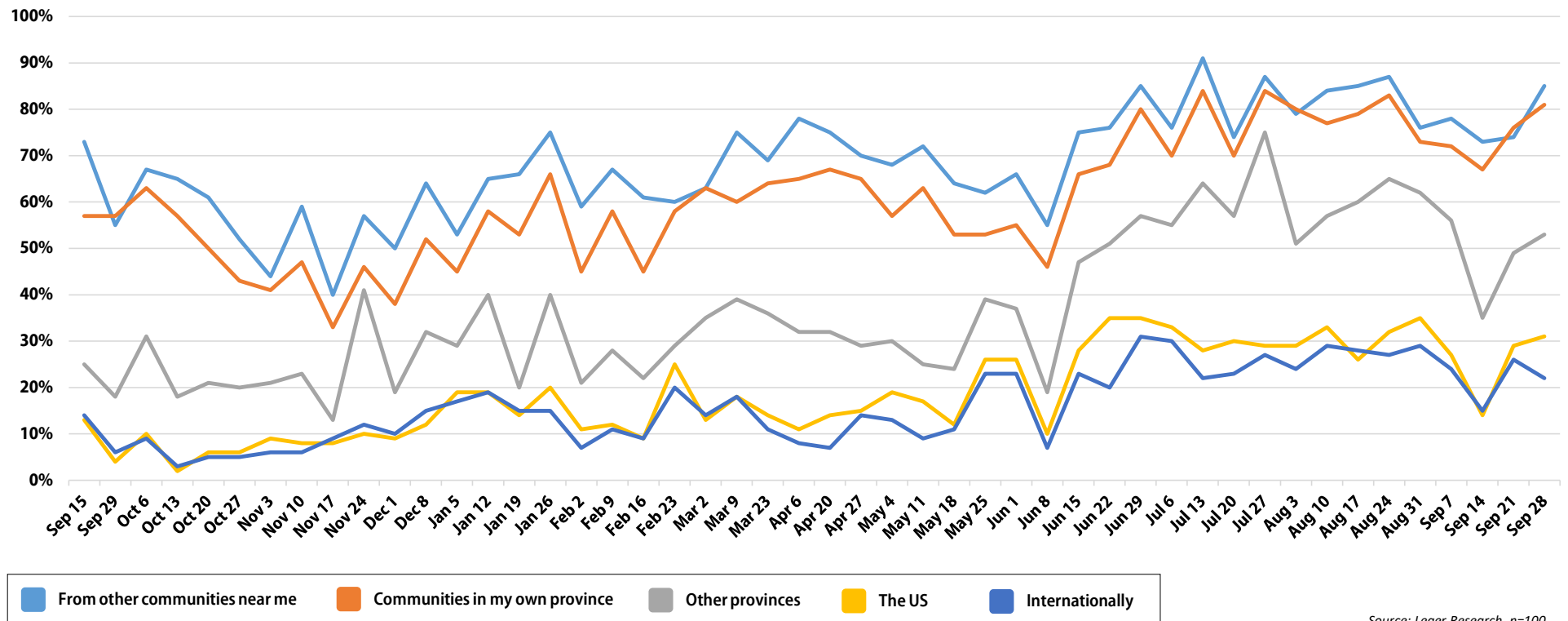
Source: Leger Research, n=100



# Weekly resident sentiment tracker

## - Do Manitobans Feel Safe Travelling?

Travel Sentiment of Manitobans: "I feel safe to travel to..."



Source: Leger Research, n=100





# Manitoba Road Trip Ideas

## 48 Hours in Winnipeg

This summer, Travel Manitoba is featuring an amazing collection of road trips to help you explore every corner of Manitoba. From luxury to joie de vivre, this Winnipeg trip offers culture, history and relaxation – perfect for creating your ultimate 48-hour getaway.

### TRAVEL SAFE IN MANITOBA

- Always practice good safety when you explore Manitoba. Remember to:
    - Wash or sanitize your hands frequently
    - Wear a mask
    - Practice physical distancing
    - Stay home when you're sick
    - Follow all local travel restrictions
- Travel Manitoba cannot guarantee that the attractions and businesses featured will be open and operating as advertised. While we strongly recommend that all visitors to Manitoba adhere to the safety, health and testing measures set by the Government of Manitoba, we cannot guarantee the compliance of any business featured in this content. Please contact businesses directly for operating hours and status.



### St. Boniface Cathedral



### PASSION'S HISTORIE

Just about 100 km west of Winnipeg, St. Boniface was founded, and built the first stone church, history, architecture and culture in the heart of the city. The St. Boniface Museum and the St. Boniface Basilica are just two of the many historical sites in the city. The Park and Downtown Winnipeg is a beautiful area.

### THE ART OF RELAXATION



### THE ART OF RELAXATION

The Winnipeg Art Gallery is a quiet oasis in the heart of the city. The gallery features modern design and more than 23,000 works of art. From the European abstract to the Canadian realist, the gallery offers a wide range of art experiences.

### A WALK IN THE PARK



### A WALK IN THE PARK

The Winnipeg Art Gallery is a quiet oasis in the heart of the city. The gallery features modern design and more than 23,000 works of art. From the European abstract to the Canadian realist, the gallery offers a wide range of art experiences.

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TAKE A ROAD TRIP TO  
**DISCOVER MANITOBA**  
Explore all of Manitoba's hidden gems this summer!

Manitoba  
CANADA'S HEART & HEATS

Plan your trip at [travelmanitoba.com/road-trips](http://travelmanitoba.com/road-trips)

TAKE A ROAD TRIP TO  
**DISCOVER MANITOBA**  
Explore all of Manitoba's hidden gems this summer!

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Browse our road trip itineraries to see more of our home

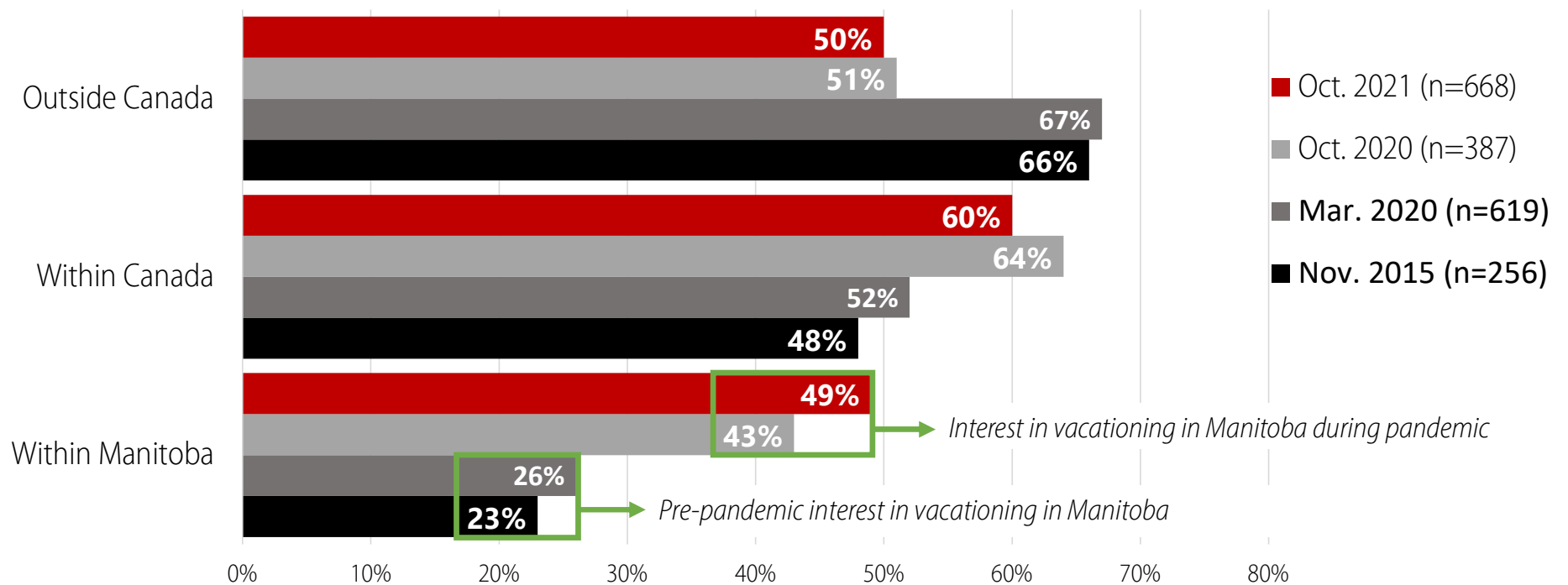
**Explore Manitoba**  
HIT THE ROAD

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# Vacation Destinations – Manitobans

**One-half of Manitobans plan to vacation in Manitoba next year, up from 2020**



# Key Takeaway:

## Travel has become more complex

### **Pace of recovery will be driven by:**

- Visitors' confidence in the economy and their own financial situation
- Vaccination status
- Number of COVID cases in a visitor's home country, the level of vaccination and the requirements
- Number of cases in Manitoba and whether travellers have the required documentation to visit
- Continued requirement of a negative molecular test for travellers arriving in Canada



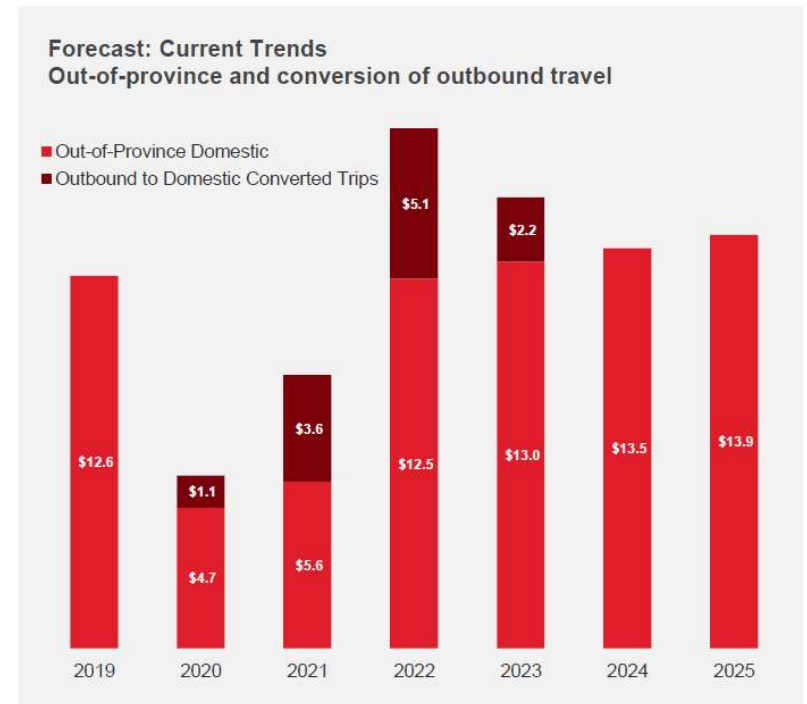
# Forecast: Current Trends (Domestic)

Out-of-province domestic travel is likely to recover by 2022.

We anticipate further growth in domestic travel fueled by savings and Canadians tempering their expectations of travelling abroad.

The key drivers impacting this travel:

- International restrictions lifted by summer
- Continued low numbers of new COVID-19 cases
- Successful “Buy local” focus by destination marketers



Source: DC Research, May 2021 Forecast



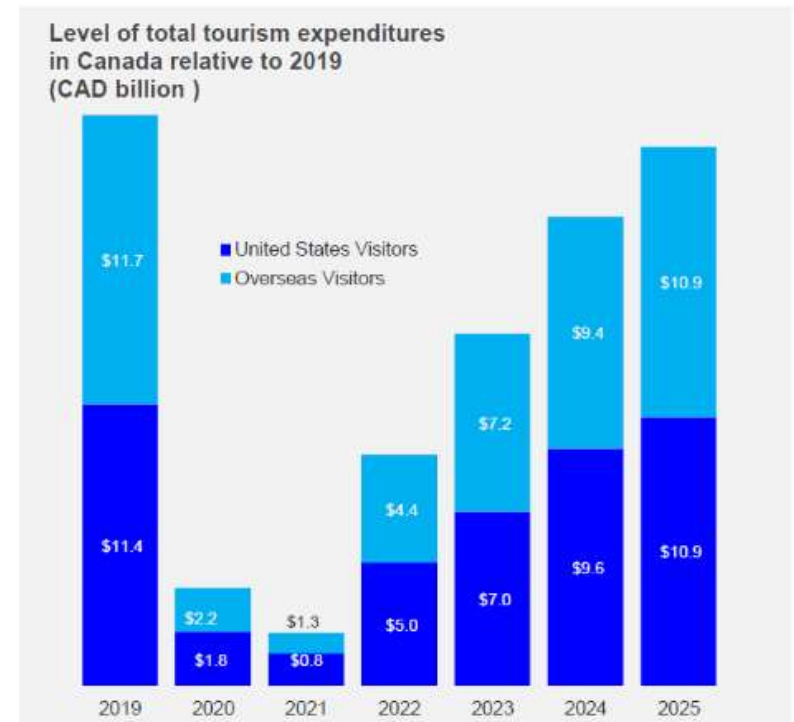
# Forecast: Current Trends (International)

Spending from the US will be limited, building to 44% of 2019 levels in 2022 and potentially fully rebounding by 2025-2026.

Spending from other countries will be similarly depressed in 2021, improving to 37% of 2019 levels in 2022.

The key drivers impacting international travel include:

- Depressed business travel
- Relatively low levels of vaccine uptake in other countries
- Continued restrictive border controls
- Increased competition internationally focused on frequent travellers and fully vaccinated individuals with high savings
- “Buy local” focus by destination marketers



Source: DC Research, May 2021 Forecast





XXX RESONANCE



# Key Environmental Drivers

- Long COVID
- Economic Change
- Social Change
- Climate Change



# New Targets

- Recover to 2019 levels by 2024
- Generate 50% growth in visitor spending by 2030





# Manitoba's Tourism Strategy

- New strategy recognizes far-reaching impacts of pandemic
- Provides leadership to ensure tourism sector recovers as quickly as possible
- Considers industry insights and tourism industry trends



# Lead brand and market positioning

- Differentiate Manitoba through its powerful brand
- Position Churchill as a leading international destination for wilderness and wildlife experiences
- Market Winnipeg and Brandon to host national meetings, conventions, festivals and events
- Leverage Destination Canada programs in international markets
- Provincial Events Strategy to attract events



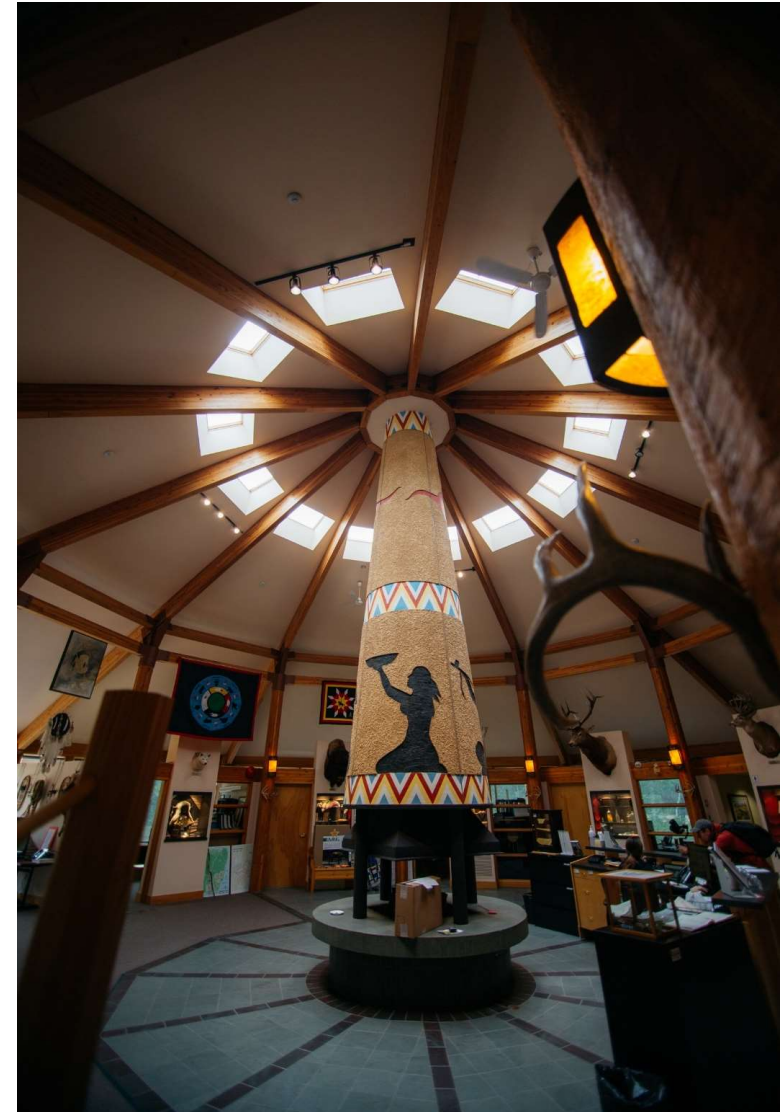
# Advance destination management

- Increase the number of market- and export-ready businesses
- Ensure that the tourism industry has the necessary supports
- Advance initiatives that:
  - Improve direct air access
  - Improve transportation and connectivity between communities



# Advance destination management

- Develop Manitoba's signature experiences
- Promote key differentiators: winter experiences, Indigenous and Francophone experiences, and outdoor experiences
- Market new and renewed demand generators: Canada's Diversity Gardens, Qaumajuq, the Royal Aviation Museum of Western Canada, the Manitoba Museum



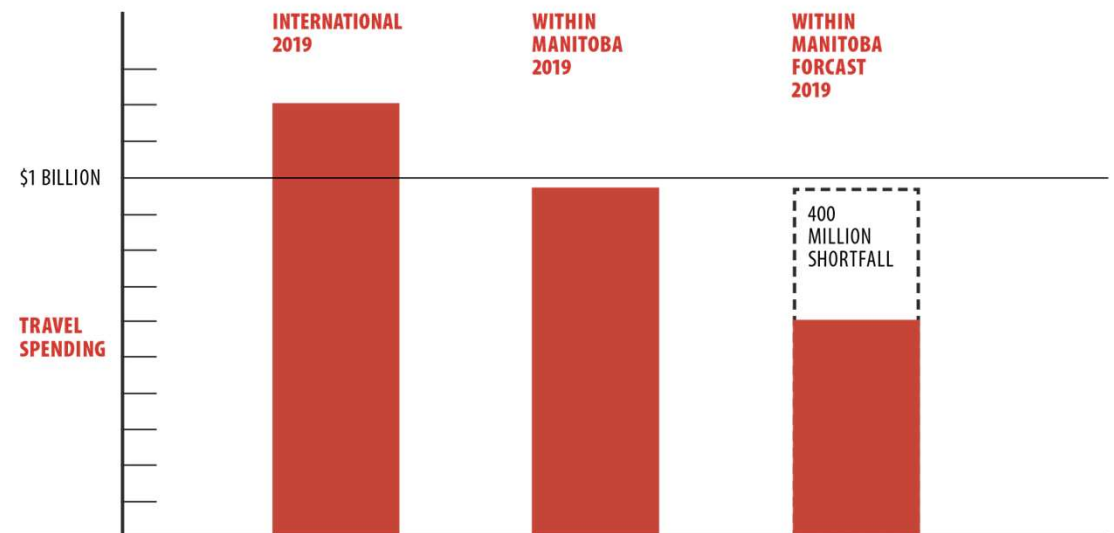
# Advance destination management

- Ensure the tourism industry has access to advice and training on:
  - Business intelligence
  - Best practices
  - Business case formulation
  - Market-readiness
  - Business development
  - Funding sources



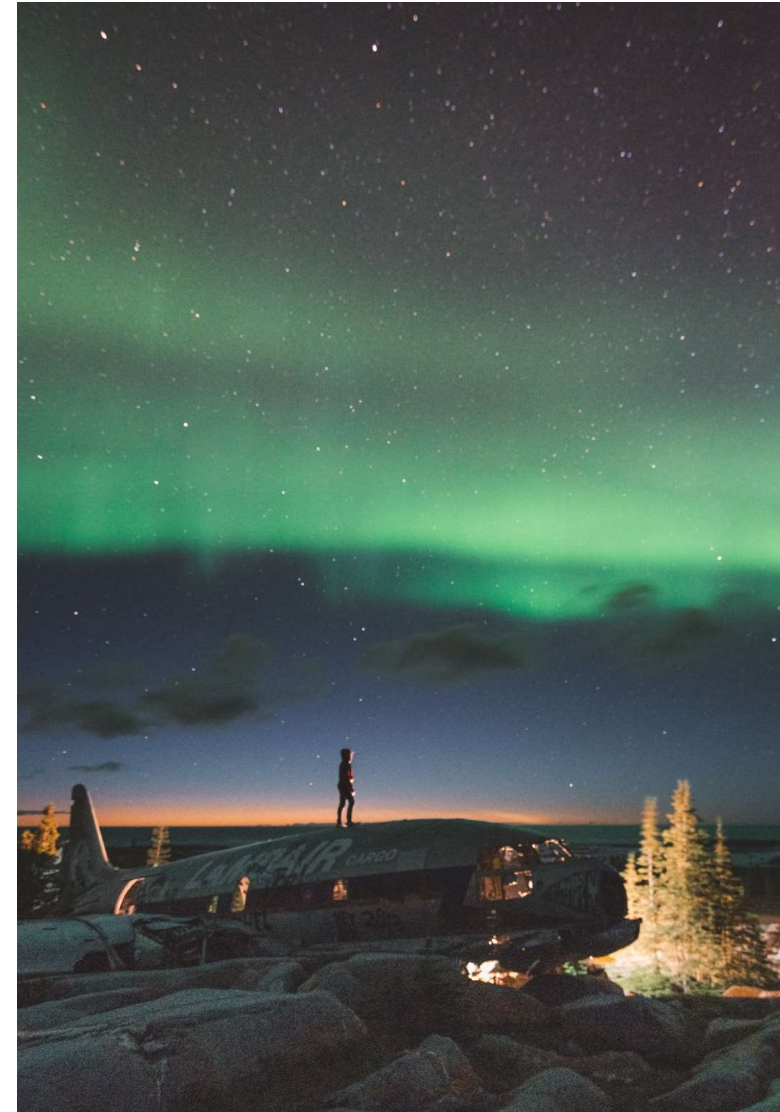
# The importance of local tourism

- Shift of 1/3 of international spend would make up for \$400 million shortfall
- Support more than 5000 jobs



# 2022 Campaign Focus

- Target: Manitoba, Saskatchewan and Northwest Ontario
- Print guide similar to summer Road Trips; 400,000 copies
- Print and digital advertising
- Polar Bear and Northern Lights campaigns
- Travel Incentive Program



# Tourism Innovation & Recovery Fund (TIRF)

- \$500,000 fund administered by Travel Manitoba

## Objectives:

- To increase the number and quality of market- and export-ready tourism businesses in Manitoba
- To position Manitoba's tourism industry to better meet changing customer expectations and new industry trends





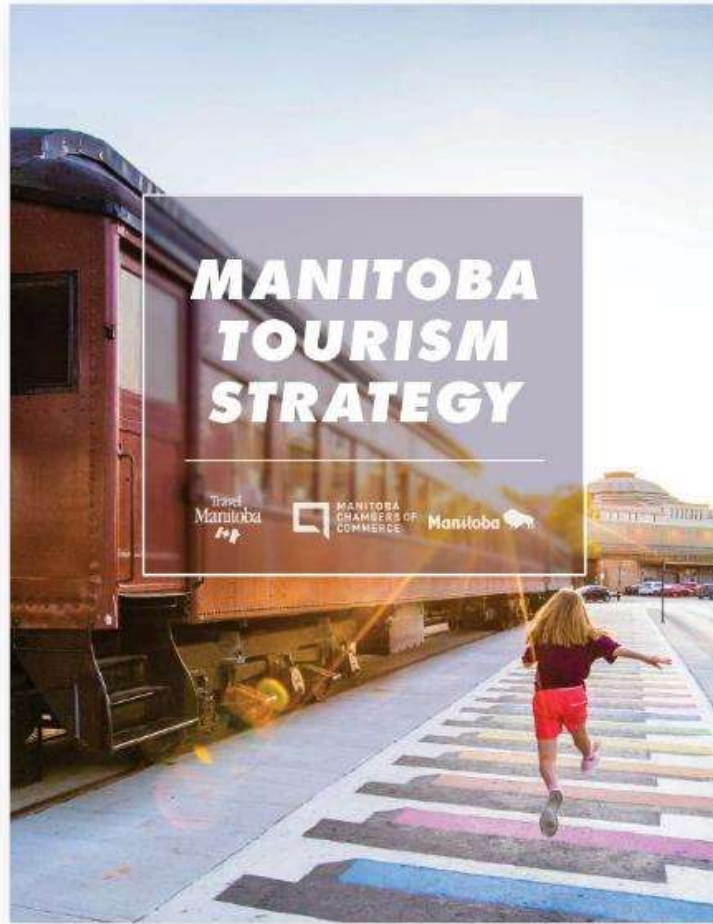
# MANITOBA TOURISM STRATEGY

Travel  
Manitoba



MANITOBA  
CHAMBERS OF  
COMMERCE

Manitoba





# Vision

To be a must-visit, four season destination, generating sustainable economic growth by delivering inspiring and authentic experiences in our unique, urban and wild settings.



# Thank You



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CANADA'S HEART  BEATS