



it's manitoba time

Objective

Travel Manitoba as a Crown Corporation continues to develop partnership programs in the High Volume and High Yield markets that allow our partners to be part of a subsidized marketing program that expands their budgets and reach.

The program is designed as a Manitoba marketing campaign aimed at the consumer with a call to action and lead generators that drive to our industry partners. Over the past year, the campaign has deliberately become more focused on re-directing leads to our partners with the interest in boosting sales.

Online Accomplishments (January –July 2011)

Our 2011 It's Manitoba Time campaign has been effective in driving traffic to our website.

Travel Manitoba's website

Unique visitors:	274,723	(+26.4% over 2010)
Number of visits:	371,051	(+22.6% over 2010)
Pages views:	4,361,221	(+69.2% over 2010)
Visit Duration:	3:50	(+4.2% over 2010)

Travel Manitoba redirected 50,579 people to our partners, slightly less than in 2010 but up significantly over 2009.

Total visitors on niche sites:

Everything Churchill 19,857 visitors up 22.3%
What Hot (Manitoba Hot) 10,151 visitor's up 157%

Email Newsletter Subscriptions:

Total newsletter list 17,271 up 72% over 2010

Top 5 Countries:

Canada, USA, Germany, Philippines, UK

Social Media

10,000 Facebook Fans
8,000 viewers per month
875 Twitter followers

Demographics (TM Facebook page)

56% Female - 18% are between the ages of 25-34
41% Male - 16% are between the ages of 25-34



External Referrers (TM “ads” that promote our Facebook page and link to it)

692 – Doubleclick.net (3rd party advertiser)

372 – 2mdn.net (3rd party advertiser)

77 – Google.ca (redirect ads and Google searches)

15 – Travelmanitoba.com (via on site links)



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2012 Campaign

Long Term Objective

Increase the tourism industry’s contribution to the provincial economy by attracting more visitors from external markets and by encouraging residents to vacation in Manitoba.

Ensure the sustainability of the tourism industry by encouraging and fostering quality experiences that meet the expectations of visitors.

Target Markets

High Volume Markets (primarily rubber tire)

Manitoba	NW Ontario
Saskatchewan	Quebec
Alberta	Minnesota
North Dakota	

High Yield Markets (visitors stay longer and spend more per visit) Includes fish/hunt, outdoor adventure, group travel, meetings, conventions and events.

Primary	Long Haul United States Germany United Kingdom
Secondary	China France

2012 Creative Positioning

It's Manitoba Time continues as our creative positioning statement for 2012. The campaign tested well when presented to numerous focus groups, and produced great results.

The concept of promoting a time when the world moved at a more sensible pace, where life was enjoyed, important moments were cherished, a conversation with a stranger was seen as an opportunity to learn something new or create a new friendship, really seems to be resonating with the consumer.

Manitoba Time stands for those unique travel experiences you can't find anywhere else.

Abundance is a key element of distinction within the campaign. Abundance of nature in our rural areas and abundance of culture in Winnipeg – where the Arts and Culture scene is plentiful.

2012 Partner Opportunities



Print

Vacation Planner & Winter Guide NEW!!!

The **Winter Guide** will include a Winnipeg section focussing on cultural activity and a rural section where the outdoors and our unique rural culture will provide adventures for the winter traveller. (January – April 30, 2012). 230,000 guides will be distributed January 1st, 2012.

Travel Manitoba is working in partnership with the Winnipeg Free Press to produce and distribute a **Mega Vacation Planner** for 2012. The planner will showcase points of interest, events, Winnipeg's neighbourhoods, individual communities and their attractions in each rural region, as well as a separate section for both fishing and golf.

230,000 guides will be distributed 2 times a year (April 1, 2012 and September 1, 2012) in Winnipeg and rural Manitoba, NW Ontario, Saskatchewan and North Dakota.

Price: \$925-\$9500

Winnipeg Free Press – Travel Page

Travel Manitoba will continue to have a **weekly page** in the Winnipeg Free Press' Saturday travel section. The content is determined by Travel Manitoba and provides ad opportunities at a greatly reduced price for our partners.

Price:

- Full Page \$7500**
- leaderboard 11 9/16" x 3" \$450**
- Business Card 3 3/8" x 2 1/8" \$100**
- Business Card 6 7/8" x 2 1/8" \$225**
- Big Box 4 9/16" x 4 1/2" \$275**



The 'Bucket List'

Travel Manitoba will have a brand new, weekly 'Bucket List' feature in the business section or the Saturday Travel section of the Winnipeg Free Press.

Editorial will describe the bucket list activity and your company will be featured as the 'where to go' location with a picture, logo and contact info.

Price: \$400

Half Page Broadsheet (Newspaper Ads)

We have reduced the page size by half from last year to allow us the opportunity for greater frequency. **Travel Manitoba branding** will occupy 1/3 of the placement with 2/3 of the page available for partner opportunities.

Markets:

- | | | |
|--------|------------------|---------------|
| Canada | Winnipeg (4X) | Brandon (8X) |
| | Saskatoon (4X) | Regina (4X) |
| | Thunder Bay (8X) | Calgary (4X) |
| US | Grand Forks (4X) | Fargo (4X) |
| | Minot (4X) | Bismarck (4X) |
| | Minneapolis (4X) | |

Price: varied based on market, similar to 2010

Event Website

A new event website will be hosted on the Winnipeg Free Press website and accessible from the Travel Manitoba website.

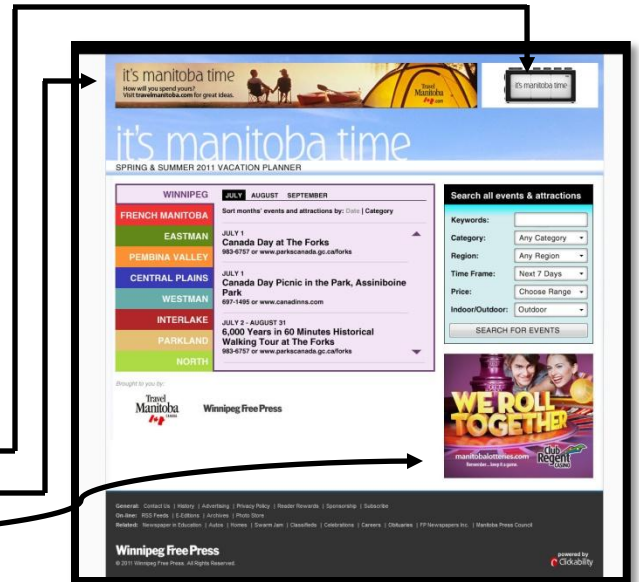
The website is searchable by area, date or event.

Winnipeg Free Press SEO experts will ensure anyone searching for vacation or event information for Manitoba will be directed to this site.

Banner ads available! (Jan - Dec 2012)

Price:

Button ad	\$400/year
Leaderboard ad	\$1500/year
Big Box Ad	\$2000/year



High Volume Consumer Shows

RV Supershow, -Tampa FL - Wednesday Jan 11-Saturday Jan 15, 2012

Fargo RedHawks Game Sponsorship- Fargo ND - June 2012

Grand Forks Airforce Base Picnic-Grand Forks-ND – August 2012

Women's Showcase –Fargo, ND - Saturday Oct 20, 2012



Fishing & Hunting

Fish & Hunt Guide

For 2012, Travel Manitoba is producing the guide which will continue to include all our lodge's and outfitters' listings, Master Angler Award recipients, and for those who are interested in enhancing their presence (or to have a presence if you are not a lodge or an outfitter), an opportunity to purchase ad space.

Price: \$1300 – \$6250

Lure Piece

A 6 page, colour lure piece will be created and will be used as a strong visual lure to entice new visitors to our province to experience the best Fishing and Hunting anywhere!

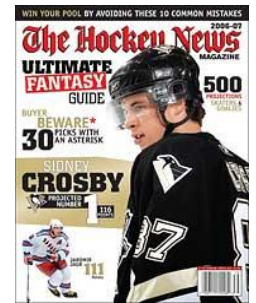
Sponsorship Available: \$15,000/year **One Opportunity Only**

The Fish/Hunt guide and the lure piece will be printed and ready to be distributed at the fishing and hunting shows beginning January 2012.

Hockey News

Travel Manitoba is partnering for a second year on a multi-faceted print campaign in Hockey News that includes a contest promotion and print ads that provide great reach for our industry partners. This campaign will focus on both hunting and fishing.

Price: \$2000 for a 1/2 page ad. Only 5 opportunities available.



Barrett Jackson

Sponsorship with the Barrett Jackson show in Scottsdale, Arizona – partners will be able to share booth space at a greatly reduced cost

Price: \$1000 to share a 20x30 booth with Travel Manitoba. Only 4 opportunities available.



All-Canada Pheasant Run

Sponsorship with the All-Canada Pheasant Run show in Chicago.

Price: \$1000 for your own 10' wide x 7' deep booth space. (Regular booth price is \$1655) Only 6 opportunities available.



Other Fishing & Hunting Opportunities

Expand **Corporate Incentive Travel Program** by providing both marketplace, print and online cooperative programs to reach this market

Price: \$2000

Manitoba Monsters website sponsorship, banner and package ad opportunities

Price: \$2000/year

Outdoor billboards in Ontario available for partners at reduced costs

Price: \$1500

3 Master Angler E-letters for 2012 (story sponsor or banner ads available).
Distribution – February, April & June to 6000 e-letter recipients.

Price: \$500 - \$1500

Fishing & Hunting Shows

International Sportsman's Expo - Denver, CO - Thursday Jan. 5 - Sunday 8, 2012

All-Canada Show – Chicago - Thursday Jan 12-Saturday Jan 15, 2012

Barrett Jackson Scottsdale – Scottsdale AZ - Sunday Jan 16-Saturday Jan 22, 2012

Safari Club International's Exhibitor Show - Las Vegas NV - Wednesday Feb 1 –Saturday Feb 4, 2012

Mid Canada Boat Show – Winnipeg, Manitoba - Thursday Mar 1- Sunday Mar 4, 2012

Toronto's Sportsman Show - Toronto, Ontario - Wednesday Mar 14 – Sunday Mar18, 2012

Deer and Turkey Expo/Target Shows – Madison WI - Friday Mar 30- Sunday, April 1, 2012

Northwest Sportsman Show - Minneapolis MN - Wednesday Mar 28 - Sunday Apr 1, 2012



Media Relations

Major media marketplaces or sponsorships are available at a range of prices. These sponsorships could include partnering with Travel Manitoba to sponsor lunches, dinners, and events in key markets such as Canada, USA, England and Germany.

Canada Media Marketplace

April 1-4, 2012, New York. 250 New York and US based media.

Price: \$20,000 only 2 partner opportunities

Society of American Travel Writers – Canadian Chapter

40-60 Canadian travel media in Vancouver or Toronto. Host a luncheon anytime in 2012

Price: \$2500 – one partner only

GoMedia Canada

A four-day media group trip in May 2012. 8-10 media choose a Manitoba trip – we do not select the media – could be from Germany, UK, France, Canada, US, Japan, Korea, Brazil or India

One partner to cover 100% costs of group media trip

Travel Manitoba and Travel Media event(s)

Summer 2012 (UK)

Fall 2012 (Germany)

Winter 2013 (US)



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Price: \$5000 each – Maximum two partners

Travel Media Association of Canada Casual Cocktail Welcome

May 2, 2012 – Fredericton, New Brunswick. 200-250 Canadian travel media

Price: \$5000 – one partner only

Prize Package

Every year, Travel Manitoba attends two or three Canadian partner dinners with 40-75 U.S. travel media, in two or three of these cities: Chicago, Denver, Seattle, Washington, New York, LA, Boston or San Francisco. In 2012, we will be attending Seattle in January. Other locations are not yet set.

Seeking experiential prize packages @ \$1000-\$5000 in value

Travel Trade

Featured Supplier Program

As a featured supplier, you receive: a Custom ID page, profile sheets at marketplaces/tradeshows, FAM Tour Program including meet and greets and an operator listing on one in-market website.

Price: Featured Supplier Gold \$5,000
Featured Supplier Silver \$1,000
(not all opportunities are available for each category)

****NEW FOR 2012 – find a tour operator section on our Niche Sites!**



Visitor Centre Opportunities

Whiteshell Visitor Centre

Banner and billboard sponsorship! Display your company website and a corresponding image portraying your products. Over 4,200 vehicles go by the Centre daily and there is an annual visitation of 38,000 individuals.

Price: \$5000/year. Four opportunities only!



Kirkella

Display your company website and a corresponding image portraying your products on signage on the outside of the Centre.

Price: \$5000/year. One opportunity only!

The Forks, Explore Centre

One large screen monitor connected to a hard drive will be placed in the Centre with visibility to the outside – visibility during and after hours! 24-7 advertising for partners.

Could include: partner advertising, event listings, and images etc.

Price: \$1000/month, guaranteed visibility of 3 minutes/hour during prime time. (9am-9pm)

Opportunities on Travelmanitoba.com

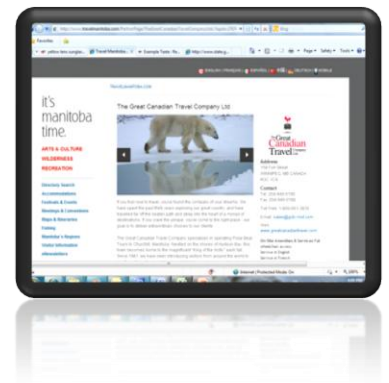
Banner Ads on travelmanitoba.com

Banner ads are available for placement on travelmanitoba.com in a variety of portal and generic web pages. Available formats include: skyscraper, leaderboard and button.

Price: Button Ad	\$400/year
Leaderboard Ad	\$1500/year
Skyscraper Ad	\$2000/year

Custom ID

To fully maximize your use of banner ads and to enhance your company's individuality on **Travelmanitoba.com**, we are offering customized landing pages on our site to our partners. These Custom ID Pages will provide opportunities for you to differentiate your company from the general listing directory, which is our current way of listing your company on our site. The customization is open ended – you will be able to upload offers, photos, videos and links to your social media feeds (Twitter, Facebook, Flickr etc.)




Price: \$1000 /year

Package Ads

Driving traffic from travelmanitoba.com to our partners can be accomplished through many ways, but one of the most effective is by moving the client to the partner's website where the sale can be tracked and closed. This is most effectively done via our package ads.

Price: \$500/ad



Heartland International Travel & Tours - Polar Bear Adventure Day Tours-All inclusive from Winnipeg
Come see the mighty polar bears of Churchill on this all inclusive tour from Winnipeg! Included: Round trip airfare between Winnipeg and Churchill, a breakfast on the morning flight, full day Tundra Buggy tour with lunch, dinner in Churchill, Churchill transfers, and a Heartland Travel tour escort throughout.

Price - \$1,399.00 CAD + 5% GST / person

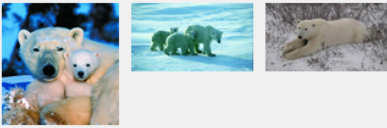
Valid: MARCH 11, 2011 to NOVEMBER 5, 2011

[I'm interested](#)

- Tour Dates: October 22, October 29 & November 5

Price can be subject to change.

[See more offers from us](#)
www.heartlandtravel.ca



E-newsletters

An e-newsletter continues to be an extremely useful marketing tool. The content includes primary and secondary stories that entice the subscriber to read the e-newsletter. The e-letters include partner banner ads facilitate sales for the partners. There will be 12 e-letters for the 2012 season which will be sent to over 17,000 recipients.

Price: Leaderboard \$500/newsletter
Big Box \$750/newsletter

Sponsorship:

1 e-letter \$1500 (includes leaderboard and feature story)
4 e-letter \$5000 (includes leaderboard and feature story)

E-Cards

To supplement our e-letters, Travel Manitoba will provide an opportunity to reach out to over 17,000 e-letter recipients through e-cards!

The content of the e-card will be around unique offers that have a trackable component, and are not simply an ad.

Price: \$1000 12 opportunities only!!



What's Hot

This is our niche site that is dedicated to new and different products, ideas, events, and can accommodate sell-offs! We are **always** looking for new and fresh content.

Price: no charge!

OR

Primary Partner: \$5000/year (including prime location placement and editorial space on this niche site)



Please send your material to: **Claudine Gervais @ cgervais@travelmanitoba.com**

Prize Packages

Travel Manitoba uses prize packages for a variety of things such as hosting contests to build constituents, exchanging prizes for contra advertising, supporting media activity and events and travel trade requests and simply for general awareness promotion.

We are looking for our partners to contribute prize packages to be part of a collection that can be accessed easily to be used for these varied activities.

In return the partner will be provided the advertising recognition and will be notified of its use.

Tourism Conference and Awards

Travel Manitoba will once again host a Tourism Conference in the Fall of 2012. In conjunction with the Conference, we will also host the Manitoba Tourism Awards which serve to recognize the many businesses in Manitoba that provide exceptional visitor experiences fostering a professional tourism industry.

Sponsorship opportunities for the Conference and Awards Gala evening as well as individual awards sponsorships are available.



Partnership Pricing 2012

A variety of opportunities have been created to enhance your presence on travelmanitoba.com and through print initiatives. Travel Manitoba is offering a full menu of partnership opportunities which are available a la carte or as a value-added purchase.

Individual Prices:

Print:

Travel Page:	\$100 - \$7500
Bucket List:	\$400
Vacation Planner & Winter Guide:	\$925 - \$9500
Broadsheets:	Prices varied based on market

E-marketing:

On-line banner ads:	\$400 - \$2000
Event Website:	\$400 - \$2000
Package ads:	\$500
E-newsletter ads:	\$500 - \$750
Custom ID:	\$1000
E-newsletter Sponsorship:	\$1500 - \$5000
E-cards:	\$1000
What's Hot Sponsorship:	\$5000

Fish/Hunt:

Other Fish/Hunt Initiatives:	\$500 - \$2000
Fish & Hunt Guide:	\$1300 - \$6250
Lure Piece Sponsor:	\$15,000

Other:

Travel Trade High Volume:	\$500 - \$1500
Media Relations:	\$1000 - \$20,000
Travel Trade Featured Supplier:	\$1000 - \$5000
Visitor Centre Opportunities:	\$1000 - \$5000
Tourism Conference & Awards:	Sponsorships available

Customized Partnership Opportunities

In order to accommodate the varied budgets, interests and target markets or our partners, Travel Manitoba will customize a proposal for you and make every attempt to meet your needs.

Please call or email any of the three contacts below to request your customized partnership package!

Lilian Tankard
Travel Manitoba
Tel: (204) 927-7821
Fax: (204) 927-7828
Email: ltankard@travelmanitoba.com

Michel LaRivière
Travel Manitoba
Tel: (204) 927-7837
Fax: (204) 927-7828
Email: mlariviere@travelmanitoba.com

Lindsay Penner
Travel Manitoba
Tel: (204) 927-7835
Fax: (204) 927-7828
Email: lpenner@travelmanitoba.com

