

Manitoba

Travel Manitoba's industry news

voyageur

Spring 2007

**Manitoba tourism
achievers honoured
at awards gala**

Industry member profile:
**inside the mind
of Judy Murphy**

**The Western
Hemisphere
Travel Initiative:**
how will it impact
Manitoba's tourism industry?

Manitoba
spirited energy

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Message from the President & CEO



Regulatory developments will also top the tourism agenda in 2007. The 2007 federal budget calls for an end to the GST Visitor Rebate Program and the creation of a new Foreign Convention and Tour Incentive Program. As well, the timing and specific documentation requirements for the land and sea portion of the

The new year got off to a successful start with the 2007 Annual Tourism Conference, which proved to be both informative and exciting. The sessions and mobile workshop I attended were very stimulating, and I particularly enjoyed hearing the opinions and ideas of other industry members.

It was a true pleasure to attend the annual awards gala evening, which was hosted by our board Chair Paul Robson and our Minister, the Honourable Eric Robison. My sincere congratulations go out to all the nominees and award recipients. Your hard work is key to the success of our industry.

I also want to thank Wayne Copet and the other Travel Manitoba staff who worked so hard to coordinate the conference and dinner. My compliments to Festival du Voyageur for hosting a unique and memorable opening reception at Fort Gibraltar, and also to the Delta Winnipeg for providing the conference with a great venue and fantastic service. If you missed the event this year, I encourage you to attend next February – it really is an enjoyable and worthwhile experience.

This will be an interesting year for tourism in Manitoba. Travel Manitoba will undertake a variety of new initiatives and programs, which you can read about in the following pages. A number of new tourism products will open for business in rural areas, including the Hecla Oasis Resort. Expansions and upgrading will continue at Elkhorn Resort and in the Russell-Roblin area, among others.

Urban developments are also underway that will provide new opportunities in tourism. The new James A. Richardson International Airport Terminal is under construction and a feasibility study on relocating the Western Canada Aviation Museum to the old airport terminal will begin this year.

Western Hemisphere Travel Initiative (WHTI) should become clear. While there have been some positive developments on this issue, including a recent announcement that Canadian and U.S. children under the age of 17 will be exempt from passport requirements, and the possibility that Nexus cards can be used for land travel, the WHTI is still a major concern to our industry.

The Conference Board of Canada has forecast major losses for Canada over the next five years and Manitoba will likely see serious reductions in U.S. tourist traffic over the same period. Travel Manitoba will hold a series of meetings with key partners to review our options and develop plans to mitigate this situation.

In the face of these challenges, the Travel Manitoba board and executive management team have been working on a plan to significantly expand the province's tourism industry over the next four years.

A business case called *The Road to 2010* will be presented to the three levels of government and potential industry partners. The plan calls for incremental public and private investment to grow tourism expenditures from \$1.5 billion to \$2 billion over the next four years. The plan includes a focused events acquisition strategy, expanded programming to increase the quality and variety of our tourism products and the launch of major initiatives, such as Homecoming in 2010.

While there are challenges that need to be addressed, I believe we are on the right path to ensure the long-term success and growth of our industry, and I look forward to the future with anticipation, optimism and excitement.

Hubert Mesman
President and CEO

Market analysis study finds strong potential in winter tourism products

A RECENT STUDY prepared for Travel Manitoba shows a bright future for winter tourism products in the province.

Conducted by Economic Growth Solutions Inc., the 2006 study was designed to help develop the potential of the province's winter-season leisure tourism product base. The authors assessed the current status of the winter season sector, investigated present challenges, identified opportunities for growth

and recommended winter products with the greatest potential to increase tourism visitation to Manitoba.

Focused on winter leisure tourism activities, rather than meetings, conventions and conferences, the study identified four categories of product: adventure and outdoor recreation; attractions; lodges, resorts and spas; and special events and festivals. A selection of tourism operators from each of the categories were interviewed on topics such as the geographic origins of customers, marketing activities, promotional budgets and successful marketing strategies.

Two-thirds of those interviewed said they actively market winter tourism products and packages. Overall, operators considered websites and newspaper ads to be the most effective means of promoting winter products to visitors. More than 50 per cent of those interviewed have plans to enhance their winter products in the future, including updating the actual product through facility upgrades and programming, creating additional packages and implementing increased marketing activities.

Estimates of investment by operators in winter tourism products and packages over the last five years total about \$30 million.

Products and packages with the best potential for future growth were also reviewed. The study concluded that winter tourism growth is most likely to occur in:

- Winter lodge and resort getaways
- Winter spa relaxation packages
- Premier winter adventure packages
- Winter festivals/events-oriented packages
- Entertainment season packages

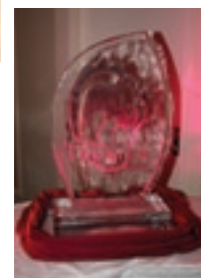
Based on the study's findings, Travel Manitoba plans to undertake initiatives to help market winter tourism. These include:

- Developing an overall winter tourism position for Manitoba;
- Working with industry to strengthen the focus on the winter season;
- Building on existing efforts to package Manitoba's winter tourism products;
- Developing an enhanced winter tourism marketing campaign;
- Developing a sophisticated winter tourism Internet marketing strategy.

The complete study is available for viewing at <http://ti.travelmanitoba.com>.



Manitoba's tourism industry gets mobilized



Peter George



Ken Wong

Photos by Marnie Driver

WHERE to market, what to market and how to market were the main topics presented and discussed at Travel Manitoba's Annual Tourism Conference held February 7-9.

Based on the theme *Mobilize Your Potential*, the event was held at the Delta Winnipeg, and attracted more than 150 members of Manitoba's tourism industry. An opening reception was held at Fort Gibraltar in St. Boniface and gave participants a chance to mingle, experience an interpretive tour of the settlement and enjoy fine food, courtesy of Storm Catering. Dinner was followed by an evening of great entertainment provided by French Canadian singers La Bardasse.

Four mobile workshops provided delegates with the opportunity to participate in tourism experiences and learn first-hand how partnership and collaboration can be used to develop desirable travel packages. Workshops included a behind-the-scenes look at the Royal Winnipeg Ballet, a tour of the Winnipeg Art Gallery, cooking demonstrations at Tall Grass Prairie, snow sculpting in historic St. Boniface and geocaching throughout Winnipeg. The half-day excursions were coordinated with the help of Ô Tours Receptive Services and Heartland International Travel and Tours.

The conference also offered discussion sessions led by urban and rural Manitoba operators and national experts. Topics included creating a business strategy for non-peak seasons, selling to the international travel trade, measuring returns on investment, the importance of quality, creating a successful website and meeting customer expectations.

Keynote presenter Ken Wong, an internationally-renowned marketing expert and faculty member from Canada's Queen's School of Business, used humour and a high-energy style to explain that marketing is most effective when it meets the perceived needs and wants of the consumer.

Peter George, a leader in Manitoba's design and advertising industry and President of the creative agency behind the provincial *Spirited Energy* branding campaign, spoke on the true meaning behind the words "spirited energy" and explained how the campaign can be used by industry to promote tourism in the province.

Attendees also had a chance to recognize the efforts of their peers at the annual Travel Manitoba Tourism Awards gala held during the conference. Nine tourism awards were presented, along with Destination Winnipeg's inaugural *Award of Distinction* (see page 6 for more on the ceremony and winners).

Tell us your ideas

Travel Manitoba will host another travel industry conference next year and would like your input. Send in your suggestions on the topics and experiences that you would find valuable and help shape next year's agenda.

Please forward your ideas to:

Travel Manitoba

7th Floor – 155 Carlton Street Winnipeg, MB R3C 3H8

Attention: Wayne Copet, Manager, Product and Market Development

Fax: **204-927-7828** E-mail: **wcopet@travelmanitoba.com**

"Well done Travel Manitoba. My hat's off to all of your staff. Thank you for putting this together."

– Murray Greenfield, Folklorama Plus

"The networking with other conference participants was also extremely interesting for me and formed a valuable part of the experience."

– Laurel Sarginson, Evergreen Gate Bed and Breakfast

And the award goes to...



Winners of the 2006 Travel Manitoba Tourism Awards on stage at the gala

More than 250 members of Manitoba's tourism industry gathered for an evening of celebration as winners of the 2006 Travel Manitoba Tourism Awards were announced at a gala banquet held February 8, 2007.



The Honourable Eric Robinson, Minister of Culture, Heritage & Tourism, addresses the audience.



Paul Robson, Travel Manitoba Chair

Hosted by Masters of Ceremonies Vincent Dureault (Host, CBC French Radio) and Joy Keeper (Communications Officer, Manitoba First Nation Education Resource Centre), the ceremony honoured winners in nine categories. Destination Winnipeg also presented its *Award of Distinction* to the 2006 Grey Cup Festival.

The Honourable Eric Robinson, Minister of Culture, Heritage and Tourism, welcomed the audience and congratulated all nominees before joining Travel Manitoba Chair Paul Robson to present the winners with glass sculptures inscribed with the Tourism Awards logo.

Travel Manitoba congratulates winners of the 2006 Tourism Awards



Aspiring Youth **Josée Vaillancourt**

Recognized for her work as Director of Marketing for Winnipeg's Festival du Voyageur, serving on the boards of Tourisme Riel, Collège universitaire de Saint-Boniface, Jeux de la francophonie, Team Winnipeg and the Manitoba Tourism Education Council, and acting as project leader for Canada AM from St-Boniface.

Aspiring Youth award winner Joséé Vaillancourt receives her sculpture from Paul Robson (l) and the Honourable Eric Robinson (r).



Sustainable Tourism **Northern Soul**

Recognized for offering quality adventures and canoe trips near the Boreal Arctic and Boreal Forest that are designed to give tourists the opportunity to experience Manitoba's pristine wilderness.

Sustainable Tourism award winner Northern Soul and finalist Oak Hammock Marsh.



Aboriginal Tourism **Asham Stompers Music & Dance Festival**

Recognized for creating an event that celebrates Métis culture. The Festival features jigging, fiddling and square dancing, which are a tribute to the earliest days of the fur trade, when settler colonies held dances to attract Aboriginal traders.

The Honourable Eric Robinson (l) with Aboriginal Tourism award winner Asham Stompers, category finalist, The Hudson Bay Quest, and Travel Manitoba Chair Paul Robson (r).



Volunteer of the Year **Brent Hunter**

Recognized for volunteering as executive member for the Neepawa and Area Lily Festival for 11 years, Chair of the Festival Committee for 2007 and assisting in the development of the Rural Forum, Discover Manitoba, Neepex, Community in Bloom, the Mid-Canada Golf Show and the RV Show.

Travel Manitoba Chair Paul Robson with Volunteer of the Year award winner Brent Hunter and the Honourable Eric Robinson.

Media **La Liberté**

Recognized for publishing a series of stories about les Jeux de la francophonie, an activity initiated and managed by young francophones in Canada. Readership for the series increased ten-fold, to 60,000.



The staff of La Liberté receive their Media award.

winners of the 2006 Tourism Awards (CONTINUED)



Partnership **Spirit Way Inc.**

(Thompson Rotary, Ma-Mow-We-Tak, Manitoba Keewatinook Ininew Okimowin (MKO), Manitoba Métis Federation, Heritage North Museum, United Steelworkers, Thompson Chamber of Commerce, City of Thompson, North Central Development, Calm Air and Thompson Labour Council.)

Recognized for developing community pride and showcasing Thompson to tourists through the creation of *Spirit Way*, a walkway featuring 18 points of interest. Eleven points of interest have already been completed, including the Robert Bateman mural and a series of seven-foot-tall wolf statues.

Spirit Way Inc., winner of the Partnership award, with category finalists.



Service Excellence **Binscarth Park & Pool**

Recognized for working as a community volunteer organization dedicated to the continued development of the largest outdoor pool on the TransCanada Yellowhead Highway. Projects have included upgrading the pool, campground and picnic areas and the addition of hiking trails, beach volleyball and miniature golf.

Binscarth Park & Pool, winner of the Service Excellence award, with finalists Aseneskak Casino and Lynn Baker.



Marketing Excellence **Tourisme Riel, a Division of Entreprises Riel**

Recognized for attracting more visitors to the Riel Region through the development of a new website, the Riel Passport, the Riel Tourist Map and guided foot-tour services.

Tourisme Riel receives the Marketing Excellence award.



Travel Manitoba Award of Distinction **Michelle Gervais**

Recognized for her pioneering efforts in developing Manitoba's francophone tourism industry, Michelle is a Certified Travel Industry Specialist and president of Ô Tours. She also sits on the board of Travel Manitoba, Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), the St-Boniface Chamber of Commerce and Tourisme Riel, volunteers at the Festival du Voyageur and serves on numerous planning committees.

Award of Distinction winner Michelle Gervais.



Destination Winnipeg Award of Distinction **2006 Grey Cup Festival**

Recognized for the Festival's outstanding contribution to the development of Winnipeg's meeting, convention and event industry.



At a snowy GoMedia Marketplace event in Banff, freelance travel writers Jo Matyas, Kate Pocock and Yvonne Hope enjoy a fire. All write regularly about Manitoba. Yvonne's beluga whale swimming piece will appear this spring in *The Calgary Herald*.

Travel media marketplaces

TRAVEL MANITOBA attends a full slate of media marketplaces, conferences and events throughout the year, which serve to forge positive relationships with key media and keep them up-to-date and interested in Manitoba's travel experiences.

Travel Manitoba has strong relationships with travel editors and journalists writing for *USA Today*, *Dallas Morning News*, *enRoute*, *BBC*, *Field & Stream*, *the Robb Report*, *Western Living*, *Chicago Tribune*, *Toronto Star*, *the German Press Agency (GPA)* and hundreds more.

Because of these relationships, Travel Manitoba has increased its tracked publicity from \$5.4 million in 2003 to \$7.7 million in 2006, representing an increase of more than 40 per cent.



Cathy Senecal and Colette Fontaine (Travel Manitoba) with partners Toni Morberg (Churchill Wild), Nat Silverman (Nathan J. Silverman Co.), Maria Paletta (Hecla Oasis Resort), Janice Tober (Destination Winnipeg), Dave Pancoe (Northern Soul) in Denver.

More than \$4 million of this is directly attributable to Travel Manitoba's news bureau (\$1.3), media marketplaces (\$2.6) and Media Tour program (\$0.4). The news bureau distributes news on Manitoba tourism experiences throughout Canada, the U.S. and Germany. Staff also field in excess of 500 calls and e-mails each year from journalists looking for interviews, images and story ideas.

At all events, Travel Manitoba combines market intelligence and the promotion of positive core messages to build awareness of Manitoba's year-round travel experiences. From October to March, Travel Manitoba attended the following events:

- **October 18-23, 2006** – Society of American Travel Writers (SATW) Annual Conference in Santiago, Chile. This is the world's largest travel media marketplace and allowed Travel Manitoba to meet with a pre-eminent group of North American travel communicators.
- **January 15-21, 2007** – Society of American Travel Writers (SATW) Canadian Chapter Conference in Cairo, Egypt. This marketplace and networking opportunity attracted 60 members of the Canadian travel media.
- **January 30, 2007** – Canadian Tourism Commission Partner Event in Denver, Colorado. This media event drew 60 Denver-area travel and outdoor media.
- **February 8, 2007** – Canadian Tourism Commission Partner Event in Chicago, Illinois. This media event attracted 40 Chicago-area travel media, including *Chicago Tribune* and *the Daily Herald*.



- **February 15-18, 2007** – Travel Media Association of Canada Conference in London, Ontario. This marketplace and networking opportunity gave Travel Manitoba access to 100 top members of the Canadian travel media.
- **March 8, 2007** – Travel Manitoba and Partners in Denver, Colorado. This Travel Manitoba media event was attended by 30 local media and Manitoba tourism partners.
- **March 19-22, 2007** – GoMedia Canada Marketplace (GMCM) – This event gives 125 top-level media from Canada and overseas a chance to meet with the tourism industry and attend Canada-wide post-trips. Travel Manitoba and Churchill Wild hosted a northern lights and Hudson Bay Quest post-trip.

Travel Manitoba Media Relations also has a full slate of events coming up in 2007. These include:

- **April 15-18, 2007** – Canada Media Marketplace (CMM) – This long-running marketplace is hosted annually by the Canadian Tourism Commission, either in New York (2007) or Los Angeles (2008), the two largest U.S. media hubs.
- **May, 2007** – Travel Manitoba local media appreciation luncheon. Travel Manitoba will host this event to acknowledge the provincial media, some of whom write for magazines and newspapers in other parts of North America.

Media Tour program has record-breaking year

IN 2006, Travel Manitoba's media tour program hosted 136 separate media trip projects, a 25 per cent increase from 2005. This included designing, organizing and hosting seven group media trips. Under this initiative, groups and individual travel media are invited to personally experience Manitoba's tourism products. The stories and programs produced by those hosted previously generated \$2.6 million in equivalent ad value in 2006 and appeared in publications and broadcasts around the world.

Five group media trips are planned for 2007, including:

- **Massage & Fishing for Two**
Couples experience a northern lodge highlighting fishing, fly casting lessons, spa treatment and cooking classes.
- **Sing to Me Baby Beluga**
Adventurous Churchill area trip with a focus on kayaking and snorkeling with curious beluga whales.
- **I Crave Art & Indulgence in the Wild**
Inland sea trip highlighting unique art, scenic drive, a dog and people spa, and new resort in Hecla/Grindstone Provincial Park.
- **Cuisine in the Western Highlands**
Riding Mountain National Park experience with a focus on cuisine, wildlife viewing and GPS questing.
- **My Paddle's Keen & Bright – Bloodvein River**
Celebrating heritage rivers and the North American David Thompson Bicentennials starting in 2007 with a trip on Manitoba's spectacular pool-and-drop Bloodvein River.

For more information on Media Relations, please contact
Cathy Senecal at 204-927-7827 or csenecal@travelmanitoba.com.

For more information on the Media Tour program, please contact
Colette Fontaine at 204-927-7832 or cfontaine@travelmanitoba.com.



Travel Manitoba media website recognized

Travel Manitoba's media website recently received a special commendation from the Canadian Tourism Commission (CTC) in the inaugural Media Kit 2.0 Award competition. The competition was open to all delegates attending the GoMedia Canada Marketplace held in Banff, March 19-22, 2007.

Competition judges included publishers, editors and freelance writers from across Canada. Entries were evaluated on contact information, availability of images, navigation, tone, inspiration and the availability of stories ideas for journalists facing tight deadlines. The judges made a special note of the online photo gallery for the media website, saying the resource shows wonderful promise.

To view the Travel Manitoba media website, visit www.TravelManitoba.com/Media.



New travel regulations will hit Manitoba hard

A NEW REPORT from The Conference Board of Canada predicts that the Western Hemisphere Travel Initiative (WHTI) will have a significant impact on Manitoba's tourism industry.

Over 200,000 fewer U.S. visitors are expected by 2010, with a cumulative drop in tourism receipts over the next three years of \$64 million. Visitors from the U.S. now account for approximately 10 per cent of total visitors to Manitoba each year (675,000 person visits), and 13 per cent of tourism revenue (\$1.85 million per year).*

The WHTI is part of the U.S. *Intelligence Reform and Terrorism Prevention Act* approved in 2004, which makes passports a requirement for travelers entering or re-entering the U.S., including U.S. residents returning home.

As of January 23, 2007, all passengers arriving into the U.S. by air need to carry a passport to gain entry. Passports will also be required by all land and sea travelers as early as 2008, although the U.S. recently announced that Canadian and U.S. children under the age of 17 crossing by land will be exempt from the regulation.

Although the WHTI has yet to be fully implemented, it has generated considerable media attention on both sides of the border and is already affecting the traveling decisions of U.S. consumers. Only about 24 per cent of U.S. citizens possess a passport and research indicates that leisure travelers are more likely to plan a vacation inside the U.S., rather than deal with the additional cost and inconvenience of getting a passport.

The Conference Board study estimated drops in person trips to Manitoba by year, to 2010:

(000s of person-trips)

U.S. to Manitoba – All purposes of travel (same-day & overnight)

2005e	2006f	2007f	2008f	2009f	2010f	Cumulative impact
-5	-13	-30	-75	-60	-52	-236

The breakdown for travel receipts per year paints a similar picture:

(\$CDN millions) Manitoba

U.S. to Manitoba – All purposes of travel (same-day & overnight)

2005e	2006f	2007f	2008f	2009f	2010f	Cumulative impact
-1	-4	-10	-19	-16	-14	-64

e - estimate f - forecast

*Statistics Canada – Canadian and International Travel Survey, 2004

Nationally, the study indicated that the WHTI's full implementation will result in an estimated cumulative loss of 14.1 million inbound trips to Canada from the U.S. between 2005 and 2010, which translates into national tourism receipt shortfalls of nearly \$3.6 billion by 2010.

To combat the expected drop in visitors from the U.S., Travel Manitoba has ramped up its marketing efforts in key short-haul markets, including North Dakota, South Dakota and Minnesota, as well as long-haul fishing and outdoor markets, including California, Florida, Texas and Colorado.

Travel Manitoba has formed a WHTI working group, which includes the Manitoba Hotel Association and Destination Winnipeg, to initiate research with potential visitors in its key U.S. markets in order to gauge passport purchase intentions, travel decision implications and motivational requirements. From this research, Travel Manitoba will develop strategies to mitigate the effects of WHTI land implementation.

Outlook Bright Despite WHTI

Overnight travel forecasts completed by The Conference Board of Canada in October 2006 indicated that Manitoba should experience continued growth over the next year primarily from domestic and overseas markets.

While data on 2006 has yet to be finalized, the most recent Travel Outlook prepared by The Conference Board of Canada indicates that overall tourism revenues in Manitoba are expected to grow by 5.1 per cent.

Continued growth is also anticipated in the immediate future. Overall visits to Manitoba are forecast to increase by 2.3 per cent in 2007 and 3.5 per cent in 2008. Tourism revenues are expected to increase by 3.4 per cent this year and 4.3 per cent in 2008.

Consequently, while the U.S. market is expected to continue to be a challenge for Manitoba over the next few years, expected increases from domestic and overseas markets mean the province's tourism industry is healthy and poised for continued growth.



The Federal Budget:

What are the implications for Manitoba's tourism industry?

Visit

http://ti.travelmanitoba.com/travelmb_msg.html?item=11263

for a summary of the budget items that may affect your business.



(L-R) Chip Leer and Don Stokotelny hook a prize tiger trout while fishing on Twin Lakes, Manitoba.

Television program to promote Manitoba ice fishing

CHIP LEER, host of the popular U.S.-based television show *Ice Fishing the WildSide*, will showcase Manitoba's great ice fishing product to his viewers in two upcoming episodes. The only televised series dedicated solely to ice fishing, the program reaches nearly 14 million U.S. households each week and is also broadcast across Canada.

Leer recently spoke about ice-fishing trends and the industry's large potential for tourism growth at the Manitoba Lodges and Outfitters Association (MLOA) convention held December 10-12, 2006 in Winnipeg.

After the conference, Leer traveled to Dauphin to shoot an episode featuring the Lake Dauphin walleye fishery. Leer then traveled to the Duck Mountains with Manitoba guide Don Stokotelny to fish for tiger trout, a hybrid cross between a brook trout and brown trout. Leer's final stop was on Lake Manitoba, where he fished for perch.

Ice Fishing the WildSide can be viewed on Wild TV or the World Fishing Network. Visit www.wildtv.ca or www.wfn.tv for airtimes.

Study shows Travel Manitoba advertising campaigns increase awareness of province

A recent study conducted for Travel Manitoba shows the province is most recognized for its great outdoors.

Throughout 2006, Winnipeg-based kiskared surveyed residents of the province's primary tourism markets, including urban Saskatchewan, urban north-western Ontario, Minneapolis/St. Paul, Minnesota and urban North Dakota. Respondents had incomes of more than \$35,000 and were split equally between males and females.

The purpose of the study was to:

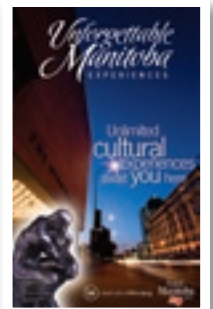
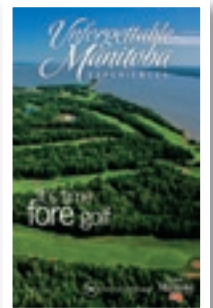
- Determine awareness levels and perceptions of Manitoba as a travel destination;
- Determine aided and unaided recall of Travel Manitoba's tourism advertising;
- Gather information on competitors' advertising campaigns, respondents' trip intentions and trip planning characteristics;

- Measure Manitoba brand attributes; and
- Develop demographic respondent profiles.

Subjects were interviewed before and after Travel Manitoba launched a series of Free Standing Inserts into the various markets. Overall, those surveyed had an improved awareness of Manitoba following the campaign.

Specific findings of the study determined that:

- Manitobans see Manitoba as a great place for fishing and hunting, as having abundant lakes and beaches, and also note it as a place for cultural experiences;
- Those from urban Saskatchewan identify Manitoba with Winnipeg, lakes and beaches, as well as resorts;
- Urban north-western Ontarians equate Manitoba with Winnipeg and view it as a place with a variety of restaurants and cultural experiences;
- Those from Minneapolis/St. Paul associate Manitoba with Canada, fishing, hunting and wildlife, and also note that it is a very safe place;



- Winnipeg comes to mind when urban North Dakotans think of Manitoba; they also see Manitoba as a great place for fishing and hunting and as having a variety of restaurants and cultural experiences.

Travel Manitoba will use the survey results to help plan its future marketing initiatives.



Photo credit: Yvette Cardozo

Selling Manitoba around the globe

IN THE WORLD of international travel, seconds count.

"You have six-to-seven minutes to sell your destination," said Lillian Tankard, Travel Manitoba Manager of Product and Market Development. "You learn to talk fast and focus on the best attractions."

Each year, Travel Manitoba staff attend international travel shows to market Manitoba to tour operators and group leaders from around the world.

"You're competing with representatives from around the world, so you have to quickly showcase what Manitoba has to offer. Luckily, Manitoba is easy to talk up – our fantastic scenery and wildlife, our attractions, our

services, our cultural experiences and our fantastic, friendly people – it makes a challenging job a lot easier", she added.

Travel Manitoba staff recently returned from two international shows, The American Bus Association Marketplace in Grapevine, Texas, and Bank Travel in Jacksonville, Florida.

The American Bus Association (ABA) promotes relationships between North American motor coach and tour companies and all related segments of the travel and supplier industries. The association also promotes travel by motor coach to consumers. ABA represents approximately 950 motor coach and tour companies in the U.S. and Canada.

At this year's ABA marketplace, operators indicated their interest in finding new locations for their customers.

Bank Travel is an organization that serves as a network between destination marketing organizations and tourism suppliers with bank loyalty programs across the United States.

This spring, Travel Manitoba staff attended Spotlight Canada, an international travel marketplace held in the United Kingdom. This show brings provincial destination marketing organizations and suppliers from the Canadian provinces to the U.K. to meet with tour operators, travel agents and Canada specialists to share product information.

Staff also attended ITB Berlin, a marketplace composed of exhibitors representing the entire spectrum of the worldwide tourism industry. The marketplace attracts more than 10,000 exhibitors from 180 countries and regions.

Rendez-vous Canada 2007

Rendez-vous Canada (RVC) is an annual international travel trade marketplace staged by the Tourism Industry Association of Canada, in cooperation with the Canadian Tourism Commission, provincial, territorial, municipal authorities and the private sector. RVC is one of the most productive marketplaces for the buying and selling of Canadian tourism products to international tour companies.

The structure is based on 12-minute face-to-face meetings between travel promoters and the travel companies. Five open marketplace opportunities are also scheduled, which allow sellers to approach buyers to book more appointments.

Travel Manitoba's partners for Rendez-vous 2007 include The Great Canadian Travel Company, Riding Mountain Nature Tours/Churchill Nature Tours, Churchill Wild, Destination Winnipeg and Frontiers North, as well as first-time partners Webbers Lodges, Hecla Oasis Resort, Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), The Manitoba Museum, Neultin Fly-in Lodges and the Royal Canadian Mint.

This year, RVC is being held in Quebec City, April 28-May 2.

Adventure packaging workshop proves popular

MORE THAN FIFTY Manitobans from all sectors of the tourism industry traveled to Winnipeg for a one-day workshop on adventure travel and ecotourism packaging.

Jim Mallman, President of the U.S. Watchable Wildlife organization, opened the meeting with a discussion about market demand in the United States. He also explained how to develop market-ready products based on the Grackle Junction model of community involvement. Created in 2002, the model evaluates the tourism potential of an area through a ten-step resource assessment and then develops a wildlife tourism enhancement plan by creating a network of interested groups.

Martin Walter, from Marketing Services International, followed with a discussion on working with international travel trade and

providing commissionable product. Marketing Services International represents Manitoba in the German-speaking European marketplace.

Joe Veneto of Opportunities Unlimited, a management company that works to develop the tourism industry, spoke about packaging concepts, pricing and using the Internet to market in North America.

Participants were then divided into four working groups, which included the North, Southeast, Interlake, Parkland and Winnipeg hub. Seven packages were developed from these working groups.

Just say Map me!

Travel Manitoba will launch a pilot interactive digital mapping system next month, in coordination with the distribution of the General Vacation Free Standing Insert (FSI).

Maps are continually at the top of requested services on the Travel Manitoba main consumer website. However, travelmanitoba.com is currently "driven" by side menus and searches, as are most other encyclopedic portals. With the advent of affordable mapping capabilities, we can begin shifting the browsing experience to layered maps for access to product and operator information.

Currently, the pilot is available to FSI participants. Partners who sign-on for the web mapping option with each FSI will have their properties featured with buttons – links to their relevant map showing location and featuring package information.

The web-mapping initiative will be expanded in 2008 to include sector and regional layers.

Other future features of the program may include:

- Options for video posting
- Additional segmentation by sector (ie. golf course maps, maps of Star Attractions, etc.)
- Mobile-optimized mapping content that works with cell phone browsers
- Focused information for pass-through traffic to draw visitors off the highway

To find out more about this exciting opportunity, or to view an on-line presentation, contact:

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Don Lamont,
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winnipeg
TOUR CONNECTION

New team to market city and province

THE LAUNCH of a new marketing approach will use a team effort to promote group tour products to the travel trade.

Winnipeg Tour Connection will work to create demand for Winnipeg and provincial group tour businesses by using a unified, cooperative sales approach.

Led by Destination Winnipeg and in partnership with Travel Manitoba and the Casinos of Winnipeg, the initiative allows tourism businesses to work together to leverage their marketing efforts.

Businesses that join the group pay a fee ranging from \$500 to \$1,250, depending on capacity, and are invited to take an active role on a working committee. Target markets will include tour operators, group planners, bank incentive program leaders and travel agents in Minnesota, Saskatchewan, north-western Ontario and Thunder Bay.

Specific tactics the group will undertake include organizing marketplaces and special events, creating mailers, e-mail blasts and printed marketing pieces and coordinating team sales calls. Familiarization tours and relationship building with the travel trade will also be a focus of the initiative.

To date, 23 partners have signed on with the marketing group, including The Manitoba Museum, The Forks Market, Royal Canadian Mint, Lower Fort Garry, Prairie Dog Central Railway, Oak Hammock Marsh, Assiniboia Downs, Winnipeg Art Gallery, Holiday Inn South, Canad Inns-Club Regent, Travelodge Winnipeg East, Delta Winnipeg, Best Western Charterhouse, Great Canadian Travel Company, Heartland Travel and Tours, Royal Crown Restaurant, Ichiban Restaurant, Folklorama, Festival du Voyageur and Tourisme Riel.

If you are interested in learning more about the Winnipeg Tour Connection partnership, please contact **Jill Lusty** of **Destination Winnipeg** at **954-1989** or e-mail jill@destinationwinnipeg.ca.





Spotlight on Judy Murphy

*Manitoba has always been home,
and she wouldn't have it any other way.*

JUDY MURPHY believes that all Manitobans have the right to brag.

"We have so much to offer – an unparalleled lifestyle, great careers, diverse activities, fantastic wildlife and enthusiastic, energetic people," said Murphy, Chief Operating Officer of the Royal Winnipeg Ballet (RWB).

"I feel so fortunate to live in such a wonderful place and I'll never leave."

As Chair of Travel Manitoba's Leisure Industry Advisory Committee (IAC), Murphy leads a group of tourism industry members as they discuss current and future marketing opportunities for the province. Created in 2005, Murphy says the committee has achieved a great deal in a short time.

"The committee structure allows industry to debate strategies, discuss historical precedence and make recommendations to Travel Manitoba staff."

Murphy says she enjoys working with fellow committee members because they're always a lively bunch.

"Everything is on the table for discussion and we've been able to provide feedback to Travel Manitoba in key areas, such as priority markets, industry's experience with current tourism trends and promotional tools and partnerships."

Currently, the Leisure IAC is examining trends related to group travel, including how best to market Winnipeg and the province to bank incentive program planners and other specialty groups.

"We want to make sure to look at future trends, because the tourism industry turns on a dime and we want to be ready for the next development."

Murphy's tremendous dedication to the province is also made evident by her commitment to other business and development groups.

In addition to her busy schedule over-seeing all of the RWB's operations, Murphy serves on the Premier's Economic Advisory Council, the Crown Corporations Council of Manitoba and the board of the Winnipeg Chamber of Commerce.

Murphy shrugs off suggestions that the time she puts in is beyond the call of duty.

"I do it because I want to see our province flourish," she says. "When I'm visiting another province, I want to hear people say fabulous things about Manitoba."

Murphy also served on the Minister's Advisory Council that helped draft Travel Manitoba's Business Plan when the organization changed from a government department to Crown agency in 2005.

Murphy sees a real difference in the way Travel Manitoba functions today.

"The organization is more flexible and responsive, which is key in an industry that changes so rapidly," she explains.

"Travel Manitoba has really helped pull together the province's image and positioning. Marketing efforts are evolving from selling Manitoba as purely a destination to selling it as a location with outstanding experiences and fantastic marquee events."

Still, Murphy feels there is more work to be done to get Manitoba to the top of the leisure tourism list.

"Growth in leisure travel will depend on increased specialization," she says.

"Instead of trying to be all things to everyone, we'll have more success if we concentrate on promoting major events and attractions. We'll need to be open-minded and creative as we go forward, because success might depend on changing our existing strategies and activities."

But Murphy remains undaunted by any of the challenges ahead.

"Between Travel Manitoba's expert staff and the continued work of the industry, I have no doubt we'll get there."

Mark your calendar

JUNE 2007

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY 2007

Su	Mo	Tu	We	Th	Fr	Sa
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04

Tourism Week

June 4-10, 2007

Don't forget to start planning for national Tourism Week. The annual, country-wide celebration aims to increase the profile of Canada's \$62.7 billion tourism industry among the media, general public and governments at all levels. Coordinated by the Tourism Industry Association of Canada (TIAC), it provides a focal point for activities organized by provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses and other partners.

Check the Travel Manitoba website at www.travelmanitoba.com for more details on Tourism Week Activities.

German Canada Specialists Familiarization (FAM) tour

June, 2007

Ten German travel specialists, certified by the Canadian Tourism Commission for having specific knowledge about planning vacations to Canada, will visit Manitoba for a FAM tour this summer. Possible stops include Hecla Island, Riding Mountain National Park, Spruce Woods Provincial Park, Steinbach and the Whitewater/Turtle Mountain area. The tour will finish with a stop in Winnipeg at The Forks.

Two Nations "Cultural Casserole" (FAM) tour

June 20-23, 2007

Travel Manitoba and Minnesota Tourism will host a FAM tour for operators under the Two Nations promotional initiative, a cooperative marketing approach between Minnesota, South Dakota, North Dakota and Travel Manitoba. The goal of the initiative is to encourage the U.S. travel trade to promote motor coach trips that include stops in the U.S. and Canada, allowing visitors to experience "two nations" in one tour.

The Manitoba portion of the FAM tour will focus on the province's multiculturalism and will give operators the opportunity to see rural attractions, including Selkirk's Marine Museum, Gimli's New Iceland Heritage Museum, the Lake Manitoba Narrows, Riding Mountain National Park and Minnedosa. Winnipeg will also be on the itinerary, with stops at The Manitoba Museum, The Forks and Riel House.

United Kingdom Canada Specialists Familiarization (FAM) tour

July 1-5, 2007

The Canadian Tourism Commission (CTC) and Air Canada are partnering with Travel Manitoba to bring in five tour operators and one CTC staff member from the U.K. The tour will include a stay in Winnipeg and the opportunity to take part in Canada Day celebrations. The trip will also include a visit to Churchill and provincial wildlife viewing areas.

Team Winnipeg

Team Winnipeg, a group of 48 local tourism partners, will attend the Ottawa Sales Blitz April 30 to May 4 and will host a Winnipeg FAM tour for meeting planners June 10-12. Comprised of hoteliers, attractions and destination management companies, Team Winnipeg works to market Winnipeg as an exceptional place to hold meetings and conventions. Mark Clarke, Customer Relations and Promotions Manager, was recently named Travel Manitoba's representative on the team.

Destination Winnipeg Inc. Annual General Meeting

May 17, 2007

Radisson Hotel Winnipeg Downtown, 11:00 am - 1:00 pm

The Manitoba Voyageur is produced quarterly by **Travel Manitoba** to keep industry informed of trends and events affecting the province's tourism industry.

Please send your comments or questions to **Linda Deger**, Editor

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