

MANITOBA

Voyageur



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MARKETS**

GERMANY, JAPAN, U.S. AND MORE!

**PERFORMANCE
UPDATE & OUTLOOK**

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IN THE COUNTRY, CONFERENCE BOARD REPORTS.

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MESSAGE

FROM THE PRESIDENT & CEO

As we near the close of 2006, Manitoba's tourism industry has not only held its own, but appears well positioned to make further gains in the coming year.

In fact, The Conference Board of Canada's *Travel Markets Outlook* reports that Manitoba posted the third strongest overall tourism growth in the country since 2002, trailing only Quebec and Alberta.

For the next three years, the forecasts are equally robust, although visits from the U.S. will likely continue to decline through 2008. But Manitoba is not alone. Throughout Canada, prospects for increased U.S. visitation are clouded by concerns and confusion surrounding the U.S. Western Hemispheric Travel Initiative.

Starting January 23, 2007 the Department of Homeland Security will require all travelers arriving by air, including U.S. citizens, to have passports or other secure documents. As early as January 2008 the requirement will extend to land and sea travel. This is particularly onerous for border communities with high volumes of two way vehicle traffic. While the U.S. government has recently announced the approval of a lower cost "People Access Security Service", or PASS card, as an alternative to a passport, it's not known when this will be implemented, or how widely it will be used by travelers.

Travel Manitoba has been working with the province and several international industry border coalitions seeking clarity and consistency on the new regulations. Once definite time frames are established, we will work with these coalitions and our industry partners to promote awareness of the new border access requirements to potential U.S. visitors.

Concerns have also been widespread over the recent Federal government decision to eliminate the GST Visitor Rebate Program. This program provides GST rebates for goods exported from Canada by non-residents, short-term accommodation, certain tour packages for non-residents, and some property and services used in the course of conventions.

This decision will have adverse affects on Manitoba's ability to compete in the meeting and convention and international tour package sectors, as the GST Rebate program is an important selling tool to bring global meeting and convention and group tour business to Canada, and to the province.

Travel Manitoba has been actively supporting the Tourism Industry Association of Canada to have this decision revisited and overturned. Manitoba's Minister of Culture, Heritage and Tourism has also written his federal counterpart expressing concerns on behalf of Manitoba tour companies. The federal government has recently expressed a willingness to review this decision.

Our planning for continued growth and new initiatives well under way. With the help and advice of our Board and Industry Advisory Committees, I am confident that we can meet or exceed the Conference Board growth forecasts. The potential exists for tourism in Manitoba to grow to a \$2 billion industry by 2010, an exciting prospect!

On behalf of Travel Manitoba management and staff, best wishes for a healthy and happy holiday season and a prosperous New Year.

Hubert Mesman
President and CEO

TRAVEL MANITOBA'S 2007 MARKETING CAMPAIGN OFFERS PARTNERSHIP OPPORTUNITIES GALORE!

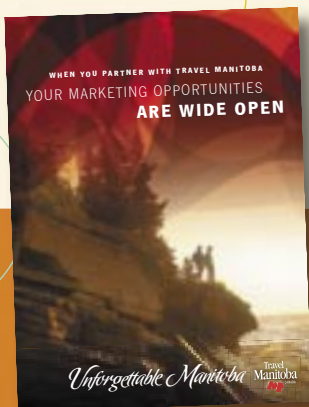
This fall, Travel Manitoba rolled out its 2007 marketing campaign with more ways than ever for the tourism industry to participate.

By working together with industry operators, Travel Manitoba is able to extend the reach and impact of its marketing efforts. In turn, operators with limited marketing funds can benefit from the cumulative effect these efforts have in our primary markets.

“By working with Travel Manitoba and Destination Winnipeg, we are able to target more distant markets, because the reality is we are a non-profit organization”, says Josee Vaillancourt, Director of Marketing and Communications for *Festival du Voyageur*. “Our promotional budget is small; as a result, we depend greatly on their support to target niches like northwest Ontario, North Dakota, Minnesota and Saskatchewan”.

Some of the highlights of this year's marketing opportunities include:

Free Standing Inserts: Building on the success of last year's campaign, these inserts highlight key tourism experiences and newly created travel packages. A key component of the program is the unique microsite associated with each FSI, linked to Travel Manitoba's main website, for example, www.unforgettablefishing.com. The microsite allows for tracking of inquiries and links back to participants' own websites.



Six FSI's will be produced in 2007:

Fishing	January
General Vacation	April
Golf	May
Outdoor Adventure	June
Culture	September
Winter	November

NEW! WEBSITE MAPPING: New this year, Travel Manitoba will be expanding its Web based marketing opportunities through the development of interactive maps, similar in nature to Google maps.

NEW! CULTURAL "PR ROADSHOW"

In conjunction with the Royal Winnipeg Ballet's tour for *The Messiah*, Travel Manitoba will host a "Manitoba night" in Saskatoon. This critically acclaimed ballet is the perfect setting to showcase Manitoba's rich culture and heritage.

NEW! DIRECT MAIL TO LONG HAUL

U.S. MARKETS Key states of California, Florida, Texas and Washington will be targeted with a fishing direct mail postcard, as will birdwatching enthusiasts in Florida, Colorado, Texas, and California. All 2006 "Master Angler" award recipients will also receive a mailing enticing them to return to the province.

THE TRAVEL VALUES CARD: NOW AVAILABLE ALL YEAR LONG!

The core of our domestic campaign is the Travel Values Card program, re-designed in 2006 to be simpler to use and more portable, yet still offering valuable, standardized discount offers at attractions, accommodations, restaurants, outdoor activities, shops and services.

To build shoulder season traffic, the Travel Values Card program now runs all year long, and once again, Travel Manitoba has partnered with CAA Manitoba, CTV and the Winnipeg Free Press for the distribution and promotion of 200,000 Winter Travel Values Cards.

NEW OPPORTUNITIES IN

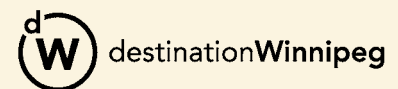
VISITOR SERVICES Travel Manitoba operates travel information centres at six key locations around the province, four seasonal centres at inter-provincial border entry points, and two year 'round centres in Emerson, Manitoba (the U.S. entry point to Canada on Highway 75) and the Explore Manitoba Centre at The Forks in Winnipeg.

In 2005, Travel Manitoba counselors responded to over 240,000 walk-in visitors and provided travel counseling sessions to an additional 58,000 visitors.

New opportunities for partnership in the Visitor Services area include showcasing a product or service at any of our travel information centres, on a year round or seasonal basis, and advertising opportunities in our Visitor Inquiry Fulfillment Kits.

These are just a few of the opportunities available. If you did not receive a complete Marketing Partnership Opportunities package in the mail, call Lilian Tankard at (204) 927-7821 or Don Lamont at (204) 927-7820.

We're looking forward to an exciting and prosperous tourism year and welcome all industry members to join us!



“By working with Travel Manitoba and Destination Winnipeg, we are able to target more distant markets, because the reality is we are a non-profit organization”, says Josee Vaillancourt, Director of Marketing and Communications for *Festival du Voyageur*.

MANITOBA TOURISM INDUSTRY CONTINUES TO BE SOLID

In its latest report (Autumn 2006), The Conference Board of Canada reports that Manitoba's tourism industry has registered the third strongest growth in the country since 2002, trailing only Quebec and Alberta.

Despite declines in the U.S. market, total expenditures by overnight visitors are forecast to increase by 5.9% for 2005.

- Direct entries (1+ nights) from the U.S. to Manitoba down 6.5% in the first 9 months of 2006.
- Comparable decline to all of Canada (6.1% YTD).
- Same day traffic down 5.2% YTD for Manitoba and 4.0% for Canada.
- Likely factors: Rise in Canadian dollar, passport confusion, competition from other jurisdictions.

Source: Statistics Canada, *International Travel*, Sept. 2006



STRONG M & C MARKET KEEPS HOTELS HOPPING

Manitoba's meeting and convention sector saw the province host 204 conventions in 2006, with 58,000 delegates generating \$50 million in spending.*

Hotel Occupancy Rates
(YTD as of August 2006):

- +1.3% in Manitoba
- +0.4% in Winnipeg
- +3.6% in Brandon
- +4.1% in Rural Manitoba

*Source: PFK Consulting Report, Nov. 9, 2006

PERFECT SUMMER WEATHER YIELDS RECORD NUMBERS

This year the province benefited from one of the driest summers on record, resulting in more campers and festival-goers:

- **CAMPGROUND RESERVATIONS**
Up 30% over last year, due in part to great weather but also to a new, more efficient reservation system unveiled by the provincial government.
- **FESTIVAL ATTENDANCE**
Three Manitoba summer events broke attendance records this year: the Winnipeg Folk Festival, Manitoba Stampede & Exhibition and the Winnipeg Fringe Theatre Festival.
- **AIRPORT TRAFFIC**
Airport traffic was up +4.2% as of August, 2006, and scheduled air travel was up +5.1%.

DOMESTIC TRAVEL CONTINUES TO BE THE MAINSTAY OF THE INDUSTRY

According to The Conference Board, domestic travel will account for the province's tourism industry growth well into 2007.

Growth in total overnight visits is forecast to increase: +2% in 2006; +2.3% in 2007.

Domestic growth: +2.6% in 2006; +2.6 in 2007. Factors responsible for this growth include:

- Increases in wages/earnings
- \$300 million in provincial highway spending
- Lower gasoline prices
- Strong corporate travel (mining/commodities sector) and meetings & conventions
- Growth in visitation from Ontario due to a strong economy

INTERNATIONAL TRAVEL CONTINUES TO BE A CONCERN

The U.S. market is expected to continue its decline, by 4.3% in 2006 and 1.9% in 2007.

Total Expenditures: While spending is forecast to increase +5.1% in 2006, it is forecast to decelerate to +3.4% in 2007, largely due to a reduction in the number of high-spending American visitors.

Overseas travel is expected to remain steady, with declines of 0.2% in 2006 and an increase of +3.1% in 2007.

Source: The Conference Board of Canada; *Travel Markets Outlook*, Autumn 2006

MEDIA RELATIONS

The goal of Travel Manitoba's Media Relations is to build positive relationships with key media through aggressive outreach involving communication materials, media marketplaces and events, as well as through the Travel Manitoba News Bureau and Media Tour Program. The Media Relations program supports Travel Manitoba's core mandate of stimulating innovative, sustainable tourism growth in Manitoba.

HIGHLIGHTS OF THE PROGRAM FOR 2006 INCLUDE:

- **136** individual media on **99** projects (including seven group media trips) have been hosted.
- **\$4.1 million** in equivalent ad value has been leveraged.
- Almost **40 million** impressions in North America, Germany and the U.K. have been delivered.
- 76% of the coverage has been directly in, or including, our primary markets.

SOME OF THE RECENT FEATURES ON MANITOBA INCLUDE:

- **“Watching Whales: Tons of Fun”**, on snorkelling with beluga whales, appeared in the *Cincinnati Enquirer* and *CincinnatiEnquirer.com*.
- **“Wonderful Winnipeg”**, appeared in *Highways*, an RV publication with a North American circulation of 1 million.
- **“Eat, drink and be prairie”**, on Manitoba cuisine, appeared in *Canadian Geographic Travel*.
- Three articles written in French - **“Winnipeg, Capitale des Millionnaires”**; **“Saint-Boniface, le Foyer Francophone de la Province”**; and **“Métis et Bretons du Lac Manitoba”** - appeared in five-page features in *Le Journal de Quebec* and *Le Journal de Montreal* Week-End editions.

This quarter alone, Travel Manitoba's Media Relations team designed, organized and hosted four group media trips and dozens of individual media trips. In fact, the number of travel communicators visiting Manitoba this year is at an all-time high.





Falcon Lake Golf course pro Sandy Kurceba tees up off Mark Clarke of Travel Manitoba during a Golf Greens & Blues Media Trip in June. Travel Manitoba will go to any ends to accommodate the needs of our golf writers.

GOLF GREENS AND BLUES MEDIA TRIP SUITS TRAVEL MANITOBA TO A TEE

In June, five golf writers converged for a few days to experience golfing at top-notch, distinctive courses close to Winnipeg and experience blues music during the Jazz Winnipeg Festival. Courses included Falcon Lake Golf Course and the Links at Quarry Oaks. Donna Carter, one of Canada's major female golf writers, raved about the desert nine at the Links. Cynthia Boal Janssens, who writes for *AAA Michigan Living*, was up from Michigan. Writer-photographer team Ray and Toshi Chatelin syndicate their own features and also write for outlets including *Hemispheres* and *eTurbo News*. Elle Andra-Warner from Thunder Bay was on assignment for Bearskin Airlines' inflight *Bear Country*.



GERMAN MEDIA FISHING TRIP LURES TOP OUTDOORS WRITERS

In September, a fishing media trip to Molson Lake Lodge and Pine Island Lodge for German media included Frank Schlichting from *Angelwoche*, a publication based in Hamburg; Markus Heine of *Fisch & Fang*; freelancer Claus Mittmann on assignment for Austrian magazine *Abenteuer Fisch*; and Thomas Wendt of *Raubfisch*, a bi-monthly publication. Combined, the projected value of the articles will reach 30,000 Euro (\$43,000) minimum.

TRAVEL MEDIA ASSOCIATION OF CANADA BOARD WOWED BY WINNIPEG

In July, Travel Manitoba, Destination Winnipeg, The Fairmont Winnipeg and other partners joined forces to showcase the best of Winnipeg during the time the board held its meeting. Twelve members, including journalists from Vancouver, Toronto and Calgary, rocked at the Winnipeg Folk Festival, noshed at Glutton's, roamed the Corydon strip, raved at a Winnipeg Art Gallery exhibit and were generally exposed to Manitoba's energy and attractions. The summit was an excellent way of exposing the members, many of whom had never been to Manitoba, to our *je ne sais quoi* for future consideration in Travel Media Association of Canada Annual Conference bids.

The Travel Media Association enjoys the Winnipeg Art Gallery.



WHALE OF A TIME NO FLUKE

In July, six German journalists experienced whale viewing in Churchill as well as the history, culture and ecology of the area. Escorted by Jens Rosenthal, Manager Cross Promotions, Canadian Tourism Commission (Germany) and Ingrid Butenschon, Group Tour Coordinator, Frontiers North, the group also experienced whale viewing at Seal River Heritage Lodge. Highlights included paddling in see-through kayaks with Sea North Tours and seeing polar bears while hiking with Nature 1st on the tundra.

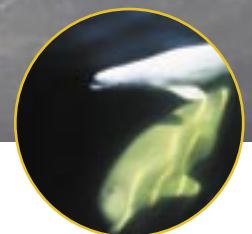
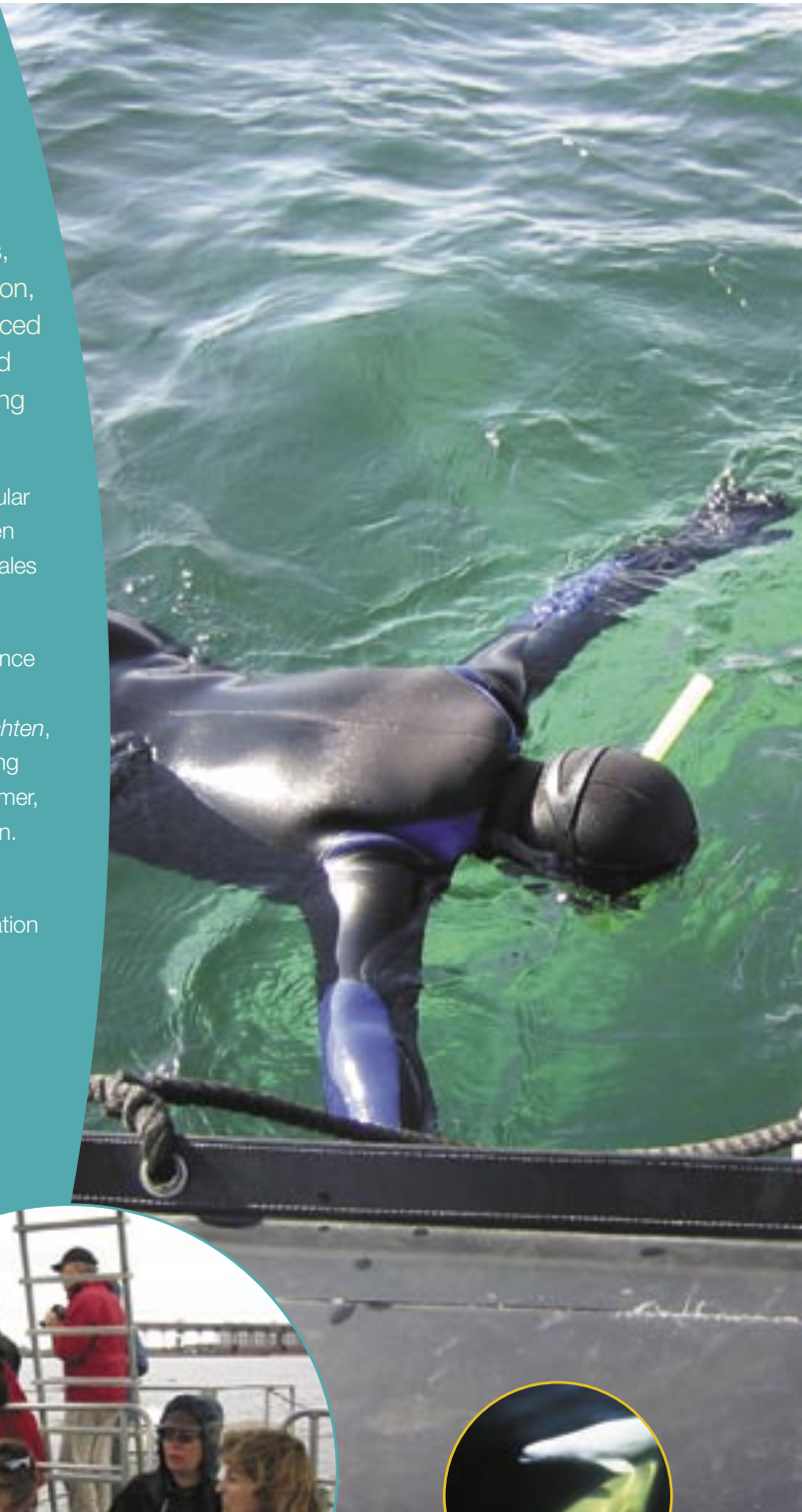
Jens Rosenthal said the journalists were overwhelmed with the “spectacular scenery and warm-hearted people.” Karin Walz, freelance writer, said even the whales emulated our Friendly Manitoba license plates. “When the whales look at you, it opens your heart and mind – a moment I’ll never forget.”

Juergen Mladek’s article came out in September in *Berliner Kurier*. Freelance writer Karin Walz sold her story to two major publications in Germany: a two-page spread in the Sunday travel edition of *Schwaebische Nachrichten*, a high-circulation regional paper as well as to *Trekker Magazine*. Also along were Christina Martin, Frank Weiffen, Detlef Dowidat, and Johanna Stummer, all writers for major dailies. Combined circulation for all exceeds 1.5 million.

The media trip was part of a partnership between Travel Manitoba, the Canadian Tourism Commission and the Whale and Dolphin Conservation Society that also included a featured whale viewing website in Germany.

For more information on Media Relations programming, 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



German journalists come nose to nose with beluga whales at Churchill.

JAPANESE Canada Specialist FAM

JULY 17-23, 2006

BY DENÉ SINCLAIR

In July, Travel Manitoba partnered with the Canadian Tourism Commission to host Canada Specialists from Japan in Manitoba. The Canada Specialist Program is a travel agent training program implemented by the Canadian Tourism Commission in various countries to create local extensive knowledge on Canadian tourism products. All participants had previous history traveling extensively throughout Canada, but had never explored Manitoba.

Seven Canada Specialists landed in Winnipeg with Mayumi Suda, Sales Assistant for the Canadian Tourism Commission in Japan.

The week was an exciting one with many highlights, from betting on races at Assiniboia Downs and presenting to the winner of a race named in their honour, to seeing the vibrant yellow canola fields and blue flax flowers throughout southern Manitoba.

The group was delighted with early morning sightings of moose, elk, coyotes and deer in Riding Mountain National Park and the natural beauty of Churchill's open tundra. And, as they were surrounded by the peaceful beluga whales in Hudson's Bay, the group was rendered truly speechless.

No visit to Winnipeg would have been complete for these Canada Specialists without a trip to Assiniboine Park Zoo where dozens of photos were taken with the *Winnie the Bear* statue.

Since their trip here, the agents have been presenting our beautiful province as a travel destination to school groups and clients in Japan.

I could have a great time in Manitoba. Really Unforgettable Manitoba!! Manitoba was much more beautiful than I expected.

Tomoko Shimoi

The week was really "unforgettable"!! We have never seen the prairie, the tundra, the animals lived there, nor the field with canola and flax. I will return to Manitoba, I promise!!

Toshiko Iijima

The tour was a very memorable and exciting one.

Satoi Kariya



From north to south,
Canada Specialists from
Japan explore our province.



mmm Manitoba!

Cuisine Canada National Culinary Conference Pre-Conference Experiences

This past September, the Cuisine Canada National Culinary Conference was held in Winnipeg. Attracting local, national and international food media, culinary professionals, chefs, restaurateurs and food producers, the conference immersed its delegates in regional culture and cuisine.

Travel Manitoba hosted cuisine and travel media to cover food experiences related to three pre-conference tours. Media included Chris Johns from *enRoute*, Air Canada's award-winning inflight magazine; Margaret Webb, for *Canadian Geographic*; Dee Hobsbawn-Smith for *www.curiouscook.net*; *Globe & Mail*; among others.

This influential group of delegates were introduced to the distinctive culture and unique beauty of the province.

On the Forest Highlands and Western Ranches tour, a cuisine learning adventure designed and delivered by Earth Rhythms in partnership with the Elkhorn Resort & Solstice Spa at Riding Mountain National Park, Manitoba, delegates experienced tastes of organic heirloom tomatoes and mints, grass-fed elk and grass-fed bison. The experience was enhanced with Anishinabe drumming, yoga, mineral pool soaks, dawn wildlife viewing and a GPS adventure quest.



The experiences went beyond food.

Judson W. Simpson, executive chef of the House of Commons found the experience truly memorable because he saw a moose in the wild for the first time in his life. Chris Johns, food writer for *enRoute*, Air Canada's inflight magazine, said the program had a level of sophistication beyond what he expected.

The Wetlands and Wild Rice Aboriginal Cultural Experience highlighted Oak Hammock Marsh Interpretive Centre, one of Canada's great wetlands; a modern wild rice operation; and a traditional Aboriginal lunch of bison and bannock. Days later, food and travel writer Cinda Chavich said "I have already spoken about the wild rice harvest on my CBC radio food column."

The Prairie Grasslands and Bison Herds Tour got participants up close and personal with bison, and featured food development centres and grain farms. Barbara Santich, Gastronomy Program Head at the University of Adelaide, raved about this "authentic" prairie experience.



Conference delegates discover the delights of Manitoba's regional cuisine.

TRAVEL MANITOBA HOLDS FIRST ANNUAL GENERAL MEETING

Over 100 business leaders, tourism operators and government representatives gathered at Travel Manitoba's inaugural Annual General Meeting on September 21 at IMAX Theatre.

Board Chair Paul Robson acknowledged issues such as competition from other destinations, currency and gas price fluctuations as well as confusion around passport entry requirements as challenges that face Manitoba in its efforts to retain and grow tourism market share.

But with its first year operating as a Crown corporation now complete, Travel Manitoba's President and CEO Hubert Mesman reflected on the progress and achievements of the corporation.

"In our first year, we doubled our revenues, leveraging over \$600,000 in industry investment to support our marketing and product development initiatives. With industry support, the corporation has been able to expand the reach of its annual marketing campaign and make marketing dollars go further," said Mesman.

Robson noted, "The next few years are important rebuilding and refining years as we head toward the year 2010 – a big year for Canada's tourism industry when all eyes turn to our nation as we play host to the 21st Winter Olympics."

A full copy of Travel Manitoba's Annual Report is available in both French and English on the TI Web at http://ti.travelmanitoba.com/travelmb_msg.html?item=9555



Hubert Mesman,
President and CEO,
Travel Manitoba



Spirited Energy REACHES SUMMER VISITORS IN MANITOBA

MANITOBA STREET TEAM CARRIES BRAND MESSAGE TO TOURISTS

On June 14, more than 400 people attended a highly publicized Spirited Energy brand launch at events in Brandon, Thompson and Winnipeg. Following the launch, the Manitoba Street Team – a group of 12 young people – traveled all over the province to spread the brand message and to find out what Manitobans and visitors thought about our province.

“We were absolutely amazed at the response we received,” said Bob Silver, co-chair of the Premier’s Economic Advisory Committee (PEAC). “We originally planned to have the Street Team attend 35 community events over the summer, but people kept asking for them to show up. By the time the summer was over they had attended over 70 events, and had captured over 4,300 visitors clips of Manitobans and tourists raving about our province.”

SUMMER VISITORS EMBRACE MANITOBA’S SPIRITED ENERGY

“One of the interesting things we noticed was that people from other places, the ones who come here to visit, really love Manitoba,” says Jaclyn Jones, a member of this summer’s Street Team. “They already knew our province was a great place and they wanted to tell us about it.”

That is what’s important to remember about Spirited Energy, says Peter George, President of McKim Cringan George, the company charged with the rollout of the new provincial brand. “We’re not saying anything new about Manitoba. We’re not making this stuff up. We’re simply expressing what’s true. This is a great place, unique, full of energy. Visitors recognize that when they come here. Those of us who live here sometimes overlook those things. It was absolutely fascinating to hear what visitors had to say. It was a view of ourselves from another place.”

REACHING TOURISTS KEY TO SPREADING THE BRAND MESSAGE

Reaching potential tourists is the key, and getting the Spirited Energy brand message across to them, wherever they are, is an important component of the branding project. Since the launch of the Manitoba Spirited Energy brand, more than 175 business partners have signed up to be Spirited Energy brand partners. Many of them have begun projects to integrate Spirited Energy patterns and messaging into their own communications efforts.



Manitoba
spirited energy
vibrant d'énergie

ANNOUNCEMENTS

PROVINCE PLAYS HOST TO TWO SUCCESSFUL EVENTS

More than 20,000 visitors from across North America and around the world attended the inaugural *Manito Ahbee Manitoba Aboriginal Festival*, Nov. 2-5 in Winnipeg. The four-day festival celebrated Aboriginal music and culture with five main components: An International Competition Pow Wow, Education Day, Music Festival, Indigenous Marketplace and Trade Show, and the Aboriginal Peoples Choice Music Awards, held at Winnipeg's MTS Centre.

The name Manito Ahbee references a sacred site located in Manitoba's Whiteshell Provincial Park, where First Nations traditionally gathered to share teachings and wisdom. Manito Ahbee means "where the Creator sits".

Winnipeg and the province also earned rave reviews for the successful staging of the *94th Grey Cup* on Sunday, November 19, and the week of festivities that led up to the event.

Great fall weather, a sell-out game, and 15,000 enthusiastic visitors came together and proved Winnipeg's reputation as a premier host is well deserved.

"The Grey Cup proved that Winnipeg has what it takes to be a travel destination – it has the services and amenities to cater to large numbers of people and assure them a good time", said a *Winnipeg Free Press* editorial.

And the fans agreed. "Winnipeg was fantastic. They were great hosts. I've been to other Grey Cups and Winnipeg stacked up with any of them. In my opinion, the Prairie cities far and away do the best jobs," said Brian Aebig, 42, of Toronto.

Phillip Crawley of Toronto said he didn't arrive in the city until Saturday, but he quickly felt the excitement the Grey Cup was generating. "There was a lot of buzz around the place and it was tangible. This was a big occasion and clearly the whole town was up for it."

The economic impact on the city is expected to be between \$30 and \$40 million, according to Kevin Walters, managing director of the 2006 Grey Cup Festival.

The benefits extended beyond city limits, with hotel rooms booked in outlying Selkirk and Portage la Prairie. According to Jim Baker, president and CEO of the Manitoba Hotel Association, many hotels earned more than just room rental revenue by hosting Grey Cup parties, concerts and dinners.

Manito Ahbee Manitoba Aboriginal Festival



The Grey Cup



EVENT ACQUISITION EFFORTS PAYING DIVIDENDS

Travel Manitoba's work with Destination Winnipeg in bidding against other destinations to host meetings, conventions and events has paid off with even more events coming to the province in the coming years:

THE 2007 IIHF WORLD WOMEN'S HOCKEY CHAMPIONSHIP

The Championships will be played in Winnipeg's MTS Centre and the Selkirk Recreation Centre, April 3-10, 2007. The best women hockey players from nine countries will play in the championship, held every year except Winter Olympic Years. Canada has won eight championships.



34TH ANNUAL CANADIAN SPORT AWARDS

Winnipeg will also host the 34th Annual Canadian Sport Awards in March 2007. Presented by the True Sport Foundation, this annual event honours the outstanding achievements of Canada's best amateur athletes.

2008 CANADIAN COUNTRY MUSIC WEEK AND AWARDS

The Canadian Country Music Association (CCMA) recently announced that Winnipeg was chosen as host city for the 2008 Canadian Country Music Week and Awards, to be held September 5-8, 2008. This marks the third time Winnipeg will host Canada's largest country music event.

SPRING 2006 TRAVEL VALUES GRAND PRIZE WINNER

Congratulations to Marjolaine Munz of Winnipeg, winner of the Grand Prize of a hot air balloon ride for four in the CTV Hot Air Balloon. Marjolaine registered her 2006 summer Travel Values Card number for a chance at great weekly prizes along with the Grand Prize. When contacted by Travel Manitoba with the exciting news, Marjolaine exclaimed "I feel like I won a million dollars".

Photo (from left): Diane Kashton (CTV), Marjolaine Munz (Grand Prize Winner), Mark Clarke (Travel Manitoba)





Oak
Hammock
Marsh

Congratulations TO TIAC AWARD WINNERS AND NOMINEES

Congratulations to **Oak Hammock Marsh Interpretive Centre**, winner of the 2006 Tourism Industry Association of Canada's national Business of the Year Award (Single Unit Category), sponsored by Air Canada. Oak Hammock Marsh offers a great environmental tourism experience for all seasons. It features a restored prairie marsh, aspen-oak bluff, waterfowl lure crops, artesian springs, 30 kilometers of trails, and some of Manitoba's last remaining patches of tall-grass prairie – an endangered habitat.

Congratulations also to **Manitoba's Super 8 Motel Winnipeg South**, chosen as a finalist for Excellence in Human Resource Development and **Frontiers North Tundra Buggy® Adventure**, chosen as a finalist in the category of Sustainable Tourism.

The Forks

THE FORKS WINS SOCIETY OF AMERICAN TRAVEL WRITERS PHOENIX AWARD

One of the loveliest public spaces in Winnipeg and a "must see" for any visitor, The Forks was the recipient of a Phoenix Award at the SATW's recent annual conference.

An expanse of riverside property in the heart of downtown Winnipeg, and a meeting place for thousands of years, The Forks is the city's most popular gathering place, attracting nearly four million visitors each year.

"Because tourism leaves permanent 'footprints,' some harmful to the environment, some destroying the reasons for traveling, the Society of American Travel Writers in 1969 created an award to recognize conservation and preservation efforts of individuals and organizations," SATW President Len Barnes said in 1988.

Since then, SATW has recognized conservation, preservation, beautification and anti-pollution accomplishments as they relate to travel. SATW members are invited to nominate individuals, communities, or organizations that have contributed to a quality travel experience through conservation, preservation, beautification or environmental efforts.



NEW FOCUS ON BUSINESS INTELLIGENCE

Travel Manitoba is pleased to announce the establishment of a Business Intelligence Unit responsible for the management of our research and information technology initiatives. Our first year of operation as a Crown corporation has confirmed the need for strong research to support our business plan as well as product development and marketing initiatives. The internet has become the leading source for tourism information and strategic initiatives must consider innovative web-based programming. We believe the re-alignment of research and technology expertise within the Product and Market Development Division will strengthen our strategic planning capacity.

Information Technology Manager Rick Gaunt, (who many of you may know or recognize from his role as editor of the daily Tourism Industry News) has accepted the appointment to manage this new Business Intelligence unit. Key priorities to be addressed include the development of a three year e-marketing plan, research and analysis to support a travel trade strategy, and the establishment of corporate benchmarks to measure success. Research Analyst Yan Cong will support the execution of the research plan.

TOURISM INDUSTRY NEWS... REQUIRED READING!

Travel Manitoba shares industry happenings through its daily Tourism Industry News email. Under Rick Gaunt's development, the number of subscribers to the daily email has grown from its original staff distribution to over 600 subscribers from coast-to-coast. We always like to receive comments about any of our services, such as this one from Jennifer Houiellebecq of the Tourism Planning Group in Vancouver:

"I have now been receiving Travel Manitoba – Tourism Industry News for a number of months. I want to write to say thank you – you do an excellent job at gathering interesting news items and I have found the news page to be very helpful on any number of occasions. I work as a consultant in BC and do a lot of work for Tourism BC, but unfortunately we do not have any such service here. CTC has their "Daily News", but your range of articles tends to be more diverse and "earthy" at times. I like the international section and of course it is a great way to keep an eye on what Manitoba is up to as a province. Keep going and thank you".

Thanks, Jennifer, and we will keep going!

Upcoming Events

TRAVEL MANITOBA EVENTS

Stay tuned at www.travelmanitoba.com for further details in the coming months on the following events:

February 7-9, 2007

2007 Tourism Conference

Delta Hotel, Winnipeg

Travel Manitoba will be hosting its second annual tourism industry conference, a key professional development and networking opportunity for the tourism industry in Manitoba. This year's program will see a return of the very successful mobile workshops format, providing a unique product development learning experience.

If you're interested in new marketing ideas, improving your bottom line, meeting and exceeding customer expectations, and improving your competitive position in the marketplace, you will want to attend!

Designed with a theme of "Mobilize Your Potential", the conference will feature Ken Wong, an award-winning marketing authority and 2006 inductee to the Canadian Marketing Hall of Legends. You won't want to miss this rare opportunity to learn his insights on "the 3M's - Making Money Marketing!"

February 8, 2007

Manitoba Tourism Awards

Delta Hotel, Winnipeg

This gala event recognizes businesses, individuals and organizations that contribute to the promotion of the province as a quality destination, ensure visitors have an exceptional experience, and contribute to the fostering of a professional tourism industry.

Nine awards are presented in the categories of Marketing Excellence, Service Excellence, Partnership, Media, Volunteer of the Year, Aspiring Youth, Aboriginal Tourism, Sustainable Tourism and the Travel Manitoba Award of Distinction.

April, 2007

**Culture & Heritage Packaging Workshop:
"Packaging the Fur Trade"**

Thousands of years ago, birch canoes traveled the Red River, and later, wooden canoes and lumbering York boats carried furs for the Hudson Bay Company and rival Northwest Company. They were followed by boat loads of settlers: Scottish, British, French, and eventually Eastern Europeans and Mennonites, who came seeking land where their families could prosper.

The opportunities to package and promote the discovery of this rich cultural heritage will be explored at an upcoming Packaging Workshop.

Stay tuned to www.travelmanitoba.com for details

MANITOBA TOURISM EDUCATION COUNCIL (MTEC) EVENTS

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