### The Benefits of Tourism

- Diversification of tourism industry infrastructure
- Contributions to the balance of payments
- Increase in tax revenues
- Improved job opportunities
- Improved income of residents
- Improved shopping facilities
- Improved transportation and communications
- Improved medical facilities
- Improved cultural facilities
- Improved recreational facilities
- A feeling of pride
- Favourable changes in our lifestyles
- Improved quality of various services (e.g. hotels, restaurants, shops)

### What TOURISTS spend their money on

- Accommodation
- Transportation & Tours
- Food & Beverages
- Attractions/Events and Entertainment
- Shopping
- Other Services & Facilities

### How the TOURISM INDUSTRY spends its money in the local community

- Wages & Salaries
- Transportation of Goods
  - Utilities, Services (Water, Gas, Electricity, etc.)
  - Food & Beverages
- Provincial Taxes
- Commissions to agents
- Music & Entertainment
- Repairs & maintenance
- Purchase of Stock
- Administrative & general expenses
- Fuel
- Legal & professional services
- Rental of premises
- Capital assets & replacement

### Who Benefits

- Restaurants
- Gas Stations
- Farmers
- Retailers
- Charities
- Travel Agents
- Taxi Drivers
- Theatres
- Galleries
- Manufacturers
- Suppliers
- Delicatessens
- Gift Shops
- Film Processors
- Artists & Pharmacists
- Shopping Centres
- Trucking Companies
- Post Offices
- Engineers
- Clerks
- Pilots
- Car Dealers
- Builders
- Banks
- Wineries
- Mechanics
- Plumbers
- Electricians
- Marine Dealers
- Architects
- Media
- News Agents
- Night Clubs
- Health Services
- Printers
- Butchers
- Cinemas
The World

- $1,245 billion (USD) (2014) Int’l Receipts
- Leisure accounts for 53% of all international travel

The Value of Tourism

Manitoba

- 2.8% of GDP\(^1\) (2014)
- Export revenue is $589.4 million (2014)
- Direct tourism jobs\(^2\) 12,900 (2014)

2014 Total Taxes Contributed by Tourism Wages and Expenditures\(^2\)

- Federal taxes $285.7 million (46%)
- Provincial taxes $276.2 million (44%)
- Municipal taxes $63.2 million (10%)
- Total $625.1 million

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1: Statistics Canada: Real gross domestic product, expenditure-based table (http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ50-eng.htm)
2: Canadian Tourism Research Institute - Tourism Economic Impact Model (TEAM) using 2014 tourism expenditure estimates from Statistics Canada’s Travel Survey of Resident of Canada and International Travel Survey.
<table>
<thead>
<tr>
<th>North American Industry Classification System (NAICS&lt;sup&gt;2&lt;/sup&gt;) Description of Sector</th>
<th>2014</th>
<th>2015</th>
<th>% Change</th>
<th>% Total 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Related Transportation&lt;sup&gt;1&lt;/sup&gt;</td>
<td>1,338</td>
<td>1,401</td>
<td>4.7%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Performing Arts, Spectator Sports and Related Industries</td>
<td>3,812</td>
<td>3,906</td>
<td>2.5%</td>
<td>35.8%</td>
</tr>
<tr>
<td>Heritage Institutions</td>
<td>118</td>
<td>120</td>
<td>1.7%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Amusement, Gambling and Recreation Industries</td>
<td>1,095</td>
<td>1,127</td>
<td>2.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Accommodation Services</td>
<td>1,093</td>
<td>1,071</td>
<td>-2.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>2,847</td>
<td>2,897</td>
<td>1.8%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Travel Arrangement &amp; Reservation Service</td>
<td>400</td>
<td>399</td>
<td>-0.2%</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Total Tourism and Hospitality Related Establishments</strong></td>
<td><strong>10,703</strong></td>
<td><strong>10,921</strong></td>
<td><strong>2.0%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Footnotes:
1 Tourism Related Transportation includes: Air Transportation - Scheduled, Air Transportation - Non Scheduled, Inter Urban & Rural Bus Transportation, Taxi & Limo Service, Charter Bus Industry, Scenic and Sightseeing Transportation.
2 NAICS: North America Industry Classification System.
3 For statistical purposes, an "establishment" is defined as the smallest unit of a company (whether sole proprietorship, partnership, co-operative, corporation, etc.) that is a separate operating entity capable of reporting all elements of basic industrial statistics.
4 A number of changes that occurred for the December 2014 reference period resulted in a significant increase in the total number of businesses in Canada. The changes are made in an effort to be more coherent with our definition. For further information, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".

Visitor Spending & Visitation Overall 2014

**MANITOBA**
- $1,014 Million
- 9,637,000 person visits
- $105 per person visit

**OTHER CANADIAN PROVINCES**
- $319.8 Million
- 958,000 person visits
- $333.8 per person visit

**UNITED STATES**
- $185.1 Million
- 354,000 person visits
- $523 per person visit

**OVERSEAS**
- $84.5 Million
- 78,000 person visits
- $1,083 per person visit

**Total Visitor Spending**
- $1,603,368,000

**Total Visitation**
- 11,027,000

Source: Statistics Canada – Travel Survey of Resident of Canada (TSRC) and International Travel Survey (ITS), Research Resolutions – 2014 Detailed Tabulations.
Visitor Spending & Visitation by Province 2014

Total Visitor Spending
$1,333,786,000

Total Visitation
10,595,000

Visitor Spending & Visitation by State 2014

Total Visitor Spending
$185,093,000

Total Visitation
354,000

Visitor Spending & Visitation by Country 2014

Total Visitor Spending
$84,489,000

United Kingdom
$9,872,000
Germany
$10,414,000
France
$4,690,000
Other Europe
$12,941,000
China
$1,774,000
Australia
$7,735,000
All Other Overseas Countries
$37,063,000

Total Visitation
78,000

United Kingdom
8,000
Germany
7,000
France
5,000
Other Europe
15,000
China
5,000
Australia
4,000
All Other Overseas Countries
34,000