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
Winery
Mechanics
Plumbers
Electricians
Marine Dealers
Architects
Media
News Agents
Night Clubs
Health Services
Printers
Butchers
Cinemas
The World

- $1.4 trillion (USD) (2016) Int’l Receipts
- Leisure accounts for 53% of all international travel

Manitoba
- 3% of GDP\(^1\) (2016)
- Export revenue is $665.5 million (2016)
- Direct tourism jobs\(^2\) 12,470 (2016)

2016 Total Taxes Contributed by Tourism Wages and Expenditures\(^2\)
- Federal taxes $285.3 million (45%)
- Provincial taxes $277.2 million (44%)
- Municipal taxes $66.0 million (11%)
- Total $628.5 million

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 2016 & 2014 tourism expenditure estimates from Statistics Canada’s Travel Survey of Resident of Canada and International Travel Survey.
## Tourism and Hospitality Related Locations in Manitoba

<table>
<thead>
<tr>
<th>Description of Sector</th>
<th>Number of Tourism &amp; Hospitality Related Locations&lt;sup&gt;3,4&lt;/sup&gt;</th>
<th>2015</th>
<th>2016</th>
<th>% Change</th>
<th>% Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American Industry Classification System (NAICS&lt;sup&gt;2&lt;/sup&gt;)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Related Transportation&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
<td>1,401</td>
<td>1,424</td>
<td>1.6%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Performing Arts, Spectator Sports and Related Industries</td>
<td></td>
<td>758</td>
<td>726</td>
<td>-4.2%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Heritage Institutions</td>
<td></td>
<td>103</td>
<td>140</td>
<td>35.9%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Amusement, Gambling and Recreation Industries</td>
<td></td>
<td>737</td>
<td>736</td>
<td>-0.1%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Accommodation Services</td>
<td></td>
<td>814</td>
<td>815</td>
<td>0.1%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td></td>
<td>2,562</td>
<td>2,585</td>
<td>0.9%</td>
<td>37.8%</td>
</tr>
<tr>
<td>Travel Arrangement &amp; Reservation Service</td>
<td></td>
<td>399</td>
<td>416</td>
<td>4.3%</td>
<td>6.1%</td>
</tr>
<tr>
<td><strong>Total Tourism and Hospitality Related Establishments</strong></td>
<td></td>
<td>6,774</td>
<td>6,842</td>
<td>1.0%</td>
<td>100%</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, a "location" is defined as an operating entity, specifically a production entity which a) Conducts economic activity at or from a single physical location or group of locations; b) Resides within the smallest standardized geographical area; c) Is able to provide employment data at a minimum.
4 The information presented in this table does not include unincorporated businesses with less than $30,000 in revenue.
5 Since methodology changes occur with each release of the business register information, please use caution in comparing data between years. For explanation regarding the changes, please refer to the Statistics Canada document, "Definitions and Concepts used in the Business Register".
6 2015 data are derived from CANSIM tables 552-0003 (with employees) and 553-0003 (without employees), while 2016 data are derived from CANSIM tables 552-0005 (with employees) and 553-0005 (without employees).

Visitor Spending & Visitation
Overall 2016

**Total Visitor Spending**
$1,572,195,000

**Total Visitation**
10,565,000

**MANITOBA**
- $906.7 Million
- 9,050,000 person visits
- $100 per person visit

**OTHER CANADIAN PROVINCES**
- $373.8 Million
- 1,044,000 person visits
- $358 per person visit

**UNITED STATES**
- $167.3 Million
- 395,000 person visits
- $424 per person visit

**OVERSEAS**
- $124.3 Million
- 76,000 person visits
- $1,636 per person visit

Statistics Canada International Travel Survey - 2016 Customized Analysis.
Visitor Spending & Visitation by Province 2016

Total Visitor Spending
$1,280,543,000

Total Visitation
10,094,000