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

- $1.6 trillion (USD) (2017) in export earnings
- Leisure accounts for 55% of all international travel

Manitoba

- 3% of GDP\(^1\) (2017)
- Export revenue is $686.2 million (2017)
- Total tourism jobs\(^1\) 20,618 (2017)

2017 Total Taxes Contributed by Tourism Wages and Expenditures\(^2\)

- Federal taxes $301.4 million (45%)
- Provincial taxes $291.5 million (44%)
- Municipal taxes $69.9 million (11%)
- Total $662.8 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 2017 & 2014 tourism expenditure estimates from Statistics Canada's Travel Survey of Resident of Canada and International Travel Survey.
<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>2016</th>
<th>2017</th>
<th>% Change</th>
<th>% Total 2017</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>803</td>
<td>836</td>
<td>4.1%</td>
<td>13.6%</td>
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<tr>
<td>Performing Arts, Spectator Sports and Related Industries</td>
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<td>726</td>
<td>771</td>
<td>6.2%</td>
<td>12.6%</td>
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<tr>
<td>Heritage Institutions</td>
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<td>140</td>
<td>146</td>
<td>4.3%</td>
<td>2.4%</td>
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<tr>
<td>Amusement, Gambling and Recreation Industries</td>
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<td>736</td>
<td>776</td>
<td>5.4%</td>
<td>12.6%</td>
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<tr>
<td>Accommodation Services</td>
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<td>815</td>
<td>797</td>
<td>-2.2%</td>
<td>13%</td>
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<tr>
<td>Food Services and Drinking Places</td>
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<td>2585</td>
<td>2592</td>
<td>0.3%</td>
<td>42.2%</td>
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<tr>
<td>Travel Arrangement &amp; Reservation Service</td>
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<td>223</td>
<td>223</td>
<td>0%</td>
<td>3.6%</td>
</tr>
<tr>
<td><strong>Total Tourism and Hospitality Related Establishments</strong></td>
<td></td>
<td>6028</td>
<td>6141</td>
<td>1.9%</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 2016 data are derived from CANSIM tables 552-0003 (with employees) and 553-0003 (without employees), while 2017 data are derived from CANSIM tables 552-0005 (with employees) and 553-0005 (without employees).

Source: Statistics Canada.
Visitor Spending & Visitation Overall 2017

Total Visitor Spending: $1,643,893,000

- Manitoba: $957.7 Million, 9,715,000 person visits, $99 per person visit
- Other Canadian Provinces: $420.4 Million, 1,160,000 person visits, $362 per person visit
- United States: $142.5 Million, 413,000 person visits, $345 per person visit
- Overseas: $123.3 Million, 110,000 person visits, $1,121 per person visit

Total Visitation: 11,397,000

Visitor Spending & Visitation by Province 2017

Total Visitor Spending
$1,378,109,000

Total Visitation
10,875,000