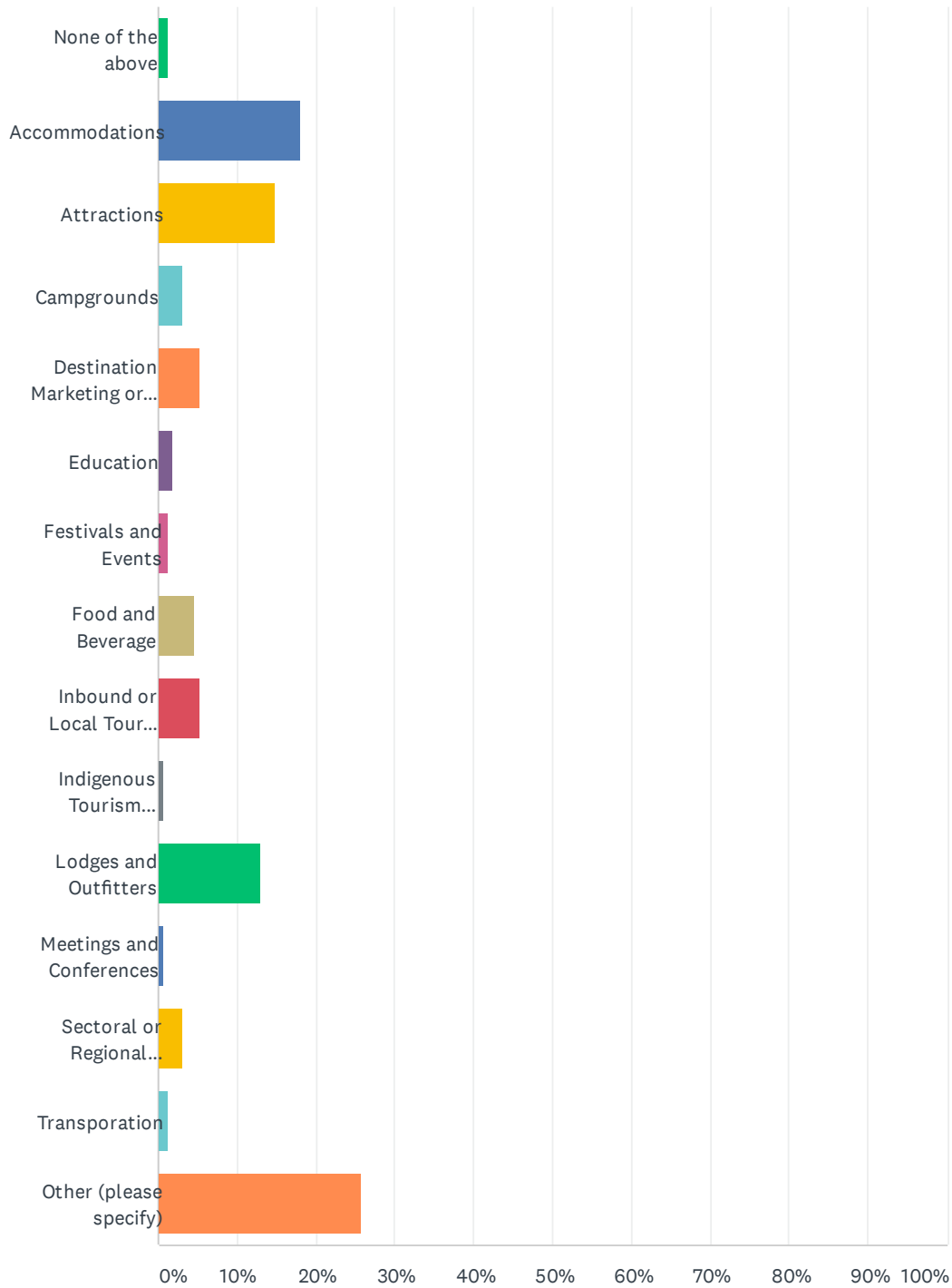


Q1 What is your primary sector?

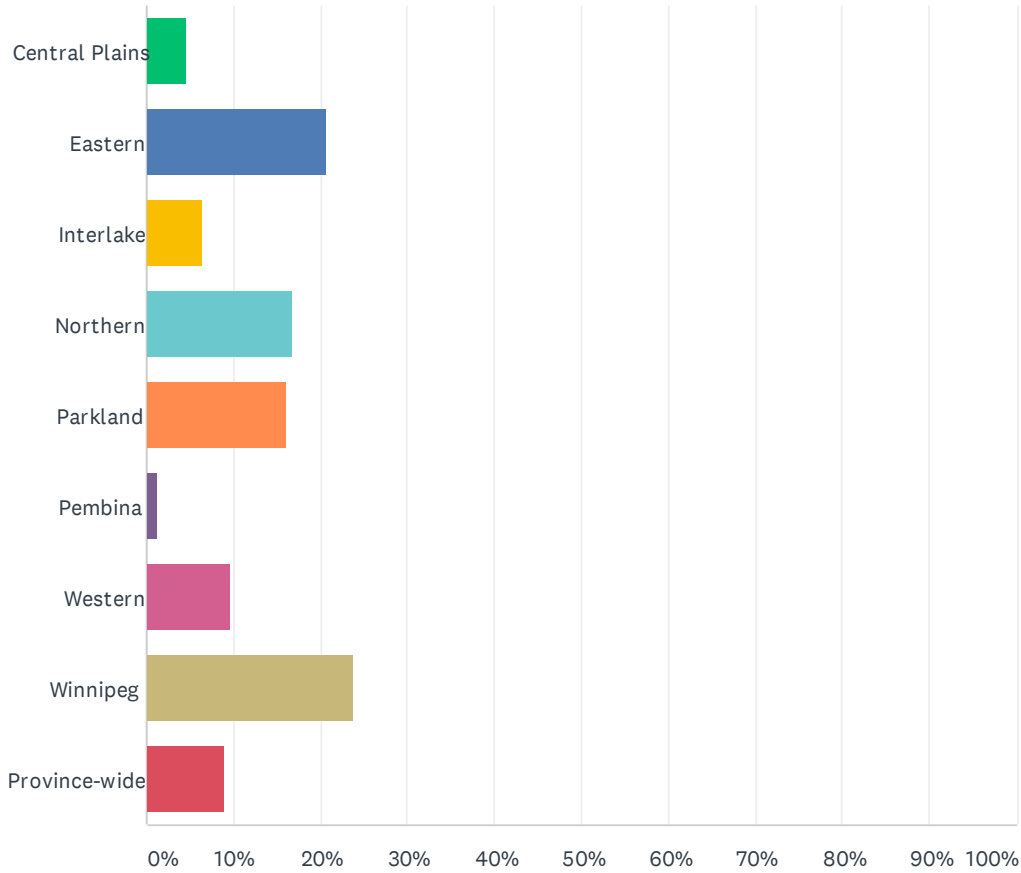
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	1.29%	2
Accommodations	18.06%	28
Attractions	14.84%	23
Campgrounds	3.23%	5
Destination Marketing or Consulting/Advisory	5.16%	8
Education	1.94%	3
Festivals and Events	1.29%	2
Food and Beverage	4.52%	7
Inbound or Local Tour Operator	5.16%	8
Indigenous Tourism Operator	0.65%	1
Lodges and Outfitters	12.90%	20
Meetings and Conferences	0.65%	1
Sectoral or Regional Tourism Association	3.23%	5
Transporation	1.29%	2
Other (please specify)	25.81%	40
TOTAL		155

Q2 What region do you operate in the Province?

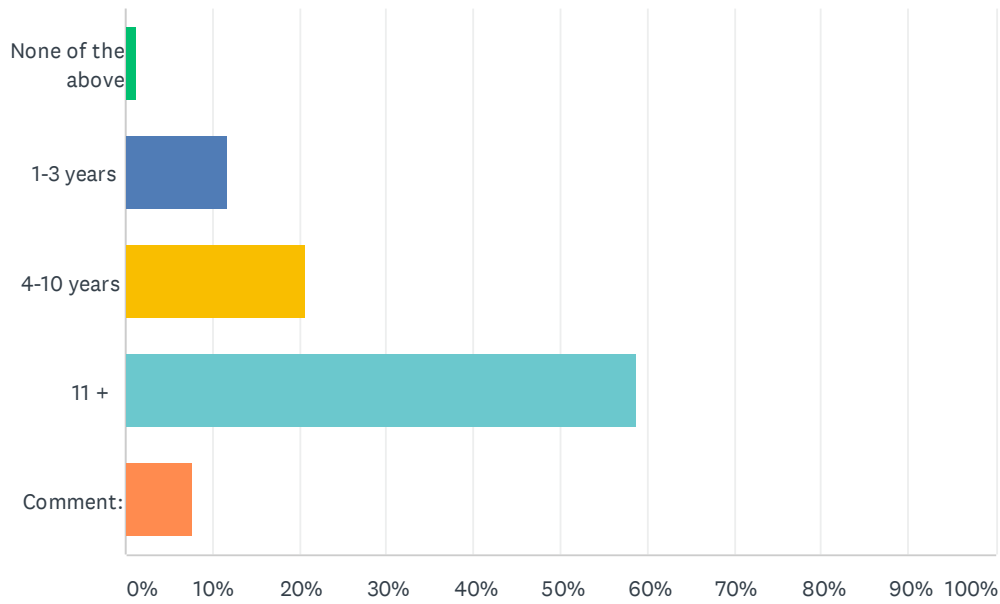
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES
Central Plains	4.52% 7
Eastern	20.65% 32
Interlake	6.45% 10
Northern	16.77% 26
Parkland	16.13% 25
Pembina	1.29% 2
Western	9.68% 15
Winnipeg	23.87% 37
Province-wide	9.03% 14
Total Respondents: 155	

Q3 How long have you been in tourism operator or in business in the province?

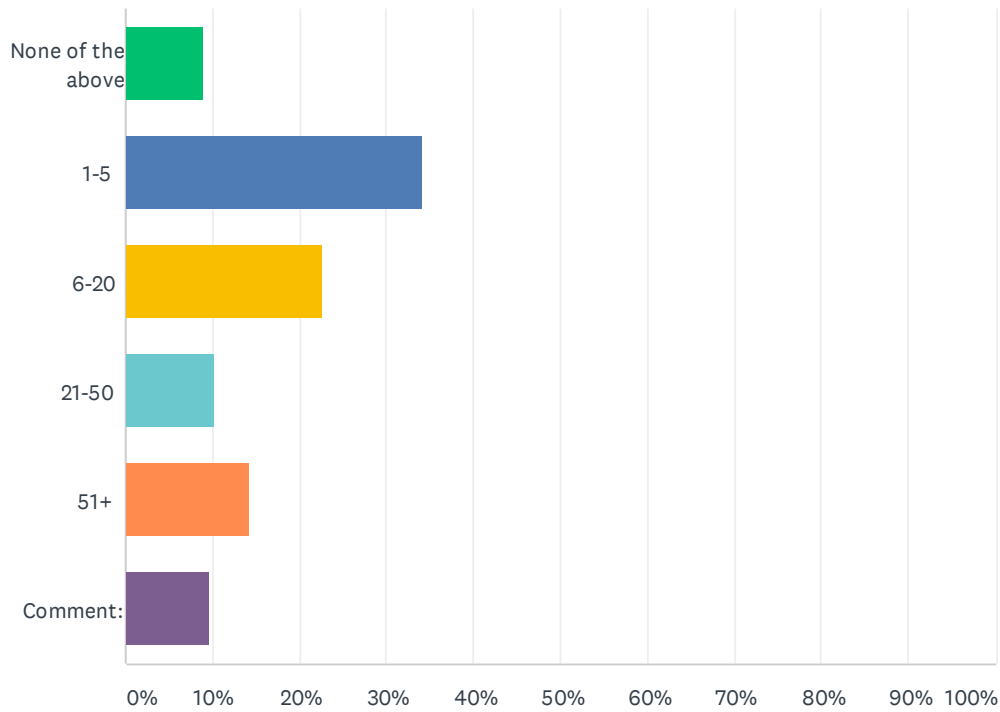
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES
None of the above	1.29% 2
1-3 years	11.61% 18
4-10 years	20.65% 32
11 +	58.71% 91
Comment:	7.74% 12
TOTAL	155

Q4 How many full-time staff or full-time seasonal staff do you employ currently?

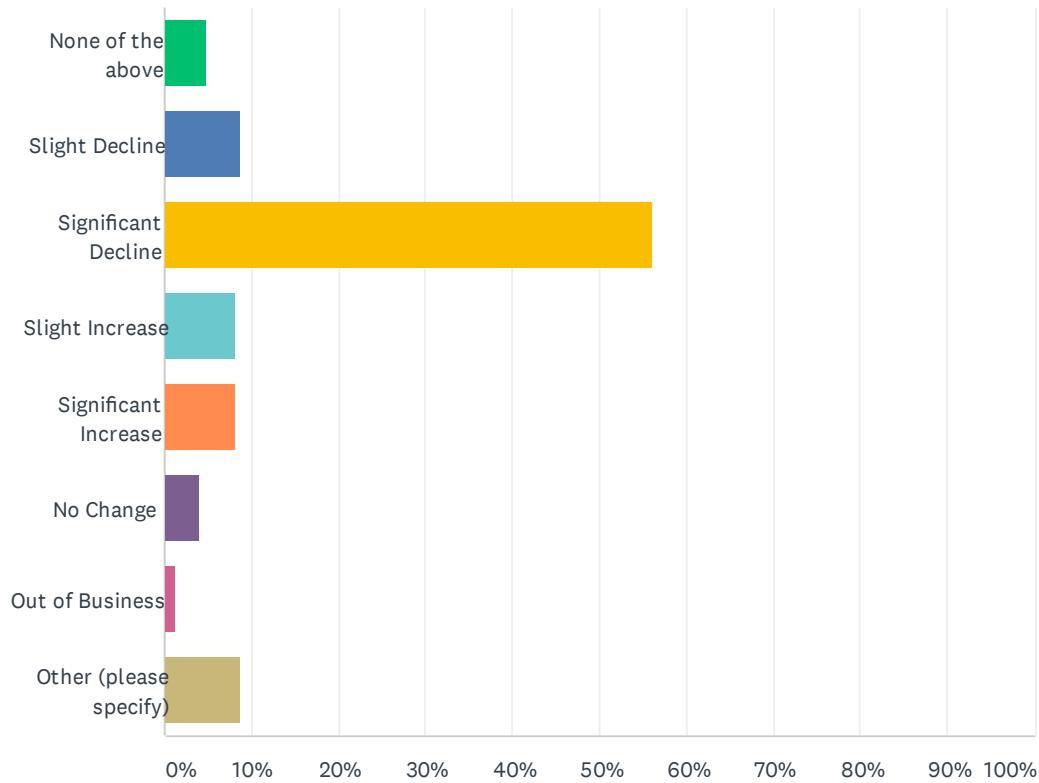
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	9.03%	14
1-5	34.19%	53
6-20	22.58%	35
21-50	10.32%	16
51+	14.19%	22
Comment:	9.68%	15
TOTAL		155

Q5 How has COVID impacted your business?

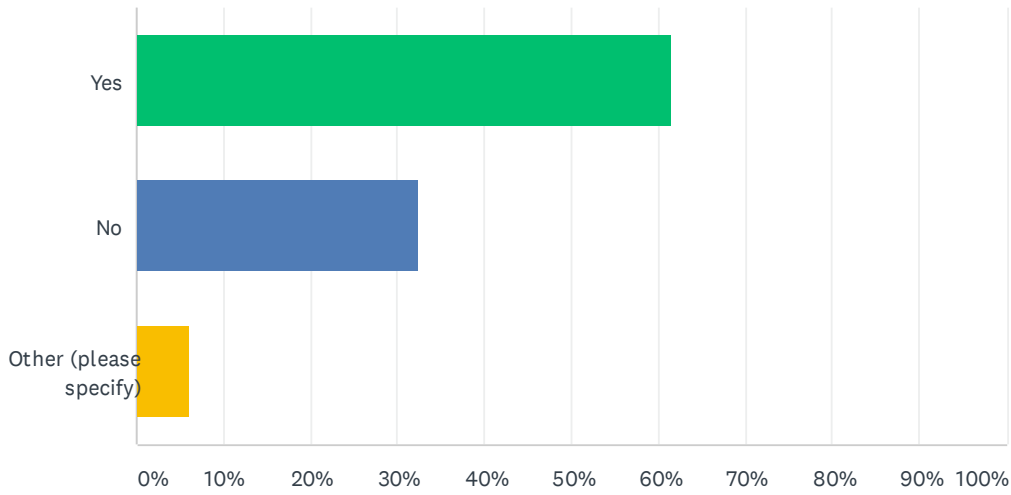
Answered: 148 Skipped: 7



ANSWER CHOICES	RESPONSES
None of the above	4.73% 7
Slight Decline	8.78% 13
Significant Decline	56.08% 83
Slight Increase	8.11% 12
Significant Increase	8.11% 12
No Change	4.05% 6
Out of Business	1.35% 2
Other (please specify)	8.78% 13
TOTAL	148

Q6 Do you have a recovery plan or have you had to change operations?

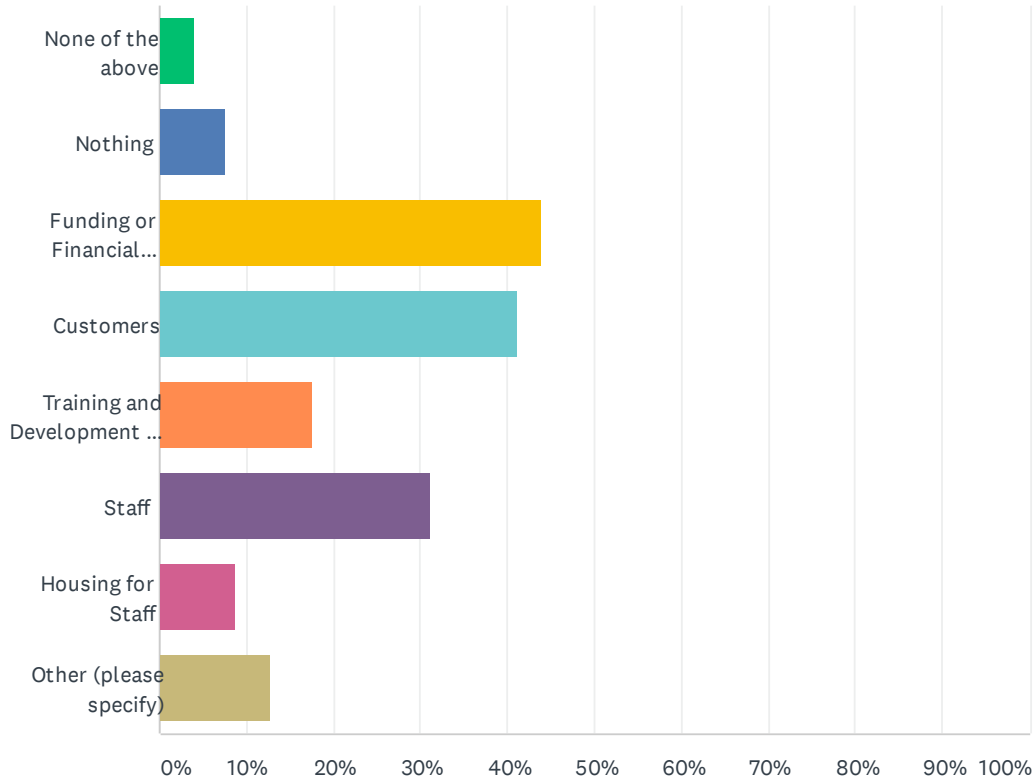
Answered: 148 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	61.49%	91
No	32.43%	48
Other (please specify)	6.08%	9
TOTAL		148

Q7 What do you need to continue to operate?

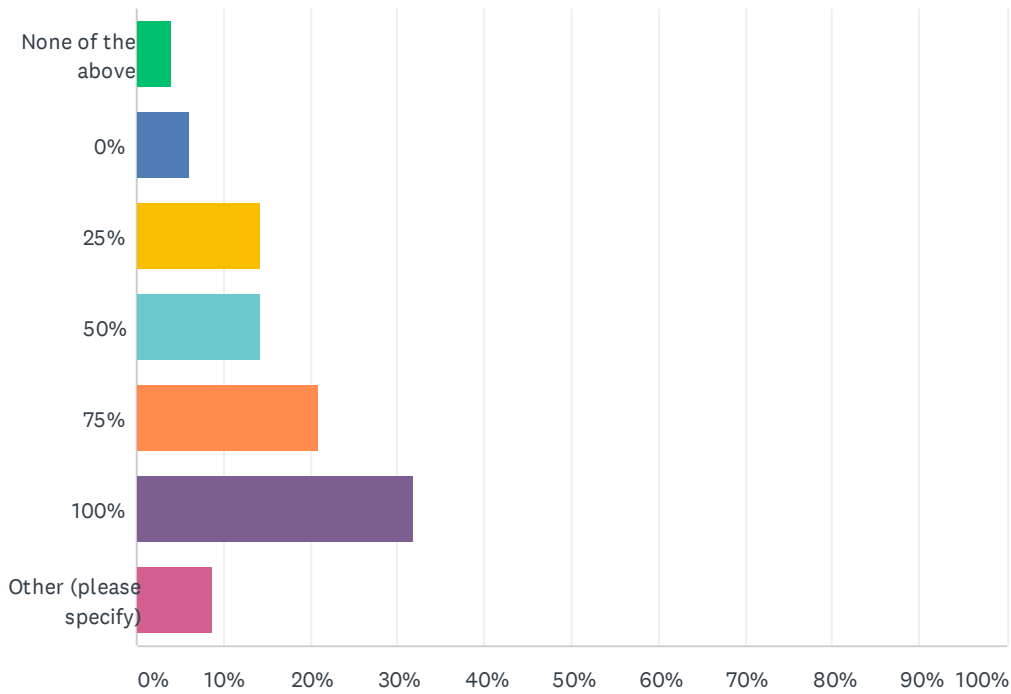
Answered: 148 Skipped: 7



ANSWER CHOICES	RESPONSES	
None of the above	4.05%	6
Nothing	7.43%	11
Funding or Financial Supports	43.92%	65
Customers	41.22%	61
Training and Development to pivot or modernize/update	17.57%	26
Staff	31.08%	46
Housing for Staff	8.78%	13
Other (please specify)	12.84%	19
Total Respondents: 148		

Q8 What % of business, currently, relies on local or domestic markets for revenues?

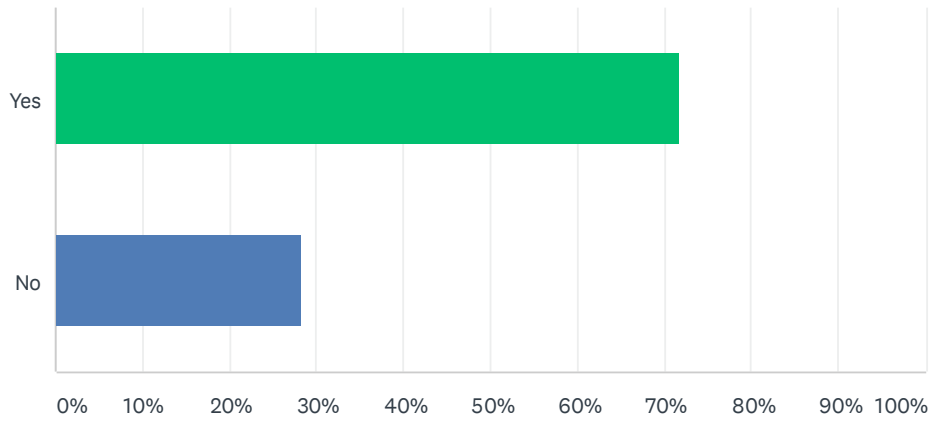
Answered: 148 Skipped: 7



ANSWER CHOICES	RESPONSES
None of the above	4.05% 6
0%	6.08% 9
25%	14.19% 21
50%	14.19% 21
75%	20.95% 31
100%	31.76% 47
Other (please specify)	8.78% 13
TOTAL	148

Q9 Are you currently a member of a tourism or trade organization now?

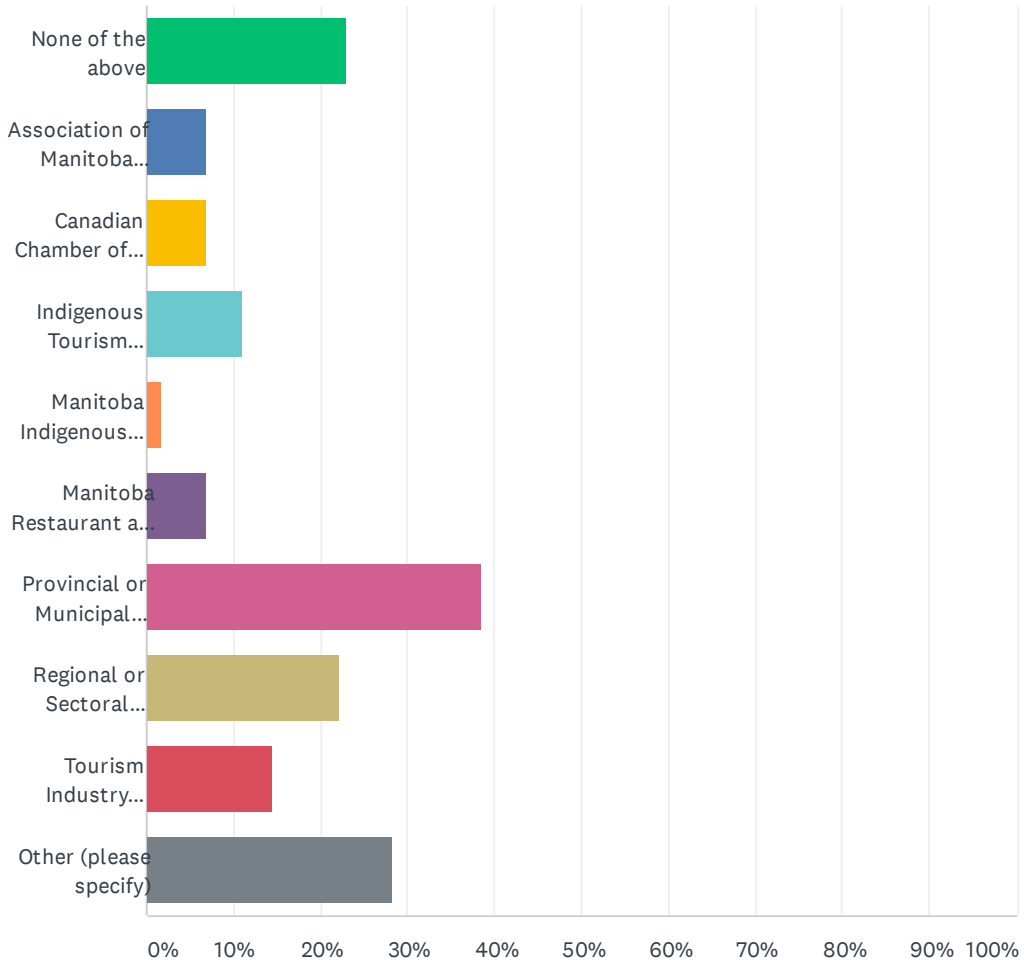
Answered: 117 Skipped: 38



ANSWER CHOICES	RESPONSES
Yes	71.79% 84
No	28.21% 33
TOTAL	117

Q10 If you are a member of a tourism or trade organization, please select those that apply - if you are NOT a member, please click NA

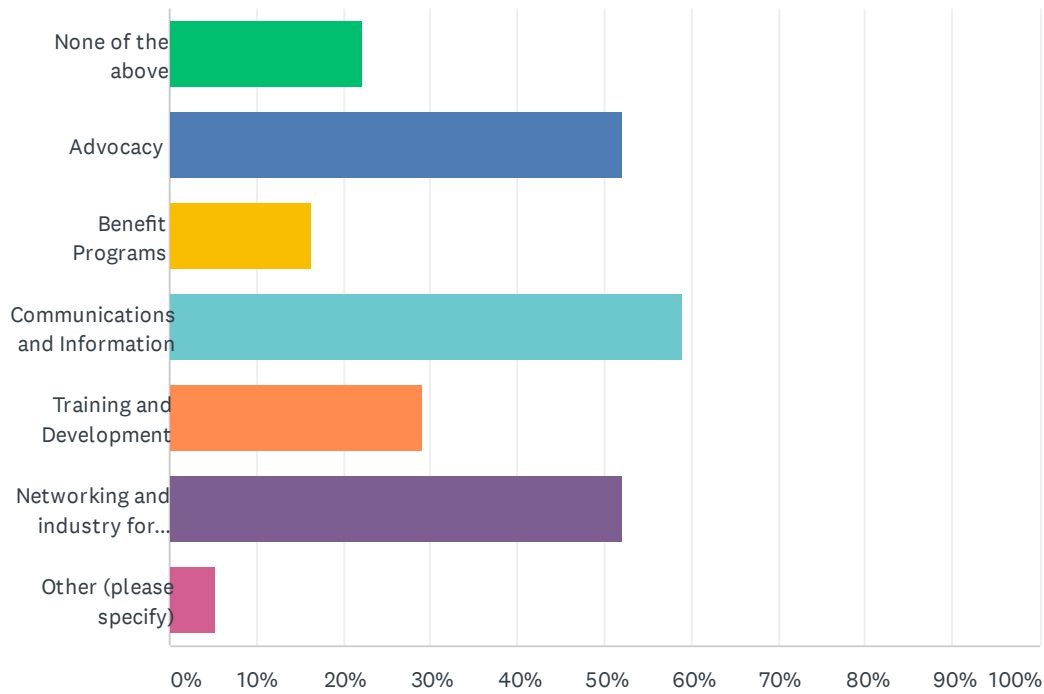
Answered: 117 Skipped: 38



ANSWER CHOICES	RESPONSES	
None of the above	23.08%	27
Association of Manitoba Museums (AMM)	6.84%	8
Canadian Chamber of Commerce (CCC)	6.84%	8
Indigenous Tourism Association of Canada (ITAC)	11.11%	13
Manitoba Indigenous Tourism Association (MITA)	1.71%	2
Manitoba Restaurant and Foodservices Association (MBRFA)	6.84%	8
Provincial or Municipal Chamber of Commerce (e.g.: MBCoC)	38.46%	45
Regional or Sectoral Tourism Association (RTA)	22.22%	26
Tourism Industry Association of Canada (TIAC)	14.53%	17
Other (please specify)	28.21%	33
Total Respondents: 117		

Q11 If you are a member of any of the above associations, why are you a member and what is the value? If you are not a member, please click NA.

Answered: 117 Skipped: 38



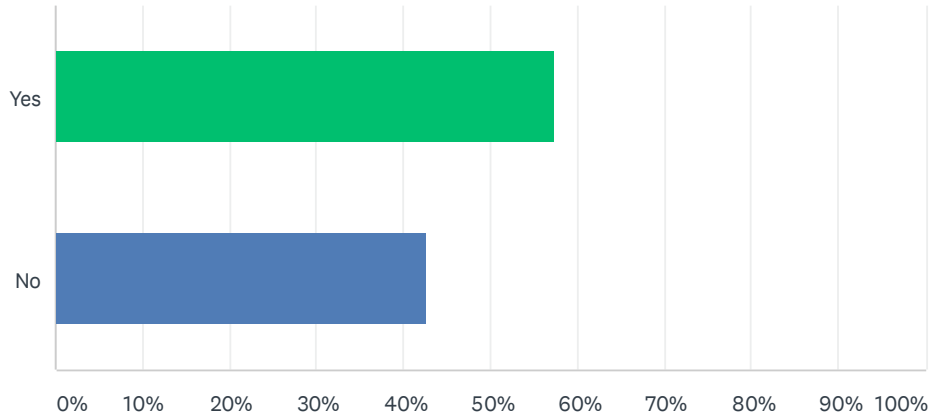
ANSWER CHOICES	RESPONSES	
None of the above	22.22%	26
Advocacy	52.14%	61
Benefit Programs	16.24%	19
Communications and Information	58.97%	69
Training and Development	29.06%	34
Networking and industry forums or conferences	52.14%	61
Other (please specify)	5.13%	6
Total Respondents: 117		

Q12 What could be the value to the Manitoba tourism industry of an collective voice for tourism advocacy in the industry for the Province or Canada? If you don't know, that's an answer as well.

Answered: 117 Skipped: 38

Q13 Have you ever had issues that you needed advocacy support?

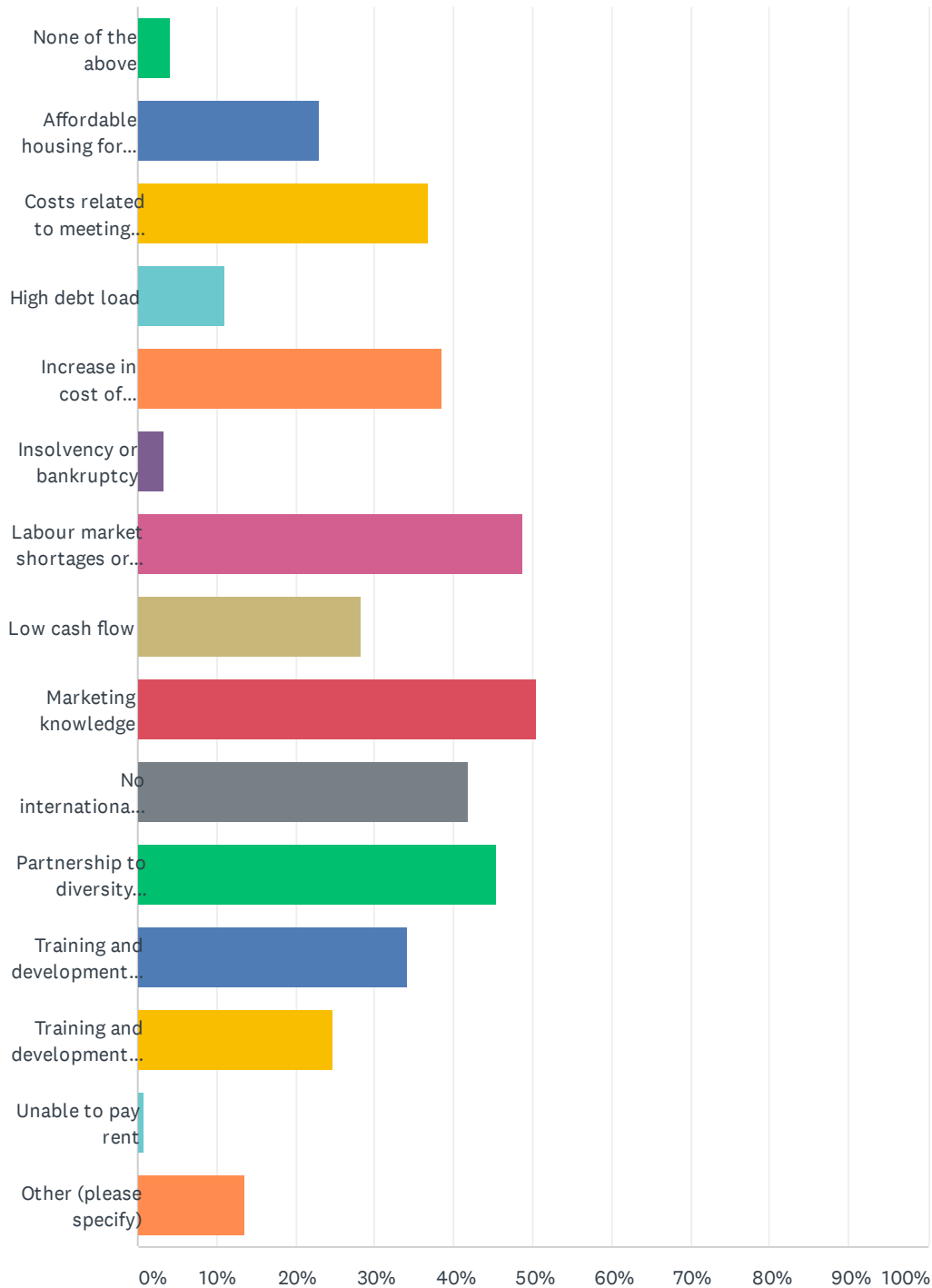
Answered: 117 Skipped: 38



ANSWER CHOICES	RESPONSES
Yes	57.26% 67
No	42.74% 50
TOTAL	117

Q14 If there was a collective industry voice, what top FIVE issues or challenges that a TIA could address in advocacy, that impact your business today?

Answered: 117 Skipped: 38



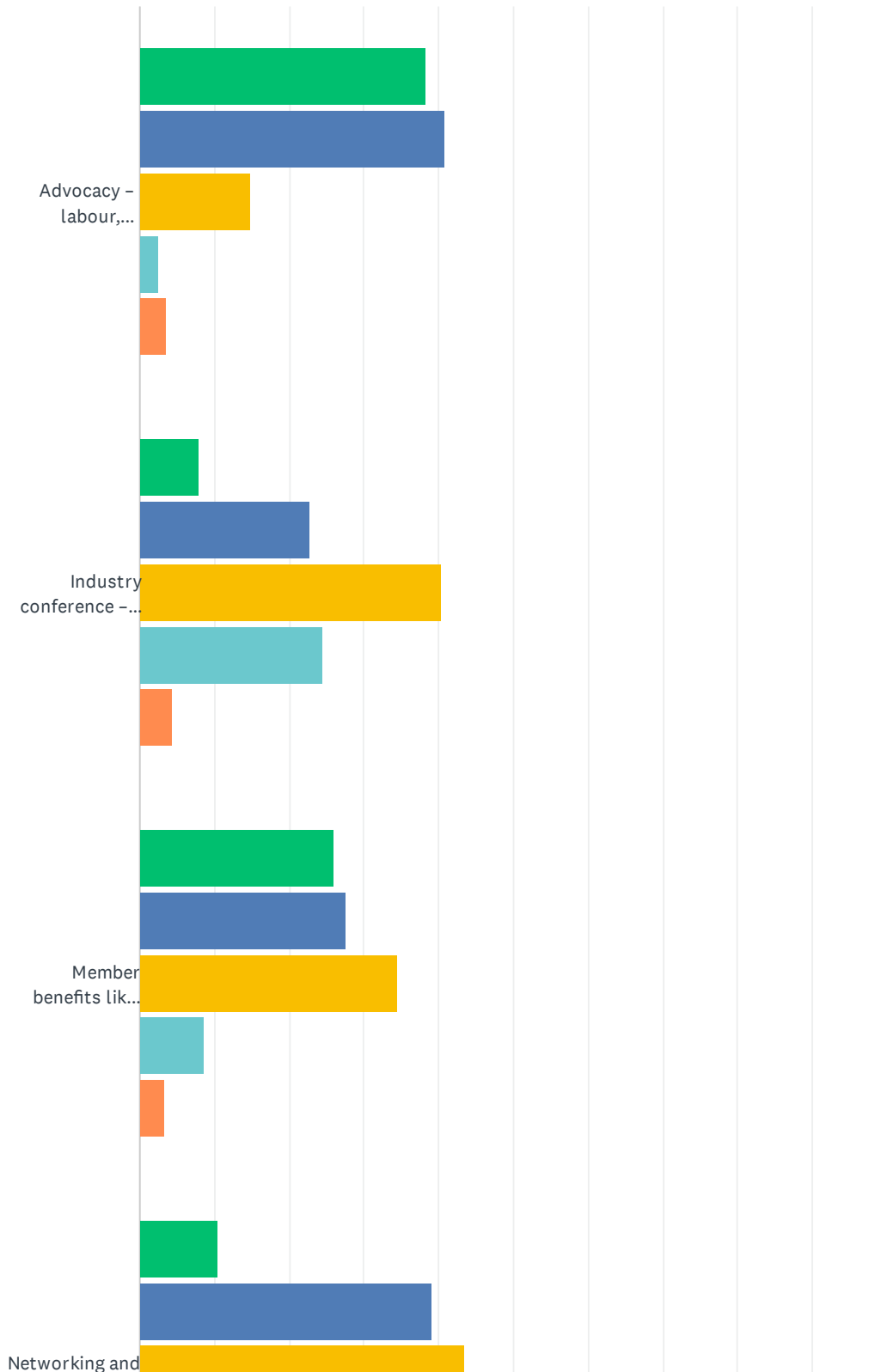
ANSWER CHOICES	RESPONSES	
None of the above	4.27%	5
Affordable housing for employees	23.08%	27
Costs related to meeting COVID-19 safety protocols	36.75%	43
High debt load	11.11%	13
Increase in cost of supplies	38.46%	45
Insolvency or bankruptcy	3.42%	4
Labour market shortages or loss of staff	48.72%	57
Low cash flow	28.21%	33
Marketing knowledge	50.43%	59
No international visitors	41.88%	49
Partnership to diversity operations or experiences	45.30%	53
Training and development gaps for business	34.19%	40
Training and development gaps for the team	24.79%	29
Unable to pay rent	0.85%	1
Other (please specify)	13.68%	16
Total Respondents: 117		

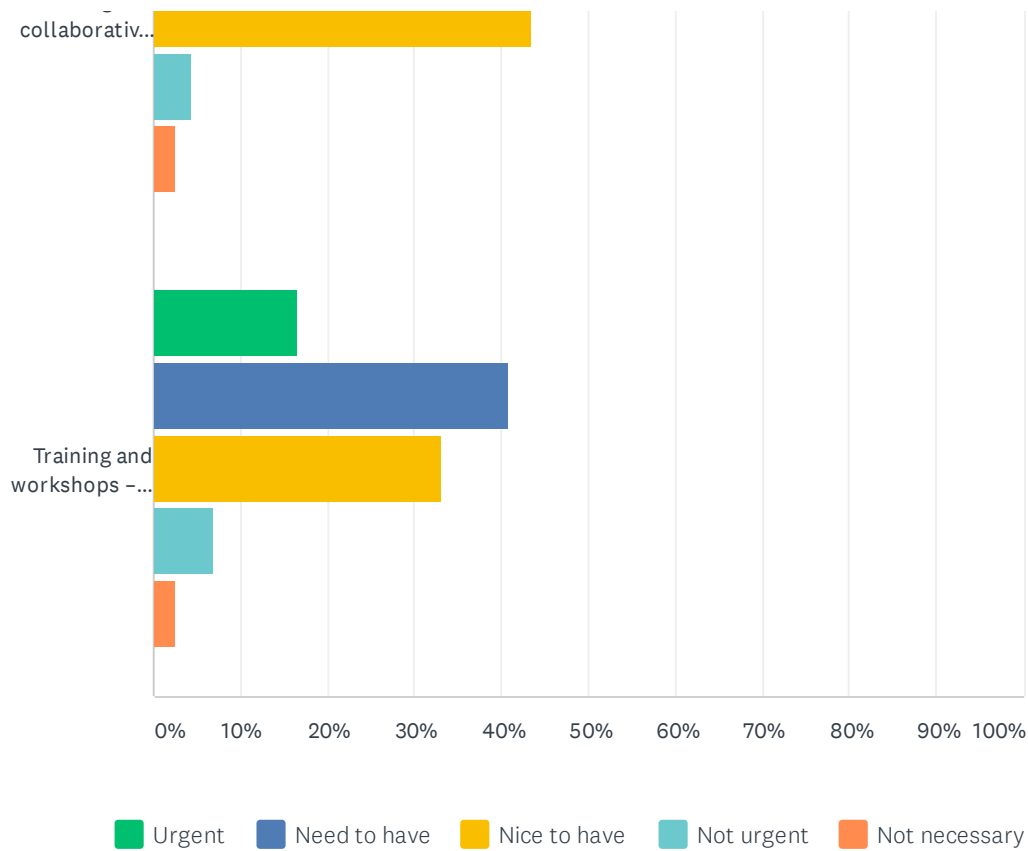
Q15 What do you want the Working Group for this project to understand or know in the development of a new Tourism Industry Association? E.g.: costs, representation, time, etc. If nothing, please type nothing.

Answered: 117 Skipped: 38

Q16 An industry association for tourism or a TIA can facilitate programs, advocacy, benefits, communications, etc. In order of priority, rank the following re: what would bring the most value to your business:

Answered: 117 Skipped: 38





	URGENT	NEED TO HAVE	NICE TO HAVE	NOT URGENT	NOT NECESSARY	TOTAL	WEIGHTED AVERAGE
Advocacy – labour, funding, development and disruption, marketing, research, supports, etc.	38.26% 44	40.87% 47	14.78% 17	2.61% 3	3.48% 4	115	1.92
Industry conference – annual or bi-annual to celebrate, network and learn together	7.89% 9	22.81% 26	40.35% 46	24.56% 28	4.39% 5	114	2.95
Member benefits like collaborative marketing, discount programs, insurance, etc.	25.86% 30	27.59% 32	34.48% 40	8.62% 10	3.45% 4	116	2.36
Networking and collaborative opportunities	10.43% 12	39.13% 45	43.48% 50	4.35% 5	2.61% 3	115	2.50
Training and workshops – foundations of business, service, digital marketing and social media, the analysis of research, etc.	16.52% 19	40.87% 47	33.04% 38	6.96% 8	2.61% 3	115	2.38

**Q17 What training or professional/business development have you participated in for yourself or your business or team in the past 24 months?
If none, please type none.**

Answered: 113 Skipped: 42

Q18 If no, please write NA. If yes, did it support or advance your learning, knowledge or business development needs?

Answered: 113 Skipped: 42

Q19 What training or professional/business development do you need to support yourself, your business or team in the next 24 months? If Not Applicable, please type NA

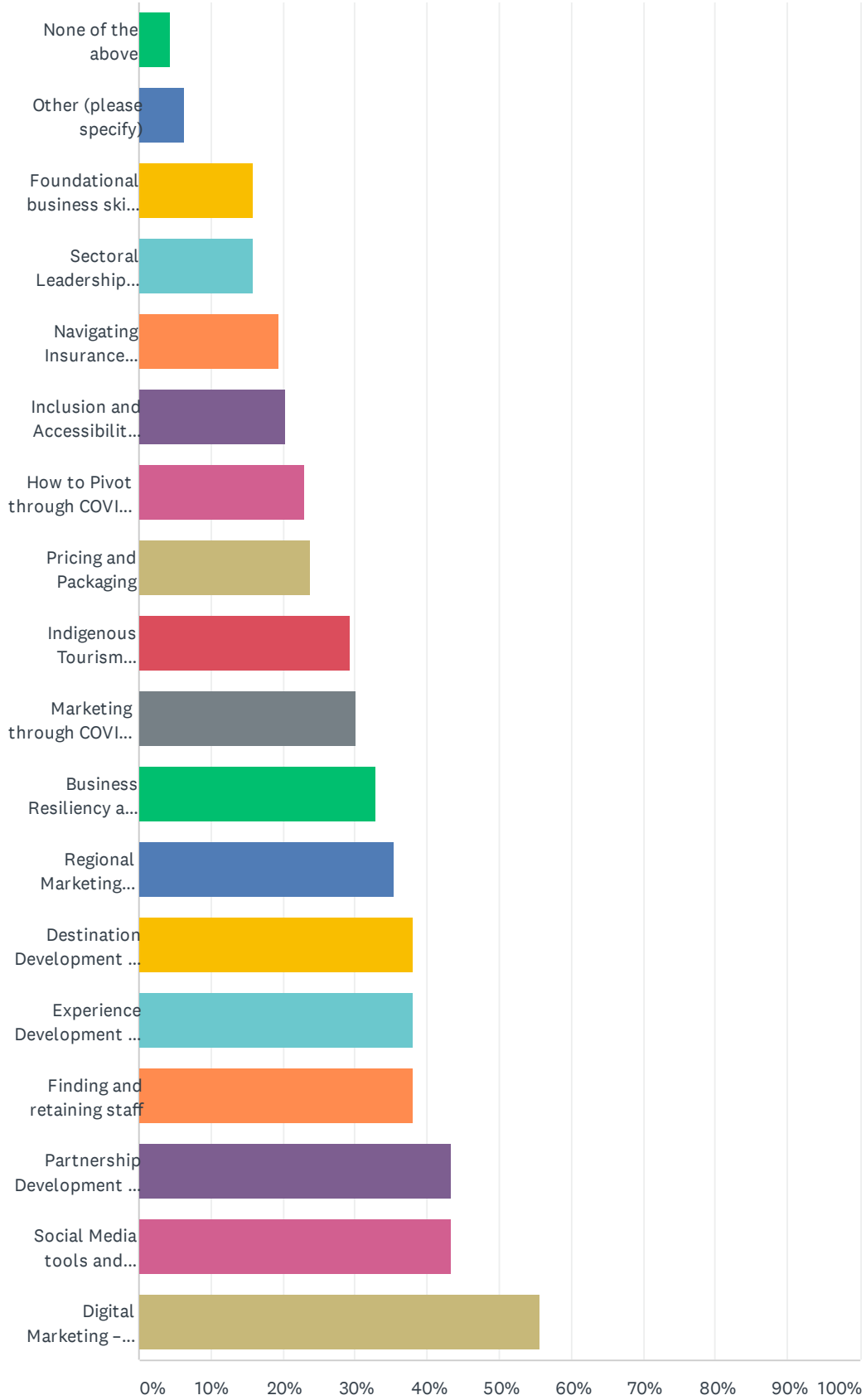
Answered: 113 Skipped: 42

Q20 If Not Applicable, please type NA. If you do plan to do training, what is the greatest impact you hope to gain from this training?

Answered: 113 Skipped: 42

Q21 Which of the following training programs, workshops or webinars would you find value or priority for yourself, your business or your team?

Answered: 113 Skipped: 42



ANSWER CHOICES	RESPONSES	
None of the above	4.42%	5
Other (please specify)	6.19%	7
Foundational business skills – bookkeeping, records management, taxes, etc.	15.93%	18
Sectoral Leadership Series – Learning from the trenches of successful businesses in Manitoba and Canada	15.93%	18
Navigating Insurance impacts to business post COVID	19.47%	22
Inclusion and Accessibility in the industry	20.35%	23
How to Pivot through COVID and into recovery	23.01%	26
Pricing and Packaging	23.89%	27
Indigenous Tourism Development and Partnerships to grown tourism	29.20%	33
Marketing through COVID recovery	30.09%	34
Business Resiliency and pivoting	32.74%	37
Regional Marketing Development	35.40%	40
Destination Development or Management	38.05%	43
Experience Development – in culinary, wilderness, accommodations, food and beverage, etc.	38.05%	43
Finding and retaining staff	38.05%	43
Partnership Development in tourism	43.36%	49
Social Media tools and skills	43.36%	49
Digital Marketing – web, social media, etc.	55.75%	63
Total Respondents: 113		

Q22 Closing Comments or Thoughts?

Answered: 43 Skipped: 112

Q23 OPTIONAL - ENTER FOR YOUR CHANCE TO WIN a \$100 Gift Card of your choice! Winner to be announced at the end of August 2021.

Answered: 77 Skipped: 78

ANSWER CHOICES	RESPONSES	
Name	100.00%	77
Company	98.70%	76
Address	0.00%	0
Address 2	0.00%	0
City/Town	100.00%	77
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	77
Phone Number	0.00%	0