

For Immediate Release

**TOURISM INDUSTRY ASSOCIATION OF MANITOBA CALLS ON PROVINCIAL PARTIES TO
COMMIT TO TOURISM INDUSTRY PRIORITIES**

**Manitoba Tourism Industry Needs a Dedicated Ministry, Sustainable Funding, and Action on
Critical Labour Shortages**

September 15, 2023

Winnipeg, MB – The Tourism Industry Association of Manitoba (TIAM) is releasing three position papers outlining the most immediate priorities of its members. TIAM is asking for clear commitments from provincial party leaders on these priorities should they form government following the October 3rd provincial election.

“Tourism is a cornerstone of the Manitoba economy,” said Jamie Dumont, acting spokesperson for the Tourism Industry Association of Manitoba. “While the tourism industry suffered greatly during the pandemic, Manitoba has the potential to rebound faster than many other jurisdictions in Canada. We need to make sure that we are seizing that opportunity.”

Throughout the summer, TIAM engaged its members to identify the top three priorities that they feel are needed to ensure a robust recovery of the Manitoba tourism industry. TIAM is now asking party leaders to commit to:

- A dedicated **Minister of Tourism** to champion the continued growth and importance of tourism in Manitoba.
- **Increasing funding to Travel Manitoba** to at least \$20M annually, bringing it to a level comparable to other provinces in Canada.
- Setting a goal and implementing policies and support and working with the tourism industry to develop **Manitoba-made solutions to the labour shortage crisis** including:
 - A tourism housing strategy
 - Increasing investment in tourism and hospitality education programs
 - Supporting employer-offered supports for assistance to staff
 - Prioritizing and creating industry-targeted immigration recruitment missions

“Tourism is the fourth fastest growing industry in the world and there needs to be a stronger commitment to increasing tourism and attracting those tourists to our province,” concluded Dumont. “Manitoba cannot afford to be left behind.”

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