

Tourism Industry Association of Manitoba

TOURISM INDUSTRY ASSOCIATION OF MANITOBA CALLS ON POLITICAL PARTIES TO STRENGTHEN TOURISM FUNDING STRUCTURE

Will your party commit to increasing funding to Travel Manitoba to at least \$20M under a 92/8 model, bringing it to a level comparable to other provinces in Canada?

Only with secure and stable support can Travel Manitoba continue to be positioned to play an important role in destination management, tourism visitation growth and marketing in Manitoba.

Under the current 95/5 funding model, Travel Manitoba receives annual dedicated funding representing 5% of all provincial tourism tax revenues. Since the pandemic, provincial governments across Canada have recognized the importance of increasing financial support to their departments and destination marketing organizations. Manitoba's 95/5 funding model was once among the strongest in the country, but it has now quickly fallen behind as other provinces recognized the importance of their tourism crown corporations and increased department funding to grow the industry.

Travel Manitoba is comparatively funded at a lower level than other jurisdictions.

Province/ Organization	Funding from Provincial Government (in millions)	Year
Travel Manitoba	\$13.87	2021/22
Tourism Saskatchewan	\$19.67	2022/23
Travel Alberta	\$62.9	2022/23
Tourism PEI	\$21.65	2020/21
Tourism Nova Scotia	\$24.93	2020/21
Newfoundland & Labrador	\$17.94	2021/22
New Brunswick	\$18.52	2021/22

To achieve funding levels that would bring Manitoba in line with other jurisdictions a review and strengthening of the current funding model is required. For example, in order to ensure that Travel Manitoba receives at least \$20 million annually, the funding model needs to be increased from the current 95/5 to 92/8.

Manitoba cannot afford to be left behind.

Tourism is the fourth fastest growing industry in the world. There needs to be a stronger commitment made to increasing tourism funding to attract those tourists to our province. The industry is calling for increased funding to Travel Manitoba to assist those smaller businesses to increase access to advertising and additional support to current operators to expand or create new experiences, incentivizing new operators, and provide additional support to current museums and heritage buildings in remote and rural areas.

Funding to Travel Manitoba needs to increase to at least \$20 million under a 92/8 model, bringing it to a level comparable to other provinces in Canada.