



Tourism Industry Association of **Manitoba**

TOURISM INDUSTRY ASSOCIATION OF MANITOBA CALLS ON PROVINCIAL PARTY LEADERS TO COMMIT TO REINSTATE A MINISTER OF TOURISM

Will your party commit to creating a dedicated Ministry of Tourism to champion the continued growth and importance of tourism in Manitoba?

The broad and multi-sectoral nature of the tourism industry is worth \$1.6 billion to the Manitoba economy and is targeted to grow to \$2.5 billion by 2030. This vital industry impacts and benefits all areas of the province, and directly supports a number of sectors of the economy including, but not limited to: flights, both scheduled and charter; ground transportation such as car rentals, RV, coach and ride hailing; accommodations including hotels, short-term rentals, and lodges; restaurants and catering; tours and attractions; and agencies such as tour operators, travel advisors, and online travel agencies. Tourism also supports several additional sectors and local businesses such as construction, building trades and professional services, in communities around Manitoba.

Tourism needs to be an important consideration across provincial government departments and deserves a dedicated Minister of Tourism at the decision-making table beyond a Minister responsible for the crown corporation, Travel Manitoba. Almost all other provinces in Canada have a dedicated Minister and Manitoba has had one in the past.

As the sector continues to grow and recover the Tourism Industry Association of Manitoba calls for the re-instatement of a dedicated Tourism Minister following the 2023 Manitoba Provincial Election.

Manitoba minimizes the importance of the tourism sector and its challenges by not having a dedicated provincial ministry of tourism. According to a report commissioned by Tourism HR Canada, in 2019, 10.5 million people visited Manitoba and spent \$1.6 billion throughout the province. Projections by Tourism HR Canada indicate that Manitoba's tourism industry will rebound more quickly than other parts of Canada with a return to 2019 visitation levels by 2023 and a return to 2019 visitor spending levels by 2024.

Currently, the tourism industry and advocates must visit multiple government departments to advance their priorities. This creates inefficiencies and requires a dedicated Ministry.

As one of Time Magazine's Top 100 Places to Visit in 2021, the opportunity for growth and potential in this area cannot be ignored.

For sustainable, resilient, and inclusive tourism to grow in Manitoba, there needs to be leadership at the provincial level. Vision and strategies to develop the industry, including Indigenous tourism, the sustainable development of provincial parks, fair and province-wide regulation of short-term rentals, and increasing direct flights to Winnipeg, require provincial coordination and oversight.

Manitoba needs a dedicated Minister of Tourism to champion the continued growth and convey the importance of the tourism industry in Manitoba.