



Tourism Industry Association of **Manitoba**

Tourism Industry Association of Manitoba Celebrates Successful Rendez-Vous Canada 2025 in Winnipeg

Winnipeg, MB – [June 5, 2025] – The Tourism Industry Association of Manitoba (TIAM) proudly celebrates the success of Rendez-vous Canada 2025, Canada's premier tourism trade event, held in Winnipeg from May 27–30. This landmark gathering brought together over 500 Canadian tourism businesses and more than 400 international buyers from 22 global markets, generating millions in future travel investments and showcasing Manitoba as a world-class destination.

Hosting Rendez-vous Canada in Winnipeg has provided an unparalleled opportunity to spotlight Manitoba's tourism industry, which contributed a record \$1.82 billion to the provincial economy in 2023, generating \$373 million in provincial tax revenues and supporting approximately 60,000 jobs. The event injected an estimated \$4.6 million into Manitoba's visitor economy while fostering long-term international partnerships that will drive sustainable growth in the sector.

"Rendez-vous Canada 2025 has been a resounding success, reinforcing Manitoba's position as a must-visit destination for travelers worldwide," said John Gunter, Chair of the TIAM Board of Directors. "The event has not only strengthened our industry's global connections but also highlighted the immense economic value of tourism to our province."

TIAM played a key role in supporting local tourism operators with their participation in Rendez-vous Canada with the goal of helping them attract more visitors to the province. This included the development of resources and direct supports for operators with the support of funding from Prairies Economic Development Canada.

"I'm so grateful for the export readiness training that was provided by the Tourism Industry Association of Manitoba in advance of Rendez-vous Canada 2025. The support from TIAM and opportunity to connect with others prior to the event gave me

the confidence and tools I needed to represent Manitoba to the best of my abilities," said Caleigh Christie, Co-Owner & General Manager of Falcon Trails Resort.

"TIAM helped us understand the nuances of travel trade and lead us through each step of Rendez-vous Canada, starting with understanding your market, requesting appointments with suitable buyers, and having the tools to navigate the show. I'm confident that the Manitoba sellers had productive appointments due to their training and hope this program will be offered for new and experienced sellers for years to come," added Courtney Horwood, Manager, Group Tour Programs, Folklorama.

TIAM represents tourism operators and sectors across Manitoba, advocating for policies and initiatives that support industry growth. Manitoba's tourism businesses—many of which are small, locally owned enterprises—reinvest their profits back into communities, ensuring that the benefits of tourism remain within the province. Indigenous tourism also plays a vital role in differentiating Manitoba as a destination, offering unique experiences such as pairing Indigenous cultural tourism with the breathtaking northern lights.

Tourism is a key driver of economic growth in Manitoba. Strategic investments in tourism infrastructure, marketing, and workforce development yield strong returns, creating jobs, enhancing community assets, and positioning Manitoba as a leader in sustainable tourism growth.

TIAM looks forward to building on the momentum of Rendez-vous Canada 2025 and working with industry partners and governments to ensure continued success for Manitoba's tourism sector.

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