



# Tourism Industry Association of Manitoba

July 22, 2025

Dear TIAM Members,

As you are aware, Manitoba re-entered a state of emergency on July 10, 2025 to support access to congregate shelter space and services for thousands of evacuees across the province. While recent precipitation has been positive, the overall situation remains dynamic and incredibly challenging for all affected. We are reaching out to update you on TIAM's ongoing work and engagement related to wildfires, and to invite your ongoing input.

TIAM continues to actively participate in regular wildfire response and information-sharing meetings involving senior provincial officials, Travel Manitoba, Economic Development Winnipeg, and other key partners. These discussions ensure that the tourism industry has a seat at the table and that your concerns are heard. We remain focused on advocating for the clarity, support, and resources needed to navigate this crisis.

During the previous state of emergency, the provincial government had publicly discouraged non-essential travel to and within Manitoba to help prioritize accommodation for wildfire evacuees. This resulted in booking cancellations and disruptions in tourism activity well beyond affected areas and regions. It is important to note that at this time the province is no longer discouraging non-essential travel as a direct result of concerns raised by Manitoba's tourism industry. This marks an important shift and reflects their understanding of the need to consider industry and small business impacts while also prioritizing emergency response and the needs of evacuees.

After years of difficulty due to COVID-19, the destructive impact of these wildfires has created new uncertainty for businesses that were just regaining their footing. Now more than ever, a coordinated recovery effort is essential. TIAM has formally written to the Government of Manitoba, urging immediate and direct support for tourism businesses affected by the wildfires. These very real impacts are being felt across Manitoba — from full evacuations and direct asset losses, to sudden and severe reductions in visitor traffic during our most critical season. We continue to emphasize the need for the province to recognize the essential role that our industry plays in emergency response efforts and to invest in our continued ability to serve Manitobans and our visitors in times of need.

Our thoughts continue to be with all those displaced from their communities and with the emergency personnel working tirelessly to keep Manitobans safe. We know that many tourism operators continue to step up, providing accommodation and essential services to evacuees and emergency responders. Your efforts do not go unnoticed, and we extend our deepest thanks. TIAM is committed to representing your voice during this challenging time and contributing to a long-term strategy that strengthens our industry's resilience. **We invite your ongoing feedback through [hello@tiamanitoba.ca](mailto:hello@tiamanitoba.ca) to help guide our ongoing engagement with government and stakeholders both through the emergency response and the recovery period.**

Together, we will continue to demonstrate the vital importance of Manitoba's tourism industry — not only as a driver of jobs and economic growth — but as a backbone of emergency response and community care.

Sincerely,

John Gunter  
Chair, Board of Directors  
Tourism Industry Association of Manitoba

c. TIAM Board of Directors