



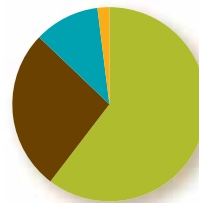
TOURISTS

Profile: People who visit downtown from out of town

With over 2.7 million tourists visiting Winnipeg each year—many of whom stay downtown—visitors have a huge economic impact. With 19 hotels and numerous attractions, downtown is a popular destination for travellers to Winnipeg. Out-of-town Manitobans, who make up over 60% of visitors to Winnipeg, often come on day trips to shop and for errands and medical appointments.

- Over 2.7 million visits (including out-of-town Manitobans, Canadians, Americans and overseas travellers)
- \$523 million in direct visitor spending
- On average, visitors stay for two nights and travel in parties of two adults
- The highest proportion of travellers to Winnipeg are out-of-town Manitobans (Manitoba residents living more than 80km from Winnipeg), followed by Canadians from other provinces and territories
- July, August and September are Winnipeg's busiest tourism season
- Overall, the current pattern has been stable over the past 10 years and is comparable with the Canadian average
- 19 downtown hotels with approximately 2,800 hotel rooms
- New Hostel International-Winnipeg Downtowner with 120 beds

VISITORS TO WINNIPEG (2004)



- 61% Out-of-Town Manitobans
- 27% Out-of-Province Canadians
- 11% United States
- 2% Overseas

Out-of-Town Manitobans

- approx. 1.65 million visits
- 85% are typically same-day visitors who come to the city to shop and/or visit family or friends

Out-of-Province Canadians

- 730,000 visits
- 50% from Ontario and 46% from western provinces (Saskatchewan, Alberta & BC)

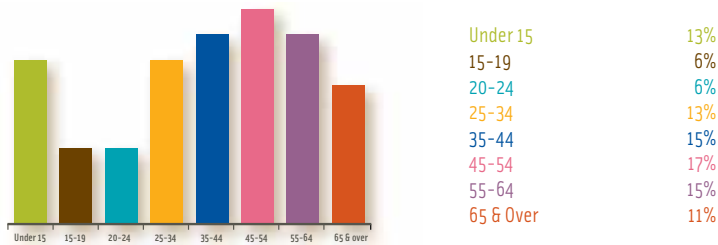
United States

- 300,000 visits
- Majority from Minnesota and North Dakota

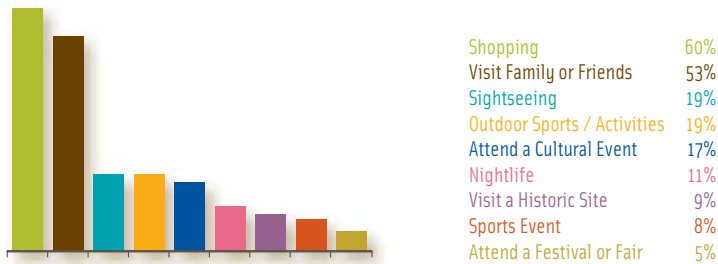
Overseas

- 63,000 visits
- Almost half of visits from Europe

VISITS BY AGE GROUP (Percent of total, 2004)

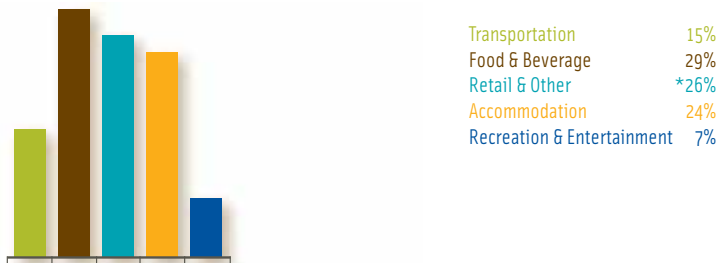


VISITOR TRIP ACTIVITIES (Percent of total, 2004)



While visitors to Manitoba spend about the same amount as the Canadian average, they spend more on retail and other expenses. This trend is influenced by the out-of-town Manitoba travellers who come to Winnipeg to shop.

TOURIST SPENDING (2004)



People attending meetings and conventions, as well as sports and special events, have a huge economic impact.

*(compared to Canadian average of 18%)