

# Winnipeg

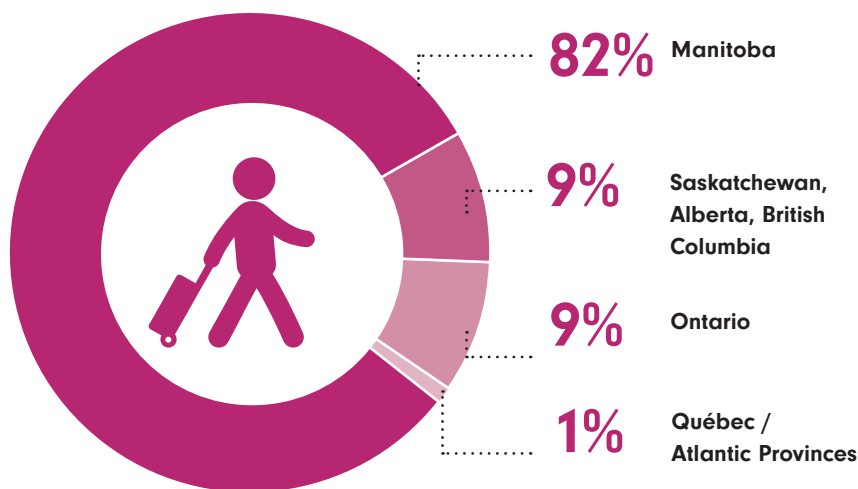
MANITOBA, CANADA



## Domestic Visitor Profile

A division of Economic Development Winnipeg Inc., Tourism Winnipeg is the city's official destination marketing organization tasked with increasing visitation and delivering the best possible visitor experience. One of Winnipeg's largest employers, the tourism industry sector is an essential contributor to the local economy. Tourism Winnipeg collects data from Statistics Canada to measure various visitor-related metrics (summarized below), which are shared with multiple stakeholder groups and used to help set the tourism attraction strategy for the city.

### 2016 Domestic Visitors originated from:



**3.5 million**  
Domestic visits to Winnipeg CMA



Generating  
**\$510 million**  
in direct expenditures



The tourism sector in Winnipeg CMA employs close to  
**43,000** people  
in  
**3,300**  
business establishments

### 2016 Visits by trip purpose:



Total visits by trip purpose, 2016

## Visitors by Place of Origin, 2016

Region	Same Day	Overnight	Total	Total %
Manitoba	2,242,000	586,000	2,828,000	82%
Western Canada*	28,000	276,000	304,000	9%
Ontario	69,000	230,000	299,000	9%
Québec / Atlantic Provinces**	0	33,000	33,000	1%
<b>Total</b>	<b>2,339,000</b>	<b>1,125,000</b>	<b>3,464,000</b>	<b>100%</b>

Source: Statistics Canada, Research Resolutions & Consulting Ltd. (Cities 2016)

\*Saskatchewan, Alberta, British Columbia

\*\*New Brunswick, Nova Scotia, PEI, and Newfoundland & Labrador



2016 Total Person Same Day Visits  
**2.3 million**



2016 Total Person Overnight Visits:  
**1.1 million**

## Total Spending by Place of Origin, 2016

Region	Same Day	Overnight	Total	Total %
Manitoba	\$192,054,000	\$130,259,000	\$322,313,000	63%
Western Canada*	\$6,343,000	\$88,396,000	\$94,739,000	19%
Ontario	\$10,639,000	\$71,585,000	\$82,224,000	16%
Québec / Atlantic Provinces**	\$0	\$11,179,000	\$11,179,000	2%
<b>Total</b>	<b>\$209,037,000</b>	<b>\$301,418,000</b>	<b>\$510,456,000</b>	<b>100%</b>

Source: Statistics Canada, Research Resolutions & Consulting Ltd. (Cities 2016)

\*Saskatchewan, Alberta, British Columbia

\*\*New Brunswick, Nova Scotia, PEI, and Newfoundland & Labrador

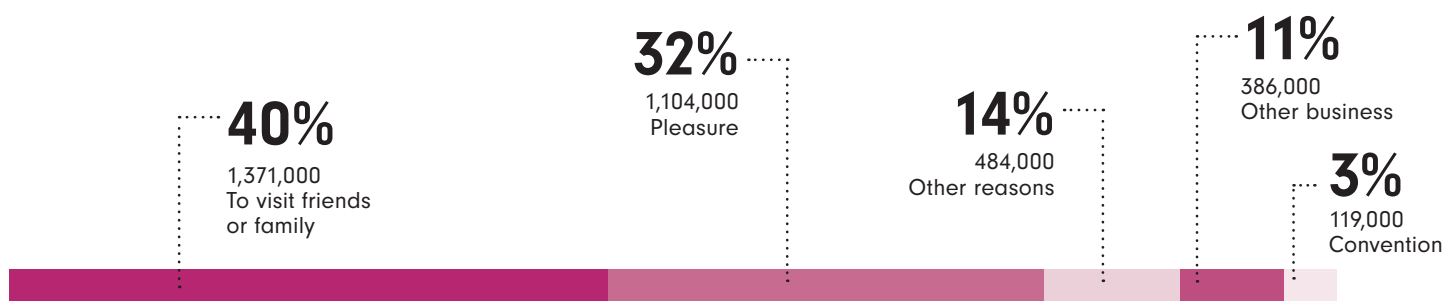


2016 Same Day Visitors Spent:  
**\$209 million**

2016 Overnight Visitors Spent:  
**\$301 million**



## Domestic Visitors came to Winnipeg CMA for:



Source: Statistics Canada, Research Resolutions & Consulting Ltd. (Cities 2016)

Tourism Winnipeg utilizes the most recent statistical information available to create this summary. Tourism Winnipeg looks forward to the future introduction of a new processing system that will result in timelier access to data and market information.