



2017 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.



3.5 million
Domestic visits to Winnipeg



Generating
\$609 million
in direct expenditures

The tourism sector in Winnipeg CMA employs close to



48,000 people in
4,000 business establishments

2017 Domestic Visitors originated from



80% Manitoba

9%
Saskatchewan, Alberta,
British Columbia

9% Ontario

2%
Québec / Atlantic Provinces

2017 Visits by trip purpose

Total visits by trip purpose, 2017



Pleasure
2,539,000



Business
465,000



Other Reasons
474,000

Visitors by Place of Origin, 2017

Region	Same Day	Overnight	Total	Total %
Manitoba	2,231,000	538,000	2,769,000	80%
Western Canada*	13,000	307,000	320,000	9%
Ontario	72,000	255,000	327,000	9%
Eastern Canada**	0	61,000	61,000	2%
Total	2,316,000	1,161,000	3,477,000	100%

Source: Statistics Canada, Galea Corp

*Saskatchewan, Alberta, British Columbia

**Quebec, New Brunswick, Nova Scotia, Prince Edward Island

2017 Total Person Same Day Visits

2.3 million

2017 Total Person Overnight Visits

1.2 million

Total Spending by Place of Origin, 2017

Region	Same Day	Overnight	Total	Total %
Manitoba	\$190,766,000	\$131,974,000	\$322,740,000	53%
Western Canada*	\$3,606,000	\$123,247,000	\$126,853,000	21%
Ontario	\$8,351,000	\$114,435,000	\$122,786,000	20%
Eastern Canada**	\$0	\$36,970,000	\$36,970,000	6%
Total	\$202,723,000	\$406,626,000	\$609,349,000	100%

Source: Statistics Canada, Galea Corp

*Saskatchewan, Alberta, British Columbia

**Quebec, New Brunswick, Nova Scotia, Prince Edward Island

2017 Same Day Visitors Spent

\$203 million

2017 Overnight Visitors Spent

\$407 million



Domestic Visitors came to Winnipeg CMA for:

44%

1,534,000
To visit friends or family

29%

1,005,000
Pleasure

14%

474,000
Other reasons

9%

316,000
Other business

4%

149,000
Convention

Source: Statistics Canada, Galea Corp.

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.

Economic Development Winnipeg
810 - One Lombard Place, Winnipeg, MB, R3B 0X3
economicdevelopmentwinnipeg.com

