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 Visits by trip purpose
Total visits by trip purpose, 2017

- Pleasure: 2,539,000 (73%)
- Business: 465,000 (13%)
- Other Reasons: 474,000 (14%)

2017 Domestic Visitors originated from

- 80% Manitoba
- 9% Saskatchewan, Alberta, British Columbia
- 9% Ontario
- 2% Québec / Atlantic Provinces
## Visitors by Place of Origin, 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>Same Day</th>
<th>Overnight</th>
<th>Total</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manitoba</td>
<td>2,231,000</td>
<td>538,000</td>
<td>2,769,000</td>
<td>80%</td>
</tr>
<tr>
<td>Western Canada*</td>
<td>13,000</td>
<td>307,000</td>
<td>320,000</td>
<td>9%</td>
</tr>
<tr>
<td>Ontario</td>
<td>72,000</td>
<td>255,000</td>
<td>327,000</td>
<td>9%</td>
</tr>
<tr>
<td>Eastern Canada**</td>
<td>0</td>
<td>61,000</td>
<td>61,000</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,316,000</td>
<td>1,161,000</td>
<td>3,477,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, Galea Corp.

*Saskatchewan, Alberta, British Columbia

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

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## Total Spending by Place of Origin, 2017

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

Source: Statistics Canada, Galea Corp.

*Saskatchewan, Alberta, British Columbia

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

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Domestic Visitors came to Winnipeg CMA for:

- 44% To visit friends or family
- 29% Pleasure
- 14% Other reasons
- 9% Other business
- 4% Convention

Source: Statistics Canada, Galea Corp.

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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.

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