

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.



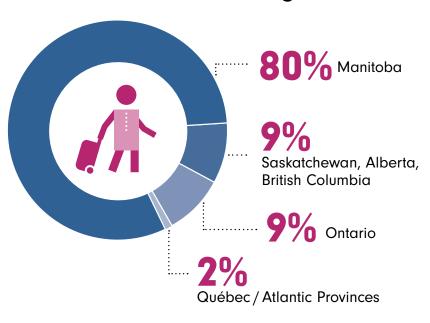


The tourism sector in Winnipeg CMA employs close to



48,000 people in 4,000 business establishments

2017 Domestic Visitors originated from



2017 Visits by trip purpose







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%

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%

2017 Same Day Visitors Spent

\$203 million

2017 Overnight Visitors Spent

\$407 million

^{**}Quebec, New Brunswick, Nova Scotia, Prince Edward Island



1,534,000 To visit friends or family **29%**... 1.005.000

Pleasure

474,000 Other reasons

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.



Source: Statistics Canada, Galea Corp

^{*}Saskatchewan, Alberta, British Columbia

^{**}Quebec, New Brunswick, Nova Scotia, Prince Edward Island

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