

The Role of the State in Tourism Product Development and Promotion in Manitoba

Doug Ramsey

Department of Rural Development

Brandon University



**BRANDON
UNIVERSITY**

Founded 1899

Presentation Outline

- Context
 - Role of the State
- Overview of Travel Manitoba
 - Creating a Crown Agency
 - Structure of Travel Manitoba
 - Roles and Activities
- The State and Rural Tourism
 - Agritourism

Political Economy Background - Tourism

- The distinctiveness of tourism in global trade is that it 'moves people to the product rather than transporting the product of the people,' (Pera and McLaren, 1998).
- Mostly on tourism in developing world
 - E.g. "Gender and the Political Economy of Sex Tourism in Kenya's Coastal Resorts"
- Historical blurring between private and public sectors
- Distinction between public support and planning mechanisms

State Roles: Planning

- Tourism Planning Approaches
 - Boosterism
 - Economic
 - Physical/spatial
 - Community
 - Sustainability

State Roles: Development

- Regulatory instruments
- Voluntary instruments
- Expenditure
- Financial incentives

Agency and Government Involvement in Tourism Development and Promotion.

Scale	Agency/Department	Example
International	World Bank UNESCO European Union	Loans to Governments Recognition and Development Grants and Loans
Federal*	Tourism Economic Development Culture and Heritage National Parks	Development and Promotion Grants and Loans Site Designation/Preservation Development and Maintenance Regulation
State or Province*	Tourism Economic Development Culture and Heritage State Parks	Development and Promotion Grants and Loans Site Designation/Preservation Development and Maintenance Regulation
Local or Municipal*	Regional Government Tourism Economic Development Culture and Heritage Local Parks and Recreation	Development and Promotion Grants and Loans Site Designation/Preservation Development and Maintenance Regulation

Note: *land transfers are also a possibility for development support

Agency and Tourism in Manitoba

Jurisdiction	Province of Manitoba*	
Government Department	Department of Culture, Heritage and Tourism	
Crown Agency	Travel Manitoba (www.travelmanitoba.ca)	
Training Organization	Manitoba Training Education Council (MTEC)	
Business Organization	Various Sectoral (e.g. Manitoba Hotel Association)**	
Regional Tourism Associations	Winnipeg Westman North of 60	

Note: **The Manitoba Tourism Industry Association disbanded in 1990s
Source: Travel Manitoba

Travel Manitoba



- What is it?
 - Crown Agency
 - Like MPI, Manitoba Hydro
 - Established in 2004
 - Prior = branch of Dept of Culture, Heritage, Tourism and Sport
 - Reports to Minister of Culture, Heritage and Tourism
 - Manitoba also a Tourism Secretariat

Travel Manitoba



- Purpose

- “be the leader in stimulating innovative, sustainable tourism growth in Manitoba” by aiming to “increase tourism revenues in the province, adding to the economic strength of Manitoba and increasing the quality of life experienced by all residents” (Travel Manitoba, 2004).
- Three strategic priorities
 - 1) Promoting Manitoba as a quality, year-round tourism destination
 - 2) Ensuring exceptional visitor experiences
 - 3) Fostering a professional tourism industry.

Travel Manitoba



- Seven functions identified to fulfill its mandate:
 - **Markets** the province as a desirable tourism destination;
 - Provides visitor and information **services**;
 - Stimulates **productivity and development** for people and businesses involved in the tourism industry;
 - Enhances the **quality and competitiveness** of tourism products and services;
 - Encourages and participates in **tourism consultations** and undertakings with individuals, businesses, agencies and government;
 - Enhances **public awareness** of tourism;
 - Promotes the **training, development** and employment of people involved in the tourism industry.

Travel Manitoba Board of Directors



- Members are leaders in the community and are appointed by Manitoba's Lieutenant Governor in Council.
- The Chair and members of the Board bring a cross section of professional skills and core competencies to their positions, including research, legal, technology, finance and media.
- The Board must have a minimum of nine and a maximum of 15 directors.
- The Board:
 - reviews the advice and analysis of management;
 - assesses situations, opportunities and issues affecting Manitoba's tourism industry;
 - identifies the desired results that Travel Manitoba will achieve within a defined period.

The Industry Committees

- Originally (2005-2009):
 - Industry Quality and Competitiveness
 - Sustainable tourism policy
 - Leisure, Culture and Heritage
 - rural and urban
 - Outdoors Industry
 - Rural and remote focus
- Now (2009-present):
 - Sustainable Tourism Policy
 - Short Haul
 - Rubber tire traffic to rural Manitoba
 - Long Haul
 - Fly-in/fly-out urban and remote destinations



Travel Manitoba Divisions

- Planning and Market Development
 - Partnership Programs
 - International Sales
 - Outdoors
 - Market Intelligence



Travel Manitoba Divisions

- Advertising and Communications
 - Advertising Services
 - Corporate Communications
 - Explore Manitoba Centre
 - Travel Media Relations
 - Visitor Services



Travel Manitoba Divisions

- Corporate Services
 - Finance
 - Database Administration



Travel and Tourism in Manitoba



- **In 2006**
 - 83% of tourists in Manitoba came from within Manitoba – but accounted for only 58% of tourism receipts
 - Overseas (i.e. non-Canadian, non-U.S.) accounted for 1% of tourists and 5% of tourism receipts
 - Lots of growth potential
- **Three Priority High Yield Markets Identified**
 - Long Haul United States
 - Germany
 - United Kingdom





Market Analysis



- Market size of almost 15 million long-haul pleasure travellers
 - 3.6 million travellers with immediate potential for conversion (likely travel within 2 years).
- Only one in five German long-haul travellers has ever taken a pleasure trip to Canada
 - a largely untapped market for Canada
- Canada ranks third among the long-haul destination brands identified on an unaided basis
 - Australia and the U.S. are the two top brands
- German travellers have far greater knowledge of specific destinations in the US than for any other long-haul destination.
- Travel Incidence (past 3 years): US: 27%, Asia: 22%, Caribbean: 15%, Africa: 12%. Australia: 7%, Canada: 6.3%

International Tourism Strategies

- **2009:**
 - Media events: 5 Canada, 3 US, 4 Germany
 - Hosted 3 travel trade familiarization tours
 - involving 17 tour operators and travel agents from Germany and the United States
 - Germany – Der Tours, Thomas Cook



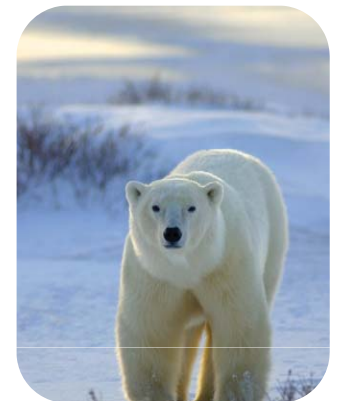
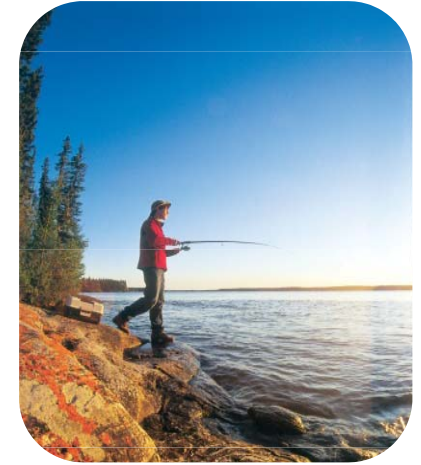
2010 Marketing Strategies

- Web Site Translation
- Partner with new Human Rights Museum
- Connection to recent immigration
- Trade Shows
 - ITB Berlin, March, 2010, Messe Berlin
 - 11,098 exhibitors
 - 178,971 visitors
 - 110,857 trade visitors
 - Jagd und Hund, Dortmund February
 - Fishing and hunting show
 - Estimated to have 71,500 attendees this year
 - First time for Manitoba to attend



Rural Development and Tourism

- Rubber tire traffic
 - Distance matters
- Regional tourism associations
 - Rural, northern, Winnipeg
- Product development
- Signage
- Visitor Service Centres
 - Boissevain

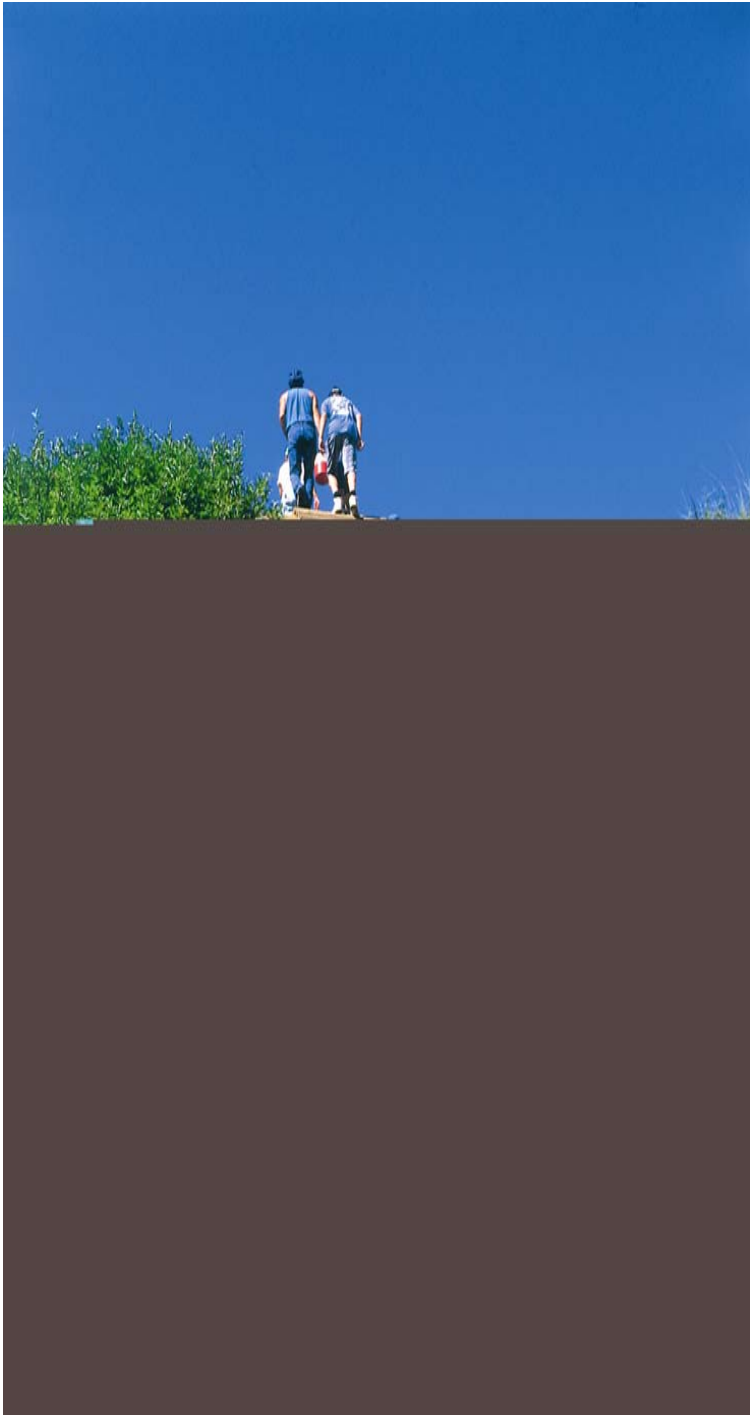


Agritourism

- Committee of MMAFRI
 - Recently merged with Travel Manitoba
 - Committee membership
 - Travel Manitoba
 - Tourism Secretariat
 - MMAFRI staff
 - Agritourism operators
- Issues
 - Sector development
 - Regulating quality
 - Signage and marketing
 - Packaging

Future Issues

- Packaging rural regions
- Ensuring quality experience
 - E.g. bed and breakfasts
- Regulatory regimes
 - Signage
 - Fall suppers
- Rural restructuring and depopulation
 - Critical mass
 - Loss of heritage (built, natural, cultural)



Thanks for your
time and attention!

Any Questions?



**BRANDON
UNIVERSITY**
Founded 1899