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

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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

Source: From Hall and Page (2006)
State Roles: Development

- Regulatory instruments
- Voluntary instruments
- Expenditure
- Financial incentives

Source: From Hall and Page (2006)
<table>
<thead>
<tr>
<th>Scale</th>
<th>Agency/Department</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>World Bank, UNESCO, European Union</td>
<td>Loans to Governments, Recognition and Development, Grants and Loans</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>Federal*</td>
<td>Tourism, Economic Development, Culture and Heritage, National Parks</td>
<td>Development and Promotion, Grants and Loans, Site Designation/Preservation, Development and Maintenance, Regulation</td>
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<td>State or Province*</td>
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<tr>
<td>Local or Municipal*</td>
<td>Regional Government, Tourism, Economic Development, Culture and Heritage, Local Parks and Recreation</td>
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</tr>
</tbody>
</table>

Note: *land transfers are also a possibility for development support
<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Province of Manitoba*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Department</td>
<td>Department of Culture, Heritage and Tourism</td>
</tr>
<tr>
<td>Crown Agency</td>
<td>Travel Manitoba (<a href="http://www.travelmanitoba.ca">www.travelmanitoba.ca</a>)</td>
</tr>
<tr>
<td>Training Organization</td>
<td>Manitoba Training Education Council (MTEC)</td>
</tr>
<tr>
<td>Business Organization</td>
<td>Various Sectoral (e.g. Manitoba Hotel Association)**</td>
</tr>
<tr>
<td>Regional Tourism Associations</td>
<td>Winnipeg Westman North of 60</td>
</tr>
</tbody>
</table>

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.
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?