



Quarterly report on progress

Q4 2018 October | November | December



ECONOMIC
DEVELOPMENT
WINNIPEG



TOURISM
WINNIPEG



YES!
WINNIPEG



The world is taking notice of Winnipeg



Winnipeg has been making international news recently, with our city and province highlighted as a global tourist destination. These accolades confirm what we have known for a long time: Winnipeg is an excellent city to live, work, and play.

When describing why the world should visit Winnipeg, a multitude of reasons were cited. Lonely Planet, when naming

Manitoba a **'Best in Travel'** destination for 2019, praised our diverse population and noted that "[Winnipeg] has retained its multicultural flavour". World-traveler website Travel Lemming awarded Winnipeg their **#1 emerging destination to visit** in North America, pointing out that "Winnipeg is an undiscovered cultural center spilling over with a burgeoning culinary scene, modern museums, and boutique shops galore." Travelzoo, a global travel media company with over 28 million members, exclaimed that "Winnipeg's culinary scene has never been better", and "downtown Winnipeg is being reborn" when including our city on their **list of global highlights**.

These awards are just some of the recent positive press our city has enjoyed - we have also been recognized by lifestyle magazine **Zoomer**, and the global room-sharing platform **Airbnb**. Taken together, this positive media coverage continues to reaffirm Winnipeg's status as a world-class city. We are not just being compared to other Canadian cities on these lists; we are being mentioned in the same breath as the Baja Peninsula, the Scottish Highlands, and South Korea. It's excellent company to keep.

Being on multiple lists of global destinations will help drive our international appeal and keep Winnipeg top of mind as a tourist destination, but we need to do more. Capitalizing on this positive press can yield long-term dividends for our city, if we can demonstrate value not just for tourists, but residents and business leaders as well.

The ultimate objective for Economic Development Winnipeg, along with all our partners and stakeholders, is to have our city to be top of mind as a place to live, work, and play. We cannot stop at attracting tourists - we need to attract new talent, businesses, and direct investment to Winnipeg. At the same time, we must continue our strategy of business retention and expansion. We have many local companies and individuals who are undertaking innovative work that can have a global impact - we need to share those stories too.

All of us should take pride in the accolades Winnipeg has been receiving lately. We have worked hard to achieve this recognition, and to raise our city's profile on the world stage. This confidence now needs to translate into winning more meetings and conventions, attracting more business, and persuading more talented individuals to build their careers here. As we look to 2019, we have many opportunities ahead of us that will continue to solidify Winnipeg's place as a global hotspot.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

About Economic Development Winnipeg Economic Development Winnipeg Inc. (EDW) is the champion for economic development in Winnipeg. With key framework mandates which include Tourism Winnipeg and YES! Winnipeg, EDW provides market data, assistance and support to grow Winnipeg's economy by helping to make business success in Winnipeg easier and more attractive, and encouraging more people to come and see what Winnipeg has to offer.

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YES! Winnipeg

Cumulative and Current Successes

Successes, 2018 to date

Jobs (at maturity)	1,510
Capital investment (at maturity)	\$69.4 million+
Value of payroll	\$42.4 million+

Successes, Campaign 2020 (2016-current)

Jobs (at maturity)	2,165
Capital investment (at maturity)	\$148.9 million+
Value of payroll	\$53.4 million+
Number of successes	21

Business Development

2018 Investor Breakfast Our annual Investor Breakfast was another success this year. Attendance at the event was over 150, with 68% being YES! Winnipeg investors. This group heard from a panel with representatives from Ubisoft, GrowForce, and TappCar, as well as Mayor Brian Bowman and Minister of Growth, Enterprise and Trade Blaine Pedersen. The conversation from this group touched on why each company chose to establish themselves in Winnipeg, the opportunities the city can offer, as well as some hurdles yet to overcome. We also launched our new Investor Video, which you can [view here](#). In a follow up survey, 100% of responders would recommend this event to a colleague in their professional network.

The Winnipeg Investor YES! Winnipeg's annual publication, The Winnipeg Investor, is **published and available to read** and share with your network. This year's magazine theme is, "the Winnipeg Advantage." As our city continues to evolve and investments in our city are growing, YES! Winnipeg is working

behind the scenes to foster and amplify that business growth. This magazine touches on those topics, including the many reasons our city is well-placed to attract talent and companies from all over the world.

Global Affairs Canada – Investment Officers Tour On November 4th and 5th Economic Development Winnipeg, led by our YES! Winnipeg team, hosted a Familiarization Tour (FAM Tour) for 10 new Investment Officers and a Trade Commissioner from Global Affairs Canada. These officers visited Winnipeg before being posted to embassies around the world (in key markets such as France, Germany, U.K., China, Japan and the U.S.), and will be focused exclusively on investment attraction. This was a unique opportunity to showcase Winnipeg's business assets and investment value proposition to these officers, who will then be responsible for promoting Winnipeg as an attractive location for foreign direct investment in their markets of responsibility.

Global Affairs Canada – Ag Tech Media Tour On November 14th and 15th Economic Development Winnipeg, led by our YES! Winnipeg team, hosted a Foreign Media Tour for Global Affairs Canada, where we welcomed 12 foreign journalists and 2 Investment Officers who are all focused on the agribusiness sector. These officers visited cities across Canada to better understand the country's ag tech strengths. This was a wonderful chance to showcase Winnipeg's agribusiness assets and successes in Canada to international business media, which will help raise Winnipeg's as an attractive location for foreign direct investment

Reactive Opportunities

Throughout this quarter, YES! Winnipeg responded to more than 9 inquiries from companies looking for assistance with local launches, expansions and/or attractions.

Referrals

Throughout this quarter, YES! Winnipeg provided 50 referrals to investors and other collaborators. This included providing targeted business enquiries, introductions for potential project partnership opportunities, and acting as a resource hub for startup companies looking to build their local networks.



Tourism Winnipeg

Tourism Winnipeg was part of a Winnipeg-specific roundtable discussion regarding the federal government’s tourism strategy, due to be released this spring. Items discussed included the need to create longer demand seasons to attract international travelers, current labour shortages, and the need to shift our image away from only natural beauty and share more cultural experience.

Tourism Winnipeg was appointed to the Canadian board of Meetings Means Business, a North American industry-wide coalition to showcase the value of the meetings and conventions sector. Tourism Winnipeg also signed an agreement with Business Events Canada, a division of Destination Canada, the federal tourism agency, to provide data on Winnipeg’s meetings and convention business as part of a national economic impact study.

Bid opportunities

Tourism Winnipeg developed:

22 bids for future conventions, sports and events which represents approximately

11,768 delegates/participants

20,315 room nights

\$12.2 million in direct spending

Events held

in this past quarter:

37 meetings, conventions, sports and events were held in the city which represents approximately

11,768 delegates/participants

7,466 room nights

\$11.8 million in estimated direct spend

Notable wins

this past quarter:

2019 Golden Boy Indoor Soccer Tournament

2,000 delegates	750 room nights	\$952,000 direct spend
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Diabetes Canada - 2019 Diabetes Canada / CSEM Professional Conference

1,500 delegates	3,400 room nights	\$1,645,500 direct spend
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Public Service Alliance of Canada - 2021 PSAC National Triennial Convention

1,200 delegates	4,948 room nights	\$1,370,400 direct spend
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Royal LePage Canada & Shelter Foundation - 2020 National Sales Conference

1,000 delegates	3,200 room nights	\$1,120,000 direct spend
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Market Intelligence

Market Intelligence Research Tools

Market Intelligence continues to enhance its research capabilities by expanding its use of targeted research tools. MI has added Altus Insite to its toolkit, which is a commercial and industrial real estate platform that enables the tracking of real-time transactions and property availability. This tool will be used to monitor real estate availability and help to target specific locational needs for clients.

Additionally, MI has added LocalIntel – a set of 14 market information platforms, which will enhance EDW’s capacity to organize and disseminate market information through its website. This tool enables the user to access market information on Winnipeg’s economy in a variety of different forms including graphs, tables and written overviews. Through this website platform EDW has also incorporated various data and content elements from the City of Winnipeg’s Open Data Portal.

Intelligent Community Forum (ICF)

Winnipeg has once again been selected by the Intelligent Communities Forum (ICF) as part of the Smart21 list of the most intelligent communities worldwide. This is Winnipeg’s 7th time being selected by the ICF. EDW continues to work with the City of Winnipeg and other community stakeholders to ensure that smart city technologies and innovations are deployed to improve the city’s competitive edge for new investment and talent attraction.



Marketing & Communications

Significant Marketing Campaigns

- Launched a redesigned **Tourism Winnipeg website** which includes new functionality such as mapping, an itinerary builder, and location-based filtering. New content includes a section for **Local Guides, Top Chefs** and **themed top 10 lists**.
- Entered into an exclusive destination partnership with Google, which unlocks key features to promote the destination and enhance the online visitor experience.
- Created a social media survey to poll Tourism Winnipeg followers who are not Winnipeg residents. An overwhelming 85% of those respondents stated that the content TW shares on social media makes them more likely to visit Winnipeg in the future.
- Completed the Holiday Shop & Stay Campaign, which promoted Winnipeg as a holiday shopping destination. New for 2018 included a partnership with Expedia that saw 3,641 airline tickets and 8,644 hotel room nights sold directly from the campaign.

Other Marketing Highlights

- Hosted four Instagram tours with Canadian Museum for Human Rights, Exchange District BIZ, Thermëa Spa, and Winnipeg Airports Authority. The photo tours collectively included 50 participants who produced over 200 photos and reached thousands of followers.
- Hosted Facebook Live videos with Manitoba Liquor & Lotteries and The Forks, reaching a collective audience of 121,206 people and garnered 73,322 video views.
- Created five brand new videos showcasing key neighbourhoods in the city which are included on **Tourism Winnipeg's website**.
- Produced the **2019 Winnipeg Visitor's Guide**, which will be distributed in and around the city and posted online.

Winnipeg in the News

Corporate Media

16 corporate media articles were generated this quarter, with an earned media value of \$1,582,968.

Significant articles included:

"City holds its own in tech sector", *Winnipeg Free Press* [read more ▶](#)

"Winnipeg teams up with Google", *Winnipeg Free Press* [read more ▶](#)

"Travel bloggers, Airbnb pick Manitoba as emerging travel destination", *Global News Winnipeg* [read more ▶](#)

Travel Media

A total of 8 travel writers were hosted this quarter, and 12 travel media articles were generated during the same time period for an earned media value of \$23,256.

Significant articles included:

"9 Surprising Things to do in Winnipeg – Plus Other Hidden Gems" [read more ▶](#)

"Why Winnipeg is a Canadian secret gem" [read more ▶](#)

In November, Tourism Winnipeg and Travel Manitoba hosted popular adventure travel blog The Planet D. They spent two days in Winnipeg exploring the Canadian Museum for Human Rights, the Hermetic Code tour at the Manitoba Legislative Building, Thermëa, Assiniboine Park Zoo, and more.

In October, Tourism Winnipeg hosted Canadian Association of Retired Persons writer Beth Pollock for an Indigenous-focused itinerary around Winnipeg. Her visit included a tour of La Musée de Saint-Boniface Museum, the Inuit art vault at the Winnipeg Art Gallery, and the Urban Shaman Gallery.

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