Q2 Impact Report

Encompasses **April, May and June** 2026

WINNIPEG
ECONOMIC DEVELOPMENT & TOURISM

Table of contents

Message from the COO 4

Making Winnipeg better for everyone 6

Live 8

Work 10

Invest 14

Visit 18

Winnipeg brand 24

Our partners 26

Our people & community 28

Winnipeg's economy 30

Advancing our strategy 32

Spotlight feature 34

Definitions & sources 40

**All metrics reported in this Q2 Impact Report are year-to-date as of June 30, 2026, unless otherwise noted.*

Message from the COO

The second quarter has been another period of steady progress for Winnipeg Economic Development & Tourism. This report highlights our work and achievements last quarter while also reflecting our year-to-date results.

It is also my first opportunity to connect with you in my new role as Chief Operating Officer during this **leadership transition**. I want to begin by thanking Ryan Kuffner for his leadership over the past nine years. Ryan leaves behind a strong organization and an exceptional team.

We have established a clear strategic direction for Winnipeg Economic Development & Tourism, positioning us well for the work ahead. His leadership guided our organization through an evolution to a one-agency approach to economic development and tourism — positioning Winnipeg as a North American leader with the only unified model of its kind amongst major Canadian cities.

As I step into this role, my focus is simple: supporting our people, delivering our work and ensuring a smooth leadership transition.

This role was established to provide continuity and organizational stability, and I'm looking forward to carrying that responsibility forward as we deliver value for our partners, clients and our city.

Across the organization, I see people building trusted relationships, working collaboratively to solve challenges and achieving meaningful results every day. Whether supporting local employers, attracting investment or growing visitation, our team continues to show up with professionalism, collaboration and a shared commitment to moving Winnipeg forward.

This quarter marks an important milestone in how we share our progress.

For the first time, this report includes a dedicated update to **our multi-year strategy** to grow Winnipeg's economy. Now halfway through the first year of implementation, it's encouraging to see our strategy bringing teams together around shared priorities and providing a common framework for attracting investment, talent and visitors. I hope you'll take a moment to explore this new section.

Sharing Winnipeg's one-agency story

In April, CEO Ryan Kuffner represented Winnipeg Economic Development & Tourism as a panelist at **City Nation Place**, an international conference on place branding and economic development. He shared how our one-agency model is helping strengthen Winnipeg's competitiveness by integrating economic development and tourism into a single, coordinated approach to attracting business investment, talent and visitors.

You'll also find a spotlight featuring our Talent & Workforce Development team. Their work helps employers attract and retain the talent they need to grow, building the workforce that will support Winnipeg and Manitoba's future. It's one example of how we deliver value to businesses while strengthening Winnipeg's long-term competitiveness.

Beyond the work featured in this report, I'm also pleased to share that we recently completed our latest **Corporate Travel Survey** in partnership with Winnipeg Airports Authority.

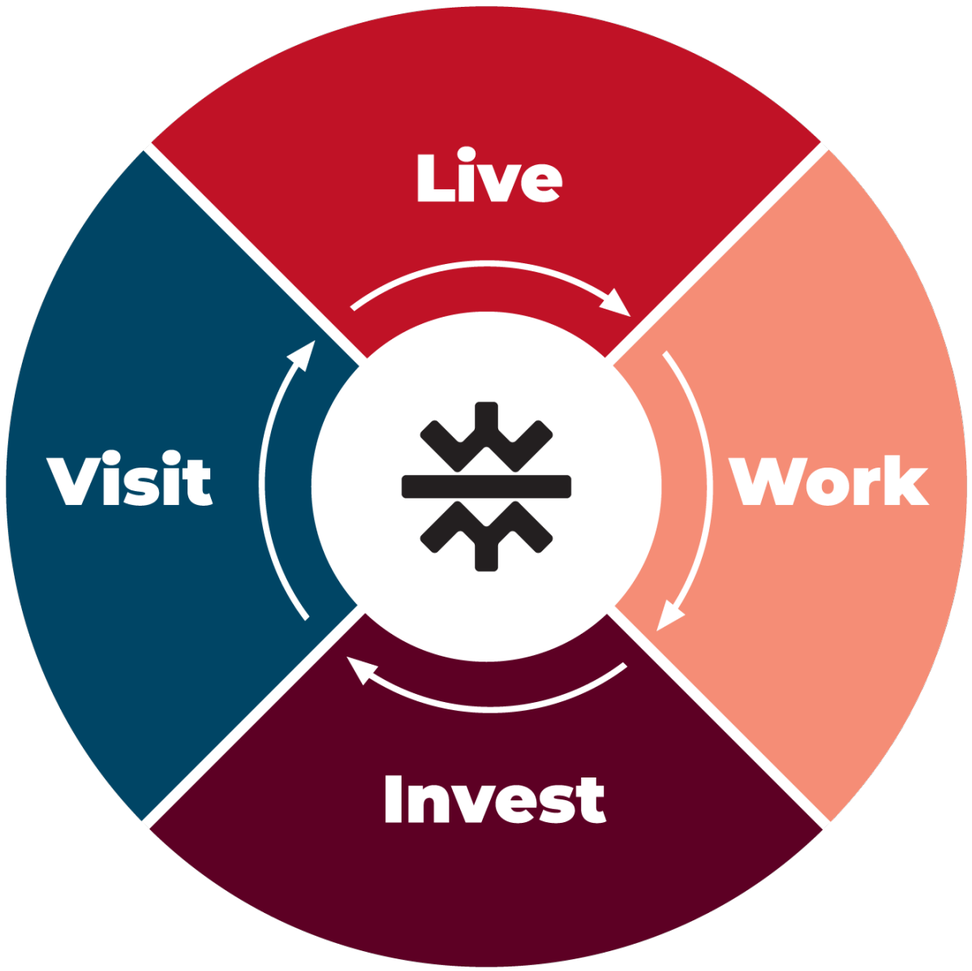
The insights gathered provide valuable market intelligence that helps strengthen the case for new and expanded air service, supporting Winnipeg's business and visitor economy.

Looking ahead, alongside Natalie Thiesen, Vice President of Tourism, we're looking forward to launching Tourism Talks in October, a new signature tourism event that will bring together partners across sectors. The inaugural event's theme will explore the role major events play in driving visitation, economic impact and quality of life, as well as the strategic, behind-the-scenes work of attracting events to our city.

Thank you for your continued partnership and confidence in Winnipeg Economic Development & Tourism. We have important work ahead, and I look forward to continuing it alongside our partners as we create opportunities for Winnipeg.

Amanda Macdonald
Chief Operating Officer

Making Winnipeg better for everyone



Our work grows the economy and keeps Winnipeg moving forward toward long-term prosperity.

When people choose to live here, they build their futures and find meaningful work that connects them to our community.

A city where people want to live becomes a city where they want to work. That talent and energy attract investment — creating jobs, driving innovation and strengthening our community.

The momentum that follows draws new visitors inspired by our festivals, culture and the energy of a city on the rise.

Each turn of the wheel makes Winnipeg an even better place to **live, work, invest and visit.**

LIVE

A strong economy supports a high quality of life with good jobs, vibrant neighbourhoods and the amenities that make Winnipeg a place people want to call home. When people choose to live here, it creates the foundation for long-term economic growth.

Waterfront Drive

Assiniboine Park

OUR CORE WORK

Talent attraction & retention

We promote Winnipeg as a great place to live and work to attract and retain the skilled talent businesses need. In turn, employers can grow, neighbourhoods remain vibrant and families choose to build their futures here.

New domestic job seekers (Work in Manitoba)

4,300 Manitoba

594 Canada

Career events and missions

39 Provincial

1 National

1 International

Jobs filled via Work in Manitoba

222

Highlights

Connecting job seekers to local opportunities
Attracting skilled workers means meeting them where they are. In May, our team promoted career opportunities in Winnipeg and Manitoba at the Canada Job Expo in Toronto, showcasing our province as a great place to live and work. By connecting directly with more than 100 job seekers — including former Manitobans considering a return and newcomers open to relocating — we're helping strengthen our region's talent pipeline.

Scaling talent solutions in rural Manitoba
A stronger provincial workforce depends on access to the right people. In June, our team led a session at the Economic Developers Association of Manitoba and Community Futures Manitoba summit in Russell, showcasing the Work in Manitoba job portal as a province-wide tool that makes it easier for communities to attract and retain top talent. By strengthening engagement in rural Manitoba, we're helping build a more connected talent network that supports growth across the province.

**All metrics reported in this Q2 Impact Report are year-to-date as of June 30, 2026, unless otherwise noted.*

WORK

Local businesses are foundational to Winnipeg's economy. They create jobs, which create meaningful career opportunities that help attract and retain people in our city. A skilled and growing workforce helps businesses thrive and positions Winnipeg to attract new investment.

BeeMaid tour

BeeMaid tour

OUR CORE WORK

Business support

We help companies overcome barriers to growth in Winnipeg, enabling them to stay, expand and succeed — protecting local jobs and supporting long-term economic resilience.

Services delivered to businesses

379

Business interviews

73

Businesses supported

256

Highlights

Creating a buzz for local business growth
Helping local companies thrive starts with understanding where they're heading and how our team can help them get there. In Q2, we met with BeeMaid Honey at their new St. Boniface facility to discuss their future business plans and identify opportunities for continued growth. We also helped them gain local and national visibility by producing an **article** and **video** that showcased the company's vital role in Winnipeg's economy and its considerable share of Canada's honey production.

A game-changing investment in Winnipeg
Fish Flight Entertainment announced a new Winnipeg studio in mid-June, adding to the city's thriving gaming sector. The new studio is expected to create at least 15 jobs by the end of the fiscal year, strengthening Winnipeg's long-term competitiveness as a hub for creative industries. For several years, our team has supported Fish Flight's expansion by connecting them with the talent, space, networks and funding programs needed to establish its local presence.

Workforce solutions

We help Winnipeg businesses grow, compete and expand by connecting them with the right contacts, resources and insights, creating more employment opportunities and alignment between local talent and employer needs. We also administer the **Work in Manitoba (WIM)** job portal on behalf of the Province of Manitoba, helping connect employers with talent across the province.

New MB employers registered in WIM

356

Workforce partner engagements

67

Talent services delivered

62

Highlights

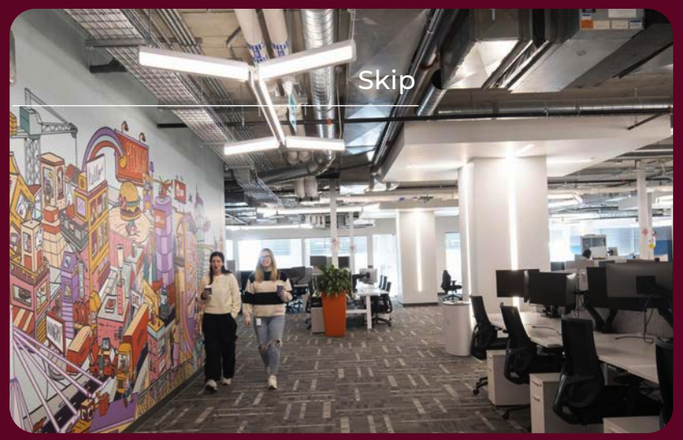
Helping employers compete for global talent
As immigration policies evolve, timely, reliable guidance helps employers with retaining critical international talent. In Q2, our team supported five Manitoba employers with navigating work permits and other immigration challenges including providing two formal referrals as an Immigration, Refugees and Citizenship Canada referral partner. This helped employers address workforce retention pressures, reduce uncertainty and maintain access to talent in Manitoba.

Driving talent toward opportunities to grow key sectors
Winnipeg is a transportation and distribution powerhouse in the heart of the Prairies with its continued success dependent on attracting and retaining top talent. In May, we targeted active job seekers through WIM, generating 2,532 clicks for the Manitoba Trucking & Career Expo. Event organizers identified this campaign as the third-largest driver of attendance, demonstrating the value of connecting employers with qualified job seekers in one of Winnipeg's most important industries.

Work in Manitoba booth

INVEST

A skilled workforce and supportive business environment attract investment. In turn, investment fuels innovation, job creation and long-term success, reinforcing confidence in Winnipeg's economic potential.



OUR CORE WORK

Investment attraction, business retention & growth

We support local business retention and expansion, and compete to secure capital investment in Winnipeg, while attracting and guiding national and international businesses through market entry and growth. Together, this work fuels innovation, strengthens key sectors and drives long-term economic growth that benefits Winnipeg's businesses and creates long-term prosperity.

Familiarization tours

5

Investment projects qualified

24

Capital invested

$4M

Total jobs created

46

Economic Outcomes Facilitated

2

GDP impact

$40.4M+

Highlights

Fuelling growth in advanced manufacturing

Eastside Group of Companies' expansion of Carlson Composites is a win for Winnipeg's manufacturing sector. With support from our team confirmed through a client-signed Validation Letter, the project includes a $2 million capital investment, a 10,000 sq. ft. facility expansion and 20 new full-time skilled jobs. This investment will help increase local production capacity while strengthening Winnipeg's broader manufacturing ecosystem.

Creating new opportunities to attract global investment

Winnipeg's strengths in aerospace and defence, transportation and logistics, bioscience, and applied research make it a compelling destination for investment. In May, our team supported the Province of Manitoba in highlighting these key sectors for a delegation of 17 Global Affairs Canada trade and investment officers from 14 international markets. Through site visits, industry roundtables and a networking reception hosted by our agency, the program showcased our province as an investment-ready jurisdiction for companies exploring new opportunities.

Eastside Group of Companies

Magellan Aerospace

VISIT

Tourism generates economic impact, supports local businesses and showcases Winnipeg's culture, creativity and authentic experiences — turning visitors into lasting ambassadors.

Visitor expenditures

$554.1M

RBC Convention Centre

OUR CORE WORK

Event attraction

We lead the attraction of business, sports and special events, and major events to Winnipeg, generating visitor spending that supports local restaurants, hotels and small businesses. This work also brings national and world-class experiences to the city, fostering community pride and driving economic activity.

Future events secured

41

Familiarization tours

19

Total estimated event impact for future events secured

$36.5M

Events hosted

55

Highlights

Driving business events growth
A key Q2 event attraction win was securing the 2027 ArcticNet Annual Scientific Conference. This meeting will bring 1,350 researchers and climate leaders from across Canada and around the world to Winnipeg in December — a traditionally slower period for business events. The event is estimated to generate more than $3.9 million in economic impact, while contributing to research that informs climate change policy.

Positioning Winnipeg to attract future conferences
The Canadian Society of Association Executives (CSAE) Western Summit brought 125 association and nonprofit leaders to Winnipeg April 23 to 24, creating an important opportunity to showcase the city as a host destination for future conferences. Ahead of the conference, our team hosted CSAE executives on a familiarization tour highlighting new additions to Winnipeg's convention and venue scene. Our team also hosted the opening night reception at the Canadian Museum for Human Rights, giving delegates a memorable firsthand experience of one of the city's signature venues.

Leisure visitor attraction

We showcase Winnipeg's world-class attractions, diverse culture and one-of-a-kind experiences to inspire travel, driving tourism spending that strengthens local businesses and creates service-sector jobs.

Leisure marketing

Our leisure marketing program focuses on reaching and engaging target audiences in key markets, with campaigns designed to generate awareness, interest and visitation.

Campaign impressions

3.3M+

Clicks

51.5K+

Cost per click

$1.23

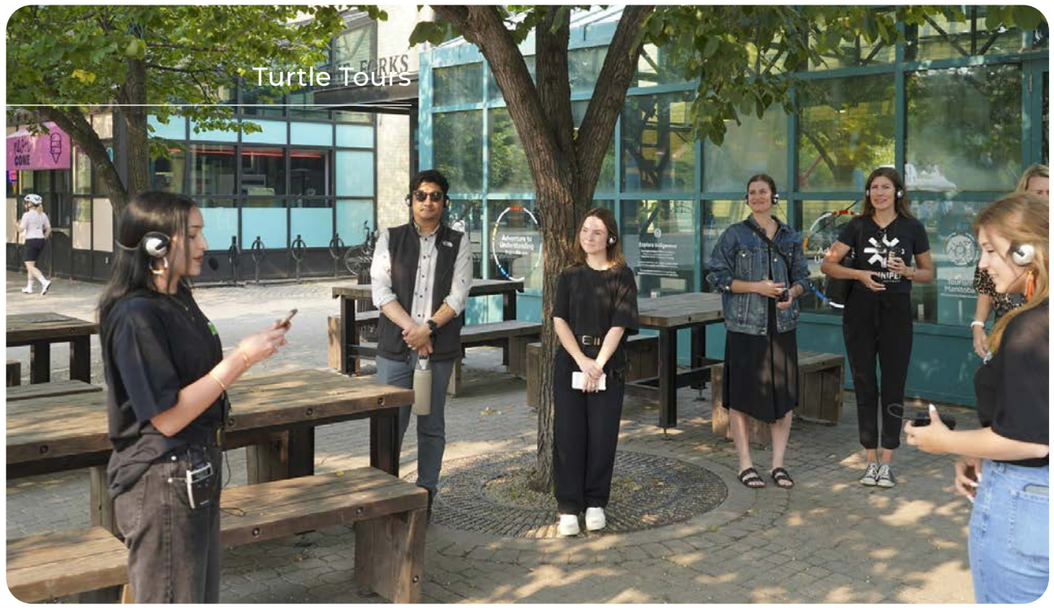
Highlight

Positioning Winnipeg as a hot spot for summer travel

Winnipeg competed for summer visitors by showcasing the vibrant experiences that make our city stand out. Our summer leisure marketing campaign ramped up during peak vacation planning periods in Q2, targeting our primary segment of 'culture seekers' in key markets including Minnesota, North Dakota, Regina and Calgary. In June, we also launched a local campaign promoting the **Winnipeg Attractions Pass**, a curated collection of Winnipeg's top attractions that helps residents and visitors experience the city while saving on admission.

Travel trade

We partner with tour operators and travel agents in key markets to include Winnipeg in travel packages and group adventures to attract visitors.



Familiarization tours

13

Highlight

Keeping Winnipeg on the global map

Winnipeg is gaining interest from the global tourism industry. In late May, our team completed 70 appointments with international tour operators and travel trade partners at Rendez-vous Canada (RVC) in Toronto, building on the momentum of hosting RVC in Winnipeg last year. To date, more than 50 per cent of these tour operators have added Winnipeg to their portfolios, developed itineraries that include the city, or indicated they will feature Winnipeg tourism products in their websites and marketing material.

Travel media

We work strategically with journalists, influencers and content creators to tell compelling and distinctive stories that capture the essence of Winnipeg — part of a coordinated effort to attract visitors to the city.

Familiarization tours

29

Paid content creator results

Reach

167K+

Estimated Earned Media Value (EMV)

$422K+

Engagement

3,749

Return on investment

For every $1 spent, we generated

$32

in EMV

Influenced media/creator results

Reach

27.9M+

Engagement

158K+

Estimated Earned Media Value (EMV)

$4.9M+

Media mentions & creator campaigns

21

Highlight

Building positive perceptions of Winnipeg

Winnipeg was featured in The Boston Globe in an April 2026 article by Christopher Muther titled, **"Don't underestimate Winnipeg. The modest prairie city is filled with gems."** The writer arrived expecting an overlooked prairie city but discovered a vibrant destination with a rich cultural scene, great food and welcoming locals. Our team supported the visit by providing curated recommendations and photography that helped showcase the best of Winnipeg.

The Boston Globe

CANADA

Don't underestimate Winnipeg. The modest prairie city is filled with gems.

By Christopher Muther Globe Staff, Updated April 10, 2026, 5:00 a.m.

Winnipeg BRAND

Economic outcomes depend on a strong Winnipeg brand. Positive perceptions drive investment, talent and visitation. Through strategic content, media and partnerships, we shape how Winnipeg is seen and understood — showcasing our lifestyle, major events, business ecosystem, knowledge economy, cultural richness and natural assets. Our brand work helps increase awareness and understanding of Winnipeg before decisions are made, supporting broader efforts to attract investment, talent and visitors.

Manitoba Museum

OUR CORE WORK

Owned content reach & engagement

Followers

223K+

Reach

12.2M+

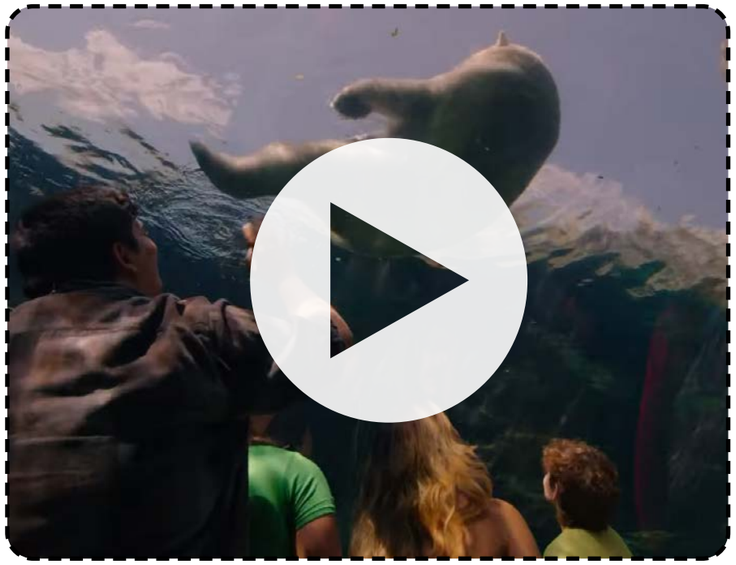
CMHR

Highlight

Celebrating Winnipeg's culture, character and charm

Winnipeg has a compelling story — and our new video tells it with humour, confidence and pride. Launched in June, our **Winnipeg Master Class video** playfully captures everything you need to know about Winnipeg, inspired by the popular MasterClass online learning platform.

The video is also accompanied by three guides devoted to our **arts and culture scene**, **landmarks and architecture** and our **world-class attractions**.



Our partners

We are grateful for our **partners** who play a critical role in driving Winnipeg forward. Thank you for being part of this journey!

Harvard Developments Corporation

Strategic Partners

Access Credit Union
Canada Life
Canadian Museum for Human Rights
Casinos of Winnipeg
Manitoba Hydro
RBC Convention Centre Winnipeg
Travel Manitoba
Winnipeg Airports Authority

Growth Partners

680 CJOB
6P Marketing
Airbnb
Canad Inns
Capital Commercial Real Estate Services Inc.
CIBC
Colliers
Concord Projects
Corporate Source
Delta Hotels Winnipeg
Eastside Group of Companies
Efficiency Manitoba
Encore Canada
f-BLOK architecture
Fillmore Riley
Free Press
GFIT Wellness
Handcraft Creative
Harvard Developments Corporation
Johnston Group
KPMG - Manitoba
Leger
Magellan Aerospace Manitoba Inc.
Maple Leaf Construction
M.D. Steele
MMI Group
MNP
Northwest Properties
PCL Construction
People First HR Services
Price Industries
Probe Research
PwC
Qualico
RBC Royal Bank
Richardson Centre Limited
ROBINSON
Skip
TD Bank
Terracon Development
The Forks
The Fort Garry Hotel
The University of Winnipeg PACE
Thermea Spa Village
Thompson Dorfman Sweatman LLP
Ubisoft
Visual Lizard
Wellington-Altus Private Wealth
WestJet
Winnipeg Blue Bombers
WOW! Hospitality

Community Supporters

American Express
Avison Young
Best Western Plus Pembina Inn & Suites
Holiday Inn South
Jazz Winnipeg
Royal Manitoba Theatre Centre

Our people & community

Through ongoing community engagement, collaboration and commitment to learning and developing our team, we strengthen the relationships and knowledge that advances Winnipeg's growth across all markets.

Highlights

A global stage for Indigenous business and economic reconciliation
In April, Winnipeg officially announced it will host the **2026 World Indigenous Business Forum (WIBF)**, bringing more than 1,000 delegates from 20 countries to the city this October. At the announcement gathering at RBC Convention Centre, Natalie Thiesen, Vice President of Tourism, spoke about how Winnipeg is uniquely positioned to host this global conversation as home to the largest urban Indigenous population in Canada and a hub for First Nations, Red River Metis and Inuit leadership and business events.

Recognizing the people who power our tourism industry
Winnipeg and Manitoba's tourism industry took centre stage on April 23 as we welcomed 470 attendees to the sold-out **fourth annual Tourism Awards** at the RBC Convention Centre. Hosted jointly with Travel Manitoba, the event celebrated the dedication behind an industry that generates more than $1 billion in visitor spending annually in Winnipeg — supporting local businesses, creating jobs and sharing the best of our city with the world.

Learning from the competition
At our **annual Partner Breakfast** on May 13, we brought together local partners and leaders from peer cities to explore how Winnipeg can attract investment and strengthen competitiveness in a rapidly changing economy. A panel discussion featuring economic development leaders from Calgary, Hamilton and Québec City reinforced that cities best positioned for growth are those that know their strengths, act quickly and work collaboratively.

Celebrating professional growth across our team
Our team celebrated two professional milestones in May. Cheryl Hooper, Market Researcher, earned her Canadian Analytics and Insight Professional designation, reflecting a commitment to the industry standards and ethics that build public trust and strengthen the credibility of the research that informs our work. Office and HR Manager Yajing Li achieved her Chartered Professional in Human Resources certification, helping our agency build stronger internal systems, reduce risk and provide more consistent staff support.

Advancing data-driven decision-making
In June, our in-house economist Dan Tingskou participated in McGill University's Consortium on Analytics for Data-Driven Decision-Making, strengthening the analytical expertise that supports our evidence-based approach to economic development. Dan also presented on Manitoba and the 2025 U.S. trade war, bringing local economic insight to a national policy conversation.

Winnipeg’s economy

Reliable, timely insights into Winnipeg’s economic landscape empower businesses, investors and partners to identify opportunities for growth.

This intelligence is delivered through our Economic Digest, curated by our economist, Dan Tingskou, who analyzes global and local trends and interprets what they mean for Winnipeg’s economic outlook.

In our Q2 Economic Digest, Tingskou takes a closer look at inflation — unpacking what it is, how it has changed and why it continues to put pressure on households, businesses and decision-makers. In this edition, we examine:

- **why prices still feel high**
- **Winnipeg’s shifting inflation picture**
- **essential costs affecting Winnipeggers the most**
- **the many local and global forces driving inflation**

Read the full **Q2 Economic Digest** for a deeper analysis of one of the most persistent economic challenges of the post-pandemic period.

Advancing our strategy

Winnipeg Economic Development & Tourism is shaping the city's economic future through **our strategy** to make it one of Canada's most vibrant, welcoming and connected places for business, talent and visitors. This section highlights key activities from the quarter that are helping advance our strategic priorities and move our vision forward for Winnipeg.

GOAL 1

Boost Winnipeg's competitiveness

Reliable economic data is essential to helping Winnipeg compete for investment, support business growth and make informed decisions about the city's future. That's why we're developing an Economic Health Monitor that will provide clear, accessible insights through dashboards on Winnipeg's economic performance.

In Q2, we began developing the monitor's core requirements and building the data processes and visuals needed to support an internal dashboard by Q3 2026, with a public-facing dashboard planned for 2027.

GOAL 2

Elevate Winnipeg's global profile

A strong brand helps Winnipeg compete for visitors, strengthen visibility in priority markets and grow the economic impact of tourism.

In Q2, our team advanced work on a new leisure marketing strategy and Winnipeg brand position, creating a long-term roadmap for attracting visitors and growing spending. We also developed a framework to track visitation and visitor spending, helping us better understand and quantify the contribution of current and future marketing activities.

GOAL 3

Advance Winnipeg together

Driving inclusive growth means helping diverse talent connect with employers and participate in Winnipeg's economy.

Through targeted Work in Manitoba (WIM) outreach at events such as Vision Quest, the Canadian Immigrant Fair and the Manitoba Association of Newcomer-Serving Organizations information and networking fair, we helped increase the visibility of diverse job seekers, focusing on priority talent groups including youth, Indigenous communities, newcomers and recently upskilled professionals. To date this year, 413 new Indigenous job seekers, 1,348 newcomers, 1,041 members of visible minorities and 292 persons with disabilities, have joined WIM.

Connecting the dots

How Winnipeg Economic Development & Tourism helps employers find the talent they need to grow in our province

When it comes to unlocking the next stage of growth, nearly all business owners will say that their top priority — and often their top barrier — is access to the right people. Hiring, recruiting and retaining talent is an ongoing challenge for employers.

While this is true in any city, Winnipeg Economic Development & Tourism saw an opportunity to connect employers and job seekers, taking a leadership role in the development of a central job-matching platform, Work in Manitoba. The results to date speak for themselves: more than 33,000 job seekers in Canada and 2,600 employers have registered to date, leading to more than 920 reported hires since the platform's launch.

These numbers showcase the work of just one of many initiatives led by the Talent & Workforce Development team to help local employers get access to talent in a tightening labour market — support that can make the difference in whether a business stays, scales or chooses Winnipeg in the first place.

Bridging the gaps within the talent market

When the Talent & Workforce Development team was created in 2019, it was clear that talent was one of the biggest barriers facing Winnipeg's private sector. When companies were weighing whether to invest in Winnipeg, one of the first questions they asked Winnipeg Economic Development & Tourism staff was whether the region had the right people to fill their staffing needs.

Talent supply exists in Manitoba, from post-secondary institutions to employment agencies and settlement organizations, but it is decentralized and challenging for an employer to access in full.

"The ecosystem that provides talent was fragmented, and to be honest, it still is," says Alberto Velasco-Acosta, Vice President, Economic Development of Winnipeg Economic Development & Tourism. "Businesses didn't know who to call."

The team's answer was not to become just another provider, but to act as the connective tissue between all layers: a single, friendly point of access to a complicated system.

"We wanted to improve the user experience of connecting to that ecosystem," Velasco-Acosta says. "The centrepiece of everything we do is the Manitoba employer."

More efficient access to Manitoba's talent pool

For Ashley Dunlop, who joined the Talent & Workforce Development team as Director in 2024, the strategy comes down to solving a long-standing industry pain point: people without jobs, and jobs without people.

"Our job is to make those connections — between people who are ready, people who are almost ready and just need a little support to get there, and employers for whom talent is absolutely critical," says Dunlop. "People are at the heart of operations. If you don't have someone to open the doors, the doors stay closed."

The primary tool used to solve this gap is the **Work in Manitoba** job-matching platform, which is free to use, provincially funded and administered by Winnipeg Economic Development & Tourism.

"I like to think of it as Manitoba's talent pool," Dunlop says. "That's what we're trying to do — collect it and make the match." Now in its fifth year, the team can track hires directly: a quick prompt asks employers whether they filled a role, and whether Work in Manitoba helped them do so. A strong majority say yes. What sets the platform apart is a focus on quality over volume.

Talent Mission, Paris 2026

"You might get fewer applicants than you would on Indeed or LinkedIn," says Dunlop. "But they're eligible to work in Canada, they actually want to be in Manitoba and their skills match the job posting."

The result is a pool of applicants who have more substance, and a more efficient application-vetting process. As a result, employers find that a posting on Work in Manitoba converts to the right hire at a markedly higher rate than other platforms.

This platform has helped companies such as Canada Life, who in 2025 had an opportunity in place to launch an accessibility-focused mentorship program but couldn't find the right audience to reach.

"We were able to message exactly the people in our talent pool who identified with a disability and were interested in finance," says Dunlop. "It was incredibly successful; we were told that their Manitoba event ended up being the most successful across all of Canada Life's offices for turnout."

Moving beyond our borders

Another key team initiative is its recruitment missions, where the Talent & Workforce Development team will work with Manitoba-based companies to identify key positions that are difficult to fill locally.

In recent years, these missions have found themselves in multiple international markets including the United Kingdom, France, Germany and Argentina — as well as key domestic markets such as the GTA and Calgary, where the team connects with job seekers and former Winnipeggers who may be ready to take a second look at the career and lifestyle advantages Winnipeg offers.

One such mission took place in 2023 to Morocco, which directly helped Avenir IT, a fully bilingual technology service provider (and Winnipeg Economic Development & Tourism supplier), to grow its team capacity. They needed to recruit senior-level IT talent who were operationally fully bilingual — a narrow talent pool on two fronts and difficult to find in Winnipeg's existing talent pool.

With an international recruitment mission led by Destination Canada taking place, Avenir IT saw an opportunity to participate and recruit the talent they needed. In this instance, Winnipeg Economic Development & Tourism helped the company with coordinating logistics, candidate screening, interview facilitation and immigration pathways alignment to help smooth the path to Manitoba residency. As a result, the company filled several key senior roles that remain based in Winnipeg today.

Looking ahead — and abroad

Since the Talent & Workforce Development function was established in 2019, the team has worked with companies to address

talent shortages by helping them find talent within Manitoba and supporting targeted international recruitment.

The broader economic payoff for these initiatives go beyond individual companies and into the broader community. In particular, senior international hires will often emigrate with their families — often with the spouse also finding work, children entering local schools and overall growing the tax base long-term.

The pursuit of talent attraction and retention goes beyond just the vacancies of today's job market, but also the ones coming next. The Talent & Workforce Development team seeks to help Manitoba stay competitive as industries and technologies shift — a key part of retaining the people and companies who are driving industry sectors forward with new innovations and technology.

To help with that retention and growth strategy, Winnipeg Economic Development & Tourism develops and monitors targeted, high-performing marketing campaigns to tell Winnipeg and Manitoba's story — not just to the rest of the world, but also to those of us who already live and work here. Speaking more directly about Winnipeg and Manitoba's career advantages counters the myth that you have to leave the province to build a great career — and also reminds those who did leave what's waiting for them at home.

Work in Manitoba event

Winnipeg Economic Development & Tourism and Neo Financial

Seven years into the team's founding, Talent & Workforce Development is hard at work connecting the dots. The platform they administer is delivering jobs matches, employers are finding the right talent and a once-fragmented ecosystem is becoming something closer to a network.

Even with these multiple wins, the team knows there's still a long road ahead — but for a city that competes for talent around the world, that work is only just hitting its stride.

Need support finding talent?

Winnipeg Economic Development & Tourism provides in-depth Talent Needs Assessments focused on evaluating skilled talent retention, recruitment and other challenges.

Get in touch with our Talent & Workforce Development team today to start the conversation: **talent@winnipegedt.com**

Appendix

Definitions and sources for Winnipeg Economic Development & Tourism's Impact Report

Winnipeg Economic Development & Tourism tracks metrics to evaluate the impact our agency's activities have on Winnipeg's economy. For transparency, the following expands upon the definitions and sources of the data behind the metrics.

LIVE

Talent attraction & retention

New domestic job seekers (Work in Manitoba)
Definition: The Work in Manitoba (WIM) job portal is a province-wide job portal connecting employers with job seekers, based on skills matching technology. WIM is administered provincially by Winnipeg Economic Development & Tourism on behalf of the Government of Manitoba, which provides program funding.

This metric refers to the number of job seekers residing in Canada who created an account on the Work in Manitoba job portal during the reporting period.

Source: Work in Manitoba Job Portal

Career events and missions
Definition: Targeted recruitment activities delivered locally, across Manitoba and in other markets to connect people with job opportunities. This includes events such as job fairs and career expos to support local job seekers, as well as efforts in other markets to help employers fill roles when talent is not available in Winnipeg.

Source: Winnipeg Economic Development & Tourism internal data (Customer Relationship Management tool)

Jobs filled via WIM
Definition: This refers to the number of job vacancies reported as filled through the Work in Manitoba portal, based on optional employer responses after a job posting closes. This metric reflects only a portion of total hiring, as it captures results from employers who both receive applications directly through the platform and report their outcomes voluntarily. Figures may include estimates where job postings represent multiple positions.

Source: Work in Manitoba job portal

WORK

Business support

Services delivered to businesses
Definition: The range of activities our team provides to support businesses with retention, expansion and attraction in our city. This may include connections to government funding, help navigating programs, issue management, talent recruitment assistance, and other services as needed.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Business interviews
Our organization runs a formal Business Retention & Expansion program, which is a best practice tool amongst global economic development agencies. This includes a detailed annual interview with a variety of businesses in the city to uncover challenges, industry trends and pressures and more.

In addition to this foundational interview, we have two other custom interviews: a Foreign Direct Investment (FDI) Profile for businesses in Winnipeg with foreign ownership, and an in-depth Talent Needs Assessment focused on evaluating skilled talent retention, recruitment and other challenges.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Businesses supported
Definition: The number of businesses that received at least one service from Winnipeg Economic Development & Tourism during the reporting period, including support related to business retention, expansion and attraction.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Workforce solutions

New Manitoba employers registered in Work in Manitoba platform
Definition: The Work in Manitoba (WIM) platform is a province-wide job portal connecting employers

with job seekers, based on skills matching technology. WIM is administered provincially by Winnipeg Economic Development & Tourism on behalf of the Government of Manitoba, which provides program funding.

This metric refers to the number of unique employers hiring for positions in Manitoba that created a WIM account during the reporting period.

Source: Work in Manitoba job portal

Workforce partner engagements
Definition: The number of distinct interactions and collaborative activities with organizations and stakeholders that support workforce development. These engagements help strengthen partnerships and connect employers with talent.

Source: Winnipeg Economic Development & Tourism internal data (Customer Relationship Management tool)

Talent services delivered
Definition: The range of activities our team provides to support businesses with their workforce and talent needs. This may include advice and recommendations, qualified referrals, tools and resources, talent recruitment assistance, and other workforce-related services. Talent services delivered are also reflected in the overall 'Services delivered to businesses' figure.

Source: Winnipeg Economic Development & Tourism internal data (Customer Relationship Management tool)

INVEST

Investment attraction, business retention & growth

Economic Outcome Facilitated
Definition: In our sales process, the ultimate milestone is achieving an Economic Outcome Facilitated, which is marked when a client signs a Validation Letter. This is a private sector validation of the value we have provided them through our service offering and ensures we only claim successes when our clients validate that success.

The Validation Letter provides Winnipeg Economic Development & Tourism with the client's confirmation of the number of jobs expected to be created at maturity, the dollar value of capital invested, and the new payroll generated related to this investment project. Validation Letters are ultimately considered "wins" for Winnipeg and communicated accordingly.

Source: Winnipeg Economic Development & Tourism internal records (Validation Letter)

Capital invested
Definition: The total value of capital investment associated with Economic Outcomes Facilitated supported by Winnipeg Economic Development & Tourism during the reporting period.

Source: Winnipeg Economic Development & Tourism internal records (Validation Letter)

Total jobs created
Definition: The number of direct, indirect and induced jobs associated with Economic Outcomes Facilitated supported by our agency during the reporting period.

Source: Winnipeg Economic Development & Tourism internal records (Validation Letter, in-house developed Economic Impact Calculator)

Gross Domestic Product (GDP) impact
Definition: The value of goods and services produced in Manitoba resulting from Economic Outcome Facilitated our agency supported during the reporting period.

Source: Winnipeg Economic Development & Tourism internal records (in-house developed Economic Impact Calculator)

Investment projects qualified
Definition: The number of investment opportunities where companies advanced from early-stage interest to actively considering Winnipeg for investment or expansion during the reporting period due to the efforts of our team to provide relevant data, services and other support. These projects represent high-potential opportunities within our investment pipeline that will support the city's economic growth.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Familiarization tours
Definition: A familiarization (FAM) tour is a curated visit with in-destination hosting and support, including elements such as meetings, site visits and introductions to key business and government contacts that showcase Winnipeg's investment opportunities and business environment.

FAM tours help influence investment and expansion decisions in Winnipeg and are considered an important stage of pipeline development.

FAM tour attendees are primarily prospective businesses, investors or site selectors. Participating in-market industry partners may also be included as part of a FAM tour.

This metric represents the number of participants engaged through FAM tours during the reporting period. Each participant (company or organization) is counted once per FAM tour, regardless of the number of representatives attending or the number of opportunities they represent.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

VISIT

Visitor expenditures
Definition: The estimated total visitor spend in Winnipeg on goods and services during their trip, including accommodation, food and beverage, transportation, attractions and retail.

Source: Destination Canada, Canadian Tourism Data Collective, Lodging Aligned Spend Reporting

Event attraction

Future events secured
Definition: The number of future events confirmed for Winnipeg through successful bids or attraction efforts led or supported by Winnipeg Economic Development & Tourism. These events represent future visitation and economic activity.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Total estimated event impact for future events secured
Definition: The estimated total economic impact of future events secured for Winnipeg through efforts led by our agency. This includes direct, indirect and induced spending and broader economic activity generated by attendees, organizers and event-related services.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool, third-party Destination International Economic Impact Calculator)

Events hosted
Definition: The number of events held in Winnipeg during the reporting period that were secured or supported by Winnipeg Economic Development & Tourism, including conferences, meetings, sports and special events taking place within the quarter.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Familiarization tours
Definition: A familiarization (FAM) tour is a curated visit with in-destination hosting and support, including elements such as site tours, destination experiences and introductions to key local partners that showcase Winnipeg's event infrastructure and capabilities.

FAM tours help influence event bookings in Winnipeg. FAM tour attendees are primarily business events, sports and special events planners, decision makers and clients. Participating in-market industry partners may also be included as part of a FAM tour. This metric represents the number of participants engaged through FAM tours during the reporting period. Each participant (company or organization) is counted once per FAM tour, regardless of the number of representatives attending or the number of opportunities they represent.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Leisure visitor attraction

Leisure marketing
Definition: The targeted promotion of Winnipeg as a travel destination to reach and influence potential leisure visitors — building awareness, generating interest and motivating travel through campaigns and content.

Campaign impressions
Definition: The number of times an ad is shown on someone's screen, indicating how widely Winnipeg's message is being seen by potential visitors, investors or talent.

Source: Winnipeg Economic Development & Tourism's paid online and social media marketing campaigns

Clicks
Definition: The number of times someone clicks on an ad, indicating active interest and engagement with Winnipeg.

Source: Paid online and social media marketing campaigns

Cost per click
Definition: The average cost for each ad click, measuring how efficiently campaigns generate engagement.

Source: Winnipeg Economic Development & Tourism's paid online and social media marketing campaigns

Travel trade

Travel trade
Definition: Travel trade is the buying or selling of travel products that are either sold directly to consumers or to other tour operators and buyers, such as accommodations, attractions, transportation and packaged experiences. Our team works with the travel trade to include Winnipeg in travel itineraries worldwide, helping to bring more visitors to the city.

Familiarization tours
Definition: A familiarization (FAM) tour is a curated visit with in-destination hosting and support, including elements such as guided experiences, product development support and introductions to key tourism partners that showcase Winnipeg's tourism assets and visitor experiences. FAM tours are often delivered in partnership with Travel Manitoba and, where applicable, Destination Canada and other tourism partners.

FAM tours help influence travel product development and leisure visitation to Winnipeg. FAM tour attendees are primarily travel trade operators, including tour operators and wholesalers. Participating industry partners may also be included as part of the FAM tour.

This metric represents the number of participants engaged through FAM tours during the reporting period. Each participant (company or organization) is counted once per FAM tour, regardless of the number of representatives attending or the number of opportunities they represent.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Travel media
Definition: Travel media refers to journalists, editors, broadcasters, content creators and media outlets that produce and distribute content focused on travel, tourism, destinations, and visitor experiences. This includes traditional media (print, broadcast, and digital publications such as newspapers, magazines, and TV programs) as well as online platforms, blogs and social media channels that influence travel decision-making and destination awareness.

Familiarization tours
Definition: A familiarization (FAM) tour is a curated visit with in-destination hosting and support, including elements such as tailored itineraries, hosted experiences and introductions to key tourism partners that showcase Winnipeg as a travel destination. FAM tours are often delivered in partnership with Travel Manitoba and, where applicable, Destination Canada and other tourism partners.

FAM tours help influence media coverage and destination awareness of Winnipeg. FAM tour attendees are primarily travel media, journalists and content creators. Participating industry partners may also be included as part of the FAM tour. This metric represents the number of participants (both paid and unpaid) engaged through FAM tours during the reporting period. Each participant (company or organization) is counted once per FAM tour, regardless of the number of representatives attending or the number of opportunities they represent.

Source: Winnipeg Economic Development & Tourism internal records (Customer Relationship Management tool)

Paid content creator results
Definition: Refers to content creators who were compensated by the organization through a content fee (or a portion of a content fee in partnership with Travel Manitoba) in exchange for a defined set of deliverables.

Reach (Paid content creator campaigns)
Definition: The estimated number of users who saw the content, measuring overall visibility. This measure refers only to paid content creator campaigns.

Source: Klear (Meltwater influencer analytics platform). Reach represents an estimated audience based on available social media data.

Engagement (Paid content creator campaigns)

Definition: The level of interaction with content, including actions such as clicks, likes, shares, comments

or other responses, indicating audience interest. This measure refers only to paid content creator campaigns.

Source: Klear (Meltwater influencer analytics platform). Engagement is measured using platform analytics.

Estimated Earned Media Value (EMV) (Paid content creator campaigns)
Definition: A metric in marketing that calculates the value of publicity gained through promotional efforts rather than paid advertising. It measures the worth of media exposure obtained through channels like social media, press coverage, and word-of-mouth, estimating the equivalent cost of achieving the same exposure through paid ads. This measure refers only to paid content creator campaigns.

Source: Klear (Meltwater influencer analytics platform). EMV is an estimated value based on platform methodology.

Return on investment (ROI)
Definition: A measure of the value generated from travel media activities compared to the cost of those efforts. This indicates how effectively investments are driving visitor interest and economic impact for Winnipeg.

Source: Internal calculation based on data inputs from the Klear (Meltwater influencer analytics) platform.

Influenced media/creator results
Definition: Refers to those who were supported by the organization without receiving a paid content fee, including those hosted in the destination or supported through services such as providing information, photos, interviews or other resources.

Reach (Influenced media/creator campaigns)
Definition: The estimated number of users who saw the content, measuring overall visibility. This measure refers only to influenced media/creator campaigns.

Source: Meltwater (media monitoring) and Klear (influencer analytics platform). Reach is estimated using platform analytics and monitoring data.

Estimated Earned Media Value (EMV) (Influenced media/creator campaigns)
Definition: A metric in marketing that calculates the value of publicity gained through promotional efforts rather than paid advertising. It measures the worth of media exposure obtained through channels like social media, press coverage, and word-of-mouth, estimating the equivalent cost of achieving the same exposure through paid ads.

Source: Meltwater (media monitoring) and Klear (influencer analytics platform). EMV is an estimated value based on platform methodologies.

Engagement
Definition: The level of interaction with content, including actions such as clicks, likes, shares, comments or other responses, indicating audience interest.

Source: Meltwater (media monitoring) and Klear (influencer analytics platform), used to estimate reach.

Media mentions & creator campaigns
Definition: Refers to instances of earned coverage or content about the destination generated through influenced media and content creator efforts. This includes individual media mentions (e.g., articles, broadcast segments or social posts) as well as distinct creator campaigns, each counted once regardless of the number of posts or outputs produced. Syndicated content is counted once per original piece, regardless of the number of outlets in which it appears, while all placements contribute to total reach and earned media value (EMV).

Source: Meltwater (media monitoring) and Klear (influencer analytics platform).

BRAND WINNIPEG

Owned content reach
Definition: The number of unique individuals exposed to Winnipeg Economic Development & Tourism's business-to-consumer (B2C) owned content, indicating how widely Winnipeg's story is being seen.

Source: Winnipeg Economic Development & Tourism social media and digital platform analytics

Owned content engagement
Definition: The number of interactions with owned B2C content (e.g., likes, shares, comments, clicks, views), indicating audience interest and relevance.

Source: Winnipeg Economic Development & Tourism social media and digital platform analytics

Followers
Definition: The total number of individuals subscribed to Winnipeg Economic Development & Tourism B2C owned channels, representing the size of the ongoing audience.

Source: Winnipeg Economic Development & Tourism social media platform analytics

Update
The number of followers for the Q1 2026 reporting period has been revised to 220,000 followers and 5.7 million reach (impressions).