

2025 Annual Report





Land acknowledgement

Winnipeg Economic Development & Tourism's office is in Winnipeg, Manitoba, on Treaty One territory. These traditional and ancestral lands we call home represent the history, spirit and enduring strength of the Anishinabe (Ojibway), Ininew (Cree), Dene and Dakota People, and the homeland of the Red River Métis.

Additionally, we acknowledge that our daily clean drinking water, a resource which we often take for granted, flows from Shoal Lake, located on Treaty Three Territory.

We reaffirm our dedication to forging meaningful relationships with Indigenous Peoples — First Nations, Métis and Inuit — and their communities. Our efforts are grounded in reciprocity, mutual understanding, collaboration and above all, respect.

Guided by the Truth and Reconciliation Commission's 94 Calls to Action and as a signatory to the City of Winnipeg's Indigenous Accord, we are committed to building new initiatives and partnerships. The Accord emphasizes engaging multiple sectors across Winnipeg to advance reconciliation efforts, guided by the Truth and Reconciliation Commission of Canada's calls to action.

Recognizing the historical exclusion of Indigenous Peoples from economic development, Winnipeg Economic Development & Tourism is dedicated to advancing economic reconciliation through new initiatives and partnerships with Indigenous businesses and organizations.

Downtown Winnipeg

Our strategy: 2026-2030

OUR VISION

Cultivate a thriving, inclusive economy that empowers every member of our community to fulfill their ambitions. We foster a vibrant, resilient and globally recognized Winnipeg, ensuring it is known for its diversity and quality of life.

OUR MISSION

Drive inclusive and sustainable economic growth while enhancing Winnipeg's global competitiveness for business investment, talent and visitors.

Our goals

GOAL 1

Boost
Winnipeg's
competitiveness

GOAL 2

Elevate
Winnipeg's
global profile

GOAL 3

Advance
Winnipeg
together

Our impact

\$3.4 billion
GDP impact

\$1.25 billion
Capital investment

11,000
Jobs created

\$530 million
Event impact

Please see [our strategy](#) for all details surrounding calculations of our measures.



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Who we are

Winnipeg Economic Development & Tourism — formerly Economic Development Winnipeg, YES! Winnipeg and Tourism Winnipeg — is the city's lead economic development and tourism agency.

Governed by a private-sector board and guided by the needs of local business and tourism communities, we drive inclusive, sustainable growth in and around Winnipeg by attracting investment, talent and visitors.

Through our work, we help make Winnipeg a more vibrant and prosperous place to live, work, invest and visit for the benefit of residents and businesses.

Leadership team

Ryan Kuffner

President & Chief Executive Officer

Kathy Tarrant

Vice President, Marketing,
Communications & Corporate
Partnerships

Natalie Thiesen

Vice President, Tourism

Amanda Macdonald

Vice President, Business Development,
Market Intelligence & Corporate
Services

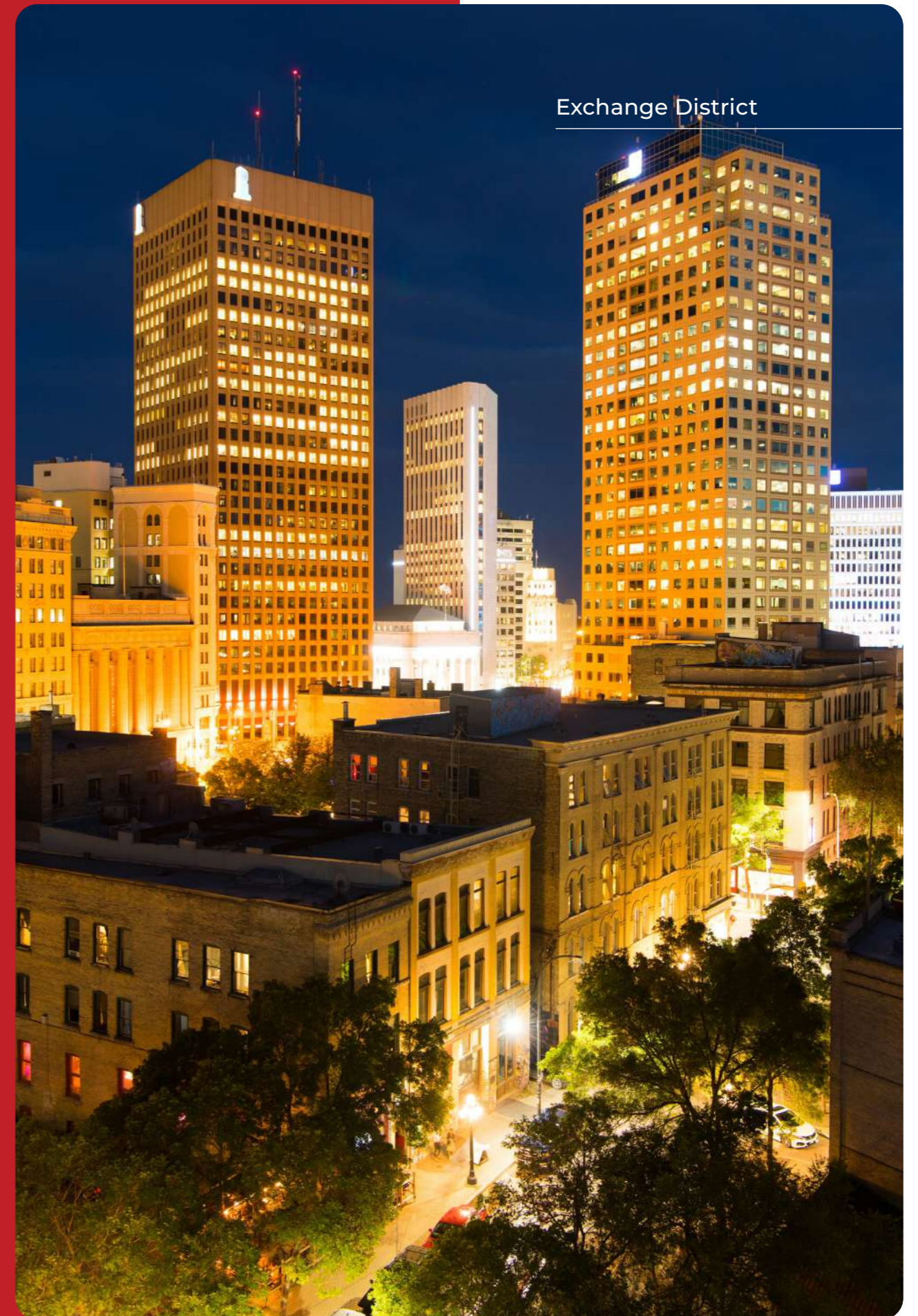
Alberto Velasco-Acosta

Vice President, International

Shannon Hamilton

Associate Chief of Staff

Exchange District



CEO's message

2025 was a year of progress for Winnipeg, even in a rapidly changing environment.

From global uncertainty to local impacts — from tariffs to wildfires — we have seen how quickly conditions can shift. In this context, our focus has remained clear: listening closely, acting decisively and staying focused on what we can control.

This year marked an important evolution for our organization. We introduced our new corporate name, Winnipeg Economic Development & Tourism, better reflecting our one-agency model and the integrated approach we bring to growing our economy.

We see our agency's role as the driving force behind a wheel; one that moves our city forward through the connection between how people live, work, invest and visit.

When one part advances, it creates momentum across the entire system. This integrated approach allows us to show up as one organization — bringing our efforts together to move faster, present a stronger and more consistent story, and make it easier for businesses, talent and visitors to choose Winnipeg.

But momentum is not guaranteed. Cities across Canada are moving quickly to compete for the same investment, talent

and visitors; standing still means falling behind.

That reality is reflected in our new multi-year strategy, focused on making Winnipeg more competitive, raising our profile beyond our borders, and bringing partners together to move faster and go further. We saw that impact throughout the year, including welcoming Rendez-vous Canada and helping secure and host major events like the Grey Cup.

This report highlights the measurable outcomes of Winnipeg Economic Development & Tourism's work in growing the city's economy. In 2025, our team secured 96 future events and conferences that will bring more than \$68.9 million in direct spending to the city. Our efforts to attract new investment and support local business expansion are expected to generate more than \$158.3 million in GDP growth for Winnipeg's economy.

We also launched a new corporate partnership program, bringing private sector leaders more directly into shaping Winnipeg's future and enabling partners to engage across our one-agency model.

As I reflect on my time with Winnipeg Economic Development & Tourism, I am proud of what we have accomplished



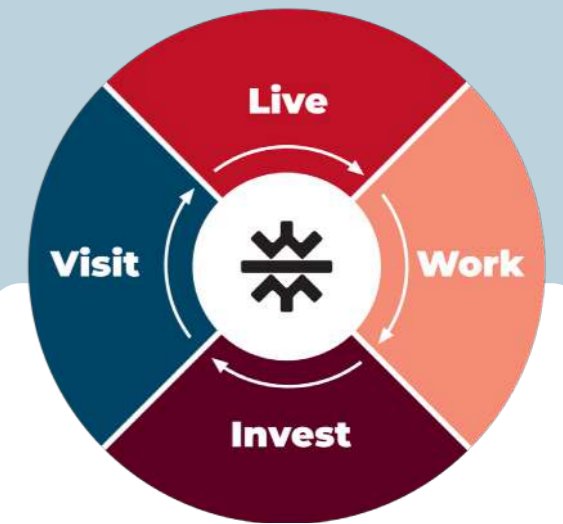
together and grateful for the partnerships we have built in support of Winnipeg's economic growth. After nearly nine years with the organization, including three as President & CEO, this moment represents a natural transition, both for the organization and for me, as I look ahead to my next chapter.

Our agency is well positioned for what comes next, with a clear strategy in place and important work already underway. I am confident in the team and the momentum we've built, and in the organization's ability to continue advancing investment, business growth, talent attraction and tourism in our city.

Thank you to our team, our Board of Directors and our many partners for your continued support. It has been a privilege to serve in this role.

Winnipeg has always demonstrated resilience and the ability to adapt. I remain optimistic about our future and the opportunity ahead to build a city where businesses, people and visitors thrive.

Ryan Kuffner
President & CEO



Goal 1:
Boost Winnipeg's competitiveness

Goal 2:
Elevate Winnipeg's global profile

Goal 3:
Advance Winnipeg together



Click or scan the QR code to learn more about our strategy

Message from our 2025 Board Chair

Winnipeg is at a pivotal moment.

In an evolving and complex environment, the role of Winnipeg Economic Development & Tourism has never been more important.

As a private sector-led board, we are focused on bringing that lens to our work—ensuring our efforts are aligned with what is needed to grow Winnipeg’s economy.

This past year marked an important step forward with the introduction of Winnipeg Economic Development & Tourism’s multi-year strategy.

Developed in collaboration with partners and stakeholders, the strategy sets a clear direction for growth.

It focuses on attracting investment, talent and visitors, while ensuring the benefits reach every corner of our city. This work has laid a strong foundation for what comes next.

As we move into this next phase, the organization remains well positioned with a clear strategy and an experienced leadership team to continue advancing this work.



On behalf of the Board, I would like to thank Ryan for his leadership and contributions over nearly nine years with the organization. His work has helped shape the path we are on today, and we are grateful for his dedication.

While external forces continue to shape the economic landscape, we are confident in the path ahead.

Together, we have a meaningful opportunity to continue building a city that competes and wins.

Denise Zaporzan
Board Chair
Winnipeg Economic Development & Tourism

Board of Directors

Denise Zaporzan, FCPA, FCMA (Chair)
President & CEO, Asteria Global

Sofia Mirza, K.C.
Partner, Fillmore Riley LLP

Danny Wright (Chair of Finance)
Partner, Tax and Managing Partner,
Winnipeg PwC

Jacques Lavergne
General Manager, Delta Hotels
Winnipeg

Brad Peacock, CFA, ICD.D (Vice Chair)
President & Chief Investment Officer,
Megill-Stephenson Company Limited

Diane Lee Sousa
Director of Finance and
Administration, Exchange Technology
Services

Nick Hays
President and CEO, Winnipeg Airports
Authority

Stephen Borys
Director & CEO, Winnipeg Art Gallery
(WAG-Qaumajuq)

Karl Loepf
Chief Operating Officer & Co-Founding
Partner, Private Pension Partners

Matt Dryburgh (Ex-Officio)
Interim Deputy Chief Administrative
Officer, City of Winnipeg

Dennis Meeches
President, Tribal Council Investment
Group (TCIG)

Mark Rosner (Ex-Officio)
Chief of Staff to the Premier, Province
of Manitoba



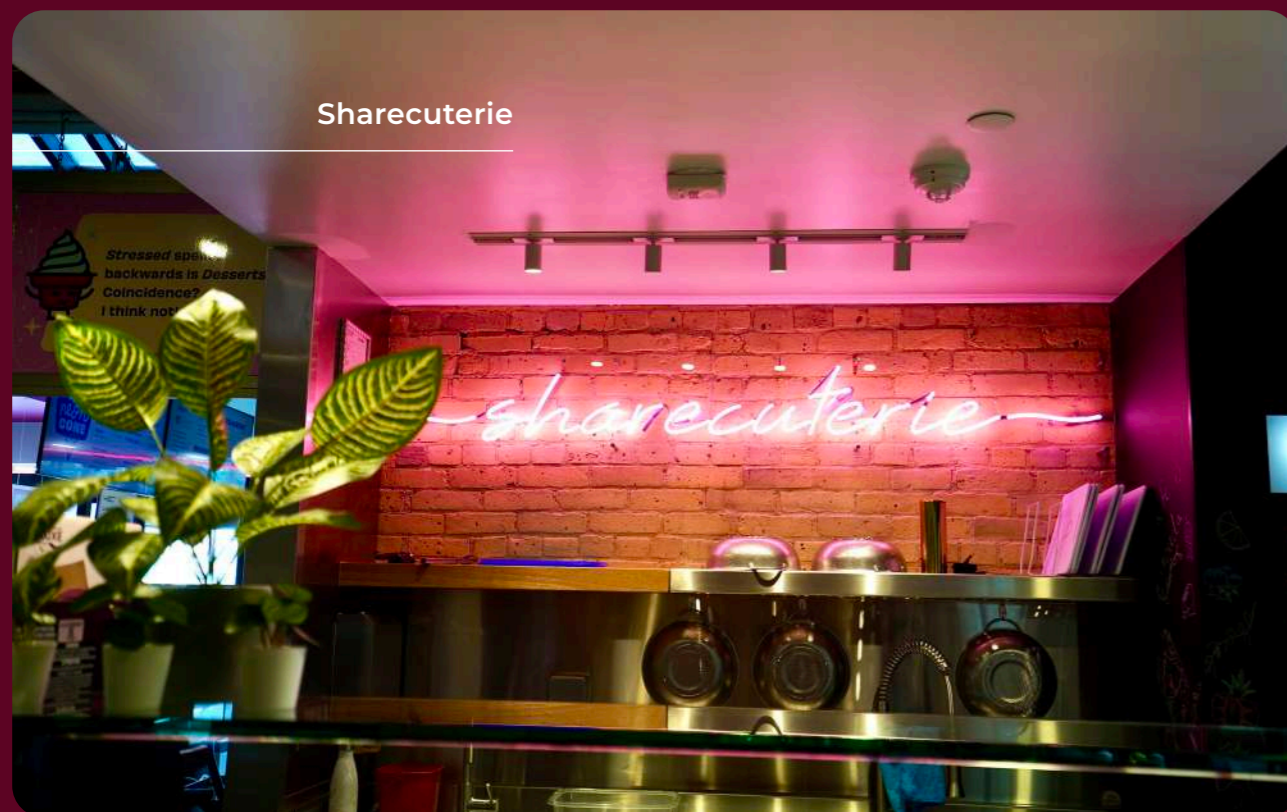
Our commitment

Long before Winnipeg was a city, it had always been a gathering place.

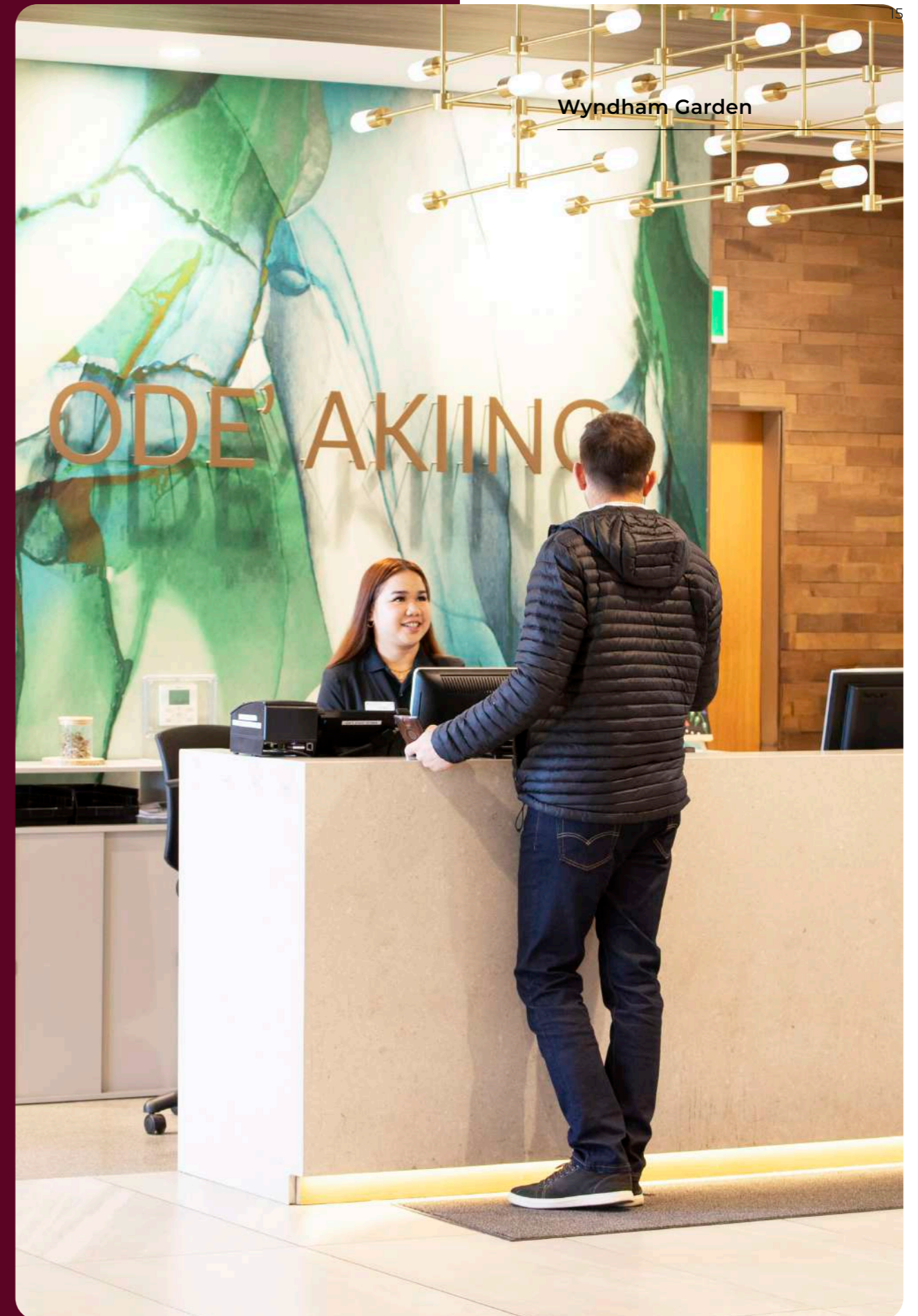
For thousands of years, Indigenous peoples came together at the forks of the Red and Assiniboine Rivers to trade, share knowledge and build prosperity.

Winnipeg's story begins here — with Indigenous nations whose cultures and economies shaped this land. True reconciliation begins with acknowledging that colonialism is part of our shared history and continues to shape the systems we live within today. Economic reconciliation must move beyond words — it requires meaningful action that reflects respect, responsibility and reciprocity.

Prosperity for all is at the heart of our work. Guided by Indigenous knowledge, perspectives and partnerships, we are committed to building respectful relationships and taking inclusive actions that strengthen Winnipeg and honour the well-being of every community member.



Sharecuterie



Wyndham Garden

Your investment, our impact in 2025

Investment in Winnipeg Economic Development & Tourism fuels lasting impact for Winnipeg. Thank you to our partners and supporters for driving economic growth, business success and a stronger community.

Estimated economic impact of Tourism Winnipeg:

\$68.9M

Tourism Winnipeg NPS:

95

Estimated economic impact of YES! Winnipeg:

\$158.3M

YES! Winnipeg NPS:

69

Yes! Winnipeg:

101

investors contributing

\$1.05M

Team Winnipeg:

38

partners contributing

\$327K



These measures were aligned with the Tourism Winnipeg and YES! Winnipeg program structures and concluded at the end of 2025. Future performance measures will reflect the transition to an integrated one-agency economic development model.

Economic impact is measured by assessing changes in key economic indicators like output, income, employment and value added, considering both direct and indirect effects of a project or event on a specific region.

For Tourism Winnipeg (TW), estimated economic impact is the result of the direct sales revenues for the events that TW has attracted or supported.

For YES! Winnipeg, the estimated economic impact refers to the total annual GDP generated by new businesses attracted to the city or by the expansion of local businesses supported by YES! Winnipeg measured once these operations reach full maturity.

Net Promoter Score (NPS) is a metric used to gauge customer loyalty and satisfaction by asking customers how likely they are to recommend a company's products or services. Calculated by subtracting the percentage of detractors (unhappy customers) from promoters (loyal supporters), NPS ranges from -100 to +100. A higher score indicates better customer loyalty and satisfaction.

Selling Winnipeg

Attracting business events, leisure travelers and sporting events to Winnipeg supports a vibrant local economy while showcasing our thriving city on a national and global stage.

In 2025, our Tourism team secured **96 future events** and conferences for our city that will bring more than **\$68.9 million** in direct spending.

Grey Cup success

Held November 10-16, the Grey Cup Festival was the result of years of coordinated planning and collaboration, with Winnipeg Economic Development & Tourism providing support before and during the event through partner alignment and visitor welcome initiatives. The festival delivered an estimated \$90 million in economic impact for Winnipeg and showcased the city at a national scale.

The event was also strategically leveraged to host VIP clients as part of a final-stage bid for the 2027 JUNO Awards, helping secure Winnipeg as host. The JUNOS are expected to generate an estimated \$17 million in total economic impact.

Driving business events growth

Throughout the year, we hosted 29 client site visits and 110 travel trade operators on familiarization (FAM) tours to showcase the city's strengths as a destination for business events — helping convert interest into future bookings.

From November 1-5, our team welcomed six association planners from Canada, the U.S. and the EU for a FAM anchored by a Churchill experience. The FAM highlighted Winnipeg's venues, hotels and visitor experiences in partnership with 18 tourism partners — which helped secure the 2027 Canadian Nutrition Society annual conference, a city-wide event expected to bring 500 delegates and generate \$1.02 million in economic impact.



Rendez-vous Canada showcases Winnipeg to the world

For the first time since 2010, Winnipeg hosted Rendez-vous Canada (RVC 2025) — Canada's premier international tourism marketplace. From May 27–30, the annual event connected global tour operators with Canadian suppliers through pre-scheduled business meetings.

Winnipeg Economic Development & Tourism and Travel Manitoba partnered with more than 100 local tourism organizations and 125 volunteers to deliver the event. The three-day showcase welcomed 1,400 delegates, including 400 buyers from 22 markets and 500 Canadian tourism businesses and generated an estimated \$2.8 million in direct economic impact. Our team completed 75 meetings with international tour operators and media to showcase Winnipeg, and strengthen its global competitiveness.

Promoting Winnipeg

The way a city tells its story shapes the opportunities it attracts and drives economic growth. Every day, we work to ensure Winnipeg stands out — promoting our city to the audiences who choose where to visit, invest and build their future.

Middle Child campaign drives national attention

Winnipeg is Canada's middle child! That's the message behind our cheeky marketing campaign launched in May to promote the city as a fun and welcoming summer destination and tap into growing demand for domestic travel.

Originally teased as an April Fools' joke, the campaign went viral across Canada for its self-deprecating take on our occasionally overlooked, but entirely unforgettable, prairie city. The April 1 launch generated significant attention with more than 50 local, national and international media outlets picking up the story and generating more than \$600,000 in earned media before the full campaign had even begun on May 1.

Our team developed the campaign in-house, including messaging, creative design and the introduction of Winnifred, the campaign's mascot named by locals. The campaign is now featured on merchandise available to locals and visitors at Made Here located in the Richardson Concourse at 1 Lombard.

Recognized for creative excellence

Winnipeg's thriving creative industries sector continues to gain international recognition. The city's growing film, gaming and interactive digital media sector was the focus of the *Winnipeg is the Creative Heart of the North* campaign, which earned the Economic Developers Association of Canada's Marketing Canada Award for Promotional Video.

Launched in 2024 across creative hubs including Los Angeles, the San Francisco Bay Area and Montreal, the digital campaign showcased Winnipeg's growing film, gaming and interactive digital media sectors, along with the city's competitive tax credits. Produced with Frank Digital, the video earned praise from local and external audiences for its fresh take on promoting Winnipeg's creative economy.

**Earned media value (EMV) is 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.*

Made Here MB



Investment project pipeline

Winnipeg's growth relies on attracting new investment and expanding local businesses.

Our teams actively build a pipeline of high-quality domestic and international investment opportunities aligned with Winnipeg's strengths to drive progress.

Our investment project pipeline generated **296** leads during 2025, with **257** prospects and **35** qualified opportunities.

Our efforts include:

Toronto investment attraction mission and CIFFA engagement

The Business Development team conducted a national investment attraction mission to Toronto in October, aligned with travel for the Canadian International Freight Forwarders Association (CIFFA) conference.

The team held six in-person meetings across priority manufacturing and ICT sectors, generating strong interest, including two companies pursuing further discussions and one qualified expansion opportunity representing an estimated \$100 million in capital investment and 10 jobs.

While in Toronto, the team also attended the CIFFA conference alongside the Winnipeg Airport Authority to showcase Winnipeg's emerging transportation and distribution sector, receiving strong interest and positive engagement from conference attendees.



Expanding Winnipeg's global reach

Winnipeg Economic Development & Tourism conducted nine international missions in 2025, working in partnership with Global Affairs Canada to advance in-market initiatives across the Indo-Pacific, Europe, Latin America and South Korea.

Targeting high-growth sectors such as advanced manufacturing, agri-food, life sciences and creative industries, the team engaged global investors at key events such as Agritechnica (Germany), Food Ingredients Europe (France) and Pixelatl (Mexico). These efforts strengthened Winnipeg's global presence and generated a robust pipeline of high-quality investment leads and prospect-stage opportunities.

National investment attraction mission to British Columbia

In September, Winnipeg Economic Development & Tourism's Business Development team conducted a national investment attraction mission to Vancouver and the B.C. Lower Mainland, meeting with 10 organizations to showcase Winnipeg's competitive advantages. Discussions highlighted CentrePort Canada's strategic location and access to affordable, development-ready land — factors several companies identified as important to their site selection process. One qualified investment opportunity was generated through the mission, linked to an expansion project in Brandon.

Winnipeg hosts global site selection consultants

In April, we hosted three members of the Site Selectors Guild — a global association of consultants who advise companies on corporate location decisions — representing markets in Toronto, the Netherlands and Germany. The visit was part of a coordinated initiative with our counterparts at Calgary Economic Development and Edmonton Global to raise the profile of Western Canada as an investment destination and diversify outreach beyond the U.S. market. The group toured development-ready sites and key industrial areas, with a focus on advanced manufacturing and transportation and distribution.



Business, retention, expansion (BRE) and attraction

Strong local businesses are the foundation of a thriving city. In 2025, our team delivered **580 services** to businesses — which led to **\$39.6 million in capital invested**, **635 net new full-time jobs** and **5 Economic Outcomes Facilitated (EOF)***.

Supporting Taiv's expansion in Winnipeg

Our team confirmed a new EOF with Taiv, a fast-growing company based in downtown Winnipeg that is transforming television advertising through artificial intelligence. The company uses AI to automatically switch TV content between cable, streaming, signage and trivia based on what's playing and the time of day, ensuring the best content plays at the right moment.

We worked with Taiv on talent support, site selection and government support navigation as the company scaled, resulting in a planned \$100,000 capital investment and the creation of 150 net new full-time jobs.



ITB's new facility to expand operations in Winnipeg

International Truck Body (ITB) will invest \$12 million to expand its Winnipeg facility, creating 100 new full-time jobs. A family-owned Winnipeg company known for its patented aluminum side panels, ITB will increase production capacity while driving local growth. The company purchases more than \$8 million annually from 20 Manitoba suppliers, all expected to see increased business. Our team supported ITB by identifying relevant funding opportunities, providing program awareness and timeline support, facilitating stakeholder connections and helping promote the economic impact of their Manitoba expansion, resulting in a new EOF.



StandardAero expands operations in Winnipeg

StandardAero, one of Winnipeg's largest employers with more than 1,300 employees, announced a 67,000 sq. ft. expansion of its Plant 6 facility in November — a \$15-million capital investment that will create 250 additional skilled jobs. Our team confirmed a new EOF by supporting the company throughout this process, coordinating collaboration, introductions

and site tours with key stakeholders. This expansion reflects continued confidence in Winnipeg's aerospace industry and highlights the city's growing capacity for advanced manufacturing and skilled employment. It also helps secure Winnipeg's position as Canada's third-largest aerospace cluster, behind Montreal and Toronto.



Celebrating the success of our Real Impact campaign

Wrapping up at the end of 2025, the Real Impact campaign translated private-sector investment into extraordinary outcomes for our city. Thanks to the leadership of Winnipeg's business community, the five-year campaign generated more than **\$1 billion** in GDP impact (the equivalent of purchasing over 1,000 new combines), created **10,130 jobs** (enough to fill every major theatre in Winnipeg, with people still waiting outside) and drove **\$1.2 billion** in capital investment (nearly enough to build six Canada Life Centres.)

Economic Outcome Facilitated (EOF): In our sales process, the ultimate milestone is achieving an EOF, which is marked when a client signs a YES! Letter. The letter is 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 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 thanks to our efforts. EOFs are ultimately considered "wins" by our team and communicated accordingly.

Talent & workforce development

A competitive economy depends on people with the skills to power it. Our team works to attract, retain and develop talent while connecting people to opportunities and support employers as they grow.

Connecting with global talent before they land

In partnership with ACCES Employment's Pre-Arrival Services, our Talent & Workforce Development team co-hosted the virtual Manitoba Professional Networking and Attraction Event, connecting local employers with skilled international talent approved for permanent residency.

Our team presented on Winnipeg's quality of life and job market, followed by a Q&A and networking session with around 70 global participants — many not yet in Canada.

National spotlight on Manitoba's workforce

The Talent & Workforce Development team was the regional partner for Magnet Network Live: Spotlight Manitoba, an event in October that brought local leaders and national trailblazers to discuss how Manitoba is tackling talent and productivity challenges and what it means for Canada.

The event highlighted Manitoba's leadership in shaping the future of work with sessions focused on talent, skills, technology, collaboration and productivity, with an emphasis on better understanding the impact of AI on the Canadian and global economy.



Work in Manitoba job portal

The provincial government's Work in Manitoba job portal, administered by Winnipeg Economic Development & Tourism, strengthens connections between employers and job seekers across the province.

In 2025, the portal gained **41,930 job seekers** and **453 employers**. This strong growth was sparked by coordinated efforts such as on-the-ground outreach, a high-performing marketing campaign, and new and expanded partnerships, including Canadian Manufacturers & Exporters (CME) — which made the portal the official job board across CME's Manitoba chapter.

Work in Manitoba results since launch

130,019

Job seekers

2,230

Manitoba employers

Thank you to our community

In 2025, collaboration with our investors and tourism partners played an important role in strengthening Winnipeg's economy and raising our city's profile. Together, we advanced initiatives that supported business growth, attracted visitors and events, and reinforced Winnipeg's competitiveness.

In November, we launched [a new strategy](#) and [our unified Corporate Partnership program](#), bringing together our partner network under one shared vision for Winnipeg's economic and visitor growth.

To those who have already joined us in this next chapter, thank you.

Your commitment reflects strong confidence in this integrated approach and in the value of collaboration across sectors. By coming together, we are strengthening our collective impact and positioning Winnipeg for even greater success.

As we look ahead, this unified model reflects the reality that tourism and business investment drive economic development and are deeply interconnected. When we align our efforts, elevate our shared priorities and champion Winnipeg together, we create lasting momentum for our city.

We are grateful for your partnership and excited for what we will achieve, together.

Amanda Macdonald

Vice President of Business Development, Market Intelligence & Corporate Services

Natalie Thiesen

Vice President of Tourism



Thank you to our 2025 investors

Changemaker



Influencer



Leader



Supporter

6P Marketing
 Air Canada
 American Express
 AMIK Inc.
 Avenir IT
 Avison Young Commercial Real Estate
 Estate Solutions
 B.A. Robinson Co. Ltd.
 BDO Canada
 Bell MTS
 BGO
 BMO Bank of Montreal
 Bockstael Construction Limited
 Business Council of Manitoba
 Canotech Consultants Ltd.
 Capital Commercial Real Estate Services Inc.
 CIBC - Winnipeg
 Colliers International
 Colliers Project Leaders
 Concord Projects Ltd
 Conviron
 Corporate Source Inc.

Cushman & Wakefield Stevenson -
 Winnipeg
 CWB Financial Group
 Deloitte - Winnipeg
 Eastside Group of Companies
 Efficiency Manitoba
 Ellement Consulting Group
 Encore Canada
 Ernst & Young LLP - Winnipeg
 f-BLOK architecture inc.
 Fillmore Riley LLP
 FlexNetworks
 Focused Forward
 Gator Construction
 GFIT Wellness
 GHY International
 Harvard Developments Inc.
 HUB International Manitoba
 Improving Winnipeg
 Indigeno Travel
 KPMG - Manitoba
 Ladco Company Limited
 Lambert Nemec Group

Launch Coworking Space
 Leaps & Bounds Consulting
 LinkWell Insurance Group
 M.D. Steele
 MacDon Industries Ltd.
 Magellan Aerospace
 Manitoba Inc.
 Maple Leaf Construction
 MLT Aikins LLP
 MMI Asset Management
 MNP LLP - Winnipeg
 Neptune Properties Inc.
 NFI Group Inc.
 Northwest Properties Ltd.
 Online Business Systems
 Parrish & Heimbecker Ltd.
 PCL Constructors Canada Inc.
 People First HR Services
 Private Pension Partners
 PSB Integration
 PwC Canada LLP - Manitoba
 Qualico Developments Canada Ltd.
 Rockport Group

Scatliff+Miller+Murray Inc.
 Scotiabank - Manitoba
 Shelter Canadian Properties Limited
 Skip
 Summit Commercial Solutions
 Taylor McCaffrey LLP
 TD Bank Group - Winnipeg
 Terracon Development Ltd.
 The Fort Garry Hotel, Spa and
 Conference Centre
 The Munro Group
 Thompson Dorfman Sweatman (TDS) LLP
 Tribal Councils Investment Group
 of Manitoba Ltd.
 Tripwire Media Group
 Ubisoft Winnipeg
 Visual Lizard Inc.
 Wawanesa Insurance Co.
 Wellington-Altus Private Wealth
 WestJet
 Winnipeg Insurance Brokers
 Xplore Inc.

Thank you to our 2025 tourism partners

Visionary



Champion & Partner

Alt Hotel Winnipeg

Assiniboine Park Conservancy

AVentPro

Best Western Plus Pembina Inn & Suites

Birchwood Inn

Canad Inns

Corporate Source Inc.

Delta Hotels Winnipeg

Downtown Winnipeg BIZ

Encore Canada

Fairmont Winnipeg

Folklorama

Haulin' Axe

Heartland International Travel & Tours - D.M.C.

Holiday Inn Winnipeg South

Inn at the Forks

Manitoba Museum

Oak Hammock Marsh Wetland Discovery Centre

Pinnacle Event Rentals

Red River Exhibition Association

Royal Manitoba Theatre Centre

Royal Aviation Museum of Western Canada

Stella's Catering

Strauss event & association management

The Forks

The Grand Winnipeg Airport Hotel by Lakeview

Thermea Spa Village

Victoria Inn Hotel & Convention Centre

Winnipeg Art Gallery

WestJet

WOW! Hospitality

Wyndham Garden Winnipeg Airport

In the news

Winnipeg in the news

Our Travel Media Program actively seeks out and collaborates with journalists, influencers and content creators to tell positive stories about Winnipeg and is key to attracting visitors here. By securing impactful media coverage, we also help shape and influence how people perceive Winnipeg — highlighting its vibrancy, culture and unique experiences.

In 2025, this included **680 articles, media mentions and creator campaigns** for a total **earned media value (EMV)* of \$44.1 million**. Media highlights include:

Weekend in Winnipeg: Brunch, butterflies and a spa under the stars | Juanita Ng, Victoria Times Colonist

The wildly beautiful prairie city Canadians keep to themselves | Mike MacEacheran, The Telegraph

From Plates to Polar Bears: Winnipeg's Must-Do Winter Experiences | Mark Sissons, BOLD Traveller

Winnipeg business media mentions

Winnipeg business earned media coverage includes stories that position Winnipeg as an attractive destination for business investment and sometimes feature Winnipeg Economic Development & Tourism.

In 2025, **357 media mentions** met these criteria, generating a total **EMV of over \$9.5 million**.

Rendez-vous Canada revs economic engine | Aaron Epp, Winnipeg Free Press

Clarity, 'competitiveness' key to name change | Gabby Piché, Winnipeg Free Press

New strategy to boost Winnipeg's economy, tourism says city's reputation needs works | Darren Bernhardt, CBC

* **Earned media value (EMV)** is 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.



Photo courtesy of Salvador Manquiz/Tourism Winnipeg

WINTER TRAVEL

From Plates to Polar Bears: Winnipeg's Must-Do Winter Experiences

Advertisement Learn

Clarity, 'competitiveness' key to name change

Economic Development Winnipeg rebrands, expands as Winnipeg Economic Development & Tourism

In our community

Our work is rooted in strong community relationships. Winnipeg Economic Development & Tourism plays an active role in the conversations shaping our city's future — sharing insights, building partnerships and championing Winnipeg's economic potential in all markets to fuel our city's success.

2025 State of the City address

Ryan Kuffner, President & CEO, spoke at the Winnipeg Chamber of Commerce's State of the City Address and VIP luncheon on March 14, highlighting Winnipeg's position at an economic crossroads. He emphasized the need for strategic investment, stronger private-sector collaboration and long-term planning, and invited community input to help shape our multi-year growth strategy for Winnipeg's economy — reinforcing our agency's role in attracting investment, talent and visitors.

Canadian Armed Forces welcome

Helping new residents feel connected and confident in choosing Winnipeg is key to retaining talent and supporting long-term economic growth. On behalf of Winnipeg Economic Development & Tourism, Sarah Robinson, Business Development Manager, presented at "17 Wing Orientation Day" on October 8, welcoming newly posted Canadian Armed Forces members to Winnipeg. She highlighted local attractions, festivals, events and sports, helping recruits settle into their new home.

Advancing sustainability in Winnipeg's tourism community

In celebration of World Tourism Day, our team hosted a partner event on September 26 at The Delta Hotel. Jean-François Archambault, founder and executive director of La Tablee des Chefs, shared inspiring insights on reducing food waste within local tourism industry partners. The event brought partners together to celebrate collaboration and sustainability within Winnipeg's tourism community.

New route to Iceland

Strengthening Winnipeg's global connectivity is critical to attracting investment, supporting business growth and opening new market opportunities. On November 18, President & CEO Ryan Kuffner was invited to speak at a media event announcing WestJet's new direct flight between Winnipeg and Reykjavik. He highlighted the route's importance for improving access to Europe for travellers, investors and local businesses. The announcement, made in partnership with Winnipeg Airports Authority, took place at Winnipeg James Armstrong Richardson International Airport.

Promoting Winnipeg across global industry platforms

Ensuring Winnipeg is included in conversations that drive future investment is core to our mandate. In March, Winnipeg Economic Development & Tourism advanced that work by participating in six high-profile global industry events — Hannover Messe, SXSW, BIOKET, the Site Selector Forum, the Saskatchewan Defence Forum and the Western Innovation Forum — where investment decisions and partnerships take shape. Across these events, our teams engaged directly with prospective investors, industry leaders and partners in key sectors such as technology, innovation and defence. More than 70 meetings led to five qualified opportunities, strengthening Winnipeg's investment pipeline and reinforcing our focus on attracting new business to the city.

Celebrating growth in aerospace manufacturing

Supporting the growth and expansion of companies already operating in Winnipeg is a key part of strengthening our local economy and attracting further investment.

On June 24, our team joined industry partners for the official opening of a 12,000 sq. ft. expansion at Boeing Winnipeg's composite manufacturing plant — the largest of its kind in Canada.

The \$20 million investment includes a new 7,250 sq. ft. freezer for storing composite materials, nearly doubling the facility's cold storage capacity and reinforcing Winnipeg as a hub for advanced aerospace manufacturing and innovation.



Bringing our community together

Our corporate partnership events serve as meaningful moments to share ideas and insights, recognize partner contributions and strengthen collaboration with the leaders shaping Winnipeg's economic future.

Partner roundtables: Sharing insight to inform action

In early 2025, we convened a series of targeted roundtables with partners, investors, business leaders, government and industry organizations. Discussions focused on current challenges, including shifting global trade dynamics, and created space for collaboration to inform future action. A total of 65 partners participated, sharing cross-sector insights from technology, advanced manufacturing, tourism and supply chain capacity. We captured key findings in a report shared with participants and government to help guide policy and support Manitoba's long-term competitiveness.

Exploring global competitiveness at the 2025 Investor Breakfast

Our partners play a critical role in growing Winnipeg's economy. On May 8, more than 280 attendees gathered at the Canadian Museum for Human Rights for our annual Investor Breakfast — a key touchpoint with our investor community. The event focused on Winnipeg's global competitiveness, with perspectives on investment and infrastructure shared on a panel of local business leaders: Brad Elias (Winnipeg Airports Authority), Chris Reiter (Focus Equities), Katie Hall Hursh (The Megill Stephenson Company Limited) and Marty Maykut (Anvil Management & Price Industries Canada).

Preparing for Rendez-vous Canada

On January 22, our team hosted a Lunch and Learn at the Winnipeg Art Gallery—Qaumajuq in partnership with Destination Canada. The session brought partners together for an informative presentation and panel discussion focused on preparing for Rendez-vous Canada (RVC) 2025. Participants gained insights into Canada's tourism landscape, key international markets, the importance of travel trade and how to be market-ready for major events like RVC.



Moving Winnipeg Forward

Strong alignment across partners is critical to driving sustained economic growth. On November 4, we introduced Winnipeg Forward as the platform to launch our new multi-year strategy for growing Winnipeg's economy and advancing a unified, one-agency approach. Beginning in 2026, Winnipeg Forward will serve as our annual forum to report on progress, strengthen collaboration, and shape Winnipeg's economic future alongside our business community.

Our people

Behind every achievement is a dedicated team working to move Winnipeg forward. We're committed to supporting our people's success through opportunities for continued learning, leadership and growth.

Aligning on strategy and culture

We hosted our semi-annual staff event in February, bringing staff together for a day focused on strategic alignment and team connection. We engaged employees in assessing our city's and agency's strengths, weaknesses, opportunities and threats, helping inform our multi-year strategic roadmap. The day also included a professional development session led by Leaps and Bounds Consulting on "Meeting the Moment," along with team-building activities to encourage collaboration.

Winnipeg Waterways tour

In August, the team took time to connect during a summer staff event at The Forks. The afternoon featured a Winnipeg Waterways tour, offering a scenic cruise highlighting the city's history, architecture and riverfront landscapes. Following the tour, staff gathered at the outdoor Common bar to relax and enjoy the summer weather together. The event provided an opportunity for team building and appreciation while experiencing one of Winnipeg's newest tourism businesses.

Learning from leaders in Indigenous economic development

Guided by an Indigenous Advisory Council, we are strengthening how we integrate Indigenous economic development into our work by learning from leading jurisdictions. In May, we welcomed Milton Tootoosis, Chief Economic Reconciliation Officer with the Saskatoon Regional Economic Development Authority to share insights from Saskatoon's approach. The visit included meetings with provincial and city representatives, as well as a staff session with Tootoosis and board member Dennis Meeches focused on advancing Indigenous economic development and supporting community-led growth.



Guest speaker: Charlie Eau, Trans Manitoba

On May 26, during Pride Week, Winnipeg Economic Development & Tourism staff welcomed Charlie Eau, Executive Director of Trans Manitoba, as part of our commitment to inclusivity and community learning. Charlie shared insights on supporting the 2SLGBTQIA+ community and offered practical ways organizations like ours can listen, learn and engage more meaningfully. The session followed staff attendance at the City of Winnipeg's Pride flag raising at City Hall the day before.

Grey Cup welcome

Attracting and delivering major events like the Grey Cup is key to driving visitor spending, raising Winnipeg's profile and creating lasting economic impact.

More than 35 staff — sometimes joined by family members — warmly welcomed Grey Cup visitors through information booths at the RBC Convention Centre Winnipeg and airport, and a fan engagement activity, highlighting the city's signature hospitality, attractions and experiences.



Economic insights

Reliable, timely insights into Winnipeg's economic landscape helps businesses, investors and partners identify opportunities for growth. Our Market Intelligence team delivers this information through our Economic Digest, curated by our in-house economist, Dan Tingskou, who interprets global and local trends and their implications for Winnipeg's economic outlook.

Below is a selection of economic analysis Dan provided in 2025 to support our clients with strategic decision-making and investment in Winnipeg:

[-A brief history of tariffs and trade](#)

[-Is the sky falling on Winnipeg's affordability advantage?](#)

[-Breaking down barriers with internal trade](#)

[-AI: then, now and tomorrow](#)



Spotlight features

What does it take to grow a city? These are a few of the stories highlighting our agency's work in driving Winnipeg forward.

[Winnipeg has a story to tell: Travel Media program](#)

Winnipeg Economic Development & Tourism's travel media team works with journalists and influencers to share authentic stories that inspire visitors to choose Winnipeg. By highlighting unique experiences in partnership with Travel Manitoba, the program boosts destination visibility, shapes perceptions and drives interest in visiting the city.

[Planting seeds for global growth](#)

A three-year foreign direct investment initiative boosted Winnipeg and Manitoba's global profile, securing new leads and partnerships abroad. With expanded outreach, proactive engagement in key markets and strategic collaboration, the effort positioned the region as an emerging investment destination — laying groundwork for future opportunities and long-term economic growth.

[Building a Winnipeg events pipeline](#)

In 2025, Winnipeg hosted 82 major events generating \$169.6 million in economic impact. Strategic bidding, strong partnerships and city-wide collaboration secured high-profile events like Rendez-vous Canada, Canadian Elite Basketball League Championships and the Grey Cup Festival — driving tourism growth, global exposure and lasting economic and community benefits.

[Introducing Winnipeg Economic Development & Tourism](#)

Winnipeg Economic Development & Tourism's new name reflects an integrated approach connecting tourism, investment and talent attraction — strengthening competitiveness and positioning Winnipeg for coordinated, long-term economic growth under one unified agency.

"This is the start of a new chapter. The world is changing, Winnipeg is changing, and our city needs all of us to work together. This new name represents the people behind championing Winnipeg, the agency dedicated to telling our city's story to the world."

-Ryan Kuffner, President & CEO

Financials

Statement of Financial position

December 31, 2025, with comparative information for 2024

	2025	2024
Assets		
Current assets:		
Cash	\$ 2,217,564	\$ 2,396,665
Investments (note 3)	1,885,714	1,830,515
Accounts receivable (note 4)	1,209,498	1,393,608
Prepaid expenses	487,512	321,446
	<u>5,800,288</u>	<u>5,942,234</u>
Capital assets (note 5)	358,494	606,406
	<u>\$ 6,158,782</u>	<u>\$ 6,548,640</u>
Liabilities, Deferred Contributions and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 642,556	\$ 759,866
Deferred rent	14,083	26,155
Deferred lease inducement	49,603	92,118
Deferred contributions:		
Future expenses (note 6)	334,850	447,497
Net assets:		
Invested in capital assets	358,494	606,406
Unrestricted	4,059,196	3,916,598
Internally restricted:		
Appropriated for sustainability reserve (note 7)	700,000	700,000
	<u>5,117,690</u>	<u>5,223,004</u>
Commitments (note 8)		
	<u>\$ 6,158,782</u>	<u>\$ 6,548,640</u>

The accompanying notes to the financial statements are not included in this report.

Statement of Revenue and expenditures

Year ended December 31, 2025, with comparative information for 2024

	2025	2024
Revenue:		
Funding:		
The City of Winnipeg	\$ 4,071,501	\$ 5,546,259
Province of Manitoba (note 12)	5,061,000	3,189,910
Government of Canada	184,776	1,583,678
Partnerships and investors contributions	1,891,689	2,080,185
Interest	102,622	149,272
	<u>11,311,588</u>	<u>12,549,304</u>
Expenditures:		
Initiatives and projects	3,960,049	4,265,316
Personnel	6,274,195	6,276,503
Administrative	700,072	711,707
Occupancy and facilities	482,586	487,856
	<u>11,416,902</u>	<u>11,741,382</u>
Excess (deficiency) of revenue over expenditures	<u>\$ (105,314)</u>	<u>\$ 807,922</u>

Statement of Changes in Net Assets

Year ended December 31, 2025, with comparative information for 2024

	Invested in capital assets	Unrestricted	Internally restricted	2025 Total	2024 Total
Balances, beginning of year	\$ 606,406	\$ 3,916,598	\$ 700,000	\$ 5,223,004	\$ 4,415,082
Excess (deficiency) of revenue over expenditures	(258,014)	152,700	–	(105,314)	807,922
Transfer for acquisition of capital assets	10,102	(10,102)	–	–	–
Balances, end of year	\$ 358,494	\$ 4,059,196	\$ 700,000	\$ 5,117,690	\$ 5,223,004



Thank you

Winnipeg Economic Development & Tourism would like to thank our government partners for their financial support.



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Credits: Winnipeg Economic Development & Tourism, inc 2025