

ECONOMIC DEVELOPMENT WINNIPEG'S IMPACT REPORT: Q1 2025

Uniting to drive economic development

Encompasses January, February and March of 2025



**ECONOMIC
DEVELOPMENT
WINNIPEG**



**TOURISM
WINNIPEG**



**YES!
WINNIPEG**



Manitoba Legislative Building
Winnipeg, MB

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HEART OF THE NORTH

CEO's report

A message from Ryan Kuffner

The first quarter of 2025 has been marked by change and uncertainty – globally, nationally and locally. As I shared in my recent post, **“Meeting the Moment,”** we believe the best way to navigate uncertainty is by listening closely, acting decisively and staying focused on what we can control, together.

That’s been our approach at EDW. This quarter, I joined the U.S. Trade Advisory Council, chaired by Premier Kinew, to share insights from our business community and support Manitoba’s response to evolving trade dynamics. To support that effort, our team at EDW invited business leaders to take part in a series of roundtable discussions. These sessions gave us a chance to hear firsthand what’s top of mind for local companies. The insights gathered have been shared with all levels of government to help inform smarter, more targeted responses – and to reinforce the need for a coordinated action to make Winnipeg a more competitive place to do business. **You can read more here.**

This quarter, we leaned into supporting local companies through government procurement. Our Business Development team identified more than 20 Manitoba-based tech suppliers capable of meeting procurement needs across all levels of government. We facilitated direct engagement between these firms and senior decision-makers at both the City of Winnipeg and the Province of Manitoba. This work is helping local businesses pivot – especially those impacted by shifting trade conditions – and secure new opportunities through a growing focus on local procurement by government partners.



“We believe the best way to navigate uncertainty is by listening closely, acting decisively and staying focused on what we can control, together.”

Meanwhile, our Market Intelligence team stepped forward with ideas on how to meet the moment. In Q1, they built a robust plan to better support Winnipeg’s economic ecosystem – one that includes real-time data dashboards and tools designed to help both business and tourism stakeholders make better decisions, faster.

We also want to acknowledge the significant effort across our organization to bring two major funded programs to a successful close – one focused on foreign direct investment, the other on Talent. Both programs concluded on March 31, following an intense final push by our team to deliver strong outcomes and maximize impact. Their dedication and hard work made all the difference, and I want to extend my sincere thanks to everyone involved.

We’re also grateful for the financial support provided by Prairies Economic Development Canada (PrairiesCan) and the Government of Manitoba, which made these initiatives possible. You’ll find more detail on the success of these programs in the pages that follow.

As our economic environment evolves, so too must EDW. That’s why we are currently developing a multi-year corporate strategy, which we will launch this fall. This will be accompanied by a refreshed corporate partnerships program and a realigned corporate brand – both designed to strengthen our operational effectiveness and enhance how we represent Winnipeg in the market as we work to grow the city’s economy.

To help inform that strategy, we launched a survey at State of the City in March to engage our business community in helping us shape our future priorities. The survey remains open, and if you haven’t yet participated, **I encourage you to do so here.**

Despite the headwinds, I remain incredibly optimistic. The challenges are real, but so is the opportunity to meet this moment – together. This is not the time for half measures. It’s a time for bold, focused action – and I’m proud of how our team continues to rise to the occasion.

Ryan Kuffner
President & Chief Executive Officer,
Economic Development Winnipeg


Our progress

EDW top-line results:


Estimated economic impact of Tourism Winnipeg

\$28.8M 


Tourism Winnipeg NPS

90 

Estimated economic impact of YES! Winnipeg

\$3.7M 

YES! Winnipeg NPS

50 

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): 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.



James Avenue Pumphouse
Winnipeg, MB

Selling Winnipeg

Team operations

Our team's work enhances Winnipeg's profile and appeal as a destination for business events, sports and special events and leisure travel. In Q1, Tourism Winnipeg secured 42 future events and conferences for our city that will bring more than \$28.8 million in direct spending. **Q1 highlights include:**

Canadian Society of Association Executives (CSAE) Tête-à-Tête – February | Ottawa, ON

Tête-à-Tête brings together key decision-makers and influencers in the association and meetings industry, offering a prime opportunity to connect with clients, build relationships and secure future bookings. For planners, it's a chance to discover what makes Winnipeg an ideal host city – from our affordable, welcoming venues to the strong local partnerships that help events thrive.

Tourism Winnipeg launched its new **Winnipeg+ video** at the event, designed to stand out with humour and personality. It resonated strongly with attendees, reinforcing Winnipeg's appeal as a fresh and friendly destination. The show drew 400 delegates, and three clients confirmed upcoming events for Winnipeg during the conference. Tariff concerns further elevated interest in tier-two destinations like ours.

Five Team Winnipeg Partners joined us at the booth this year. Together, we collected 36 client profile forms – resulting in 10 prospective opportunities across new leads, confirmed accounts and servicing needs. Several planners also stopped by to share that Winnipeg had won bids they were considering, giving us a chance to celebrate those wins together in person.

Sport Tourism Canada: Sport Events Congress 25 – March | Calgary, AB

Sport Events Congress is Canada's largest annual gathering of national and provincial sport organizations, event rights holders and tourism professionals. It offers a vital forum for exploring future host city partnerships and securing major sports events.

On the heels of successfully hosting the 2024 edition in Winnipeg, Tourism Winnipeg attended this year's event in Calgary and met with 19 National Sport Organizations – resulting in eight new opportunities for our city. There was strong enthusiasm for bringing events to Winnipeg, fueled by our growing reputation as a premier sport destination.

Much of the buzz can be attributed to our "sport trifecta" of 2025: the momentum of the Winnipeg Jets, the upcoming Canadian Elite Basketball League championships, and capping the year with the 112th Grey Cup. This lineup has reinforced our city's strength in hosting major sports events.



Promoting Winnipeg

Every day, EDW tells the Winnipeg story to help drive economic growth. This increased awareness of our city contributes to a positive economic outlook, attracting visitors, businesses and talent interested in visiting, investing or living in our vibrant, thriving city.

U.S. travellers are welcome in Winnipeg

A recent Tourism Winnipeg survey conducted by Probe Research found that 86% of Winnipeggers agree we should continue to warmly welcome American visitors — even amidst ongoing trade tensions. This local support matters: the way Winnipeggers welcome travellers plays a key role in shaping visitor experiences and encouraging repeat travel.

With that insight in mind, Tourism Winnipeg is actively promoting our city as a top destination for U.S. travellers. In Q1, we launched targeted paid campaigns across North Dakota and Minnesota with tailored messaging designed to drive interest in Winnipeg as a summer vacation spot. These efforts led to a 19 per cent increase in website visits from the U.S. — a number we expect to climb even further as we roll out our full summer campaign.

Promoting Winnipeg at the world's largest urban development event

In March, members of EDW's Foreign Direct Investment and Marketing teams attended Le Marché international des professionnels de l'immobilier (MIPIM) — the world's largest real estate and urban development event — in Cannes, France. The team joined a Canadian delegation led by the Canadian Real Estate Association and contributed to a national booth promoting key investment-ready projects, including CentrePort Canada, CentrePort Canada Rail Park and NorthWest Business Park.

Beyond showcasing Winnipeg's assets, EDW used the event as an opportunity to gather insights on how international jurisdictions market investment opportunities to global audiences.



MIPIM
Cannes, March 2025



Investment project pipeline

Q1 results

In Q1 2025, EDW's investment attraction pipeline grew to 897 active files – up from 688 during the same period in 2024. This total includes 449 new leads and 352 prospects, with 96 opportunities fully qualified through our investment funnel.

This progress reflects the proactive work of our Business Development and FDI teams, who continue to convert interest into real opportunities for Winnipeg.

449
Leads

352
Prospects

96
Qualified opportunities

Our efforts included:

Showcasing Winnipeg's investment opportunities at Le Marché international des professionnels de l'immobilier (MIPIM)

In March, EDW's Foreign Direct Investment and Marketing teams joined Canada's delegation at Le Marché international des professionnels de l'immobilier (MIPIM) in Cannes, France – the world's leading real estate and urban development event.

Representing Winnipeg at the Canada Pavilion, the team promoted high-potential projects such as CentrePort Canada, the CentrePort Canada Rail Park and NorthWest Business Park to a global audience of investors and developers.

The event created direct engagement opportunities with international site selectors, institutional investors and strategic partners – supporting EDW's efforts to advance qualified leads in our investment pipeline. It also provided valuable competitive intelligence on how other jurisdictions position investment-ready assets to global markets.



Level Up – an exclusive Manitoba Night

In March, EDW hosted Level Up: Manitoba Night in San Francisco, in conjunction with the Game Developers Conference. The event showcased Manitoba's growing prominence in the video game development sector and highlighted Winnipeg as a cost-effective alternative to higher-cost hubs like Montreal – particularly for mid-sized and expansion-stage studios.

Nearly 50 high-quality attendees from 11 countries participated, including key industry players, Manitoba-based companies and FDI multipliers. The event generated 32 leads and aimed to strengthen Manitoba's visibility, promote its value proposition as a development hub and reinforce strategic partnerships to drive long-term investment and collaboration.

March madness missions

In Q1 2025, EDW carried out seven focused investment missions across Europe, North America and Asia – each advancing Manitoba's global investment strategy. From strengthening ties with existing investors like Babcock in the U.K. to building new connections in Singapore's innovation economy, these efforts generated 68 qualified opportunities across sectors such as creative industries, logistics, clean tech and biomass.

These missions aren't just about meetings – they're about unlocking new opportunities for Manitoba businesses, attracting investment that aligns with our province's strengths, and positioning us for long-term success in priority markets. We're proud of the momentum and remain committed to helping Manitoba compete – and win – on the world stage.



Snow Maze
St. Adolphe, MB

Business retention, expansion and attraction

In Q1, our team completed **62 BRE meetings**, **4 FDI profiles** and **11 talent needs assessments**.

We delivered **186 services** to businesses, which led to **\$3.5 million in capital invested**, **15 net new full-time jobs** and **one Economic Outcome Facilitated (EOF)*** in Q1.

Success story - Matrix Metal Casting



Matrix Metal Casting has expanded its operations with the addition of a second facility in Winnipeg, located at 1025 Dugald Rd, to accommodate business growth and increased production needs. Specializing in low-volume casting and prototyping, the company now operates across two locations totaling 40,000 sq. ft.

The expansion involves a **capital investment of \$3.5 million** and is expected to create **15 new full-time jobs**. Economic Development Winnipeg supported the project by providing services in funding navigation, talent attraction, facility collaboration and advocacy.

Economic Outcomes 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 EDW 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

Work in Manitoba job portal – Q1 update

As of Q1 2025, the Work in Manitoba job portal has grown to include 121,158 job seekers and 1,941 Manitoba employers. Between Jan. 1 and March 31, 2025, the platform added 31,614 new job seekers and 160 new employers.

The Work in Manitoba Year 3 project officially concluded on March 31, 2025. Over the course of the year, from April 1, 2024, to March 31, 2025, the portal welcomed 450 new employers, 7,942 new Manitoban and Canadian job seekers, and 1,366 job postings.

We also introduced several helpful new features, including a video library, expanded translated content and functionality enhancements to better support employers and job seekers.

By prioritizing stakeholder engagement, our team took part in more than 30 career fairs and hiring events – connecting directly with employers and job seekers. These in-person efforts helped raise awareness of the Work in Manitoba job portal and reinforced our commitment to supporting meaningful workforce connections across the province.

A new in-system “jobs filled” prompt also revealed that 71 per cent of employers who filled a position found the successful candidate through the portal—demonstrating the effectiveness of our job-matching technology in helping employers connect with the right talent.

Showcasing Manitoba’s talent strategy at Cannexus

EDW’s Talent team represented the organization at Cannexus—Canada’s largest career and workforce development event—in Ottawa. The conference provided a platform to explore new talent pools for hard-to-fill roles, discuss the future of work and AI adoption, and examine emerging trends in labour market data and workforce development.

Work in Manitoba Year 3 marketing campaign

The Year 3 Work in Manitoba marketing campaign concluded on March 31, 2025. Designed to reach Manitoba employers and job seekers both locally and across Canada, the campaign focused on raising awareness and driving traffic to the portal. It generated over 10.8 million impressions and more than 64.6K landing page visits.

Work in Manitoba job portal

Job Seekers

121,158

Employers

1,941



Joshua Lazaro
Economic Development Winnipeg



WAG - Qaumajuq
Winnipeg, MB

EDW in the news

EDW in the news earned media coverage includes stories that position Winnipeg as an attractive destination for business investment. These stories sometimes feature EDW and our initiatives. In Q1, **75 articles** met these criteria, generating a total earned media value* of **\$2.2 million**.

Top headlines included:

Manitoba creates U.S. trade council | Gabby Piche, Winnipeg Free Press

Manitoba hoping to capitalize on Canadians avoiding travel to U.S. | Sam Thompson and Katherine Dornian, Global News

'Bracing for impact' in 2025 | Aaron Epp, Winnipeg Free Press

* 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.

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 Q1, this included **165 articles/media mentions**, some of which appear in different outlets, for a total earned media value* of **\$9.5 million**. Top headlines included:

Great rail journeys: the train that binds Canada together | Ruairidh Nicoll, Financial Times

Winnipeg Food Scene Hotspots | Dan Clapson, The Good Stuff with Mary Berg

New Yorker shares rave review of Winnipeg after visit during icy cold snap | Katherine Dow, CTV News

Corporate Partnerships

YES! Winnipeg

100

Investors contributed
\$1,045,000

Team Winnipeg

33

Partners contributed
\$311,000

EDW in our community

EDW in our community highlights the foundational local work that supports and amplifies our broader initiatives, which in turn enhances Winnipeg's profile. Our dedicated efforts within the community help fuel our success in promoting Winnipeg in all markets.

2025 State of the City address

EDW proudly sponsored and participated in the Winnipeg Chamber of Commerce's State of the City Address and VIP luncheon on March 14. President and CEO Ryan Kuffner spoke about Winnipeg's position at an economic crossroads and emphasized the importance of strategic investment, private-sector collaboration and long-term planning. He also invited community input to help shape EDW's multi-year growth strategy, reinforcing the organization's role in attracting investment, talent and visitors – while supporting businesses in navigating uncertainty and seizing new opportunities.

Promoting Winnipeg across global industry platforms

In March, EDW's Business Development and Foreign Direct Investment teams participated in six high-profile industry events: Hannover Messe, South by Southwest (SXSW), BIOKET, the Site Selector Forum, the Saskatchewan Defence Forum and the Western Innovation Forum. These events provided valuable opportunities to engage with prospective clients, industry leaders and partners across sectors including technology, innovation and defence.

The teams conducted more than 70 meetings, resulting in five qualified opportunities to advance Winnipeg's investment pipeline. These interactions supported our strategic growth priorities and helped strengthen Winnipeg's visibility in competitive global markets.

Work in Manitoba presented at Northern Linkages Conference

Our Talent team was invited to speak at the University College of the North (UCN) Linkages Conference in Thompson, MB, where they presented the Work in Manitoba job portal. As a keystone economic development event in Northern Manitoba, the conference brings together industry leaders, government representatives, economic development organizations and academia to explore opportunities for collaboration and growth.

Supporting international student pathways with labour market insights

Our Talent and Market Intelligence teams delivered a professional development session for the Manitoba Council for International Education focused on labour market information and in-demand occupations in Manitoba. Immigration, Refugees and Citizenship Canada (IRCC) also participated in the session, sharing updates on post-graduation work permit changes and immigration pathways for international students.

Highlighting workforce collaboration at Sector Council Summit

Our Talent team was invited to speak at the 2024-25 Sector Council Program: Information Summit to present the Work in Manitoba job portal and explore opportunities for deeper collaboration across Manitoba's talent ecosystem.



Lunch and Learn with Destination Canada
Winnipeg, January 2025

Preparing for Rendez-vous Canada – Lunch and Learn with Destination Canada

On Jan. 22, EDW hosted a Team Winnipeg Lunch and Learn at the Winnipeg Art Gallery-Qaumajuq in partnership with Destination Canada. The session brought together Team Winnipeg Partners for an informative presentation and panel discussion focused on preparing for Rendez-vous Canada (RVC) 2025.

Participants received 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.

Panelists included:

- Destination Canada – Maureen Riley, Vice-President Industry Engagement
- Tourism Winnipeg – Sarah Robinson, Business Development Manager
- Travel Manitoba – Melanie Swenarchuk, Senior Market Development Manager

Partner roundtables: Sharing insight to inform action

In early 2025, wEDW convened a series of targeted roundtable discussions with Tourism Partners, YES! Winnipeg Investors, business leaders, government representatives and industry organizations. These sessions focused on current challenges – such as shifting global trade dynamics – and created space for collaborative dialogue to inform future action.

A total of 65 partners participated, sharing insights from across sectors. EDW captured the key findings and recommendations in a report circulated to all participants and shared with government to help guide policy and support Manitoba's long-term competitiveness.

Sector-specific roundtables included:

- Technology
- Advanced manufacturing
- Tourism
- Heat treatment and supply chain capacity

Our people

We celebrate the people who drive EDW forward, highlighting our commitment to continuous learning, community engagement, and the growth and development of our team.

Staff retreat: Aligning on strategy and culture

EDW hosted its semi-annual staff retreat, bringing staff together for a full day focused on strategic alignment and team connection. A key component of the day was a facilitated SWOT analysis, which engaged employees in assessing Winnipeg's and EDW's strengths, weaknesses, opportunities and threats. These insights are helping shape EDW's multi-year strategic roadmap to ensure it reflects the perspectives of the full team.

The day also included a professional development session led by Leaps and Bounds Consulting on "Meeting the Moment," offering staff practical tools for navigating change. Team-building activities rounded out the session, encouraging collaboration and setting a positive tone for the year ahead.

Winter BINGO Challenge

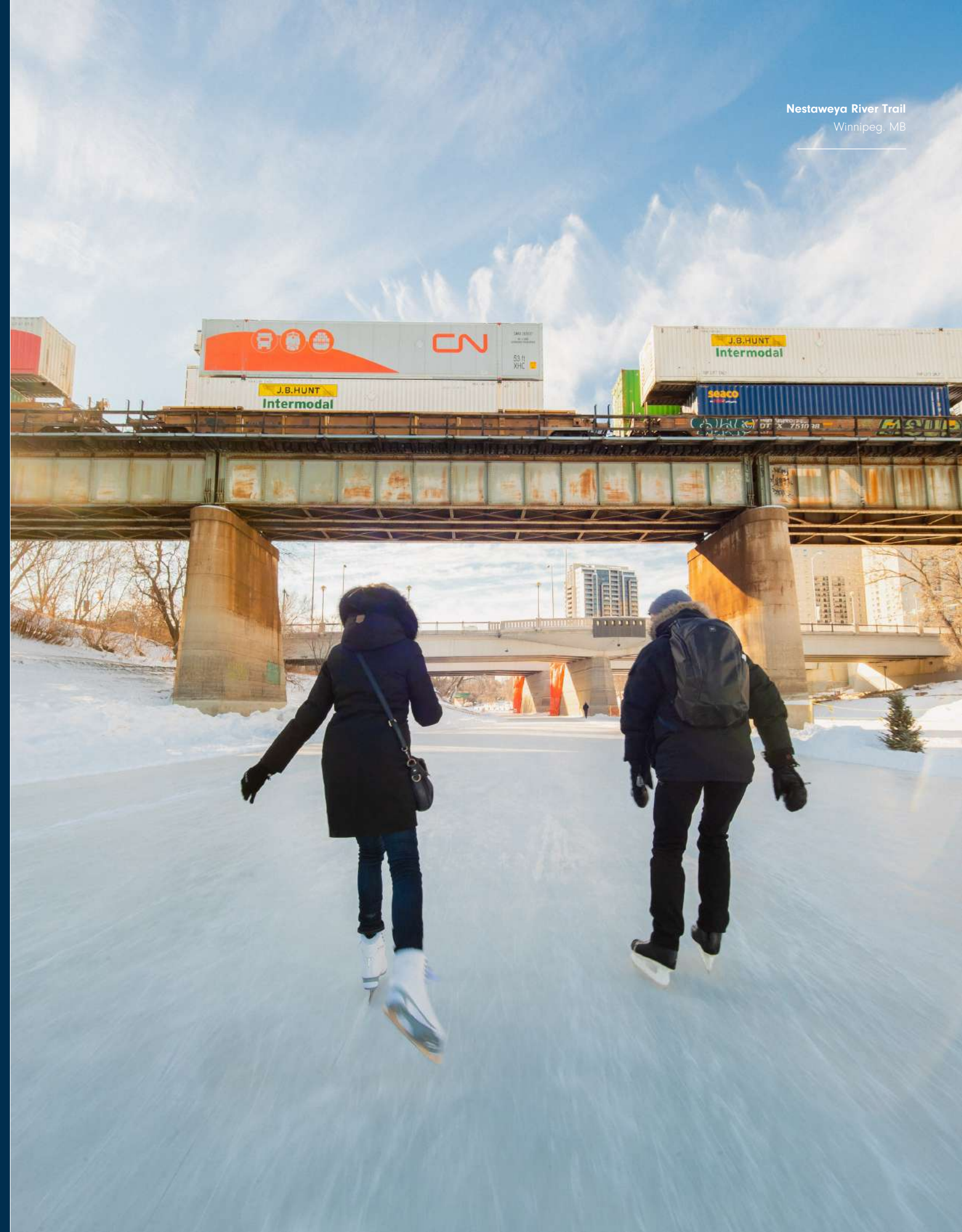
The EDW Social Committee brought back the popular Winter BINGO Challenge in February and March to encourage staff to get out and enjoy Winnipeg's seasonal offerings.

Running over four weeks, the challenge invited employees to complete fun local activities — from skating the Nestaweya River Trail to visiting The Leaf or catching a Jets game — and mark their progress on a communal BINGO board.

Weekly draws rewarded participation with prizes, and staff were encouraged to share their adventures on social media by tagging @tourismwinnipeg. The initiative successfully fostered team spirit, community engagement and winter fun across the organization.



Nestaweya River Trail
Winnipeg, MB





Spotlight: Tourism Winnipeg's travel media program

While you may not see their names in the bylines, Tourism Winnipeg's travel media team is behind some of the most compelling stories about visiting Winnipeg in publications such as *Conde Nast Traveller*, *National Geographic Traveller*, *Globe & Mail*, *vogue.com* and many others.

At its core, the travel media program aims to inspire people to visit Winnipeg by sharing stories that highlight the city's unique experiences. Just as a vacation journey starts well before a booking is made, getting a story published by renowned travel journalists and influencers begins long before it lands in print or online.

Winnipeg has a story to tell

Winnipeg offers a special blend of experiences that make it a compelling travel destination. As vacationers discover new places in new ways, the travel media program helps them seriously consider visiting Winnipeg.

"The way people search for travel has changed materially over the last five to 10 years," explains Kathy Tarrant, Vice President of Marketing, Communications and Corporate Partnerships at Economic Development Winnipeg (EDW). "Travel decisions are shaped long before a booking is made—and planning is part of the fun. Our media program taps into that joy, offering inspiring, informative content that helps travelers explore possibilities and imagine themselves in often-overlooked locations like Winnipeg."

By showcasing Winnipeg through traditional media and influencer partnerships, the city expands its

reach beyond its owned channels in a meaningful, authentic way.

"We focus on what we know we do well," Tarrant added. "In Winnipeg, visitors can explore human rights, dive into our sports and entertainment scene, enjoy winter activities, experience incredible food, and connect with Indigenous culture—all in ways you won't find anywhere else. Those are the stories that inspire people to visit."

"There's also a ripple effect. Taylor Fenn, Manager of Media Relations and Partner Communications at EDW describes how tourism stories can also impact how people feel about living and doing business in Winnipeg.

"While we're driving visitation, we're also managing perception," Fenn said. "Telling the story of Winnipeg as a vacation destination also sparks interest about what it's like to live or do business here."

Stronger Together: Amplifying Reach Through Collaboration

Winnipeg is often the first stop in a Manitoba vacation, which makes the partnership between Tourism Winnipeg and Travel Manitoba even more valuable.

Kit Muir, Specialist, Marketing - Travel Media and Influencer Relations at Travel Manitoba notes that the teams align on priorities and often pool resources to maximize reach and have a bigger impact.

“Winnipeg is often the first place that visitors come, even if they’re planning to explore other areas of Manitoba such as Churchill or Riding Mountain National Park,” said Muir. “In those cases, we work closely with Tourism Winnipeg to coordinate itineraries, logistics and sometimes even share costs to create a fully integrated experience.”

Turning Media Moments into Visitor Momentum

From the Winnipeg Jets playoff run to landmark attractions like the Canadian Museum for Human Rights and The Leaf, the travel media team curate experiences that reflect the city’s unique spirit of community and belonging.

“We want stories about our city to feel authentic,” said Fenn. “Whether it’s through writing or video and photography, we help writers and creators immerse themselves in Winnipeg so they can capture that special feeling.”

One recent success came in February 2025, when Tourism Winnipeg and Travel Manitoba hosted a group of influencers – two from New York, two from Toronto – to embrace a Manitoba winter.

Despite -40°C temperatures, the influencers dove into the experience with childlike wonder: ice biking the river trail, navigating the world’s largest snow maze and joining in Festival du Voyageur.

The influencers’ content captured authentic excitement, leading to exceptional audience engagement through positive comments, likes, shares and reposts. Their reach extended across local, national and international media outlets.

“It was great to see how well it was received,” Fenn said. “They were game for anything, even in a deep freeze, and the response was outstanding.”

Behind the Headlines

The rich story of Winnipeg doesn’t tell itself. It takes hard work, a strategic approach and collaborative partnerships.

“Some earned media pieces take years to materialize,” said Fenn. “We might host someone this year and not see an article until the following year. It’s about building relationships and creating the best possible experience, while staying ready to pivot when opportunities arise.”

Abby Matheson, Digital Engagement Specialist recently joined the travel media team after managing Tourism Winnipeg’s social channels for three years. She offers insight into the process behind each media visit.

“It starts with in-depth research – finding creators who are credible, aligned with our goals and whose audience match our target visitor,” Matheson explained. “Then we connect with them, negotiate the scope, book accommodations, and work with local partners to plan itineraries.”

When hosting journalists or content creators in town, it’s all hands-on deck approach –welcoming guests, creating media kits and hosting them around the city. Afterward, Matheson and Fenn track coverage and evaluate impact to demonstrate return on investment.

What’s Next for Travel Media in Winnipeg

As EDW updates its leisure strategy, the travel media team is working to fully integrate its efforts with the new direction and refine priority markets and segments to be even more strategic and proactive.

With the tourism and leisure landscape continuing to evolve, Winnipeg is ready to meet the moment – with stories worth sharing, near and far.

“Our travel media program shows what’s possible when we’re strategic, consistent and aligned,” said Fenn. “There’s a real opportunity to take what we’ve built for travel and apply it across other areas of EDW, whether that’s promoting Winnipeg as the best place to live, work or invest. It’s about thinking even bigger about how we tell Winnipeg’s story.”

Abby Matheson, Taylor Fenn and guests
Delta Hotel, Winnipeg



The Leaf, Assiniboine Park
Winnipeg, MB



Q1 2025



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TOURISM
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YES!
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