



Q1 Impact Report

Encompasses January, February and March 2026



WINNIPEG
ECONOMIC DEVELOPMENT & TOURISM

Assiniboine Park



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Message from the CEO

The first quarter of 2026 reflects strong momentum for both our organization and Winnipeg's position on the national stage.

Following the launch of our multi-year strategy and corporate brand realignment last year, we are beginning to see early returns.

Our approach is attracting growing attention across Canada and North America — not only as a new way of delivering economic development and tourism, but as a model gaining national recognition. As the only major Canadian city with a fully integrated one-agency model, we are actively contributing to broader conversations, both nationally and with peers across North America, about how economic development and tourism work together to drive growth.

Over the past quarter, we've seen progress as this one-agency model approach begins to take hold. Internally, we are starting to see greater integration across teams, along with early efforts to better align resources, metrics and storytelling.

Externally, this is translating into more coordinated support for partners, bringing together expertise from across the organization to better serve them.

We are also seeing growing recognition of our agency and its work, reflecting increased confidence in Winnipeg. This quarter also marks an evolution in how we report on our work, with a framework more closely aligned to how we contribute to making Winnipeg a more vibrant and prosperous place to live, work, invest and visit.

The response from the private sector has been a clear validation of this direction. Our corporate partnerships program is ahead of target for the first quarter — an important signal that businesses are aligned with our priorities and willing to invest their time, resources and voice in support of them.

For the first time, that support reflects a unified perspective, bringing together economic development and tourism behind a shared vision for Winnipeg's future. We are also seeing early wins that demonstrate our growing



Ryan Kuffner

competitiveness. Securing the 2027 JUNO Awards is a strong example of how our team continues to position Winnipeg to compete — and win — on a national stage, while advancing a key priority within our strategy to attract major events that elevate the city's profile. Through creativity, collaboration and a focus on exceptional client service, we are delivering results in a highly competitive environment.

As we look ahead, strengthening investment readiness will be critical to improving how we respond to opportunities. This means ensuring Winnipeg is positioned to respond quickly, with the right conditions in place to support investors.

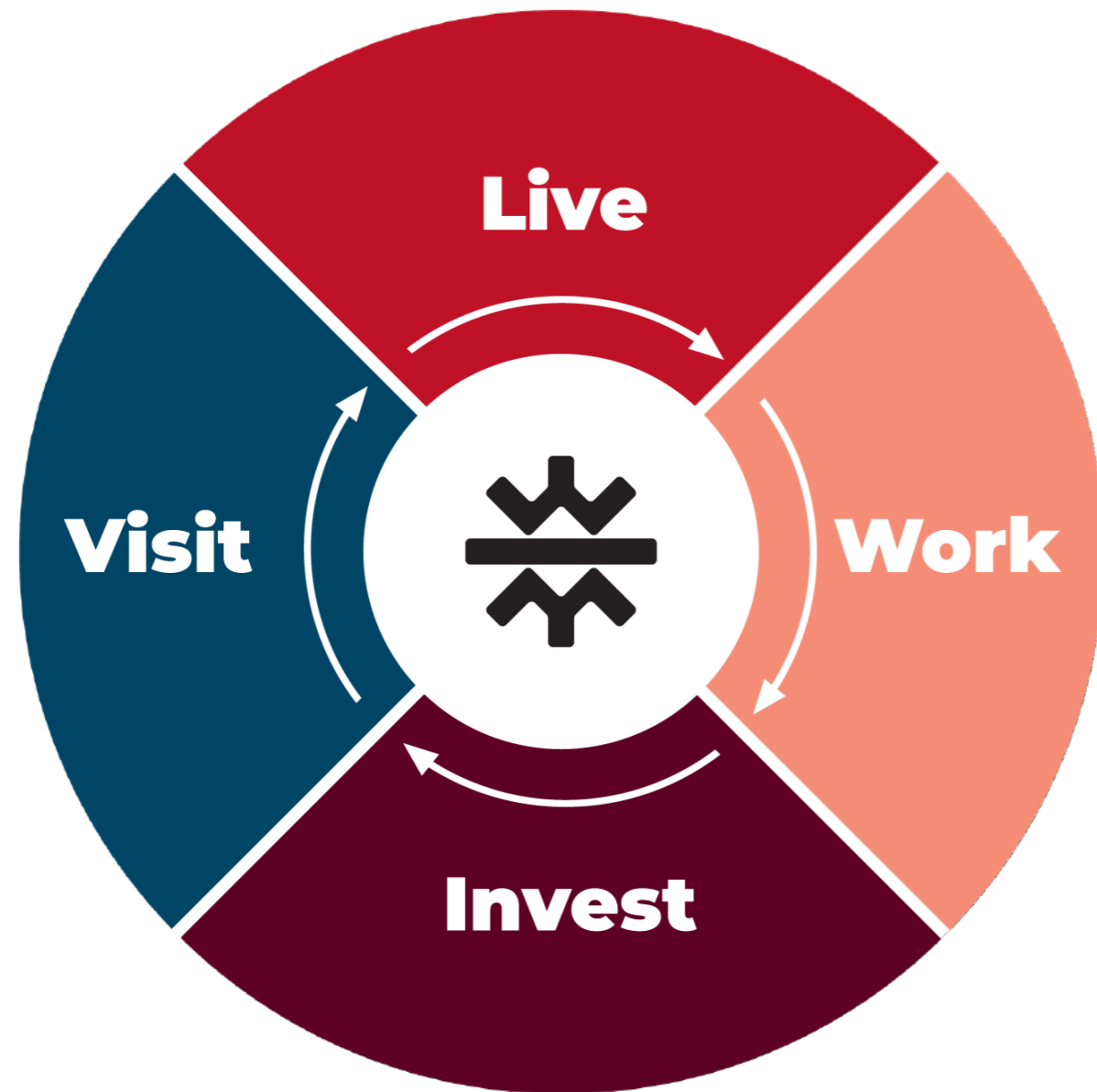
For Winnipeg, this goes beyond incentives — it means being nimble, aligned and easy to do business with.

By working closely with partners across municipal and provincial jurisdictions, we are focused on creating a more predictable, transparent and efficient experience for investors. In a world where time is often the most valuable currency, this is how we will compete.

This quarter also marked a personal milestone, as I shared my intention to resign as President & CEO. I do so with confidence in the organization's direction and deep pride in the progress we've made together. With a clear strategy, strong partnerships and a dedicated team, Winnipeg Economic Development & Tourism is well positioned to help advance Winnipeg's growth and the opportunities ahead.

Ryan Kuffner
President & CEO

Making **Winnipeg** better for everyone



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

Here's how it works. 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.



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)

3,042
Manitoba

206
Canada

Career events and missions

28
Provincial

1
International

Jobs filled via Work in Manitoba

135

Highlights

Building talent pipelines for Winnipeg's aerospace sector

We participated in Immigration, Refugees and Citizenship Canada's aerospace and aviation talent mission in Paris, connecting with 83 pre-screened candidates and delivering 28 targeted consultations for hard-to-fill roles in Winnipeg. By sharing candidate profiles directly with employers, we strengthened Winnipeg's global talent pipeline and accelerated connections to local industry needs.

Supporting stronger workforce participation

In March, our team connected nearly 18,000 Manitobans who had applied for employment assistance over the past year with job-matching opportunities through the Work in Manitoba job portal, which we administer on behalf of the Province of Manitoba. To date, nearly 500 people have registered to match with employment opportunities — helping employers access available local talent.

**Please see definitions, sources and all details surrounding calculations of our measures at the end of this document.*

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.



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

114

Business interviews

30

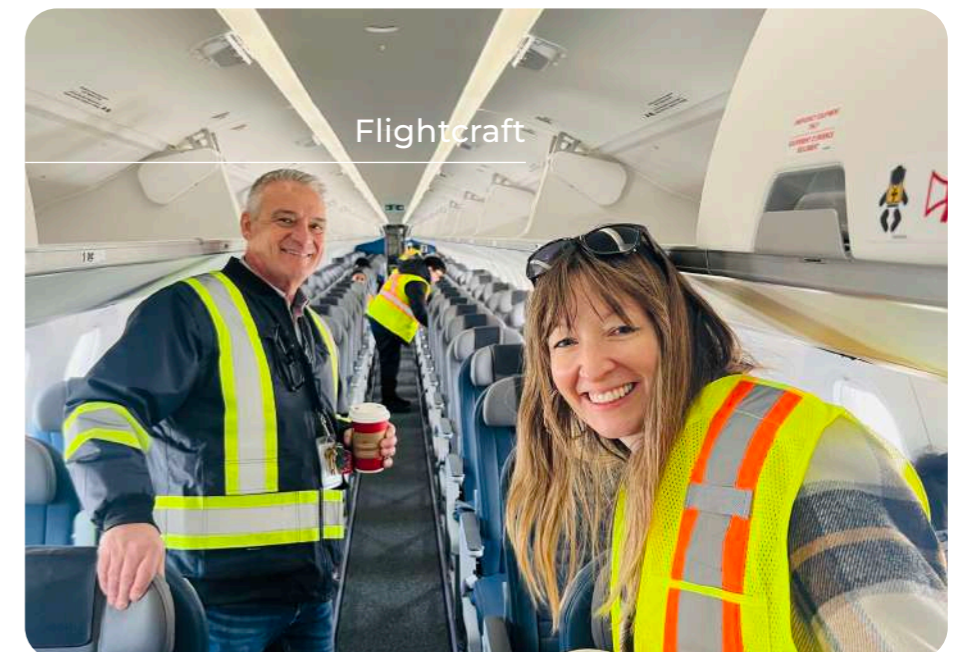
Businesses supported

73

Highlight

Supporting Winnipeg's aviation sector

Flightcraft Aviation Services is a Canadian-owned company providing exceptional ground handling, passenger and courier services across Canada. A key partner to Winnipeg Airports Authority, they facilitate all cargo and flight operations outside of WestJet and Air Canada. Winnipeg Economic Development & Tourism has completed an economic impact analysis for Flightcraft and is providing talent support.



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 Manitoba employers registered in WIM

178

Workforce partner engagements

40

Talent services delivered

42

Highlights

Supporting strong north-south linkages

In partnership with the Northern Manitoba Sector Council, we hosted northern employers in Winnipeg — including Arctic Gateway, Vale, Alamos Gold and Canadian Kraft Paper — to connect them with the Work in Manitoba job portal and southern job seekers. This supported ongoing efforts to strengthen connections and build a more coordinated talent pipeline across the province.

Driving growth in Winnipeg's creative sector

We supported the Sisler CREATE team in advancing a potential Manitoba-developed animation studio and talent incubator. This included identifying studio space and connecting the project to government funding, building on a new investment from the Schroeder Foundation. If realized, the studio will create career pathways for CREATE and RRC Polytech graduates, strengthening Winnipeg's creative talent pipeline.

Work in Manitoba event



INVEST

A skilled workforce and supportive business environment attract investment. In turn, investment fuels innovation, job creation and long-term growth, 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.

Economic Outcomes Facilitated

1

Investment projects qualified

13

Capital invested

\$2M

Total jobs created

15

Familiarization tours

3

GDP impact

\$22.9M+

Highlights

Positioning Winnipeg for global investment

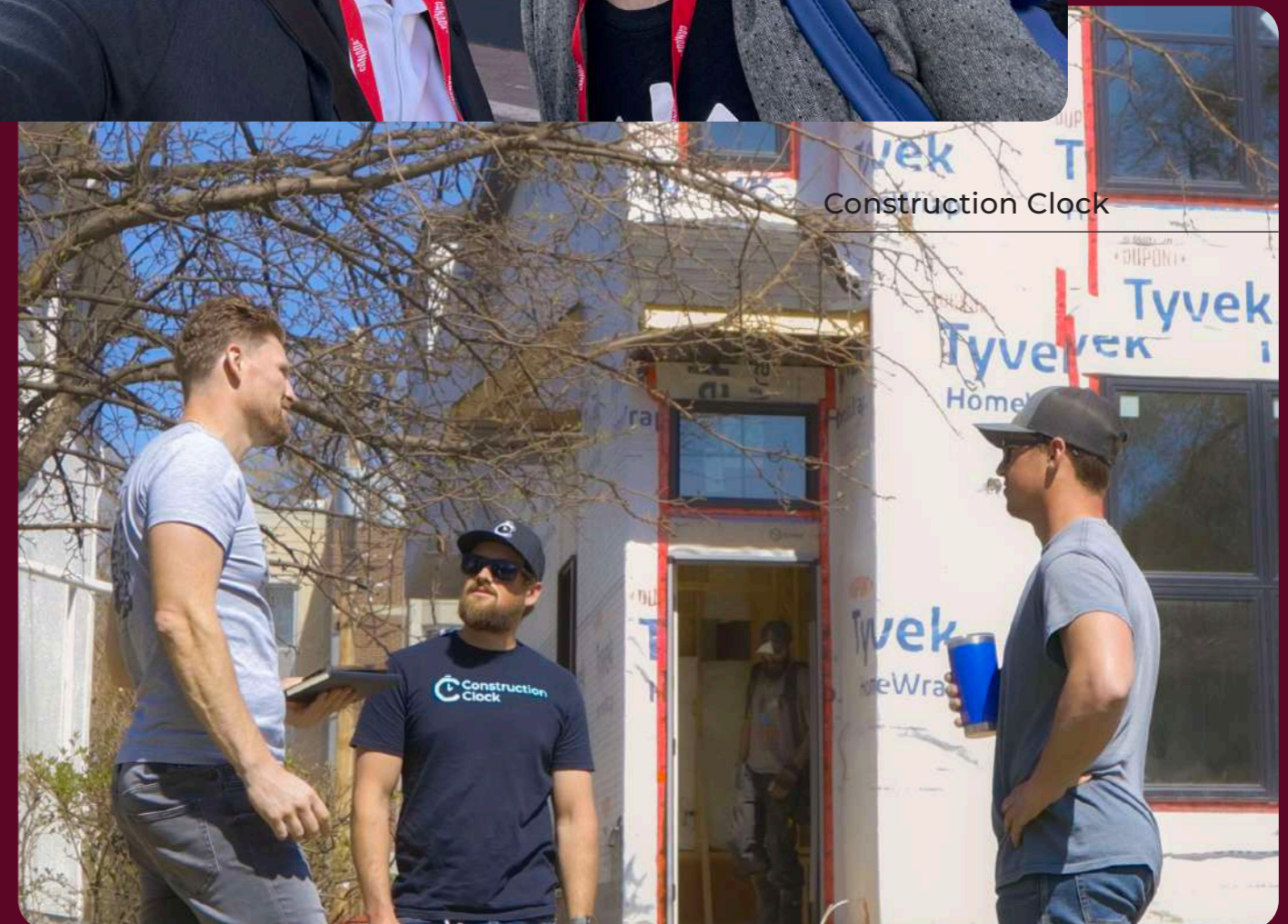
We engaged international investors and developers at **MIPIM 2026 in Cannes**, France, one of the world's leading real estate and investment events, to help raise Winnipeg's global profile. As part of the Canadian delegation led by Destination Canada, Winnipeg was positioned as a destination for tourism development. Representation from both tourism and international investment reflected a one-agency approach to promoting the city and supporting its long-term economic competitiveness.

Attracting agricultural biotechnology innovation to Winnipeg

GeneNeer, an Israel-based company, is establishing a lab at the St. Boniface Research Centre, representing approximately \$2 million in capital investment and up to 10 direct jobs at maturity. Winnipeg Economic Development & Tourism supported this investment through site visits, immigration pathway guidance and introductions across the local ecosystem. This project was confirmed with a Validation Letter received from GeneNeer in Q1.

Elevating homegrown innovation in global markets

We profiled Winnipeg-based startup **ConstructionClock**, producing an article and video that showcases its automated time-tracking app for construction crews — now used by more than 3,000 companies in over 50 countries. Featuring companies like ConstructionClock in our marketing efforts helps showcase Winnipeg businesses that are scaling globally and reinforces the city's position as a competitive place to invest and grow. It also helps ConstructionClock establish their position as a growing firm in our local tech sector.



VISIT

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

Visitor expenditures

\$312.5M



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

22

Familiarization tours

8

Total estimated event impact for future events secured

\$26.9M

Events hosted

11

Highlights

Securing the 2027 JUNO Awards

Winnipeg has been selected as the host city for the [2027 JUNO Awards](#), with the event expected to generate an estimated \$17 million in total economic impact. Our team led this successful bid in partnership with industry and government stakeholders. Following the public announcement in March, members of our team joined the Winnipeg delegation in Hamilton for the 2026 JUNO Awards to demonstrate support for the upcoming host year and gain insights to support successful delivery in Winnipeg.

Driving visitor impact through business events

In Q1, Winnipeg drove visitor spending and reinforced the city's reputation as a destination for business events. This included the Investors Group Leadership Summit in January, which brought in approximately 280 attendees and generated over \$1 million in business sales, while the NDP National Convention in March welcomed approximately 1,700 attendees and generated more than \$1.4 million.

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

369K+

Clicks

15.3K+

Cost per click

\$0.75

Highlight

Winnipeg is Canada's middle child

In Q1, we launched our 2026 visitor marketing campaign targeting audiences in Minnesota, North Dakota, Saskatchewan and Alberta. Built around the theme "Winnipeg is Canada's middle child," the campaign leverages the city's overlooked yet unique and memorable appeal. With **55% of Canadians** planning to take a leisure trip this spring, the campaign aims to capture a share of that growing demand.

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

Showcasing Winnipeg to international travel trade

DERTOUR Campus Academy is the DERTOUR Group's largest in-person training event. As one of Europe's leading tour operators, DERTOUR brings together 300 travel agency partners from Germany and other key European markets to build product knowledge and strengthen destination awareness.

In partnership with Travel Manitoba, we hosted 13 agents in Winnipeg as part of the program, showcasing the city as a winter and shoulder-season destination. This initiative supports a broader Destination Canada strategy to grow international visitation beyond peak travel periods.

DERTOUR
GROUP

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

7

Paid content creator results

Reach

114K+

Estimated Earned Media Value (EMV)

\$329K+



Engagement

2,300

Return on investment

For every \$1 spent,
we generated

\$40
in EMV

Influenced media/creator results

Reach

22.1M+

Estimated Earned Media Value (EMV)

\$4.7M+

Engagement

156K+

Media mentions & creator campaigns

12

Highlight

“The Essential Guide to The Canadian,” by Maryam Siddiqui, appeared in Travel + Leisure in March 2026, a leading global travel magazine, highlighting Winnipeg as a destination worth extending your stay while travelling across Canada on VIA Rail’s Canadian. Our team built a relationship with the journalist at TravMedia’s International Media Marketplace and provided curated recommendations on what to see and do in Winnipeg.

TRAVEL+LEISURE

TRIP IDEAS DESTINATIONS WORLD'S BEST AWARDS TRIP PLANNING HOTELS + RESORTS TRAVEL PRODUCTS NEWS ABOUT US SUBSCRIBE

Winnipeg, Manitoba



Aerial shot of St. Boniface cathedral in Winnipeg.
Credit: Nick Polleri/Getty Images

Known as the geographic centre of Canada, Winnipeg is also the place where the Assiniboine and Red Rivers meet. Winnipeg's Union Station is next to [The Forks](#), one of the city's central hubs. The Forks Market is an eclectic food hall with tons of local makers and producers. Head to The Common to try one of the 40 craft beers and wines on tap. The [Forks National Historic Site](#), a nine-acre park filled with public art, hugs the river behind the market. Nearby, you'll find the [Canadian Museum for Human Rights](#), a stunning piece of architecture with equally impactful exhibitions inside.

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.



OUR CORE WORK

Owned content reach & engagement

Followers

222K+

Reach

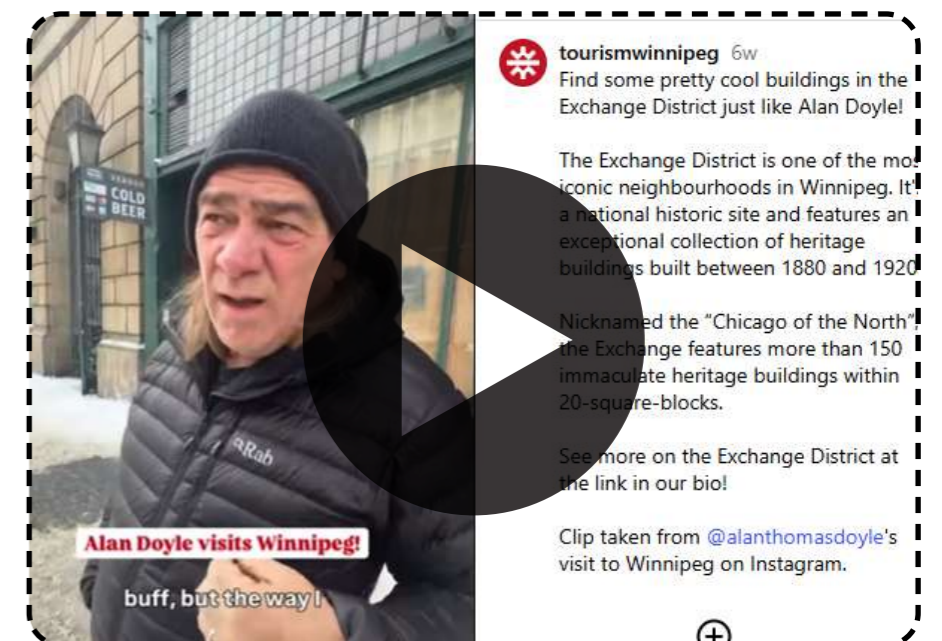
694K+



Highlight

Leveraging influential voices to boost Winnipeg's profile

Our owned content strategy continued to support positive storytelling about Winnipeg in Q1. Our social team repurposed and posted a glowing [video review](#) of Winnipeg's downtown and Exchange district by musician Alan Doyle, former lead singer of Great Big Sea, which garnered strong engagement and shares. Celebrity endorsements of Winnipeg and our work to amplify it helps to change perceptions of Winnipeg in a positive way.



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!



RBC Convention Centre Winnipeg

Strategic Partners

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

Growth Partners

6P Marketing
Canad Inns
Capital Commercial Real Estate
Services Inc.
Colliers
Concord Projects
Corporate Source
Delta Hotels Winnipeg
Eastside Group of Companies
Efficiency Manitoba
Encore Canada
Fillmore Riley
Free Press
GFIT Wellness
Johnston Group
KPMG - Manitoba
Leger
Magellan Aerospace
Manitoba Inc.

Maple Leaf Construction
MMI Group
MNP
Northwest Properties
PCL Construction
Price Industries
Probe Research
PwC
Qualico
RBC Royal Bank
Richardson Centre Limited
Skip
TD Bank
Terracon Development
The Forks
The Fort Garry Hotel
The University of Winnipeg PACE
Thermea Spa Village
Thompson Dorfman Sweatman LLP
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.



Elevating Winnipeg's priorities at State of the City

Our agency served as a title sponsor of the Winnipeg Chamber of Commerce's State of the City event on March 5, providing a platform to engage business, government and community partners. President & CEO Ryan Kuffner addressed attendees and emphasized the critical role of partnership in moving Winnipeg forward.

Improving access to employment for all Manitobans

We hosted a gathering for Manitoba Indigenous Skills and Employment Training (ISET) agreement holders attending a national gathering in Ottawa, bringing together ecosystem partners to address shared workforce challenges and reduce barriers to participation across the province.

Sharing insights to strengthen key sectors

At the CME and Province of Manitoba's Made in Manitoba B2B Summit on Defence, we presented findings from our agency's Defence Procurement Survey. The team also participated in a panel discussion on women in economic development at Tech Thursday for International Women's Day. Together, these efforts help inform industry decision-making and strengthen collaboration.



Fostering innovation through open data collaboration

We co-hosted and presented at the City of Winnipeg's Open Data Datathon in partnership with its Open Data team, Canada Computing and Launch Coworking, bringing together data professionals to connect, collaborate and showcase innovative uses of open data to improve life in Winnipeg. Our team challenged participants to leverage this data to showcase Winnipeg's liveability and attract new residents.

Strengthening national tourism partnerships

On March 24, we hosted Destination Canada's Business Events Executive Team in Winnipeg, curating a tailored itinerary — including a VIP tour of the Inuit art collection at the Qaumajuq vault. The appointment of our Director of Business Development, Frances Wellink, to Destination Canada's Business Events Advisory Council further strengthens Winnipeg's voice in shaping national business events strategy.

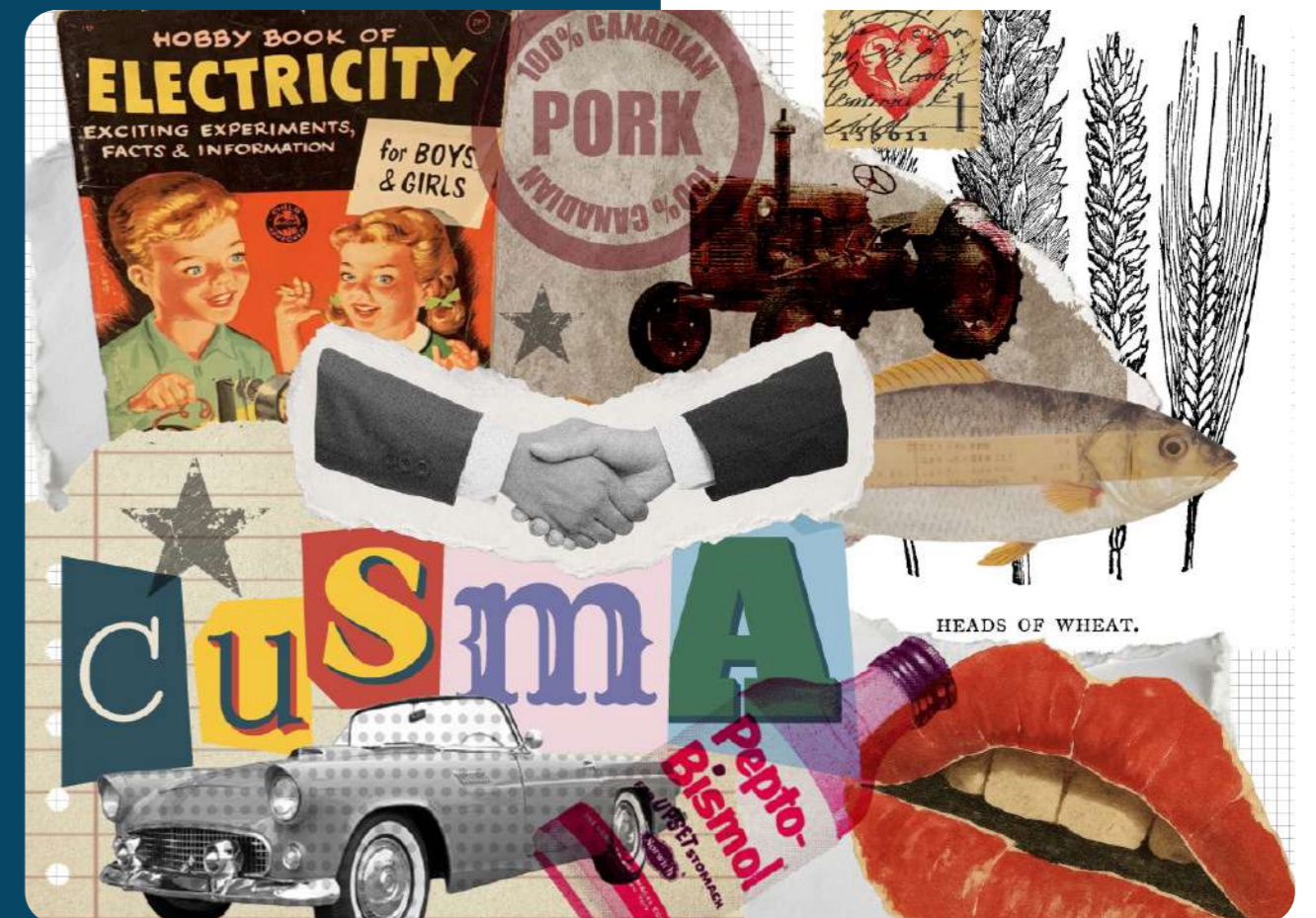
Winnipeg's economy

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 Q1 Economic Digest, Tingskou's focus is on a pivotal moment for Manitoba-U.S. trade. With potential shifts to the framework on the table, the implications extend beyond exports to jobs, investment and long-term growth across key sectors. In this edition, we examine:

- possible outcomes from CUSMA talks
- Canada's potential leverage
- where Manitoba is most exposed
- what it could mean for Winnipeg, Manitoba and Canada going forward

Read the full [Q1 Economic Digest](#) for a deeper analysis and outlook.



Aerial view of Winnipeg

Our strategy: 2026-2030

This quarter marks our first full period of work under the multi-year strategy launched last fall — our roadmap to boost Winnipeg’s competitiveness, elevate our global profile and advance the city together.

Progress is underway, with early actions including support for the advancement of urban reserves, laying the groundwork for a shared economic monitoring dashboard and strengthening collaboration with economic development partners. These efforts reflect how we are moving all three goals forward in parallel, while continuing our core work to attract investment, talent, visitors and drive long-term economic growth.

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

**We’ve set ambitious targets for the next five years. These metrics will demonstrate our contribution to growing Winnipeg’s economy.*

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