

CURRENT TOURISM INDICATORS

Visitor Direct Entries Into Manitoba / Canada				<i>AS OF DECEMBER 2007</i>		
	2005	2006	%CHG	2006 YTD	2007 YTD	%CHG
US Into Manitoba Same Day	241,120	220,105	-8.7%	220,380	190,986	-13.3%
US Into Manitoba 1+ Nights	268,317	257,207	-4.1%	256,932	241,439	-6.0%
Total US Into Manitoba	509,437	477,312	-6.3%	477,312	432,425	-9.4%
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US Into Canada Same Day	17,264,316	15,152,668	-12.2%	15,017,206	12,311,000	-18.0%
US Into Canada 1+ Nights	14,390,696	13,719,979	-4.7%	13,855,468	13,383,557	-3.4%
Total US Into Canada	31,655,012	28,872,647	-8.8%	28,872,674	25,694,557	-11.0%
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Total Overseas Into Manitoba	11,594	11,859	2.3%	11,859	13,027	9.8%
Total Overseas Into Canada	4,510,758	4,517,529	0.2%	4,517,529	4,678,912	3.6%

Source: Statistics Canada

Inquiries				<i>AS OF DECEMBER 2007</i>		
	2005	2006	%CHG	2006 YTD	2007 YTD	%CHG
Explore Centre	21,214	24,954	17.6%	24,954	20,807	-16.6%
Other Centres*	36,628	29,035	-20.7%	28,706	22,105	-23.0%
Phone Inquires	12,009	9,778	-18.6%	9,778	8,046	-17.7%
Internet Inquiries	20,041	18,872	-5.8%	18,872	17,461	-7.5%
Mail & Business Inquires	22,872	18,337	-19.8%	18,337	12,462	-32.0%

Source: Travel Manitoba Inquiry Database

*Missing: one week of data from Emerson and Rusell

Web Trends	Aug - Dec	Aug - Dec	%CHG
	2006	2007	
Unique Visitors	126,567	128,826	1.8%
Number of Visits	164,177	178,182	8.5%
Average Visit Duration*	4:22	4:28	2.3%

*Average Visit Duration is recorded in minutes.

Source: Travel Manitoba

Winnipeg Airport Traffic				<i>AS OF DECEMBER 2007</i>		
	2005	2006	%CHG	2006 YTD	2007 YTD	%CHG
Scheduled	3,108,033	3,275,845	5.4%	3,275,845	3,459,208	5.6%
Charter	119,643	104,166	-12.9%	104,166	106,293	2.0%
Total	3,227,676	3,380,011	4.7%	3,380,011	3,565,501	5.5%

Source: Winnipeg Airport Authority

Meetings & Conventions				<i>AS OF DECEMBER 2007</i>		
	2005	2006	%CHG	2006 YTD	2007 YTD	%CHG
Winnipeg M & C's	185	193	4.3%	193	198	2.6%
Delegates	46,000	54,000	17.4%	54,000	55,000	1.9%
\$ Value	\$40,000,000	\$47,000,000	17.5%	\$47,000,000	\$49,000,000	4.3%

Source: Destination Winnipeg