

All Canada Show & Manitoba Tourism.

The following information has been gathered from various sources but is reliable.

The Manitoba booth had eight or ten printed pieces of information for distribution to the public. It ranged from general information to material with specific and regional info.

There was also border crossing info. I have copies of all of this but no way to get it to you before your meeting with the Minister.

Other information that may be relevant to your meeting includes:

1. Manitoba goes to various professional meetings (Doctor Seminars, Dental, Engineers, etc.) to provide information on tourism in the Province. The program will fill a week in August at participating camps (no info on how many camps and if these camps have to "buy into" the program).
2. A \$300 voucher was handed out to those that attended. In effect, the voucher was a voluntary participation on the part of the individual camps and many of them did not do it. It was the camp that gave the \$300 deduction to the bill.
3. The Manitoba push was for the Minneapolis and Chicago shows only. Our understanding is that they committed to \$100,000 in conjunction with the All Canada Show advertising in these two locations. All Canada had no control over what Manitoba did but all the advertising Manitoba did included statement like "come to the All Canada Show and meet with the 35 best resorts in Manitoba". This (\$100,000) was the agreed upon amount but Jennifer indicated that the total they spent was closer to \$150,000.
4. Major sponsorship of the All Canada Show requires an investment of \$30,000 and businesses like Cabela's, Labatt's, etc. do that. Due to the total spent by Manitoba (advertising for the All-Canada Show in conjunction with their ads for Manitoba) they were listed as a major sponsor without the \$30,000 cash investment. This relationship between Manitoba and AC has been renewed for 2010. The plan being that the Manitoba push will be a three year program.
5. Like Ontario, Manitoba has been big on co-op or buy-in programs but operators have made it clear that they contribute enough through employment and taxes and are not willing to get involved with this type of promotion.
6. Because Manitoba is a show sponsor they do have a booth that will be at all shows. Here in St. Louis it is in the lobby area and is unmanned but it is one of the first things seen by guests.....right next to the book stand. It has all the information stuff on the tables. We'll keep an eye on where it is for the rest of the shows as we move through the circuit.
7. Manitoba Outfitters Association had the brochures of their members who were exhibiting at the show in Chicago on display in the Tourism booth.

Here are some thoughts from Jennifer.

1. At one time Ontario was a major sponsor of AC. That was a number of years ago and I did not ask if the cash involvement of \$30,000 now is what it was at that time. The sponsorship gives space in the Adventure Guide and the AC Magazine. Also gives a large show sponsor logo on the big show banner and, I believe, on the web site. (I think that this should be the minimum participation on the part of Ontario.)

2. The consensus seems to be that the general sport shows are dying but the specialty shows are doing the job. AC has found that 85% of the people coming to the shows WILL take a trip to Canada.
3. If Ontario, through OTMPC or Ministry of Tourism, were to get involved with AC they need to work directly with Jennifer to, as she says, “Work outside the box on tourism promotion”.

Just a few other thoughts and observations.

The Ontario booth was kind of OK but in the scenes pictured there were two or three that showed people in or around a boat. It was an old cedar strip boat that may not leak but I tell you that boat did not represent my boats and I would not have booked a trip to that camp just based on the picture of the boat alone. That did not represent Ontario very well at all. There is no Ontario presence in St. Louis nor was there in Minneapolis.

Manitoba had a color coded map in the booth that told where the camps at the show were located in the province as well as where on the show floor they were located. Very nice! Yes, Ontario was there for the whole province but did a 2005 obsolete road map tell the story of what was available for tourism in Ontario? When the 2009 NOTO books arrived at least they had that to give out.

Bob Hunger
VP NWOTA

P.S. On the way to Thunder Bay a new sign was noticed after you cross the Canadian U.S. border. The same sign was also located west of town where 11 separates from 17.

