

# Tourism in Manitoba, Canada - Present Situation and Future Opportunities

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MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU  
STRUČNI DIPLOMSKI STUDIJ MENADŽMENT TURIZMA I SPORTA

MAJA NEDELJKO

TURIZAM U MANITOBI, CANADA – SADAŠNJA SITUACIJA I  
MOGUĆNOSTI U BUDUĆNOSTI

DIPLOMSKI RAD

ČAKOVEC, 2023.

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STRUČNI DIPOMSKI STUDIJ MENADŽMENT TURIZMA I SPORTA

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FUTURE OPPORTUNITIES

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Mentor: Marija Miščančuk, v. pred.

ČAKOVEC, 2023.

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Opis zadatka:

Manitoba kao jedna od pokrajina u državi Kanadi. Opće geografske činjenice. Najznačajnija turistička odredišta i njihove najznačajnije karakteristike. Statistika i usporedna analiza pojedinih destinacija. Analiza mogućnosti pojedinih destinacija za daljnji razvoj turizma.

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## *Abstract*

*Canada is a country situated in the northern part of North America that borders the USA. The capital of Canada is Ottawa. Official languages spoken in Canada are English and French. Canada as a country is divided into provinces and territories and one of them is Manitoba. Manitoba is situated in the middle of Canada and borders Saskatchewan in the west and Ontario in the east. The capital city of Manitoba is Winnipeg. Manitoba itself is divided into 8 economic regions called Central Plains, Eastern region, Interlake, Northern region, Parkland, Pembina, Western region and Winnipeg. All of them have numerous activities to offer such as hiking, boating, camping along with museums and galleries. Canada itself is a massive country that brings tourists from all around the world, but most of the tourists come from the USA, Mexico, Germany, Italy and Japan. Some provinces are visited more than the others, so this work will catch upon the number of international tourists that visit Manitoba, as well as other provinces and territories. Most of the tourists that stay in Canada overnight, stay in hotels or other types of accommodation that can vary in price. Therefore, the research was done in order to compare prices of different types of accommodation. When it comes to opportunities, Manitoba has to take advantage of the upcoming World Cup in 2026 as well as its unique landscape. Moreover, in order to increase recognition, Manitoba has to offer something unique, such as a specific product or a festival, so when people see it, they will immediately think of Manitoba. With everything being said, Manitoba has a great potential to be in top 3 most visited provinces in Canada but it needs to promote more its natural beauty as well as its monuments and events and it has to make something unique to sell to the tourist. Moreover, Manitoba has to offer something that will not only bring tourists to Manitoba, but will bring them back.*

*Key words: Canada, development, economic regions, festival, Manitoba, opportunities, tourism*

## Contents

<b>1. INTRODUCTION</b> .....	7
<b>1.1 OBJECTIVES OF THE RESEARCH</b> .....	7
<b>1.2 METHODS OF THE RESEARCH</b> .....	7
<b>2. THE COUNTRY OF CANADA AND ITS RESOURCES</b> .....	9
<b>4. TOURISM OF MANITOBA</b> .....	13
<b>4.1. ECONOMIC REGIONS OF MANITOBA</b> .....	13
4.1.1 Winnipeg .....	13
4.1.2 Northern Manitoba .....	16
4.1.3 Parkland region .....	17
4.1.4 Interlake region .....	18
4.1.5 Eastern Manitoba region .....	18
4.1.6 Western Manitoba region .....	19
4.1.7 Pembina Valley .....	19
4.1.8 Central Plains region.....	19
<b>4.2 TOURISM OF MANITOBA DURING COVID-19 PANDEMIC</b> .....	20
4.2.1 The positive effects of Covid-19.....	21
4.2.2 The negative effects of Covid-19 .....	21
<b>5. RESULTS OF THE RESEARCH</b> .....	22
<b>5.1 COMPARISON OF ACCOMMODATION PRICES IN MANITOBA</b> .....	22
<b>5.1 TOURIST ARRIVALS AT EACH PROVINCE WITH EMPHASIS ON MANITOBA</b> 24	
<b>5. FUTURE OPPORTUNITIES</b> .....	27
<b>6. CONCLUSION</b> .....	31
<b>LITERATURE</b> .....	33
<b>LIST OF FIGURES</b> .....	35
<b>ILLUSTRATIONS</b> .....	35

## **1. INTRODUCTION**

Tourism takes a great part in revenues of Canada. All revenues either come from domestic tourists or foreign tourists that visit the country every year. If spend the right way, those revenues can help in the development of the country that can lead to improvement of the country as a whole. This work will touch upon current situation in tourism in Canada and future opportunities with the emphasis on Manitoba. In addition, a research will be conducted including different economic regions of Manitoba along with their tourist attractions. On top of that, since the tourists that visit Canada in general are staying overnight, this work will touch upon accommodation that is available to tourists and at what price.

### **1.1 OBJECTIVES OF THE RESEARCH**

The topic of this work was chosen in order to explore the country of Canada along with the province of Manitoba to see what they can offer to tourists in every season starting from natural beauty to built monuments. Also, one of the main goals is to explore the tourism of Manitoba in summer and winter with all the activities and monuments that Manitoba offers. The second goal is to find out more about the prices of accommodation in Manitoba including hotels and apartments along with the facilities that they offer. Moreover, another goal is to discover the number of visits of each province and territories and compare it to Manitoba.

The hypothesis of this work is to find out whether Manitoba is in top 3 most visited provinces in Canada with emphasis on international tourists, mostly American, Mexican, French and tourists from the United Kingdom. These nations were chosen because the most tourists that visit Canada come from the mentioned countries.

### **1.2 METHODS OF THE RESEARCH**

In order to meet the objectives, relevant literature will be used, such as books, studies, and different research. Moreover, this research will use qualitative and quantitative data along with descriptive analysis in order to prove the hypothesis. Furthermore, in order to analyze prices of accommodation in Manitoba, booking.com will be used as a guide, although some prices can vary depending on the taxes booking.com charges tourists when booking a room. The topic of this final work was chosen in order to discover and learn more about Canada and Manitoba, but the literature was pretty limited, especially when it comes to books on Canada. With that being said, most literature was gathered online. Since the tourism relies on promotion and nowadays mostly on online information, the official web site offers very limited information about the



events in Manitoba. For example, their web site is not quite appealing, therefore there is barely any information about the events themselves. There are very few photos of events and the web sites are mostly just white pages with black letters, as an example Snow maze in Winnipeg, Picture 1, will be used. Contrary to Manitoba, we have an example of the official web site of Božićna priča obitelji Salaj, where one can see many photos and information about the event, about the exact date and time, the location of the event and much more, as shown in Picture 2. Furthermore, in order to collect information, one has to go to multiple web sites, whereas on the web site of Božićna priča obitelji Salaj, there is all the information needed for the visit in one place.

### Picture 1 Example of the Snow maze web site

**Snow Maze**

It's true, A Maze in Corn is home to The Guinness Book of World Record's Largest Snow Maze!

Enjoy the challenge of the snowy maze, admire the snow carvings and buildings, slide down Snow Mountain, warm up by a bonfire, be brave and try the Giant Luge run, try a variety of snow games, and of course, a cup of hot chocolate, or an adult drink at The Snow Bar.

**Hours:** January 28 to April 2, 2023

**Spring Break Hours:**

- Monday, Tuesday, Wednesday 12:00pm - 5:00 pm
- Thursday & Friday 3:00pm - 9:00pm
- Saturday 11:00am - 9:00pm
- Sunday 11:00am - 8:00pm (April 2 is the Last day)

- tickets may be purchased at the gate
- latest entry is 1 hour before closing

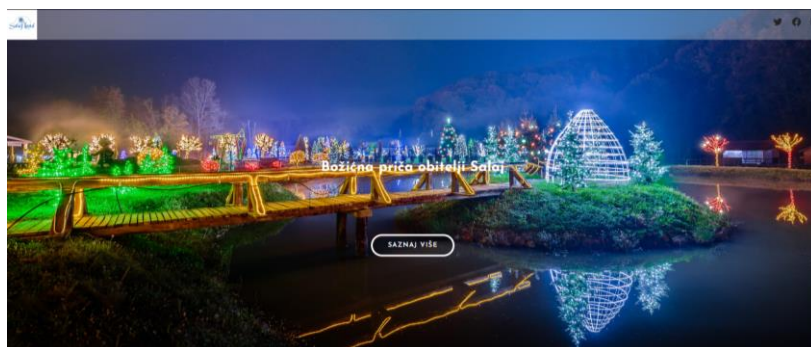
**Prices: Snow Maze General Admission:**

- \$22 + GST ..ages 13+
- \$15 + GST ..ages 6-12
- \*5 and under are free

Aktivirajte st  
Idite u postavke

**Source:** <https://www.cornmaze.ca/pages/snowmaze> (26.6.2023)

### Picture 2 Example of Božićna priča obitelji Salaj's web site



**Source:** <https://salajland.com/> (26.6.2023)

## 2. THE COUNTRY OF CANADA AND ITS RESOURCES

The country of Canada is situated in the northern part of North America with the population of 38,989,127 inhabitants. It was founded in 1867, but it did not have its flag up until 1965. The flag consists of a red field with a white square in the center, there is also a white maple leaf on the white square in the middle of the flag. The capital of Canada is Ottawa and official languages are English and French that is mostly spoken in Quebec. Also, the Inuit that live in the far north of Canada speak Inuktitut. As the second largest country of the world, Canada stretches across 6 time zones with 9,093,510 square kilometers of land area (<https://worldpopulationreview.com/countries/canada-population>).

Canada is divided into 10 provinces called Ontario, Quebec, Nova Scotia, New Brunswick, Manitoba, British Columbia, Prince Edward Island, Saskatchewan, Alberta, Newfoundland and Labrador and 3 territories called Northwest Territories, Yukon and Nunavut. The main difference between territories and provinces is that provinces exercise constitutional powers in their own right and territories exercise delegated powers under the authority of the Parliament (<https://www.canada.ca/en/intergovernmental-affairs/services/provinces-territories.html>).

**Picture 3** Canadas provinces and territories



**Source:** <https://ontheworldmap.com/canada/> (28.6.2023)

When it comes to natural beauty, Canada features countless rivers, black-blue lakes, forested eastern valleys along with Canadian Shield, a hilly region of lakes and swamps, with one of the oldest rocks on Earth. When it comes to far north of Canada, it lies in the frozen grip of the Arctic, the home of ice, glaciers and snow. Furthermore, the far north or remote north of Canada is home to wolves, bears, mountain lions, otters and rabbits. Area below far north is a home to moose, ox and black bears and the south Canada is a home to bison and pronghorn antelope (<https://kids.nationalgeographic.com/geography/countries/article/canada>). Canada has large areas that have remained untouched by men like Jasper National Park, Kluane, Gros Morne and Wood Buffalo, the largest park of Canada. The road that is worth to be mentioned and that is popular among tourists is Icefields Parkway, a two-day train ride from Calgary to Vancouver. Aside from the road and land, the Inside Passage offers nice view through the east of Canada, it is a 14-hour boat ride with a view of Canada's fjords (<https://e-visa.ie/canada/general>).

Furthermore, Canada is very well known for maple syrup. About 80% of all the produced maple syrup in the world is produced in Canada, with Quebec being the largest producer in Canada. Maple syrup is the natural sweetener that is extracted directly from maple tree. In addition, the leaf of the maple tree is a part of the Canadian flag (<https://frontier-canada.co.uk/general/what-is-canada-famous-for/>).

When it comes to sport, Canada's national winter sport is definitely hockey. The first hockey game was played in Montreal in 1870. Since 1893, the playoff winner in National Hockey League wins Stanley cup, named after Lord Stanley of Preston, who originally donated the award to Canada's top-ranking hockey amateur club. Some famous hockey teams from Canada are Toronto Maple Leafs, Calgary Flames, Montreal Canadiens and the Vancouver Canucks (<https://frontier-canada.co.uk/general/what-is-canada-famous-for/>). On top of that, Canada is one of the three countries hosting FIFA world cup in 2026, the other two countries are the USA and Mexico. The two cities where football will be played in are Vancouver and Toronto. The tournament's starting date has to be determined (the middle of June), but it will last up to July 19, 2026. Expected ticket prices will range from 15 dollars to 990 dollars.

When it comes to Canadian cuisine, there are few foods that Canada is famous for. The first one is Poutine, crispy fries topped with cheese curds and gravy. Some places like to spice up a traditional version by adding pulled pork, bacon or smoked meat. Average cost per portion is about 3,50 dollars. Butter tarts, famous Canadian dessert is made from flakey puff pastry shell that is filled with the mixture of baked butter, eggs, syrup and sugar.

### 3. THE PROVINCE OF MANITOBA

As one of the provinces, Manitoba is divided by three of Canada's 7 physiographic regions, the Hudson Bay Lowland, the Canadian Shield and the Interior Plains. Most of the population is situated in the southeastern corner of the Province, the Interior Plains' physiographic region. It is located between the province of Saskatchewan and the province of Ontario. The capital of Manitoba is Winnipeg. The province of Manitoba has one of the lowest unemployment rates in Canada along with growing agricultural sector with 250 companies dedicated to food industries. Over 200 languages are spoken across Manitoba, with French and English being the most spoken languages among the residents. Manitoba is mostly populated by Caucasians and Aborigines, followed by Filipinos, Africans, South Asians, Chinese and Latin Americans. (<https://canadianvisa.org/life-in-canada/provinces/manitoba>).

**Picture 4** Manitoba's Physiographic regions



**Source:** <https://www.thecanadianencyclopedia.ca/en/article/geography-of-manitoba#:~:text=Manitoba%20is%20divided%20by%20three,the%20Interior%20Plains%20physiographic%20region.> (27.6.2022.)

The first and principal resource of Manitoba is fresh water, with that being said, Manitoba ranks third in water coverage of Canada's 10 provinces. Furthermore, lakes and rivers take up to 101,590 square kilometers of the province with three largest rivers being Winnipeg,

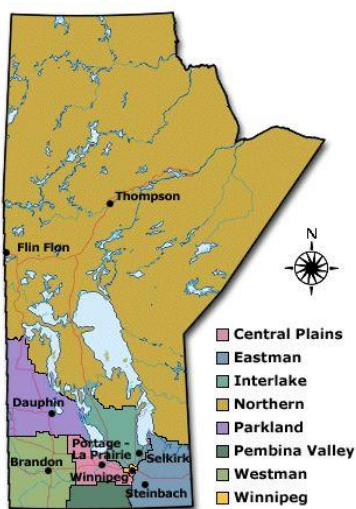
Winnipegosis and Manitoba. The rivers of Manitoba are the main sources of hydroelectricity. Nowadays, Lake Winnipeg is the only river used for commercial transportation, however, rivers that were quite important during the fur trade and early settlement eras were Hayes, Nelson, Red, Assiniboine and Winnipeg. When it comes to the weather, Manitoba experiences large temperature ranges where winters get pretty cold and summers quite warm. Vegetation of Manitoba changes from the south to the north, where south is covered by prairie, north is covered by boreal forest that consists of spruce, aspen, jack pine, and tundra. The middle of the province is covered by mixed broadleaf forest. Manitoba has 92 provincial parks, with the biggest being Sand Lakes Wilderness, along with 2 national parks, Riding Mountain and Wapusk (<https://www.thecanadianencyclopedia.ca/en/article/geography-of-manitoba#:~:text=Manitoba%20is%20divided%20by%20three,the%20Interior%20Plains%20physiographic%20region.>).

Manitoba itself is famous for Manitoba flour that has high levels of protein and gluten, it is also called strong flour which makes it perfect to use in bread and pizza dough. It is made from red spring wheat that originates from Canadian province Manitoba. Due to high levels of gluten, this flour is great for extensive kneading and stretching (<https://pizzaware.com/what-is-manitoba-flour/>).

#### 4. TOURISM OF MANITOBA

Manitoba takes up a large area of Canada and it has to offer many outdoor and indoor activities. From south to the far north tourists can try hiking, fishing, sightseeing, walking, camping and different meals that are authentic for Manitoba itself. It is divided into eight (8) economic regions called Central Plains, Eastern region, Interlake, Northern region, Parkland, Pembina, Western region and Winnipeg. They will be mentioned in the following paragraphs.

**Picture 5** Manitoba's 8 economic regions



**Source:** <https://macap.ca/regions/> (24.6.2023.)

##### 4.1. ECONOMIC REGIONS OF MANITOBA

Manitoba, because of its large size, is divided into 8 economic regions, all of them are going to be mentioned below along with its tourist attractions.

###### 4.1.1 Winnipeg

The first economic region of Manitoba is Winnipeg. Winnipeg is the capital city of Manitoba, it is Canada's centre of art, music and dance. Furthermore, it is a home of famous Royal Winnipeg ballet, the Winnipeg Philharmonic Choir, the Manitoba Opera and Winnipeg folk festival. Winnipeg is also called a river city because of four rivers that flow through it, the Red River, the Assiniboine, La Salle and the Seine. In addition, Winnipeg is nowadays one of the Canada's largest industrial, communications, commercial and financial centers. The name

Winnipeg means “the muddy waters” because of the dim look to the water where Red River meets the Assiniboine River (<https://www.britannica.com/topic/Winnipeg-Free-Press>, <https://www.nationalgeographic.com/travel/article/winnipeg-manitoba>, <https://www.thecanadianencyclopedia.ca/en/article/the-forks>). When it comes to famous Winnipeg attractions, there are numerous and some of them will be mentioned.

**The Forks** is a shopping and entertainment area set in a number of historic buildings situated where the Assiniboine River flows into the Red River. The Forks is owned by a few shareholders such as Federal Government of Canada, the Province of Manitoba and the city of Winnipeg. The Market itself was opened in 1989, but the buildings are over a hundred years old. The buildings have a great historical value of early Aboriginal settlement and fur trade. In the late 19th century and early 20th century The Forks was the place where immigrants would stop on their way to the west. In 1974, The Forks was named a National Historic Site of Canada. It is also a home to museums, parks, monuments and theatres. The main building is called **The Fork Market** where food is being sold, such as vegetables and fruit followed by variety of delicious meals that are made in the restaurants. Furthermore, aside from the food, people can enjoy shopping in the stores that are found on two levels. There is also a lookout tower so people can have an amazing view over the two mentioned rivers and the city. In a close proximity to The Forks, there is a walking trail called the Riverwalk that leads to **Legislative building**, the meeting place of Legislative Assembly of Manitoba. In winter, when the river close to The Forks is frozen, people usually skate on the river or at The Forks ice-skating rink. Over 4 million people visit The Forks each year and more than a thousand work in the district. (<https://www.historicplaces.ca/en/rep-reg/place-lieu.aspx?id=15362>, <https://www.planetware.com/tourist-attractions-/winnipeg-cdn-mb-mbwp.htm>, <https://www.thecanadianencyclopedia.ca/en/article/the-forks>)

**Two-hour City trolley tour** is a two-hour ride on a historically looking trolley through Winnipeg offered by Winnipeg Trolley Company. On the tour, numerous sights of Winnipeg can be seen followed by local history and local stories that are being told by a guide. Furthermore, the tours show French quarter of Winnipeg, St. Boniface, home of NHL's Winnipeg Jets, hockey arena, Canadian museum of Human rights, Manitoba Legislative building, breweries, Seven Oaks House and many more. Moreover, there are a few tours to choose from, from Brewery tour, a must- see Winnipeg Tour and Ghost Tour. Brewery tour is the tour to discover Winnipeg's craft beer on Ale and Cocktail trail. The tour stops at two breweries where samples can be tried. The price for the tour ranges from \$34.95 to \$99.95. For

example, if a tourist takes “all you can drink tour”, he/ she will be paying \$99.95, General Admission tour that includes two flights, a cocktail and samples costs \$65.95 and Dry run tour with no drinks costs \$34.95. This tour is the longest and lasts for four hours (<https://winnipegrolley.ca/our-tours/brewery-tours/>). Famous Ghost Tour departs at Fort Garry Hotel. The tour offers to see the eerie Dalnavert mansion to share Victorian tradition around death and mourning, Seven Oaks House, the most hunted house in Winnipeg and the famous Fort Garry Hotel’s room 202. The price ranges from \$39.50 for children to General Admission \$47.97. The tour lasts for 2 hours (<https://winnipegrolley.ca/our-tours/ghost-tours/>). The last tour is “All you can see”. It offers general knowledge of the history of Winnipeg, the visit to French quarter, Canada Center hockey arena, Assiniboine Park, Canadian Museum of Human Rights and more. The price ranges from \$16.50 for children to \$29.97 for General Admission. Tour lasts for 2 hours (<https://winnipegrolley.ca/our-tours/city-tours/>). Out of 221 reviews on Trip advisor, two-hour city trolley tour was rated as an excellent by 194 people, very good by 23, average by 1 person, poor by one person and terrible by 2 people. (<https://www.getyourguide.com/winnipeg-193245/winnipeg-2-hour-city-trolley-tour-t296525/>, [https://www.tripadvisor.com/Attraction\\_Review-g154954-d4039102-Reviews-Winnipeg\\_Trolley\\_Company-Winnipeg\\_Manitoba.html#REVIEWS](https://www.tripadvisor.com/Attraction_Review-g154954-d4039102-Reviews-Winnipeg_Trolley_Company-Winnipeg_Manitoba.html#REVIEWS))

**Winter wonderland drive thru** is a very popular tourist attraction in Winnipeg. Duration of this event is approximately one month, it starts at the beginning of December and it lasts until early January. The event takes place on two addresses, Red River Exhibition Park and Portage Ave. A ticket for this event is 15 dollars that one pays at the beginning of the drive thru or the tickets can be purchased online. Drive thru consists of 26 different themes and sculptures that are made of one million led lights. On top of that, there is a small cottage at the beginning of the drive thru where visitors can buy hot chocolate and donuts (<https://www.todocanada.ca/city/winnipeg/event/canad-inns-winter-wonderland/>).

**Snow maze** is another very popular Winnipeg tourist attraction available only during winter. The opening of the snow maze this year was in January and it lasted until early April. Ticket prices vary from 15 dollars for children under 13 to 22 dollars for people over 13 and for children under 5 years of age the entrance is free. In addition to snow maze, visitors can enjoy ice sculptures, sleigh rides and bonfires to get warm. There are also small cottages that sell hot chocolate and warm donuts. This attraction has limited time to 2 hours and as also limited visitor per those two hours (<https://www.cornmaze.ca/pages/snowmaze>).



**Picture 6** Snow Maze in Winnipeg

**Source:** <https://www.cornmaze.ca/pages/snowmaze> (25.6.2023)

#### 4.1.2 Northern Manitoba

Northern Manitoba lays a little bit further north from Winnipeg where tourists can visit a small town called Churchill, the northernmost port of Canada. There are no roads that would connect Churchill to the rest of Canada, so visitors have to take a plane or train to get to Churchill. A plane ride from Winnipeg to Churchill is about 2 hours long and a train ride from Winnipeg to Churchill is about 48 hours long. Churchill offers plenty activities throughout the whole year, for example, the best time of the year to see **polar bears** is autumn. **Aurora Borealis** or the northern lights can also be seen when visiting Churchill. The best time to see Aurora Borealis is winter, more precisely, February and March, when the nights are cold and there are not many clouds to cover the sky. It is a phenomenon caused by an interaction of the solar wind and the Earth's magnetic field. During one kind of solar storm called coronal mass injection, the Sun burps out huge bubble of electrified gas that can travel to space. When it comes towards the Earth, energy and small particles travel to South and North Pole of the Earth into the atmosphere. Those particles interact with gases that create displays of lights in the sky (<https://spaceplace.nasa.gov/aurora/en/>). In the summer season, visitors can see thousands of belugas swimming to the Churchill River to eat, calve and play. As already said, Churchill is home to **polar bears** because it offers them plenty of food. Furthermore, since polar bears do not hibernate, Churchill offers them ice that is the last to melt and the first to form on Earth. To see polar bears, visitors cannot go on foot because of tundra and predators hiding behind vegetation, so vehicles such as tundra buggy, a vehicle made for ice and snow, can be used. Just last year Frontiers North has launched the first electric Tundra Buggy with plans to transform all of the vehicles to run on electricity in the next 10 years ([---

Međimursko veleučilište u Čakovcu](https://www.putoholicari.rtl.hr/ovaj-</a></p></div><div data-bbox=)

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gradic-u-kanadi-ima-pogled-na-auroru-borealis-u-prosjeku-300-noci-godisnje-103692/).

**Polar bears International House** offers an interactive meeting space so tourists can learn about climate change, what impact it has to polar bears and to tundra as well.

**Itsanitaq Museum** is a museum that houses a collection of Inuit carvings and artifacts that are one of the oldest and finest in the world. Carvings are made of whalebone, soapstone and caribou antler as well as bone carvings of shamans and bears and harpoon head. Visitors can also see a stuffed polar bear and a musk ox, narwhal horns, loon-skin shoes, pickled polar bear fetus and so on (<https://www.travelmanitoba.com/directory/itsanitaq-museum/>).

### Picture 7 the Tundra Buggy



**Source:** <https://electrek.co/2022/01/19/electric-tundra-buggy-makes-canadian-eco-tourism-that-much-greener/> (31.1.2023)

#### 4.1.3 Parkland region

**Parkland region** of Manitoba gets its name from the landscape, pockets of forest emerging from grassland. This area also has range of hills formed by glaciers that is also known as Manitoba escarpment. Parkland area is also known for the highest peak of Manitoba, Baldy Mountain, as well as the largest ski resort, Asessippi ski area and resort (<https://www.travelmanitoba.com/places/parkland/>). This area of Manitoba is enriched with lakes, parks and forests that provide an opportunity to see different wildlife of Parkland such as bear, moose, fox, wolf, bison and so on. Some popular tourist destinations include Dauphin Lake, Riding Mountain National Park, Lake of Prairies, Trans Canada Trail and others (<https://www.ehcanadatravel.com/manitoba/parkland.html>).

**Dauphin Lake** is a large lake that measures over 521 square kilometers. Average depth of the lake is 2,4 m with the maximum depth of 3,4 meters. The western part of the lake has sandy beaches, where some of them are more accessible than the others. The most accessible one is

the Rainbow beach. Some activities that are enjoyed on the lake are swimming, fishing, boating (<https://www.ehcanadatravel.com/manitoba/parkland/parks-places/3994-dauphin-lake.html>).

**Riding Mountain National** park is a perfect place to hike, camp, bike or gather high bush cranberries. Also, the park has few locations where **red chairs** are hidden, some of them are easier to find. Each location immerses a visitor in the landscape and its history. The chairs are made of 100% recycled plastic. The chairs are made in order to find them and relax while exploring not only Riding Mountain National Park, but parks throughout the whole Canada as well. The chairs have become pretty famous on social media since the day they were put in the parks in 2011.

**Picture 8** Red Chairs in Canada



**Source:** <https://theculturetrip.com/north-america/canada/articles/the-most-beautiful-red-chair-destinations-in-canadas-parks/> (24.6.2023.)

#### 4.1.4 Interlake region

It is located between two lakes called Lake Winnipeg and Lake Manitoba. The main highway to explore the region is highway 6. This region has **float planes** in order to provide transportation from and to remote areas of the region. Float planes are a type of a seaplane that use pontoons to land on the surface of the water rather than landing on the hull of the aircraft as typical flying boats would. This region is similar to the Parkland region when it comes to sandy beaches and adventures such as hunting, camping, hiking and swimming in lakes.

#### 4.1.5 Eastern Manitoba region

This region is well known for museums such as **Whiteshell natural history museum**, Ukrainian Museum, West Hawk Museum and others. When it comes to adventures, one can

enjoy hiking, fishing, sailing, golfing and waterskiing. One of the popular destinations to experience nature are Atikaki Provincial Park that is mostly known for canoeing and Elk Island Provincial Park.

#### 4.1.6 Western Manitoba region

The region is located in the south west part of Manitoba. Its landscape consists of rolling hills, boreal forest, prairie grassland, lakes and river valleys. Some of the most popular parks in this region include Assiniboine Riverbank Trail, Brandon hills and Turtle Mountain Provincial Park.

#### 4.1.7 Pembina Valley

Pembina Valley is located in the southern part of Manitoba. Most of the history is located in the museums and research centers, some of them include **Dinosaur Fossil Discovery Centre** and Red River Valley Flood Center. Dinosaur Fossil Discovery Center offers fossil dig tours, museum tours and workshops. Museum guided tours are between 30 to 90 minutes long, depending on the tour of choice, basic tour (60 min), VIP tour (90 min) or speedy tour (30 min). Their galleries provide an interpretation of life in the Western Interior Seaway from the late Cretaceous. Their marine reptile fossils' collection is the largest collection in Canada.

#### 4.1.8 Central Plains region

Central Plains Region is located in the south-central section of Manitoba. This region's history dates back to the 1700s. There are plenty art galleries, theatres and studios for culture along with some historical museums. This region includes popular destinations such as Spruce Woods Provincial Park, Big Grass Marsh and Twin Lakes Beach.

**Spruce Woods Provincial Park** has a desert- like landscape known as the Spirit Sands. This desert- like landscape is a home to Manitoba's only lizard, western hognose snake and two types of cacti. Visitors can explore this area hiking or by horse-drawn covered wagon rides. There are also a few available trails for visitors that ride mountain bikes. The Park also provides a few interpretive programs such as campfire talks, guided hikes, children's events, winter programs and so on (<https://www.travelmanitoba.com/directory/spruce-woods-provincial-park/>). The Park also offers accommodation such as yurt for people that are into camping. This area cannot be classified as a desert area because it receives two times more of rainwater than an actual desert so the sand absorbs the water and plants are able to grow around dunes and make them disappear. In the past, sandy area with dunes was much larger than nowadays and

it is getting smaller every year (<https://wanderthemap.com/2016/09/camping-yurt-spruce-woods-provincial-park/>).

### **Picture 9** Spruce Woods Provincial Park



**Source:** <https://wanderthemap.com/2016/09/camping-yurt-spruce-woods-provincial-park/> (25.6.2023.)

When it comes to food, Manitoba is famous for bannock. It is a pan-fried bread style dish that was brought to Manitoba by Scottish explorers and traders. According to TripAdvisor, Clementine restaurant offers authentic Canadian food and also offers vegan, vegetarian and gluten free option. Another restaurant that has great reviews on TripAdvisor is Santa Ana Pizzeria and Bistro. The Lazy Bear Lodge in Churchill serves indigenous cuisine such as Arctic char, Peppered elk and Manitoba bison. The food is made fresh and uses local ingredients such as wild berries and mushrooms (<https://roadtripmanitoba.com>).

## **4.2 TOURISM OF MANITOBA DURING COVID-19 PANDEMIC**

The world health organization declared Corona virus viral pandemic on March 11, 2020 and shortly after Manitoba started closing down. The pandemic has changed tourism of Manitoba completely because Manitoba manly relied on international tourists and once the government put restrictions everything changed. Those who still came to Manitoba had to self-isolate for two weeks so any tourists hardly came anymore. Since there were hardly any international tourists, companies such as Travel Manitoba and Tourism Winnipeg created campaigns for Manitobans called The Road Trip guide 2021 and Here for it to encourage locals to explore their own province. Furthermore, since nobody was allowed to cross the border, locals had to find the alternative.

#### 4.2.1 The positive effects of Covid-19

In 2020 and 2021, everybody was visiting provincial parks that were low risk when it comes to catching Corona virus. In general, people spent more time outside, hiking, walking, camping. In order to get people to stay at hotels, the Manitoba Chamber of Commerce started the Tourism Rebate Incentive Program. The program encouraged Manitobans to spend their money in local hotels in order to help the province and the economy of Manitoba. The offer was exclusive only for locals who stayed in hotels that were participating in the previously mentioned program. In return, Manitoba Chamber of Commerce would send an electric MasterCard or PayPal gift card to those who submitted their receipt to program's website. At that time, even though tourism suffered enormously, something good happened, during those two to three years, because the locals were exploring their province and were visiting places they wouldn't have gone to if there was no pandemic. Locals usually go to places that are connected to the highway, but Covid-19 has given them plenty of time to explore places they have never been to (<https://2022workingdraftmagazine.com/2022/03/30/how-covid-19-changed-tourism-in-manitoba/>)

#### 4.2.2 The negative effects of Covid-19

In 2020 tourism hospitality sector lost more than 9,000 jobs because everything was shut down; restaurants, hotels, attractions. Another negative side effect of Covid-19 was a small number of tourists who came to Manitoba. Those who came had to self-isolate for at least 2 weeks and nobody wanted to pay a hotel room in order to spend 2 weeks closed up. Furthermore, restaurants were closed, some tourist attractions were closed so tourists could barely see anything.

## 5. RESULTS OF THE RESEARCH

In this segment of the final paper, some research has been conducted, starting from finding accommodation that is available to a tourist in Manitoba, along with facilities that hotels offer and its prices. Another goal is to research the interest of tourist to visit Manitoba and compare it to the rest of Canada.

### 5.1 COMPARISON OF ACCOMMODATION PRICES IN MANITOBA

In order to complete this research, a few hotels and apartments will be selected on well-known platforms called Airbnb and Booking. A comparison among winter and summer prices will also be done.

The first selected hotel is situated in Winnipeg downtown called Alt hotel Winnipeg. As shown in figure 1, selected date was June 25, 2023 to June 26, 2023 or one night. One-night price, the cheapest option, for this hotel is 223 dollars or 154.28 euros for 2 adults and one child aged 1 and the most expensive option for one night is 247 dollars or 170.88 euros. The room is 35 square meters and breakfast is not included in the price. The room also offers a free Wi-Fi, TV, coffee machine, private bathroom with toiletries. Parking costs 19 dollars per day. The hotel in general has 8.4-star review. Hotel has the prices for summer and winter arrivals. The second selected hotel in Winnipeg is The Grand Winnipeg Airport Hotel that is situated in the proximity of the airport. The date selected was June 24 to June 25, 2023. The cheapest option is 199 dollars or 137.74 euros and the most expensive option is 231 dollars or 159.77 euros. Breakfast is not included in the price. The room offers TV, private bathroom, toiletries, coffee machine and so on. Smoking is not allowed in both of the hotels. Parking price per day is 15 dollars or 10.37 euros. There are no shown prices for winter period.

**Figure 1** Accommodation price range in Winnipeg

Accommodation	Date of arrival	No. of people	Cheapest option	Most expensive option
<b>Alt Hotel Winnipeg</b>	June 26 <sup>th</sup> – June 27 <sup>th</sup>	Per person  *free for children below  2	\$223 or  154.28€	\$247 or  170.88€

			*parking cost per day \$19 or 9.18€	
<b>The Grand Winnipeg Airport Hotel</b>	June 26 <sup>th</sup> – June 27 <sup>th</sup>	Per person  *free for children below 2	\$199 or 137.74€  *parking cost per day \$15 or 10.37€	\$231 or 159.77€

Source: Author (19.8.2023)

The second selected city is Churchill that is situated in the far North of Manitoba, in Nunavut. IceBerg Inn hotel is situated in a close proximity of Churchill Railway station and 500 meters from Churchill downtown. As shown in figure 2, the price for one night is 215 dollars per person or 148.66 euros, parking option is not available. The room offers one fridge and bathroom. Hotel has 8.6-star review. When it comes to winter, prices of the rooms rise up to 332 dollars per person per night or 229.56 euros. Beluga Beach House is situated in a close proximity of Churchill downtown and Churchill Railway station. It has 9.7-star review. The cheapest option is 161 dollars per night or 111.32 euros. In comparison to the previous object, this object also includes free parking, free Netflix and free board games for tourists. Beluga Beach house does not have available prices for winter period yet.

**Figure 2** Accommodation price range in Churchill

Accommodation	Date of arrival	No. of people	Summer price	Winter price
<b>Iceberg Inn hotel</b>	June 26 <sup>th</sup> – June 27 <sup>th</sup>	Per person  *free for children below 2	\$215 or 148.6€	\$332 or 229.56€
<b>Beluga Beach house Airport Hotel</b>	June 26 <sup>th</sup> – June 27 <sup>th</sup>	Per person  *free for children below 2	\$161 or 111.32€  *free parking	*not available

Source: Author (19.8.2023)



Furthermore, Manitoba has its own Visitor Information Centre that can help visitors when visiting Manitoba. Its web page consists of the menu that includes things to do, events, places to go and where to stay. When it comes to where to stay, the site offers a few possibilities to choose from such as bed and breakfast, cabins and cottage, hotels and motels and others. When clicking on one of the options, in this case bed and breakfast, the site offers a few options, from their partners, to choose from and the prices are shown as well. The average room cost per night is 115 dollars. When choosing hotels and motels, the site leads to their partner's website so one gets to choose the room or package they want (<https://www.travelmanitoba.com>).

### 5.1 TOURIST ARRIVALS AT EACH PROVINCE WITH EMPHASIS ON MANITOBA

The massive size of the country and its diversity brings tourists from all over the world. Country itself has national parks, large number of lakes as well as other national attractions. With that being said, tourists show a great interest for visiting Canada annually, but some provinces are visited more than the others. In this segment of the final work, tourist arrival to each province will be analyzed. For the purpose of proving or denying hypothesis, several graphs and articles were analyzed, such as the number of visits from foreign tourists.

According to the article, in 2017 as shown in Figure 3, the most visited province of Canada was Ontario with the number of visits over 9.7 million. That same year Manitoba held the 7<sup>th</sup> place.

**Figure 3** Number of visits per province by foreign tourists in 2017

Province/Territory	Number of visits per thousands
Ontario	9,774.19
British Columbia	5,713.93
Quebec	3,141.26
Alberta	1,076.4
New Brunswick	353.25
Nova Scotia	249.32
<b>Manitoba</b>	<b>221.23</b>
Yukon Territory	163.93
Saskatchewan	78.96

Newfoundland and Labrador	68.82
Prince Edward Island	2.52
Nunavut	1.7

**Source:** <https://www.worldatlas.com/articles/the-most-visited-canadian-provinces-and-territories.html?fbclid=IwAR19s8RyuSZI9yFUO9XE1dTbsthni4LIsmPXZX6JNdr9HIjXvMaOaO9EET0> (24.6.2023.)

Overall, Canada is mostly visited by American, Mexican, French, German, Australian and tourists from the United Kingdom. The focus of tourist arrivals will be the fourth quarter of 2019.

First country to analyze is the **USA**. Overnight arrivals from the USA are divided into arrivals by car or by plane and others. Total number of visits in fourth quarter of 2019 was over 2 million tourists. Most visited province in the fourth quarter of 2019 was Ontario with 1,391,289 tourists, followed by British Columbia with 668,277 tourists, Quebec with 458,586 tourists, Alberta with 144,213 tourists and New Brunswick with 73,143 tourists. Manitoba with 44,043 tourists held the 6<sup>th</sup> place by the number of American visitors in 2019 ([https://www.destinationcanada.com/sites/default/files/archive/1133-Tourism%20Snapshot%20-%20December%202019/TourismSnapshot-2019-Q4\\_EN%20%20-%20FOR%20PUBLICATION.pdf](https://www.destinationcanada.com/sites/default/files/archive/1133-Tourism%20Snapshot%20-%20December%202019/TourismSnapshot-2019-Q4_EN%20%20-%20FOR%20PUBLICATION.pdf)). Moreover, top destination cities in the fourth quarter of 2019 by plane were Toronto, Vancouver Montreal, Calgary, Ottawa, Edmonton, Quebec, Winnipeg, Halifax and Victoria. Furthermore, Manitoba won the 5<sup>th</sup> place in top 5 destination provinces auto arrivals. In general, average trip length from USA to Canada per days is 5 days in total with 149.1 dollars or 136.40 euros spent per day on average.

Most visited province by tourists from **Mexico** in the fourth quarter of 2019 was Ontario with 48,050 tourists followed by British Columbia with 31,440 tourists, Quebec 22,037 tourists, Alberta 3,700 tourists and Manitoba with 460 tourists. Average trip length for Mexican tourists is 17.2 days and on average they spend 89.1 dollars per night or 81.7 euros. Total number of visits was 79,156 thousand.

When it comes to **France**, the total number of overnight tourists was 90,803 and the most visited provinces were Quebec and Ontario, Manitoba held the 8<sup>th</sup> place with only 71 overnight tourist visits.

Total number of tourists in the fourth quarter of 2019 from **Great Britain** was 96,766. The most visited provinces were Ontario and British Columbia. Manitoba held the 8th place with the total number of overnight visits of 321 tourists ([https://www.destinationcanada.com/sites/default/files/archive/1133-Tourism%20Snapshot%20-%20December%202019/TourismSnapshot-2019-Q4\\_EN%20%20-%20FOR%20PUBLICATION.pdf](https://www.destinationcanada.com/sites/default/files/archive/1133-Tourism%20Snapshot%20-%20December%202019/TourismSnapshot-2019-Q4_EN%20%20-%20FOR%20PUBLICATION.pdf)).

## 5. FUTURE OPPORTUNITIES

After research that was done into foreign tourists and their visits to Canada, it was seen that Manitoba is one of the least attractive destinations in Canada. The reason could be quite extreme weather with cold and freezing winters and hot and dry summers. In order to attract more tourists, Manitoba itself has to work on its visibility not only in Canada, but outside of the borders of the country and see its flaws as advantages. Another reason for low tourist interest in Manitoba could be that Manitoba almost never hosts important events that take place in Canada, for example, Olympic Games took place in Vancouver, upcoming World Cup will be played in Vancouver and Toronto.

In order to attract more international tourists, Manitoba could take an advantage of the FIFA World Cup 2026. Besides the point that Manitoba is not hosting any football game, they still can get the recognition. For example, everyone that has a ticket for a match gets 20% off on the total price of chosen accommodation (hotel room, apartment room...) to honor the 20<sup>th</sup> FIFA World Cup in a row, international men's football Championship.

Furthermore, another way of gaining recognition could be Provincial Bison festival that takes place every year, since Manitoba's provincial animal is bison. The festival would be placed in Winnipeg, the capital city of Manitoba in an educational and recreational center called FortWhyte Alive and it would last for 3 days, from August 4, 2023 until August 6, 2023. The center has more than 9 km of nature trails as well as a 70-acre of bison Prairie. (<https://www.tourismwinnipeg.com/festivals-and-events/upcoming-events/display,event/11473/bison-safari-at-fort-whyte-alive>). Ticket price for the festival would be 20 dollars, including the entrance for the Centre, since the ticket price for the Centre is around 18 dollars. The festival would serve food, such as bison shaped waffles and pancakes, corn, bannock and nonalcoholic drinks. One of the games that could be played at the festival could be raffle where one gets to win different sizes of stuffed bison. Price for the raffle would be 5 dollars. Since the Centre is a natural habitat of bison, visitors could listen to stories about the era when bison inhabited Manitoba and about bison life in general. There could also be a few mascots of bison to entertain the little ones as well as an art corner so the children can learn how to paint. The festival, in order to be seen, would have to be promoted on social media such as Facebook, Instagram and Tik Tok where Manitoba has their own account for promotion called Travel Manitoba.

**Picture 10** Bison Safari at Fort Whyte Alive



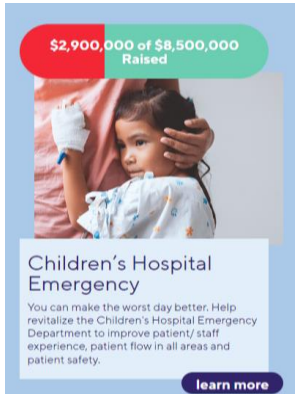
**Source:** <https://www.winnipeggroups.com/plan-your-trip/tours/display,listing/05071/fortwhyte-alive-bison-safari> (29.6.2023)

**Picture 11** Bison mascot



**Source:** <https://www.cheeretc.com/buffalo-bison-mascot-costumes> (29.6.2023)

All the money from the tickets would be donated to Children's hospital emergency department to help revitalize Children's hospital emergency department to improve patient/staff experience, patient flow in all areas and patient safety. Right now, 2,900,000 dollars is raised of 8,500,000 dollars in total.

**Picture 12** Children's hospital emergency project

**Source:** <https://goodbear.ca/areas-of-needs/current-projects/> (29.6.2023)

This festival would help Manitoba to promote the province as well as the city of Winnipeg. Furthermore, it would educate the tourists about the life of bison and its habitat, but most importantly, since the Bison Safari at Fort Wythe Alive is a non-profit organization, it would help to raise money for children in need. Each year the purpose of the festival could be different but with the same outcome, helping those who need help.

On top of that, the gift shop at the airport could sell small figures, fridge magnets, keychain or bottle openers of bison with the name Manitoba written on them, just like Paris has Eiffel tower. So when tourist come to Winnipeg they can buy something that will always remind them of Manitoba.

**Picture 13** Small bison figure

**Source:** <https://www.etsy.com/listing/795407033/tiny-bison-figurine-soft-plastic-animal> (29.6.2023)

## 6. CONCLUSION

One of the provinces of Canada is Manitoba with the capital city of Winnipeg. Manitoba itself is divided into 8 economic regions and every region has its own peculiarities when it comes to tourism. The landscape of Manitoba changes from prairie in the south and boreal forest in the north, whereas its middle part is covered in mixed broadleaf forest. Far North of Manitoba offers tourists to see Aurora Borealis and polar bears, while the middle part of Manitoba offers adventures such as hiking, diving in lakes, swimming, camping, hunting and climbing. Southern part of Manitoba usually offers sightseeing or enjoying different events. During Covid-19, international tourism stopped, but the pandemic helped to increase domestic tourism when locals were exploring Manitoba and visiting places they had never been before.

Average accommodation price for hotels is 150 dollars per night with basic facilities such as TV, bathroom, coffee maker. When hotels in Winnipeg do not raise accommodation prices in winter, hotels and rooms in Churchill do for about 50% of the original price because some attractions that Churchill offers can only be seen during winter months such as Aurora Borealis.

When it comes to international tourist arrival to Canada with the emphasis on Manitoba, Manitoba is one of the least visited provinces of Canada. The reason could be quite extreme weather with cold and freezing winters and hot and dry summers. Moreover, another reason for low tourist interest in Manitoba could be that Manitoba is almost never the host of important events that take place in Canada, for example, Olympic Games in 2010 took place in Vancouver and upcoming World Cup will be hosted in Vancouver and Toronto. Most tourist that visit Canada come from the USA, Mexico, France, the United Kingdom and Italy. Some provinces such as Quebec are mostly visited by French tourists because in history Quebec was a part of New France and that is why French is the official language of Quebec. With that being said, Manitoba is not in the top 3 most visited provinces in Canada.

In order to gain visibility, Manitoba has to offer something unique for its area such as festival in honor of the bison, Manitoba's provincial animal. With that festival, Manitoba will not only gain visibility, but will help those in need with raising the money to help revitalize Children's hospital emergency department to improve patient/staff experience, patient flow in all areas and patient safety. Furthermore, by selling different products of the well-known animal of Manitoba, tourists will have something to bring home that will remind them of Manitoba. When tourists travel across Canada, they travel by a plane, there is a 2.5- hour plane ride from Toronto



to Winnipeg and from Vancouver to Winnipeg. When travelling from one part of Canada to the other, if it is well advertised, tourists may stop on their way to visit the festival.

All in all, Manitoba has a great a potential to offer something new and interesting, but in my opinion, it will never be as popular as Ontario, Quebec or British Columbia because Winnipeg itself is not as known and as important, when it comes to national events in Canada, as Toronto, Vancouver or Ottawa. If the country of Canada does not give more importance to Winnipeg and Manitoba, neither will tourists. With this example I can draw a parallel to Croatia, no matter how hard Međimurje tries to impress tourists, it will never be as popular as Dalmatia or Istria.

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## LIST OF FIGURES

<b>Figure 1</b> Accommodation price range in Winnipeg .....	21
<b>Figure 2</b> Accommodation price range in Churchill .....	22
<b>Figure 3</b> Number of visits per province by foreign tourists in 2017 .....	23

## ILLUSTRATIONS

<b>Picture 1</b> Example of Snow Maze web site .....	7
<b>Picture 2</b> Example of Božićna priča obitelji Salaj .....	7
<b>Picture 3</b> Canada's provinces and territories .....	8
<b>Picture 4</b> Manitoba's Physiographic regions .....	10
<b>Picture 5</b> Manitoba's 8 economic regions .....	12
<b>Picture 6</b> Snow maze in Winnipeg .....	15
<b>Picture 7</b> The tundra buggy .....	16
<b>Picture 8</b> Red chairs in Canada .....	17
<b>Picture 9</b> Spruce wood Provincial park .....	18
<b>Picture 10</b> Bison safari at Fort Whyte Alive .....	26
<b>Picture 11</b> Bison mascot .....	27
<b>Picture 12</b> Children's hospital emergency project .....	27

**Picture 13** Small bison figure ..... 28