

## **Travel Manitoba Contacts**

### **Product and Market Development Division**

This division is responsible for preparing the product development and marketing plans for Travel Manitoba's priority experiential cluster groups including Leisure/Touring; Culture and Heritage; Fishing and Hunting; Adventure Travel and Ecotourism; and Meetings, Conventions and Events. Priorities in the product and market development division include:

- Working in collaboration with other agencies and the industry to develop long term strategies to improve Manitoba tourism products. The plans will also incorporate one year objectives, tactics, activities and programs for industry investment in marketing.
- Managing the overall brand development and awareness marketing of Manitoba at the provincial level.
- Determining if specific initiatives for people and/or business development need to be offered and work with the government and other industry partners to source funding that will support such initiatives.

### **Marketing Services Division**

This division will support the brand and product tactics with professional expertise in marketing activities including media relations, advertising, travel trade development, and communications. The Marketing Services staff will also sit on and support the Product and Market Development teams working on plans and tactics during the planning stages. Other priorities of the division include:

- Provide strong and effective technology and web-marketing services to the organization, the industry, and the consumer.
- Deliver the Visitor Services function by providing inbound call centre services, outbound calling, mail fulfillment, and visitor information centre services.

### **Corporate Services Division**

This division will support Travel Manitoba in research, financial administration, human resources and information technology.

Contact: Brigitte Sandron, Vice President, Product & Market Development at 1-800-665-0040 ext. 7817, Winnipeg 927-7817 or [bsandron@travelmanitoba.com](mailto:bsandron@travelmanitoba.com)

Leisure/Touring

Fishing and Hunting

Meetings, Conventions and Events

Culture and Heritage

Adventure Travel and Ecotourism

Industry Quality and Competitiveness

**Leisure/Touring**

Contact: Mark Clarke, Manager, Product and Market Development at 1-800-665-0040 ext. 7818 Winnipeg (204) 927-7818; [mclarke@travelmanitoba.com](mailto:mclarke@travelmanitoba.com) ;

The Leisure/Touring market is currently the largest tourism market for Manitoba. The primary motivation of this segment is to tour around, enjoy nature and culture, and experience a broad range of tourism experiences. Strategies and tactical plans for the Leisure/Touring market will focus on building this product to increase the awareness of Manitoba as a travel destination. Emphasis will be shifted from direct advertising to promotional partnerships, partnerships with the media and travel trade, and customer relationship management.

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**Culture and Heritage**

Contact: Lilian Tankard, Manager, Product and Market Development at 1-800-665-0040 ext. 7821 Winnipeg (204) 927-7821; [ltankard@travelmanitoba.com](mailto:ltankard@travelmanitoba.com) ;

As more visitors are seeking culture and heritage experiences, Travel Manitoba is committed to developing new and promoting existing experiences involving performing arts, visual arts and crafts, museums and cultural centres, historic sites, interpretive centers, and festivals and events. Emphasis is placed on developing package products for the shoulder season by leveraging traditional and non-traditional partnerships.

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**Fishing and Hunting**

Contact: Dennis Maksymetz, Manager, Product and Market Development at 1-800-665-0040 ext. 7820 Winnipeg (204) 927-7820; [dmaksymetz@travelmanitoba.com](mailto:dmaksymetz@travelmanitoba.com) ;  
or

Contact: Jeanette Kosie regarding Master Angler inquiries 1-800-665-0040 ext. 7807 Winnipeg (204) 927-7807; [jkosie@travelmanitoba.com](mailto:jkosie@travelmanitoba.com) ;

Manitoba is internationally renowned for its fishing and hunting experiences. Travel Manitoba will continue to market a variety of packages from "drive-in"

to remote "fly-in" and work in partnership with industry groups such as the Manitoba Lodges and Outfitters Association. The Master Angler program will remain an integral component of the marketing plan and opportunities to develop a merchandising program will be explored.

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### **Adventure Travel and Ecotourism**

Contact: Dennis MaksymetzMaksymetz, Manager, Product & Market Development at 1-800-665-0040 ext. 7820 Winnipeg (204) 927-7820;[dmaksymetz@travelmanitoba.com](mailto:dmaksymetz@travelmanitoba.com) ;

Outdoor adventure and nature-based activities that include elements of environmental conservation and sustainability are growing in popularity. Travel Manitoba will focus on opportunities for growth in wildlife viewing, hiking, canoeing/kayaking, and winter adventure.

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### **Meetings, Conventions and Events**

Contact: Lilian Tankard, Manager, Product and Market Development at 1-800-665-0040 ext. 7821 Winnipeg (204) 927-7821;[ltankard@travelmanitoba.com](mailto:ltankard@travelmanitoba.com) ;

or

Contact: Karen Goossen, Marketing Services Consultant at 1-800-665-0040 ext. 7831 (204) 927-7831;[kgoossen@travelmanitoba.com](mailto:kgoossen@travelmanitoba.com) ;

Travel Manitoba will work in collaboration with Destination Winnipeg and Brandon First to increase business derived from small to medium sized meetings and conventions. Over the next three years, Travel Manitoba will prepare an event development and acquisition strategy to capitalize on opportunities.

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### **Industry Quality and Competitiveness**

Contact: Wayne CopetManager, Product and Market Development at 1-800-665-0040 ext. 7819 Winnipeg (204) 927-7819;[wcopet@travelmanitoba.com](mailto:wcopet@travelmanitoba.com) ;

Travel Manitoba is committed to working collaboratively with the Industry Quality & Competitiveness Industry Advisory Committee and the Manitoba Tourism Education Council to develop strategies to maintain high standards ensuring quality tourism professionals and products in Manitoba. Tourism conferences and forums will be held to communicate strategies and provide industry with opportunities for professional development.

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Contact: Linda Whitfield, Vice President, Marketing Services at 1-800-665-0040 ext. 7825, Winnipeg 927-7825 or [lwhitfield@travelmanitoba.com](mailto:lwhitfield@travelmanitoba.com)

Marketing Services

Consumer Shows

Visitor Services

Bulk Publication Orders

Travel Trade

Media and Public Relations

Explore Manitoba Centre

### **Marketing Services**

Contact: Don Wozniak, Manager, Marketing Services at 1-800-665-0040 ext. 7829 Winnipeg (204) 927-7829; [dwozniak@travelmanitoba.com](mailto:dwozniak@travelmanitoba.com) ;

Travel Manitoba's Marketing Services division will ensure the effective execution of tourism marketing campaigns by working with creative and communication agencies to develop advertising campaigns. These campaigns are determined in the Corporation's overall and product specific marketing plans. Priorities will include overseeing creative activities, account management, media buying, production and production timelines, along with the delivery of the advertising campaigns. The Marketing Services staff will also manage sales and promotional activities through direct marketing at trade and business shows, hosting familiarization tours and media tours.

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### **Travel Trade**

Contact: Karen Goossen, Marketing Services Consultant at 1-800-665-0040 ext. 7831 Winnipeg (204) 927-7831; [kgoossen@travelmanitoba.com](mailto:kgoossen@travelmanitoba.com) ;

The travel trade, including tour group operators, is provided with specialized information to encourage the selection of Manitoba as a destination for travel groups. Travel Manitoba will continue to actively promote Manitoba as a travel destination and provide information to suppliers, travel agents, and tour companies by attending travel trade and business shows to target our national and international markets.

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### **Consumer Shows**

Contact: Gord Richardson, Marketing Services Consultant at 1-800-665-0040 ext. 7833 Winnipeg 927-7833; [grichardso@travelmanitoba.com](mailto:grichardso@travelmanitoba.com) ;

Travel Manitoba will participate in a variety of sport, travel and leisure shows to actively promote Manitoba as a travel destination and market our tourism products to consumers. We distribute our latest tourism publications at these venues and also provide individual counselling.

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### **Media and Public Relations**

Contact: Cathy Senecal, Marketing Services Consultant at 1-800-665-0040 ext. 7827 Winnipeg (204) 927-7827;[csenecal@travelmanitoba.com](mailto:csenecal@travelmanitoba.com) ;  
or

Contact: Colette Fontaine, Marketing Services Consultant at 1-800-665-0040 ext. 7832 Winnipeg (204) 927-7832;[cfontaine@travelmanitoba.com](mailto:cfontaine@travelmanitoba.com) ;

Travel Manitoba will continue to inform targeted North American, foreign travel and travel trade media (travel sections of newspapers, magazines, web-zines, television and radio) about Manitoba's tourism offerings. Media will be provided with updates on existing packages as well as new developments in Manitoba's travel products. The product information will be distributed through media shows and events, story idea sheets, group and individual media trips, targeted travel news releases and bulletins.

Travel Manitoba's Media Tour program will co-sponsor and host writers, photographers, and electronic media featuring stories, articles, videos, and films on Manitoba's many tourism offerings. This program will continue to promote the best of Manitoba to both national and international media and travel trade representatives.

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### **Visitor Services**

Contact: Laurenda Madill, Manager, Visitor Services at 1-800-665-0040 ext. 7824 Winnipeg (204) 927-7824;[lmadill@travelmanitoba.com](mailto:lmadill@travelmanitoba.com) ;

Travel Manitoba will continue to manage an information delivery system which allows visitors, potential visitors and industry representatives to receive information on Manitoba tourism offerings. The Visitor Services division will provide prompt and accurate travel counselling to Manitoba travellers through its call centre and the delivery of tourist information packages from the warehouse facility.

Travel Manitoba will also provide travel counselling at Travel Information Centres located at The Forks in Winnipeg and five key points of entry in the province: The Whiteshell; Peace Garden; Emerson, MB; Kirkella, MB; Russell, MB.

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### **Explore Manitoba Centre**

Contact: Lori Schmitt, Supervisor, Explore Manitoba Centre at 1-800-665-0040 ext. 7845 Winnipeg (204) 927-7845;[lschmitt@travelmanitoba.com](mailto:lschmitt@travelmanitoba.com) ;

The Explore Manitoba Centre offers regional tourism partners the opportunity to showcase their event or attraction and is equipped with a 50-seat theatre

available for promotions, media conferences, special events and meetings. Knowledgeable travel counselors are always on-hand to provide superior customer service to our visitors.

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**Bulk Publication Orders**

Contact: Annette Fontaine, Tourism Services Administrator at 1-800-665-0040 ext. 7822 Winnipeg (204) 927-7822;[afontaine@travelmanitoba.com](mailto:afontaine@travelmanitoba.com) ;

Travel Manitoba will make its publications available to the tourism industry and visitors through tourist centres and travel agencies in North America, as well as Canadian Embassies and Consulates world-wide.

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Contact: Irene Adams, Director, Corporate Services at 1-800-665-0040 ext. 7812, Winnipeg (204) 927-7812 or [iadams@travelmanitoba.com](mailto:iadams@travelmanitoba.com)

Research                      Information Technology  
Finance                        Information Technology

### **Research**

Contact: Neil McInnis, Manager, Research at 1-800-665-0040 ext. 7823  
Winnipeg (204) 927-7823; [nmcinnis@travelmanitoba.com](mailto:nmcinnis@travelmanitoba.com) ;

Travel Manitoba will be responsible for the collection, analysis, interpretation and communication of information that allows the corporation and the Manitoba tourism industry to make informed decisions on tourism product development, marketing and investment. Tourism statistics gathered from a wide variety of sources will provide essential indicators about industry performance, market demand, visitor and global trends, and opportunities related to the tourism industry in Manitoba. Statistical information and travel data are available to interested tourism operators and planners.

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### **Information Technology**

Contact: Betty Hammond (regarding your business listing), Database Administrator at 1-800-665-0040 ext. 7814 Winnipeg (204) 927-7814; [bhammond@travelmanitoba.com](mailto:bhammond@travelmanitoba.com) ;

Travel Manitoba will implement an effective information technology infrastructure to ensure that the necessary software, hardware and systems are in place to support its business objectives and meet its current and future needs in the tourism industry. An important component of the information technology function will be the ongoing maintenance and renewal of Travel Manitoba's audio-visual library. The Travel Manitoba slide library contains over 40,000 slides, videos and films of Manitoba available for tourism related, non-commercial reproduction.

Travel Manitoba will continue to maintain an up-to-date and extensive database of tourism industry-related contacts. If you would like your business to be included in our listings or if there are any changes to your business information, please contact Betty Hammond.

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### **Finance**

Contact: Diane Bobbitt, Finance Co-ordinator at 1-800-0040 ext. 7813  
Winnipeg (204) 927-7813; [dbobbitt@travelmanitoba.com](mailto:dbobbitt@travelmanitoba.com) ;

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### **Information Technology**

Contact: Rick Gaunt, Manager, Information Technology at 1-800-665-0040 ext. 7815 Winnipeg (204) 927-7815; [rgaunt@travelmanitoba.com](mailto:rgaunt@travelmanitoba.com) ;

Travel Manitoba will implement an effective information technology infrastructure to ensure that the necessary software, hardware and systems are in place to support its business objectives and meet its current and future needs in the tourism industry. An important component of the information technology function will be the ongoing maintenance and renewal of Travel Manitoba's audio-visual library. The Travel Manitoba slide library contains over 40,000 slides, videos and films of Manitoba available for tourism related, non-commercial reproduction.

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