



The People:

- ◆ Population: 1,177,600
- ◆ 46.6.% male, 50.3% female
- ◆ 46.5% married, 43.9% single
- ◆ Families of married couples: 74%; lone-parent families: 16.2%; Families of common-law couples: 9.8%
- ◆ Education of population 15 yrs and over: university education (25.1%), college education (22.2%), elementary/secondary education (49.5%)
- ◆ Median total household income \$54,100
- ◆ Total household expenditures on recreation: \$3, 392 (6%)

Travel:

- ◆ Trips by Manitobans in 2004 (Destination): 3.4% of Canada
- ◆ Trips by Manitobans in 2004 (Nights): 3.4% of Canada
- ◆ Trips by Manitobans in 2004 (Expenditures): 3.3% of Canada
- ◆ Trips by metropolitan area of Winnipeg: 2,294,000
- ◆ TAVI inquiries in 2005-06: % were in May, followed by April & March

Interests:

- ◆ TAVI most requested categories by Manitobans in 2005-06: **Hiking** (48%), **B&B's/Self Contained Accommodations** (35%), Hotels/Motels (33%), Marine Wildlife Watching (32%), and Lodges/Resorts (29%)
- ◆ According to North Dakota Tourism research: Canadian visitors to their province (most of which are Manitobans) "*favor their nature parks and historical museums where they were physically active as well as intellectually stimulated by nature*"

