



# TOURISM WESTMAN

Discover how your Heart Beats  
in Southwest Manitoba

## *Building a* **STRONGER** TOURISM MARKET



IN PARTNERSHIP WITH COMMUNITIES & INDUSTRY

[tourismwestman.ca](http://tourismwestman.ca)



*About*

# TOURISM WESTMAN

Tourism Westman is a non-profit, membership driven organization established in 1992 to promote tourism in Southwest Manitoba. Tourism Westman is Provincially funded through Travel Manitoba, and financial & human resources are also received from Community Futures Westman. Control and operation of the association rests with a regional board of directors comprised of 12 volunteers.

Tourism Westman is active in the southwest region of Manitoba. The area includes 42 municipalities, 55 towns and villages, 5 First Nations and the City of Brandon. The region covers approximately 12,000 square miles and has a population of approximately 120,000 people. The region is bounded on the south by the Canada/US border, bounded on the west by the Manitoba Saskatchewan border, bounded on the east by the Highway #34 from the US border to Gladstone, Hwy #16 to Neepawa, Hwy #5 to Junction #357 and across.



## MISSION STATEMENT

TO PROVIDE PRO-ACTIVE COORDINATED  
TOURISM DEVELOPMENT AND PROMOTION  
FOR SOUTHWEST MANITOBA.



## *Strategic* **PRIORITIES**

### **CUSTOMER SERVICE**

- To improve understanding, importance and value of customer service among businesses/organizations.
- To provide education, awareness, and opportunities for businesses, organizations and individuals.

### **PRODUCT DEVELOPMENT**

- To identify experiential clusters and packaging opportunities with the most potential.
- To inform the industry of customers' expectations.
- To provide industry with industry standards and tools to achieve them.

### **ENHANCE/BUILD MEMBERSHIP**

- To communicate the purpose, value and benefits of Tourism Westman.



## **PROMOTE SOUTHWEST MANITOBA AS A YEAR-ROUND DESTINATION**

- To build community awareness of tourism attractions in regions.
- To increase promotion of winter activities.
- To establish brand for Southwest Manitoba.

## **BE A VOICE FOR TOURISM**

- To be primary liaison between local industry and federal/provincial agencies/departments on issues impacting tourism in region.
- To promote and recognize excellence in the tourism industry.



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# *Membership* **BENEFITS**

## **FOR A LOW MEMBERSHIP FEE YOU WILL RECEIVE:**

- Reduced advertising rates and free editorial space in Manitoba's Southwest Travel Guide.
- Link (if available) on Tourism Westman's website **tourismwestman.ca**.
- Access to reference materials and statistics upon request.
- Option to participate in a variety of affordable and effective co-op tourism marketing campaigns.
- Reduced rates for seminars, workshops and events.
- Access to regional photo library.
- Exclusive access to provincially recognized education and training opportunities.
- Salaried staff and volunteer board of directors working to promote and develop the region.
- Voting privileges at Annual General Meeting.
- Networking opportunities.
- Stronger voice.
- Promotion of events, attractions, business, etc. on various social media platforms.
- Event(s) listing on Tourism Westman website.

*Tourism Westman is 1 of 6 Regional Tourism Associations recognized by the Provincial Government and maintains a close liaison with other Municipal, Provincial and Federal Tourism Offices. **There is strength in numbers. The more members we have, the stronger our regional voice becomes!***

TOURISM WESTMAN PURSUES ITS  
MANDATE IN PARTNERSHIP WITH:

# Manitoba

CANADA'S HEART  BEATS

Community   
Futures Westman

TOURISM WESTMAN IS  
PROUD TO BE A MEMBER OF:

TIAC  AITC

Tourism Industry Association of Canada



**TOURISM**  
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Discover how your  
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