



Festival du Voyageur

PRESS RELEASE
For immediate release

RESULTS OF THE ECONOMIC IMPACT ASSESSMENT OF THE 2011 FESTIVAL DU VOYAGEUR

SAINT-BONIFACE, JUNE 29th, 2011- Festival du Voyageur announces today the results of the economic impact assessment of the 42nd edition of Festival du Voyageur as conducted by Economic Development Winnipeg Inc. The results of this independent study demonstrate once again the importance of the 10-day cultural event on the economy of the city of Winnipeg and the province of Manitoba.

The 2011 Festival du Voyageur generated total initial expenditures of \$5.4 million in operating and visitor spending. According to the assessment, these expenditures generated an estimated \$12.9 million in total Gross Economic Activity (direct, indirect and induced) and also net economic impacts of \$6.7 million on GDP in Manitoba.

“It is no surprise that the Festival du Voyageur is a significant economic driver for the community, the city and Manitoba’s tourism industry,” explained Colin Ferguson, President and CEO of Travel Manitoba. “It is one of our province’s premier festivals that we are proud to market to visitors from around the world. As a cultural celebration and a winter celebration, the Festival du Voyageur offers both residents and visitors alike an authentic Manitoba experience.”

Marina R. James, President and CEO of Tourism Winnipeg a division of Economic Development Winnipeg, Inc. added: “Festival du Voyageur is Winnipeg’s premier winter celebration attracting visitors from around the world with an authentic experience that offers something for every age and every taste. Our tourism economy is significantly stronger and our international image is enhanced because we have this unique Canadian event in our city.”

Every year, Festival du Voyageur also conducts a survey amongst the visitors of Voyageur Park. The 2011 survey revealed that 32% of the visitors were on their first visit to Festival du Voyageur, which reflects the ability of Festival to consistently expand its customer base every year. The patrons surveyed also demonstrated their loyalty towards the winter festival, as 87% of them claimed they will likely or very likely return to Festival du Voyageur in 2012. Finally, 96% of festival-goers said they were satisfied or very satisfied with their experience at the 2011 festival.

“We are pleased with the results of the economic impact assessment of the 2011 festival,” said Ginette Lavack Walters, Executive Director of Festival du Voyageur. “Festival du Voyageur is proud to play an important role in its community both culturally and economically. Thanks to the contribution of our partners and the support of people from the community and abroad, Festival continues to grow and remains one of the most important festivals in this country.”

REMINDER: CANADA DAY AT FORT GIBRALTAR

Fort Gibraltar celebrates once again Canada Day and for the occasion, admission will be free for all visitors on July 1st. Historic interpretation, voyageur games, Red River skirmish demonstrations, workshops and more will be featured from 10 a.m. to 5 p.m.

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Source :

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