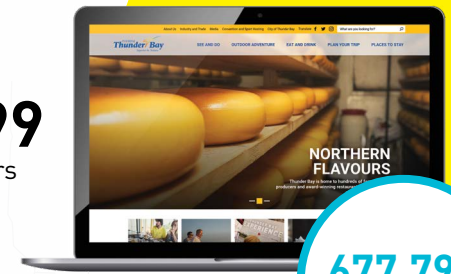


TOURISM THUNDER BAY

A snapshot of achievements in 2021

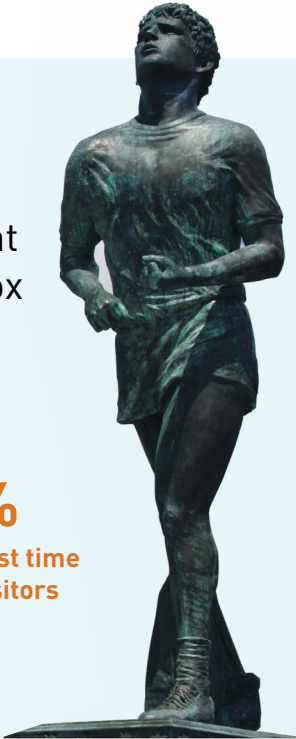
321,299
unique visitors



677,790
page views

19,724

visitors registered at the Terry Fox Information Centre



Average party size – 3



Car Count – 22,909



ACCOMMODATIONS:

Passing through – 53.06%

Hotel – 16.62%

Camping – 13%

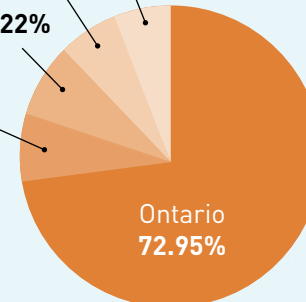
New 24 hour washrooms completed Nov. 2021

68% first time visitors

Visitors from USA and other countries – 2.35%



BC – 5.17%
Quebec – 5.30%
Alberta – 6.22%
Manitoba – 6.59%



TRANSPORTATION:

Car – 89.03%

RV – 7.58%

Motorcycle – 1.36%

Air – 1.02%

Other – 1.01%

REASON FOR TRAVEL:

Recreation – 92.31%

Passing Through – 51.12%

VFR – 14.59%

11 campaigns undertaken

10 partners involved/engaged in campaigns

4 contest-based campaigns generating 989 entries



Sports Tourism 2021

NORTHERN ONTARIO DISC GOLF - ONE OF THE FIRST SPORT TOURISM EVENTS TO RETURN TO PLAY IN ONTARIO

160 out of town participants, generated \$220,000 in economic revenue.



NEW TO THUNDER BAY MARKET

Flair Airlines arrived June 2021





Media Relations and Earned Media Value

IMM & TMAC VIRTUAL CONFERENCES

- 51 meetings

EARNED MEDIA VALUE

- Hosted media FAMS and rocket media trip – 7
- Current 2021 Total EMV – \$11,720,000

FILM

- Meetings with producers – 16
- Production location requests with productions filmed in town – 6 (including drone shooting for backdrop for SEE with AppleTV, and Pop Whiz)
- Productions from 2021 pushed to 2022 because of COVID – 3

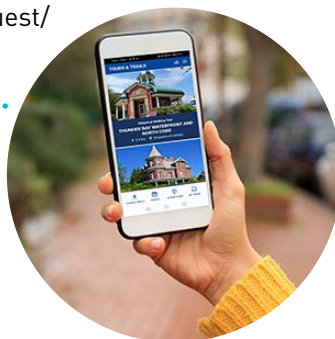


OTHER

- Photo requests – 13
- Written content request/review – 7 stories

TOUR APP

- 1,651 devices & 3,685 sessions



1 864 835
social media reach

2021 MAT Fund

36
INDUSTRY PARTNER ENGAGEMENTS

14
PROJECTS SUCCESSFULLY FUNDED

The best practice in Ontario MAT fund investment and our most powerful tool for tourism recovery

- Goods & Co. Market
- Blacksheep Mountain Bike Club
- Trowbridge Masterplan Implementation
- Wake the Giant Music Festival
- Lakehead Transportation Museum Society
- Superior County – Great Lakes Waterfront Trail
- Thunder Bay & Area Food Strategy – TbayinSeason
- Check-In Canada
- Small Event Covid Incentive Program
- Northern Ontario Disc Golf Championships
- Silver Islet General Store
- Science North - Northwest Expansion Schematic Design Phase
- Female Boarder Coalition Indoor Skatepark
- Pool 6 Cruise Ship Facility Enhancement contribution
- 2022 Augmented Tourism Marketing Strategy

\$ 1,114,025
IN FUNDING APPROVED

\$10,021,558*
LEVERAGED FROM OTHER SOURCES

**based on all projects fully funded*

9:1 RETURN ON INVESTMENT FOR THUNDER BAY'S TOURISM SECTOR

Industry Performance

2021 ACCOMMODATION SECTOR PERFORMANCE

- 59% - up from 41.9% in 2020 but still down from 71.6% in 2019
 - 49.7% - Canadian average occupancy rate for 2021
 - Average Daily rate \$133.41 – up from \$122.39 in 2020
- Source – CBRE National Market Report

50
TRAVEL TRADE CONNECTIONS

Rendezvous – 30
OMCA – 20