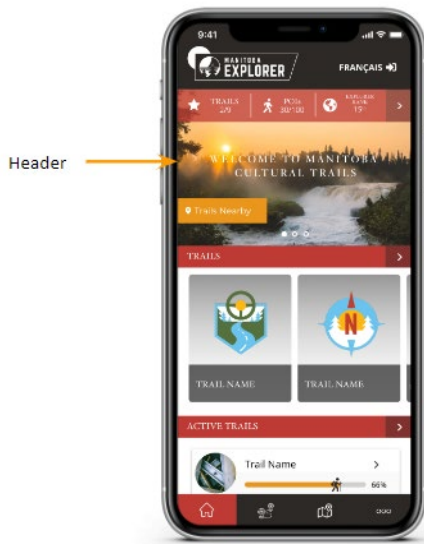


Manitoba Explorer App

Manitoba is a must-visit, four-season destination in Canada with unique urban, rural and wild settings. Travel Manitoba leads the marketing of Manitoba tourism on behalf of the industry and supports the delivery of inspiring and authentic experiences.

During the pandemic, Manitoba attractions saw an increase in tourism levels from visitors within the province. With a desire to continue the trend of locals exploring in their own backyard, Travel Manitoba launched a plan to encourage shorter and longer trips within the province. The idea was to create an app that would gamify the experience of travel to destinations in Manitoba with fun rewards like digital badges and physical collectors' pins.

Building on an idea from Manitoba's 150th celebration, Travel Manitoba decided to create a check-in style web-based app available to download on Android devices or through a website link. Free to use, the app encourages users to explore the province and visit our partners at over 100 check-ins located at various points of interest. These appear as pins on a map and include some of Manitoba's best-known trails, attractions and sites to visit.



Once a user has completed check-ins for all points of interest in a category, they receive a digital badge. Categories include: Roadtripping, Small Towns, Wildlife, Wide Open Spaces, Northern, Churchill, Lake Life, Urban, Hiking & Outdoors.



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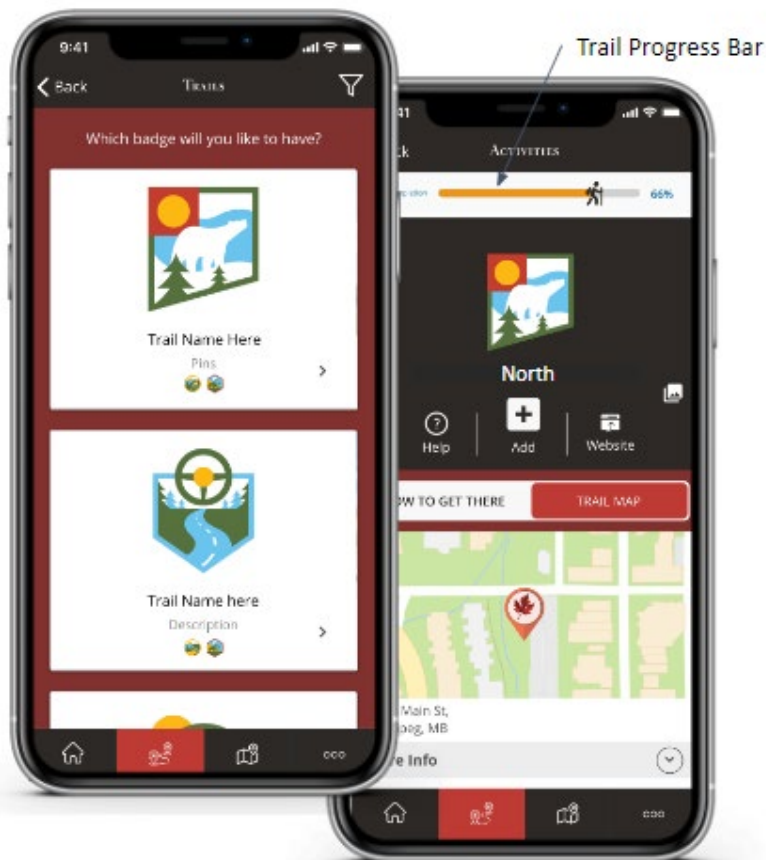
When a user completes enough check-ins, no matter which category of trails they are from, they will receive a physical pin in the mail.

- Wanderer – 25 points of interest
- Voyageur – 50 points of interest
- Trailblazer – 75 points of interest



Trails Section

Manitoba is home to thousands of kilometres of trails, found everywhere from urban areas to wilderness. The Manitoba Explorer app provides users a list of trails with points of interest and includes a map and directions about how to get there.

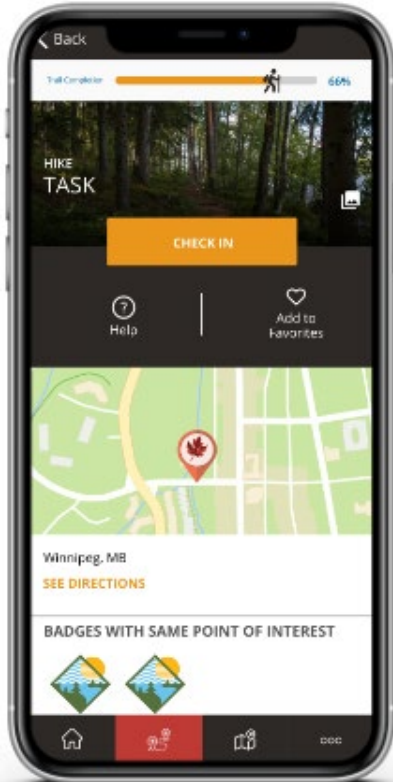


Points of Interest Page

Users can check in, see a map of the location with detailed information and lists of other trails connected to that point of interest. Using GPS coordinates, the check-in feature will notify the user if they are not in the right location and highlights the check-in area

Manitoba Explorer App

on a map for easy navigation. The app then returns the user to the point of interest list that they can complete along the trail. Once the user has checked in at all points of interest, a screen will appear on the app congratulating them.



Progress Page

Users can track their progress towards badges and pins. A leaderboard will allow users to see their number of check-ins and compare or compete with other users. Options in the app allow users to filter results by week, month, year or for all-time.



Manitoba Explorer App

The Manitoba Explorer App was launched in late fall with the goal of 1,500 sign ups within the first year. In the first month alone, 2,000 users had registered and there are now over 6,300 registered users only three months after launch.

With over 11,000 check-ins in the app so far, users have clocked thousands of kilometres of travel across the province. Our top user has already checked-in to 94 of 100 possible locations.

To support the initial launch, we took an omni-channel marketing approach powered by a contest. The requirements for entry were to create a profile and complete two check-ins for a chance to win.

- Grand Prize: \$1,500 Calm Air Gift Card x1
- Secondary Prize: \$500 Cabela's Gift Card x1
- Third Prize: TMB Swag package (backpack, water bottle, buff, toque) x20

Fifteen Manitoba content creators were hired to help promote the launch of the app and encourage more followers to sign up. They created 108 pieces of shareable content, primarily through Instagram and TikTok, which garnered 112,302 impressions and 128,486 views.

Total TikTok results during the campaign included over 2,600 clicks and 1 million impressions. Facebook paid and unpaid results totalled over 4.5 million impressions. Google search and display ads resulted in over 800,000 impressions while Google Play promotion resulted in nearly 100,000 impressions and an interaction rate of 54.10 per cent.

In addition to digital and social media advertising and email marketing, we encouraged extensive promotion from our partners. Travel Manitoba supplied tent and rack cards, window decals and a social media kit for attractions and destinations found in the app.



As part of promoting the app, Travel Manitoba included callouts titled “Manitoba Explorer Tips” in its annual Inspiration Guide. These tips highlight points of interest that can be found in the app and the guide includes instructions on where to download the app. Over 250,000 copies of the guide were printed and distributed through household mailing in Manitoba, Saskatchewan and Northwest Ontario, as well as through Travel Manitoba’s Visitor Information Centres and offered to partners to carry in their information centres and local attractions.

Travel Manitoba plans for frequent and annual updates to the Manitoba Explorer App, with new and updated trails as well as new points of interest. Plans also include future contests and giveaways to maintain user interest in the app. The potential for Travel Manitoba to feature new partner’s attractions or destinations in the Manitoba Explorer App can also drive tourism growth as well as greater app usage over time.