

# Fast Facts

## LOCATION

Winnipeg lies at the geographic centre of North America. Winnipeg is the capital city of Manitoba, a resource-rich province of 1.2 million people bordered by Ontario to the east, Saskatchewan to the west, and North Dakota and Minnesota to the south. The city is just 100 km (62 miles) from the United States border and is the major Canadian centre closest to Mexico.

Winnipeg's history is the tale of a prime meeting place at the junction of two rivers – the north-flowing Red and the east-flowing Assiniboine. Winnipeg is a welcoming gateway, a centre of commerce and trade, a centre for arts and culture, with a rich history and growing economic opportunity.

## DIVERSITY

Winnipeg has the most diverse economy of major cities in Canada. Key industries include: transportation and distribution, aerospace, agribusiness, finance and insurance, life sciences and biotechnology, information and communications technology, media, electric power, apparel and furniture manufacturing.

Winnipeg is also one of the most culturally diverse cities anywhere. Some 100 languages are represented in the region and Winnipeg is well known for its cultural achievements and flourishing arts scene.

## AREA

Total Area in City ..... 462 sq. km (178 sq. mi.)  
 Riverbank Frontage..... 178 km (111 mi.)  
 Source: City of Winnipeg

## POPULATION

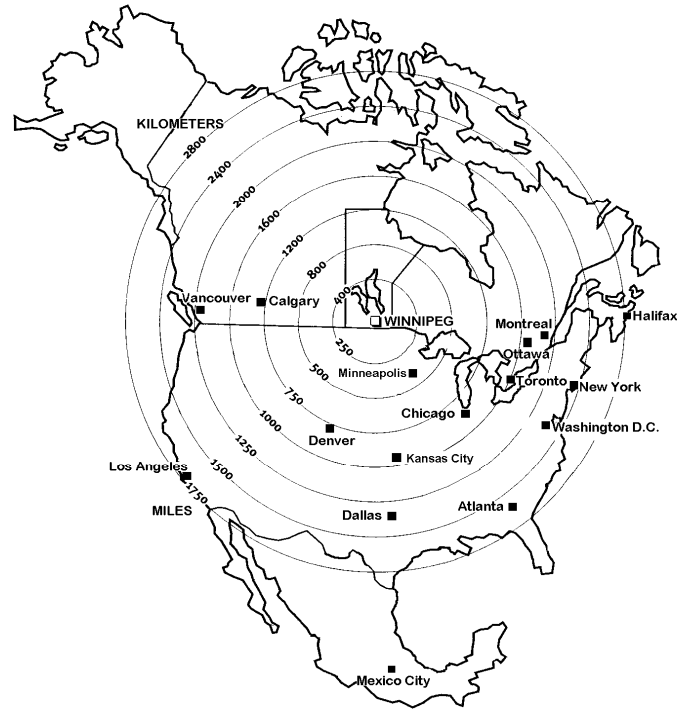
Total Population of Census Metropolitan Area (2007)  
 ..... 712,700

### Population by Age Group

17 and Under..... 153,253  
 Age 18-24..... 69,709  
 Age 25-64..... 395,085  
 Age 65-74..... 45,098  
 Age 75 and over ..... 49,526

Median Age..... 38

Source: Statistics Canada



## ROAD DISTANCE (in kilometers: 1km = 0.62 mile)

Brandon, MB .....	200
Regina, SK .....	574
Saskatoon, SK .....	777
Edmonton, AB .....	1,302
Calgary, AB .....	1,329
Vancouver, BC.....	2,372
Kenora, ON.....	205
Thunder Bay, ON.....	702
Toronto, ON.....	2,079
Ottawa, ON .....	2,171
Montreal, QC .....	2,291
Quebec City, QC.....	2,535
Grand Forks, ND.....	231
Fargo, ND .....	350
Minneapolis, MN .....	742
Chicago, IL .....	1,384
Kansas City, MO.....	1,315
Detroit, MI .....	1,749
New York, NY.....	2,592
Denver, CO .....	1,760
Los Angeles, CA.....	3,125

Source: Culture, Heritage & Tourism, Province of Manitoba

## CLIMATE

Average Summer Temperature .....	25.4°C (77.7°F)
Average Winter Temperature.....	-12.9°C (8.8°F)
Average Annual Precipitation.....	51.4cm (20.2")
Average Annual Rainfall .....	41.6cm (16.4")
Average Annual Snowfall.....	110.6cm (43.5")

Winnipeg has 2,372 hours of sunshine on average per year, among the highest of Canadian cities, and 2,727 hours of clear skies on average per year, the highest of all Canadian cities.

Source: Environment Canada

## HOUSING

### Average House Price Comparison (2007)

Winnipeg, MB .....	\$182,879
Calgary, AB .....	\$415,268
Edmonton, AB .....	\$339,562
Halifax, NS .....	\$216,513
Montreal, QC .....	\$230,185
Ottawa, ON .....	\$273,308
Toronto, ON.....	\$376,886
Vancouver, BC.....	\$570,335

Source: Canadian Real Estate Association, WinnipegREALTORS®

### Average Two Bedroom Apartment Rent (2007)

Winnipeg, MB .....	\$740
Calgary, AB .....	\$1,089
Edmonton, AB .....	\$958
Halifax, NS .....	\$815
Montreal, QC .....	\$647
Ottawa, ON .....	\$961
Toronto, ON.....	\$1,061
Vancouver, BC.....	\$1,084

Source: Canada Mortgage and Housing Corporation

## UTILITIES

**Electric and Gas:** Manitoba Hydro

**Water:** City of Winnipeg

## COMMUNICATION SERVICES

**Newspapers:** Daily & Sunday: 2 Weekly: 5

**Radio Stations:** 24

**Television Stations:** CBC, CKY, Global, Citytv, Aboriginal Peoples Television Network

**Telephone Service:** MTS Communications Inc.

**Long Distance Services:** MTS, AT&T, Primus, Sprint, Telus

**Mail Service:** Canada Post, Purolator, Federal Express, UPS, Loomis

## RECREATION

Park Sites.....	937
Park Area.....	10,000 acres
Golf Courses .....	26
Indoor Arenas.....	30
Curling Rinks .....	20
Indoor Swimming Pools.....	13
Recreation Centres .....	9
Libraries .....	20

## SPORTS & ENTERTAINMENT

Canadian Football League Team (Winnipeg Blue Bombers)

American Hockey League Team (Manitoba Moose)

Northern Baseball League Team (Winnipeg Goldeyes)

Race Track

Casinos

Riverboat Tours

MTS Centre (seats 15,015)

Winnipeg Stadium (seats 29,000)

Winnipeg Convention Centre

Royal Winnipeg Ballet

Winnipeg Symphony Orchestra

IMAX Theatre

Performing Arts Organizations

Museums

Galleries

Arts Education Facilities

Assiniboine Park Zoo

Amusement Parks

Water Slides

Community Centres

Source: City of Winnipeg, Film and Cultural Affairs

## MEDICAL CARE

Hospitals.....	9
Number of Beds .....	2,979
Personal Care Homes .....	41
Medical Doctors (in Manitoba) .....	2,074
Dentists.....	400
Doctors of Chiropractic.....	226

## EDUCATION

### Post-Secondary Enrolment (2006)

University of Manitoba .....	26,938
University of Winnipeg.....	9,341
St. Boniface College.....	1,187
Red River College.....	31,503
Canadian Mennonite University.....	570

Source: University of Manitoba, University of Winnipeg, Red River College, St. Boniface College, Canadian Mennonite University

## GROSS DOMESTIC PRODUCT

Winnipeg CMA (2006) (1997 \$) ..... \$23 billion  
 Source: Conference Board of Canada Metropolitan Outlook, Winter 2008

## EMPLOYMENT BY INDUSTRY WINNIPEG CMA

### Employed Labour Force, by Industry (2007, in thousands)

All industries.....	390.4
Goods-producing sector.....	74.8
Primary.....	3.1
Utilities.....	3.6
Construction.....	19.8
Manufacturing.....	48.3
Services-producing sector.....	315.6
Trade.....	59.2
Transportation and warehousing.....	22.9
Finance, insurance, real estate and leasing.....	27.0
Professional, scientific and technical services.....	21.1
Management of companies and administrative.....	13.0
Educational services.....	31.0
Health care and social assistance.....	52.0
Information, culture and recreation.....	18.1
Accommodation and food services.....	27.4
Other services.....	16.2
Public administration.....	27.7

Source: Statistics Canada, Labour Force Historical Review

## UNEMPLOYMENT RATE

Winnipeg (2007).....	4.7%
Canada (2007).....	6.0%

Source: Statistics Canada

## RETAIL AND INCOME DATA

Retail Sales (\$ millions, 2007).....	\$8,713
---------------------------------------	---------

Source: Statistics Canada

### Average Earnings

	Total
Average Individual Earnings (2005).....	\$29,000
Average Family Income (2005).....	\$76,600

Source: Statistics Canada

## TOURISM

Annual Visitors to Winnipeg.....	2.7 million
Overnight Visitor Expenditures (2007).....	\$434 million

Source: Statistics Canada Cities Projects, Conference Board of Canada

Total Hotel & Motel Rooms.....	6,600
Winnipeg Convention Centre (total floor space)	>160,000 sq. ft.

## LARGE CORPORATIONS BASED IN WINNIPEG

Great-West Lifeco Inc. ....	Insurance
Cargill Ltd. ....	Agribusiness
Canadian Wheat Board .....	Agribusiness
CanWest Global Communications Corp. ....	Media
IGM Financial Inc. ....	Finance
Manitoba Hydro-Electric Board .....	Utility
James Richardson & Sons, Limited .....	Conglomerate
Manitoba Telecom Services Inc. ....	Telecommunications
Wawanesa Mutual Insurance Co. ....	Insurance
HudBay Minerals Inc. ....	Mining
North West Company Fund .....	Merchant
Standard Aero Holdings Inc. ....	Manufacturing
Manitoba Public Insurance Corp. ....	Insurance
Boeing Canada Inc. ....	Manufacturing
New Flyer Industries Inc. ....	Manufacturing
Manitoba Lotteries Corp. ....	Amusement
Ridley Inc. ....	Agribusiness
Centra Gas Manitoba Inc. ....	Utility
Winpak Ltd. ....	Manufacturing
Manitoba Liquor Control Commission .....	Retail
Paterson GlobalFoods Inc. ....	Agribusiness
Monsanto Canada Inc. ....	Chemical
Bison Transport Inc. ....	Transportation
Arctic Glacier Income Fund.....	Manufacturing
Dairy Farmers of Manitoba .....	Agribusiness
Boyd Group Income Fund .....	Service
Pollard Holdings LP .....	Printing
Buhler Industries Inc. ....	Manufacturing

Source: from *Financial Post Business FP500*, June 2007

## INDUSTRIAL SPACE

Winnipeg has 12 fully serviced industrial parks collectively representing over 2,000 acres of space.

Average Net Rent (warehouse, per sq. ft.) .....	\$4.00
Industrial Vacancy Rate .....	5%

Source: Colliers International

## COMMERCIAL/INDUSTRIAL LEASE RATES

### Downtown Office Space

Class "A" net average rent \$16.44 per sq. ft; vacancy rate 9.0%
Class "B" net average rent \$13.47 per sq. ft; vacancy rate 7.9%
Class "C" net average rent \$8.52 per sq. ft; vacancy rate 9.0%

Source: Cushman Wakefield LePage

## VALUE OF BUILDING PERMITS

Winnipeg (2007) .....	\$901 million
-----------------------	---------------

Source: Statistics Canada

## TRANSPORTATION

### Major Highway Systems

- No. 1 Trans Canada (east-west) direct connection to all major urban centres in Canada
- Manitoba No. 75 South to connect with U.S. Interstate No. 29 and Minnesota No. 94 (Border crossing: Emerson)
- Manitoba No. 59 to connect with Minnesota No. 59 and U.S. #2 (Border Crossing: Tolstoi)

### Motor Freight Service

Winnipeg is serviced by over 30 motor freight carriers. Having developed and maintained its position as a transportation centre, Winnipeg is the headquarters for eight of the top ranking inter-provincial general freight carriers:

Arnold Bros. Transport Ltd.	Bison Transport Services Ltd.
Kleysen Transport Ltd.	Paul's Hauling Ltd.
Purolator Courier	Reimer Express Lines Ltd.
TransX Ltd.	Winnipeg Motor Express Inc.

In addition, Canadian Pacific Railway and Canadian National Railway operate intermodal terminals in Winnipeg.

Source: Manitoba Highways & Government Services

### Water Transportation

- Port of Churchill provides Manitoba direct access to the sea
- Assiniboine River – navigable for recreation
- Red River – navigable for recreation

### Air Service

The Winnipeg International Airport (YWG), operated by the Winnipeg Airports Authority Inc. is the only international airport between Toronto and Calgary capable of handling large freighter aircraft. YWG is competitively positioned as a 24-hour airport and serves over 3.5 million passengers, 140,000 aircraft movements, and handles nearly 160,000 metric tonnes of cargo annually.

Airlines operating out of Winnipeg International Airport:

### Passenger Carriers

Air Canada	Air Transat
Air West Aviation	Bearskin Airlines
Calm Air	Fast Air
First Air	Innotech-Exeaire
Jazz Airlines	Keystone Air Service
Kivalliq Air	Northway Aviation
Northwest Airlines	Perimeter Aviation
Skyservice Airlines	Sunwing Airlines
United Airlines	West Wind Aviation
WestJet Airlines	Zoom Airlines

### Air Cargo Carriers

Air Canada Cargo	Bearskin Airlines
Calm Air Cargo	Cargojet
FedEx	First Air
Northwest Cargo	Perimeter
Purolator	UPS
Volga-Dnepr Airlines	WestJet Cargo

Source: Winnipeg Airports Authority Inc.

### TRADE

Total Merchandise Exports:  
 From Province of Manitoba (\$ millions, 2007)..... \$11,786  
 To the United States (\$ millions, 2007) ..... \$8,315  
 Source: Statistics Canada Trade Data Online

---

Destination Winnipeg Inc. is Winnipeg's economic development and tourism services agency, an arm's length organization led by a private sector board with core funding from the City of Winnipeg and the Province of Manitoba. Destination Winnipeg markets the city and provides services to facilitate economic development and tourism opportunities for Winnipeg in collaboration with partners. Destination Winnipeg provides key services such as information, marketing, brokering, partnering, and project management and support.

*Disclaimer: Destination Winnipeg endeavours to provide accurate information gathered from a variety of sources, but makes no representation or guarantee on the reliability and accuracy of such information.*

Destination Winnipeg Inc.  
 300 – 259 Portage Ave  
 Winnipeg, MB R3B 2A9

Toll free: 800.665.0204

Tel. 204.943.1970  
 Fax. 204.942.4043

[www.destinationwinnipeg.ca](http://www.destinationwinnipeg.ca)