

Fast Facts

LOCATION

Winnipeg lies at the geographic centre of North America. Winnipeg is the capital city of Manitoba, a resource-rich province of over 1.1 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. The Forks, as the junction was named by 18th century fur traders, has been a hub for commerce and transportation for more than 6,000 years.

DIVERSITY

Winnipeg has the most diverse economy of major cities in Canada. Key industries include: transportation and distribution, aerospace, agribusiness, finance and insurance, biotechnology and life sciences, 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

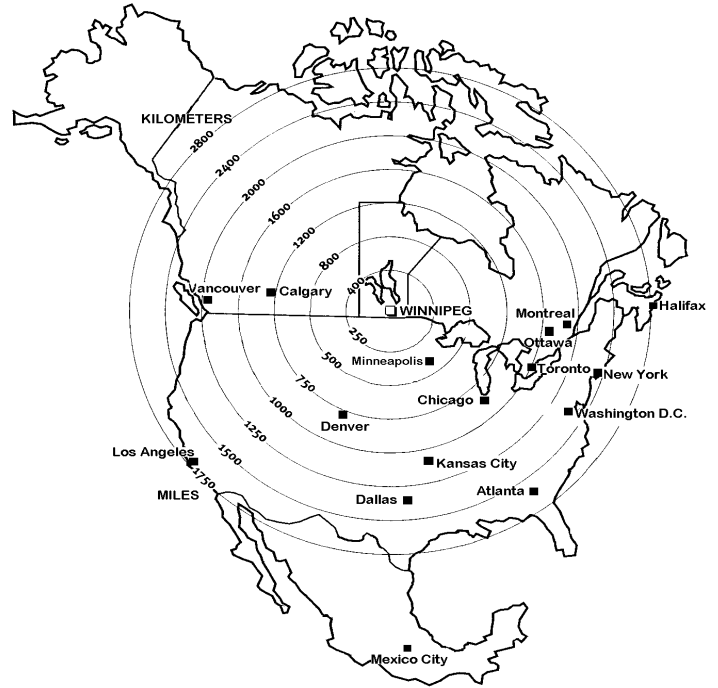
Total Population of Census Metropolitan Area (2007)
 712,700

Population by Age Group

17 and Under..... 153,192
 Age 18-24..... 69,406
 Age 25-64..... 390,302
 Age 65-74..... 44,915
 Age 75 and over..... 48,937

Median Age..... 38.0

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 (2006)

Winnipeg, MB	\$160,778
Calgary, AB	\$346,675
Edmonton, AB	\$250,915
Halifax, NS	\$203,178
Montreal, QC	\$215,659
Ottawa, ON	\$257,481
Toronto, ON.....	\$352,388
Vancouver, BC.....	\$509,876

Source: Canadian Real Estate Association, WinnipegREALTORS®

Average Two Bedroom Apartment Rent (2006)

Winnipeg, MB	\$709
Calgary, AB	\$960
Edmonton, AB	\$808
Halifax, NS	\$799
Montreal, QC	\$636
Ottawa, ON	\$941
Toronto, ON.....	\$1,067
Vancouver, BC.....	\$1,045

Source: Canadian Mortgage and Housing Corporation

UTILITIES

Electric and Gas: Manitoba Hydro, Centra Gas

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.....	10,260 acres
Golf Courses	24
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 \$) \$22 billion
 Source: Conference Board of Canada Metropolitan Outlook, Winter 2007

EMPLOYMENT BY INDUSTRY WINNIPEG CMA

Employed Labour Force, by Industry (2006, in thousands)

All industries.....	382.2
Goods-producing sector.....	70.8
Primary.....	3.1
Utilities.....	4.2
Construction.....	17.7
Manufacturing.....	45.8
Services-producing sector.....	311.4
Trade.....	60.4
Transportation and warehousing.....	23.5
Finance, insurance, real estate and leasing.....	25.4
Professional, scientific and technical services.....	18.9
Management of companies and administrative.....	14.3
Educational services.....	29.4
Health care and social assistance.....	52.4
Information, culture and recreation.....	17.5
Accommodation and food services.....	27.9
Other services.....	16.4
Public administration.....	25.5

Source: Statistics Canada, Labour Force Historical Review

UNEMPLOYMENT RATE

Winnipeg (2006).....	4.5%
Canada (2006).....	6.3%

Source: Statistics Canada

RETAIL AND INCOME DATA

Retail Sales (\$ millions, 2006).....	\$8,458
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Source: Statistics Canada

Average Earnings

Total

Average Individual Earnings (2004).....	\$28,600
Average Family Income (2004).....	\$74,400

Source: Statistics Canada

TOURISM

Annual Visitors to Winnipeg (2004).....	2.7 million
U.S. Visitors (2004).....	0.3 million
Total Visitor Expenditures (2004).....	\$523 million

Source: Statistics Canada Cities Projects

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
Agricore United	Agribusiness
IGM Financial Inc.	Finance
Manitoba Telecom Services Inc.	Telecommunications
Manitoba Hydro-Electric Board	Utility
Wawanesa Mutual Insurance Co.	Insurance
James Richardson & Sons, Limited	Conglomerate
Boeing Canada Inc.	Manufacturing
Standard Aero Holdings Inc.	Manufacturing
North West Company Fund	Merchant
Manitoba Public Insurance Corp.	Insurance
HudBay Minerals Inc.	Mining
Ridley Inc.	Agribusiness
Winpak Ltd.	Manufacturing
Centra Gas Manitoba Inc.	Utility
Manitoba Liquor Control Commission	Retail
Manitoba Lotteries Corp.	Amusement
Paterson GlobalFoods Inc.	Agribusiness
Palliser Furniture Ltd.	Manufacturing
Monsanto Canada Inc.	Chemical
Kitchen Craft of Canada Ltd.	Manufacturing
Bison Transport Inc.	Transportation
Buhler Industries Inc.	Manufacturing
Dairy Farmers of Manitoba	Agribusiness
Boyd Group Income Fund	Service
Truserv Canada Cooperative Inc.	Retail
Reimer Express Lines Ltd.	Transportation
Pollard Holdings LP	Printing
Old Dutch Foods Ltd.	Manufacturing

Source: from *Financial Post Business FP500*, June 2006

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 \$16.10 per sq. ft; vacancy rate 7.6%
Class "B" net average rent \$11.13 per sq. ft; vacancy rate 4.8%
Class "C" net average rent \$9.43 per sq. ft; vacancy rate 6.5%

Source: Cushman Wakefield LePage

VALUE OF BUILDING PERMITS

Winnipeg (2006)	\$912 million
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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 nearly 3.4 million passengers, 140,000 aircraft movements, and handles over 150,000 metric tonnes of cargo annually.

Airlines operating out of Winnipeg International Airport:

Passenger Carriers

AeroMexico	Air Canada
Air Transat	Air West Aviation
Bearskin Airlines	Calm Air
Delta Airlines	Fast Air
First Air	Jazz Airlines
Keystone Air Service	Kivalliq Air
Northway Aviation	Northwest Airlines
Perimeter Aviation	Skyservice Airlines
United Express	WestJet Airlines

Air Cargo Carriers

Air Canada Cargo	Calm Air
Cargojet	FedEx
First Air	Northwest Cargo
Perimeter	Purolator
UPS	WestJet Cargo

Source: Winnipeg Airports Authority Inc.

TRADE

Total Merchandise Exports:
 From Province of Manitoba (\$ millions, 2006)..... \$11,343
 To the United States (\$ millions, 2006) \$8,596
 Source: Manitoba Bureau of Statistics

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.

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