

UpHouse®

# **A Sneak Peek**

**Brandon Tourism Strategy and Community Place Brand**

**Presented by UpHouse**

# The visitors are already here. Now we give them reasons to stay.

**1M+**

visitors to the Keystone Centre every year. But most never make it past 18th Street.

**7 in 10**

visitors are Manitobans, and Winnipeg alone makes up 44% of visitors.

**98%**

arrive by car, right off the Trans-Canada.

Source: Tourism Strategy (2026); Travel Manitoba 2025 Mobility Data; Statistics Canada 2023 National Travel Survey



# This came from the community.

- **182** community survey responses
- **14** letters of support from partners, including the Keystone Centre, Brandon First, Brandon Riverbank, Travel Manitoba, the Tourism Industry Association of Manitoba, local hotels and museums
- Plus one-on-one interviews, roadmap and brand workshops, a familiarization tour and an Indigenous focus group

Source: Tourism Strategy (2026); project letters of support



## THE VISION

**A destination  
people choose,  
not just a place  
they come to.**

Connect what's already here (events, the Riverbank, downtown, food, culture, history, sport and Indigenous-led experiences) so people stay longer, explore further, spend more and come back.



# Where we start

Brandon has more to do than people think.  
Local partners count more than 200 live  
music events downtown every year.

## Turn event visitors into city visitors.

Partner with the Keystone  
Centre to point people  
downtown and to the  
Riverbank.



## Make the Riverbank the central hub.

It's already backed by more  
than \$5M invested through  
the Back to the River  
master plan.



## Product before promotion.

Itineraries, wayfinding,  
rentals and bookable  
experiences come before  
marketing harder.

# Tourism dollars working for tourism

- Funded through the City's tourism rebrand funds and the accommodation tax reserve.
- The accommodation tax is paid on hotel stays, and it has already generated close to \$3M in event grants, tied to more than 140,000 overnight stays.

Source: Implementation Roadmap (2026)



# A first look



**Hi there,**

It's me, Brandon, Manitoba. Maybe you've never heard of me before, or maybe you've heard me called a boring town, just hooves and hockey, nothing of interest. We get it. We haven't done much to challenge that perception because we've been holding onto a secret. It's time to let you in on it.

The truth is, we haven't built Brandon for outsiders. We've built it for us.

For the artists, muralists, curators, quilters, musicians, punk rockers, pro athletes, mountain bikers, cross-country skiers, equestrians, beekeepers, gardeners, farmers, Newcomers, Indigenous communities, entrepreneurs, students, astronomers, chefs, brewmasters and countless others who are still making their mark on this city.

So if you want to come see what we've been building, to see us again or see us for the first time, we'd love to have you. But you should know this is not your average Prairie city.

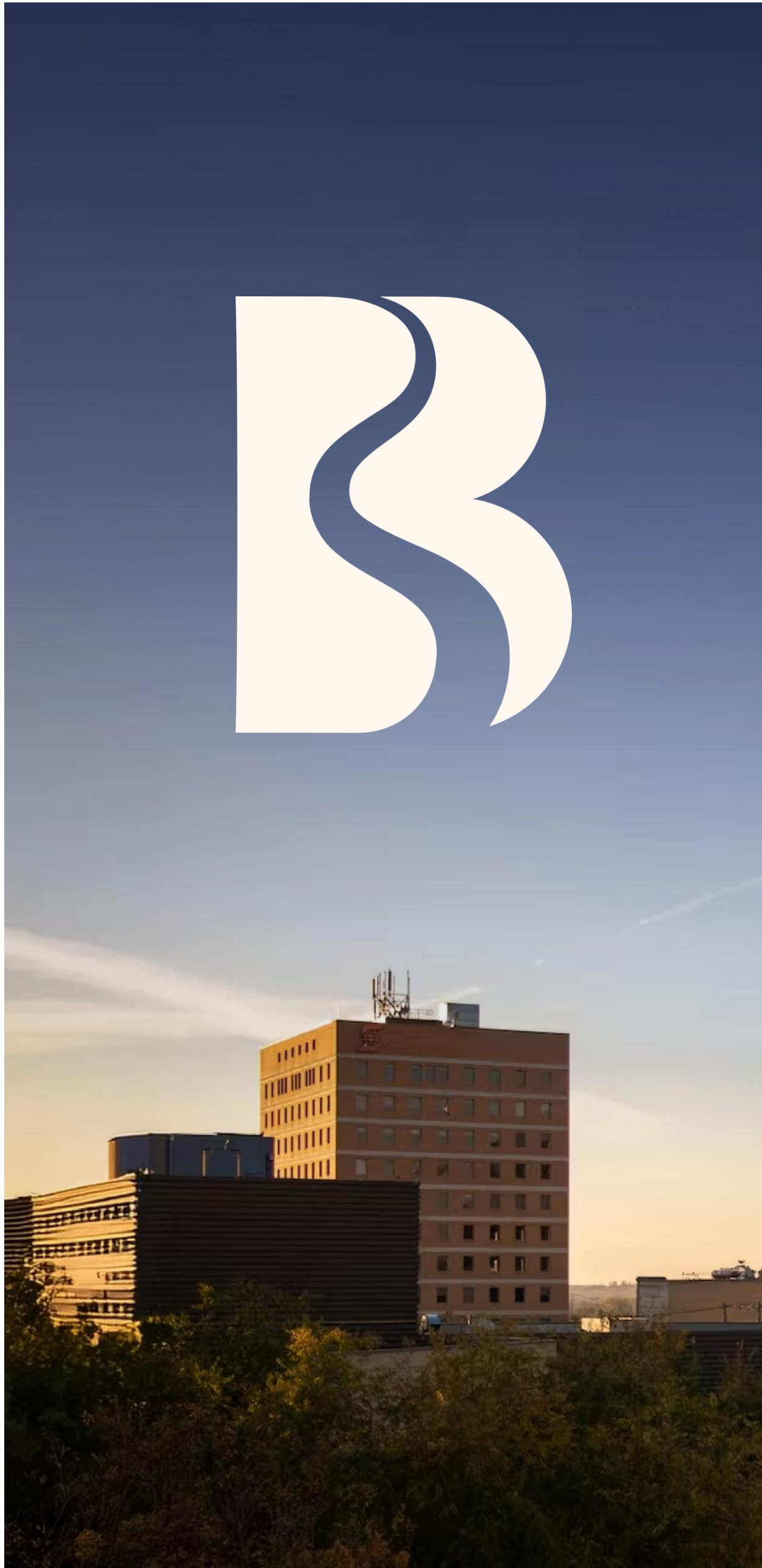
You'll have to turn off the highway and actively explore. To see our museums, you might have to drive down a gravel road to reach a 100-year-old air base. To walk the riverbank with an Indigenous guide, you'll have to be open to listening and learning. When you take in a concert, the performer might look at you because you're going to be that close to the stage. You're going to have to sit next to local fans at the WHL game, and they might high-five you when we score. You might even have to pet a sheep at our agricultural fair.

So prepare yourself. A trip to Brandon is not going to be what you expect.

But you are going to love it.

Because Brandon is completely ours, and you can make a trip here entirely your own. That's important to us because we believe the most beautiful moments are the ones we don't see coming.

We'll see you soon.



# What's Next

The full plan comes to council in December.

- **December 7:** full strategy, place brand and implementation roadmap.





**Thank You**