

Canada-China Year of Tourism 2018

Overview of Destination Canada's Marketing Plan

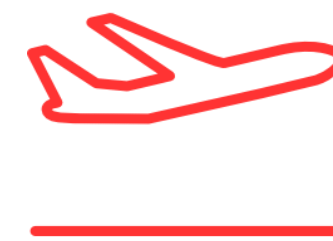


The Chinese Market: What to Know



\$1.4B in spending

2nd highest spend in 2016



Access via VACs & air capacity are significantly increasing

26% lift in air capacity



2018 is the Canada-China Year of Tourism

opportunity to boost presence

Planning for the Canada Tourism Strategy and the Year of Canada China Tourism 2018

Innovation, Science and Economic Development Canada (ISED) is leading the development of a Canada-China Tourism Strategy which includes a whole of government approach to the Year of Tourism 2018

Destination Canada is working with ISED and the Tourism Industry Association of Canada (TIAC) on plans to capitalize on the initiative in three areas:

- 1. Whole of Government approach**
- 2. Industry Readiness**
- 3. Marketing**

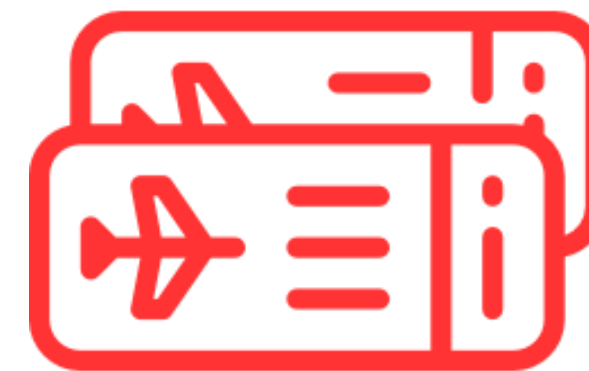
The Potential:

More than 10 million Chinese long-haul pleasure travellers intend on visiting Canada in the next two years



Size of the target market

16M



Immediate potential (“very likely to visit Canada in the next 2 years”)

10.9M

Source: Global Tourism Watch 2017

2018 CCYT Business Objectives



**Growth through Tier
1 & 2 cities**

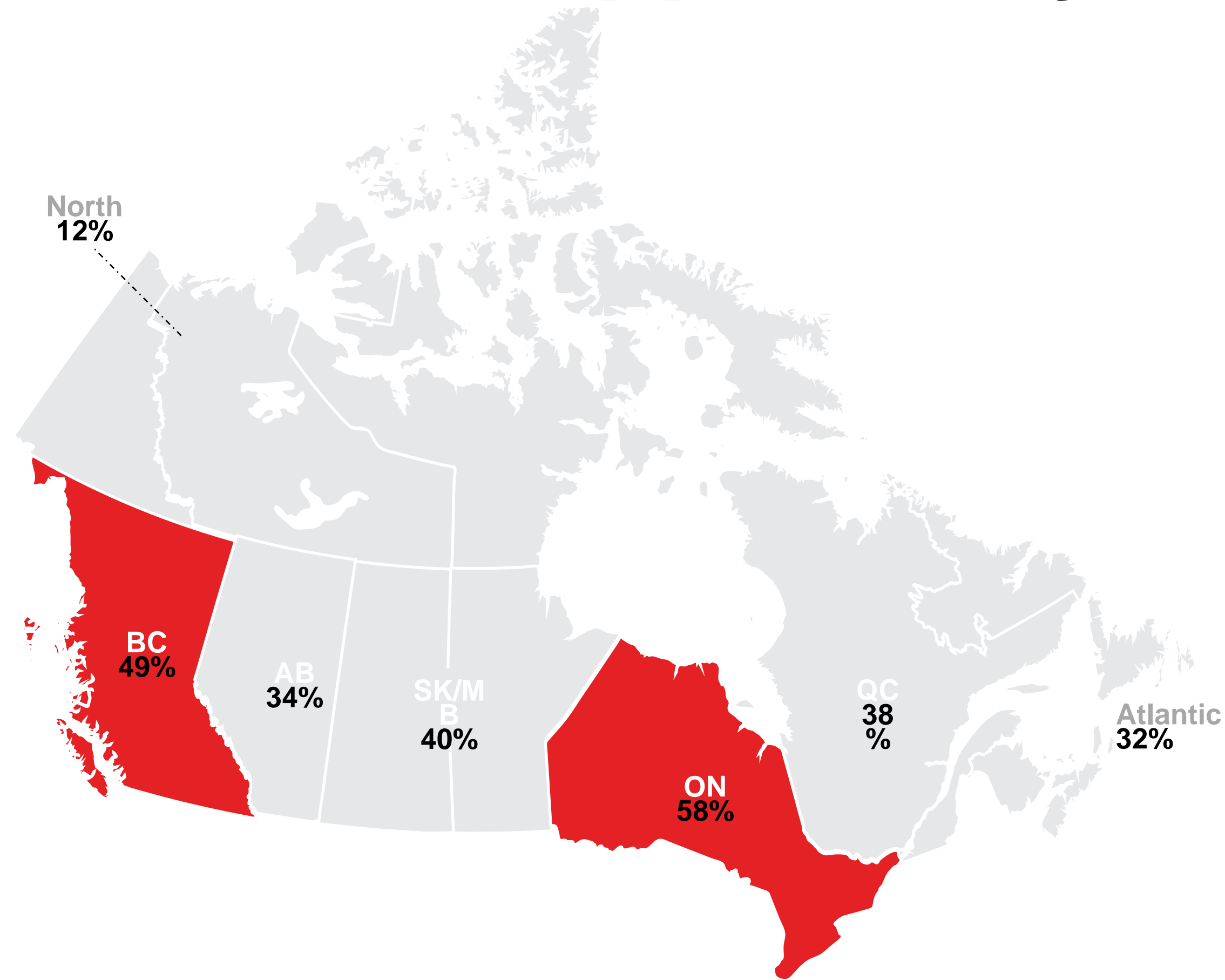


**Target a higher-
yield traveller**



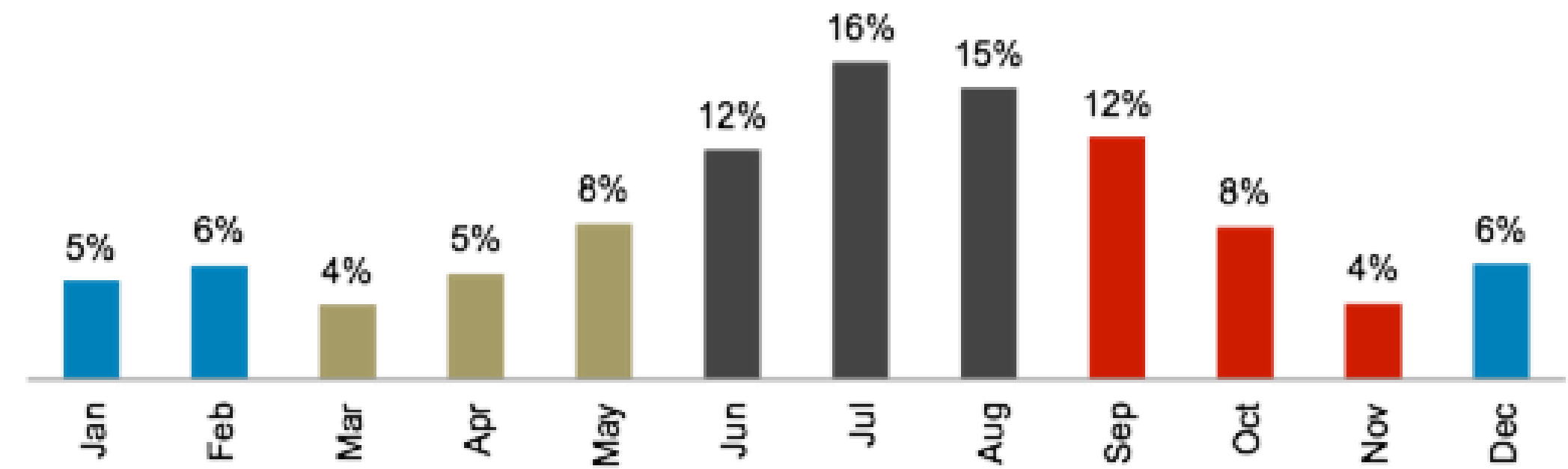
**Increase off-peak &
lesser-known travel**

Opportunity Across the Board



INTEREST
Breakdown by % of Chinese Traveller interest

Chinese Traveller Interest, By Destination



SEASON
Breakdown by % of months visited

% of Trips by Month Visited

Additional VACs Offer Opportunity

Tier 1 Markets

Total population 100M
Full campaign

Tier 2 Markets

Total population 115M
Travel trade only



Niche Target Opportunities

The CCYT year gives us an opportunity to pilot activities that target these two niches in our EQ types, in addition to our identified target audience



Families

As the importance of the family unit grows in Chinese culture, there is an increasing interest in spending more time and money together, including in travel

There is an opportunity to promote family-friendly travel, supported by trade though packages and incentives



Business Travellers

The high amount of business travellers visiting Canada presents an opportunity to grow new influencers in previously untapped circles

We'll use business events and conferences to improve Canada's influence in China's business world