Welcoming the World

Annual Public Meeting, 2017

DESTINATION CANADA
Chair’s Introduction
Canada’s New Tourism Vision

Marketing

Access

Product
2016
Canada on Top of the World
Video 1: 2016 Annual Report Highlights
On Track for Our Best Year Ever

- Millions of Arrivals: 20.1M

Source: ITS, DC Research
US Overnight Performance in 2017

Auto
+0.1%

Air
+5%

Other
+10%

11.6M travellers

YTD September 2017
Overseas Performance in 2017 – YTD September

- BRAZIL: +18%
- INDIA: +17%
- SOUTH KOREA: +12%
- JAPAN: +1%
- MEXICO: +52%
- AUSTRALIA: +14%
- GERMANY: +6%
- FRANCE: +6%
- CHINA: +11%
- UNITED KINGDOM: -2%

YOY Increase: +7%
Millennial Travel Program
Video 2: Canada 150
Goals

1.035M
Leisure Travellers

$629M
Visitor Spend
Performance Highlights to Date

Partner Investment: $21M
Audience Pool for Retargeting: 81M
Leads: 1M
Performance Highlights to Date

- **160M** Video Views
- **10.8M** Social Media Engagements/Actions
- **265** Earned Media Stories
Co-op Program Overview

34 Campaigns

13 National / Cross Provincial Initiatives

$9.6M Industry Investment
The China Opportunity
The Chinese Market: What to Know

- 2nd fastest growing inbound market
- Long-haul travellers taking more trips than ever before
- Air travel is increasing
- More VAC's in tier 2 cities
Video 3: China Sizzle
Exploring New Destinations
Video 4: Rural & Remote
Joint Research on Perceptions

Authenticity is key
Interest is there but awareness is low
Travellers are looking for experiential and emotional
Canadian advantage
Personal and authentic connection
Video 5: ITAC
Alignment
NorthStar 22
Charting an Ambitious Course – Together
Questions?
DESTINATION CANADA