

VACATIONS OF THE BRAVE



OPPORTUNITY

American travellers want more than an experience - they want to be changed, they want to be moved. They want a deeper connection with culture through a change of perspective and self-reflection.

- More than **14.3 M** Americans visited Canada in 2017, up 3% over 2016.
- **53.0 M** travellers are *definitely* or *very likely* to visit Canada in the next 2 years (versus 47.6 million in 2016).

SOLUTION

Destination Canada is releasing an original eight-part travel series titled "Vacations of the Brave," which will premiere on Amazon Prime Video on November 10, 2018 in the US. The first four episodes will premiere in 2018 with additional episodes released in 2019.

"Vacations of the Brave" aims to motivate travellers to set out on their own transformational journeys of adventure, inspiration and self-discovery in Canada.

The series follows real Americans who have made a positive difference at home, are breaking barriers and redefining bravery in America on a quest north of the US border.

Each episode features a different hero on their unique journey of discovery in Canada. They meet people and places that challenge themselves physically and emotionally.

The series showcases the best of Canada's landscape, culture and people by highlighting the country's multiculturalism through food, festivals and events.

CREATIVE DEVELOPMENT

This is a first-of-its kind initiative for Destination Canada. This series was inspired by insights into what motivates US travellers, which include their need for a break and to connect with something on a deeper, more emotional level. The theme of transformation, as offered through travel and discovery, and the American fascination with heroes, as seen through the Vacations of the Brave American travellers, are meaningful ways of engaging the US audience.

Amazon (US) was chosen because of their reach, scale, data integration, influence, collaboration and ability to meet technical requirements.

The inspirational Americans featured were selected through a detailed vetting process.

The Canadian itineraries, experiences and personalities were chosen in consultation with Destination Canada partners.

CHANNELS

The series will be featured on Amazon Prime (US), promoted through paid media efforts and media relations outreach in the US.

AIR DATES

November 10: Episode 1 and 2

November 24: Episode 4

November 17: Episode 3

2019: Remaining episodes

EXPECTED RESULTS

36.9 M US learners on Amazon Prime will be reached 14 times each.

163 M trailer views

1.4 M Americans will view 1 episode

520 M impressions

