

# Welcoming the World

Annual Public Meeting, 2017







# **Chair's Introduction**

# Canada's New Tourism Vision



Marketing



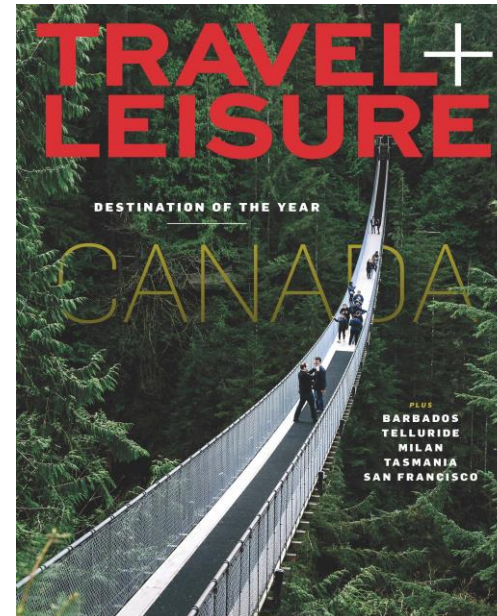
Access



Product

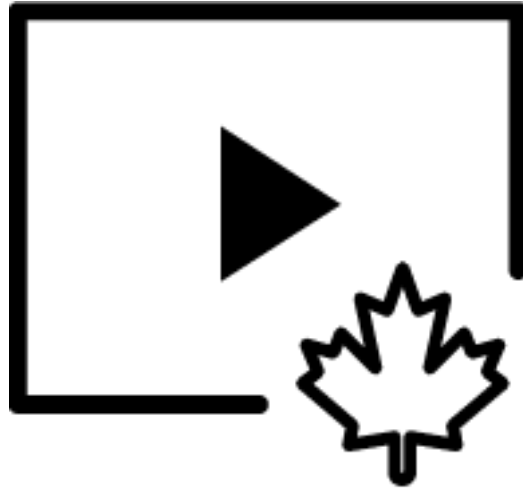
2016

# Canada on Top of the World



Condé Nast  
**Traveler**  
The New York Times

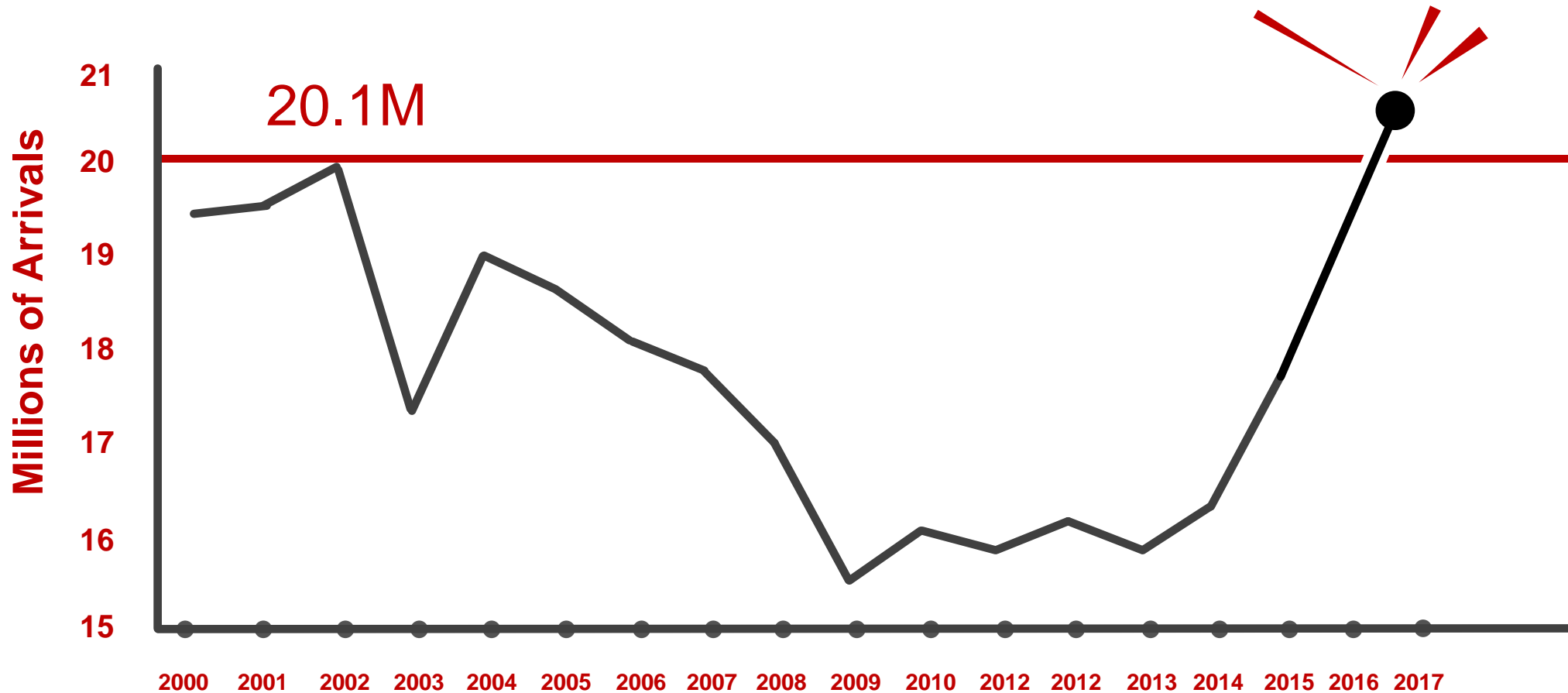
# Video 1: 2016 Annual Report Highlights



2017



# On Track for Our Best Year Ever



# US Overnight Performance in 2017

Auto



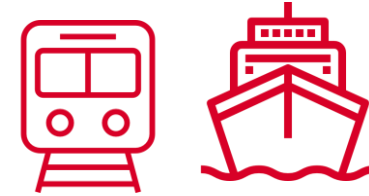
+0.1%

Air



+5%

Other

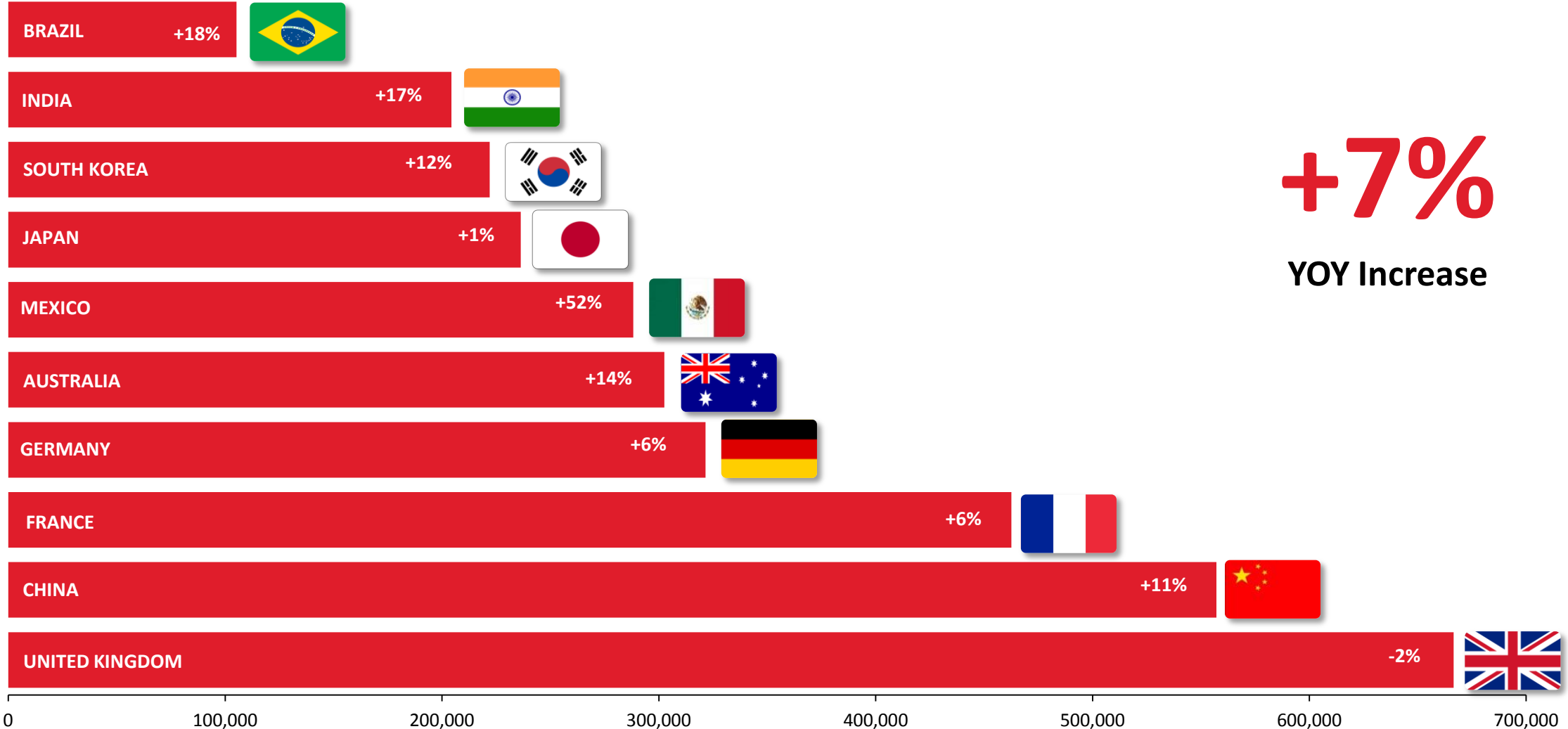


+10%



YTD September 2017

# Overseas Performance in 2017 – YTD September



# Millennial Travel Program

**FAR & WIDE**  
CANADA

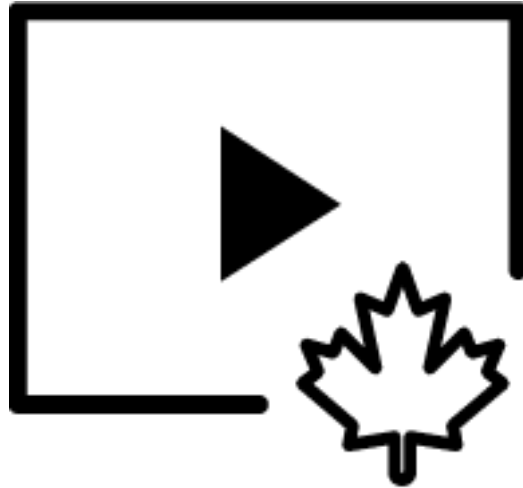
**INFINIMENT**  
CANADA



**CANADA 150**



# Video 2: Canada 150





# Connecting America

# Goals



**1.035M**

**Leisure Travellers**



**\$629M**

**Visitor Spend**

# Performance Highlights to Date



**\$21M**

Partner  
Investment



**81M**

Audience Pool for  
Retargeting



**1M**

Leads



# 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

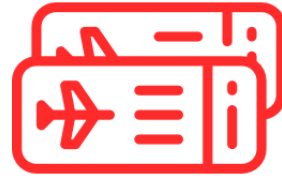


# The China Opportunity

# The Chinese Market: What to Know



**2<sup>nd</sup> fastest  
growing inbound  
market**



**Long-haul  
travellers taking  
more trips than  
ever before**

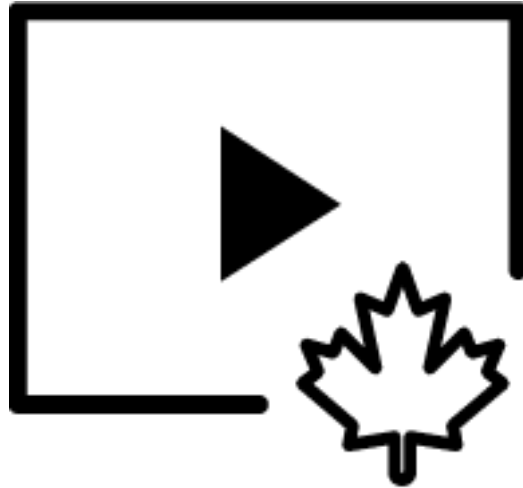


**Air travel is  
increasing**



**More VAC's in  
tier 2 cities**

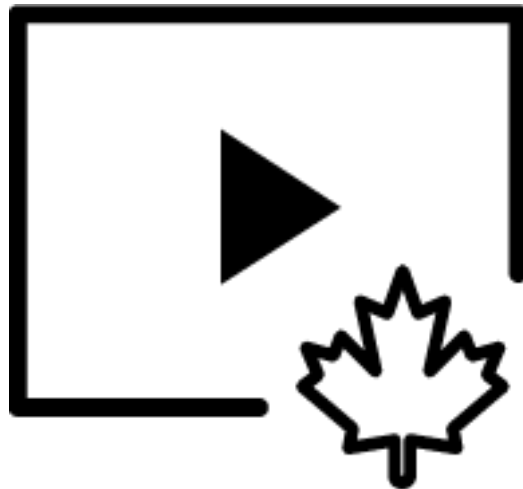
# Video 3: China Sizzle





# Exploring New Destinations

# Video 4: Rural & Remote





**Destination  
Canada**

**&**

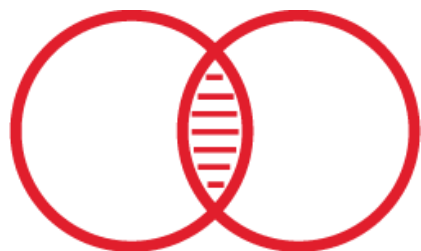
**ITAC**



# Joint Research on Perceptions



Authenticity is key



Interest is there but awareness is low



Travellers are looking for experiential and emotional



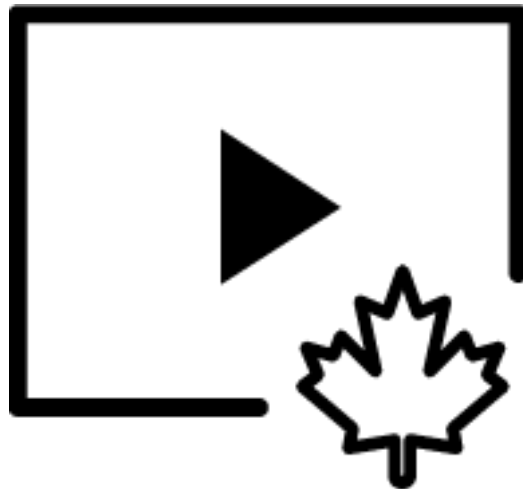
Canadian advantage



Personal and authentic connection



# Video 5: ITAC





# Alignment



Alignment

Collaboration



Alignment

Collaboration

Results



**Destination  
Canada**



**Statistics  
Canada**

A long-exposure photograph of the night sky showing star trails in shades of blue and teal. The trails form concentric circles around a central point, with the foreground showing the dark silhouette of a mountain range.

# NorthStar 22

Charting an Ambitious Course –  
Together

# NorthStar 22







**Questions?**



# DESTINATION CANADA

