



Canadian Tourism Commission 2009 Domestic Advertising Program

Background:

The domestic market continues to represent the largest tourism market for Canada. Canada experienced a record travel deficit of 27 million outbound Canadians in 2008, representing a loss of \$12.3 billion to the Canadian economy.

To reach the domestic market, the CTC has developed a **national advertising** program incorporating federal stimulus funding of \$20 million over two years (2009-2010). The program will use an **integrated media campaign** to stimulate Canada’s economy by encouraging Canadians to travel **within the country** and to **spend money** to boost tourism, especially benefitting SMEs (experiences, attractions, etc...)

The program offers tourism partners an opportunity to extend the reach of their marketing and advertising efforts while promoting “great unknown experiences” found in Canada.

Program objective:

- **Convert** outbound travelers to stay home
- **Stimulate** Canada’s economy by encouraging Canadians to travel within their own country and spend money in tourism related experiences/attractions.
- Create a sense of desire and urgency to “book now” by showcasing Canada’s **great world class experiences**

Program Strategy	Campaign Elements
Intrigue consumers and create demand. Reframe the perception that there is “nothing new to see” in Canada	<i>“Where is this? / Locals Know” “Discover the Canada you don’t know”</i>
Knock down the large cost barrier. “Canada is too expensive” – get travellers to take another look	<i>“Get great Canadian travel deals”</i> Great value partner offers are an essential component of the program.
Conversion - close the sale - push consumer to take action now	Partners are asked to come forward with time-limited, appealing offers valid June 1 - July 31.

Media buy:

The advertising program is an integrated media campaign that includes print, TV, online and the CTC website at www.canada.travel



The Print component includes a tiered partnering media strategy:

- **Tier 1** – CTC & national partner
- **Tier 2** – PMOs, DMOs, trade, wholesalers, agents
- **Tier 3** – Regions, DMOs, SMEs

To participate:

Web and print media participation opportunities are available. Details are outlined on the following pages. A summary of key dates and contact information is below:

Channel	Deadline	Contact
CTC website; phase 2	May 27	canada@ctc-cct.ca
Print – Tier 3	TBD	cyndy.fleming@publicitas.com
Questions?		canada@ctc-cct.ca

**** NOTE** – The CTC is accepting partner deals for phase 2 of the website which will be launched June 15th, 2009. Partners are urged to contact the CTC as soon as possible with participating offers for consideration on the CTC website.

Please review the following information when developing deals

**CTC Canada program – Focus Group findings
Trip Planning Drivers**

Short Planning Time	Long Planning Time
<ol style="list-style-type: none"> 1. Deals 2. Special or Once in A Life Time Events 3. Need To Get Out 4. Hobby Opportunity 5. Education Opportunity 6. Opportunity to visit relatives or friends 	<ol style="list-style-type: none"> 1. Visit an Entirely New Place 2. Experience Other Culture/Community 3. Fulfill Long Term Travel Goal 4. Value more important than deal

Deals

Examples of interesting deals generated by focus group participants include:

1. Kids fly, stay, or eat free (common in US packages)
2. Discount or free pass to cultural attractions
3. Two for one deals
4. Four nights of accommodation, flight included
5. Cost presented for offer includes all taxes and fees
6. Freebies, like shuttles, spa treatment, tour, etc.
7. Deals that replicate exciting foreign package deals (e.g. Florida/Caribbean for Toronto/Halifax/Montreal, Mexico/Hawaii for Calgary/Vancouver/Yukon)

Canada Domestic Advertising Program Partner Offer Participation – Details & Requirements

CTC website presence – www.canada.travel

Submission deadline: May 27, 2009
Submit to: canada@ctc-cct.ca



For all partners; this is a free listing

See next page for web package template

Required components	Comment
Material MUST be provided in FRENCH and ENGLISH	Submit <u>one English and one French</u> version (two documents: <u>MS Word only</u>) All character counts are not including spaces
Offer / package headline	Max. 25 characters English and French (each)
Price Point	Strongly recommended
Offer / package teaser	Max. 80 characters English and French (each)
Description	Max. 500 characters, English and French (each)
Address of destination location	Max. 80 characters
Image	Min. 72 dpi / 500 pixels; JPG or GIF
Logo	Min. 72 dpi / 500 pixels; JPG or EPS
Booking URL with Tracking	URL should take visitors <u>directly</u> to offer on your website. Partners will be asked to: Provide result (% increase in sales, website performance, etc since inception, compare to the same month previous year)
Booking phone number (optional)	

Sample Web package template

CTC DOMESTIC PARTNER CONTENT TEMPLATE

ITEM	EXAMPLE	LIMIT/SPEC	File format
SHORT HEADLINE	Tofino Beaches	(max 25 characters*)	All elements to appear in a Word document
PRICE POINT (if applicable)	\$200	(max 8 characters*)	
OFFER	Book 2 nights for \$200, when you book 3 nights of accommodation.	(max 80 characters*)	
DESCRIPTION	Pacific Sands Beach Resort is located on Cox Bay just 8 km. south of the picturesque Village of Tofino. Our Ocean Front Suites & Villas offer a wide range of floor plans and amenities that appeal to both couples and families. All units are equipped with full kitchens, fireplaces and private decks or patios facing the beach. Peruse through the accommodation section for more details and to assist you in choosing the accommodation that's right for you.	(max 500 characters*)	To be separated in the 6 sections (headline, price point, offer, description, url and address.) as specified
URL	http://www.pacificsands.com/specials.html		
ADDRESS** of destination location	STREET ADDRESS: 500 John Street CITY: Tofino PROVINCE/TERRITORY: British Columbia POSTAL CODE: V5T 4T5	(max 80 characters*)	
IMAGE		72 DPI MIN 500 pixels	JPG or GIF
LOGO		72 DPI MIN 500 pixels	EPS or JPG (only if jpg isn't available)

*Character limit doesn't include spaces, it just refers to letters.

**If there are multiple addresses like a rail adventure please state the main cities the tour stops in.

National Print media buy

Tier 3 option - Advertorial theme piece, recommended for DMOs, SMEs

Submission deadline: TBD.

APR contact: Cyndy Fleming, cyndy.fleming@publicitas.com

Contact and Submit material to APR: cyndy.fleming@publicitas.com

Required components	Comment
Offer / package Title	Max 5 words
Offer / package Description	Max 50 words
Price	CTC recommends attractive, limited time offers to stimulate conversion this summer
Availability, Terms & Conditions	
Booking URL with Tracking ID	URL should take visitors directly to offer on your website. Partners will be asked to <ol style="list-style-type: none"> 1. Provide a tracking ID for measurement 2. Provide result (% increase in sales, website performance, etc since inception, compare to the same month previous year)
Booking phone number (optional)	
Note – All campaign creative will carry the CTC campaign badge, campaign URL & federal identity Canada wordmark (FIP)	

Advertorial Theme Calendar

Week	Theme (Canada's USPs)	Suggested Experience & Partner Opportunities
1	"Cultural" Adventure among awe-inspiring natural wonders.	Opportunity to showcase both urban and rural cultural experiences/WHS/Festivals/museum/arts/theatre
2	Award winning local food and wine	Opportunity to showcase both urban and rural experiences around food and wine (wineries, wine tours, award winning restaurants)
3	Personal journeys by land, water & air	Great road journeys (Icefield parkway, cowboy trail, sea to sky, Cabot trail etc...)
4	Family Focus	Opportunity for family focused partners, experiences, itineraries
5	Vibrant cities on the edge of nature	Focus on urban experiences: day activities, zoos, museums, theme parks, gardens, parks, stampede etc...
6	Active adventure among awe-inspiring natural wonders	Opportunity to present both urban and rural experiences. Hero experiences that clearly take visitors outside their traditional urban environment