

## Canada

### **Market Summary**

*Economic indicators for Canada continue to improve, with recent economic growth and a consolidation of consumer confidence. Tour operators have reported returning sales for Australia during the Canadian summer. Now that winter is approaching, operators are optimistic that demand and sales for Australia will remain healthy.*

### **1. Market News**

- *TD Bank* expects Canada's economy to grow by a robust 2.5 per cent next year due to improvements in the housing sector, consumer spending, exports and commodity prices. The forecast, released on 23 September 2009, is substantially higher than the Bank's previous prediction of 1.4 per cent GDP growth next year. In 2011, the Canadian economy is forecast to grow by 3.1 per cent. *Source: the Canadian Press, 23 September 2009*
- Canada's unemployment rate rose 0.1 per cent to 8.7 per cent in August, as reported by *Statistics Canada* on 27 August 2009.
- As reported by *X-rates.com*, as at 28 September 2009 the Canadian dollar exchange rate was at CAD\$ 0.91 to AUD\$ 1.
- While fluctuations with commodities and equities will continue to buffet the Canadian dollar in the short-term, many analysts believe it will strengthen in the longer-term. *Source: Wall Street Journal, September 2009.*

### **2. Consumer Insights**

- The Conference Board of Canada reported that Canadian consumers are increasingly confident about their financial future and employment conditions. In their August outbound report, the consumer confidence index rose for the sixth consecutive month in August to 88.4, an 18.2 point jump since the beginning of the year, when the recession was at its worst.

### **3. Trade Update**

- Tourism Australia recently appointed Daryl Husdon to the position of Regional General Manager, Americas. Daryl was previously Country Manager for Canada.
- Australian Pacific Touring has undergone staff changes in Canada and now has no presence in the market, apart from their Connections product. This is now

being sold by Intrepid.

- Travel Bound is encouraging agents to book Australia, New Zealand and South Pacific to earn high commission.
- Medium-size tour wholesaler, Downunder Travel (based in Calgary) has opened its third office, in Vancouver. The other office is in Toronto.
- Anderson Vacations is offering agents 15 per cent commission on all South Pacific land bookings made between 8 September and 31 October 2009. The offer includes hotel nights, car and campervan rentals in Australia, New Zealand or any of the South Pacific Islands such as Fiji, Tahiti or the Cook Islands. *Source: (http://www.downundersolution.com), www.travelpress.com, September 2009*
- Travel Press Canada reports Dale Scott has been appointed to the position of Business Development Manager for British Columbia at Goway Travel. *Source: www.travelpress.com, August 09*
- September will see Australia as a number one focus amongst wholesalers and leading tour operators in product launches. As a series of agent training sessions are being conducted across the country this month.
- Trade feedback indicates consortia are increasingly encouraging their agents to learn about more long haul destinations and find a niche.
- Reports from the trade indicate that consumers continue to be very price driven, with narrow booking lead times matched to great packages to Australia.
- Vasco Travel has opened its first Zellers (mass retail chain) store and plans to expand to 80 per cent of stores coast-to coast.
- As at 28 Sep 2009, there were (948) Aussie Specialist agents, students and wholesalers, of which 54 per cent are fully qualified agents.

#### **4. Airline News**

- Aviation results for Canada lag about six months behind the country's economic performance, so positive August performance results for Canada's two major carriers (Air Canada and WestJet) are reasonably encouraging. With the dollar strong and better-than-expected job growth figures, Canadians should be more willing to start travelling. *Source: Travelweek September 10, 2009.*

#### **5. Competitor News**

- Canada is heavily promoting domestic travel, with ski and winter destination packages encouraging Canadians to stay at home this winter.
- Hawaii is heavily promoting cheaper rates, as Canadians tend to stay longer and spend more there. *Source: Canadian Travel Press, September 2009*
- A *Visit Japan* campaign underway in hopes of spurring 10 million visitors— as 2010 has been dubbed "Visit Japan Year". *Source: Travel Courier, September 10 2009*
- There is also heavy media focus on the Caribbean and sun destinations, as Canada prepares for another winter.

## 6. Key Campaigns and Activities in Market

August and September campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
1 July 2009	31 August 2009	<i>Sears Travel Canada, Australia Campaign with Boomerang Tours:</i> point of sale posters in all 106 agencies across Canada with our Footprints DVD running in all stores / supported by a trip for two contest / tactical offers via email and on Sears Travel website.	Retail Agents – National	Sears Travel Canada – Australia Campaign with Boomerang Tours
01 September 2009	30 September 2009	<i>Flight Centre:</i> Massive South Pacific on Sale campaign across 150+ retail stores nationwide. Flight Centre has agreed to provide 150 fully qualified Aussie Specialists to take Australia bookings.	Retail Agents – National	Flight Centre, Qantas, Air Pacific, Air New Zealand, Tourism Fiji.
11 September 2009	14 September 2009	<i>Corroboree Thrive! 2009</i> was held in Adelaide, Australia in September. This is the premier retail training event held annually by Tourism Australia to educate Aussie Specialist agents from the United States, Canada and Latin America about Australian tourism products and experiences.	North American Trade and Australian Experiences	Qantas, V Australia, South Australia Travel Commission, STOs, wholesalers and ASP agents
21 September 2009	24 September 2009	<i>Sunsational</i> (Toronto, Victoria and Vancouver). The National Tourism Offices of Australia, Cook Islands, Papua New Guinea and Samoa aligned for the 7th Annual <i>Sunsational</i> South Pacific agent presentations taking place in Toronto, Ontario, Victoria, British Columbia, and Vancouver, British Columbia. The primary focus of <i>Sunsational</i> South Pacific is travel agent education. During these three half day presentations partners had the opportunity to educate travel agents on products. Tourism Australia's main focus was Aussie Specialist Program sign-ups.	Canadian Travel Trade	Qantas, Air Canada, Boomerang, Goway and Anderson Vacations
1 August 2009	30 September	<i>Emirates Campaign:</i> Toronto Life four-page gatefold insert went out to subscribers and onto newsstands on 1 August. This was followed by a series of direct e-mail blasts to subscribers and a Travel and Golf third party list.	First Time Canadian Experience Seekers	Emirates

Upcoming campaigns and activities				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
August 2009	July 2010	<i>SWAP (Student Work Abroad Program) Canada:</i> a division of Travel CUTS are developing their 2009/10 brochure – Australia has a full page ad developed by the creative team at SWAP using our brand elements. English and French markets.	Youth / Student / Study Abroad	SWAP, Travel CUTS
September 2009	February 2010	<i>Dine Alone Records Partnership:</i> Dine Alone Records have signed two Aussie bands, <i>The Living End</i> and <i>Children Collide</i> , and have offered Tourism Australia the opportunity to leverage the Canadian release of their CD, tour and media trip in the next six months. In addition, Dine Alone Records' top selling Canadian band – <i>Alexisonfire</i> – is touring Australia next February. Tourism Australia will leverage this opportunity with a contest trip and public relations activity.	Youth / Canadian Experience Seekers	Dine Alone Records, Goway, Adventure Tours and ATA partners
October 2009	November 2009	<i>Merit Travel:</i> Fall campaign with an Australia focus and tactical offers via brochure / direct mail / e-blasts / web content. This product will be aligned with the 'Food and Wine Passion Point' for Canada.	First Time Canadian Experience Seekers	Merit Travel, Tourism Queensland, Tourism NSW, Tourism SA
November 2009		<i>Merit Travel:</i> CIBC Statement insert on Australia going to 60,000 Aventura card members with an average household income CAD\$120,000. Packages being developed by Boomerang aligned with our 'Food and Wine Passion Point'.	CIBC card members	Merit Travel, CIBC (Canadian bank).