

## Canada

### **Key Market Message**

*Canadian visitor arrivals performance in May and June has continued to be soft as economic conditions continue to impact on holiday planning. The traffic from World Youth Day traffic in 2008 is expected to impact arrivals for the month of May through to August 2009. However, anecdotal feedback from operators is indicating increased activity in July for both bookings and enquiries.*

### **1. Key Market Results and Achievements**

- Overall, Canadian buyers reported a successful Australian Tourism Exchange (ATE) 2009.
- 19 Canadian Premier Aussie Specialists have been confirmed for the Aussie Specialist Program in 2009/10. Aussie Specialist Program recruitment efforts commenced in July, with webinar training sessions reaching 68 retailers, 50 per cent of whom were outside the program. Sears Travel has recommended the Aussie Specialist Program to all of their 106 agencies. Two webinar training sessions with Transat Holidays are planned for August.

### **2. Australian Travel Market**

#### **2.1 Market Performance**

- There were 6,800 visitors from Canada during May 2009, a decrease of 11 per cent from May 2008. The YTD total for the five months to May 2009 was 54,300, a decrease of 6 per cent relative to the same period of the previous year.
- There were 5,900 visitors from Canada during June 2009, a change of nil per cent from the previous year. The YTD total for the six months to June 2009 was 60,200, also nil per cent change to the same period of the 2008.
- Canadian visitor arrivals performance year to date May 2009 has continued to be soft as economic conditions continue to impact holiday planning.
- The traffic from World Youth Day traffic in 2008 is expected to impact arrivals for the month of May through to August 2009. However, anecdotal feedback from

operators indicates that bookings for Australia are not significantly down, and that lower priced holidays are selling, showing potential for growth.

## 2.2 Airline Issues/Changes:

- Qantas staff cutbacks in the US have not affected Canada, with Qantas maintaining its staff in the market.
- Air Canada reported relatively stable load factors across its network, despite the ongoing negative impact of a weak economy on the industry.
- For the fifth straight month, Air Canada employees exceeded Customer Satisfaction and On-Time Performance objectives for the month of June, achieving on-time arrivals performance of 85 per cent, an increase of 7 per cent seven over the same month in 2008.
- Emirates have launched its first A380 into Canada, presenting expanded opportunities to promote Australia over Dubai.

## 2.3 Trade Information Summary (including Business Events)

- Major retail groups continue to shift an emphasis onto long haul routes such as Australia, with Sears Travel, Merit Travel and Transat Holidays all proposing/planning a major focus on Australia in September/October.
- A number of operators are reporting stronger sales and inquiries over the past four weeks, indicating that demand may be returning.
- Major Australian wholesaler Goway Travel still has its staff on a four day working week.
- Merit Travel's take-over of major student retailer Travel CUTS is expected to be finalised 1 August.
- The Go Abroad Fairs (youth sector) scheduled for August were cancelled, following the bankruptcy of the event organiser. Several Australian universities are still committed to coming to the market and Tourism Australia is exploring with Austrade the possibility of developing a sales promotion for the group, should a viable option from another event organiser not eventuate.
- Aussie Specialist Program - Canada, as at June 2009 there were:
  - 413 qualified agents
  - 264 trainee agents

## 3. Current and Upcoming Activities in Canada

### 3.1 Consumer Marketing:

Dates	Project / Event	Partners
August 2009	<ul style="list-style-type: none"> <li>• Emirates Toronto Life Campaign – online and print.</li> </ul>	Emirates and Tourism Australia

Dates	Project / Event	Partners
TBC September 2009	<ul style="list-style-type: none"> <li>Merit Travel Vacation 101 Fall Campaign</li> </ul>	Merit Travel / Holiday House / Tourism Australia
TBC September 2009	<ul style="list-style-type: none"> <li>Dine Alone Records Music/Youth Partnership</li> </ul>	Dine Alone Records / Travel CUTS / Qantas
TBC October 2009	<ul style="list-style-type: none"> <li>Australia Today Food and Wine Campaign Starts</li> </ul>	Goway Travel / Tasmania / Victoria
TBC October 2009	<ul style="list-style-type: none"> <li>Youth campaign starts</li> </ul>	Goway Travel / Tasmania

### 3.2 Trade Marketing:

Dates	Project / Event	Partners
7 – 9 August 2009	<ul style="list-style-type: none"> <li>OzTalk North America, Los Angeles</li> </ul>	North American Trade and Australian Experiences
10 – 11 August 2009	<ul style="list-style-type: none"> <li>Goway Pow Wow Vancouver</li> </ul>	Australian Experiences
13 – 14 August 2009	<ul style="list-style-type: none"> <li>Goway Pow Wow Toronto</li> </ul>	Australian Experiences
11 – 13 September 2009	<ul style="list-style-type: none"> <li>Corroborree North America – Adelaide</li> </ul>	Canadian Aussie Specialists / Australian Experiences
TBC September 2009	<ul style="list-style-type: none"> <li>Transat Holidays Aussie Ambassador Famil</li> </ul>	Boomerang Tours / Transat Holidays
21 – 25 September 2009	<ul style="list-style-type: none"> <li>Sunsational Road Show – Toronto / Calgary and Vancouver</li> </ul>	Canadian Trade

### 4. Media Environment

- Coverage on Tourism Queensland's 'Best Job in the World' contest winner, Ben Southhall, as he commences his role in Australia.
- Coverage on Tourism Victoria's engagement of Mitch Moffit (20-year old Canadian applicant in the Best Job in the World contest) to write, produce and shoot a promotional video on Melbourne. The video will be similar to the musical piece Mr Moffit submitted in the 'Best Job in the World' contest.
- Coverage that tickets to see Tiger Woods play in the 2009 Australian Masters in Melbourne are quickly selling out. This will be Woods' first scheduled appearance in Australia since 1998.

- Newly-reported cases of swine flu remain a hot topic with Canadian press.

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IMHP supporters can access publicity results at [www.publicity.australia.com](http://www.publicity.australia.com)

## **5. General Travel Outlook**

### **5.1 Political and Economic Outlook**

- As reported by Bloomberg on 31 July, Canada's economy contracted for the 10th continuous month in May because of falling manufacturing output and declines in the mining and energy industries. Gross domestic product dropped 0.5 per cent during May, compared to a Bloomberg News survey estimate of 0.3 per cent.
- Growth is expected to resume as commodity prices and consumer confidence improves.
- As at 3 August, the exchange rate for Australian dollar to Canadian dollar was at AUD\$1 to CAD\$0. 0.897417. *Source: x-rates.com*

### **5.2 Outbound Travel**

- Consumer confidence continues to inch upwards, with the Conference Board of Canada Consumer Confidence Index for June 2009 has reporting a climb for the third consecutive month in June 2009.
- Latest intelligence from the Conference Board of Canada reported outbound leisure trips by Canadians fell by an estimated 3 per cent in the first four months of 2009. USA and UK have seen a decrease in arrivals from Canada, while Ireland, Jamaica and Mexico has been performing well. Australia has been one of three destinations in the Asia Pacific region that has remained stable in arrivals performance compared to other destinations in the region. Thailand reported a 17.5 per cent decrease in the year to date April 2009.
- Aggressive airfare and tactical deals remain strong.

## 6. Next 60 Days

CANADA						
START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
1 Aug	30 Aug	Canada	<ul style="list-style-type: none"> <li>Transat Holidays Aussie Specialist Development</li> </ul>	Marlin Travel and Club Voyage agents	National via Webinar.	Boomerang Tours
13 Aug	14 Aug	Canada	<ul style="list-style-type: none"> <li>Goway's Pow Wow Training Sessions</li> </ul>	Goway Sales Staff	Toronto	N/A
1 Aug	30 Sept	Canada / US	<ul style="list-style-type: none"> <li>Corroboree North America</li> </ul>	Aussie Specialists	Adelaide	Various suppliers.
21 Sept	25 Sept	Canada	<ul style="list-style-type: none"> <li>Sunsational Road Show</li> </ul>	Retail Agents	Toronto / Calgary / Vancouver	Various suppliers – maximum four