CANADIAN PR RESULTS: 2017-2018

98M Impressions
$662K in Publicity Value
743K in Social Reach
16 Media Visits
CANADIAN PR RESULTS: BROADCAST

Barry Choi - Breakfast Television

Stephanie Florian – The Social

Randy Sharman - CHQR / CKNW

nformed Traveler SEG 3 (Jan. 13/19) 100th Anniversary of Grand Canyon National Park, AZ

Vast and stunningly beautiful, the Grand Canyon is easily Arizona’s most famous landmark—and a... 10:14  

Jan 13
CANADIAN PR RESULTS: PRINT & ONLINE

Let the adventures begin

The hardest part of travel these days? Deciding on a destination. Here, Domini Clark and Maryam Siddiqi provide The Globe’s picks for where to go in to 2019, whether you’re looking for luxury in the sun, culture in a capital or culinary surprises close to home.

Grand gastronomy awaits

Phoenix and Tempe, Arizona offer some of the finest food and drink experiences in the US. From internationally renowned restaurants to local hidden gems, there’s something for every palate. Whether you’re looking for a fine dining experience or a casual bite, Arizona’s culinary scene has something for everyone.

How to get more out of your stay in Scottsdale, Arizona

Hotels in Scottsdale are expanding their offerings beyond gorgeous rooms, luxurious spa and pool service, by taking guests on stylish tours of indescribable spots around the region. Jennifer Allford

Visit Grand Canyon: Take Flight & more

The Grand Canyon is millions of years old, but it didn’t become the 17th U.S. national park until 1919. To mark its centennial anniversary, a Founder’s Day Centennial Celebration will take place on Feb. 26 at the South Rim, with speakers, musical acts and Indigenous cultural demonstrations. Other special events in 2019 include Centennial Summerfest and Star Party (June 22-29), featuring an outdoor chamber orchestra performance. Too tame? More adventurous types can try out the zip line at Grand Canyon West and take in the view from 500 feet above the floor.
IN-MARKET MEDIA ACTIVITIES

Vancouver Media Marketplace
October 29, 2018:
• 13 attendees at breakfast
• 31 attendees at evening reception
• 2 trade stories on events
• 9 leads

Toronto / Montreal Mini-Mission
May 6 - 9, 2019:
• 10 media appointments in Toronto
• 15 media appointments in Montreal
• 9 leads

Discover America Day
October 1, 2018
• 12 media meetings
• 3 leads

Showcase
November 18, 2018
• 6 attendees
MARKETING HIGHLIGHTS

Travel Brands Spring Campaign
Feb 26 – Mar 18 2019

Results:
B2B Newsletters (x2) – 22,000 Delivered
B2C Newsletters (x2) – 87,000 Delivered

Out of Home – Total Impressions
Tim’s TV - 828,000
Super Billboards 3,956,400

Access Banners (x3) –
Total Impressions - 363,414

Sunquest Banners (x2)
Total Impressions – 107,808

Social Media Post
Total Impressions: 38,415
CANADIAN TRADE ACTIVITIES & RESULTS

Strategy:

Educate and excite Canadian travel trade to book Arizona through the following activities:

Newsletter E-blasts customized by season (4)
• Distributed to 17,500 travel professionals (each quarter)
• Total opens: 9,502
• Total Click throughs: 936

TravelBrands Western Canada Sales Mission
• Participation in TravelBrands Agent Appreciation Shows in Edmonton and Vancouver and sales trainings in each city
• Total trade reached: 595

Eastern Canada FAM
• 6 attendees from top agencies & tour companies that specialize in golf and adventure from Montreal and Quebec City, participated in December 2018
• Result of the FAM was an increase in bookings to Arizona

Montreal Mini-Mission
• Trainings and meetings with Montreal Tour Operators and Travel Agencies over two days in May
• There is opportunity to grow product for the Southern Region of Arizona
• Have identified three operators – GeoTours, Tours Chanteclerc and Touンドra Voyages – to build product and partner with on marketing campaigns.

Canada Blitz
• Met with 7 tour operators and travel agencies in Toronto to promote Arizona
• Opportunities to develop product with Merit Travel, Tour East Holidays and Air Canada Vacations

Key Performance Indicators
• Trade leads
• Goal 2018-2019: 302
• Total achieved: 824
TRADE RESULTS
PLAN FOR SUCCESS: PR & TRADE

• Increase marketing partnerships with like-minded Canadian brands to engage and convert more Canadian consumers.

• Excite and inspire new audiences through creative PR initiatives that align with Arizona brand pillars.

• Elevate the brand through the use of digital outreach to increase overnight stays and booked unique experiences.

• Align partnerships and promotions with the airlines to increase frequency.