





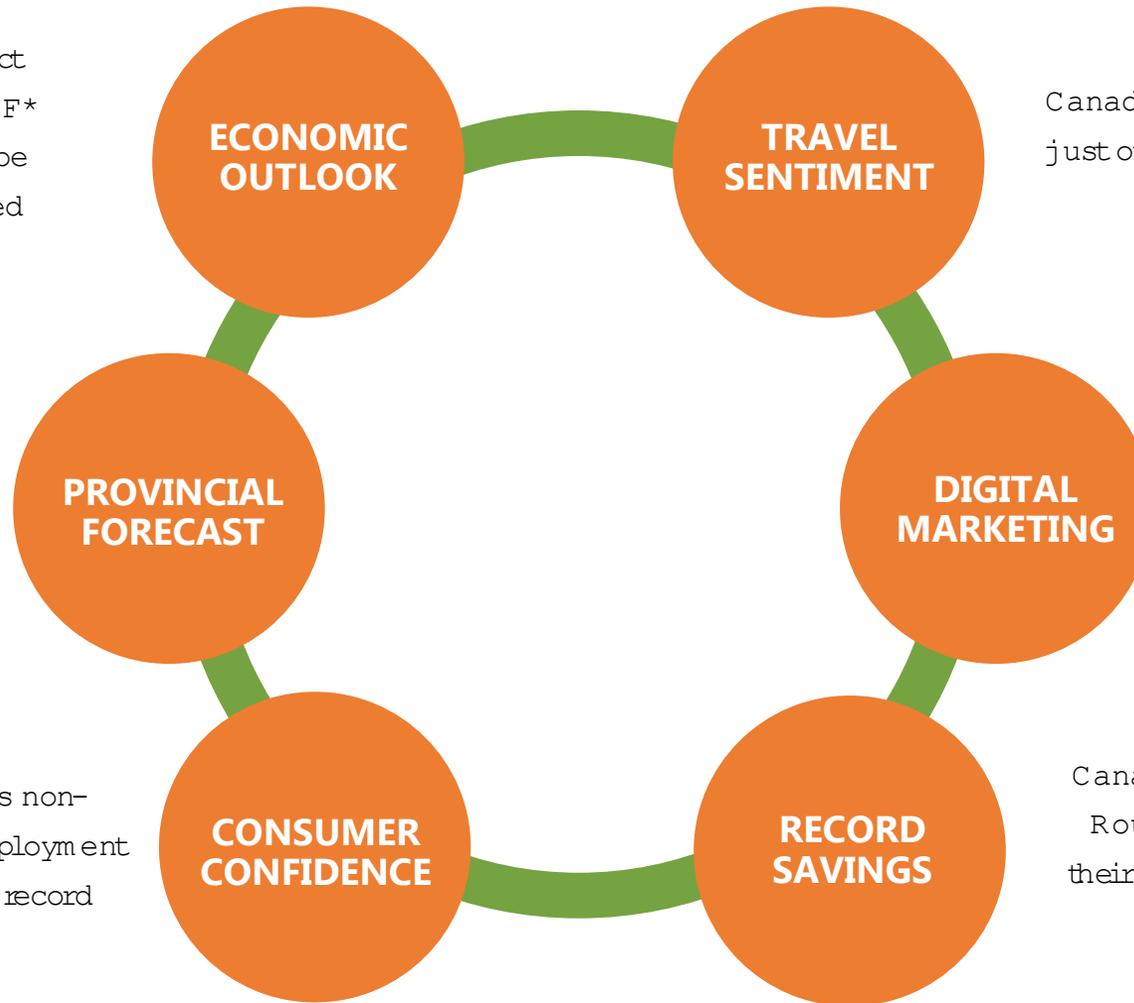
# CANADA OVERVIEW

# CANADIAN ECONOMY IS STRONG

The Federal Government continues to inject significant funding into the economy. The IMF\* has now upgraded the country's growth to be over 5% in 2021 –highest amongst advanced economies.

As of July 2021, all provinces have eased restrictions to their lowest level since spring 2020.

Consumer confidence has risen steadily as non-essential businesses have re-opened. Unemployment rate falling as companies look to re-hire at record levels.



Canadian travel sentiment for the US has grown from just over 20% to almost 50% in the second quarter of 2021.

With digital overload this past year, it's important to have a balanced approach as Canadians resume travel.

Canadians currently have manageable debt. Roughly half the population has increased their savings in the past year to almost record numbers.

# CURRENT CANADIAN CONSUMER LANDSCAPE

Over 85% of the Canadian population lives within 150 miles of the U.S. border. As such, millions of Canadians have a strong emotional connection with the U.S. Many are very keen to travel once border restrictions are lifted.

- The Canadian dollar is currently trading at a **multi-year high vs the USD** and the national housing market is soaring, setting successive monthly sales records for the last 6 months.
- Road trips will be the holiday of choice for the next 12 months: 70% of Canadians view camping & RV-ing as the **safest way to travel for 2021**.
- Canadians are **hoarding a huge number loyalty points** that can be used for future travel – making international travel more viable as prices increase.
- On average, Canadians have 3 weeks of vacation time and tend to take at least one week for a winter getaway and at least one week for summer getaways. Families with children are looking to take advantage of Christmas holidays, and winter & spring break holidays.
- Millions of Canadians will continue to work remotely making travel accessible during shoulder seasons including mid-week travel.
- A federal election is highly possible in the fall of 2021, as the current Liberal government maintains a minority in the House of Commons.

# CANADA TRAVEL AGENTS

## **Importance of the Travel Agent:**

Post-pandemic, a majority of Canadians **plan to use the services of a travel agent** to book their trip in the future. It became overtly clear over the last 16 months that Canadians who had not booked via a government certified travel agent (TICO, OPC, BCPCA) received little to no support in obtaining a refund from airlines and tour operators.

Even with ACTA reporting the closure of 800 storefront agencies since spring 2020, Canada still has over 30,000 registered travel agents and maintains its leading position of most agents per capita, worldwide. The biggest change is that home-based agents will represent the majority of agents in Canada, post-pandemic.

- Ontario, B.C., Alberta and Quebec represent approximately 90% of all travel counsellors in Canada
- Maritime Travel, Vision Travel, TravelLeaders, Uniglobe West, CAA are the largest agency groups in English Canada. Virtuoso agencies are very sought after nationally for unique experiences.
- VED – Voyages en Direct, is the largest group in Quebec, accounting for over 10% of the agents in the province

# CANADA MEDIA LANDSCAPE

During recovery, habits have started to stabilize with new patterns emerging and carrying us into 2021. OOH and radio have come back to near pre-COVID reach levels, but with mobility trending down as COVID numbers rise, reach is likely to dip again in early 2021. However, even if working from home becomes more permanent for some and more people move out to the suburbs post vaccine, both of these channels, as well as cinema, are likely to surge once people can safely explore the world again. [Source](#)

## Media Trends

- In anticipation for the border reopening, many destinations vying for the attention of Canadians and are competitively pitching consumer media and increasing investment into paid channels.
- Last minute bookings will trend along with the ability to increase frequency to the US.
- Promotions and stories need to be compelling in order to stand out amongst the influx of travel promotions.
- With digital marketing overload during the pandemic, consumers are going to be looking for eye catching content that sparks their attention. Shorter compelling messaging is important.
- Influencers are a great way to access consumers through their organic content and instant gratification of posting their trip as they go. Working with influencers will alleviate the need to pitch editors and lessens the wait time for story turnaround – ultimately getting consumers interest quickly and efficiently.

# CANADIAN MEDIA NEWS

- **Rogers Media** taking over Shaw Communications – A \$26 billion plan for Rogers to buy Shaw Communications and Freedom Mobile will help Canadians by allowing the companies to concentrate on building a new generation of networks. In announcing the deal on March 15, Natale stated that he was confident of getting regulatory and government approval by early 2022. [Source: Global News](#)
- The **Travelweek Group** acquires Today's Bride and Destination Wedding magazines – Announced that it has acquired Canada's largest bridal magazine, Today's Bride, as well as Destination Wedding magazine published by Today's Bride, from Newcom Media Inc. Since its inception in 1973, The Travelweek Group has focused on publications for the travel industry. Travelweek's knowledge of the travel trade, paired with the expertise that Today's Bride has in honeymoons and destination weddings, make for a natural fit that will benefit The Travelweek Group, its readers and its clients. [Source: Travelweek](#)
- **St. Joseph Media** is relaunching [Canadian Business](#) in September with a return to print and a focus on main street, entrepreneurs, women in business and the evolution of leadership – all the people who will be playing a huge role in how this country is rebuilt post-Covid-19.
- **TikTok** integrates with Shopify and expands ad solutions in Canada – The growing social platform has added features like e-commerce retargeting and a self-serve ad manager.

# CANADIAN MEDIA NEWS

- [Huffington Post Canada](#) is now closed completely.
- **TorStar** has moved their travel stories under the lifestyle umbrella.
- **The Toronto Star** has gone back to the future with the launch of an expanded weekend version of its popular Wheels automotive section.
- **BOLD Magazine** – BoldTraveller is the flagship luxury travel magazine and has been around for almost 10 years. They introduced their new product [BoldStyle](#); a quarterly luxury beauty, fashion and style magazine for women. Originally scheduled to launch summer 2021, the editorial team decided to push the launch to the fall.
- **Postmedia** has taken a minority ownership position in Wise Publishing, the publisher of MoneyWise, providing Postmedia's audience with additional personal finance content and tools, while also supporting and continuing to build the MoneyWise brand.

# OUTBOUND CANADA: 2020 & Q1 2021

2020 Canadian Visitation to Arizona was 257,400  
2020 Canadian Spending in Arizona was \$325.3  
million

## Overnight leisure travellers from Canada to the US

**With strict quarantine restrictions in place, Canadian visitation numbers were severely impacted both for travel to the US and internationally.**

**Unlike many countries, Canadians were restricted to stay within their respective provinces.**

## 2020 vs 2019

During calendar year 2020, Canadians made 4.8 million overnight trips to the U.S., compared to 20.7 million in 2019. Overall, it was a 76.8% decrease in visitation, with air travel down 72.8% and automobile travel down 80.4%.

## 2021: January to April

Canadians made 277, 119 overnight trips to the U.S. during the first four months of 2021, compared to 4.3 million in 2020. A 93.6% decrease. The numbers are heavily impacted by the border restrictions that came into play in March of 2020. Canadians were travelling freely for the first 3 months of the previous year.

Automobile travel was down 92.3% (148, 179 travellers), while air travel was down 94.7% (128, 940 travellers).

# OUTBOUND CANADA: 2020 & Q1 2021

		January to December										
		N.L.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	
United States	2019	9,036	95	104,967	327,085	3,449,160	9,503,769	648,258	216,116	1,687,906	4,725,624	47
	2020	1,421	60	28,504	60,709	751,568	2,340,535	144,891	61,754	492,983	924,566	1
	% change	-84.3	-36.8	-72.8	-81.4	-78.2	-75.4	-77.6	-71.4	-70.8	-80.4	-
Automobile	2019	...	...	0	301,382	1,952,427	4,986,669	481,999	156,292	366,377	2,648,081	37
	2020	...	...	0	58,418	324,549	1,111,930	86,095	39,323	104,582	418,021	1
	% change	...	...	...	-80.6	-83.4	-77.7	-82.1	-74.8	-71.5	-84.2	-
Non-automobile <sup>1</sup>	2019	9,036	95	104,967	25,703	1,496,733	4,517,100	166,259	59,824	1,321,529	2,077,543	10
	2020	1,421	60	28,504	2,291	427,019	1,228,605	58,796	22,431	388,401	506,545	
	% change	-84.3	-36.8	-72.8	-91.1	-71.5	-72.8	-64.6	-62.5	-70.6	-75.6	-

		January to April										
		N.L.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Y.T.
United States	2020	1,405	59	28,363	54,454	681,410	2,086,724	136,200	54,317	450,028	849,101	1,314
	2021	4	0	7	2,408	55,649	142,094	4,540	3,184	34,070	35,011	149
	% change	-99.7	-100.0	-100.0	-95.6	-91.8	-93.2	-96.7	-94.1	-92.4	-95.9	-88.7
Automobile	2020	...	...	0	52,293	290,123	990,604	79,574	32,068	91,703	387,642	1,214
	2021	...	...	0	2,316	32,759	77,972	3,856	3,014	9,778	18,335	149
	% change	...	...	...	-95.6	-88.7	-92.1	-95.2	-90.6	-89.3	-95.3	-87.7
Non-automobile	2020	1,405	59	28,363	2,161	391,287	1,096,120	56,626	22,249	358,325	461,459	100
	2021	4	0	7	92	22,890	64,122	684	170	24,292	16,676	0
	% change	-99.7	-100.0	-100.0	-95.7	-94.2	-94.2	-98.8	-99.2	-93.2	-96.4	-100.0

# AIR LIFT FROM CANADA - 2020 & 2021

## 2020

- Air lift in the second half of 2020 was affected by the second wave in both the US and Canada. Air Canada and WestJet maintained service to PHX out of Toronto and Western Canada at a time when flights to most US destinations was paused. A sign of their commitment to the route

## 2021

- Q1: Strict Canadian restrictions in place meant the majority of US routes were suspended. Nonetheless, WestJet maintained weekly flights to PHX out of Calgary. One of only two US routes maintained by the carrier.
- Spring 2021 saw Air Canada introduce a weekly flight to PHX from Vancouver. Frequency should increase to twice weekly as of August, Three to 4 times weekly as of September and improve to daily as of September.
- Service increases are expected to ramp up in the third quarter, as demand for late fall and winter 2021-22 are very high. FALL 2021 projections include brand new service:
  - **Air Canada:** The carrier will be operating to 28 US destinations as of summer 2021. As of mid-August they will be reintroducing PHX service from Toronto and Calgary. Edmonton will follow in the fall, while service from Montreal will resume as of November.
  - **WestJet:** WestJet will increase service to Calgary to weekly this fall, while reintroducing service from Vancouver. Toronto service should follow in late-fall.
  - **Swoop:** WestJet's low-cost carrier announced their return to US service for winter 2021-22. They will operate flights to 2 US airports. One of them being Mesa (AZA). The weekly flight from Edmonton will resume in November.
  - **Flair:** Newcomer, Flair announced in July that they will offer US service for the first time as of this winter. They will begin offering service to Mesa (AZA) out of Toronto, Vancouver and Calgary as of October 31<sup>st</sup>.
  - **Porter Airlines:** Launching expanded USA service with the introduction of jet aircraft and service from 4 new Canadian airports. Phoenix is on the board for future destinations in Spring 2022!

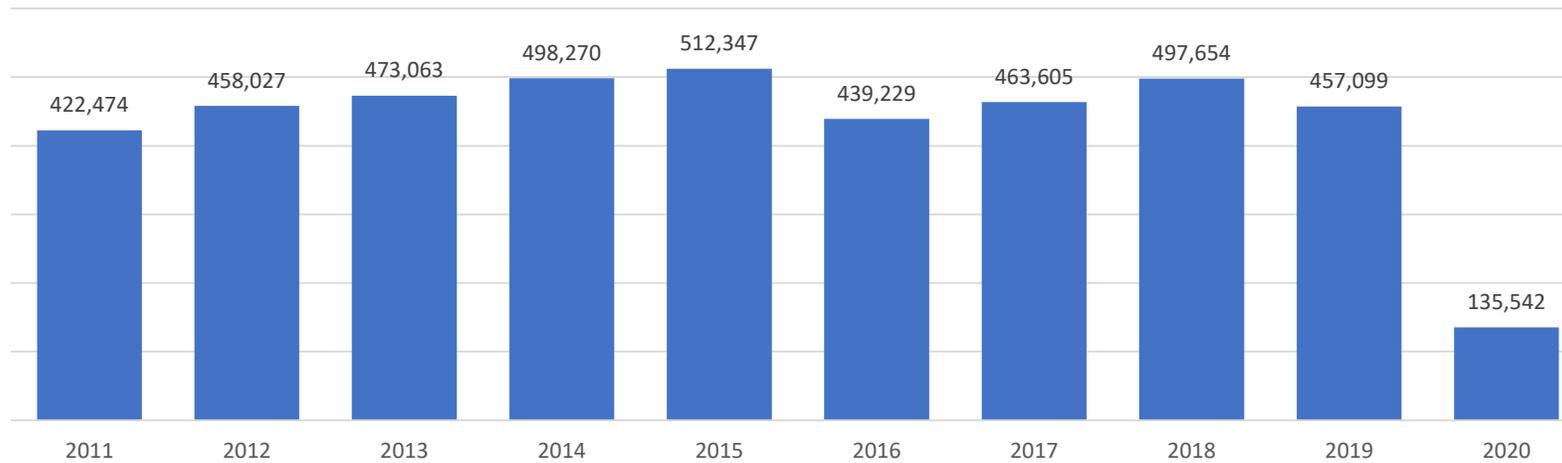
## 2020 VS 2019: SEAT CAPACITY BY CARRIER

2020 Seat Capacity by Carrier (PHX and AZA)									
2020	Air Canada	American Airlines	Flair Airlines	Swift Air dba Eastern Air Lines	Westjet	National Airlines	Swoop Airline	Total Seats	% Change
January	17,111	-	-	-	31,274	-	3,402	51,787	-28%
February	18,784	-	-	-	30,654	-	3,213	52,651	-19%
March	21,010	-	-	-	24,660	199	2,835	48,704	-33%
April	-	-	-	-	-	-	-	-	-100%
May	-	-	-	-	-	-	-	-	-100%
June	-	-	-	-	-	-	-	-	-100%
July	-	-	-	-	-	-	-	-	-100%
August	742	-	-	-	-	-	-	742	-96%
September	348	-	-	-	-	-	-	348	-98%
October	684	-	-	-	1,830	-	189	2,703	-93%
November	3,776	-	-	-	3,970	-	945	8,691	-84%
December	3,640	2,027	-	-	5,416	-	945	12,028	-76%
<b>Total 2020</b>	<b>66,095</b>	<b>2,027</b>	<b>-</b>	<b>-</b>	<b>97,804</b>	<b>199</b>	<b>11,529</b>	<b>177,654</b>	<b>-66%</b>
<b>Total 2019</b>	<b>183,754</b>	<b>63,078</b>	<b>11,506</b>	<b>179</b>	<b>265,794</b>	<b>-</b>	<b>-</b>	<b>524,311</b>	

# 2020 CANADIAN DIRECT AIR ARRIVALS

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Grand Total
Sum of Enplaned Passengers	422474	458027	473063	498270	512347	439229	463605	497654	457099	135542	4357310

Direct Air Arrivals from Canada to the Phoenix Area (PHX & AZA)



## CANADIAN ROUTES TO PHX: 4 out of top 8 spots

Positive travel intentions continue for Canadians travelling to the US as of fall 2021; pointing to a strong return for Canadian travel figures into both PHX and AZA.

Air Canada & WestJet are committed to pre-pandemic volume flight levels for winter 2021-22, while Swoop and Flair will increase those numbers with weekly flights from several Western Canada gateways.

**Busiest international routes from PHX (2019)<sup>[85]</sup>**

Rank ↕	City ↕	2019 Passengers ↕	Carriers ↕
1	<a href="#">London–Heathrow, United Kingdom</a>	301,378	American, British Airways
2	<a href="#">Calgary, Canada</a>	282,672	Air Canada, WestJet
3	<a href="#">San José del Cabo, Mexico</a>	278,390	American
4	<a href="#">Vancouver, Canada</a>	217,803	Air Canada, American, WestJet
5	<a href="#">Toronto–Pearson, Canada</a>	186,075	Air Canada, WestJet
6	<a href="#">Puerto Vallarta, Mexico</a>	160,219	American, Volaris
7	<a href="#">Guadalajara, Mexico</a>	107,627	American, Volaris
8	<a href="#">Edmonton, Canada</a>	103,497	American, WestJet

# EXPECTED TRAVEL TRENDS IN CANADA 2021- 2022



## **Road Trips to less crowded destinations**

The next year will be that of the road trip. Canadians will prioritize road trips that are closer to home and to less crowded destinations.



## **Outdoor Adventure & Experiences**

After 15 months of being confined indoors, Canadians will be seeking more options to stay and experience nature, This segment includes all ages and everyone from recreational adventure to thrill seekers.



## **Safety & Cleanliness**

As we exit post-pandemic restrictions in Canada, transparency in the safety and cleanliness practices being taken by all levels of tourism within a destination will play a significant role in traveller decision making



## **Private Vacation Rentals**

Canadians are anxious about crowds as they start to travel beyond their borders. RV rental sales in the last year have been at record levels across the country. Access to RV rentals, efficiency suites, home and condo rentals will alleviate that anxiety.



## **Deal Seekers**

Many Canadians (of every economic status) will be searching for the best possible deals and saving opportunities as well as value ads as they book travel post-pandemic. These travelers fall under the drive market.



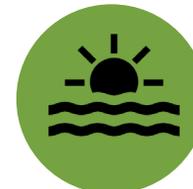
## **Travel Advisors**

Expect a rise in Canadians seeking the expertise of travel advisors to manage bookings & provide up to date information on guidelines, safety protocols, and travel restrictions. Surveys are showing a strong demand for travel agents in Canada.



## **Families & Bubble Travel**

Reconnecting with friends and loved ones will be a primary travel motivator for many Canadians. As with most countries, we have not connected with loved ones in the last year. The need to travel amongst friends and family will be a key driver in booking vacations.



## **Increased interest in Sun Destinations**

Canadians are already planning their fall/winter 2021 and spring/summer 2022 vacations. Sun destinations are the main driver for this fall and winter, with cruises leading the way.

# TRAVEL MOTIVATION & PLANNING

- **Drive Market continues to rule 2021 :**
  - Majority of Canadians view drive holidays as the safest type of vacation, with 70% viewing RV holidays as the safest option for summer and fall 2021
- **Travel Trade & Airline Activity At-a-glance**
  - Travel agencies across Canada started to reopen in June 2021, but with 800 agencies closing their office space, that majority of counsellors in Canada are now working remotely and will likely continue to do so permanently, post-pandemic.
  - Consortia conferences returning: UNIGLOBE, TravelLeaders & VED are the first to announce the return of in-person conferences
  - Group tour business to the US and internationally is not expected to make a comeback before spring 2022 at the earliest. Tours currently being offered domestically, are capped at 16-20 passengers to ensure distancing on the coach
  - FIT (individual travel) business will be the claim to fame for the remainder of 2021 and into early 2022 with a strong focus on outdoor spaces and road trips.
  - Luxury travel: while the majority of agencies are reporting 2019 booking levels for late fall and the upcoming winter, luxury agencies like Virtuoso are reporting that their clients are booking for travel this summer. Focus on private tours, exclusive behind the scenes experiences. Luxury-minded couples and families that are double vaccinated are showing little hesitancy towards travel.
    - Air Canada: Air Canada is ramping up their US service with 28 cities to be serviced out of Canada as of August 1<sup>st</sup> - **Phoenix flights out of Toronto and Calgary** will be added to the schedule for late summer.
    - West Jet: WestJet will be operating a dozen US destinations this summer, which includes weekly Calgary to PHX service

# TRAVEL MOTIVATION & PLANNING

- **Millennials and seniors 65+** are the two most populous age group in the country, accounting for over 60% of the population. The 25-44 age group is the group that majority of surveys are showing will travel first, while over **90% of Snowbirds** have expressed interest to return to travel again as of this winter. 20% of Canadian snowbirds, **traditionally visit Arizona.**
- **Summer and fall intentions**
  - Bubble travel which includes reconnecting with friends and family is the option of choice as travel restrictions started to ease in June 2021. This includes families, singles and couples of all ages.
  - Provincial government workers in many parts of the country will stay on a 2 day in-person, 3-day virtual work week, even post-pandemic. A move that was announced as permanent.
  - This hybrid work mix will encourage weekday travel.
  - Summer 2021 TravelZoo and Expedia Canada surveys found that the US is firmly in second place when it comes to Canadian's travel searches, just behind domestic travel.
  - With major life events put on hold during the pandemic, demand and opportunity to promote destination weddings and honeymoons is at its peak.

# MARKET INSIGHT

*"For each week that travel restrictions remain in place, the U.S. economy is losing \$1.5 billion in spending just from Canada, the European Union and the U.K.—enough money to support 10,000 American jobs."*

Roger Dow  
President & CEO, US Travel  
July 8<sup>th</sup>, 2021

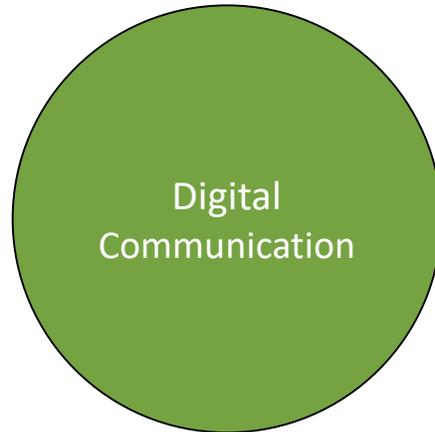
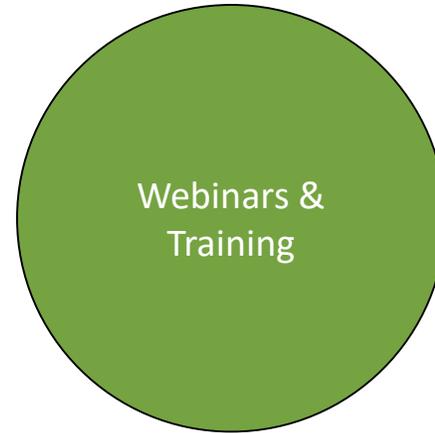
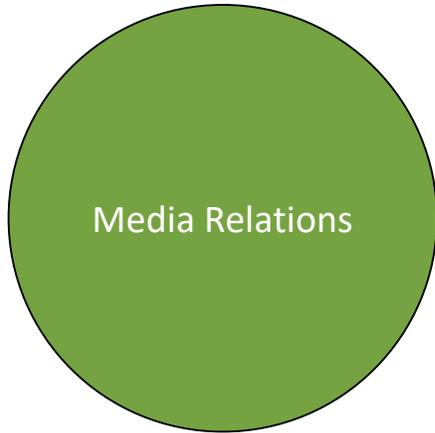
**U.S. TRAVEL**  
ASSOCIATION®





# FY21 – CANADA UPDATE

# PLAN AT A GLANCE





# **VIRTUAL MISSION:** **REDISCOVER SUNSHINE**

## **MEDIA & TRADE**

# VIRTUAL MISSION: REDISCOVER SUNSHINE



## Campaign Overview

The Arizona Office of Tourism Canada team created a virtual concept to “wow” both media and trade partners while going above and beyond what other destinations have launched in Canada. With many being “Zoom-ed out”, it was important to be unique in our approach and leave a lasting impression.

The concept included delivering Arizona local items in customized boxes, along with interactive educational activities such as online quizzes, videos and a dedicated landing page that complemented each daily theme.

Each day’s theme elevated the senses to bring the brand to life - something to feel, something to touch, something to taste, and something to learn.

Secured 26 participants from some of Canada’s most reputable news channels including Globe & Mail, Calgary Sun, Reader’s Digest, Toronto Sun, as well as trade partners like WestJet Vacations, Air Canada Vacations, Travel Brands, and more.

**Day 1 – UNIQUELY ARIZONA** – Arizona is home to some of the best adventures and cuisine in the world. The most famous and unique is also one of the seven wonders of the natural world, The Grand Canyon National Park.

**Day 2 – CULINARY & AGRITOURISM** – Arizona is rapidly becoming known for its culinary excellence, thanks to James Beard award-winning chefs and restaurants, farm-to-table fare, American Indian specialties and, of course, authentic Southwestern cuisine. Home to the first UNESCO City of Gastronomy and over 4,000 years of agricultural history, you’ll find an ambiance to suit your taste in Arizona.

**Day 3 – OUTDOOR ADVENTURE** – Endless adventure awaits you in Arizona: your ideal place to get away in the great outdoors. Hike or ride horseback along scenic desert trails. Tackle red-rocked backcountry on a Jeep. Raft the Colorado River through the Grand Canyon or soar above stunning landscapes by plane, zipline or skydive.

**Day 4 – HISTORY & CULTURE** – From American Indian ruins, historic military forts, and pristine white missions dotting the landscape to intricate Victorian mansions, ornate courthouses, and entire Wild West districts in the heart of town, there’s something to fill every era of human history.

**Day 5 – ARIZONA ROAD TRIP** – Some journeys begin with a single step. Others require wheels. From small-town streets to the unique landscapes of our parks, these road trips are designed with socially-distanced fun in mind.

# VIRTUAL MISSION: REDISCOVER SUNSHINE

## 11 Media Participants

Globe & Mail	Maryam	Siddiqi
Toronto Sun	Cynthia	McLeod
Canadian Geographic	Aaron	Kylie
The Curious Creature	Solmaz	Khosrowshahian
Montecristo	Robin	Perelle
Freelance/Broadcast	Heather	Greenwood Davis
Calgary Herald	Michele	Jarvie
Reader's Digest	Erica	Ngao
Freelance	Bianca	Bujan
Boulevard Magazine	Susan	Lundy
Freelance	Lisa	Kadane

## 15 Trade Participants

Air Canada Vacations	Rose	Gonzalez
WestJet Vacations	Madeleine	Brydon
Flight Centre	Alexandra	Roper
Direct Travel/Vision	Joanne	Patterson
CWT Vacations	Rob	Blowes
Kensington Tours	Kelly	Torrens
TTI	Francine	Prud'homme
YYZ Travel	Sheila	Mondragon
Skylink Voyages	Marilena	Barile
Uniglobe Travel Western Canada Inc	BeeBee	Prangchan
Voyages Gendron	Eve	Bordeau
Travel Brands	Louise-Helene	Bayard
Group Voyages Quebec	Brian	Lane
Authentik USA	Michelle	Boucher
Tundra Voyages	Fanny	Spanu

# VIRTUAL MISSION: REDISCOVER SUNSHINE

## Day 1 – UNIQUELY ARIZONA



## Day 2 – CULINARY & AGRITOURISM



# VIRTUAL MISSION: REDISCOVER SUNSHINE

## Day 3 – OUTDOOR ADVENTURE

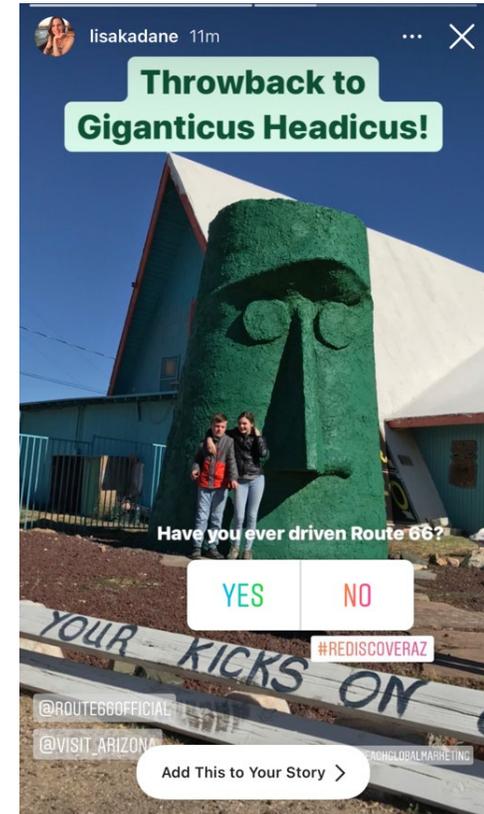


## Day 4 – HISTORY & CULTURE



# VIRTUAL MISSION: REDISCOVER SUNSHINE

## Day 5 – ARIZONA ROAD TRIP



# VIRTUAL MISSION: REDISCOVER SUNSHINE

## Compliments from Participants

"Quick note to say how much I enjoyed last week's games and trivia. Thanks for including me and here's to visiting when the time is right."

**Heather Greenwood Davis**  
Freelance journalist

"We made cookies using the flour from Hayden Flour Mills – my 'best' batch of cookies ever, we even shared some with the neighbors!"

**Madeleine Brydon**  
Skylink

"I enjoyed Arizona clues and daily quizzes! Your fun 5-day challenge opened my eyes to the beauty of the Grand Canyon and the other pleasures just waiting to be savoured from Arizona. I think a road trip discovering big open spaces could work well."

**Robin Perelle**  
Montecristo Magazine

"Bruce and I are seriously considering a road trip to Arizona this winter."

**Susan Lundy**  
Boulevard Magazine

"Thank you so much for the opportunity. I had so much fun learning about Arizona. The content was amazing!"

**BeeBee Prangchan**  
Uniglobe Western Canada

"Thank you for everything you did to make this happen. The packages you put together were amazing. I certainly had no idea I would get gifted generously just for getting work done!"

**Francine Prud'homme**  
TTI Travel



# PUBLIC RELATIONS

## CANADIAN PR RESULTS: 2020-2021

- 7,697,402 Media Impressions
  - 4 Print Articles
  - 9 Online Stories
- \$466,826 CAD in Publicity Value
- Press Trip Interest Generated for 2021-2022
  - **Vancouver Sun** – native culture
  - **Calgary Herald** - golf
  - **Le Devoir** – Route 66/Grand Canyon
  - **The Informed Traveler** – road trips

# KEEPING THE DREAM ALIVE CANADIAN PR RESULTS: PRINT

**MARQUEE**  
REDEFINING MODERN LUXURY WINTER 2020

**The Greater Purpose**  
**Michael Lee-Chin**  
Canadian Billionaire  
and Philanthropist

**A Transformative Time**  
CAPTURING THE PANDEMIC

**WE WILL TRAVEL AGAIN**  
Your Next Destination

**FITNESS**  
Featuring CP24  
Brendan Hunt,  
Poopia Handa and  
Gurdeep Ahluwalia

**CANADIAN FASHION**  
BRANDS GIVING BACK

**EXCLUSIVE RECIPE**  
Embracing Indigenous Cuisine

\$15.00 US \$12.00 Canada

**We Will Travel Again**  
Five Fantastic Destinations to Bookmark for Your Next Trip

By Ellen Douglas

Statistics reveal a renewed interest of a lot of people and unique local flavors and are now staying home from the care and respect. You want to go to places where you have the best time in return as well as an easy trip to enjoy ourselves in these uncertain times. Travel will open up again, and when it does, there will be a lot of people who will want to go back. These five fantastic destinations should be bookmarked for your future travels that they claim that you might enjoy, even if it's just a day of the best things we'll find for when we return.

**Arizona**

In a particular order, we start in Arizona, a distinct destination offering a relaxed combination of outdoor activities and urban sophistication. Laid-back living means that Arizona is a great escape for anyone who wants to enjoy the best of both worlds. From the rugged adventures that will immerse you in the state's natural beauty to the laid-back lifestyle of the desert, Arizona has something for everyone. From the rugged adventures that will immerse you in the state's natural beauty to the laid-back lifestyle of the desert, Arizona has something for everyone.

THE BEATING HEART OF THE WEST IS IN THE STATE OF ARIZONA. From the rugged adventures that will immerse you in the state's natural beauty to the laid-back lifestyle of the desert, Arizona has something for everyone. From the rugged adventures that will immerse you in the state's natural beauty to the laid-back lifestyle of the desert, Arizona has something for everyone.

MARQUEE MAGAZINE | 28 | WINTER 2020

**TRAVEL**

**You really need to ask yourself 'what do I want my vacation to include?' If it's, 'I really need to find myself' then you... think about where are some of those places off the beaten path. And Arizona has plenty of those.**

Jon Colby

**SPLENDID ISOLATION**

Wide open spaces allow visitors to slow down on a trip across Arizona

**MICHAEL DAVIS**... **HEMINGWAY**... **PARADISE**... **KNOW BEFORE YOU GO**...

**COMMUNITY NEWS**

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NOW HIRING SCHOOL BUS DRIVERS  
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**LAZY AIDS**  
LAZY AIDS

**EXCELLENCE**  
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# KEEPING THE DREAM ALIVE

## CANADIAN PR RESULTS: PRINT



**Coyote Springs.**

Hill is the perfect course for golfers of all skill levels. Turtle Hill is also pioneering Foot Golf in Bermuda. Played by kicking a soccer ball into XXL golf cups on the golf course in as few shots as possible, it's a fun activity for the young and young at heart.  
fairmont.com

**Leopard's Chase, North Carolina**  
Another big cat: Leopard's Chase has taken its place among the elite courses in the region. With five sets of tees for all manner of skill sets, and traversing more than 220 acres of natural coastal terrain, the course is graced with scenic landscapes, scattered with native grasses and plantings that include preserved wetlands. One of the many distinguishing characteristics of this Tim Cate creation is the powerful use of the natural and man-made water features throughout, with the biggest splash of all being on the 18th hole, where the steeply undulating green is fronted by a spectacular cascading waterfall.



**Leopard's Chase.**



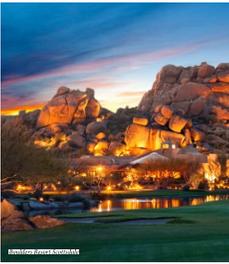
**Turtle Hill.**

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**Lodge at Ventana Canyon, Arizona**  
A pristine 600-acre gated preserve: No list of Tuscon-area courses would be complete without mention of the Lodge at Ventana Canyon. Nestled into the Santa Catalina Mountains, the Ventana Canyon is a lush desert oasis, with each scene more spectacular than the next. The property boasts two 18-hole championship golf courses designed by architect legend Tom Fazio, a country club with lavish membership amenities and an intimate 50-suite lodge. At the highest point of the Lodge's Tom Fazio Mountain Course, their signature third hole is their prize must-play. [thelodgeatventanacanyon.com](http://thelodgeatventanacanyon.com)



• MARQUEE HEALTH & WELLNESS •


Green-filled half-hour drive away will land you in the town of Cary, where you'll be drawn to the clean, contemporary lines of The Umstead Hotel and Spa, nestled among the tall Carolina pines and spruce firs. The spa features a private art collection curated with local and international artist's work, enhancing your experience as you release your stress through treatments at this refuge of tranquility. With so much scenery around you, be sure to bring a sketchbook and pencil for a bit of art therapy yourself. Art therapy is real and rooted in the idea that creative expression can foster healing and mental well-being, and yes, this includes drawing and even doodling.

You'll notice that the Umstead has taken full advantage of North Carolina's woodland setting. From organic botanical treatments to the soothing sounds of mountain water and the expansive views, this is a space where all of your senses are engaged, which is why they are consistently listed among the best spas in the Raleigh area. The website says it all. This is a place where nature, art, and wellness unite.

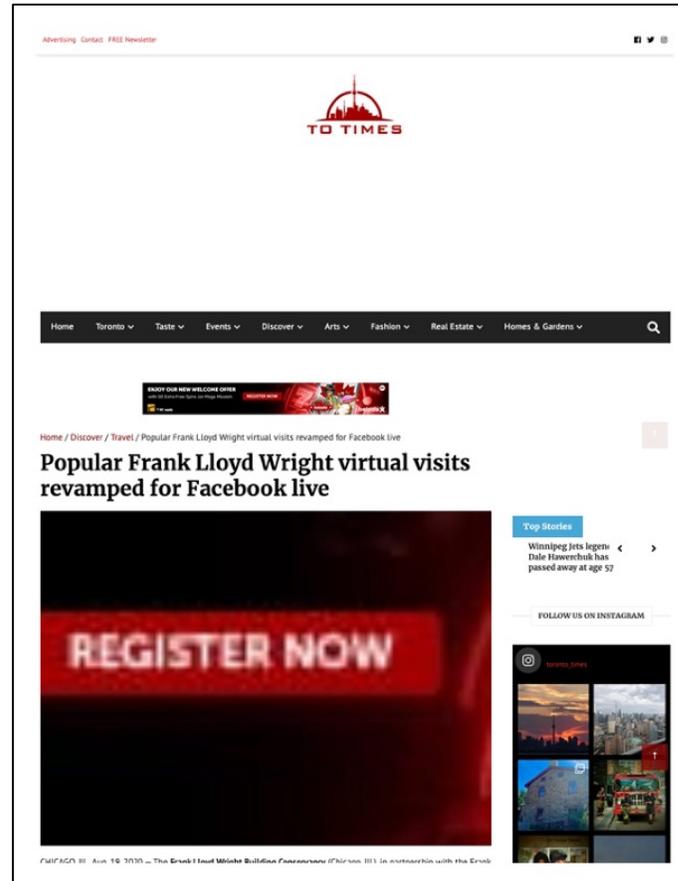
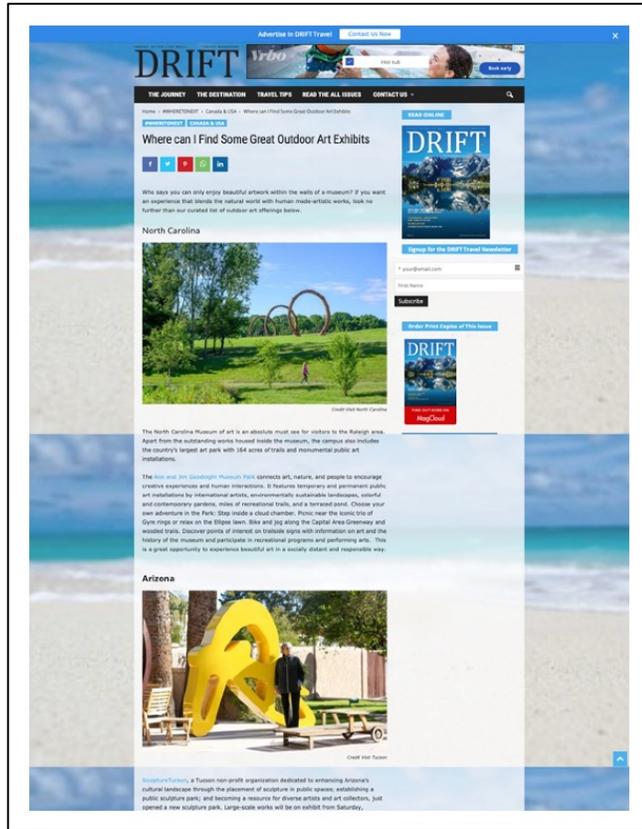
Want to turn up the heat? Exposure to sunlight is thought to increase the brain's release of serotonin, a mood booster, helping a person feel calm and focused. So, hit the gas for top a flight and get yourself to Asheville. In the Santa Catalina Mountains in Tucson sits one of the best spas in the world. The Spa at Canyon Ranch is a world-renowned, 40,000-square-foot complex where you'll find the unique Water Aquatic massage. While floating comfortably in a suspended pool of warm water, your body is massaged, softening muscles, stretching tissues, and opening energy pathways. For hundreds of years, the Sonoran Desert has been said to have healing powers, attracting some of the most distinct spas to be found. From the hydrotherapy immersion of the Grand Wellness Retreat and Spa to the teepee for guided meditation and a large Organic Garden visited by guests at the Braden River Scottsdale spa. Add the Aroma Blending Bar and other wellness offerings at the spa at Four Seasons Resort Scottsdale at Troon North, and the only stress you'll be left with is choosing just one.




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# KEEPING THE DREAM ALIVE CANADIAN PR RESULTS: ONLINE





# TRAVEL TRADE

# CANADIAN TRADE ACTIVITIES & RESULTS

## Events & Trainings

We were successful in capturing the attention of an audience flooded with information by hosting **12 virtual trainings**. We connected with agents from top producing travel agencies, nationally and in both English and French. (ex: AMA, Travel Only, Flight Centre, Voyages Synergia)

*Canada Office webinars reached a total of 435 agents.*

## Brand USA

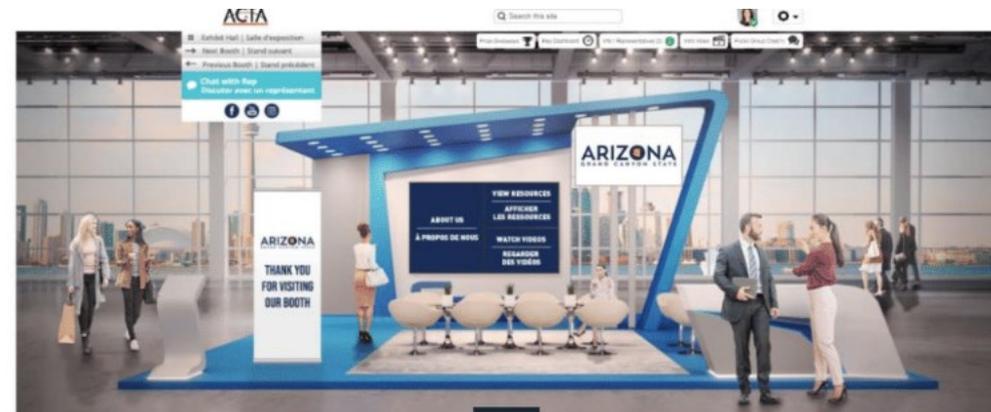
Collaborative training for 31 agents. Facebook Live video viewed over 600 times.

## Sales calls

Completed 133 sales calls, of which 71 were in the last few months of the fiscal year as we approach recovery.

## Key Performance Indicators :

- Trade Leads, Sales calls, Trainings & Webinars
  - Goal 2020-21: 332
  - Total Achieved: 435



# CANADIAN TRADE ACTIVITIES & RESULTS

## **Association of Canadian Travel Agencies Trade Show (Canadian AAA)**

- The Arizona Booth received 550 attendees. Participants all received a follow up e-mail with travel guides, access to our newsletter registration, and links to COVID-19 resources and updates.
- Results: Inquiries about intimate hotels and RV parks, the best hiking itineraries in the state, and where to stay. Many participants enjoyed the Rediscover video and planned on sharing it with their teams

## **Travel Leaders Virtual Trade Show**

- The Arizona booth received 252 attendees. The most downloaded material were our 3 itineraries (Route 66, Scenic Drives and Big City Little Pleasures). All attendees received a follow up message with details on signing up for our newsletter + a reminder about COVID-19 resources available on the websites

## **OUTDOOR ADVENTURE TRAVEL SHOW:**

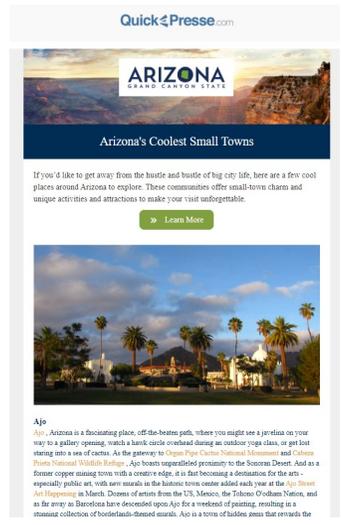
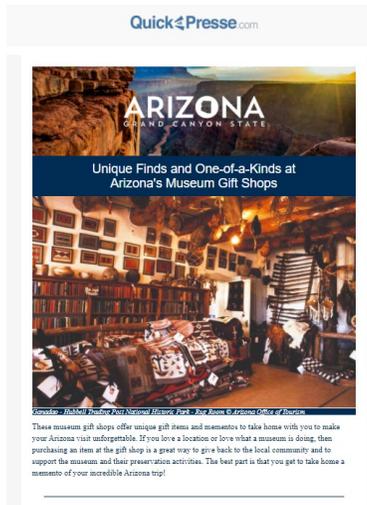
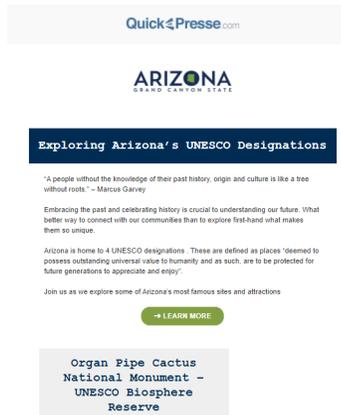
### **Go Adventure Guide**

- We participated and we were featured in the **Outdoor Adventure Show's** Digital Landing Page & Recorded Webinar, reaching tens of thousands of their Canadian members in late winter and early spring 2021 through a dedicated landing page, including video content. Arizona was included in 3 of their targeted local copies: Toronto, Calgary and Vancouver

<https://goadventureguide.com/visit-arizona>

# CANADIAN TRADE ACTIVITIES: NEWSLETTERS

12 English newsletters sent to **17,497 agents nationally** and 1 French newsletter sent to **8,800 French speaking travel trade members**



# THE ROAD TO RECOVERY

## 1) Meaningful Relationships Matter

Now more than ever, the focus towards cultivating deeper, more meaningful relationships with customers, media, influencers and relevant stakeholders is imperative to ensuring long-term satisfaction and brand loyalty.



## 2) Tell Relevant, Authentic Stories and Support Your Community

Brand campaigns must speak to the realities of the pandemic. Life has changed. How is your product relevant today? Additionally, this is the time to enhance Corporate Social Responsibility and offer compelling propositions in support of your community.



## 3) Respect Social Distancing & Provide Access to the Extraordinary

The “new normal” brings unique opportunities to offer virtual experiences and to enhance intimate social gatherings. Bringing experiences to life and providing access to experts within the comforts of one’s home will be crucial in 2020 and beyond – how-to with chefs, DIY spa day with aestheticians, at-home parties with DJs, etc.



## 4) Make Digital Your New Best Friend

Enhancing digital connectivity can accelerate recovery. Building a custom plan to expand your online presence allows your brand to reach customers online – no matter what stage of physical distancing we’re in.



## 5) Customize Your Brand - No More Status Quo

The world has changed. The time to reinvent is now. Evolving and innovating your products and services is essential to relaunch your brand into the new “normal”.



# **THANK YOU**

**Ashton Andino and Kosta Tsimiklis**

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