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.

Source: Conference Board of Canada, BNN Bloomberg Canada CTV & CBC News Canada

*IMF - International Monetary Fund
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.
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

Source: Travelweek Canada and ACTA
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 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 ecommerce retargeting and a self-serve ad manager.
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).

Source: Conference Board of Canada
# OUTBOUND CANADA: 2020 & Q1 2021

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<tr>
<td>2019</td>
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<td>59</td>
<td>28,303</td>
<td>3,448,160</td>
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<td>59</td>
<td>28,303</td>
<td>2,101</td>
<td>391,287</td>
<td>1,096,120</td>
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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 31st.
  - **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

<table>
<thead>
<tr>
<th></th>
<th>2020 Seat Capacity by Carrier (PHX and AZA)</th>
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<tbody>
<tr>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>January</td>
<td>17,111</td>
</tr>
<tr>
<td>February</td>
<td>18,784</td>
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<tr>
<td>March</td>
<td>21,010</td>
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<tr>
<td>April</td>
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<td>May</td>
<td>-</td>
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<tr>
<td>June</td>
<td>-</td>
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<tr>
<td>July</td>
<td>-</td>
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<tr>
<td>August</td>
<td>742</td>
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<tr>
<td>September</td>
<td>348</td>
</tr>
<tr>
<td>October</td>
<td>684</td>
</tr>
<tr>
<td>November</td>
<td>3,776</td>
</tr>
<tr>
<td>December</td>
<td>3,640</td>
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<tr>
<td>Total 2020</td>
<td>66,095</td>
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<tr>
<td>Total 2019</td>
<td>183,754</td>
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2020 CANADIAN DIRECT AIR ARRIVALS

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</thead>
<tbody>
<tr>
<td>Passengers</td>
<td>422,474</td>
<td>458,027</td>
<td>473,063</td>
<td>498,270</td>
<td>512,347</td>
<td>439,229</td>
<td>463,605</td>
<td>497,654</td>
<td>457,099</td>
<td>135,542</td>
</tr>
</tbody>
</table>

Source: Sky Harbour Airport, US BTS, CBoC estimates
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.

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

Source: PHX International Arrival Figures
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 1st - 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
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.
“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 8th, 2021
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

<table>
<thead>
<tr>
<th>Publication</th>
<th>Name</th>
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<tbody>
<tr>
<td>Globe &amp; Mail</td>
<td>Maryam Siddiqi</td>
</tr>
<tr>
<td>Toronto Sun</td>
<td>Cynthia McLeod</td>
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<tr>
<td>Canadian Geographic</td>
<td>Aaron Kylie</td>
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<tr>
<td>The Curious Creature</td>
<td>Solmaz Khosrowshahian</td>
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<tr>
<td>Montecristo</td>
<td>Robin Perelle</td>
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<tr>
<td>Freelance/Broadcast</td>
<td>Heather Greenwood Davis</td>
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<tr>
<td>Calgary Herald</td>
<td>Michele Jarvie</td>
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<td>Reader’s Digest</td>
<td>Erica Ngao</td>
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<tr>
<td>Freelance</td>
<td>Bianca Bujan</td>
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<td>Boulevard Magazine</td>
<td>Susan Lundy</td>
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<tr>
<td>Freelance</td>
<td>Lisa Kadane</td>
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### 15 Trade Participants

<table>
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<tr>
<th>Company</th>
<th>Contact Name</th>
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<tbody>
<tr>
<td>Air Canada Vacations</td>
<td>Rose Gonzalez</td>
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<tr>
<td>WestJet Vacations</td>
<td>Madeleine Brydon</td>
</tr>
<tr>
<td>Flight Centre</td>
<td>Alexandra Roper</td>
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<tr>
<td>Direct Travel/Vision</td>
<td>Joanne Patterson</td>
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<tr>
<td>CWT Vacations</td>
<td>Rob Blowes</td>
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<tr>
<td>Kensington Tours</td>
<td>Kelly Torrens</td>
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<tr>
<td>TTI</td>
<td>Francine Prud’homme</td>
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<tr>
<td>YYZ Travel</td>
<td>Sheila Mondragon</td>
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<tr>
<td>Skylink Voyages</td>
<td>Marilena Barile</td>
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<tr>
<td>Uniglobe Travel Western Canada Inc</td>
<td>BeeBee Prangchan</td>
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<tr>
<td>Voyages Gendron</td>
<td>Eve Bordeaux</td>
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<tr>
<td>Travel Brands</td>
<td>Louise-Helene Bayard</td>
</tr>
<tr>
<td>Group Voyages Quebec</td>
<td>Brian Lane</td>
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<tr>
<td>Authentik USA</td>
<td>Michelle Boucher</td>
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<tr>
<td>Toundra Voyages</td>
<td>Fanny Spanu</td>
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VIRTUAL MISSION: REDISCOVER SUNSHINE

Day 1 – UNIQUELY ARIZONA

Day 2 – CULINARY & AGRITOURISM
VIRTUAL MISSION: REDISCOVER SUNSHINE

Day 3 – OUTDOOR ADVENTURE

Day 4 – HISTORY & CULTURE

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VIRTUAL MISSION: REDISCOVER SUNSHINE

Day 5 – ARIZONA ROAD TRIP

The last day of my virtual #RediscoverSunshine tour through Arizona is all about the road trip. Our family loves road tripping in the Grand Canyon state.

The final day of my virtual tour through @VisitArizona. Arizona is all about the Arizona road trip! During my last visit, my son and I drove across the southern part of the state (from Tempe to Tombstone).

Throwback to Giganticus Headicus!

Have you ever driven Route 66?

Yes  No
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
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, TravelOnly, FlightCentre, 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
  • Goal2020-21: 332
  • TotalAchieved: 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”.

ARIZONA OFFICE OF TOURISM
AZGCOT.com
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THANK YOU
Ashton Andino and Kosta Tsimiklis
REACH GLOBAL MARKETING (Canada)
For Arizona Office of Tourism

Ashton@reachglobal.ca / kosta@reachglobal.ca