Canada Annual Market Update

July 2021 to June 2022
Canada at a Glance

Economy:
• 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. We’re neighbours! With a strong CAD dollar, many Canadians are looking for accessible options across the border.
• As of June 2022, inflation is nearing a 40-year high while gas prices have increased 48% from June 2021. CTV News
• The Bank of Canada is trying to rein in inflation. Canada's Big Six banks are raising prime rates by half a percentage point to 3.20 per cent from 2.70 per cent. CTV News
• Canada is expected to have an above average GDP growth of 3.8% in 2022. CTV News

Choosing Close Proximity: Road trips and short flights will be the holidays of choice. The drive market continues to grow and is expected to have an extremely strong Fall and Winter seasons. Global News
• 33% of Canadians with access to a vehicle are ready to drive at least 7 hours as part of a road trip
• 31% are willing to sit in their cars for at least 4 hours

Air Access: We continue to see airline access resume close to pre-pandemic levels and ultra-low-cost-carriers (ULCCs) are quickly entering the market. Additionally, demand increased in-market after re-launching marketing initiatives which grew flights back more quickly.

Marketing Over-Saturation: Destinations in Canada are not spending any money on marketing & promotions in summer 2022 as multiple regions are running at extremely high occupancy. Focus is on growing fall and winter 2023.
1. Canada remains the fastest growing country in the G7.

2. Canada is home to just over 38 million people.

3. Ontario and Quebec represent 61% of the total population.

4. The 4 largest provinces (ON, QC, BC, AB) represent just over 86% of the population.

5. British Colombia & parts of Western Canada outpaced other regions.

6. Millennials and 65+ represent 2/3’s of the population and travel the most.
RBC reports tourism benefiting from a buying frenzy. Travelzoo Canada expects an increase in bookings in 2022.

Booking windows range from last-minute to 1-3 months according to TL Network. Travellers want to celebrate milestone, create authentic connections with destinations and spend time in nature.

As of Spring 2022, airlines will increase frequency and add new routes across USA: Vegas, Phoenix, Boston, New York, Charlotte and more.

Furthermore, 77% of U.S. Travel Intenders plan to travel by car for their next overnight trip.

GlobalData reports that millennials took the most holidays in 2021 followed by Gen Z with almost two billion holiday takers.

Many Canadians want to travel with their family & friends and are seeking out family friendly and multi-generational activities and accommodations.

Many boutique stores and local shops have closed in the past two years. In addition, shipping delays and limited resources, means Canadians are struggling to find the items they need.

Shopping will be a significant driver for Canadian travel in 2022 and 2023.
With government restrictions & pandemic-related closures on both sides of the border throughout most of 2021, the first part of the 2021-22 fiscal year was focused on elevating the Arizona brand in-market, enhancing relationships with key taste-makers in PR and trade, and building the pipeline in preparation of travel resuming.

In early 2022, federal travel restrictions lifted and the entire world was coming after Canadian travellers. With immense pent-up demand for travel, speed-to-market was essential.

With a top-tier Reverse Mission including PR & trade, hyper-customized press trip itineraries, targeted consumer shows, and educational sales calls & webinars, Arizona’s brand maintained a strong presence in Western Canada, Ontario & Quebec while delivering key messages within luxury, sports & golf, & culinary markets targeting snow birds and mature travellers.
Reverse Mission
Trade & PR
Overview:

To showcase the Tucson region, bring business opportunities to partners with one-on-one meetings, and to create demand & grow access, the Canada team secured 4 media and 2 trade partners to participate in a group FAM.

Attendees:

<table>
<thead>
<tr>
<th>Nagel Tours</th>
<th>Linda</th>
<th>Theoret</th>
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<tbody>
<tr>
<td>Elite Sports Tours</td>
<td>Tim</td>
<td>Macdonnell</td>
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<tr>
<td>Calgary Herald</td>
<td>Pamela</td>
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<td>Vancouver Sun</td>
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<td>Alex</td>
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<tr>
<td>Toronto Star</td>
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Reverse Mission – Results to Date

Media Coverage Generated:


Toronto Star Online Impressions: 9,916,865
Toronto Star Print Impressions: 1,140,000

Total Toronto Star Impressions: 11,056,865
Toronto Star Media Ad Value: $160,131.02


Syndicated across Postmedia network – highlights include:

- Edmonton Journal
- Vancouver Sun

Postmedia Online Impressions: 9,702,364
Postmedia Print Impressions: 1,245,534

Total Postmedia Impressions: 10,947,898
Total Postmedia Media Ad Value: $191,907.50

Expected Media Coverage:

Vancouver Sun & ELLE Quebec – Scheduled for Fall 2022
Public Relations
Media Relations - KPIs

**Individual Press Trips**

- Goal: 10
- Delivered: 8
  
  *(between Feb-May 2022)*

**Earned Media FY 21-22**

- Total Media Impressions: 46,258,917
- Total Media Ad Value: $2,346,474
**Press Trips Overview**

**Overview:** Knowing that competition would be fierce, the Canada team work hard to pitch and secure Spring media visits from high-ROI, top-tier media with short-lead publication times. Themes focused on golf, luxury, road trips, and outdoor adventure.

**Strategy:** Focus on Western Canada & short haul markets for Reverse Mission while securing spring press trips with both national and regional Ontario & Quebec-based publications.

<table>
<thead>
<tr>
<th>Reverse Mission</th>
<th>Feb 25-Mar 5, 2022</th>
<th>Michele Jarvie</th>
<th>Calgary Herald</th>
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<tr>
<td></td>
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<td>Vanessa Pinniger</td>
<td>Vancouver Sun</td>
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<td>Wing Sze Tang</td>
<td>Toronto Star &amp; Metroland Media</td>
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<td>Alex Gonthier</td>
<td>ELLE Canada &amp; ELLE Quebec</td>
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<tr>
<th>Individual Press Trips</th>
<th>April 18-24, 2022</th>
<th>Jon McCarthy</th>
<th>Toronto Sun/Postmedia</th>
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<tbody>
<tr>
<td></td>
<td>May 6-10, 2022</td>
<td>Gabriel Anctil</td>
<td>Le Devoir &amp; Espaces</td>
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<td></td>
<td>April 2-8, 2022</td>
<td>Marie Tison</td>
<td>La Presse</td>
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<tr>
<td></td>
<td>May 8-12, 2022</td>
<td>Laine Mitchell</td>
<td>Daily Hive</td>
</tr>
</tbody>
</table>
Press Trips – Social Media Screenshots

Mesquite honey on a pizza? All made from scratch, with in-hoese mozzarella😊😊😊

Had lunch at @CraftAZ in Scottsdale where the warm atmosphere comes very honestly from the people and food. Massive beer list and pizza is 🍕 plus they make their own root beer 🍂 🍂 🍂

Finished the trip to Arizona chasing the sun @LongbowGolfClub in Mesa. Cool place, great facility for tournaments, interesting holes and fast greens. (And that’s my hotel in the background so I can get to sleep quick before heading to airport at 4am 😷) #VisitArizona

Ok just a few more get to Monument Valley friends, it’s a must!

I was obsessed with the views 😍
Travel Trade
Travel Trade - KPIs

Total Leads
Goal: 332
Achieved: **429**

Sales Calls: 122
Training Seminars: 16
Agents Trained: 305
FAM Attendees: 2
Training Highlights

Brand USA featured destination in Canada for July 2021. 117 views on Facebook Live

UNIGLOBE VIRTUAL CONFERENCE: Arizona was a premier partner for the 3 day event. 44 travel agents and over 300 consumers viewed the webinar live on September 24th, 2022
Newsletters

Distribution Reach: 8,700 B2B recipients

Average Open Rate: 10.63%

Average Click Rate: 1.53%
Product Development

Direct Results from an AOT Canada FAM:
• Nagel Tours updating hotel offering in Tucson and adding new excursions, including the Gem and Mineral Museum

• Elite Sport Tours will be adding multiple dynamic packaging options in both greater Phoenix and Tucson as of fall 2022 including golf, hotels, excursions, pro and NCAA sport tickets, car rentals and more

Building the Pipeline:
• Following an individual FAM, Authentik USA will be revising their Arizona itineraries with new hotels and attractions in greater Sedona, Flagstaff and the Grand Canyon areas.

• Toundra Voyages sourcing independent hotel options in greater Phoenix, Sedona, Grand Canyon and Flagstaff for new fly-drive itineraries that will be made live in fall 2022
Increased Air Access

Air Canada
AC operated flights from Toronto and Vancouver throughout winter/spring 2022 and re-introduced flights from Montreal as of May 2022.

WestJet/Swoop
The WestJet group operated seasonal service to Phoenix and Mesa during winter and spring 21/22 from Alberta and Saskatchewan. Flights set to resume in fall 2022 with the addition of Winnipeg as a gateway.

Flair Airlines
The low-cost carrier announced a “US Winter crew base in Tucson”

Flair Airlines will introduce nonstop flights next winter between TUS and the six Canadian airports. These will be the only nonstop flights to the United States for five of the airports: Fort McMurray (YMM) and Lethbridge (YQL) in Alberta, Prince George (YXS) in British Columbia, as well as London (YXU) and Windsor (YQG) in Ontario. The sixth airport is Edmonton International (YEG), which is also Canada’s fifth largest.
Uniglobe West - Spearfish Campaign

**Details:** Spearfish Media developed a multi-market program with the goal of generating website traffic to a tour operator in each source market. In Canada, the call to action was through Uniglobe West/Uniglobe Carefree. The consortia developed an exclusive package, destination landing page and blogs.

**Target Market:** Arizona paid for nearly 2 Million digital advertising impressions to Canadian travelers with a history of visitation to Arizona.

**Results:** Between March 11-31 (2022) there were 836 click-through's to Uniglobe and 375,458 impressions.
AMA is Alberta’s AAA. Serving Alberta for 90 years and with over 980,000 members, AMA has become one of the most established and trusted brands built in Alberta for Albertans.

B2B/B2C campaign that will include 2 dedicated articles, content emails to their 50,000 members, social media posts and agent training.

Objective: Promote Arizona’s low season by focusing on a variety of regions across the state. Themed blogs and newsletters on golf, culinary, adventure, and family holidays.

Goal: Sales growth and increased market share

Dates: May 15 to September 30, 2022
Marketing
AOT x Travelzoo Canada Destination Showcase

TRAVELZOO CANADA BEST BETS CAMPAIGN 2022

ARIZONA WAS THE ONLY US DESTINATIONFEATURED

Dates: December 8, 2021-March 8, 2022

Objectives
• To inspire Canadian travellers to vacation in Arizona in 2022 and beyond, with an emphasis on low-season travel for colder parts of the state

Strategies
• Travelzoo Destination Showcase campaign and custom social video with on-screen Travelzoo expert that inspires travel to Arizona
• Inclusion in Travelzoo’s Best Bets 2022 PR initiative
• Multi-channel distribution (email, web, mobile, social media)
• Full post-campaign reporting
Arizona Branding Campaign Performance
Showcase Campaign flight: December 8, 2021 – January 31, 2022
Best Bets Campaign flight: November 1, 2021 – March 8, 2022

Distribution Summary:
- Standalone emails: 1,269,532
- Top 20 emails: 1,325,308
- Social media impressions: 105,201
- Multi-send emails: 1,008,525
- Organic website impressions: 9,150
- Best Bets 2022 campaign: 4,470,000

Media Placements
- One Destination Showcase with inclusion in Best Bets 2022
  - Investment (USD): $32,000
  - Contracted reach: 3,000,000
- Social media custom video with Travelzoo influencer
  - Total investment (USD): $6,000
  - Contracted reach: 100,000

Results
- Total Showcase reach: 3,717,716
- Best Bets 2022 reach: 4,470,000
- Total Showcase + Best Bets reach: 6,187,716
- Page views: 18,526
- Outbound clicks from Showcase page: 1,909
- Total custom video views: 85,684
- Average time on page: 5:12

Social Media: Facebook

Destination Showcase

Best Bets Coverage: Global Montreal
Media Coverage
FBI Style

Online

Title: Arizona – The Perfect Trip for a Girlfriend’s Getaway

Date: July 21, 2021

Journalist: Sally Abu-Samra

Article Link: https://fbistyle.com/arizona-the-perfect-trip-for-a-girlfriends-getaway/

Generated by: Targeted Pitching

Media Ad Value: $300

Reach:
- Online Impressions: 5,000

DRIFT Travel

Online

Title: WHAT’S NEW and TRENDING in USA TRAVEL

Date: July 27, 2021

Journalist: DRIFT Staff


How was it secured: Reach Agency Round-Up

Media Ad Value: $390

Reach:
- Online Impressions: 6,500
Online

**Title:** Incredible Nighttime Adventures That Will Eclipse Your Expectations

**Date:** August 17, 2021

**Journalist:** DRIFT Staff

**Article Link:** https://drifttravel.com/incredible-nighttime-adventures-that-will-eclipse-your-expectations/

**Generated by:** Reach Agency Round-Up

**Media Ad Value:** $248

**Reach:**
- Online Impressions: 4,130

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Print

**Title:** Phoenix Star Escapes

**Date:** August 30, 2021

**Journalist:** Suzanne Wintrob

**Generated by:** Targeted Pitching

**Media Ad Value:** $43,500

**Reach:**
- Online Impressions: 725,000
**FBI Style**

**Online**

**Title:** Camping Under the Stars – Arizona’s Canyons & Lakes  
**Date:** September 2, 2021  
**Journalist:** Sally Abu-Samra  
**Generated by:** Targeted Pitching  
**Media Ad Value:** $120  
**Reach:**  
• Online Impressions: 2,000

**Travel Industry Today**

**Online**

**Title:** QUITE A DIFFERENCE: Unusual IPW looks ahead  
**Date:** September 22, 2021  
**Journalist:** Michael Baginski  
**Generated by:** Discussions at IPW & Relationship with Publication to Push Article Out ASAP  
**Media Ad Value:** $203.40  
**Reach:**  
• Online Impressions: 3,390
DRIFT Travel

Title: Escape the Cold to these Great Golf Destinations

Date: October 6, 2021

Journalist: DRIFT Staff

Article Link: https://drifttravel.com/escape-the-cold-to-these-great-golf-destinations/

Generated by: Reach Agency Round-Up

Media Ad Value: $1,500

Reach:
- Online Impressions: 25,000

Explorer RV Club

Title: Celestial Tourism Sites You Need to Visit on Your Next RVventure

Date: October 13, 2021

Journalist: Josephine Matyas

Article Link: https://explorerrvclub.com/blog/celestial-tourism-sites-you-need-to-visit-on-your-next-adventure/

Generated by: Targeted Pitching

Media Ad Value: $960

Reach:
- Online Impressions: 16,000
**DRIFT Travel**

**Online**

**Title:** Culinary Vacations: Foodie Tours  
**Date:** October 21, 2021  
**Journalist:** DRIFT Staff  
**Article Link:** [https://drifttravel.com/culinary-vacations-foodie-tours/](https://drifttravel.com/culinary-vacations-foodie-tours/)  
**Generated by:** Reach Agency Round-Up  
**Media Ad Value:** $1,500  
**Reach:**  
- Online Impressions: 25,000

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**The Informed Traveler**

**Online/Radio**

**Title:** Ghost Towns of Arizona  
**Date:** October 31, 2021  
**Journalist:** Randy Sharman  
**Article Link:** [https://omny.fm/shows/the-informed-traveller/informed-traveler-seg-3-oct-31-21-ghost-towns-of-a](https://omny.fm/shows/the-informed-traveller/informed-traveler-seg-3-oct-31-21-ghost-towns-of-a)  
**Generated by:** Targeted Pitching  
**Media Ad Value:** $45,720  
**Reach:**  
- Online Impressions: 762,000
Title: ‘Snowbirds are planning’: Canadians snatching up rentals for vacation homes in these popular U.S. states

Date: November 1, 2021

Journalist: Elisabetta Bianchi

Article Link: https://ca.news.yahoo.com/vrbo-top-destinations-snowbirds-vacation-home-rental-united-states-154055097.html

Reach:
• Online Impressions: 770,000

Arizona

The desert state of Arizona has historically been very popular for Canadian travellers who want to get away from the cold Canadian winter.

Phoenix and Scottsdale are particularly popular destinations for Canadians looking for vacation rentals.

Arizona is also a great destination choice for a road trip, which lends itself to Canadian travellers looking to drive to their U.S. winter getaway, in addition to attractions like Grand Canyon National Park, great golf courses, hiking trails, or keep it a bit more relaxed with a tour of iconic architect Frank Lloyd Wright’s Taliesin West.
À
la recherche de beaux temps l’Ariz-
ona, plus grand que nature
Cactus, ceebayas et canyon
présentent le côté sauvage de l’Arizona. En emb 
brument pour un désert méconnu
qui donne envie de se tailler
L'Arizona
plus grand que nature

Online Impressions: 127,786
Online

Title: Put these best food cities in the US on your bucket list

Date: December 7, 2021

Journalist: Meredith Hardie


Generated by: Targeted Pitching

Media Ad Value: $3,600

Reach:
- Online Impressions: 60,000

Online

Title: Luxury Weekend Getaways for Glam & Romance

Date: December 9, 2021

Journalist: MarQuee Contributor

Article Link: https://www.marqueemagazine.ca/digital/luxury-weekend-getaways-for-glam-romance/

Generated by: Targeted Pitching

Media Ad Value: $900

Reach:
- Online Impressions: 15,000
MarQuee Magazine

Online

Title: Authentic Flavours & Must-Try Signature Dishes from Across the USA

Date: December 9, 2021

Journalist: MarQuee Contributor

Article Link: https://www.marqueemagazine.ca/digital/authentic-flavours-must-try-signature-dishes-from-across-the-usa/

Generated by: Targeted Pitching

Media Ad Value: $900

Reach:
• Online Impressions: 15,000

The Travel

Online

Title: Top 10 U.S. Destinations To Visit In Spring of 2022

Date: January 27, 2022

Journalist: Rajender Bhatia

Article Link: https://www.thetravel.com/best-spring-destinations-in-the-us-2022/

Generated by: Reach Agency Round-Up

Media Ad Value: $69,600

Reach:
• Online Impressions: 1,160,000
Title: A wine destination in the high desert: Arizona's growing crop of wineries in beautiful landscapes is drawing agritourists

Date: March 18, 2022

Journalist: Wing Sze Tang


Generated by: Reverse Mission

Syndicated across Metroland Network in both online & print – highlights include:
- Mississauga News
- The Brampton Guardian
- Hamilton Spectator
- Waterloo Record

Reach:
- Online Impressions: 9,916,865
- Print Impressions: 524,232

Total Metroland Media Impressions: 10,441,097
Total Metroland Media Ad Value: $626,465
**Online**

**Title:** 16 Cozy Cabins in Flagstaff, Arizona for Your Next Getaway

**Date:** April 2, 2022

**Journalist:** ThePlanetD Team

**Article Link:** [https://theplanetd.com/cabins-in-flagstaff/](https://theplanetd.com/cabins-in-flagstaff/)

**Generated by:** Targeted Pitching

**Media Ad Value:** $20,160

**Reach:**
- Online Impressions: 336,000

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**Online**

**Title:** 15 Interesting and Fun Facts About Arizona

**Date:** April 10, 2022

**Journalist:** ThePlanetD Team

**Article Link:** [https://theplanetd.com/fun-facts-about-arizona/](https://theplanetd.com/fun-facts-about-arizona/)

**Generated by:** Targeted Pitching

**Media Ad Value:** $29,340

**Reach:**
- Online Impressions: 489,000
Title: OLD, DUSTY BUT NEVER BORING: Relive the Wild West in Arizona's southeast

Date: April 16, 2022

Journalist: Justin Holmes

Article Link: https://torontosun.com/travel/usa/old-dusty-but-never-boring-relive-the-wild-west-in-arizonas-southeast

Generated by: Press Trip

Media Ad Value: $235,800

Reach:
- Online Impressions: 2,870,000
- Print Impressions: 1,060,000
TravelLife Magazine

Print

Title: A Guide To Indigenous Culture in Arizona

Date: April 19, 2022

Journalist: Chris Ryall

Generated by: Targeted Pitching

Media Ad Value: $1,500

Reach:
• Print Impressions: 25,000
**The Travel**

**Online**

**Title:** Looking for Dark Sky Tourism? Here’s Why Arizona Is Perfect

**Date:** April 23, 2022

**Journalist:** Lianna Tedesco

**Article Link:** [https://www.thetravel.com/why-arizona-is-perfect-for-dark-sky-tourism/](https://www.thetravel.com/why-arizona-is-perfect-for-dark-sky-tourism/)

**Generated by:** Targeted Pitching

**Media Ad Value:** $88,200

**Reach:**
- Online Impressions: 1,470,000

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**La Presse**

**Online**

**Title:** Cactus et cowboys en Arizona

**Date:** April 23, 2022

**Journalist:** Marie Tison


**Generated by:** Press Trip

**Media Ad Value:** $426,600

**Reach:**
- Online Impressions: 7,110,000
Title: 1-Week Road Trip Circuit: Arizona’s Spiritual Destinations

Date: May 13, 2022

Journalist: Tyler Golec

Article Link: https://www.thetravel.com/1-week-road-trip-circuit-arizonas-spiritual-destinations/

Generated by: Targeted Pitching

Media Ad Value: $81,100

Reach:
- Online Impressions: 1,350,000
Title: Always order the corn tortillas, and other lessons from Tucson, Arizona

Date: June 4, 2022

Journalist: Pamela Fieber


Generated by: Reverse Mission

Syndicated across Postmedia Network – highlights include:

- Edmonton Journal
- Vancouver Sun
- National Post
- Montreal Gazette

Total Postmedia Impressions: 9,702,364
Total Postmedia Media Ad Value: $152,981.31
Le Devoir

Online & Print

Title: «Road trip» sur la route 66

Date: June 11, 2022

Journalist: Gabriel Anctil


Generated by: Press Trip

Media Ad Value: $137,400

Reach:
• Online Impressions: 1,790,000
• Print Impressions: 500,000

The Travel

Online

Title: Why Sonoran Desert Is The Icon Of The Wild West

Date: June 12, 2022

Journalist: Aaron Spray

Article Link: https://www.thetravel.com/sonoran-desert-part-of-the-wild-west/

Generated by: Targeted Pitching

Media Ad Value: $94,800

Reach:
• Online Impressions: 1,580,000
Title: 10 Off-The-Beaten-Path Things To Do In Phoenix, Arizona

Date: June 15, 2022

Journalist: Dominic Horner


Generated by: Targeted Pitching

Media Ad Value: $94,800

Reach: 1,580,000

Title: 10 Spas In Arizona That Were Made For Zen & Relaxation

Date: June 19, 2022

Journalist: Sera Parris

Article Link: https://www.thetravel.com/best-spas-in-arizona/

Generated by: Targeted Pitching

Media Ad Value: $94,800

Reach: 1,580,000
Canada Express News

Online

Title: 28 U.S. Hotels For A Fourth Of July Wellness Getaway
Date: June 20, 2022
Journalist: N/A
Article Link: https://www.canadaexpressnews.com/28-u-s-hotels-for-a-fourth-of-july-wellness-getaway/
Generated by: Targeted Pitching
Media Ad Value: $263.40
Reach: Online Impressions: 4,390

HOLR Magazine

Online

Title: 4 Luxurious All-Inclusive Resorts
Date: June 27, 2022
Journalist: Penelope Lane
Article Link: https://holrmagazine.com/4-luxurious-all-inclusive-resorts/
Generated by: Targeted Pitching
Media Ad Value: $1,758
Reach:
• Online Impressions: 29,300

Miraval Arizona
For those who are looking to stay in the United States, head to Miraval, Arizona. This adult-only resort is focused solely on the well-being of guests and aims to provide those who stay with a physical and mental reset. It offers multiple spas, outdoor activities, and amazing culinary experiences.

Every day at the resort, a daily activity sheet is made. Guests can join in on any activities they’re interested in, or they can explore the hotel’s amenities. The activities include hiking, mountain biking, yoga, barre classes, zip-lining, art walks, and meditations.

An interesting part of this resort is its technology policy. Within public areas and classes, electronic devices are not permitted.

This adds to the overall relaxing effect of the resort itself. However, guests are allowed to use devices within their own rooms and are provided with high-quality wifi to do so.
RVing with Grandkids

Print

Title: RVing with Grandkids

Date: June 2022

Journalist: Josephine Matyas

Generated by: Targeted Pitching

Media Ad Value: $4,800

Reach:
- Print Impressions: 80,000
AOT Canada

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