FOCUS ON THE US MARKET

The US is a key component of the Canadian tourism industry as:

COMPETITOR
INTERATIONAL ARRIVALS

• 26% DECREASE in US overnight visitors

CUSTOMER

• 3M visitors/year (19.6M ⇒ 16.6M)

OPPORTUNITY
TWO-NATION VACATION

• Almost HALF its market share (2.8% ⇒ 1.5%)

• 9 places in global destination rankings (8th ⇒ 17th)

• 32% in visitor spending

3 OUT OF 4 VISITORS ARE AMERICAN

Increased passport ownership (100M+), recovering economy and favourable exchange rate = TIME IS RIGHT

IF WE REGAIN 2002 US OUTBOUND MARKET SHARE OF 28%

= 4.7M MORE US VISITORS

= 25% INCREASE IN CANADA’S OVERALL VISITATION

CONNECTING AMERICA MARKETING PROPOSAL:
3 years x $35M federal investment matched by industry to re-enter US leisure market

TO MEET THIS GOAL WE MUST ADDRESS THE FOLLOWING ISSUES:

MARKETING: Strong national marketing campaigns work.

ACCESS: Aviation costs and Visitor Documentation are some of the biggest barriers for travellers.

PRODUCT: Tourism products that drive international visitation.

PEOPLE: Federal labour programs should reflect the unique nature of the industry.