



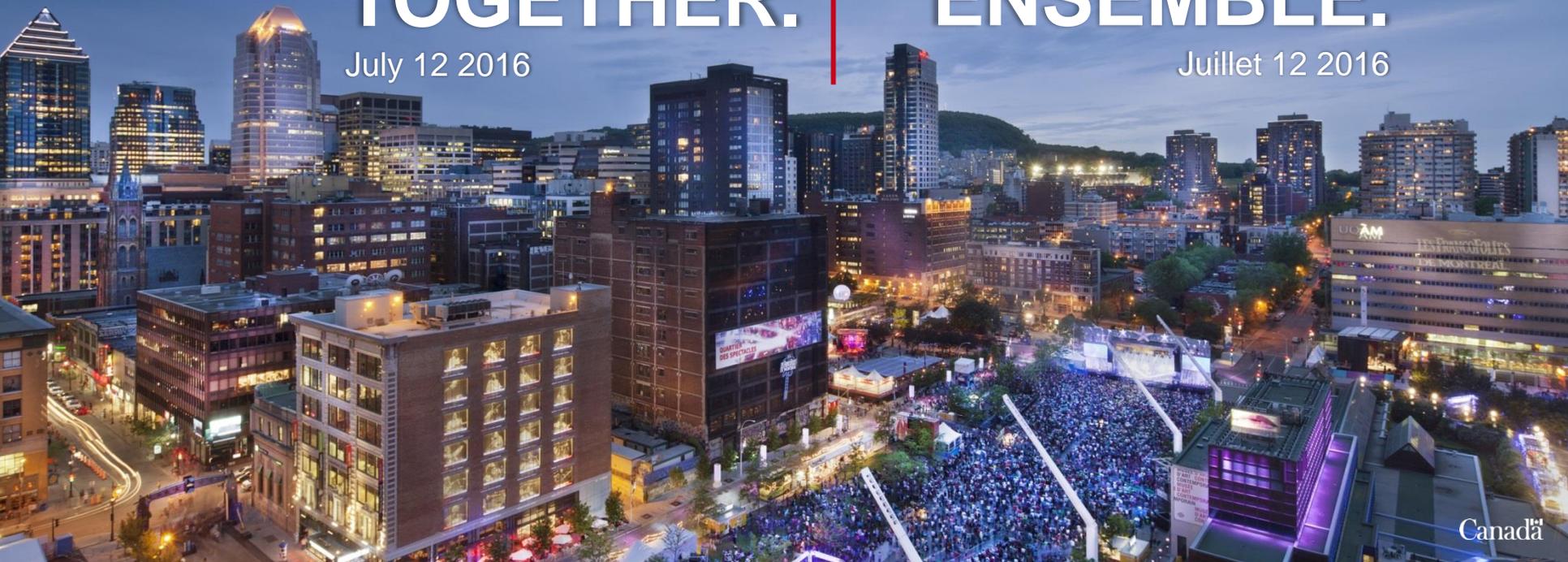
DESTINATION  
CANADA

AMBITIOUS.  
TOGETHER.

July 12 2016

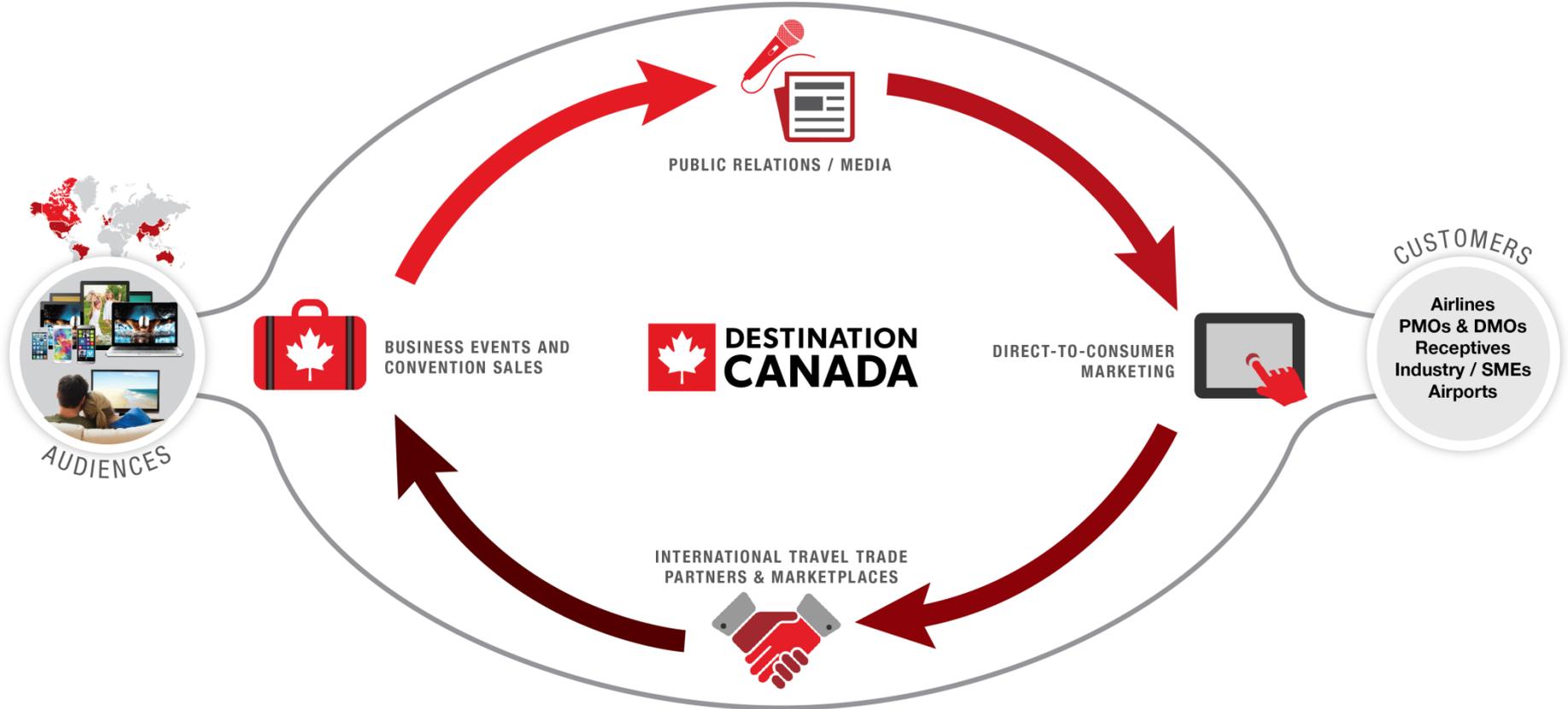
VOIR GRAND.  
ENSEMBLE.

Juillet 12 2016





# OUR BUSINESS



# OUR CORE OBJECTIVE

GENERATE DEMAND FOR CANADA

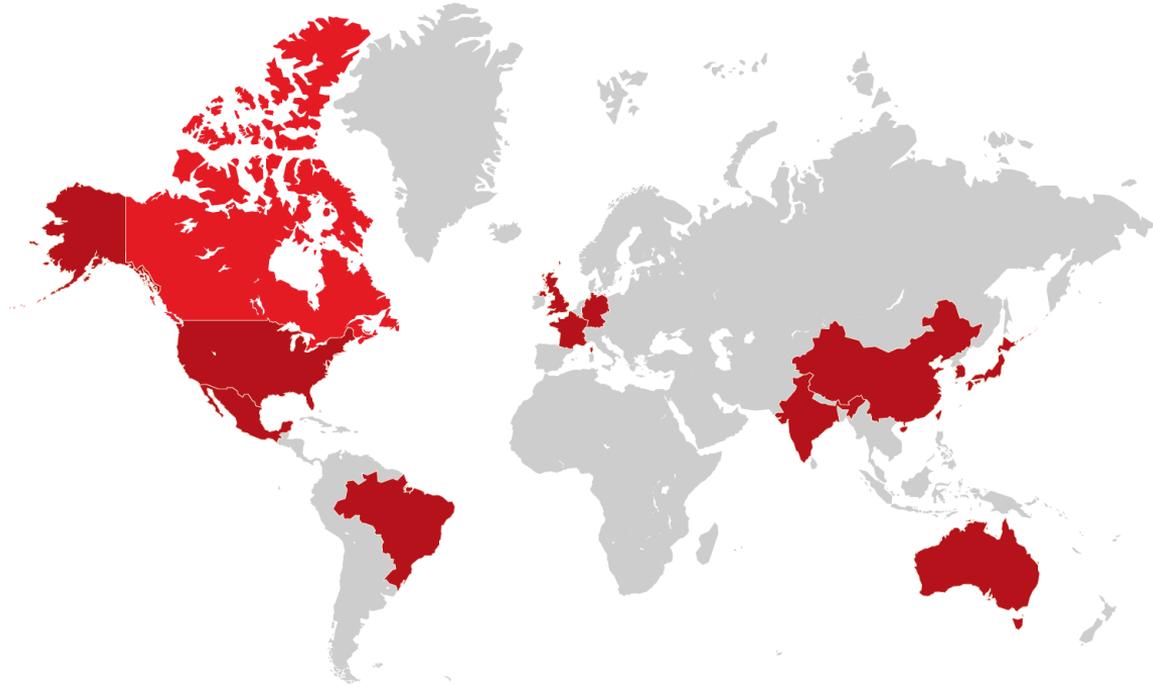
## Leisure Travel



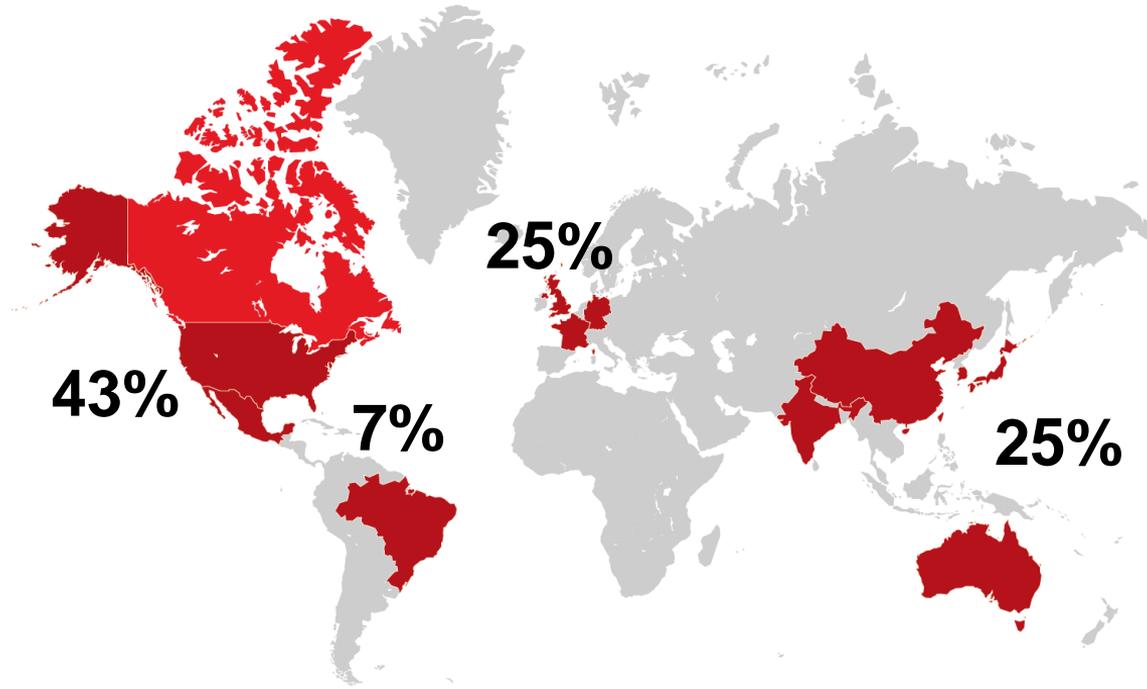
## Business Events



# OUR MARKETS



# OUR INVESTMENT MIX



**By 2030, our industry will  
DOUBLE in size.**

SOURCE: UNWTO Global Arrivals

**1.8 BILLION** travelers  
taking a vacation outside of  
their country per year.

SOURCE: UNWTO Global Arrivals

An aerial, high-angle photograph of a city at night, showing a dense grid of skyscrapers and streets illuminated by city lights. The perspective is from a high vantage point, looking down on the city. The buildings are mostly dark, with some windows glowing. The streets are lit up, and there are some cars visible. The overall scene is a vibrant, illuminated urban landscape.

20-20-2020



# So...Why?

Why does Destination Canada exist?

# Why?

Create **ABOVE AVERAGE** value

# Why?

Enable our partners to **EFFICIENTLY**  
enter International Markets

# The Two-speed Challenge

# Preconceived Notions About Canada



**We're Too Cold  
All Year Round**



**We Lack Urban  
Sophistication**



**We're Far Away  
In Their Minds**



**We're Costly**

What is our **PATH**  
to success?

# Strategic Business Needs

**Facilitate** (Becoming a Media Company)

**Accelerate** (Drive International Demand)

**Incubate** (Innovate & Re-Engineer Market Readiness)

**Relate** (Increasing Commercial Relevance)

# FACILITATE

Who are our

**Customers?**

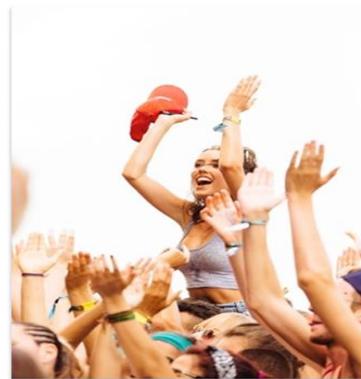
# BECOMING A MEDIA ORGANIZATION





CANADA 150  
1867-2017

BellMedia



# ACCELERATE

# MULTI-BRAND SHARE STRATEGY

Recognized by 94%  
of the world's  
population

Worth \$74B

500+ brands  
& 3,500+ beverages

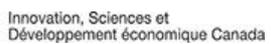




# TEAM CANADA



# ÉQUIPE CANADA



# CHARTING THE COURSE WITH CO-INVESTORS

**PMOs**



**DMOs**



**Convention Centres**



**Canada's Industry**



# INCUBATE

**Over the next 15 years, even  
in the next 5 years, we'll be  
competing in a **VERY**  
**DIFFERENT** world.**

In a complex customer journey, our job is to  
**BUILD PREFERENCE** for  
Canada and make the travellers' choice to  
visit Canada **SIMPLE.**

# Poetry and Plumbing

# BUILDING CRITICAL MARKETING CAPABILITIES



**Content Led**



**Data Driven**

**ALWAYS  
ON**

**CREATIVE  
CANVAS**



# MARKETING PRINCIPLES



**Travel  
Passions**



**Create The  
Movie**



**Localization**



**Channel  
Integration**



# RE-ENGINEERING OUR WAY FORWARD



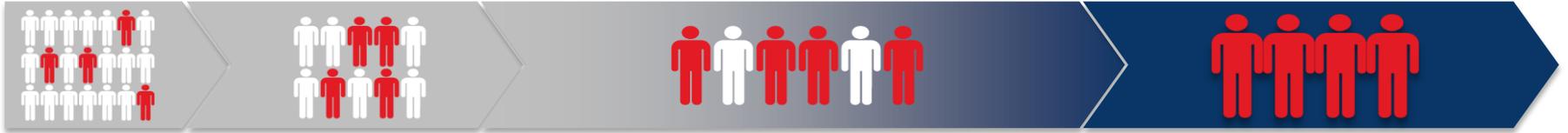
Interest in traveling to Canada on Google hit a **6 YEAR HIGH** in only 3 months from launch.



# MASTER THE MEDIA MACHINE

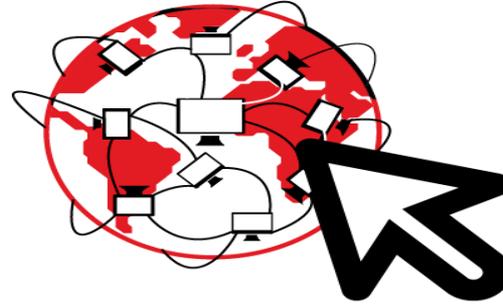
# WORKING SMARTER TOGETHER

- Industry using one common technology platforms – a **“world first”**
- Leveraging the **power of the Canada brand**
- **Scale this capability** to our US launch and in other markets

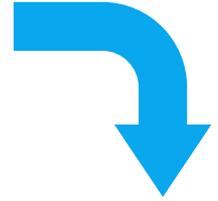




See or Engage with DC content



Internet



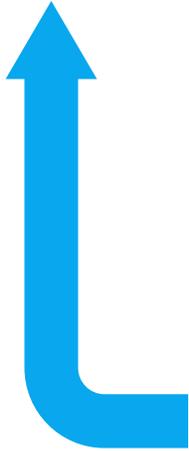
Book air or hotel



Signal to DC that content led to booking



Optimize DC content



**RELATE**

Creating commercial  
relevance... **THINK** like  
the animal you **HUNT**

# KEY INDUSTRY SECTORS



**HOTELS**



**AIRLINES &  
AIRPORTS**



**FOOD AND  
BEVERAGE**



**ATTRACTIONS  
& EVENTS**

**What are we  
looking for?**

# What We Value In Our Agency

1. Expands our collective capacity
2. Embraces an agile approach
3. Isn't precious about its work (😊)
4. Welcomes conversations about ideas
5. Guides, coaches and empowers our in-market teams
6. Continually reviews performance and adapts the strategies
7. Draws from a global talent pool

<b>Milestone</b>	<b>Dates</b>
Intent to Submit (*)	July 19, 2016, 14:00 hours PT
Deadline for Questions	July 20, 2016, 14:00 hours PT
Closing Date and Time	July 29, 2016, 14:00 hours PT
In-Person Interviews (Longlist)	Toronto: August 16 and 19, 2016 Vancouver: August 22 to 23, 2016
Presentations of Shortlisted proponents	The week of September 26, 2016

# Questions?



**DESTINATION  
CANADA**