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Tourism Canada
1986 International Marketing Program

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FEDERAL TOURISM MARKETING PROGRAM

1986

. OVERVIEW

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TOURISM CANADA

CANPLAN MEETING

CHARLOTTETOWN, P.E.I.

January 13, 1986

I am pleased to have the opportunity to discuss with you Tourism Canada's 1986 marketing program.

Shortly you will be hearing from my colleagues, Marilyn Amendola and Sam McKelvey, about our marketing plans for next year both for the Us. and overseas markets.

My purpose today is to provide you with an overview of the new directions Tourism Canada's marketing approaches and programs are taking to enable us to compete more effectively in the tourism marketplaces of the world.

Before doing this, I would like to set the stage by briefly reviewing recent travel trends to and from Canada and the outlook for 1986 in relation to some of our most important tourism markets.

After a decade of decline, U.S. one or more nights visits by automobile bottomed out in 1982 and since then has shown a gradual increase to above 8 million visits. Mass mode travel from U.S. trended upward until 1984 and has since flattened out at just above 5 million visits. Overseas visits to Canada have remained relatively stable at a total of 2 million visits. Canadas' visits to United States have stabilized in the past two years. However, since 1982, visits by Canadians to overseas destinations have increased substantially.

Based on the output of the Box-Jenkins Forecast model, our forecasts show that in 1986 one can expect an overall increase of 5 percent in overseas travel to Canada over 1985.

Travel to Canada from Japan will be up by a healthy 16 percent.

But from two of our key market areas -- the United States and Europe -- no significant change in travel to Canada is predicted over that which we experienced in 1985.

On the other hand, travel to the United States by Canadians in 1986 is expected to increase by 3 percent, and Canadian travel overseas will be up by 11 percent.

Generally speaking, this is not the most encouraging news we could receive.

It is clear that the challenges for all of us involved in tourism are there to tackle.

That is why this meeting is so important.

Having described the marketplace for 1986 as we see it, I would now like to turn to what we at Tourism Canada are planning to do about it.

Right off the top you should know that we are modifying our approach to tourism marketing delivery for 1986 to a more strategic orientation than has been the case in the past.

The purpose of this strategic orientation, of course, is to enable us to respond better to changes in the marketplace and the increasingly competitive international tourism marketing environment.

In order to carry out these strategic directions, we are setting in place a number of program's and mechanisms to be implemented during the 1986/87 period.

Among these will be a management system for the federal tourism marketing program which places increased emphasis on results and performance measurement. At the federal level, this means, among other things, that workplan accords will be established between Tourism Canada and DRIE regional offices, as well as External Affairs posts .

Through these accords, selected management responsibilities will be delegated, objectives will be set out, and tangible, specific performance indicators and results will be identified, agreed upon and monitored and evaluated regularly.

There will also be a targetted and integrated marketing communications plan for tourism in all involved federal agencies, coordinated by Tourism Canada.

You can expect to see joint programs between Tourism Canada and major Canadian and foreign travel industry tourism partners -- including the continuation of tactical and operational activity programs with smaller Canadian and foreign industry partners, conducted through External Affairs posts and DRIE regional. offices' program delivery.

And we will be creating appropriate and timely opportunities for input into the federal tourism marketing planning process by both our private and public sector partners.

You may recall that the Nielsen Task Force, in its review of our marketing programming activities, recommended that we consider undertaking pilot projects with the private sector with a view to privatizing some of our marketing activities in foreign markets. In this regard" we are currently negotiating with some airlines' marketing approaches in certain market areas and when these negotiations are complete we will advise you of their outcome.

These are but a few of the mechanisms we are putting in place to increase our efficiency and effectiveness, and to enhance Tourism Canada's increasing emphasis on service to our tourism partners.

Insofar as our marketing objectives are concerned, our principal thrust will be to target our efforts to achieve maximum tourism revenues -- through increased person visits to Canada, through increased spending by visitors to Canada, and through making every effort to ensure that they increase the length of their stay in our country.

Of course this implies that the main thrust of our efforts will be on international markets.

We are aware that there is some difference of opinion over the areas in which we should be concentrating our efforts -- domestic versus foreign. I can tell you that while we are placing increased emphasis on our foreign marketing activities, the matter is still under review, and I am sure that it will be the subject of much consideration over the days and months ahead.

As I am sure you are aware, the consultative process undertaken by Tourism Canada across the country this year identified four marketing issues that need to be addressed.

They are:

- Research
- Coordination

- Image
- Brand Names

There is no question that we cannot be as effective in tourism marketing without better planning and programming, and that any planning and programming we do must be based on solid research and market intelligence.

Thus, as one of our first priorities, we are continuing to strengthen our research base on tourism markets in order to have the data that will enable us to anticipate better and to respond to the dynamics of the tourism marketing environment. We have already conducted one major study in recent months -- on the U.S. pleasure travel market. To my knowledge, it is the largest and most comprehensive tourism marketing study ever undertaken by a Canadian government. Overall findings available to date reveal a great deal of useful insight into the needs and desires of the potential American visitor to Canada. As identified in Blair Stevens' presentation, more such studies are in the offing to strengthen our knowledge base, beginning with a number of our key overseas markets.

We are also increasing our efforts toward coordinated and integrated tourism marketing programming with you, our provincial and territorial partners, as well as with the private sector and other federal departments -- in all our tourism markets. It is our strong hope that these efforts will serve to improve substantially our collective tourism marketing efforts, both at home and abroad.

One step in this direction will be the creation of the Advertising Council of Tourism Partners. Announced at the federal, provincial and territorial tourism ministers' conference in November, the Council will comprise both levels of government and the private sector. Its objective will be to help establish a more integrated and coordinated approach to marketing Canada internationally.

I might also say that this CANPLAN meeting we are participating in provides yet another example of our interest in and commitment to improving the coordination of our tourism marketing activities at the federal, provincial and territorial levels. This is the first time so many government tourism partners have met in one place at one time, and it is also the first time at anv major event that we at Tourism Canada have presented our marketing plans to other levels of government.

On the question of Canada's image among potential visitors to our country, the consultative process raised perhaps as many questions as it did answers. This is particularly true when compared with the results of studies such as the one Tourism Canada commissioned on the U.S. pleasure travel market.

It seems that we Canadians might have a somewhat different perception of how others see us, than how others actually see us. On the one hand a number of people throughout the consultative process held the view that we have a "Moose, mountains and Mounties" image, that our prices are a deterrent to tourism, and that we are dull and boring to boot. Yet our U.S. study shows the contrary. American do not view Canada as a dull place to visit, nor are prices the problem we perceive them to be. Still other studies show that there is nothing particularly wrong with promoting our Mounties, mountains and Moose, at least to selected target markets. Our moose are strangely silent on this issue.

It is fair to say, though, that Canada does not have just one image, it has many, and that is one of the great strengths we possess. You will hear more about the marketing of Canada's images in the presentations by my colleagues on the U.S. and overseas marketing activities, and by Camp Associates.

But it seems to me that bodies such as the Advertising Council could provide a valuable forum for further defining and promoting our country's many images to potential international visitors.

Another apparently vexing question is that of brand names.

Throughout the consultative process and in many other circles, much discussion has taken place as to what a tourism brand name actually is. Perhaps through the Advertising Council and meetings such as we are having here in Charlottetown we can come to agree upon criteria for establishing and promoting Canada's internationally competitive brand name tourism products. Certainly it is a subject on which agreement will have to be reached if we are effectively to coordinate and integrate our efforts toward promoting Canada in international tourism markets.

The final portion of my presentation to you today has to do with program delivery.

First, I want to say that there will be no change to our marketing budget for the 1986/87 period. It will remain intact, which is admirable in the current climate of restraint under which we are all operating.

Within that budgetary framework, however, we are moving in new directions.

As a means of improving our program delivery in Canada and in foreign markets, we are changing the thrust of our marketing efforts from pure activities management to measurable results.

And we are striking agreements with national partners in order to market Canada's tourism products more aggressively and effectively in priority market areas.

We have already signed a memorandum of understanding with Wardair to enter into a joint marketing agreement, and we are currently exploring with them joint marketing plans for Germany and the United Kingdom.

We have also signed a memorandum of understanding with the Canadian Ski Council to promote Winter tourism to and within our country. The object of this exercise, simply stated, is to attract more skiers to Canada and to keep Canadian skiers at home. This, and other aspects of Winter tourism will be discussed between the federal government, the Canadian Ski Council and our provincial and territorial" partners at a National Ski Industry Conference being planned for the Spring of 1986.

In effect, these joint agreements represent a national accounts approach to marketing and, throughout 1986 and beyond, we plan to sign a number of them with tourism industry partner.

To sum up, Tourism Canada is embarking on a number of new marketing initiatives in 1986.

Through a process of strategic planning, based on solid research and market intelligence, we have been able to redefine our priorities and improve the targetting of our marketing activities, our messages and. our priority market areas.

We will constantly be establishing results-oriented marketing approaches. And we will constantly be monitoring, evaluating and measuring the results of our marketing efforts.

We are also working to establish medium term and longer range marketing objectives with the provinces and territories, as well as with the private sector.

Our objectives at this conference from a marketing perspective are fourfold:

- To increase our efforts toward coordinated and integrated marketing programming with all our tourism partners in all our markets

- To identify and relate market trends to Canadian tourism products and services -- and make recommendations on how they could best respond to the trends

- To strengthen the service orientation and program delivery by DRIE regional offices and External Affairs posts

- To improve the export marketing capability of the Canadian tourism industry.

It is also our hope that CANPLAN will be a useful and continuing forum for us to get together to discuss, debate, plan and cooperate in joint tourism marketing efforts to our mutual benefit.

I trust that all these initiatives we are undertaking will both meet with your approval and elicit your agreement, cooperation and support. I know that 1986 will be a year that makes a difference for all of us in tourism marketing.

MARKET DEVELOPMENT

U.S.A.

1986

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MARKET DEVELOPMENT USA

1. <u>Situation Analysis</u>

- The United States, by virtue of its size, proximity and affluence, continues to be Canada’s major source of tourism
- 94.6% of all international visits to Canada in 1984 were made by U.S. residents
- 66% of U.S. entries were one-day trips
- The number of overnight person-visits from U.S. residents increased by 3.5% over 1983
- These U.S. travelers stayed an average of 4.7 nights and spent $225 per visit
- Auto travel accounted for 69.6% of overnight entries to Canada
- Over 3/4 of U.S. tourists come from the regions of New England, Mid Atlantic, East North Central and Pacific
- 64.3% of U.S. overnight travelers reported “other pleasure, recreation or holiday” as main purpose of trip

As you heard earlier in the U.S. Research Study presentation, the typical American pleasure traveller chooses a U.S. destination nine times out of ten and chooses a Canadian destination only one out of fifty times

In 1985, during the period to September, Statistics Canada figures indicate a 2.9% increase in overnight U.S. visitors to Canada over the same period in 1984

2. Market Environment

Overall Mass Target Audience:

Adults aged 25-44, married
50/50 male/female
Married
Employed in a technical/clerical/sales related position or higher
Graduated high school or vocational school or better
Household Income $25M, plus - two income households
Mature Target Audience
Adults aged 55 +
1/3 of the overall "touring" target audience is over 50 years of age

Upscale Target Audience:

- Adults 25-44, married, 50/50 male/female
  Professional/Managerial
  Attended college/university or better
  Household Income $40M plus, two income households

Of course, variations in our target audience profile are evidenced in special vertical market segments such as Meetings and Incentive Travel (M&IT) and Ski.

- As noted earlier, in the U.S. Research Study presentation, the largest single category of trips taken to Canada, next to visiting friends and relatives is the touring vacation

- These travelers are more committed and plan more than any other type. A wide variety of information sources are used

- Travelers are more likely to be looking for some foreign mystique. Canada's culture, heritage, and ethnic mosaic are appealing travel motivators for Americans.

3. <u>Problems & Opportunities</u>

Problems

- Lack of awareness (no "top of mind") of Canada as a vacation destination

- The enormous increase in marketing efforts of competing destinations

Opportunities

- Marketable assets such as our natural resources, festivals, events, attractions, convention facilities

  Touring potential

- Cultural diversity

- Proximity

  Favorable currency exchange

4. <u>Marketing Objectives</u>

- To work with our partners to increase the numbers of U.S. tourists and travel receipts

  To improve competitive market intelligence

  To develop, using major research study findings, winning strategies by targetting specific vertical/ geographic markets with high potential to deliver increased share of market

  To increase joint programming and sign comprehensive marketing accords with public/private sector partners

- To expand the U.S. export marketing capability of the Canadian tourism industry by complementing their marketing efforts and assuring overall compatibility

- To ensure that marketing initiatives are results-oriented and represent value for money

5. <u>Marketing Strategy</u>

Current and comprehensive market intelligence is critical to segmenting and targeting our markets more effectively.

The on-going U.S. Pleasure Travel Study, conducted in the summer of 1985, has already produced important data, as we have seen in the earlier presentation. Preliminary top line data has indicated a product preference for touring (especially by auto) , cities and outdoor/adventure in that order.

The information from the study will help us eliminate uncertain presumptions and target our market more effectively. The research will be available to all tourism marketers with an interest in exploiting the huge U.S. travel market. The Us . Research Study and the on-going Task Force on Canadian Tourism Data are key to on-going market intelligence services provided by Tourism Canada to its various publics.

While government departments and agencies may help facilitate tourism to Canada, it is the private sector which is the driving force of the industry. We will be evaluating existing agreements and seeking new ways of working cooperatively with both the Canadian and U.S. private sector to maximize resources and opportunities.

One example of this cooperative approach is the newspaper advertising campaign beginning this month promoting Expo '86 in major U.S. markets east of the Rockies. It is jointly sponsored by Tourism Canada, Air Canada and American Express.

Efficient, on-going communication among various sectors, levels of government and industry partners, is key to the success of our marketing strategies. Efforts to improve communication will be a top priority in 1986.

Camp Associates, the lead communications agency for Tourism Canada, will assist in fully integrating the marketing mix including advertising, public relations and promotional support materials, so that all communications activities support and complement the umbrella theme: Canada. The World Next Door.

A new Tourism Canada visual program will be implemented in 1986/87. We will be fully integrating our film program into our marketing mix and assume a more targetted approach in marketing visual material to high potential groups.

In Canada's traditionally strong North East U.S. markets, our activities are being directed at more specific product/market match opportunities. American Automobile Association programs will be intensified to obtain a larger share of the important rubber-tire market.

An example is the special efforts of tourism officers in Washington D.C. to develop cultural packages to Canada from within their market area, especially to Québec.

In the more distant U.S. market areas, activities will be increasingly aimed at marketing upscale special interest tours. For example, our Dallas office has identified Texas as having enormous potential in the outdoor/adventure travel market. Efforts will be made to develop unique travel adventure packages such as the Dan Dipert Tours' package to see polar bears.

In California, we are working to develop ski packages to Canada such as AIRCAL ski tours to Whistler-Blackcomb in British Columbia.

The service orientation of Department of External Affairs (DEA) posts will be increased, including the provision of marketing and competitor intelligence to industry. Formal workplan accords will be developed between Tourism Canada and DEA posts to strengthen the service orientation and responsibility for local program delivery including trade shows, M&IT sales development and site inspections, Visit Canada Programs and product testing tours. In addition, DEA posts will identify market opportunities to the Canadian Regional Offices (CROs) for application under the tourism sub-agreements with the provinces.

Each tourism office in the U.S. will focus its efforts more effectively to target those markets with the greatest potential to deliver increased share. Examples would be Washington D.C.'s emphasis on the M&IT market and Dallas' concentration on Outdoor/Adventure travel.

6. Market Segments

6.1 Pleasure Travel Market Segments

Our goal is to increase business from our traditional U.S. markets and create a better awareness of Canada as a preferred travel destination in our more distant regions. We are aiming for a relatively ambitious 5% increase in long term visits over 1985 levels. If we are to attain this goal it will require a concentrated and coordinated marketing effort among all partners.

Tourism Canada will implement the following strategies to achieve this objective:

- A major television and print advertising campaign which will be more product/destination specific than previous campaigns

- Highlighting the favorable benefits of the currency exchange

- Increasing the levels of cooperative programming through joint marketing agreements

- Special efforts to reach the mature market

6.2 Group Travel Market

The recent and continuing increases in mass mode travel prompts us to maintain our efforts to expand accordingly the number of package tours being made available to U.S. travel oriented groups.

Based on input from our U.S. posts, Tourism Canada's 1984 inventory figures on such tours number 1,056. In 1986, our objective is to increase that figure by 15%.

Our strategies will be to:

Encourage and coordinate a higher level of participation by the Canadian industry in the U.S. group travel market.

Negotiate and sign joint marketing agreements with airlines, major tour operators and wholesalers.

Increase marketing efforts with key national associations such as the Destination Canada Committee, National Tour Association and American Bus Association and with group recreational associations such as the National Industrial Recreation Association.

Develop and implement a fully integrated marketing program designed for the U.S. travel trade.

A wide range of activities are being proposed in the work accords. For example, we intend to participate in:

1) bringing 97 influential travel trade guests to Canada under the Visit Canada program (Trade)

2) 41 Product Testing Tours, and

3) 130 Trade Promotions throughout the U.S.

6.3 Ski/Winter Fun

We will intensify our efforts to high profile Canada's major ski vacation destinations and urban/culture winter activities.

Again, in an effort to diversify our product choices, our objective is to increase the number of Canadian ski/winter fun package tours offered in the U.S. market by 10% over 1985 levels. The package tour inventory listed 120 Ski/Winter Fun tour offerings in 1984.

Following from the Memorandum of Understanding recently signed with the Canadian Ski Council, Tourism Canada will accomplish this expansion program by developing joint promotional marketing activities with the Council, the provinces and the private sector and by developing a communications program highlighting internationally competitive destinations and events such as: Whistler-Blackcomb, Banff, Mont Tremblant, the Québec Winter Carnival and Ottawa's Winterlude.

6.4 Outdoor/Adventure Market

We will continue to enhance the positive attitude and awareness that already exists in relation to Canada's image as an international destination for outdoor recreational activities and adventure travel.

Tourism Canada will use a number of selected Canadian package tours being marketed in the United States to serve as a market indicator for the number of U.S. visitors seeking such experiences.

The number of such tours designated as outdoor/adventure travel in 1984 was 78. Our objective is to increase this number by 10% in 1986.

6.5 Arts/Culture Market

The promotion of major cultural events such as the Stratford Festival, Montreal Jazz Festival, and annual, well established ethnic festivals such as the Winnipeg Folklorama, will provide increased appeal for Canada's urban experience and the cultural diversity Americans are seeking.

6.6 Meetings and Incentive Travel

This intensely competitive but highly lucrative market warrants our continued, concentrated effort to establish Canada as a prime meetings destination for this market's affluent clientele. Key U.S. markets include Washington D.C., New York, Chicago and Los Angeles. Special efforts in 1986 will include the improvement of the Tourism Canada M&IT Data Bank, including promotion of its services, and the establishment of a pilot project in New York for an on-line data link with the Tourism Canada bank.

Our objective is a 5% increase in revenue from the U.S. market, currently estimated a $700 million. In addition, we will identify and develop profiles for 500 organizations with good potential to meet in Canada, increase the number of quality leads for industry by 10% from 750 to 825 and send 500 qualified prospects on site inspections in Canada and assist in converting up to 60% of them into actual meetings. In addition, Tourism Canada will continue to advocate streamlined customs procedures with Canada Customs.

6.7 Expo '86 Market

While much of our Expo pre-cultivation promotion has taken place, we will continue to promote awareness of Expo '86 as an international mega event not be missed.

In addition to DEA post promotional functions and media tours, as I mentioned earlier, a newspaper advertising campaign in major markets east of the Rockies will run in January/February 1986 with Air Canada and AmericanExpress as partners.

We are currently investigating joint marketing opportunities with our provincial and private sector partners for the forthcoming Olympics '88 in Calgary.

7. <u>Effectiveness Measurement</u>

Purpose:

- to gauge the effectiveness of each major program/ campaign to ensure a results orientation and value for money
- to fine-tune the marketing mix
- to allocate resources efficiently, effectively and economically

Methods:

- pre and post testing
- focus groups
- tracking studies
- market probes
- survey of attendees at public relations functions and trade shows
- follow-up surveys among those groups receiving consumer promotions
- tracking results of site inspections and product testing tours

8. <u>Budget</u>

Advertising	$17,000,000
Public Relations	700,000
DEA Posts	1,600,000
Trade Promotion	800,000
Planning/Administration	500,000
	$20,600,000

9. Conclusion

This is Market Development U.S. ‘s campaign overview for 1986.

The U.S. market potential is enormous. Our recent U.S. Research Study has provided the market intelligence critical to segmenting and targeting this market more effectively. Together, with public and private sector partners, we can maximize resources and opportunities to penetrate the U.S. market more efficiently and with greater potential to deliver increases share. The recent federal/provincial accord to create an Advertising Council will, no doubt, enhance the partnership approach. Collaboration, coordination and communication with our partners, will be key to achieving our marketing objectives in 1986.

USA CREATIVE CONSIDERATIONS/MEDIA

Strategy and Execution - 1986

Spring/Summer Campaign

CREATIVE CONSIDERATIONS

OBJECTIVES

i) To counter the stereotypical view of Canada currently held by many Americans as a land of intimidating dimensions and only limited interest.

ii) To position our country as an appealing and accessible alternative to the U.S. itself and a place that encompasses a wide variety of travel experiences different from those which U.S. has to offer.

iii) To project throughout a warm feeling of welcome.

BACKGROUND

In order to prepare for the 1986 campaign, Tourism Canada undertook two major and interrelated research initiatives in the summer of 1985. Both have had a formative influence on the thrust of the new creative.

i) The July Study.

A series of ten focus groups were conducted in our key U.S. markets - Atlanta, Boston, Chicago, New york and San Francisco - to probe for stereotypes and pre-conceptions, and to assess the response to a range of prototype creative executions.

The following verbatims elicited before reviewing any of ‘the display materials will illustrate the scope of the problem:

> “When you go to Canada in August, I’m sure it’s very nice, but at any other time, unless you go up for some heavy ice fishing. . . it could be a little tough.”
> - New York

> “It’s very large and very spread out.”
> - Atlanta

> “I think of it as a faraway place to go . . . but when you get there, is there that much that’s in one location, or do you have to travel 300 miles to see something else?”
> - New York

> “I guess that’s what I think of Canada - wilderness, isolation”
> - Atlanta

> "It's vast. It's big. It's enormous really . . . a lot of wide open space"
>
> - New York

> "How long of a drive is it to Toronto? I'm not familiar with Canada at all . .."
>
> - Boston

The researcher concludes: "There was a clear lack of awareness of Canada and the experiences it has to offer, both in terms of the geography of the country, its people, its points of interest, amenities and things to see and do in Canada. Although there were no overt negatives towards Canada that would potentially create barriers to communications efforts, neither was there any over-whelming predisposition to make Canada the first choice as a vacation destination. In many respects, the attitude was one of neutrality and perhaps indifference."

In terms of initial impressions, it would seem, Canada is simply too big to think about - and not many do.

On a more encouraging note, there was a decidely positive response to three key potential campaign components exposed during the sessions:

<u>"Foreign Feelings"</u>

A visual montage or T.V. 'Concept Board' representative of Canada's multi-cultural diversity scored extremely well. The majority of respondents appeared to have at least a little knowledge of our historic duality, and were prepared to accept and acknowledge as very appealing this new information about our cosmopolitan character. Curiously, all issues of distance and remoteness seemed to dissipate when the promise of in effect 'a world tour right next door' was broached:

> "I always had the feeling that Canada was more of a fishing, hunting (holiday) - that's about it. I didn't realize that there is that many different cultures in Canada."
>
> - Atlanta

> "YOU have all kinds of cultures, your mind is expanded, you saw some difference, you had entertainment, you were involved in a lot of different cultures and customs and - over there."
>
> - New York

> "There is a little bit of everything in there - culture, history and adventure."
>
> - Boston

> "It has an international flavour."
>
> - San Francisco

This "Old World" montage was in fact one of three, the others being "Wild World," (outdoor recreation) , and "New World," (the urban scene) . While neither of the other two, as tested, struck as positive a chord, the researcher concludes: "The basic approach of three themes appears to help dimensionalize the potential Canadian vacation experience, and should therefore be followed."

Regional Appreach

Also tested was a series of six prototype print ads which focussed quite tightly on either cities or comparatively limited regions. This approach of in effect compartmentalizing our country had the advantage of scaling down and making more manageable the Canadian travel experience.

One ad in particular, featuring Vancouver, presented a combination of scenics, appetite appeal, historic and cultural interests and family activities. The researcher concludes: "This ad could form the model for the creative treatment and execution of the other ads."

Theme-line

Finally, half a dozen theme-lines were also tested, and one in particular was the overwhelming favourite in summing up the promise of variety close at hand viz. Canada - The World Next Door. Again, in the researcher's own words, "It seems to capture the spirit of the multi-theme approach and should therefore become the umbrella for the campaign."

ii) The U.S Pleasure Travel Study.

In order to obtain more detailed information, more representative of American attitudes in depth, Tourism Canada commissioned through the August to October period one of the largest surveys ever conducted of U.S. vacation patterns and preferences.

A total of 9,000 in-home interviews were conducted, 1,000 in each of the nine census regions in the 48 contiguous states.

Unique to this study was the organizing principle of "triptypes" or "tripography." Prior to this time, researchers had tended to slot vacation travelers into one - and only one - of half a dozen potential travel types eg. outdoor enthusiast, resort vacationer city traveller and so on. By focussing on the trip itself, rather than the traveller, this study acknowledges the reality that travelers have different wants at different times - and in fact take different trips depending on needs, moods, and travel companions.

The output of this study is, in the end, simply staggering, comprising some 25 million bits of data. It is now possible to compare the strengths and weaknesses of Canada as a destination for a touring vacation, a resort vacation, a special events vacation, and a cruise trip.

In short, it is possible to redress weaknesses and amplify strengths to a degree undreamed of just a year ago.

Of greatest relevance to the creative process, this study corroborated the findings of the July focus groups, underscored the over-riding importance of cultural difference, and uncovered one type of vacation experience viz touring that becomes instrumental in shaping virtually all of our print communications, and instructive across the board.

All that follows draws on the findings of these two research initiatives.

STRATEGY

I) Broadcast

To use television in a breakthrough way that is unique and distinctive to foster a new image for Canada.

A total of three 60-second and three 30-second commercials have been created. Consistent with the Old World/New World/ Wild World themes described above, two spots will focus on our culture and customs, two on our urban appeal and two on our recreational opportunities.

By shaping our messages in this fashion, we accomplish at least three very important goals:

i) We speak to each of our potential prospects insistently and single-mindedly about the particular range of things which interest him or her the most. We do not, for example, dilute or difuse the emphasis on the outdoors for the outdoors enthusiast, but rather dwell upon and develop this experience true to its own rhythm and and tempo - with all the images at our disposal.

ii) We create a synergy or gestalt effect among those who see all six spots. In effect, we dramatically demonstrate the variety of Canada, by offering three different kinds of travel experiences within the pool.

iii) We stand out - and apart from - all other travel advertisers by offering something singular. In the global village where the medium is the message, we let the style and manner of our presentation make a distinctive statement about how different we are.

Beyond all this, we may well open up some interesting media placement opportunities - where creative materials may be used either to complement or contrast the programmed during which they are aired.

The binding elements in such a deliberately diverse presentation are obviously critical.

All three spots will share virtually identical end supers, CANADA - The World Next Door. The only slight variation here will be in position in frame, to compliment the end scenes themselves. All three will be exactly the same size. The other major link will be the use of our new music. All three spots will share a choral treatment of our lyric: "Come to Canada and widen you horizons - Come to the world next door," in two of three cases repeated a second time. Yet even here, we make the case for difference. Each of the commercials will open with a distinctive interpretation of our music: for the Wild World, a grand and symphonic treatment; New World, a contemporary percussive track; and for the Old World, an an orchestration that is "foreign" in feeling, reminiscent of a Celtic melody that explores the minor chords before resolving into our characteristic signature.

In sum then, and guided by research, we will use television to suggest: that our wilderness is neither remote nor devoid of creature comforts, and instead comprises a great natural playground for a whole host of enjoyable out-of-door activities; that our cities are alive and vibrant, and offer some out of the ordinary urban experiences unlike any to be found in the U.S.; that Canada altogether is culturally distinctive, with a tremendous heritage of old world customs and traditions, and a way of life that is uniquely our own; that Canada promises, not one vacation, but through our various regions an interesting series of choices and many different points of entry.

11) Print

To use magazines in a fashion that compliments the thrust of the television presentation, and provides specific information about particular places of greatest potential interest to our audience.

To this end, we have designed a series of a dozen double-page spreads , each one dramatic in impact and varied in interest.

Six ads have been devoted to our major "brand name" urban centres: Montréal, Ottawa, Québec, Toronto, Vancouver and Victoria. The remainder are somewhat more "open" in optic, and focus on the Atlantic region, (two), the Prairies, the Rockies, the accessible wilderness and the far North.

Each ad features, a large main image, and a series of four smaller images, in effect isolating the city or region to be described, then offering supporting evidence of the range of experiences or ancillary activities to be enjoyed.

The smaller pictures typically include food, cultural attractions, family activities or excursions, and some sense of the welcome which awaits the visitor in the form of a friendly face or welcoming gesture.

Once again, we are promoting the notion of variety within each ad, and variety throughout the entire campaign.

Consistent with the research recommendations, we are careful to 'locate' each experience geographically, and identify or explain all images portrayed.

The "look" of the spreads is handsome and distinctive, accessible and friendly.

To reiterate, the value of this approach lies in the fact that we dismantle the preconception of a vast and, we may infer, largely colorless land-mass, and present instead a series of individual and quite manageable travel experiences . In this respect, we are attempting to respond to the challenge posed by the researcher:

> "American pleasure travelers had a difficult time coming to grips with the total picture of 'What is Canada.' Ignorance and lack of awareness are the key underlying factors here. In addition, the sheer vastness of the country, and the stereotype of Canada as primarily an outdoor wilderness

type of experience are incomplete perspectives of Canada’s vacation potential. American pleasure travelers are simply not aware of the myriad of experiences and activities available here.”

Hopefully, not anymore.

TOURISM CANADA

1986 U.S. ADVERTISING

SPRING/SUMMER MEDIA RECOMMENDATION

Prepared by:
Camp Associates Advertising Limited
January, 1986

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

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ADVERTISING OBJECTIVES

The advertising objectives, as outlined in "Market Development - U.S.A.- 1986" (Tourism Canada) are as follows:

- To work with our partners to increase the numbers of U.S. tourists and travel receipts.
- To improve competitive market intelligence.
- To develop, using major research study findings, winning strategies by targetting specific vertical/geographic markets with high potential to deliver increased share of market.
- To increase joint programming and sign comprehensive marketing accords with public/private sector partners.
- To expand the U.S. export marketing capability of the Canadian tourism industry by complementing their marketing efforts and assuring overall compatibility.
- To ensure that marketing initiatives are results-oriented and represent value for money.

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

MEDIA OBJECTIVES

The media objectives are as outlined below. The media strategy will clarify the specifics of each objective.

1. TARGET AUDIENCE

To direct advertising to the target group(s) in the U.S. representing the maximum potential for increased travel to Canada. If applicable the target audience will be modified by region and/or type of trip.

2. COVERAGE/MARKET SELECTION

To advertise on a national basis, with specific emphasis being placed against regions representing maximum potential as indicated by the research.

3. REACH/FREQUENCY

To reach, in markets receiving advertising, a minimum of 70% reach against the target audience, reaching them an average of 15 times. If any markets are designated as secondary, (ie less potential) the reach objective will be dropped to 65% with the average frequency being maintained at 15x.

4. TIMING/DURATION

To advertise at the most opportune time to reach the target either prior to or during the decision making period as dictated by research.

5. CREATIVE CONSIDERATIONS

To select media that will not only achieve the media objectives, but that are consistent -with the creative objectives and strategies.

6. BUDGETS

The consumer media budget for Spring/Summer 1986 has been determined as :

	Us. $	CDN. $
FY 85/86	2,285,714	3,200,000
FY 86/87	5,714,286	8,000,000
TOTAL	8,000,000	11,200,000

Converted @ 40%

MEDIA STRATEGY

RESEARCH STUDY-

BACKGROUND/DEFINITION

The U.S. travel study conducted by Longwoods is "occasion based". Below are the definitions for different kinds of vacations and pleasure trips that were used for the study.

- A visit to friends or relatives is a trip whose main purpose is to visit friends or relatives.

- A close-to-home leisure trip is a trip to a place close to home where you can enjoy activities such as a beach, lake, sea-shore? or park.

- A touring vacation is a vacation by car or bus or train through areas of scenic beauty, cultural or general interest.

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- A city trip is a trip to a city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.

- An outdoors vacation is a vacation in a natural area where you may. engage in activities such as camping, hunting, fishing, hiking or rafting.

- A resort vacation is a trip to a resort or resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.

- A cruise is a trip on a cruise ship where you enjoy all the on-board activities and the planned stops at points of interest along the way.

- A trip to theme park, exhibition or special event is a vacation taken primarily for the purpose of visiting a major theme park or exhibition or special event such as a Super Bowl, World's Fair, or Olympic Games.

The sample was 9,000 in-depth personal interviews among U.S. travelers. These are distributed evenly amongst the nine Us. census divisions to allow cross tabs of any description in any census region.

1. ROLE OF ADVERTISING

The following strategies have been isolated by the Department as those that will meet the advertising objectives. The advertising campaign must:

increase (top of mind) awareness of Canada as a preferred travel destination. (1)

ensure that the value-added benefit of a Canadian vacation is understood by promoting the dollar exchange differential. (1)

- increase intent to travel to Canada. (1)

reinforce positive attitudes about Canada (foreign mystique, culture, heritage, ethnic mosaic) and reverse any negative attitudes (vast wilderness and to a lesser extent, climate) .

(1) Source: Market Development - U.S.A.- 1986 - Tourism Canada

2. TARGET AUDIENCE DEFINITION

Travel Market (Types of Vacations) - Background

The research study indicates that the single largest vacation type in the U.S. is VFR, at 42%. Close to home/leisure trips are second, accounting for 23%. (See Exhibit I) The share of foreign destinations amongst the different trip types is largest for touring and cruises. (See Exhibit II). And, Canada's strength in terms of share of the U.S. travel market clearly lies in touring, with a 9% share. Exhibit III outlines our share of the market by trip type.

The largest single category of trips taken to Canada is the touring vacation, representing 47% of all trips. (Exhibit IV) Therefore, the category of touring trips will be the base from which the target audience data is drawn.

In addition to touring being the single largest category, there are other reasons that reinforce the decision. Touring trips involve more commitment and planning than other types of vacations, with a wide variety of information sources being used. Therefore, the potential for advertising to work is high. In a touring vacation, people are more likely to be looking for some foreign mystique. The U.S. cannot deliver this and is seen as dull. But Canada is perceived as a foreign country and our people, culture, heritage, and ethnic mosaic makes us different. Americans see Canada as a more interesting place to tour than the U.S.

With the exception of outdoor, the demographics of the other trip types will not be treated as separate because our image and acceptance when isolated is poor. When “packaged” as a touring experience however, the negatives disappear. Secondly, there does not seem to be vast differences between the groups with the exception of outdoor. And, finally, those who take touring trips are much more likely to take other trip types, than is true in the reverse.

The outdoor market represents 21% of all vacations to Canada, being a specialized, vertical market. There is little planning (52.6% less than 3 weeks), shorter duration, negligible use of information for planning purposes, almost entirely rubber tire with short distance being important, and our cultural diversity is not a factor. Although these characteristics do not “fit” Canada as well as touring does, our image and acceptance is basically strong - but with the specialized market, not travelers in general. It is a captive audience and market that should be maintained and will be treated as a secondary vertical market.

<u>Definition of the Touring Target Audience</u>

The group of respondents who indicated that they have taken a touring trip in the past or intend to take a touring trip in the next two years has been analyzed. This group represents 45% of all Us. travelers.

Demographic characteristics are summarized below. All of this information is detailed in Exhibit VI.

Census region - There are four census regions in which the majority of the target reside; Mid Atlantic (18.5%) , East North Central (16.3%), South Atlantic (14.9%) , and Pacific (13.7%). These four regions represent 63.4% of the target. Although New England represents only 5% of the group we recommend including the region in any geographic skews because of its proximity. When analyzed against the total Us. (based on SMRB'S consolidated census regions) the Northeast, North Central and Pacific regions index 100 or higher. The Southern region which includes the South Atlantic indexes at 88.

Age - Age groups have been analyzed in five year and ten year increments. When analyzing age in five year increments, the research indicates that the 16-25 year olds are insignificant. Above the age of 25, the groups that represent the largest single shares are the older demographics. Two key age demographics exist; 25-44 and 55+, indexing at 101 and 122 respectively against the U.S. population.

Sex - There is no strong male or female skew, with 48% being male, and 51.2% being female.

Marital Status - The research indicates a clear skew to married couples, representing 69.2% of the total, indexing at 112.

Race - 91.7% of the target group is white, indexing at 105 against the U.S. population. The black market represents only 4.5% of the target, showing less propensity to tour, indexing at 42.

Employment - There is no evident skew in this category. 45% of the target work full time outside the home, and 41.6% are not employed. It is interesting to note however, that 17.8% are retired and 14.8% are homemakers. These two groups represent 78% of the unemployed universe.

Occupation - Nearly half of the target group (49.3%) work in a professional/managerial capacity or technical/clerical/sales related position. The professional/managerial group index very high against the U.S. population, at 166.

Education - Graduated college/university, attended college/university, and graduated high school/vocational school each represent fairly equal shares of the target, totalling 74.9%. Higher propensity exists in those who have attended college/university and graduated college/university or better, indexing at 127 and 154 respectively.

Household Income - Large segments of the touring group start appearing at the $20.0M level. 74.5% have household incomes of $20.0M+. However, since distance travelled is a consideration, it is felt that a household income level of $25.0M+ is probably more realistic. This represents 61.7% of the total. Greater propensity to take a touring trip is evident in those with household incomes of $40.0M+, indexing at 153 against the U.S. population.

Total people contributing to income - The study indicates that 42.5% have only one income earner and 48.5% have two earners in the household. However, included in the single income earning household would be those who are single, separated, divorced, and widowed.

To summarize, Tourism Canada's overall target audience based on the research findings is as outlined below:

- Adults aged 25-44
- Living in the New England, Mid Atlantic, East North Central, South Atlantic, and Pacific census regions
- 50/50 male/female
- Married
- White
- Employed in a technical/clerical/sales related position or higher
- Graduated high school or vocational school or better
- HHI $25M+
- Two income household

Of course, it is not possible to measure all media against such a defined target audience. The criteria for measuring each medium will be outlined in the buying strategy.

The above target audience represents the mass, overall target, which will be referred to as the primary target. There also exists an upscale target audience which the research indicates has a high propensity to travel. In 1984, the affluent market, adults with household incomes of $40.0M+, represented only 12% of total U.S. households. However, those 12% of households represented 57% of all U.S. household income - enormous spending power.
(Source: 1984 MMR)

Based on the Longwoods Study, the secondary upscale target with higher propensity to travel is:

- Adults aged 25-44
- Living in the New England, Mid Atlantic, East North Central, South Atlantic, and Pacific regions
- 50/50 male/female
- Married
- White
- Professional/Managerial
- Attended college/university or better
- HHI $40M+
- Two income household

This target directs that SMRB would be used for magazine audience analysis.

When analyzing the overall touring target audience, two relevant characteristics emerged, indicating a third target audience; 33.3% of the group are aged 50+ (with 20.3% aged 60+) and 17.8% of the target is retired. This indicates that some advertising should be directed towards the mature market, using a medium directly skewed to that market. We would recommend that the age group for this target be 55+. This is more logical than breaking it at 50. This strategy follows the general aging of the population, and the fact that "empty-nesters" are becoming a more important audience for most marketers.

Segmented/Vertical Target Audiences

As outlined in the Travel Market/Types of Vacations - Background section on page 7, the outdoor market, although only 21% of all trips to Canada represents a captive audience and market that should be maintained. Therefore, minimal advertising should be directed to this group, again using a medium skewed towards the market. The research indicates that hunting and fishing are the strongest activities within the total market, with hiking and climbing being secondary. (Exhibit VII)

3. MARKET SELECTION

As previously determined, the census regions of Mid Atlantic, East North Central, South Atlantic and Pacific total 63.4% of the touring group. We recommend adding New England (5%) bringing the total to 68.4%. New England is close in proximity to Canada and is also included in the Northeast consolidated census region, which indexes at 106.

Where geographic flexibility in the selected media allows, advertising will be skewed to these areas. We would also recommend including Minnesota and Texas since Tourism Canada has representation in those states.

Markets in all states in the five census regions are ranked by Adults 25-49 population in Exhibit VIII. Only major markets in the South Atlantic region have been included. Because of distance, vacations would most likely be a fly/drive vacation. Hawaii and Alaska have been excluded because of distance. In addition, select miscellaneous markets have been included to ensure coverage for all regions of Canada.

Markets that will receive advertising will be selected from this list. The selection criteria will include potential, population, proximity to Canada, and Canadian regional considerations ie. final markets selected must ensure coverage of all regions of Canada. Markets must be analyzed on a combination of all of the criteria with none having more importance that the others. For example, it would be more important to include Bangor, which ranks 154, than to include Harrisburg/Lancaster/York that ranks 48 because of Bangor's proximity.

The only exception is that all markets ranking in the top 10 in the five key census regions will be included. SMRB confirms that propensity to travel to Canada in the top 10 ADIs is high, (representing 43% of travelers to Canada) indexing at 130. By adding the next ten ADIs only 13% more trips are added and the index drops. Cost would also exceed 13%.

Market selection is indicated by upper case type on Exhibit VIII. Primary and secondary markets have been identified in case budget considerations will not allow weight levels/duration to be identical in all markets. The criteria used includes ranking of census region (Exhibit VI) and proximity. Secondary markets may change as a result of budget restraints. They are indicated on the Market Rankings (Exhibit VIII) by asterisks.

4. WEIGHT LEVELS

The research indicates that Americans don't really see us in a negative light, but rather, for the most part, they don't see us at all. Building top-of-mind awareness is the advertising priority. Unless we come to mind when Americans are choosing possible vacation destinations, Canada won't even be a candidate, much less be chosen.

To build awareness, frequency and duration of advertising are crucial, and if necessary would take precedence over reach. A reach/frequency objective of 70%/15x has been set for primary markets, and 65%/15x for secondary markets. We would also recommend reducing the number of markets if it was necessary, rather than reducing the effectiveness in every market.

It should be noted, though, that because duration is required to build both frequency and awareness, limiting reach to 65-70% will be most likely unachievable.

5. TIMING/DURATION

As expected, 50.4% of touring vacations commence during the months of June, July, and August. We can safely assume that June vacations would fall in mid-late June because of school holidays. July represents the largest single month, at 20%. (See Exhibit IX) The study also indicates that 34.8% of touring trips were planned one to two months prior to the start of the vacation. (Exhibit X)

We would recommend advertising for approximately two months prior to the start of the planning process for the majority of summer vacations, in order to generate awareness. This would mean starting advertising in March and running for as long as possible, but at least through April. Ideally, we would recommend extending the campaign into the planning period, May. If necessary, flighting will be utilized to extend campaign duration.

6. MEDIA SELECTION

Media selection will be based on the following criteria:

- cost efficiency
- reach of the target group
- impact/cost effectiveness
- geographic flexibility
- ability to generate frequency
- creative compatibility

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

MEDIA RECOMMENDATION

A mix of television, magazines, and newspapers are recommended for the 1986 Spring/Summer U.S. Campaign. An overview follows:

TELEVISION

Markets - Total 36

PRIMARY		SECONDARY
Bangor*	Toledo*	Washington D.C.
Burlington/Plattsburgh*	Detroit*	Baltimore
Boston	Flint/Saginaw/ Bay City*	Atlanta
Providence/New Bedford	Chicago	Miami
Hartford/New Haven*	Milwaukee	San Francisco
Albany/Schenectady/Troy*	Seattle/Tacoma*	Los Angeles
Syracuse*	Spokane*	Minneapolis/St. Paul
Rochester*	Portland/Salem*	Duluth
Buffalo*		Dallas/Ft. Worth
New York		Houston
Philadelphia		Fargo
Pittsburgh*		Minot/Bismarck/Dickinson
Erie*		Billings
Cleveland*		Missoula/Helena/Butte

Dates

Primary - March 3-30/*March 10-April 6	(4 Weeks)
April 14-May 11/*April 21-May 18	(4 Weeks)
TOTAL	8 WEEKS
Secondary - April 1-27	(4 Weeks)
TOTAL	4 WEEKS

Target Audience

A.D.I. Adults 25-49

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SPRING/ SUMMER MEDIA RECOMMENDATION

Daypart Criteria

25% early news
20% prime access
30% prime (including independent prime)
15% late fringe
10% early fringe/weekend

100%

Weight Level/Commercial Length

	MARCH				APRIL				MAY			
	3	10	17	24	31	7	14	21	28	5	12	TOTAL
Primary												
GRPs	200	200	200	200	-	-	150	150	150	150	-	1400
% :60	25	25	25	25	-	-	10	10	10	10	-	19
OR												
GRPs		200	200	200	200	-		150	150	150	150	1400
% :60		25	25	25	25	-		10	10	10	10	19
Secondary												
GRPs	-	·			200	200	200	200	-	-	-	800
% :60	-	-			25	25	25	25	-	-	-	25

Reach/Frequency

Primary - 90-95% / 14.7-15.6

Secondary - 85-90% / 8.9-9.4

Gross Impressions

532,142,000

Expenditure

$5,321,420 U.S.
$7,449,988 CDN.

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

MAGAZINES

Ad Size

Double page spread - four colour - bleed

Dates

March, April, May

Target Audience

Adults 25-54
Professional/Managerial
Attended college/university or better
HHI $40.0M+

Universe: 9,704,000 (SMRB)

Magazines - Total 15

Life
Smithsonian
Southern Living
New Yorker
Gourmet
Travel & Leisure
National Geographic Traveller
Sunset
Travel/Holiday
Sports Illustrated Select
Newsweek Executive +
Business Week
New York Times Magazine
Architectural Digest
Better Homes & Gardens
(East North Central)

Total # Insertions

31

Reach/Frequency

70-75% / 3.7-4.0

Gross Impressions

25,530,000

Expenditure

$2,092,066 U.S.
$2,928,893 CDN.

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

NEWSPAPER

Ad Size
Full page four colour

Insertion Date
Sunday, May 4

Target Audience
Adults 18+

Markets - Total 49

Bangor News
Burlington Free Press
Boston Globe
New Bedford Standard Times
Worcester Telegram
Hartford Courant
New Haven Register
Albany Times Union
Schenectady Gazette
Troy Record
Syracuse Herald American
Rochester Democrat/Chronicle Times Union

Buffalo News
Westchester Rockland Group
Bergen County Record
Newark Star Ledger
Philadelphia Inquirer
Pittsburgh Press
Erie Times News
Cleveland Plain Dealer
Toledo Blade
Detroit Free Press
Flint/Saginaw/Bay City Group

Chicago Tribune
Milwaukee Journal
Washington Post
Baltimore Sun
Atlanta Journal Constitution
Miami Herald
Ft. Lauderdale News & Sun Sentinel
Seattle Times/Post-Intelligencer
Tacoma News Tribune
Spokane Spokesman Review
Portland Oregonian
San Francisco Examiner & Chronicle

Los Angeles Times
Minneapolis Star Tribune
St. Paul Pioneer Press
Duluth News Tribune & Herald
Dallas Morning News
Fort Worth Star-Telegram
Houston Chronicle
Fargo Forum
Minot News
Bismarck Tribune
Dickinson Press
Billings Gazette
Missoula Missourian
Helena Independent Record

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Reach

65-70%

Gross Impressions

37,905,340

Expenditure

$375,000 Us.
$525,000 CDN.

MATURE MARKET

Ad Size

Double page spread - four colour - bleed

Dates

April, May, June

Target Audience

Adults 55+

Magazines

50+
Mature Outlook

Total # Insertions

3

Gross Impressions

3,135,000

Expenditure

$57,164 U.S.
$80,030 CDN

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

OUTDOOR MARKET

Newspaper support of outdoor/sportsman's shows in selected markets is being considered pending consultation with Provinces and Industry.

Expenditure

$142,857 U.S.
$200,000 CDN.

GRAND TOTAL EXPENDITURE

MEDIUM	Us.	CDN
Television	5,321,420	7,449,988
Magazines	2,092,066	2,928,893
Newspapers	375,000	525,000
Magazines (Mature Market)	57,164	80,030
Outdoor Market	142,857	200,000
	7,988,507	11,183,911
Contingency	11,493	16,089
	$8,000,000	$11,200,000

CAMP ASSOCIATES ADVERTISING LIMITED

TOURISM (
1986 U.S. A
MEDIA RECOMM
ADVERTISING

MEDIA SCHEDULE W/O:
(Monday Start)

JAN | FEB | MARCH | APRIL | MAY

30 6 13 20 27 3 10 17 24 3 10 17 24 31 7 14 21 28 5 12 19 2

TELEVIS ION

Primary Markets-6
200 GRPs/WK 25%:60
150 GRPs/WK 10%:60

Primary Markets - 16
200 GRPs/WK 25%:60
150 GRPs/WK 10%:60

Secondary Markets - 14
200 GRPs/WK 25%:60

MAGAZINES - D. P. S.4C BL

Life
Smithsonian
southern Living
New Yorker
Gourmet
Travel & Leisure
National Geo. Traveller *
Sunset
Travel Holiday
Sports Illustrate Sele
Newsweek Executive +
Business Week
New York Tires Magaz ine
Architectural Digest
Better Homes & Gardens
(Eric)

NEWSPAPER - F.P. 4C

49 Newspapers

- 2 CO |

CAMP ASSOCIATES ADVERTISING LIMITED

TOURISM CANADA
1986 U.S. ADVERTISING
MEDIA RECOMMENDATION
ADVERTISING SCHEDULE

MEDIA SCHEDULE W/O: (Monday Start)	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
	30 6 13 20	27 3 10 17	24 3 10 17 24	31 7 14 21	28 5 12 19 26	2 9 16 23	30 7 14 21	28 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22
MATURE MARKET MAGAZINES-DPS. 4C BL												
50+												
Mature Outlook												
OUTDOOR MARKET NEWSPAPERS T.B.D.												

•DENOTES DISTRIBUTION DATES FOR BI-MONTHLIES

TOURISM CANADA

1986 U.S. ADVERTISING

EXPENDITURES BY REGION

CENSUS REGION	Us. POPULATION	TARGET (1)	TELEVISION	MAGAZINES	NEWSPAPERS	TOTAL	
%	%	%	$	$		$	%
Northeast	22.1	23.5	2,164,640	581,822	184,801	2,931,263	36.4*
North Central	25.4	25.3	1,145,880	470,282	139,953	1,756,115	21.8
south	33.9	29.9	1,000,000	600,512	146,997	1,747,509	21.7
West	18.7	21.3	1,010,900	496,614	114,322	1,621,836	20.1
			5,321,420	2,149,230(2)	586,073(3)	8,056,723(4)	

(1) Touring Target
(2) Includes Mature Market
(3) Includes Share of Expenditure from Partners
(4) Does not include Outdoor Market - TBD

Us. Funds

*High due to cost of New York Market

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXPO '86

In addition to the previously outlined consumer campaign, advertising support for Expo '86 is scheduled. A four page, four colour broadsheet insert will be distributed in twenty four major market newspapers in the Eastern U.S. Since Expo and Tourism British Columbia are concentrating their advertising weight in the West, they requested that Tourism Canada cover the East.

Distribution is scheduled for late January/early February to allow ample time for planning and budgeting for a summer holiday to Expo '86/B.C. The inserts will be distributed to households with an income of $35.0M+, with quantities generating a 50% reach.

The cost of distribution is $514.6M (CDN.), delivering an excellent cost per thousand against households with an income of $35.0M+ of $49.35.

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SPRING/SUMMER MEDIA RECOMMENDATION

Details are outlined below.

MARKET/NEWSPAPER	QUANTITY	INSERTION DATE
New York Times (2X)	800,000 800,000	Jan. 26 Feb. 9
Long Island Newsday	270,000	Jan. 26
Westchester/Rockland Group	120,000	Jan. 26
Bergen County Record (2X)	120,000 120,000	Jan. 26 Feb. 9
Chicago Tribune (2X)	400,700 400,700	Jan. 26 Feb. 9
Philadelphia Inquirer	400,000	Jan. 26
Boston Globe	400,000	Jan. 26
Detroit Free Press	330,000	Jan. 26
Dallas Times Herald	252,147	Jan. 26
Washington Post	330,000	Jan. 26
Houston Chronicle	191,825	Jan. 26
Cleveland Plain Dealer	180,000	Jan. 26
Pittsburgh Press	150,000	Jan. 26
Minneapolis Star	189,600	Jan. 26

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MARKET/NEWSPAPER	QUANTITY	INSERTION DATE
Atlanta Constitution Journal	170,000	Jan. 26
St. Louis Post Dispatch	226,000	Jan. 26
Tampa Tribune	50,000	Jan. 26
Baltimore Sun	145,500	Jan. 26
Hartford Courant	95,400	Jan. 26
New Haven Register	70,000	Jan. 26
Indianapolis Star News	70,000	Jan. 22
Cincinnati Enquirer	90,000	Jan. 26
Buffalo News	60,800	Jan. 26
TOTAL	6,587,242	

RATIONALE

MEDIA SELECTION

Television

Television has been selected as the primary advertising medium. Reach is built very quickly. R.H. Bruskin reports that 88% of adults with household incomes of $25M+ are reached daily by television, as are 83% of working women. Paralleling the high reach capabilities of television is the time spent with the medium. The October 1984 NTI Report indicates that Men 25-54 spend an average of 27.4 hours weekly watching television. Women 25-54 spend an average of 31.3 hours tuned to TV weekly.

Although television is being used largely to reach the mass target (primary) , high reach levels can also be built against the upscale target and the mature market, increasing impact and effectiveness against those targets. Again, Bruskin indicates that 88% of adults with a household income of $50.0M+ are reached daily by television. These reach figures remain fairly constant for other aspects of the upscale target: attended college+ - 86%, professional/technical - 82%,managerial - 88%.

However, the upscale target does not spend as much time with the medium, although still significant. For example, Men 25-54 with household incomes of $40M+ watch an average of 22.4 hours weekly compared to 27.4 hours for all men 25-54.

Television viewing generally increases as age increases. 92% of adults aged 50+ are reached daily, and time spent is much higher than reported for younger adults. Men 55+ watch an average of 35.8 hours weekly, while women 55+ tune to television 40.2 hours weekly on average. All of the above reach and time spent research is detailed in Exhibits XI and XII.

With the high amount of time spent with television, substantial frequency levels can also be built and can be done efficiently. We estimate the :30 cost per thousand for the 1986 television campaign to be $10.00 for Adults 25-49. This compares to other media favorably; newspapers - $27.41, magazines - $11.88, radio - $6.40. Although radio's CPM is less, it cannot generate the required imagery, impact, and reach levels.

Television also offers geographic flexibility, allowing specific markets to be selected. Advertising can be scheduled only in those markets or areas representing maximum potential as per the research. This is possible without incurring heavy premiums.

Finally, television is by far the most effective medium for building awareness, image, and changing attitudes. The R.H. Bruskin study clearly indicates that television advertising is considered to be the most exciting, influential, and authoritative . (See Exhibit XIV)

Magazines

Whether analyzing magazine exposure against travelers to Canada or demographic segments of Tourism Canada's upscale target (income, education etc.) , usage levels are all above average. Over 50% of adults who travel to Canada fall into the heaviest magazine quintiles, allowing substantial reach levels to be built over the course of a campaign. (Exhibits XV- XVI)

Skewing to very targetted demographics, magazines can be selected that have the least amount of wastage ie. readers that do not meet our target audience definition.

Problems & Opportunities

Problems

- Aggressive competition from other long-haul destinations, i.e. the U.S.A., Australia, the Caribbean, etc., due to significantly increased budget resources.

- Lack of awareness, and negative perceptions of Canada as a viable travel destination.

- Cost of travel and perception that Canadian dollar is as strong as its U.S. counterpart.

Opportunities

- Positive image of Canada as a nation.

- Increased co-operation of public and private sector industry partners.

- New air access to Canada with recent bilateral agreements, i.e. Singapore, New Zealand.

3. Marketing Objectives

Due to the individuality of Overseas Markets (divergent conditions, opportunities and constraints) , measurable objectives are set on a market by market basis.

However, in general terms, our major objectives are as follows:

- To increase pleasure travel revenues by focussing on higher yield pleasure travel vs. visiting friends and relatives.

- To increase the length of stay in Canada by overseas visitors.

- To increase Canada's market share of long-haul travel originating in specified geographic markets, such as Europe, Asia and Latin America.

- To establish joint agreements with leading industry partners that will enhance tourism to Canada from overseas markets.

4. Marketing Strategy

To meet our stated objectives, the following strategies will be implemented:

- Tourism Canada will engage in increased joint agreements with private sector partners such as the joint marketing agreement with Wardair for tourism promotion in the United Kingdom and Germany.

- There will also be co-ordination of a comprehensive communications program combining both public relations and advertising, with private and public sector partners.

- Overseas tourism marketing opportunities will be identified between Department of External Affairs' Posts and Canadian Regional Offices as applicable under Tourism Subsidiary Agreements.

- Collection of market intelligence to segment and target our markets more effectively will be expanded.

- Tourism Canada's marketing efforts will focus on high yield markets and those with greatest potential.

- Pleasure travel surveys in major overseas markets on Japan, the United Kingdom, West Germany, and France are planned.

5.0 Markets

5.1 Japan

Situation: The Japanese travel market continues to have a strong female (aged 20-30) and golden age (over 50) base, but is expanding to include affinity groups such as skiers, youth and families.

The Minister of Tourism as well as leading Canadian public and private sector industry colleagues have demonstrated an increased commitment to the development of this vital market.

Goal: Increase the number of total visits to 200,000 in 1986/87.

Target Markets: Young Females - 20-30 years old

- Honeymoon market

Silver Age	- Over 50 years old - No children

Marketing Strategy:

Research has shown that a marketing strategy for Japan should emphasize the beauty of Canada and the excitement of our urban areas.

Thus, advertising and promotional campaigns will employ specific target destinations -- such as Vancouver and Expo '86; Banff and the Rockies; Toronto and Niagara Falls; Montréal and Québec City; and Prince Edward Island (Anne of Green Gables).

- Ministerial Mission to 5 cities celebrating 20th anniversary of tourism promotion in Japan.

- Joint promotions with major partners, CP Air, Tourism Alberta, Tourism B.C., Japan Airlines, JALPAC, Maple Vacance, Tech Air, Minamee Sports, Playguide Tours.

- Expanded market intelligence.

- Focus on Expo '86 and introduction of 1988 Winter Olympics.

5.2 United Kingdom

Situation:	The United Kingdom still represents Canada's largest overseas market in total visits, but has been steadily declining since 1981, dropping from 540,588 visitors in 1981 to 385,343 in 1984. This decline had slowed from 15.4% in 1983 to 11.2% by September of 1985.	
Goal:	To increase revenues to $157 million, an increase of 14.3% over 1984. To accelerate the development of higher spending pleasure travelers to Canada.	
Target Markets:	Primary	Over 45 years of age Affluent Higher education
	Secondary	20-30 years old Well educated No children

Geographic	London Southern England Selected markets: Scotland & Ireland

Marketing Strategy:

Overall, the strategy will be to concentrate our efforts on promoting specific gateways to Canada (Toronto, Montréal, Vancouver) and with emphasis on specific Canadian tourism products within a few hours drive of these centres.

- It is intended to increase consumer awareness through:

  A fully researched and tested communications program with total integration of advertising and public relations highlighting Montréal, Toronto and Vancouver as key gateway cities to major tourism regions throughout Canada.

- Support for Canadian Holidays and Travel Associations (CHTA), which is a consortium of travel industry colleagues in Britain who actively promote Canada as a tourism destination. CHTA emphasis will be on its Club Canada program which is a comprehensive plan to upgrade the training and product knowledge of travel agents selling Canada.

- Negotiate joint marketing agreements with major industry partners.

- In view of the number of visitors who enter Canada via the United States, exploring with tour operators the possibility of expanding Canadian offerings tied to U.S. tour programs.

- Highly targetted Meetings and Incentive Travel activities, i.e. Contact Canada, Meetings and Incentive Travel research, co-ordinating private and public sector Meetings and Incentive Travel initiatives .

- Strengthen Canadian presence at World Travel Market (WTM - London) , in cooperation with the provinces and private sector, through consolidation of Canada booth enabling increased Provincial participation.

Public Relations strategy will be to complement the Advertising program by featuring those areas of Canada beyond the 3 gateway cities of Montréal, Toronto and Vancouver. A major emphasis for public relations will be a highly targetted Visit Canada Program (Media) to increase awareness of Canada through selected media.

5.3 West Germany

Situation:

- World's largest travel market by population.
- 32 million holidays in 1983:
  - one quarter by package tours
  - one half - trips abroad
- Although 1984 total visits to Canada were up 4.8% to 200,155, there has been a decline in this market of 10.5% to September 1985.

Goals: Through intelligence gathered by market research, increase the percentages of both package and foreign independent tours.

Target Markets: 18-44 year olds

- Urban
- Affluent
- Well educated
- Male/Female mix

Marketing Strategy:

- Under the theme "Experience the Freedom, Enjoy the Life," the advertising and promotion emphasis will shift from balanced city/outdoors themes to emphasis on outdoors with soft sell on urban attractions.

  There will also be increasing emphasis on specific products or gateways -- e.g. fly/drive Toronto, fly-in fishing in Manitoba, etc.

  Major redesign of Canadian Booth at 1986 International Tourism Borse (I.T.B.) to present a Canadian Trading Post and capitalize on West Germany's ongoing fascination with Canada's pioneer traditions. Evaluation of the success of this approach will provide basis for continuing participation at I.T.B.

  Emphasis on Fly-Drive market.

  Implementation of joint marketing agreement. with Wardair.

As well, publications with favorable advertising and editorial environments can be chosen.

Being such a highly targetted medium, magazine efficiencies against specific demographics of the target audience are lower than other media. That is, although television generates high reach levels against the target, it is a mass medium, and therefore efficiencies against an upscale demographic will be higher than magazine's efficiencies against the same demographic. (See Exhibit XVIII)

Magazines also afford Tourism Canada the opportunity to reach the upscale target on a national basis at reasonable out-of-pocket costs as well as being cost efficient. Some magazines do offer regional editions at slight premiums that may be utilized to either heavy-up a priority region or to allow inclusion of cost prohibitive publications .

Through the use of spectacular images and informative copy, impact can be achieved, and awareness built. As well, the Longwoods study indicates that magazines and particularly travel magazines are an important source of information when planning a touring vacation. It seems logical to extend this theory to magazines that regularly include travel features in their editorial calendars. - (Exhibit XVII)

Magazines are also recommended to reach the mature market. Being an increasingly important demographic market in the U.S., there are several publications edited specifically for this market. Impact against the target will be further maximized through the television purchase, as previously outlined.

Newspapers

Newspapers are recommended as a supplementary medium to reinforce advertising against all targets excluding the outdoor market. 74.2% of travelers to Canada read weekend newspapers and over 50% fall into the heaviest two quintiles. High reach levels can be built against both the mass target and upscale demographics. (Exhibits XV-XVI) Capitalizing on Sunday travel sections, newspapers will provide immediacy and offer the traveller detailed information. Like television, there is minimal geographic wastage.

As well, we are considering using newspaper for the outdoor market to support participation in sportsman's shows in selected U.S. markets. Markets and details are to be finalized pending discussions with the Provinces and Industry.

Radio

Radio is not recommended because the selected media more effectively generate impact, image, and the reach and awareness levels desired. Although a frequency medium, sufficient exposure of the message will also be achieved with the recommended media.

Cable

Data from Simmons and other sources indicates that basic cable households (advertising supported) parallel the demographics of the total U.S., ie a mass market. An opportunistic cable buy would require $100.0M U.S. Since the planned weight against the overall, mass target is substantial, we recommend against the purchase of cable this year.

Outdoor

Outdoor is not recommended as it becomes costly, is an entirely passive medium, and offers an unsuitable environment.

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

BUYING STRATEGY

Television

Television is recommended to run in thirty-six markets. Advertising in the primary markets is scheduled to commence either March 3 or 10, and run for a total of eight weeks. The scheduling has been flighted to extend the campaign into early May. The start dates have been staggered to remain within fiscal budget parameters. Secondary markets are scheduled to commence April 1, and run for four consecutive weeks. It has not been flighted because of the shorter duration. Overall, the weight has been scheduled as outlined above so that increased awareness levels have been generated when vacation planning begins.

The schedules will be purchased against A.D.I. (Area of Dominant Influence) Adults 25-49. Audiences are not further reported by income, profession, etc. However, emphasis will be placed on news, movies, public affairs programmed, and quality programmed that reach our target audience. Programmed considered of lesser value, eg. People's Court, Dukes of Hazzard, will be purchased only when necessary to maximize efficiencies versus reach.

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The planned daypart criteria in all markets is 25% early news, 20% prime access, 30% prime, 15% late fringe, and 10% early fringe/weekend. 50% prime/access maximizes efficiencies and reach. This level will achieve a 90% reach within four weeks. A higher level of prime is not recommended as increased reach is negligible, but yet cost differentials are huge. For example, prime is 60% higher than early fringe, and 70% higher than early news and late fringe.

To increase impact, 25% sixty second announcements (based on GRPs) are scheduled to run during the first four weeks of advertising in the primary markets. After high reach and awareness levels have been achieved, the ratio will then be reduced to 10% of GRPs for the remaining four weeks. Because the secondary markets are four weeks in duration, sixty seconds are planned at 25% for the entire campaign.

As per the strategy, weight levels have been planned to quickly generate reach, and to then build sufficient frequency levels. Primary markets are planned at 200 GRPs weekly for the first four weeks. At this point, maximum reach levels have been achieved, and the weight has been reduced to a sustaining level of 150 GRPs weekly. These weight levels will generate a 90-95% reach with an average frequency of 14.7-15.6. In addition the weekly frequency level will be 2.5-3.0.

Secondary markets are planned at 200 GRPs weekly. Again, weekly frequency levels will be sufficient. However, the overall frequency will be less than desired, with the campaign reach/frequency being 85-90%/8.9-9.4. It is not possible to increase the frequency without further expenditures, because the reach cannot be limited to a lower level.

Actual commercial scheduling will be done at a later date based on the research, when commercials are finished and approved.

TOURISM CANADA
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SPRING/SUMMER MEDIA RECOMMENDATION

Magazines

Double page spreads, four colour bleed are recommended to run in select magazines to reach the upscale target audience. In order to ensure awareness and reach levels are achieved prior to the vacation planning cycle, the campaign is scheduled to run during the months of March, April, and May.

Publication audiences and reach/frequencies were based on SMRB. The target used was adults 25-54, professional/managerial, attended college/university or better and household income of $40.0M+. SMRB's universe for this target is 9,704,000. Because there are several key publications not measured by SMRB, MMR was also looked at for rankings and relative positioning. Travel to Canada and marital status was also reviewed.

Actual magazine selection was based on a combination of criteria which included the following:

- reach of the target group
  audience composition/wastage
  efficiencies
- editorial environment
- advertising environment
- regional concerns
- affordability

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To calculate rates and efficiencies Tourism Canada's earned rate were utilized. We will negotiate with all publications to include all Provincial business under one umbrella contract as we did last year. Therefore, savings will most likely be generated during the course of the campaign. However, it is not recommended that higher frequency rates be used at this time, as Provincial schedules have not been finalized, and to do so would risk short rates.

Based on the above criteria the following magazines have been chosen:

- Life
- Smithsonian
- Southern Living
- New Yorker
- Gourmet
- Travel & Leisure
- National Geographic Traveller
- Sunset
- Travel/Holiday
- Sports Illustrated Select
- Newsweek Executive+
- Business Week
- New York Times Magazine
- Architectural Digest
- Better Homes & Gardens (ENC)

Given the research results, emphasis was placed on travel magazines with the schedule generating a reach of 70-75% and an average frequency of 3.8-4.0. The gross C.P.M. of $82.32 is excellent and the male/female ratio is 51%/49% respectively.

Our positioning request will be 1) in travel editorial, 2) centre spread, 3) up front.

Of course positioning cannot be guaranteed unless premiums are paid, but we will ensure that the best possible is received. Positioning will be monitored throughout the campaign. The actual creative scheduling will again be done when ads are complete and approved.

Newspaper

Based on the success of last year's events spreads, we recommend utilizing newspaper in the same way in 1986, with a full page four colour.

The same markets selected for the television campaign are recommended. However, because newspaper press facilities are constantly being improved (not all can accept four colour) it will be necessary to fine-tune the newspaper recommendation closer to the planned insertion date. Therefore some markets may be added or deleted at that time. As well, many 1986 rates have not yet been announced.

The ad would be scheduled in weekend travel sections, taking advantage of the travel editorial environment. The planned insertion date is

Sunday, May 4, running approximately one month prior to Memorial Day and the summer months, and when the television and magazine campaigns have built desired reach/frequency levels. It is estimated that 65-70% of adults 18+ will be reached.

We are seeking partner participation in the newspaper ads. Details are to be confirmed at a later date pending discussions with the Provinces and Industry.

Mature Market

There are three major publications edited for the "golden age" market: Modern Maturity, Mature Outlook, and 50+. We have recommended Mature Outlook and 50+, but not Modern Maturity. This magazine is automatically distributed to all members of the American Association of Retired Persons. Their rate base is 13,000,000 and the cost per insertion is $228,000. Therefore, a regional would have to be purchased which reduces possible insertions to one issue. Much of their editorial seems to concentrate more on "legislative" implications than on lifestyle. Finally 70% of their audience is 65+ compared to 54% for Mature Outlook, and 41.6 % for 50+. The demographics of the two publications chosen more closely match the findings of our research.

Double page spreads, four colour bleed will be scheduled during the months of April-June. Positioning requests will parallel the upscale consumer campaign.

OUTDOOR MARKET

As outlined earlier, details of the advertising for the outdoor market have not been finalized, and require consultation with the Provinces and Industry. We recommend, however, running newspaper ads to support participation in key sportsman’s shows. The ad would be designed to encourage the target (men 18+) to visit the Provincial/outfitter’s booths highlighted in the ad. They would be scheduled approximately one week prior to the show in the sports section of local newspapers in the markets agreed upon.

TOURISM CANADA

1986 U.S. ADVERTISING
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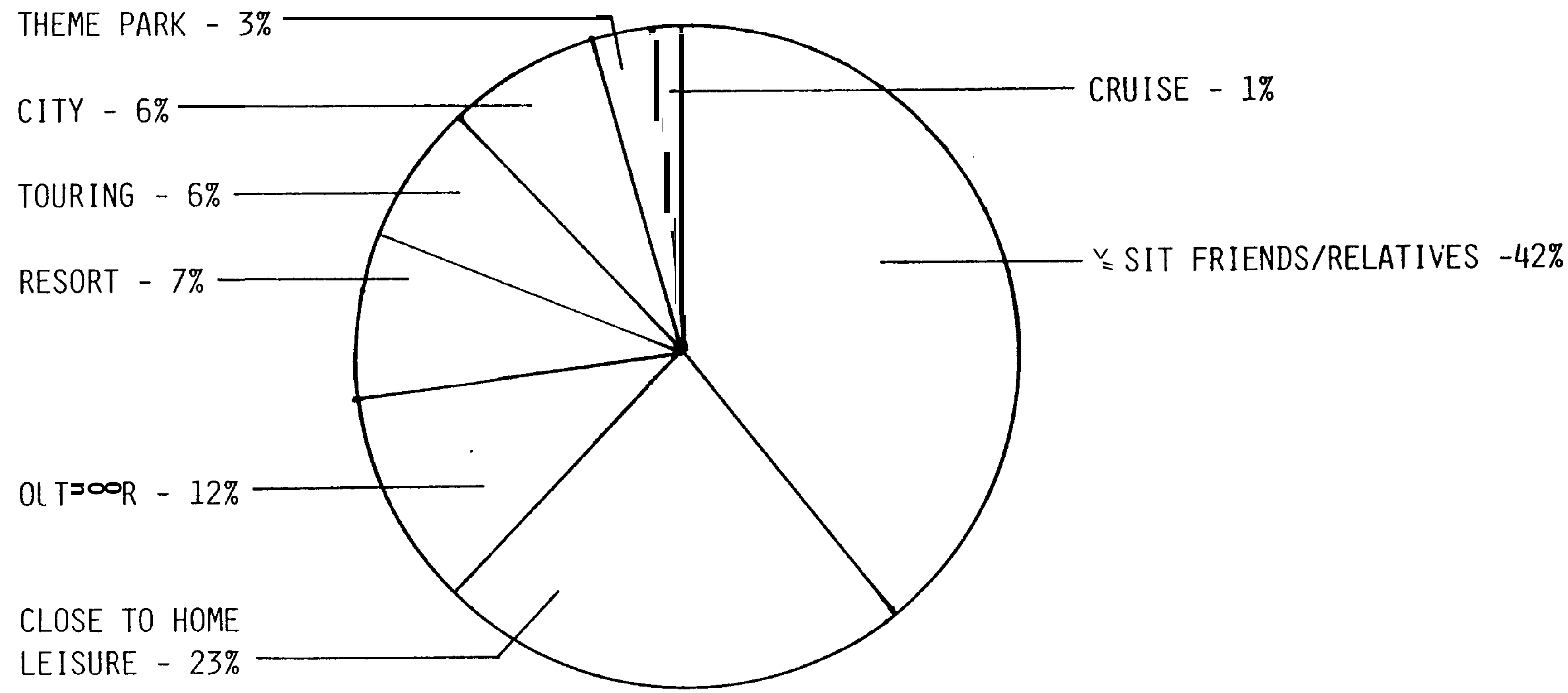
EXHIBIT I
THE U.S. TRAVEL MARKET
BY VACATION TYPE

Share of Total Trips



TOURISM CANADA

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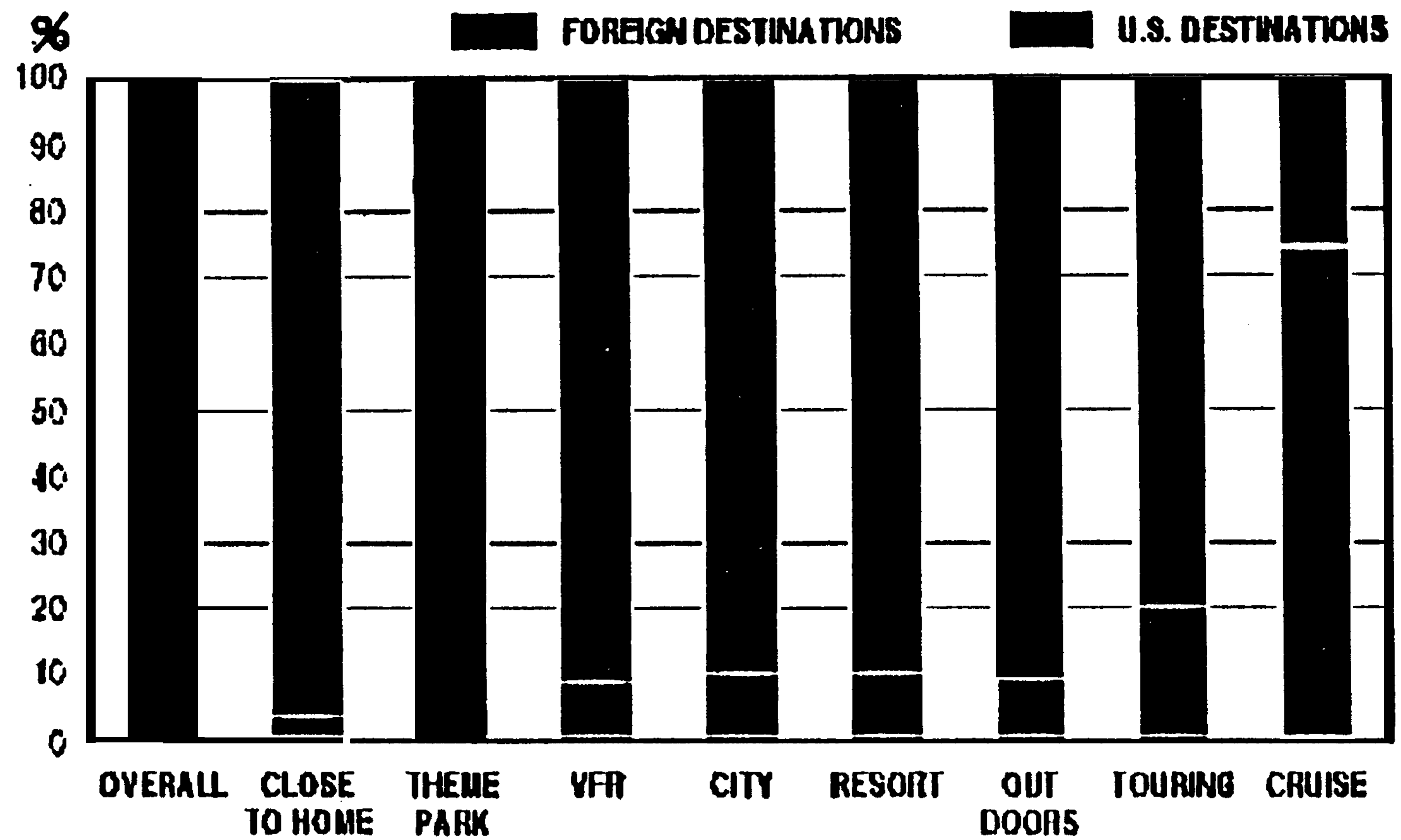
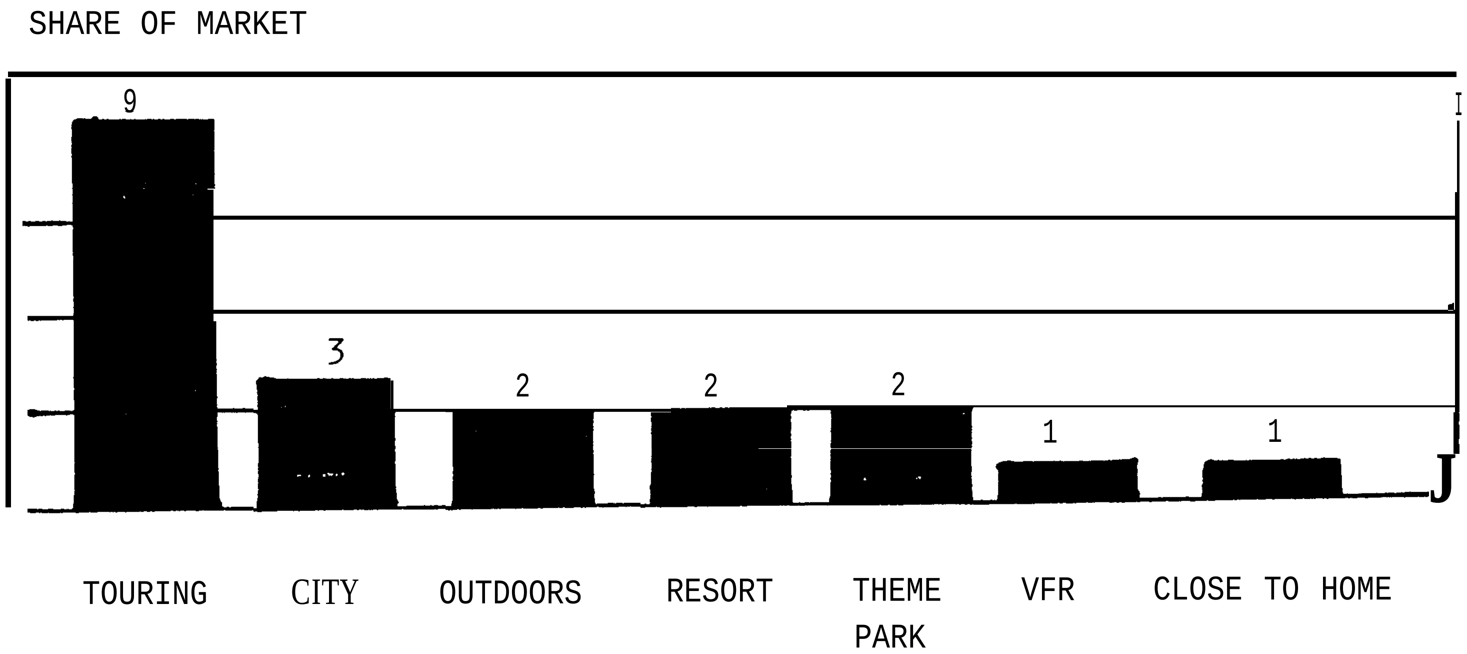
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT II
PENETRATION OF THE U.S. TRAVEL
MARKET BY FOREIGN TRAVEL DESTINATIONS



. TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT III
CANADA'S SHARE OF THE
U.S. TRAVEL MARKET'



TOURISM CANADA
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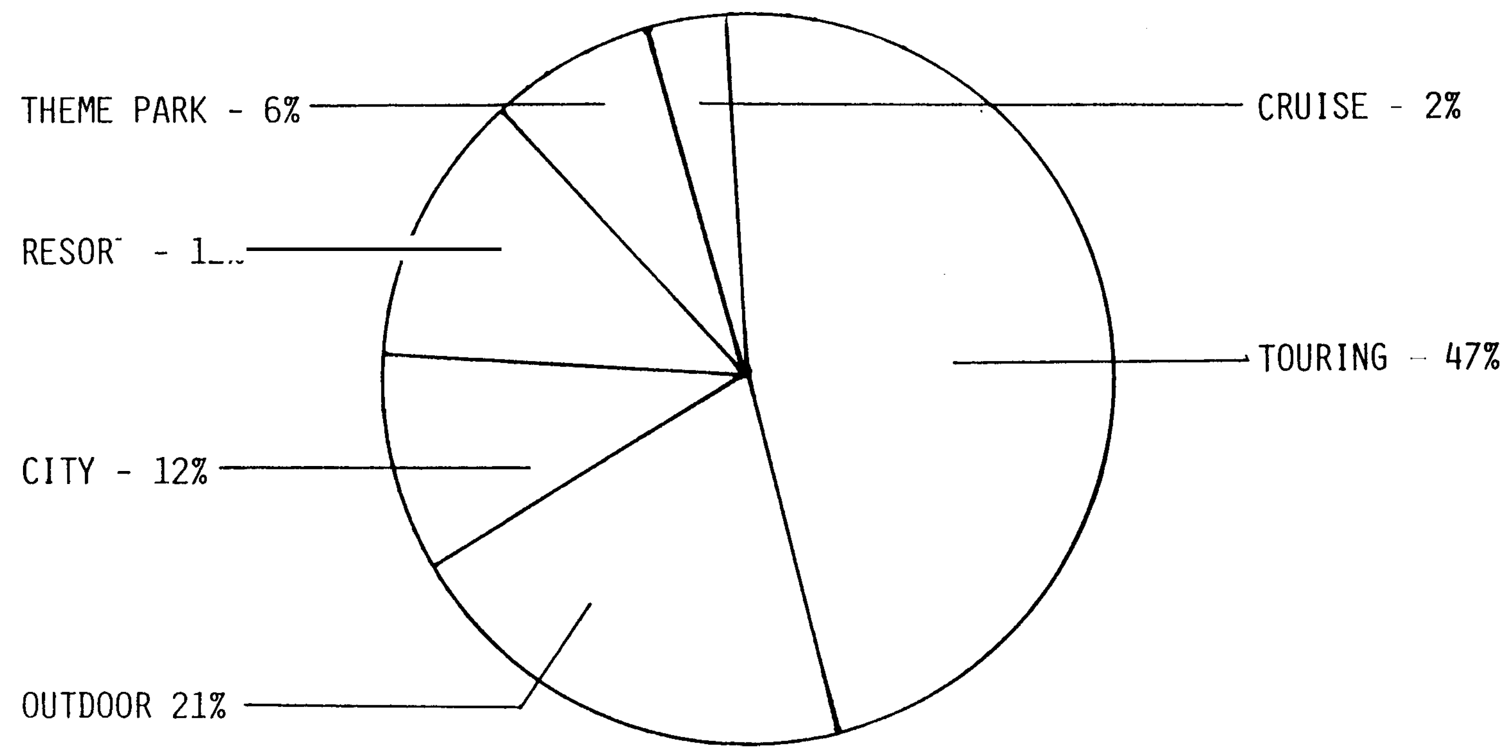
EXHIBIT V
CANADA'S VACATION - TYPE MIX
- EXCLUDING VFR & CLOSE TO HOME LEISURE -



TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT V
U.S. CENSUS REGIONS

CONSOLIDATED CENSUS REGION	CENSUS REGION	STATES
Northeast	New England	Massachusetts, Vermont, Connecticut, New Hampshire, Maine, Rhode Island
	Mid Atlantic	New Jersey, Pennsylvania, New York
North Central	East North Central	Wisconsin, Illinois, Indiana, Ohio, Michigan
	West North Central	North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, Minnesota
South	South Atlantic	West Virginia, Virginia, Maryland, Delaware, North Carolina, South Carolina Georgia, Florida, Washington D.C.
	East South Central	Kentucky, Tennessee Mississippi, Alabama
	West South Central	Texas , Oklahoma, Arkansas, Louisiana
West	Pacific	Washington, California, Oregon, Hawaii, Alaska
	Mountain	Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico

TOURISM CANADA

1986 U.S. ADVERTISING

SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VI

TARGET AUDIENCE DEFINITION

	TOTAL U.S.[4]		ALL TRAVELERS			
	TOTAL (000)	% V	TOTAL	% V		INDEX
TOTAL	167,727	100.0	3,289	100.0		100
U.S. CENSUS REGION OF HOUSEHOLD						
New England)	37,005	22.1	165	5.0)	25.0	113
Mid Atlantic)			559	17.0)		
East North Central)	42,642	25.4	592	18.0)	27.0	106
West North Central)			296	9.0)		
south Atlantic)			526	16.0)		
East South Central)	56,777	33.9	197	6.0)	32.0	94
West South Central)			328	10.0)		
Mountain)	31,303	18.7	198	6.0)	19.0	102
Pacific)			429	13.0)		
AGE						
16-20			312	9.5		
21-25			344	10.5		
26-30			486	14.8		
31-35			349	10.6		
36-40			312	9.5		
41-50			453	13.8		
51-60			413	12.5		
60+			618	18.8		

	DEF./PROB. VISIT CDA IN FUTURE'				TOURING TRIP IN PAST/FUTURE'			
	TOTAL	% V		INDEX	TOTAL	% V		INDEX
TOTAL	1,161	100	35.3	100	1,478	100.0	44.9	100
U.S. CENSUS REGION OF HOUSEHOLD								
New England)	77	6.6)	30 8	139	74	5.0)	23.5	106
Mid Atlantic)	281	24.2)	“		274	18.5)		
East North Central)	253	21.8)	29.8	117	240	16.3)	25.3	100
West North Central)	93	8.0)			133	9.0)		
south Atlantic)	131	11.3)			220	14.9)		
East South Central)	36	3.1)	18.6	55	74	5.0)	29.9	88
West South Central)	48	4.2)			147	10.0)		
Mountain)	72	6.2)	20 8	111	113	7.6)	21 3	114
Pacific)	169	14.6)	“		203	13.7)	“	
AGE								
16-20	110	9.5			126	8.5		
21-25	111	9.5			142	9.6		
26-30	175	15.1			199	13.5		
31-35	124	10.7			149	10.0		
36-40	128	11.0			161	10.9		
41-50	181	15.6			209	14.1		
51-60	136	11.7			192	13.0		
60+	195	16.8			300	20.3		

TOURISM CANADA

1986 U.S. ADVERTISING

SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VI

TARGET AUDIENCE DEFINITION

	TOTAL U.S.[4]		ALL TRAVELERS			DEF./PROB. VISIT CDA IN FUTURE[1]			TOURING TRIP IN PAST/FUTURE[2]		
	TOTAL (000)	% V	TOTAL	% V	INDEX	TOTAL	% V	INDEX	TOTAL	% V	INDEX
AGE[5]											
18-24	28,671	17.1							80	11.0	64
25-34	39,536	23.6							172	23.5	100
35-44	28,978	17.3							130	17.8	103
45-54	22,345	13.3							93	12.7	96
55-64	22,224	13.3							121	16.5	124
65+	25,973	15.5							135	18.5	119
SEX											
Male	79,263	47.3	1,562	47.5	100	615	53.0	112	710	48.0	101
Female	88,464	52.7	1,707	51.9	99	537	46.3	88	757	51.2	97
RACE											
White	146,081	87.1	2,989	90.9	104	1,066	91.8	105	1,356	91.7	105
Black	17,974	10.7	178	5.4	51	56	4.8	45	67	4.5	42
Other	3,672	2.2	79	2.4	109	26	2.2	100	35	2.4	109
EMPLOYED OUTSIDE HOME											
Full time	87,773	52.3	1,478	44.9	86	558	48.1	92	666	45.0	86
Part time	12,627	7.5	401	12.2	163	136	11.7	156	187	12.6	168
Not employed	67,327	40.1	1,386	42.1	105	461	39.7	99	615	41.6	104
Retired			523	15.9		182	15.6		236	17.8	
Temp Unemployed			109	3.3		40	3.4		49	3.3	
Disabled			44	1.3		12	1.1		14	0.9	
Full time Student			186	5.7		66	5.7		79	5.4	
Homemaker			541	16.4		170	14.7		219	14.8	

TOURISM CANADA

1986 U.S. ADVERTISING

SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VI

TARGET AUDIENCE DEFINITION

	TOTAL U.S.[4]		ALL TRAVELLERS			DEF./PROB. VISIT CDA IN FUTURE[1]			TOURING TRIP IN PAST/FUTURE[2]		
	TOTAL (000)	% V	TOTAL	% V	INDEX	TOTAL	% V	INDEX	TOTAL	% V	INDEX
OCCUPATION											
Professional /Managerial	25,845	15.4	760	23.1	150	289	24.9	162	379	25.6	166
Tech/Clerical/ Sales	30,895	18.4	753	22.9	125	284	24.5	133	350	23.7	129
Precision/Craft	12,629	7.5	470	14.3	191	175	15.1	201	211	14.3	191
Other	31,031	18.5	483	14.7	80	152	13.1	71	188	12.7	69
Refused/ No answer	-	-	[illegible]	[illegible]	-	260	22.4	-	348	24.5	-
EDUCATION											
Graduated College/+	[illegible]	16.7	711	21.6	129	294	25.3	152	380	25.7	154
Attended College	28,938	17.3	705	21.4	124	274	23.6	136	324	21.9	127
Prof/Tech Training other than college/ Univ.	-	-	240	7.3	-	98	8.4	-	122	8.3	-
Graduated High School/ Vocational School	65,503	39.	972	29.5	75	298	25.6	66	404	27.3	70
Attended High School/ Vocational School)	45,195	26.9	[illegible]	15.8) 19.[illegible]	74	175	15.1) 16.8	63	199	13.4) 16.5	61
Grade 8 or less)			132	4.0)		20	1.7)		45	3.1)	

	TOTAL U.S.[4]		ALL TRAVELLERS		
	TOTAL (000)	% V	TOTAL	% V	
HOUSEHOLD INCOME[3]					
Less than $10.0	31,101	18.5	260	7.9	
$10.0-14.9	24,569	14.6	358	10.9	
$15.0-19.9	17,175	10.2	355	10.8	
$20.0-24.9	18,607	11.1	414	12.6	
$25.0-29.9)	43,040	25.7	421	12.8)	31.5
$30.0-39.9)			615	18.7)	
$40.0-49.9	15,978	9.5	424	12.9	
$50.0+	17,237	10.3	441	13.4	
TOTAL PEOPLE CONTRIBUTING TO INCOME					
One			1,417	43.1	
Two			1,557	47.3	
Three/more			278	8.5	
MARITAL STATUS					
Single	35,557	21.2	669	20.3	
Married	103,585	61.8	2,191	66.6	
Divorced/Separated Widowed	28,585	17.0	422	12.8	

1. Those who definitely/probably would visit any place in Ca

2. Those who have taken a touring trip in the past or intendi

3. Weighted to exclude “refused, don’t know, no answer”.

4. 1984 SMRB data

5. Touring in the past year - base 732.

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER

EXHIBIT VII
THE OUTDOOR MARKET

AGREE COMPLETELY WITH STATEMENT	CDN. ROCKIES %	PAC. COAST %	ARCTIC %	N. MAN./ SASK. %	ONT. %	QUE. %	NFLD. %
Is a great area for boating and water sports	14.7	37.4	16.5	45.9	28.0	14.5	35.7
Is a great place for hiking and climbing	46.0	27.5	28.6	34.8	12.5	16.1	43.9
Is particularly good for snow skiing	29.8	19.7	37.6	25.9	16.4	17.3	30.8
Is a great place for swimming	7.6	18.3	8.2	13.5	8.1	11.8	13.7
Is particulary good for hunting & fishing	44.0	26.1	70.2	59.1	23.8	35.4	36.0

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VIII

MARKET RANKINGS

CENSUS REGION/MARKET	ADI RANK	ADI POP. A 25-49 (000)	% Us.	ADI POP. 25+ (000)	% Us.
NEW ENGLAND					
Maine					
Presque isle	201	28.7	.04	49.0	.03
BANGOR	154	117.5	.14	210.6	.15
Portland/Poland Springs	78	296.2	.36	"535.0	.37
New Hamphire					
Contains no ADIS					
Vermont					
BURLINGTON/PLATTSBURGH	101	218.6	.26	369.5	.26
Massachusetts					
BOSTON	6	1,890.5	2.28	3,350.7	2.33
Springfield	94	211.4	.25	392.6	.27
Rhode Island					
PROVIDENCE/NEW BEDFORD	39	514.1	.62	972.3	.68
Connecticut					
HARTFORD/NEW HAVEN	22	785.6	.95	1,400.4	.98
MID ATLANTIC					
New Jersey					
Contains no ADIS					
New York					
ALBANY/SCHNECTADY/TROY	52	439.9	.53	824.1	.57
"Watertown/Carthage	172	72.5	.09	133.7	.09
Utica	159	92.2	.11	180.7	.13
SYRACUSE	67	350.7	.42	619.7	.43
ROCHESTER	71	341.6	.41	586.3	.41
Elmira	166	77.5	.09	145.5	.10
Binghamton	133	143.5	.17	264.5	.18
BUFFALO	35	564.7	.68	1,064.0	.74
NEW YORK	1	6,487.2	7.81	11,578.2	8.06

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VIII

MARKET RANKINGS (Cent'd)

CENSUS REGION/MARKET	ADI RANK	ADI POP. A 25-49 (000)	% Us.	ADI POP. 25+ (000)	% Us.
Pennsylvania					
Wilkes Barre/Scranton	50	411.8	.50	844.7	.59
PHILADELPHIA	4	2,423.2	2.92	4,400.5	3.06
Harrisburg/Lancaster/York	48	480.7	.58	848.8	.59
3ohnstown/Altoona	79	271.7	.33	515.8	.36
PITTSBURGH	12	1,092.5	1.32	2,106.6	1.47
ERIE	135	138.6	.17	254.5	.18
EAST NORTH CENTRAL					
Ohio					
Youngstown	92	215.0	.26	402.1	.28
CLEVELAND	11	1,306.4	1.57	2,320.0	1.61
Zanesville	200	27.5	.03	50.4	.04
Columbus	34	614.4	.74	1,007.8	.70
TOLEDO	60	381.1	.46	669.2	.47
Cincinnati	27	680.8	.82	1,174.3	.82
Dayton	49	477.5	.54	784.5	.55
Lima	196	36.9	.04	66.1	.05
Michigan					
DETROIT	7	1,661.8	2.00	2,783.4	1.94
Lansing	103	221.9	.27	348.2	.24
Grand Rapids/Kalamazoo/ Battle Creek	40	553.7	.67	938.8	.65
Traverse City/Cadillac	138	137.9	.17	260.2	.18
FLINT/SAGINAW/BAY CITY	58	423.0	.51	702.7	.49
Alpena	210	13.4	.02	22.5	.02
Marquette	186	49.8	.06	92.6	.06
Indiana					
Indianapolis	25	783.6	.94	1,316.7	.92
Terre Haute	127	139.3	.17	274.7	.19
Evansville	87	241.9	.29	441.2	.31
Lafayette	191	41.9	.05	68.1	.05
Southbend/E1khart	85	263.5	.32	464.1	.32
Ft. Wayne	96	227.4	.27	390.7	.27

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VIII

MARKET RANKINGS (Cent'd)

CENSUS REGION/MARKET	ADI RANK	ADI POP. A 25-49 (000)	% Us.	ADI POP. 25+ (000)	% Us.
Illinois					
Springfield/Decatur/Champaign	70	309.2	.37	658.7	.46
Peoria	98	201.6	.24	348.7	.24
CHICAGO	3	3,034.3	3.65	5,093.8	3.55
Rockford	111	182.2	.22	311.9	.22
Davenport/Rock Island/. Moline/Quad City	74	308.7	.37	552.8	.39
Wisconsin					
Madison	107	188.8	.23	310.5	.22
MILWAUKEE	29	655.1	.79	1,136.4	.79
Green Bay	68	328.1	.40	593.1	.41
La Crosse/Eau Claire	130	144.4	.17	289.2	.20
Wausau/Rhinelander	131	143.9	.17	266.0	.19
SOUTH ATLANTIC					
*DISTRICT OF COLUMBIA	9	1,669.9	2.01	2,553.1	1.77
Maryland					
*BALTIMORE	21	900.6	1.08	1,518.3	1.06
Hagerstown	195	41.1	.05	73.2	.05
Salsbury	167	76.1	.09	144.4	.10
Delaware					
Virginia					
West Virginia					
North Carolina					
South Carolina					

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VIII

MARKET RANKINGS (Cent'd)

CENSUS REGION/MARKET	ADI RANK	ADI POP. A 25-49 (000)	% Us.	ADI POP. 25+ (000)	% Us.
Georgia					
*ATLANTA	15	1,250.8	1.51	1,924.4	1.34
Florida					
● MIAMI	14	1,016.2	1.22	2,067.1	1.44
PACIFIC					
Washington					
SEATTLE/TACOMA	16	1,124.7	1.35	1,836.8	1.28
Yakima	122	165.0	.20	286.8	.20
SPOKANE	75	310.8	.37	535.0	.37
Oregon					
PORTLAND/SALEM	24	764.5	.92	1,272.3	.89
Bend	206	25.3	.03	40.6	.03
Eugene	128	155.1	.19	253.3	.18
Medford	155	107.4	.13	191.9	.13
California					
*SAN FRANCISCO	5	2,105.7	2.53	3,410.7	2.37
*LOS ANGELES	2	4,526.4	5.45	7,394.3	5.15
Minnesota					
*DULUTH/SUPERIOR	119	152.6	.18	284.2	.20
*iMINNEAPOLIS/ST. PAUL	13	1,163.0	1.40	1,929.1	1.34
Rochester/ lMason City/Austin	141	126.5	.15	241.4	.17
Texas					
● DAL LA S/FT. WORTH	8	1,541.0	1.86	2,475.2	1.72
*HOUSTON	10	1,601.6	1.93	2,349.1	1.64
North Dakota					
● FARGO	102	190.1	.23	356.5	.25
*MINOT/BIS MA RCK/DICKINSON	144	133.9	.16	237.2	.17

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT VIII

MARKET RANKINGS (Cent'd)

CENSUS REGION/MARKET	ADI RANK	ADI POP. A 25-49 (000)	% Us.	ADI POP. 25+ (000)	% Us.
Montana					
● ~~BILLINGS~~	164	84.0	.10	142.0	.10
* MISSOULA/HELENA/BUTTE	149	132.5	.16	218.5	.15
TOTAL U.S.		83,088.5		143,703.7	

Source: 1984/85 ARBITRON Population Estimates

TOU
1986 U.
SPR

E
MONTH IN WH
VACA

	TOTAL	1984 SEPT	OCT	NOV	DEC	JAN
	803	68	62	19	28	26
	%	8.5	7.7	2.4	3.5	3.2

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER

EXHIBIT X
PLANNING FOR TOURING TRIP STARTED

TOTAL	1 YR. +	6-11 MO.	3-5 MO.	1-2 MO.	2-3 WKS.	1 WK.	SAME DAY	NO ANSWER
178	9	20	34	62	25	20	7	1
%	5.1	11.2	19.1	34.8	14.0	11.2	3.9	0.6

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XI

TELEVISION REACH

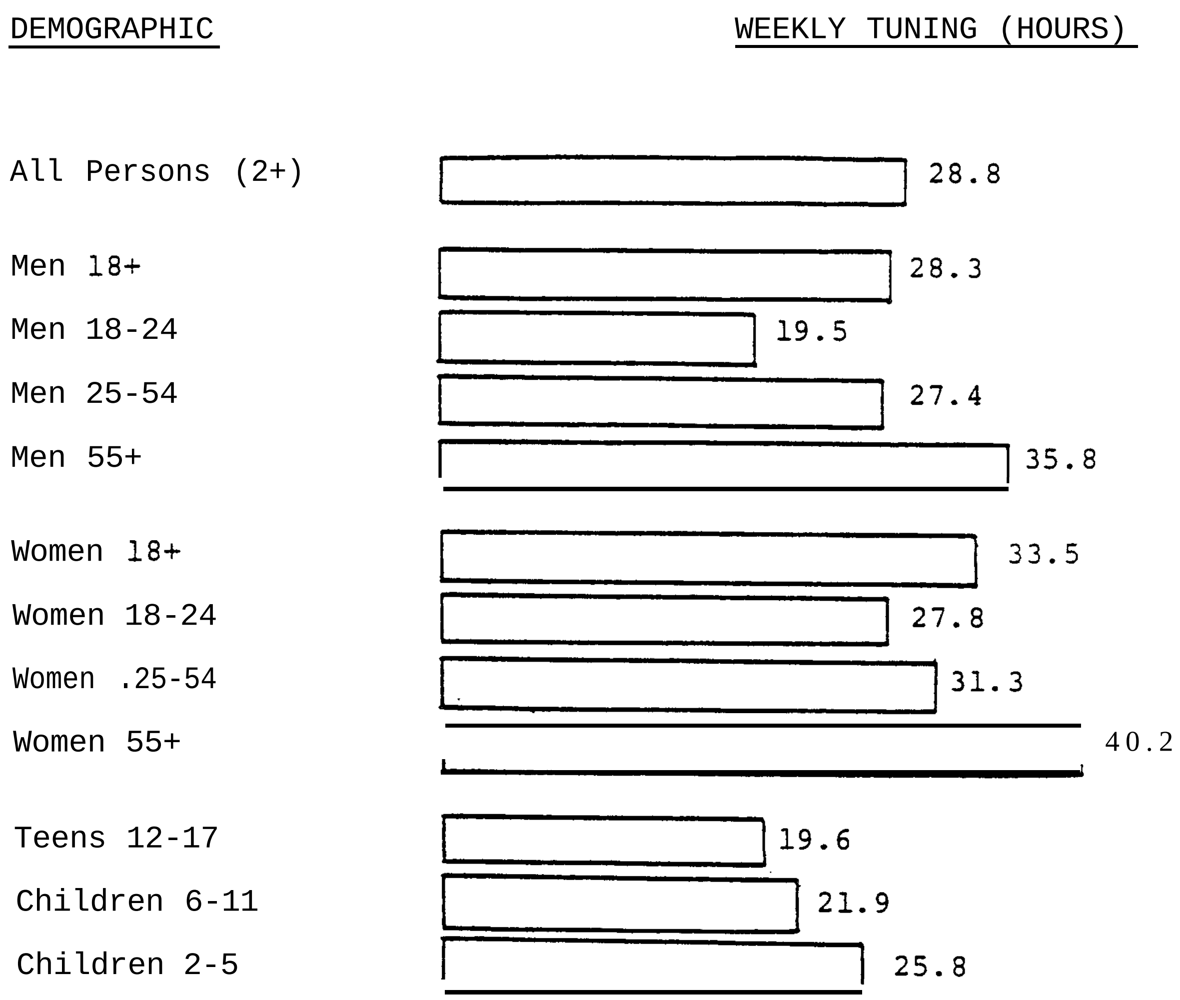
DEMOGRAPHIC	% REACHED DAILY
All Adults	88
AGE	
18-34	86
35-49	87
50+	92
18-49	87
25-49	86
25-54	86
HOUSEHOLD INCOME	
< $10.0M	87
$10.0-14.9M	89
$15.0-24.9M	89
$25.0M+	88
$30.0M+	86
$50.0M+	88
EDUCATION	
Grade School	90
High School	90
Any College	86
College Grad	86
OCCUPATION	
Working adults	86
Professional/Technical	82
Mgr/Offcl/Prop.	88
Clerical/Sales	85
Non-white collar	89
Homemakers	90
Working Women	83
Unemployed	90

SOURCE : R.H. BRUSKIN - 1982

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING\ SUMMER MEDIA RECOMMENDATION

EXHIBIT XII

TIME SPENT WITH TELEVISION - ADULTS

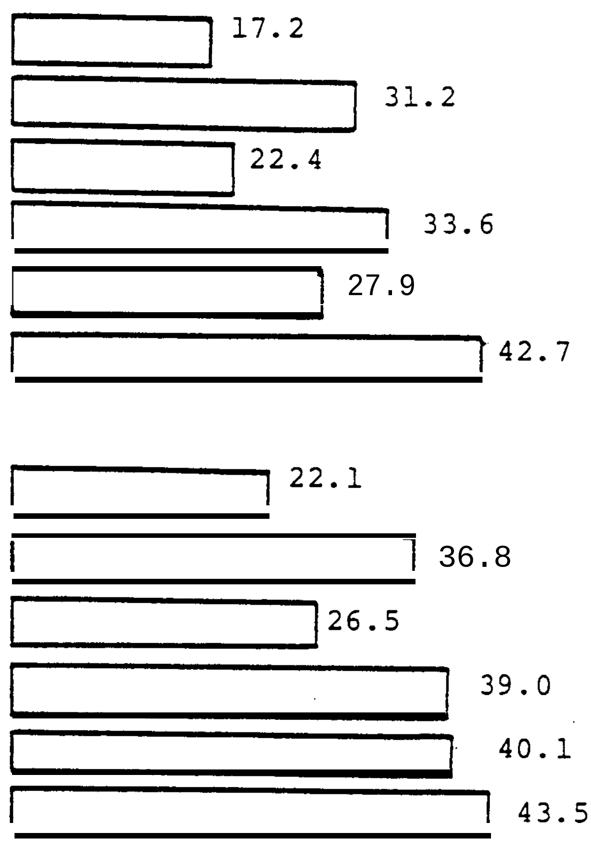


SOURCE : NIELSEN TELEVISION INDEX, OCTOBER 1984

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING\ SUMMER MEDIA RECOMMENDATION

EXHIBIT XII (CONT'D)

TIME SPENT WITH TELEVISION - ADULTS



DEMOGRAPHIC	WEEKLY TUNING (HOURS)
MEN	
18-34/H.H. Inc. $40,000+	17.2
18-34/H.H. Inc. Under $15,000	31.2
25-54/H.H. Inc. $40,00.0+	22.4
25-54/H.H. Inc. Under $15,000	33.6
55+/H.H. Inc. $40,000+	27.9
55+/H.H. Inc. Under $15,000	42.7
WOMEN	
- 18-34/H.H. Inc. $40,000+	22.1
18-34/H.H. Inc. Under $15,000	36.8
25-54/H.H. Inc. $40,000+	26.5
25-54/H.H. Inc. Under $15,000	39.0
55+/H.H. Inc. $40,000+	40.1
55+/H.H. Inc. under $15,000	43.5

SOURCE : NIELSEN TELEVISION INDEX, OCTOBER 1984

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XIII

MASS COST PER THOUSAND ESTIMATES

MEDIUM	AD UNIT	CPM A25-49 $
Newspaper	1000L B/W	24.71
Radio	:60	6.40
Magazines	F.P. 4C	11.88
Television	:30	10.00

SOURCE : MEDIA MARKET GUIDE - TV DIMENSIONS - ESTIMATES

TOURISM
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EXH II

IMAGE OF ADVERTISING IN

ADULTS: IMAGE OF AD
Jan

	Exciting				Influential				Responsive				Up-	
	TV	Nwsp	Rad	Ma	TV	Nwsp	Rad	Mag	TV	Nwsp	Rad	Ma	TV	Nw
All Adults	80	1	5	6	84	7	3	Z	62	14	8	5	64	15
Age:														
18-34	81	1	7	6	84	7	6	2	63	12	11	5	62	17
35-49	83	2	5	5	87	6	2	1	61	15	9	4	6:	19
50+	77	2	3	6	81	8	2	2	61	18	5	5	69	13
18-49	82	1	6	6	85	7	4	2	62	13	10	5	64	16
25-49	82	1	5	6	86	6	3	1	62	14	10	s	66	16
25-54	82	I	5	6	86	6	3	1	62	14	9	5	65	16
Income-Household:														
Under $10,000	78	2	5	4	79	9	4	2	63	11	8	4	64	11
$10.000$14,993	82	1	5	6	86	5	2	2	63	12	7	5	71	13
$15,000	83	1	5	6	86	7	3	2	62	18	9	6	66	16
$15,000-$24,899	83	2	5	6	87	6	4	2	66	13	10	s	66	16
$25,000+	83	1	6	6	86	7	3	2	60	10	s	5	66	15
$30,000+	81	1	6	6	86	6	3	2	59	19	9	5	66	15
$50,000+	82	2	4	7	89	4	3	2	57	22	11	4	71	16
Education:														
Grade school	77	3	1	1	76	8	3	0	61	13	6	2	73	1
High School	83	1	5	4	84	7	4	2	66	12	8	4	70	14
Any College	78	2	6	8	85	7	3	2	57	17	10	7	60	18
College Grad.	16	I	5	11	84	9	2	2	54	18	10	8	58	20
occupation:														
Working Adults	62	1	5	6	85	6	4	2	82	12	9	s	65	16
Prof./Tech.	77	2	6	11	87	8	1	1	66	16	14	6	57	15
Mgr.Offcl.Prop.	81	1	7	6	81	6	7	3	82	16	12	4	62	16
Clerical/Sales	85	1	6	4	88	6	3	2	65	9	6	4	10	13
Non-white Collar	64	2	4	4	85	6	s	1	64	12	8	6	66	16
Housewife	82	1	4	5	86	7	1	1	66	14	6	3	69	15
Unemployed	76	2	5	8	80	8	3	2	5a	15	7	8	66	14

SOURCE: R.H. BRUSKIN - 1982
RESPONDENT ASKED " . . which kind of advertising is mos
* Less than 1/2%

EXHIBIT XV

INDICES OF PRINT EXPOSURE BY
SELECTED DEMOGRAPHIC GROUPS

	MAGAZINES	NEWSPAPERS
All Adults	100	100
SEX		
Male	87	100
Female	109	97
AGE		
18-24	120	90
25-34	111	90
35-44	104	106
45-54	96	113
55-64	91	110
65+	62	90
EDUCATION		
College Grad	125	126
Attended College	131	110
High School Grad	98	110
Attended High School	64	74
OCCUPATION		
Professional/Managerial	125	123
Cler./Sales/Tech.	122	110
Crafts/Foremen	84	94
Other	91	87
Unemployed	85	90

SOURCE : 1984 SMRB

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XVI

PRINT USAGE - TRAVELLERS TO CANADA

	TOTAL U.S. (000)	TRAVELLED TO CANADA IN THE LAST 3 YEARS (000)	%V	%H	INDEX
TOTAL ADULTS	167,727	7,249	100.0	4.3	100
Magazines					
Quintile 1	34,022	2,140	29.5	6.3	146
Quintile 2	34,800	1,865	25.7	5.4	124
Quintile 3	30,514	1,254	17.3	4.1	95
Quintile 4	33,324	1,063	14.7	3.2	74
Quintile 5	35,066	927	12.8	2.6	61
Newspapers					
Quintile 1	29,107	1,921	26.5	6.6	153
Quintile 2	49,095	2,095	28.9	4.3	99
Quintile 3	23,107	999	13.8	4.3	100
Quintile 4	33,556	1,395	19.2	4.2	96
Quintile 5	32,863	840	11.6	2.6	59
Daily Newspapers					
Read Any	109,190	5,196	71.7	4.8	110
Read One	89,587	3,957	54.6	4.4	102
Read Two+	19,602	1,240	17.1	6.3	146
Weekend/Sunday Newspapers					
Read Any	109,661	5,379	74.2	4.9	113
Read One	95,074	4,352	60.0	4.6	106
Read Two+	14,588	1,026	14.2	7.0	163

SOURCE : 1984 SMRB

EXHIB

INFORMATION SOURCES US

	TOTAL	CLOSE-TO-HOME	TOURING
TOTAL	1142	286	180
Recommendation of Acquaintances/ Friends/Relatives	576 50.4	138 48.2	92 51.3
Newspapers	94 8.2	27 9.4	14 7.9
General Magazines	41 3.6	10 3.6	6 3.6
Travel Magazines	78 6.8	10 3.6	23 13.0
Books	36 3.2	6 2.1	11 6.3
T.V.	61 5.4	16 5.8	12 6.9
Radio	40 3.5	13 4.5	4 2.3
Documentary Travel Films	6 0.5	0 0.0	5 2.6

TOURISM
1986 U.S. AD
SPRING/SUMMER MED

EXHIBIT XV

INFORMATION SOURCES U

	TOTAL	CLOSE-TO-HOME	TOURING
TOTAL	1142	286	180
Travel Agent	144 12.6	5 1.7	54 30.1
Tourist Office	50 4.3	8 2.7	17 9.4
Airline or Other Commercial Carrier	44 3.9	3 1.0	13 7.3
None of the Above	272 23.8	90 31.3	23 13.0
Other	161 14.1	34 11.8	31 17.3
No Answer	12 1.1	3 1.2	1 0.5

SOURCE: U.S. RESEARCH (LONGWOODS)

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XVIII

UPSCALE COST PER THOUSAND ESTIMATES

MEDIUM	AD UNIT	C.P.M. PROF/MGR $	C.P.M. HHI$25M+ $
Newspaper	1000L B/W	34.27	21.64
Radio	:60	24.07	11.97
Magazines	F.P. 4C	31.35	15.40
Television	:30	56.82	54.40

SOURCE: MEDIA MARKET GUIDE - TV DIMENSIONS -ESTIMATES

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XIX

MAGAZINE AUDIENCE ANALYSIS

Target: Adults 25-54
Professional/Managerial
Attended College+
HHI $40M+

Universe: 9,704,000 (5.7%)

MAGAZINE	RATE DPS 4C BL $	AUD. (000)	% COV.	% COMP.	INDEX	C.P.M. $	RANK C.P.M.
Time	264,397	3075	31.7	13.3	233	85.98	7
National Geographic	235,430	2526	26.0	10.7	187	93.20	8
Newsweek	181,940	2324	23.9	13.8	240	78.29	4
People	140,914	1747	18.0	7.7	134	80.66	6
Sports Illustrated	192,854	1747	18.0	12.1	211	110.39	15
Better Homes & Gardens	190,800	1417	14.6	6.5	113	134.65	22
U.S. News & World Report	124,978	1237	12.7	12.1	212	101.03	10
Business Week	96,554	1036	11.0	22.6	395	93.20	9
Life	110,308	982	10.1	9.9	173	112.33	16
Smithsonian	77,568	977	10.1	16.7	291	79.39	5
Money	116,323	910	9.4	19.1	333	127.83	19
New York Times Magazine	66,669	862	8.9	21.3	372	77.34	3
Fortune	89,746	782	8.1	30.1	526	114.77	17

TOURISM CANADA
1986 U.S. ADVERTISING
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EXHIBIT XIX

MAGAZINE AUDIENCE ANALYSIS (CONT'D)

Target: Adults 25-54
Professional/Managerial
Attended College+
HHI $40M+

Universe: 9,704,000 (5.7%)

MAGAZINE	RATE DPS 4C BL $	AUD. (000)	% COV.	% COMP.	INDEX	C.P.M. $	RANK C.P.M.
House & Garden	48,484	723	7.5	14.5	254	67.06	1
Bon Appetit	51,170	667	6.9	18.3	319	76.72	2
Forbes	83,214	644	6.6	25.7	449	129.21	20
Southern Living	84,500	571	5.9	9.3	163	147.99	25
Psychology Today	50,600	492	5.1	17.0	297	102.85	12
House Beautiful	63,008	458	4.7	11.3	197	137.57	24
New Yorker	47,760	446	4.6	20.1	350	107.09	13
Scientific American	58,650	446	4.6	28.8	503	131.50	21
Gourmet	44,604	436	4.5	18.7	327	102.30	11
Travel & Leisure	55,520	355	3.7	16.3	285	156.39	27
Science 85	44,000	350	3.6	22.9	400	125.71	18
Esquire	56,484	316	3.3	14.2	247	178.75	31
Omni	49,010	299	3.1	10.3	180	163.91	28
Gentlemen's Quarterly	42,378	282	2.9	8.4	147	150.28	26

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XIX

MAGAZINE AUDIENCE ANALYSIS (CONT'D)

Target: Adults 25-54
Professional/Managerial
Attended College+
HHI $40M+

Universe: 9,704,000 (5.7%)

MAGAZINE	RATE DPS 4C BL $	AUD. (000)	% COV.	% COMP.	INDEX	C.P.M.	RANK C.P.M.
Town & Country	41,545	250	2.6	18.4	322	166.18	29
Food & Wine	24,835	230	2.4	15.8	276	107.98	14
Discover	37,927	222	2.3	10.6	185	170.84	30
New York Magazine	45,976	207	2.1	21.5	375	222.11	32
Natural History	22,352	163	1.7	13.9	243	137.13	23
Science Digest	37,519	144	1.5	9.4	165	260.55	33
Atlantic	32,603	121	1.2	16.3	284	269.45	34

NOT MEASURED BY SMRB:

Architectural Digest (MMR)
Audubon
Metropolitan Home (MMR)
National Geographic Traveller
Signature (MMR)
Sunset (MMR)
Travel/Holiday (MMR)

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XX

MMR RANKINGS FOR SELECT DEMOGRAPHICS

	RANKINGS							
	HHI $50M+		TRAVELLED TO CANADA *		PROFESSIONAL/ MGR		ATTENDED COLLEGE+	
MAGAZINE	AUD	CPM	AUD	CPM	AUD	CPM	AUD	CPM
Architectural Digest	16	7	14	4	17	4	18	7
Better Homes & Gardens	3	13	3	15	3	19	3	16
Bon Appetit	15	5	17	6	19	8	15	5
Business Week	17	25	11	13	11	15	16	24
Esquire	29	31	29	31	28	31	29	31
Food & Wine	24	10	28	20	25	9	26	10
Forbes	18	17	18	17	15	16	17	17
Fortune	19	26	15	18	16	20	19	21
Gourmet	20	4	20	5	20	5	20	4
House Beautiful	13	6	16	8	18	10	14	8
House & Garden	7	1	13	1	12	1	11	1
Metropolitan Home	25	21	25	23	26	27	25	26

TOURISM CANADA
1986 U.S. ADVERTISING
SPRING/SUMMER MEDIA RECOMMENDATION

EXHIBIT XX

MMR RANKINGS FOR SELECT DEMOGRAPHICS (CONT'D)

	RANKINGS							
	HHI $50M+		TRAVELLED TO CANADA *		PROFESSIONAL/ MGR		ATTENDED COLLEGE+	
MAGAZINE	AUD	CPM	AUD	CPM	AUD	CPM	AUD	CPM
Money	9	15	10	14	8	11	9	13
National Geographic	1	14	1	11	1	12	1	12
Natural History	30	24	30	24	30	22	30	20
New York Magazine	26	27	24	25	24	26	24	27
NY Times Magazine	11	3	9	3	7	2	8	2
New Yorker	23	18	23	19	23	17	23	18
Newsweek	4	19	4	16	4	18	4	19
People	5	12	5	12	5	14	5	14
Psychology Today	27	30	27	30	27	30	27	30
Signature	31	28	30	27	29	24	31	28
Smithsonian	10	9	7	7	10	6	7	6
Southern Living	12	11	19	26	14	13	12	11
Sports Illustrated	6	29	6	29	6	29	6	29

EXHIBIT XX

MMR RANKINGS FOR SELECT DEMOGRAPHICS (CONT'D)

	RANKINGS							
	HHI $50M+		TRAVELLED TO CANADA *		PROFESSIONAL/ MGR		ATTENDED COLLEGE+	
MAGAZINE	AUD	CPM	AUD	CPM	AUD	CPM	AUD	CPM
Sunset	22	23	22	28	22	28	21	22
Time	2	22	2	22	2	21	2	25
Town & Country	21	8	21	10	21	7	22	9
Travel/Holiday	28	16	26	9	31	25	2 8	15
U.S. News & World Report	8	20	8	21	9	23	10	23

SOURCE : 1985 Monroe Mendelssohn

Not Measured by MMR:
Atlantic
Audubon
Discover
Gentlemen's Quarterly
Life
National Geographic Traveller
Omn i
Science 85
Science Digest
Scientific American

* Travelled to Canada during Past 3 years

MARKET DEVELOPMENT - OVERSEAS

1986

CONTENTS

Developing - 5.8 Italy, Hong Kong/Southeast Asia, Switzerland, Sweden

5.9 Emerging Markets

6. Budgets

7. Conclusion

Market Development - Overseas

1. Situation Analysis

- Canada's overseas markets are culturally diverse and share few common characteristics. Overseas markets vary widely in economics, travel patterns, traveller profiles and competitive conditions. From all overseas markets Canada is a long-haul destination and visitors from overseas spend more per visit than do visitors from the United States ($488.70 vs. $225.10*). The picture is not a rosy one however, for over the period 1980 to 1983 there was a decline of 4.7% in the number of long-term overseas visitors to Canada. This represented for visitors staying one or more nights a decrease in visiting friends and relatives traffic (VFR) of 53,919 and in other pleasure traffic of 60,440. This downward trend, which was due in part to the relatively strong Canadian dollar against most world currencies, began to level off in 1984. At this point in time, prospects for real growth in international tourism in the short term do not appear promising.

- In spite of this, overseas markets are still an important source of foreign exchange earnings and represented $1,270,000,000 or 29% of Canada's total in foreign tourism receipts in 1984.

- An important consideration for future planning is that 53% of overseas visitors enter Canada via a U.S.A. gateway.

- In spite of continued attempts to increase the pleasure travel share of our market, VFR traffic continues to be the mainstay.

- In addition to traditional VFR and upper income long-haul travel, there is strong growth potential in special interest markets including outdoor adventure, ski, meetings and incentive travel and honeymoon.

* 1984 - Travel between Canada and other countries Statistics Canada Catalogue, 66-201 Annual

5.4 France

Situation: Due to the promotion of the Jacques Cartier Anniversary, 1984 was a banner year from France with a 21.9% increase in visitors to a total of 121,260. This can be expected to return to more traditional levels in 1985.

France represents a sophisticated market which is interested in historical and cultural ties, but finds a modern destination image more appealing. Communications will be difficult in 1986 as it is an electoral year, a period when travel advertising has proven to have minimal impact.

Goals:

- To increase volume and length of stay of affluent/urban market.

- To achieve previous level of 121,000 visitors.

Target Markets: 18-44 years olds - Urban

- Affluent
- Well educated

Marketing Strategy: The general focus of advertising and promotion in France will be on upscale, urban-specific tourism products.

Consumer promotions through Top Resa Trade Show, Deauville, and Mahana Trade Fair, Lyons.

Joint programs with airlines and other industry partners, i.e. Air Canada, Capitales Tours, C.V. Tours.

Emphasis on combination of business and urban pleasure travel.

Participate in Salon Mondiale du Tourisme coordinating Canadian participation with 10 key industry partners.

- V.C.P. (Trade) program to develop new tour products (i.e. Canada West).

5.5 The Netherlands

Situation: - Decline in overall visitors to Canada of 5.8% as of September 1985.

- Decrease in VFR traffic from the Netherlands.

Goals: - To increase revenues by 1%.

- To increase frequency and duration of visits and length of stay of visitors from emerging market areas.

Target Markets:
- City dwellers.
- Affluent.
- Well educated.
- Wide distribution of ages.

Marketing Strategy: - Increasing emphasis to be placed on market intelligence.

- Develop programs through U.S. gateways.

  Development of key partners to lever support (dollar-for-dollar) .

  Increase Trade Development, i.e. V.C.P. (Trade) and industry promotions with 12 key industry partners, as well as public relations programs, i.e. V.C.P. (Media).

5.6 Australia

Situation: - Market strengthening - Up 3.9% by September 1985 to 62,295.

- Weakening of Australian dollar.

Goals: To increase revenues 3%, by upgrading perception and images in major centres, i.e. Sydney, Melbourne, Adelaide, etc.

Target Markets:

- City dwellers
- Affluent
- 25-39 year olds

Marketing Strategy:

- Print advertising campaign to be expanded.

- U.S. gateway emphasis.

- Expanded V.C.P. (Media) program to reach targetted markets.

- Increase cooperative promotion programs i.e. trade shows, seminars, marketplace, V.C.P. (Trade) activities with key industry partners, CP Air, Quantas, Prima Holidays and Jetset Tours.

5.7 Mexico

Situation: - Market strengthening - Up 14.8% to 37,344 visitors by September 1985 compared to 31,817 in 1984.

Goals: To increase frequency and duration of affluent, well-educated individuals by 1%.

Target Markets:
- City dwellers
- Affluent
- Well-educated
- Wide distribution of ages

Marketing Strategy:
- Develop packages via U.S.A. gateways.
- Concentrate on supporting trade/private sector initiatives, i.e. trade shows, marketplaces and seminars.
- Increased market intelligence.

- Emphasize V.C.P. (Media) to reach targetted markets.

Developing Markets

- Developing markets such as Italy, Hong Kong/ Southeast Asia, Switzerland and Sweden are an important source of both pleasure travel and travel for visiting friends and relatives. Although during the first three quarters of 1985 all these markets show decreases in total visitors to Canada ranging from 0.2% (Italy) to 17.6% (Hong Kong), research indicates that high-income individuals, (couples, singles and women) represent potential target groups for Canada from these markets.

- Given the high expenditure pattern and greater length of stay recorded by tourists from these emerging markets, significantly greater international receipts may be achieved without a dramatic increase in arrivals.

5.8 Italy, Hong Kong/Southeast Asia, Switzerland, Sweden

Situation:

- Declining number of visitors from these developing markets.
- Opportunity to capitalize on interest in Expo '86.
- Recent expansion of air services, i.e. Singapore, Hong Kong, Europe.

Goal:

- To maintain current volume of 192,300 visitors from these markets.

Marketing Strategy:

- Through communications and marketing strategy, augment pleasure travel revenues and increase lengths of stay.
- Monitor/research market potential and needs.
- Work with private sector and carriers i.e. CP Air, Alitalia, Cathay Pacific, Singapore Airlines,

Air Canada, to develop and promote new Canadian tour products.

- Utilize V.C.P. (Media) program to improve image of Canada by selecting major publications targetted to our audience in each market for participation.

5.9 Other Emerging Markets

Situation: Various emerging markets such as New Zealand and South America, despite their weak currencies, are showing a propensity for travel to Canada. New air-bilaterals are providing vital transportation linkages required to services these markets.

Goals: Capitalize on opportunities as they arise.

Target Markets: Affluent, well educated adults, 40-plus.

Marketing Strategy:

- Increase market intelligence
- Participate in trade co-operatives
- Lever industry funding/support
- Utilize V.C.P. Media program to raise Canadian profile.

6. Budgets

1986/87 Tentative

Japan	--	$1,055,600	
United Kingdom	--	1,140,000	
West Germany	--	1,048,900	
France	--	457,600	
Mexico	--	101,900	
Australia	--	181,700	
Italy	--	145,000	
Netherlands	--	177,000	
Hong Kong	--	159,200	
Switzerland	--	49,000	
Sweden	--	32,000	
		4,547,900	4,547,900

Other Services

Distribution	--	$412,000	
i.e. shipping bulk literature, displays, posters, etc.			
Special Promotions	--	400,000	
i.e. ITB (Berlin), WTM (London)			
Emerging Markets	--	241,000	
Advertising	--	305,000	
i.e. production costs, etc.			
Headquarters Operations	--	695,100	
Total		2,053,100	2,053,100
	TOTAL :		$6,600,000

6. Conclusion

Although the Overseas market has recently been in decline, it does hold great potential. Factors such as the strength of the Canadian dollar and the fluctuation of other currencies on the international market can alter the viability of marketing objectives and strategies overnight.

Given the rapidly changing economies of these markets, it is essential that marketing strategies retain sufficient flexibility to respond quickly to new opportunities as they arise.

By means of intelligence gathering, the various collective agreements, programs in progress and those to be implemented, we shall continue to increase Canada's market share of international currency by maximizing resources and opportunities.

Communications and co-ordinated efforts between Department of External Affairs' Posts, Canadian Regional Offices and Tourism Canada as well as joint marketing programs between Tourism Canada and the private sector will be the key factor in bringing this effort to reality.

OVERSEAS CREATIVE CONSIDERATIONS/MEDIA STRATEGY AND EXECUTION

1986

UNITED KINGDOM

Creative Rationale

Following the completion of extensive focus group testing in London, we have identified our primary target market to be persons aged 45 and over. This group has both a positive attitude towards Canada and the resources with which to undertake a Canadian holiday. However, it is clear that there exists a significant lack of awareness concerning the geography, climate and other facets of life in Canada. This problem also exists within our secondary target group, persons aged 20 -30 who are either single or couples without children.

Thus, our creative proposals are designed to accomplish two goals. First, to convey a great deal of basic information on Canada in order to educate the potential visitor. Second, to present Canada as a manageable travel destination in terms of time and distance by utilizing the gateway concept. Toronto, Montréal and Vancouver will each be presented as the gateways to different areas of the country. This approach will also allow us to convey the varied travel experiences available through each of these gateways in our creative presentations.

Creative Executions

The messages themselves will be conveyed mainly through a series of four colour advertisements appearing in a number of magazines which will be identified shortly. The main visuals in each ad will cover one of the gateway cities discussed earlier. The secondary visuals will examine the attractions found near the gateways themselves. The inclusion of locator maps will address the information gap concerning distance by demonstrating the proximity of these locations to the nearest American gateway.

In order to reinforce this gateway concept, the tag line "Canada. A world of possibilities" will be included in each advertisement.

Media Execution

Given the amount of information to be conveyed, magazine advertisements will be utilized this year. Additional media such as radio and television can be considered once we have communicated the messages necessary to create the basic awareness required at this time.

Four publications have been selected for use this year: the national editions of the Sunday Telegraph Magazine and the Sunday Express Magazine, plus the London editions of You Magazine and the Observer Magazine.

The insertions themselves will run from mid February until the end of March, which is generally the time frame within which many travel decisions are undertaken.

FRANCE

Creative Rationale

New concepts for the creative direction of the campaign in this market are currently undergoing development and testing. As such, further information in this regard must await the results of this process.

Media Execution

Magazines have been selected as the media best capable of reaching our identified audience. News magazines have been chosen because of their credibility and popularity with the target group.

The four weekly publications to be utilized are Express, Nouvel Observateur, which are the two leading news magazines, Evenement du Jeudi which is a new magazine gaining much attention and, finally, Equipe Magazine which is directed towards the young affluent reader. Two insertions will be placed in each of these publication.

Given the attention that will be focussed on the legislative elections during the first part of 1986, the advertisements will run from late March until the middle of April.

Media Strategy Summary

Equipe Magazine	2 insertions - March-April 1986
Express	2 insertions - March-April 1986
Nouvel Observateur	2 insertions - March-April 1986
Evenement du Jeudi	2 insertions - March-April 1986

GERMANY

Creative Rationale

The goal of our efforts in this market is to build awareness of Canada as an attractive travel destination among our primary target group which consists of well educated persons between the ages of 20 - 49 who live in the German metropolitan centres. As in other markets, creative efforts have been designed to inform the target group of the varied holiday experiences to be found in Canada, utilizing the results of research conducted last fall.

Creative Execution

The campaign will be conducted through magazines and newspapers with each medium pursuing a different theme. Magazines will be utilized to convey positive images of travel in Canada. The results of our research have been translated into a series of 4 advertisements which deal with each of city, fishing, fly and drive and wilderness vacation experiences.

Newspapers will be utilized for purposes of co-op advertisements involving Tourism Canada and private sector partners. These ads will stress economic aspects of travel to Canada, including affordability, exchange rates and prices for specific vacation packages.

Media Execution

The magazine portion of the campaign will be launched in several wide circulation magazines chosen for their ability to establish a rapid awareness with the younger, better educated readers who represent our target group.

Subsequent ads will be placed in further specialized monthly and hi-monthly publications.

The seven magazines to be utilized may be classified as follows: one news magazine, two general interest, two womens and two weekly supplements. Because of the participation by Wardair, this aspect of the campaign will run from now until the end of April.

The newspaper element of the campaign will rely on publications chosen with the target market in mind. Four newspapers will be used in order to generate traffic to regional fairs in which Canada will be represented. Some half dozen ads will be placed during this month and next.

<u>Media Strategy Summary</u>

Der Spiegel	January-February 1986
Das Beste	January 1986
Freudin	January-March 1986
Cosmopolitan	January-April 1986
Faz-magazine	January-April 1986
Zeit-magazine	January-March 1986
Stern	January 1986
Canada Journal	January-February 1986

JAPAN

Creative Rationale

Creative efforts in the Japanese market have been designed to address two key target groups that have been identified as potential visitors to Canada. The first group consists of young women between the ages of 20 - 29. Statistics indicate that this group represents the greatest number of Japanese travelers to foreign destinations and is interested in experiencing a wide range of travel activities. The second key group consists of persons aged 50 and over. This group has the time, the resources and the inclination to travel abroad.

The goal of the 1986 campaign is to build awareness of Canada as an attractive destination offering different experiences than these found in Europe and the United States. In addition, the campaign is intended to build and/or reinforce perceptions concerning key Canadian destinations and attractions.

Creative Execution

The campaign will be conducted through a series of four colour magazine advertisements. Each ad will deal with a major travel destination: The Rocky Mountains; British Columbia and Expo'86; Ontario, Québec and the Maritimes.

In order to reinforce the images and messages conveyed by the campaign, subway posters will be utilized in the cities of Tokyo and Osaka.

Media Execution

Magazines have been selected as the key element in this campaign. for reasons of cost effectiveness in reaching the target markets and because of the ability to present images of scenic attractions.

A number of monthly magazines will be utilized for each of the key target groups, including major publications designed for young women, middle income earners and readers aged 50 and over.

Because of the participation of CP Air, the campaign will run for four months from now through April. Each month will feature one of the four destinations mentioned earlier.

Media Strategy Summary

Young Female

With	January-April 1986
JJ	January-April 1986
Vivi	January-April 1986
Rurubu	January-April 1986

Silver Age

More	February 1986
So-en	February 1986
Katei-gahou	January-April 1986
Mrs	January-April 1986
Bungei-shunju	January-April 1986
Tabi	January-April 1986