

E. Activities

i) Advertising:

Each year the Tourism Division will conduct advertising campaigns through all available media: TV infomercials, subway signs, radio, cinema and the print media. Each campaign will serve two goals: developing Canada's reputation as a travel destination, and promoting the sale of package products. For each campaign, we will seek at least one partner.

We will devote about 30% of the promotion budget to advertising.

ii) Direct marketing:

About 15 direct marketing operations will be conducted each year, with a view to reaching 10 million French households annually. These operations will be carried out with non-traditional partners such as banks, insurance companies, business magazines, department stores, cable operators, and so on (i.e. companies with many customers and credit card holders).

The Division will devote about 15% of the budget to direct marketing operations.

iii) Consumer promotion:

Each year, the Division will plan to conduct five or six major promotions directed at consumers. We will work with restaurant chains, supermarkets, catering services, distributors of mass-consumption goods, automobile makers, etc.

We will devote about 5% of the budget to such promotion activities, expecting to reach 750,000 to one million French consumers.

iv) Travel industry promotion:

The Tourism Division intends to mount about 20 operations each year aimed at various components of the travel industry. These operations will include Canada familiarization tours (with perhaps 50 invitees), information evenings for travel agents, production and distribution of brochures, videos and window display materials, and direct placement of materials with specialized mailing networks (two a year to 1,500 agencies). We will conduct these operations with various partners (e.g., provinces, airlines, service providers).

We will devote 10% of the budget to such operations.

v) Media relations:

The Division hopes to bring between 60 and 70 French journalists to Canada each year. The goal will be to obtain on average some \$10 million worth of annual editorial coverage. These trips will also be arranged in co-operation with the provinces, the airlines and service providers. The Division will send out a press release each month, organize press luncheons and press conferences, and invite the tourism press to the various events.

We will devote about 7% of the budget to these activities.

vi) Trade fairs and events:

Every year the Division will participate in about 10 tourism events outside Paris, as well as the two major events in Paris. We will try as far as possible to bring together all participants "selling Canada" in a Canada booth or space.

