

Agent and Operator Seminars. Seminars will be convened with agents to provide them with information on products and on how to sell them; seminars with operators will focus on developing new and enhanced products, particularly city and winter experiences and menu options to extend the length of stay.

Trade Tours. Tours will be organized with Canadian partners to provide U.K. agents and operators with a first-hand opportunity to experience product clusters across Canada. Roughly 65 percent of the tours will be aimed at low- and shoulder-season products, and the balance will deal with peak-season product experiences.

Marketplaces

Spotlight. This key marketplace, focusing exclusively on Canadian products, will be organized and held in March 1998. Partners will showcase their products and services for U.K.-based operators and buyers.

World Travel Market. Canada will continue to maintain an exhibit at World Travel Market (WTM), with partners, to reinforce the image and awareness-building efforts with the trade. This show is held annually in November in London and partners will be solicited to determine their interest in attending.

Direct Mail

Direct mail campaigns, targeting selected customers in the U.K., will be undertaken with a number of partners and particularly with non-traditional firms. The campaigns with non-traditional firms will be geared to extending our reach beyond the ad campaigns and influence best customer prospects to consider a Canadian holiday in 1997.

Public Relations

Public relations activities include media events, such as city tours to meet with regional and national media, feature article and press release production, photography, video, slide duplication, and public relations activities in support of trade and consumer shows. Media articles will be monitored and the possibility of coordinating a media marketplace will be investigated with partners.

Consumer Promotions

A number of consumer promotions will be launched with non-traditional firms based in Canada and the U.K. These activities will also be undertaken with Canadian exporters to coordinate messages, images, and appeal to selected audiences. Retailers, producers of sports equipment and clothing, breweries, distillers, food manufacturers, and many others will be solicited to promote Canadian tourism in conjunction with sales of other Canadian goods and services. Arts and crafts practitioners, entertainers, and others will also be involved.

Consumer Shows

Canadian Tourism Commission (CTC) participation in consumer shows in 1997 will be restricted to the U.K. ski show; CTC staff will attend other consumer shows, along with Canadian and U.K. suppliers selling Canadian travel experiences. However, no federal investment will be made in these shows as they are difficult to measure and results to date have proven inconclusive.

Consumer and Trade Servicing

A storefront operation will, for the first time, be opened in London to service consumer and trade enquiries. This operation will utilize leading-edge software systems and allow consumers to request a vast range of information on Canadian tourism products and services. Counselling services will also be provided on site to assist consumers in planning their vacations. Mail-house operations will be coordinated with the storefront operation to respond to phone, mail, and walk-in enquiries. The storefront operation will include partners and provide information on partner products. Retailing operations will be excluded from the storefront.

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