

# TRAVEL NEVADA:

## CANADIAN MARKET OVERVIEW & STRATEGY 2019/20



**reach** REACH GLOBAL  
MARKETING LTD.

# CANADA: AN OVERVIEW



## CANADIAN MARKET

Population: **37.6 Million; 60% of whom own passports**

### Largest Cities

- Toronto, Ontario: 5.4 Million
- Montreal, Quebec: 3.5 Million
- Vancouver, British Columbia: 2.3 Million
- Calgary, Alberta: 1.2 Million
- Edmonton, Alberta: 1.1 Million
- Ottawa, Ontario: 1.0 Million



Source: worldatlas.com

## CANADIAN ECONOMIC CLIMATE

- GDP: \$1.65 Trillion USD
- GDP Growth: 0.9%
- Unemployment rate: 4.4%
- Inflation rate: 1.9%
- Exchange Rate: 2019 CAD/USD 75 cents

(a YTD decline of -3.6% compared to 2018)

Source: Stats Canada & Conference Board of Canada

# CANADIAN TRAVEL



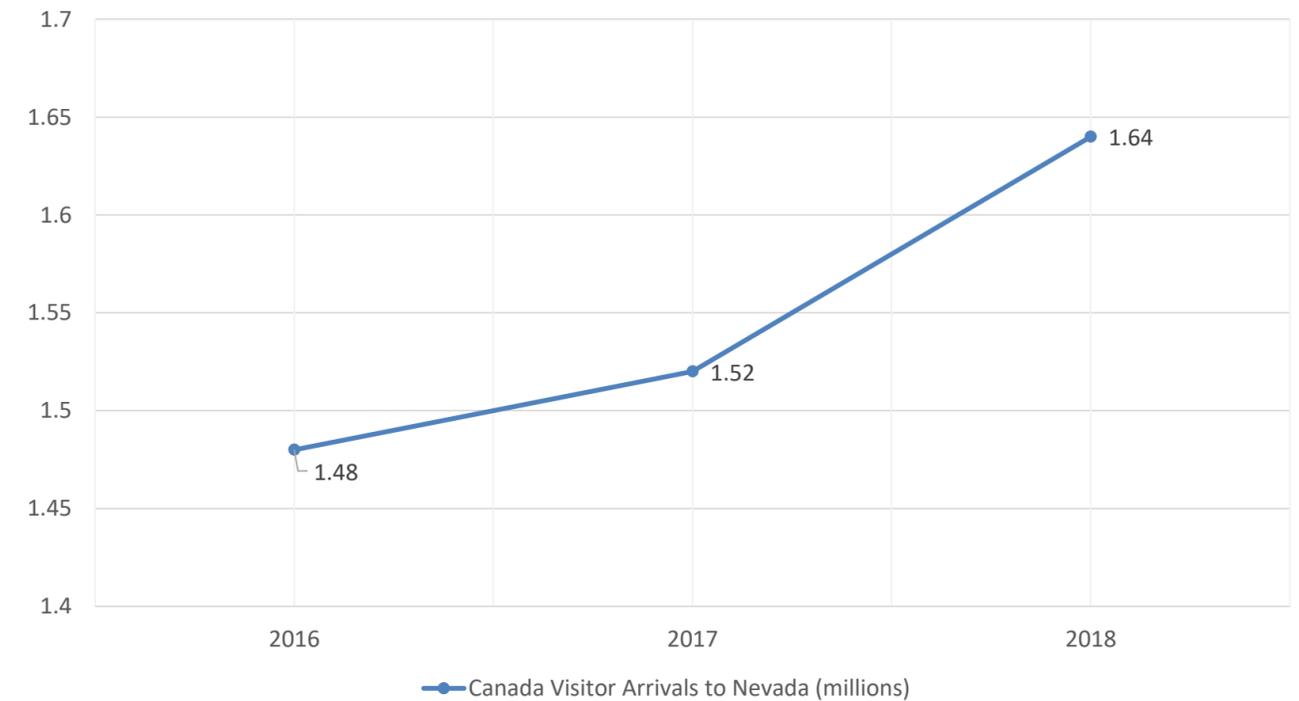
# CANADA ARRIVALS TO NEVADA

Canadians made an estimated 11.8 million trips to the U.S between January – July 2019, compared to 11.5 million in 2018, an increase of 1.3%. Of this total, almost 15.2 million trips were for leisure purposes, a year over year increase of 1.5%.

*Source: Conference Board of Canada*



Canada Visitor Arrivals to Nevada (millions)



*Source: Nevada Tourism Economics*

# 2018 STATISTICS



- 1.64 million visitors to Nevada

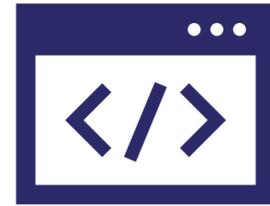


- USD\$1.56 billion spend

*Source: Nevada Tourism Economics*



# MARKET INTELLEGENGE



Canadian travelers turn to general Internet searches when researching a trip, followed by family and friends, and online travel reviews.



Those over 65, who continue to be the primary driver of outbound luxury travel in Canada, are now healthier, wealthier, and more mobile than their predecessors. This demographic relies heavily on traditional media channels.



On the other hand, those under 45 turn to social media for inspiration. Because of the diversity and quantity of sources, integrated campaigns that utilize multiple platforms and have a strong call-to-action will see the strongest results.



### WEEKEND TRIPS & SHORT GETAWAYS

Canadians plan to take more long weekend and 'min-trips' in 2020. Despite the shorter trips, travellers still expect authentic experiences that are memorable, rewarding and tailored to their interests.

### CULINARY TOURISM

There continues to be growing demand around culinary adventures and this trend is expected to continue as even more travellers plan their trips around food-inspired experiences.

### BLEISURE

In 2017 alone, over 60% of business trips were extended to include leisure time – a nearly 40% increase from the prior year. We've seen this trend steadily escalate with no signs of slowing down.



# BOOKING TRENDS

## Canadian Travel trends:

- Looking for unique experiences
- Appetite for new destinations
- Sustainable tourism
- Seeking warm climates
- Outdoor adventure



## Travel Planning/Booking Window:

- 3-5 months in advance: 30%
- 6-12 months: 24%
- 1-2 months: 20%



*Source: Brand USA*



# MEDIA TRENDS



## MEDIA TRENDS



The print world is shrinking while the digital world continues to grow across Canada. Central Canada (Ontario & Quebec) are more likely to consume media via tablets and mobile devices, whereas Western Canada is still predominantly referring to television and radio.

Popular publications like the Globe and Mail and Today's Parent offer strong online channels to source information for Boomers, while digital-only publications like Daily Hive, La Presse, and AH Media cater to Millennial markets.

Traditional print publications like the Toronto Star, Vancouver Sun, NUVO, Elle Canada, Best Health, Châtelaine, and inflight magazines like enRoute and WestJet Magazine, are extremely well produced and beloved by Canadians.

## MEDIA TRENDS

The landscape is intimate and the competition for earned space is fierce. Many print publications have 6-12 month waits for print editorial, while digital is becoming more pay for play. Broadcast opportunities exist on lifestyle shows like The Social, CHCH, CTV, Breakfast Television and CityLine, by utilizing travel hosts and “surprise and delight” contesting opportunities.

Leveraging social media influencers remains a strong tactic to reach Millennials. While influencers in Canada do not have the significant followings seen in the USA, they still hold power and influence in Canada.



# THE OPPORTUNITY



# THE OPPORTUNITY

## THE MARKET

The majority of Canadians travel to Nevada to experience Las Vegas. Canadians have many travel characteristics that align with a deeper and more diverse Nevada experience. Road tripping, appreciation of the outdoors, spectacular vistas and soft adventure to name a few.

## GOAL:

Attract a greater share of visitors from Canada and get air travellers to explore more of Nevada outside of Las Vegas, year-round.



# TRAVEL NEVADA 2020

## Strategy

- Increase engagement and visitation
- Multi channel approach; trade, media, social, online, direct to consumer
- Active engagement of influencers with qualified content



## Tactics Include:

- High visibility consumer campaigns to increase awareness of destination outside Las Vegas (ex. diverse road trips, great RVing destination)
- Actively pitch to media and influencers
- Educate trade on diversity of the state of Nevada

## OUTREACH: TACTICS

- Work with airlines to increase flights to Las Vegas and generate demand for direct Reno flights.
- Convey the right message to the right demographics utilizing trade partners assets
- Develop Canada specific sales sheets and itineraries
- Host two familiarization trips for the travel industry



# INSPIRING DISCOVERIES: TACTICS

- Curate travel packages based on themes born from Canadians' travel habits and desires
- Innovative educational programs to increase product knowledge and brand awareness
- National webinars with key travel trade partners increase product offerings beyond Las Vegas
- Target niche market tour operators to expand Nevada product and solicit motor coach tour operators offering competitor destinations to add new product



## EVOLVE THE BRAND: TACTICS

- Align synergies with key travel partners to increase collective impact through partner investment
- Co operative marketing with key travel trade outlets to increase Nevada's brand exposure to targeted audience
- Create a sense of urgency to book Nevada and accelerate the decision-making process
- Align synergies with OTA's in Canada to maximize interaction with call to action – extend beyond Las Vegas campaign with Expedia.ca



# EVENTS

- In market events and sales mission amplifying Nevada #unfenced
- In-market Sales Missions: #unfenced events in key markets: Vancouver, Calgary and Edmonton – create a dynamic platform for Nevada industry partners to connect with key buyers and top agencies
- Events: All day breakfast, Weekday Brunch, Picnics in the park with media and trade



# EVENTS

- Create optional pre/post options for agents to venture beyond Las Vegas
- Participation at LVCVA hosted events in Toronto, Vancouver and Montreal
  - Eastern & Western Canada Sales Mission
- Niche market consumer events
  - Exhibition, activation and representation at Recreational Vehicle shows across British Columbia and Alberta



# reach us

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