

SERVICES

Principal Clients

Australia, New Zealand, England, USA



Niche Market

TARGET:
American Baby-boomers aged 55 and over

MARKET:
Western Cities: San Francisco, Los Angeles, Seattle
Northeastern Cities: New York, Boston, Atlanta, Chicago

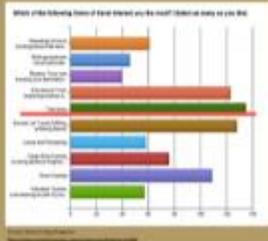
- Have money saved up
- Be likely to visit Canada
- Be willing to spend money for pleasure trips

OVERNIGHT VISITORS BY AGE GROUP, 2014

Age Group	Total	Letters	Business	100% Leisure
<18	3.2%	3.3%	3.7%	2.9%
19-24	10.5%	10.5%	10.5%	10.5%
25-34	11.3%	9.9%	11.3%	11.3%
35-44	17.9%	15.8%	20.0%	17.9%
45-54	21.7%	21.5%	21.5%	21.5%
55-64	26.7%	26.5%	26.5%	26.5%
65-74	31.0%	31.0%	31.0%	31.0%
75+	10.0%	10.0%	10.0%	10.0%



- Trains tour--senior travel trend



- Be strong interested in visiting BC, Quebec, and Alberta

CANADIAN DESTINATIONS VISITED, 2015

Ontario, BC and Quebec were the most visited provinces by Americans in 2015.

State of origin	BC	AB	MB	SK	QC	Other
Avg. annual visits (2010-15)	254	3,325	836	369	6,200	2,384

Source: International Visitor Survey
Report from American Council on Education (ACEI) Study of International Visitors, 2015 p.17

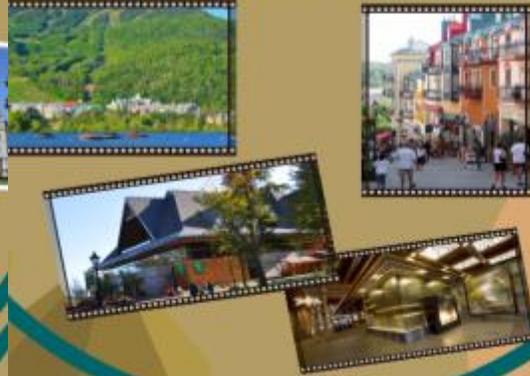
Québec

Capitale de la province du même nom. Centre historique de l'est canadien.



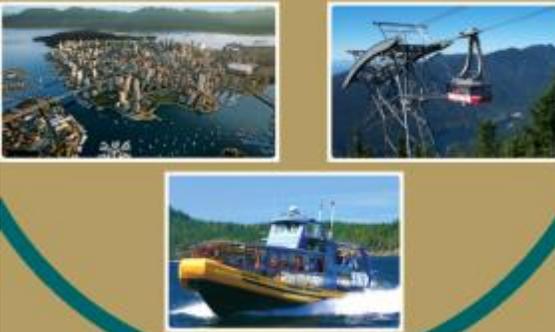
Mont-Tremblant

Petit village au cœur de la montagne. Lieu de détente et relaxation où vous rencontrerez la magie de la nature.



Vancouver

La ville la plus populaire du côté ouest canadien. Moderne et cosmopolite au même temps que jolie.



Les Inclusions

Hébergements 4 et 5 étoiles

Fairmont

Célébration de rêve
garantie!!!

Forfait Anniversaire

150 



Expérience unique et mémorable.
Après 150 ans, ce voyage sera
sans doute le vôtre.

Prix

À partir de
\$6207 CAD / person
Sylver Leaf

Circuit à l'est
à partir de
\$2758 CAD

Portion du train
à partir de
\$3449 CAD

Stratégie

Des baby-
boomers
conservateurs.

Intérêt pour le
Canada.

Précision, sécurité et
sans de change.

LEADER

Communication Mix

1. Advertising

- Print media 40%
 - Newspaper
 - Magazine
 - Billboard
- Television 30%
- Radio 5%

2. Interactive marketing (20%)

- Website
- Social medias
- Interactive medias (Ads)

3. Direct marketing

4. Public relations 5%

New York Times



- The most popular in the US
- 64% of readers are aged over 35 yrs old and are educated and with high purchasing power (average annual income of \$164,300 US)

Magazine

The New York Times Style Magazine



- Belongs to the NY Times and is more entertaining
- Covers the topics of fashion, living, beauty, holiday, travel and more
- More than a million readers throughout the world

National Geographic Traveler



- Belongs to the National Geographic Society
- Has been featured with its launch "Ultimate Awards" in the last five years, including "Best Travel Magazine"
- Its subscribers are approximately 12 million

AARP



- One of the biggest names in the US
- Covers the topics of travel, leisure and health
- Readers are all over 50 years old
- More than 30 million readers over the country

Interactive Marketing

Website



Social Media



Interactive Media (Ads)



- Display
- Program

Marketing direct

AARP®

American Association of
Retired Persons



ROCKY MOUNTAINEER

More than just a train tour...



Relations Publiques



Lancement du produit
au quai de Rocky
Mountaineer à
Vancouver

Television

