



Reports from the Road

Canada Calls

Canada Tourism Council of New Zealand

New Zealand

January 20-22, 2010

Submitted by: Natacha Fudem, Edmonton Tourism

OVERVIEW

Canada calls Roadshow

There were 13 Canadian Partners; (A drop from 2009 due to BC Olympics)

Rocky Mountaineer, Frontiers North, Yukon Tourism, VIA Rail, Brewster, Sun Peaks, BC Tourism, Travel Alberta, Calgary Stampede, Fairmont Rocky Mountains, Calgary Tourism, Banff Lake Louise

AUCKLAND – Wednesday 20th January – 250 agents

Venue: Crowne Plaza Hotel

Event was conducted in the evening. It included registration, refreshments, presentations from each Canadian DMO and Registered supplier and an open market place followed by dinner. Presented to approximately 250 agents in Auckland showcase.

CHRISTCHURCH – Thursday 21st January – 150 agents

Venue: Hotel Grand Chancellor

Event was conducted in the evening. It included registration, refreshments, presentations from each Canadian DMO and Registered supplier and an open market place followed by dinner. Presented to approximately 150 agents.

AUCKLAND – Friday 22nd January – Tour Operators – 25 agents

Venue: World Journeys Villa

World Journeys held an agent training night at their office in Ponsoby, Auckland as it serves an important purpose in educating and raising awareness amongst travel agents who are perhaps new to the industry, or at an intermediate stage in their knowledge of Canada. This event was exclusive 'Canada Cocktails and Canape's' event with a select group of World Journeys very top agents. At World Journeys they are getting the bulk of their high value bookings from certain top senior agents who are both experienced and knowledgeable. These agents appreciate meeting suppliers face-to-face to obtain specific information, and base their business on building close relationships with their wholesalers and suppliers. Presented to 25 Top World Journey agents.

Summary:

Canada Calls is the only event held for the Canadian market in New Zealand. The agents overall are seeing an increase in interest in Alberta product. They expressed that more product knowledge and training is needed on Edmonton -Jasper activities. The well known attraction to Edmonton is the West Edmonton Mall. The agents were eager in learning what else there was to do in Edmonton. A higher demand for post-ski tours and interest in Northern lights and winter product activities. The feedback from the agents expressed that the New Zealand consumers go on holidays for minimum of 2-3 weeks. They are most interested in long haul, outdoor, adventure activities and self-drive programs.





Reports from the Road

Corroboree Marketplace

Australia

January 27- February 13, 2010

OVERVIEW

CTC Australia, annual 5 city road-show.

Jan. 27 – Adelaide ... 145 agents

Jan 28 – Melbourne ... 201 agents

Jan 29 – Melbourne Media Event ...50 media

Feb. 1 – Brisbane ...181 agents

Feb. 2 – Gold Coast ...71 agents

Feb. 3 – Sydney ... 242 agents

Feb. 4 – Sydney B2B pre-scheduled appointments ... 27 meetings

Feb. 5 – Sydney Media Event ... 70 media

There were 15 Canadian partners;

VIA Rail, Destination Quebec, Tourisme Montreal, Yukon Tourism, Frontiers North, Tourism BC, Fairmont Hotels, Rocky Mountaineer, Hilton Hotels, Brewster, Edmonton Tourism, Calgary Stampede, Travel Alberta, Tourism Calgary, Banff Lake Louise.

Aside from the formal itinerary of Corroboree, there was an opportunity to conduct some business with tour operators and host training sessions for reservation agents.

VIA Rail, Fairmont Hotels, Brewster and Edmonton Tourism were part of a 2 hour in-house training for Talpacific. There were about 40 agents in attendance.

Market Update:

The Canadian Tourism Commission reported that air capacity for direct (non-stop) flights between Australia and Canada during the fourth quarter of 2009 was expected to grow by 9.5%, year over year.

The Canadian Tourism Commission reported that the visitation to Canada from Australia was up 10% for 2008.

CTC Australia budget for 2009 will increase 25%.

Although there is obvious concern about the economy, the Australian market is resilient and the impact should be minimal.

The CTC Australia team is committed to working aggressively to promote Canada as a preferred destination.

With the recent announcement of V Australia flying into Los Angeles, there will be a significant increase of air access into North America.

Statistics New Zealand has revealed that the number of short term departures made by Kiwis in October increased less than 1% year-on-year. Destinations showing growth for October were Vietnam up 57.8% on October 2008, Korea (51.5%) and Canada (46.7%). For the year ending October 2009, short-term departures of New Zealand residents reached 1.918 million, down 3% from the previous year. Trips to Australia, the number one outbound destination, were down 1% from the previous year, Fiji was down 9%, the U.S decreased 8% and the U.K was down 7% (Tabs on Travel Today, 27/11/2009).





Reports from the Road

STATISTICS AUSTRALIA:

The number of Australians travelling overseas reached record levels in October, according to the **Australian Bureau of Statistics**. Departures grew 19.6% to 547,700 in October as outbound demand continued to rise, albeit off a smaller base in October 2008 as the industry felt the full brunt of the downturn (Travel Today, 8/12/2009)

Specialist holidays are becoming increasingly popular with the over 50's, according to **AA Travel Insurance**. Popular niche holidays among this demographic include yoga and meditation breaks, hobby holidays such as cooking or painting retreats, cycling holidays, wine tasting tours, wildlife tours, adventure holidays and health spa breaks. There has also been an increase in demand for accommodation designed to take large groups of friends and family amongst the over 50's age group. AA Travel Insurance says the results show that the "baby boomer generation are beginning to want something a little different and challenging from their holiday adventures" (e-Travel Blackboard, 9/12/2009).

Contiki Holidays' annual Travel Trends Research Report has shown that Australia's youth are travelling overseas in record numbers. According to the report, 1.7 million young Australians are looking to head abroad, with 1.3 million actively saving for it. The research revealed that today's young traveller is opting for nipped, tucked and tailored-to-suit holidays, incorporating a mix of sightseeing, culture and adventure. Among those seeking an element of tailor-made, 13% choose an escorted tour while 46% opt for a combination of tailor-made and independent travel (e-Travel Blackboard, 10/12/2009)

Summary:

The showcase was focused on CTC's Dare to Dream Campaign around the 2010 Olympic games. All presenters were encouraged to incorporate the message about "Dare to dream".

Edmonton Tourism presentations were around the Alberta Famous 5 and their story at getting women's rights established in Canada. The presentation included old black and white images of the legislature building being built to what it is today- To Elk Island natl park what it was and what it is today- To The Highlevel bridge being built and the great divide waterfall – Shopping on Whyte ave and with a dream WEM can be built etc...

It has been recommended that the CTC conducts a survey to asses the effectiveness of the presentations. The show remains to be very costly. That being said it is the main show that targets the Australian market. And our reach to agents, media and B2B meetings is exceptional. I recommend remaining active in the Australian market and continue to support this show.

Please feel free to contact me if you have any questions or inquiries regarding Corroboree 2010.

Kind regards,
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