Destination Canada

Looking back to look forward. Destination Canada leverages business intelligence to boost tourism after the pandemic.

In a Nutshell

Prior to the pandemic Destination Canada had good quality information about tourism arrivals into Canada. During the peak of the COVID-19 pandemic in April 2020, 9 of 10 people lived in countries with travel restrictions.

Once they slowly lifted and trickles of travel

reappeared, destination marketers (DMO's) realized that travel intelligence and data would become an even more critical tool in the recovery. Not only did Destination Canada historically use travel data intelligence to boost tourism to Canada, but they will continue to do so, utilizing IATA's GAP tool, to bring back tourism to

Canada in a post-pandemic world.

Michel Dubreuil, Manager of Market and Consumer Intelligence at Destination Canada, shares his story.

"GAP gives us access to rich, timely data. .. and allows us to frame that data through market intelligence, so we have a complete picture. That makes GAP a very powerful tool."

- Destination Canada

About Destination Canada

Destination Canada is the destination marketing organization (DMO) which drives inbound tourism to Canada by marketing the Canada brand in overseas markets. In 2018, Canada welcomed over 21 million visitors who spent some $21 billion. Air travel accounts for some 85% of arrivals to Canada from long-haul markets.
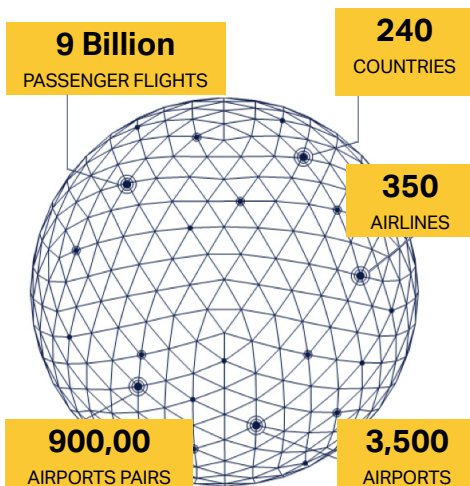
9 Billion
PASSENGER FLIGHTS

240
COUNTRIES

350
AIRLINES

900,00
AIRPORTS PAIRS

3,500
AIRPORTS

Obtaining data from source markets

In order to achieve timely and proactive marketing investment decisions, Destination Canada ran a comprehensive research program in close collaboration with Statistics Canada. For example, tourist arrival surveys were an inexact science and could not be relied on to capture the details that were needed for fact-based decision making. More pertinently, Destination Canada was

not getting data from important travel agencies in key markets.   Travel agencies are a key promotional channel for Destination Canada in international markets and it was essential to track individual agency sales trends to implement more effective inbound campaigns. Destination Canada needed the level of detail and real-time accuracy only GAP could provide.

GAP is a business intelligence tool based on the world's largest repository of travel agency ticketing data.

Current case studies of GAP usage

Gaining deeper insights into tourism flows to Canada

Tourism statistics

Complementing our customers knowledge

Market Research

Assessing our performance
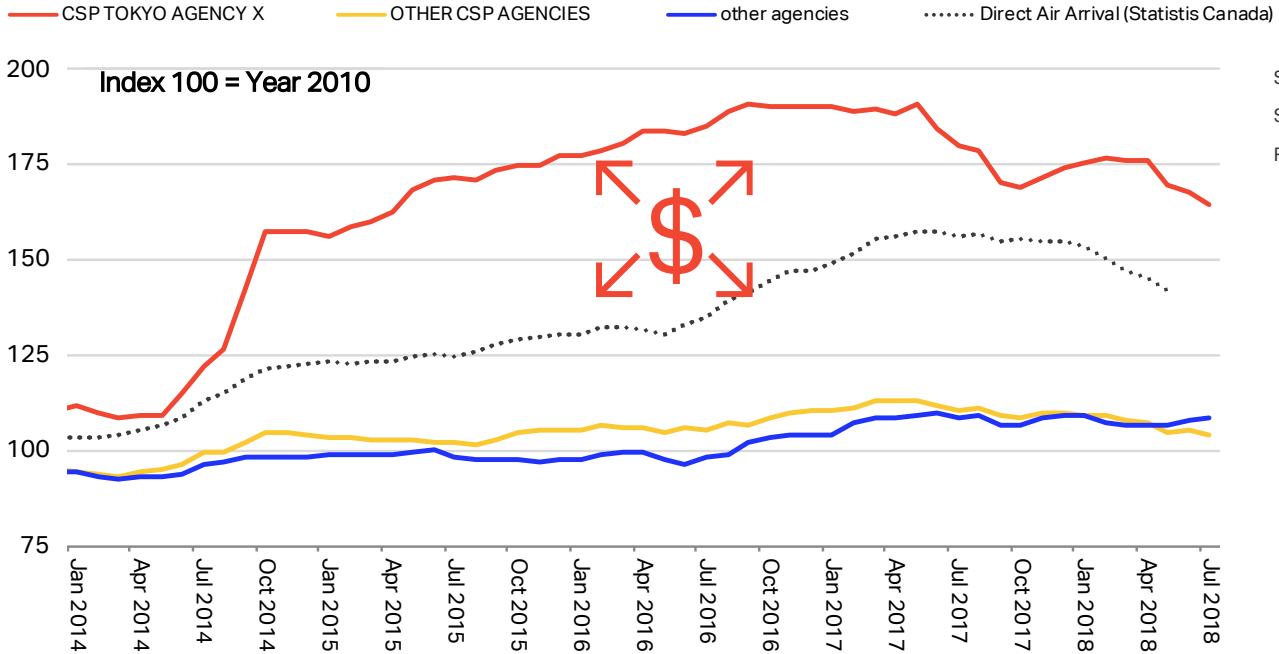
Program evaluation

IATA

The results from

GAP is a business intelligence tool based on the world's largest repository of travel agency ticketing data.

For example for a given trip GAP contains booking agency details and point of origin. This allowed reliable estimations of passengers' country of residence and enabled Destination Canada shift more advertising spend to those countries.

— CSP TOKYO AGENCY X   — OTHER CSP AGENCIES   — other agencies   ······ Direct Air Arrival (Statistis Canada)

Index 100 = Year 2010

Sources: IATA GAP; Statistics Canada, Frontier Counts

(Line chart: y-axis 75–200, x-axis Jan 2014 to Jul 2018)

The Results

Because of the accuracy of GAP data, Destination Canada was able to quickly develop marketing strategies with pin point accuracy, targeting the agencies that provided the biggest opportunity to attract inbound traffic to Canada.

Drilling even deeper they found that some 13% of passengers captured by Global Agency Pro had a final destination in Canada beyond the three main gateways of Toronto, Vancouver, and Montreal. Destination Canada used this insight to promote not just the gateway cities but specifically the northern landscapes and aurora borealis trips to Japanese outbound travel agencies .

In 2016, flights tickets in Japan for flights between a Canadian O&D represented 28% of toal inbound arrivals based on agency issued tickets.

Canada's inbound traffic

YUKON 0.2%
NWT 3.2%
BRITSH COLUMBIA 25%
ALBERTA 31%
SASKATCHEWAN MANITOBA 0.5%
ONTARIO 24%
QUEBEC 15%
ATLANTIC 2.3%

Vancouver
Calgary
Toronto