

Canada

Know your customer

Paul Nursey, Vice-President, Strategy & Corporate Communications
Canadian Tourism Commission



EQ
The Explorer Quotient™

QE
Le Quotient explorateur™

**Satisfied is not good enough.
Completely satisfied-that's a big deal.
A completely satisfied customer is at
least three times more likely to return
than one who's just satisfied.**

**- Andrew Taylor, CEO, Enterprise
Rent-A-Car**

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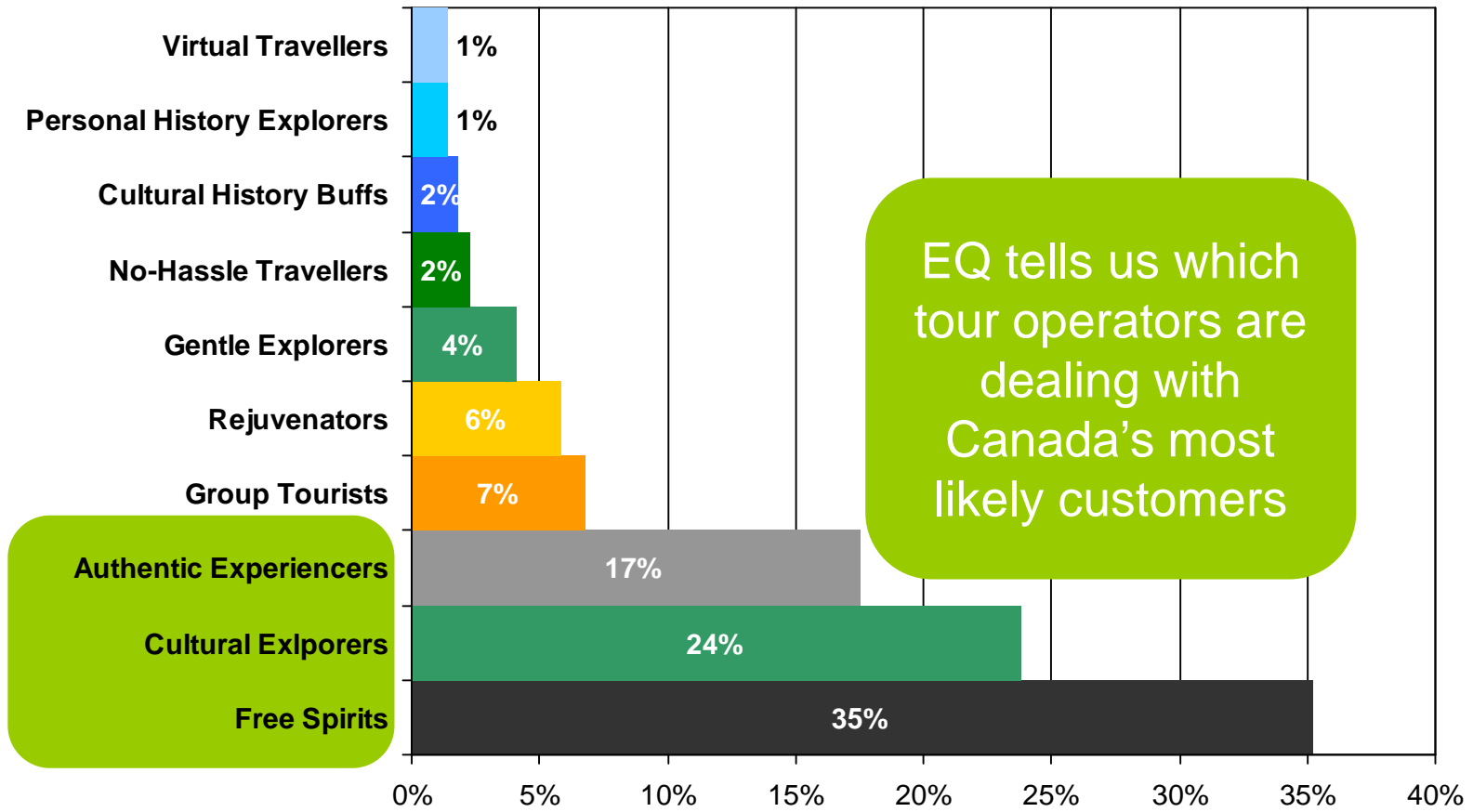
Travel Trade Pilot

In 2009, CTC partnered with 4 tour operators spread between the US, UK and Germany to test how EQ could increase sales

The goal was to see if an EQ-based campaign would outperform each tour operator's usual way of marketing

A rigid testing methodology was put in place


EQ identifies your best sellers




N=5,599

Source: EQ Travel Trade Pilot, 2009

EQ is helping travel trade close the sale





Ski Dream
0845 277 3343



Home Special Offers Forward 2 Friend Enquire Brochure


Free Flip Video Camera

Book a Canada Ski Holiday by 14 November 09 & get a Flip Cam to Video your Trip!



Free Flip Camera

Book any one of our fantastic **Canada ski holidays** and get a free flip camera absolutely free!



Lake Louise

Enjoy the tranquillity of Lake Louise just five minutes from the largest of the three ski mountains in the area. Unlike Banff this is a secluded area where you can relax and unwind while staying on the shores of the stunning Lake Louise.

Fairmont Lake Louise
7 nights in January from £899pp
10 nights in January from £969pp

Whistler

Whistler needs little introduction, the top resort in North America with two huge mountains each offering well over 100 runs with terrain to suit all abilities from novices to seasoned experts. The interlinked villages which lie at the base of the slopes offer guests a range of accommodation and excellent après-ski.

This season sees Whistler host the 2010 Winter Olympics and although February will be busy, the rest of the season is open as normal with what little needed to be done in the village already complete.

Listel Hotel - Free Breakfast Offer
January - 7 nights from £859pp, 10 nights from £979pp
March - 7 nights from £990pp, 10 nights from £1,129pp

Includes: Standard Room at the Listel Hotel (B&B), Air Canada flights and transfers. Based on 2 people. [Click here for details.](#)

Westin Resort
January - 7 nights from £1,159pp, 10 nights from £1,267pp
March - 7 nights from £1,273pp, 10 nights from £1,393pp

Business as Usual Email Targeting Free Spirits

33% open rate

4.2% click through





Ski Dream
0845 277 3342



[Home](#) [Special Offers](#) [Forward 2 Friend](#) [Enquire](#) [Brochure](#)

Live it. Love it. Upload it.

Book a Canada Ski Holiday by 14 November 2009 & get a Flip Cam to Capture it All!



Step off the plane straight into a world of excitement.

Share the ultimate high - hell-skiing a glacier...

Be decadent; take a one of a kind ride on the Peak to Peak Gondola between two world class mountains...

Savour succulent rare breed Cowichan Bay lamb, served just the way you like it...

Hold tight to your snowmobile, skimming perfect powder towards a frozen lake.

Back at the hotel...the soaring mountains just minutes away, splash in a steamy hot tub, let the bubbles soothe away the day's excesses... before heading to your new favourite hang out right at the heart of Whistler's apres ski action.

7 nights at the Listel Hotel, Whistler, from £859pp including free breakfast daily, Air Canada flights and transfers (January travel dates). Click here for details and ask about other months when you call.

Feel like you're walking on feathery air as the powder rises beneath your snow shoes.....challenge yourself to conquer the Blow Hole run... Jump on a pedi-cab to Lost Lake and treat your taste buds to cheeses from Salt Spring Island and tangy Saanich Peninsular tayberries. Back in your suite, take a soothing dip in the soaker tub, then relax in front of a roaring fire, before stepping out to discover the real fun starts after dark... from cigar bars and sushi to intoxicating live music and A List DJs...

7 nights in a Junior Studio Suite at the Westin Resort, Whistler, from £1159pp including Air Canada flights and transfers (January travel dates). Click here for details and ask about other months when you



Live it. Love it. Upload it.

Show them what they're missing at home. Book your **Canada ski holiday** today and we'll send you a Flip Cam so you can capture it all. Call us on 0845 277 3342.



You'll find out why one of the lifts is called the 'Top of the World Express' when you get here...

Your teeth are cold because you can't stop grinning... Snuggle down in your blanket and go mushing across the Continental Divide, pulled by an eager dog sled team...

Just don't be surprised when people at home think you photoshopped the view!

Can you keep the Lake Louise secret? It has absolutely the best powder skiing on the continent and some of the best groomed runs anywhere. But let's just keep that between ourselves...

7 nights in an upgraded room at the Fairmont Chateau, Lake Louise, from £899pp including Air Canada flights and transfers (January travel

Full EQ Version

39% open rate


7% click through



Before

LIBERTY TRAVEL Unbeatable Call 1.877.467.6239

Free Nights, City Tours & More!



Come Explore Canada

Delta Chelsea ★★☆☆ 3 nights from **\$180***
taxes/fees

INCLUDES 3 nights, Delta Chelsea. **BONUS** 3rd night free & Toronto city tour.

Call 1.877.467.6239 or [Inquire](#)

Delta-Centre Village ★★☆☆ 3 nights from **\$237***
taxes/fees

INCLUDES 3 nights, Delta-Centre Village. **BONUS** 3rd night free & one dinner in Montreal.

Call 1.877.467.6239 or [Inquire](#)

Inn at False Creek ★★★ 4 nights from **\$259***
taxes/fees

INCLUDES 4 nights, Inn at False Creek. **BONUS** Capilano Suspension Bridge.

Call 1.877.467.6239 or [Inquire](#)

1.877.467.6239 libertytravel.com

PRICE BEAT GUARANTEE
*If any other travel agent or website offers a lower price, we'll match it and give you an additional \$50 towards your next trip!

*Applies to genuine written quotes from North American IATA/ARC registered businesses and websites. Quote must be presented prior to purchase. Subject to availability. Valid for travel departing within North America. For more information, [click here](#).

**Taxes/Fees & Restrictions: Aironly and all-inclusive package prices do not include certain government imposed taxes, charges, and fees of up to \$120.00, including a September 11th Security Fee of up to \$10. Air only prices are roundtrip and per person from select cities. Seats are limited and may not be available on all flights. Blackout dates, travel date restrictions, and advance purchase requirements may apply. Change fees of up to \$200 may be charged, and some fares may be non-refundable. Package, hotel, rail & some tour prices are per person, based on 2 adults traveling together. Cruise & sailing prices are per person, based on double occupancy, and cruise only. Supplements vary by cruise line. Where applicable, all savings and free nights are included in all prices.

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After

LIBERTY TRAVEL Unbeatable Call 1.877.757.6846

There is no better time to explore Canada

Grab your purse and take on Toronto

Shoppers Delight awaits in trendy Toronto

Step outside and find your fashion personality. Hit the trendy shops in Queen West, the 285-store strong Eaton Centre or bohemian chic shops at Harbourfront. Walk among dinosaurs at the ROM, stroll with arties at the Art Gallery and gain a new point of view at the CN Tower. Discover the cosmopolitan nature of a city made of villages.

Find inspiration in a sari in little India. Find salvation in a pasta dish in little Italy. Get gloo over the little black dress you need and the price tag you want. Swoon at the winnows on the Mink Mile. Dig through the racks of vintage with a girlfriend inside a Yorkville boutique. Have a cocktail with lunch. Be mistaken for a celebrity. Realize that winter means you get to wear more clothes.

Dec. 15-16 starting at **\$180*** per person including hotel, taxes and a Toronto city tour

Call 1.877.757.6846 or [Inquire](#)

Extraordinary Shopping Experiences? « C'est la vie » in Montréal

Make a French Connection: Montreal Shopping Vacations from under \$250

Walk the paths of an underground city dedicated to deals. Change your fashion persona six times before lunch and find an outfit and neighborhood to match each one. Hit the shops on Catherine Street. Collect Antiques on Notre Dame. Find one of a kind jewelry on Sherbrooke. Discover a Quebec artisan. Get in touch with your inner spendthrift. Introduce her to your love of fashion.

Eat a pain chocolat in a quaint street side café. Lick your fingers when no one is looking. Watch the world go by and note what it's wearing. Toast the season in French. Eat by candlelight. Lay your head where John Lennon and Yoko Ono took a stand. Dress for every occasion. Plan your return trip.

Dec. 19-21 starting at **\$237*** per person including Hotel, taxes and one dinner in Montreal (choice of 4 restaurants)

Call 1.877.757.6846 or [Inquire](#)

Buy into Vancouver

Vancouver Boutiques want to welcome you to the neighborhood

Hear the Vancouver boutiques calling your name. Answer them. Get antiques on Main Street, souvenirs in Gastown and canine kitsch in Yaletown. Shop and never drop. Buy an original Pucci print at half the cost.

EQ Testimonials from Tour Operators

Travel Impressions (USA) – owned by American Express

“EQ is a great marketing campaign that will prove to be more effective than normal mass marketing campaigns.” Senior Director/Canada

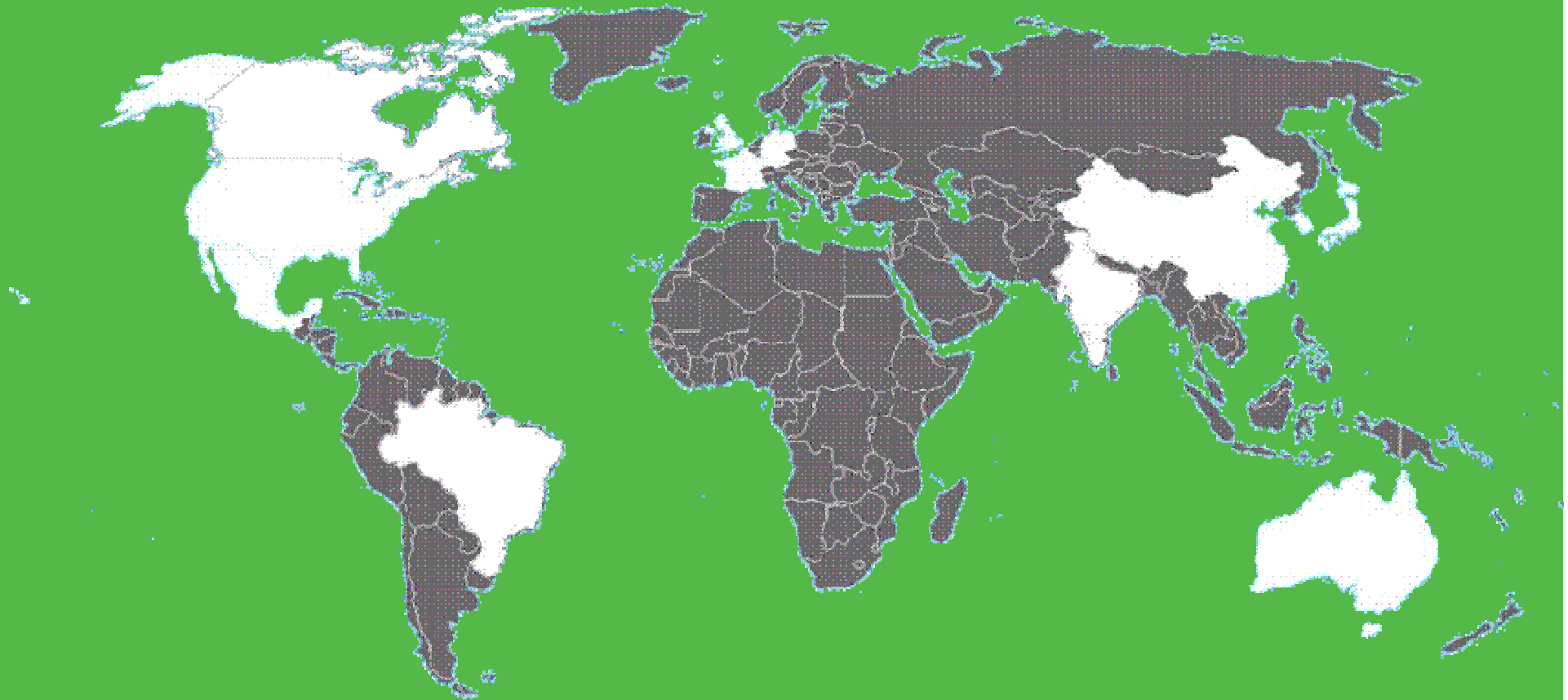
World on Skis (USA) – major ski operator

“EQ is exactly what we need to sell Canada in an increasingly highly competitive marketplace – ‘WOW’ – President, World on Skis

Taylor Made Travel (UK)

“I enjoyed taking the EQ Quiz. The Quiz is insightful and the results are meaningful. This can easily be applied to our clients.” – Marketing Manager

By the end of the year, 15 tour operators around the world will be using EQ. We expect that number to double in 2011.



Key Learnings

Knowing your customer is fundamental to success regardless of the business climate.

Companies will respond differently to tough times. Work with early adopters who are nimble and ready to try new things.

Make *Innovation* an explicit part of your corporate culture.