

TRAVEL TRENDS: How Canadians Get Away From It All

Canadian travellers face a tremendous number of decisions as they plan trips. Each time they research options or search for an idea is an opportunity for your brand. We've identified four real-time, intent-driven moments Canadians turn to the web and how your brand can shape consumer decisions.

WHERE'S-MY-NEXT-ADVENTURE:

Dreaming Moments

69%

visit travel sites monthly. Over half of those do so on a mobile device.¹



43

Average number of minutes Canadians spend on travel websites per month.¹

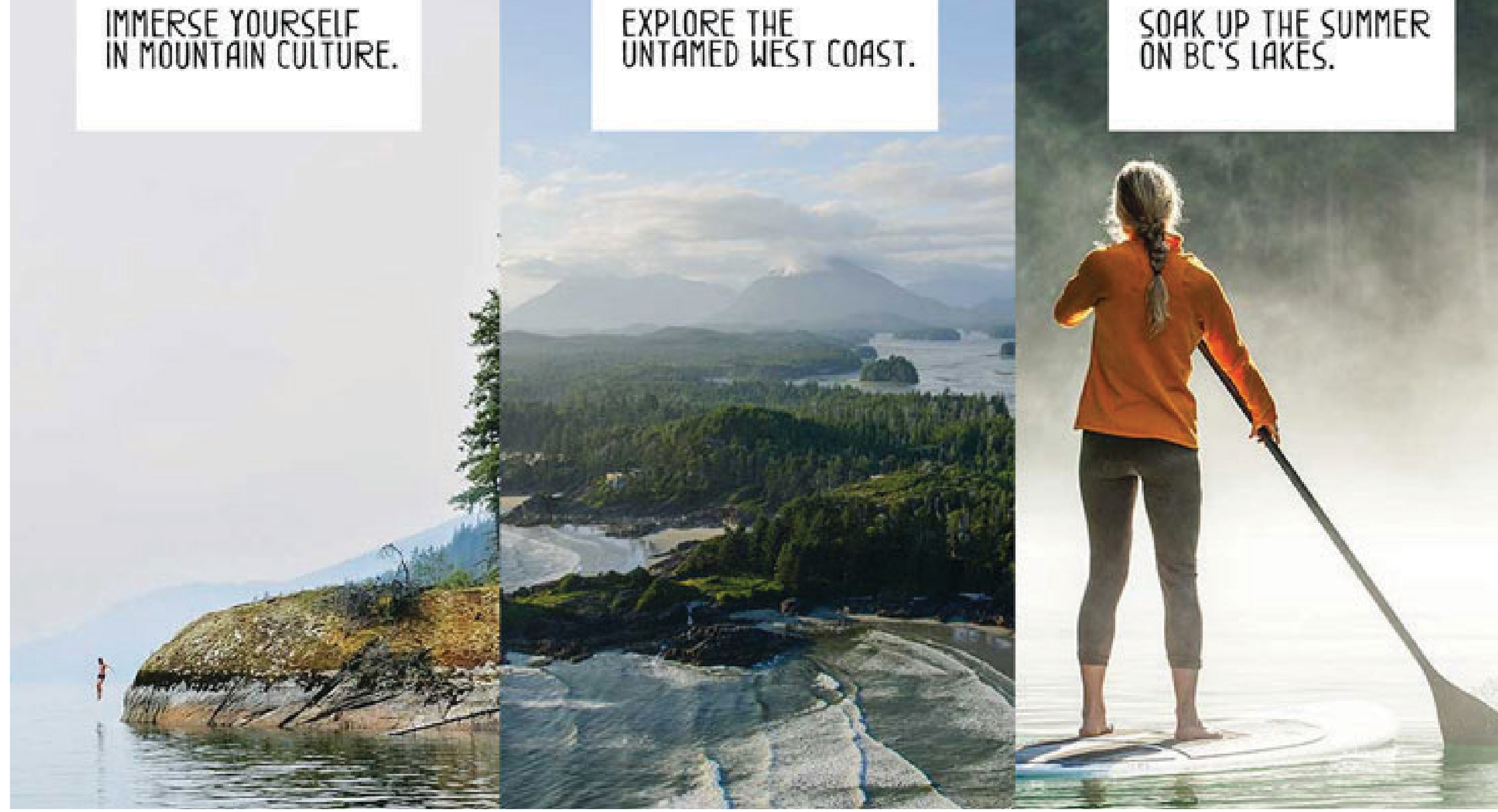
To stay top-of-mind with potential travellers as they daydream of their next vacations, Destination British Columbia, in partnership with Camp Pacific and Jungle Media, served alluring Rich Media expandable ads, targeted to the right people at the right time, on the Google Display Network. To inspire potential travellers

to travel to BC for their summer vacations, Destination British Columbia's ad featured three known trip motivators based on consumer research. When the ad was clicked, it opened to reveal more information about the featured experiences to help potential travellers imagine their BC vacation.

IMMERSE YOURSELF
IN MOUNTAIN CULTURE.

EXPLORE THE
UNTAMED WEST COAST.

SOAK UP THE SUMMER
ON BC'S LAKES.



I-WANT-THIS-TRIP-TO-BE-PERFECT:

Planning Moments

88%

of Canadian travellers researched their last personal trip online.²



48%

of Canadians plan to spend more time shopping around before booking because finding value for the money is important to them.²

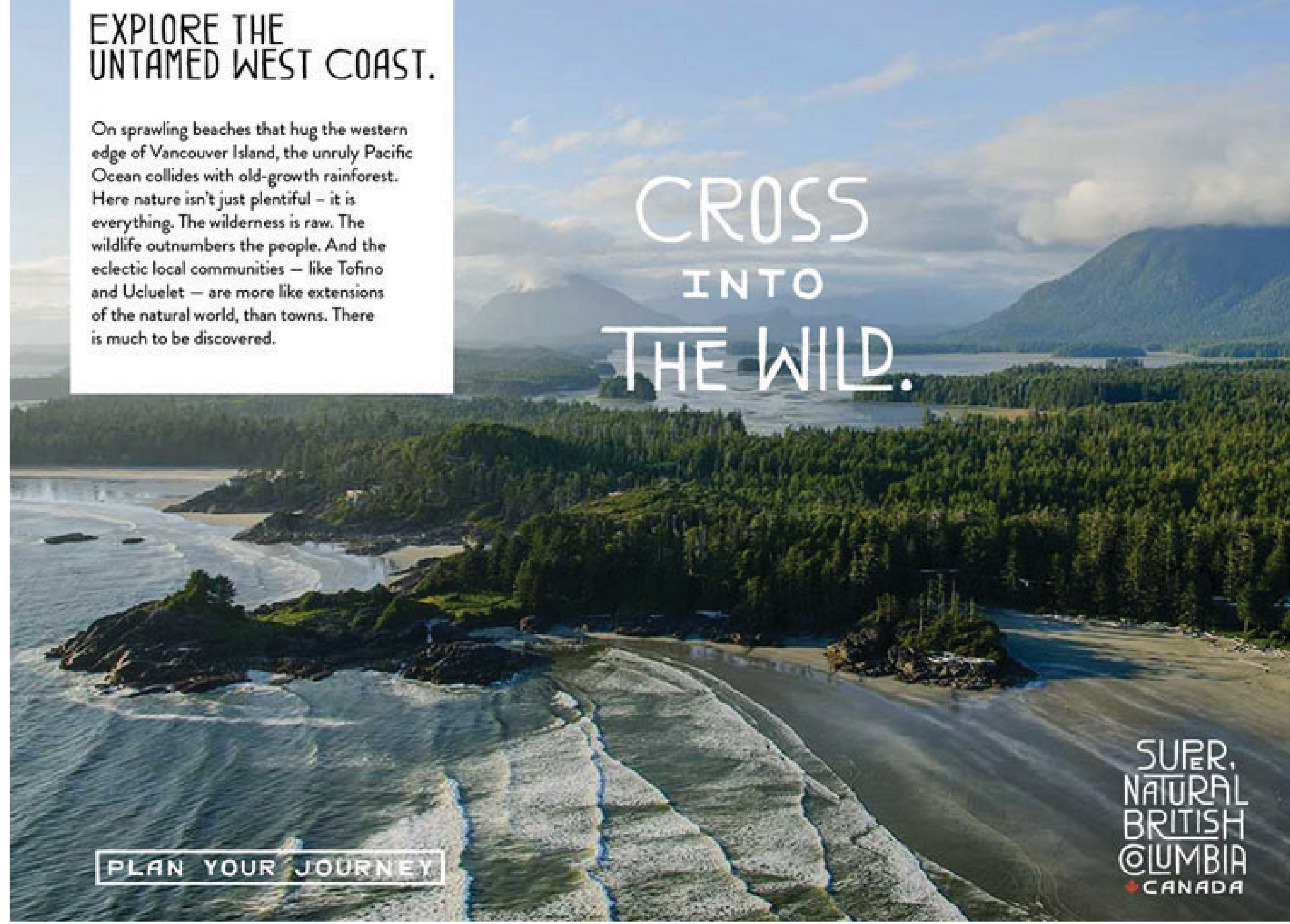
As Canadians go online to research every detail of their trips, brands can offer ideas and influence decision making. When potential travellers clicked through on one of the three trip motivators within the Rich Media expandable ad, they were taken to a corresponding trip idea on the Destination British Columbia consumer website. Each trip idea showcased

things to do, places to go, and tourism businesses to visit. Intercepting potential travellers with these ads while they were trip planning proved successful and drove 30% of overall campaign-related paid media traffic to the Destination British Columbia consumer website.

EXPLORE THE
UNTAMED WEST COAST.

On sprawling beaches that hug the western edge of Vancouver Island, the unruly Pacific Ocean collides with old-growth rainforest. Here nature isn't just plentiful – it is everything. The wilderness is raw. The wildlife outnumber the people. And the eclectic local communities – like Tofino and Ucluelet – are more like extensions of the natural world, than towns. There is much to be discovered.

CROSS
INTO
THE WILD.



YEP-THIS-IS-THE-ONE:

Booking Moments

30

Average number of days Canadians spend planning their trips. Six days are spent in the booking phase.²

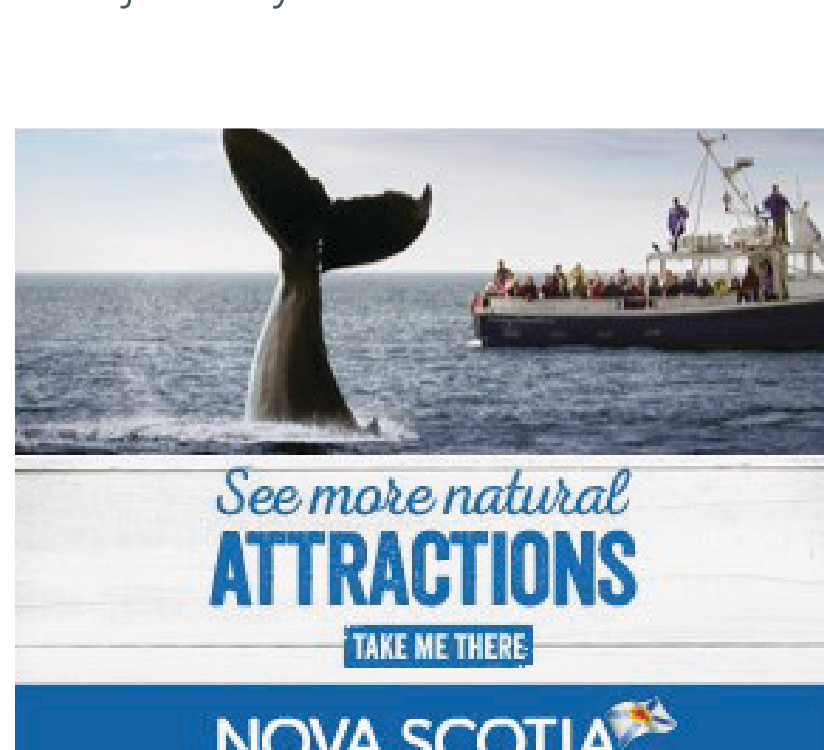


1 in 2

Canadian travellers say it's important they're considering purchasing from.²

Travellers love to click every link, explore every option, read every post—and then, when it's time to pull the trigger, brands also need to be there to provide a seamless experience. Tourism Nova Scotia used fun, playful imagery to deliver display ads on the Google Display Network. Display ads can help build awareness and increase interest all along the purchase journey.

Whether it was food or family, these ads perfectly showed what travellers would experience in Nova Scotia and actually influenced many Canadians' decisions in where to book a trip. The ads were 15X more likely to assist a conversion vs. result in a direct conversion.



WE'VE-TOTALLY-GOTTA-DO-THAT:

Experiencing Moments

27%

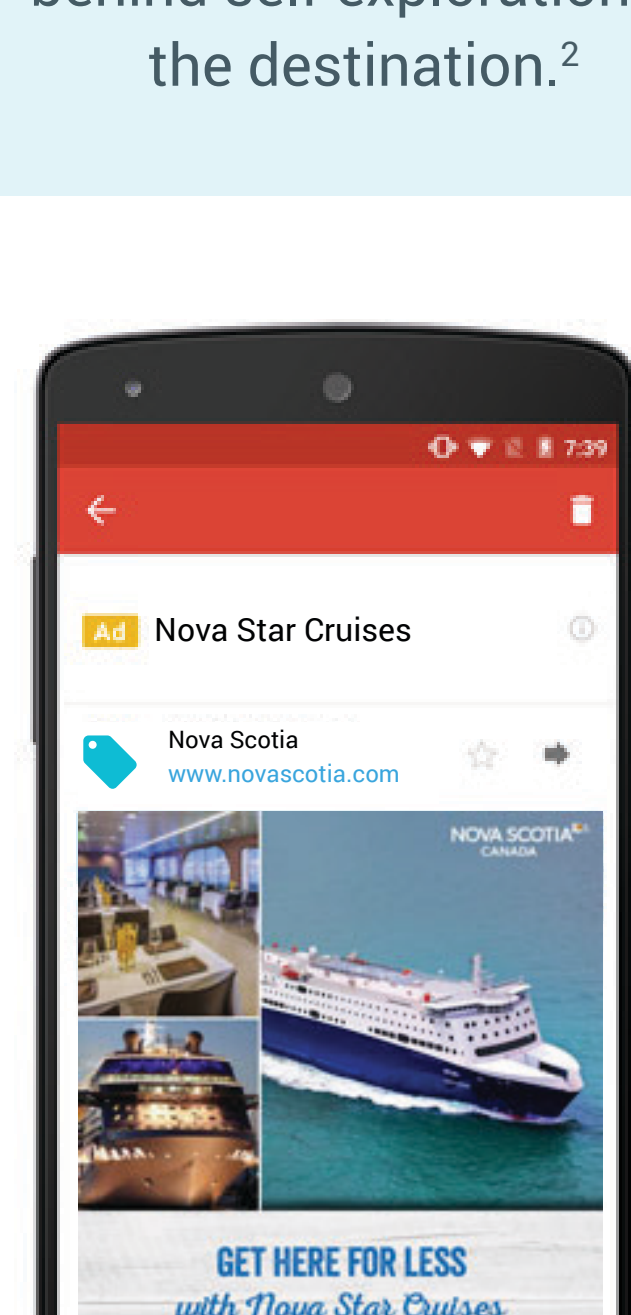
of Canadian leisure travellers used their mobile devices to gather information while travelling.²



2nd

Search is Canadians' second most-used resource when choosing travel activities, behind self exploration at the destination.²

To reach people right in the moment they're looking for experiences or inspiration for things to do on their next vacation (often on a smartphone), Tourism Nova Scotia used Gmail ads. Gmail ads allow marketers to reach the right people in the right moment, when they're looking for a deal, via the Gmail promotions tab. This way the brand could get the word out on its cruises to people likely to be travelling soon who were also in the right geography and demographic. For Tourism Nova Scotia, Gmail ads proved an effective way to get in front of people looking for inspiration or experiences: 45% of those who saw the ad interacted with it—and that drove nearly 12K visits to the Nova Star website.



Sources

1 comScore Media Matrix, "Multiplatform Canada," January 2016, among Canadians who have access to the internet.
2 Google/Ipsos, "Canada Travel Study," November 2015, n=1750 online, Canadian respondents 18+.