

CTO Canada Year End Report FY 2010 – 11



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Major CTO Accomplishments

1. PR/Media Equivalency Report
Generated \$535,327.16 US (July 2010 to May 31, 2011) 372% Increase

2. Consumer/Trade Request from Canada
 - Total Number of Visit Colorado Guides - 5, 250
 - Total Number of CTO Travel Guides - 1,500
 - Total Number of Consumer Requests (French Only) - 16
 - Total Number of Trade Requests - 152
 - Total Number of Travel Agency Sales Calls - 435

3. Discover America – Canada
Discover America Day (Toronto, October 2010) – KAI participated in media marketplace and met up with numerous media in individual appointments

4. October 2010 Trade Fam
 - a. 6 Participants – Resulting in 6 New tour product and 15 FIT hotels added

5. March-April 2011 Trade and Media Sales Trip
 - a. 23 media appointments in Toronto, Calgary, and Vancouver
 - b. 9 travel trade appointments in Toronto, Calgary, and Vancouver

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Major CTO Accomplishments

6. Canadian Consumer Travel Shows 2010 – 2011
 - IncentiveWorks – meet with over 80 meeting/incentive planners
 - Toronto Ski Show – over 33,000 in attendance
 - TPI Travel Summit – Over 167 TA's and 300 “by invitation” only consumers
 - VoyageGendron Ski Show – YUL – Over 2,000 consumers in attendance
 - The Outdoor Adventure Show – Over 30,400 in attendance
 - Ensemble VIP TA/Consumer Event – Over 300 consumer in attendance
 - Vision2000 VIP Consumer Event – Over 500 consumer in attendance

7. Travel Agent/ Reservation Staff Trainings in 2010 - 2011
 - CAA National *= 480 travel agents*
 - AMA (Alberta)
 - CAA Saskatchewan
 - CAA Manitoba
 - CAA Niagara
 - CAA South Central Ontario
 - CAA North & East Ontario
 - CAA Quebec
 - CAA Atlantic

Individual Travel Agents trained / educated *= 1,260 travel agents*

Total number of trained /educated TAs: = **1,740 travel agents**

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Major CTO Accomplishments

8. Tour Operator Inventory Report

Achieved increase of Canadian based TO's featuring CO product: + 18%
(2011 39: vs. 33 in 2010)

Over 12 new major tour operators introduced CO product

9. Launched Colorado Calling – Travel Trade Newsletter

Over 22,000 in distribution

TME/KAI developed and distributed CTO's first Canada e-newsletter – distributed to travel trade and media across Canada – newsletter is quarterly and features areas, tours, events, travel news of relevance



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Trade & Consumer Promotion

1. Chris Robinson Travel Show (2010 & 2011) Consumer Promotion
One hour live radio broadcast devoted solely to Colorado on the Chris Robinson Travel Show – aired on CJAD in Montreal on June 4, 2011. Year long visibility for Colorado on the show's website – numerous pages of Colorado content.
2. CAA National Training Campaign
CAA National AD – Value Over \$12,000 – CTO Cost \$6,000 - \$3.54 CPM
KAI negotiated a free second ad with value of \$6,0000
Reach over 1.5million households in Ontario twice
3. Canadian Traveller – Trade Magazine
July Issue – CTA “CTO Canada Office” – 15,000 Distribution
CPM – 167
4. POW WOW San Francisco
KAI attended the PowWow in San Francisco on behalf of CTO and had **31 pre-scheduled appointments with tour operators** from around the world but predominately Canada.
5. Dreamscapes Consumer Magazine
TME arranged CTO full page ad in Summer 2011 issue of Dreamscape Magazine
TME also negotiated free front cover - Dreamscapes Magazine in April 2011 issue.



Trade & Consumer Promotion

6. CTO Canada Tour Operator Fam: Oct. 23 – 27, 2010

6 Tour Operator/Travel agents from the top selling tour operators in Canada

Routing:

Estes Park – Silverthorne Shopping Outlets – Breckenridge - Colorado Springs – Castle Rock - Denver

Activities / Highlights:

Estes Park – Jeep Safari – Stanley Hotel – Silverthorne Shopping Outlets – Breckenridge Historical Tour – Wine Tasting – Snow Storm – Colorado Springs – Cliff House - Garden of the Gods Jeep Safari – Broadmoor & Cheyenne Resort – Red Rocks – Cherry Creek Lunch - Bicycle Tour in Denver – REI Store – Tattered Book Store – Latimer Square – Brown Palace Hotel

Comments:

KAI wishes to thank every partner for their great support and the excellent hospitality!



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Trade & Consumer Promotion

CTO Canada Tour Operator Fam: Oct. 23 – 27, 2010

Successes:

One participant has produced a podcast for CAA travel agents

One participant introduced 4 new Tour Operator Product which was launched to all CAA Travel agencies in Western Canada

<http://www.greatexcursions.travel/excursions/family-mountain-and-river-adventure.html>

<http://www.greatexcursions.travel/excursions/family-adventure-vacation-in-the-southwest.html>

<http://www.greatexcursions.travel/excursions/itinerary/rocky-mountains-and-grand-canyon-trekking-tour.html>

<http://www.greatexcursions.travel/excursions/yellowstone-to-grand-canyon-tour-of-western-us-national-parks.html>

One Participant launched new website www.authenticusa.com with 4 new tour products. Several other participants already announced their interest in making Colorado specific window decorations and organising Colorado specific client events (e.g. “Golf & Ski in Colorado”)



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PR RESULTS

HIGHLIGHTS:

- TME generated ad equivalency of \$535,327.16 US in the current fiscal (July 2010 – May 31, 2011) - an increase from \$143,917.29 US (this was from the previous Canadian representative company RMR). KAI/TME took over in July 2010.
- TME had 195 media meetings
- Highly successful CTO Canada Media/Trade Mission March 28-April 1, 2011 in Toronto, Calgary and Vancouver. Resulted in immediate media coverage in consumer and travel trade press as well as setting up future media visits. Some media outlets we saw came down on the June 2011 Canadian press trip as a result.
- TME escorted a high level group of five Canadian journalists on a press trip to Colorado from May 31 to June 6, 2011. Articles will begin appearing in the summer of 2011.
- TME attended SATW conference and media marketplace in Dresden, Germany in October 2010 – met with various media
- TMAC (Travel Media Association of Canada) – TME represented CTO at this conference and media marketplace in Ottawa in March, 2011. Met with top media from across Canada.
- TME generated significant media coverage through PR contact, releases, sending out news items, press trips in top publications including: Toronto Star, Globe & Mail, Canadian Travel Press, Travelweek, Toronto Sun, Calgary Herald, Dreamscapes, Doctor's Review, etc.





Canadian Media Press Trip

- TME co-ordinated and escorted a group press trip May 31-June 6, 2011
- Visited: Denver, Vail, Grand Junction, Telluride, Mesa Verde National Park and Durango

Participants included:

Cinda Chavich – Globe & Mail, Avenue Magazine; Michele Mandele – Toronto Sun; Isabel Laflamme – Le Journal de Montreal/Quebec, Canoe.ca, QMI News agency; Kathleen Kenna – Toronto Star; Janet Gyenes – Just for Canadian Doctors/Just for Canadian Dentists Magazine



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Individual Press Trips

TME organized the following trips in fiscal 2010/11:

Christian Levesque – Editor – Espaces/Adventura Magazine – visited Telluride – Sept. 2010

Jane & Brett Cassie – Writer/Photographer Team – visited various state/national parks in Colorado – September 2010. Article was published RV Gazette.com - \$14,300 US – other articles to follow.

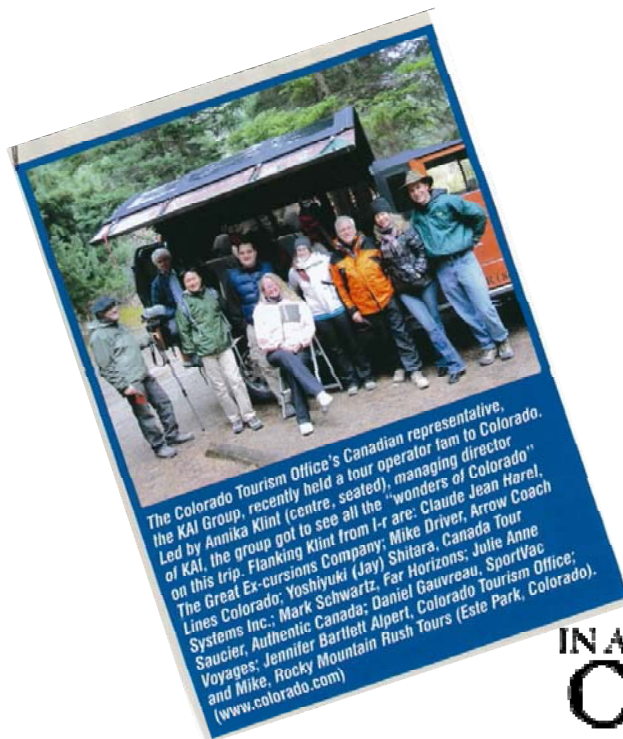
Bruce Kirkby – Writer/Columnist – Canadian Geographic Magazine/Globe & Mail. Bruce visited Telluride/Ouray area – did hut to hut backcountry skiing in March 2011. Most of the articles will run in Fall 2011 but did additional article in Globe & Mail – Canada’s national daily – worth \$23,232.66 and GlobeandMail.com Canadian Geographic plans for it to be its lead and main travel story (multipage with lots of pics) in the November 2011 issue.



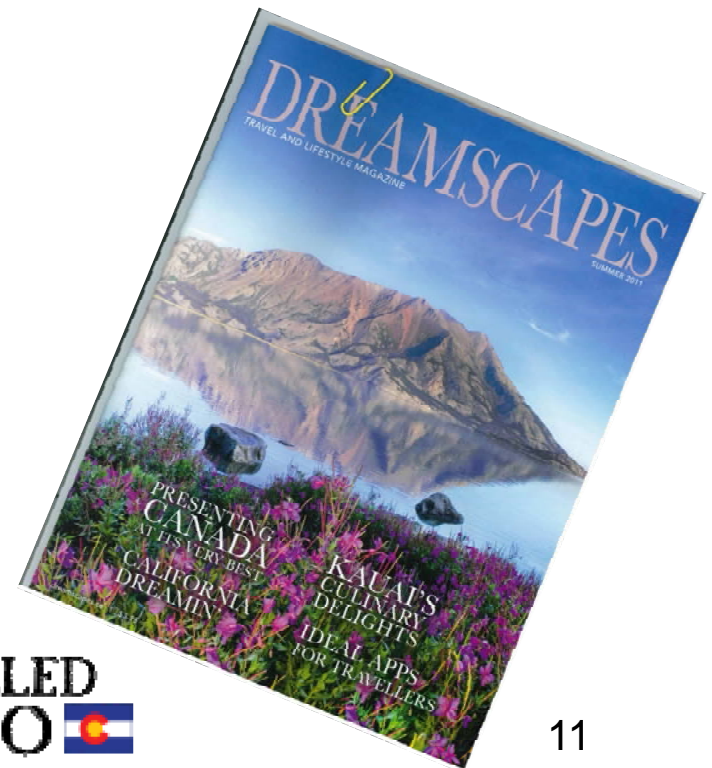
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Press Releases/PR Pitches

TME issued out press releases on the appointment as new reps, Denver Events, Colorado Events and Festivals, What's New in Colorado, Mesa Verde National Parks and various news items to targeted media on topics ranging from ski packages in Colorado ski areas, new developments, hotels, specific festivals, new tours and special deals for Canadians. TME would like to request all CVBs, tourist associations, hotels feed us with regular updates on regular news – especially any festivals, packages and tours. Coverage from the releases appeared in top publications across Canada.



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Media/Trade Mission

- TME/KAI organized week-long CTO media mission in Toronto, Calgary & Vancouver
- Conducted March 28-April 1, 2011 with leading magazines, dailies, online travel media and top freelance writers
- 25 one-on-one full hour meetings were held with journalists
- 9 one-on-one full hour meetings were held with tour operator/airlines
- Coverage resulted in articles in Canadian Travel Press, Travel Courier, TravelHotNews, Globe&Mail, Toronto Star, etc.





Travel Trends 2011 / 2012

The following developments can currently be observed in the Canadian market:

Strong Canadian Dollar – currently worth more than the US dollar (1.02 – June 2011)

Continued tendency to late bookings

Operators adding fuel surcharges due to price of oil

FIT bookings are increasing

Fly Drive bookings are still strong

Outlook for 2012:

Strong Canadian Dollar – expected to remain slightly above through 2011

Strong Canadian Economy – though still fragile depending on US and world economy perform

Gas Prices will likely remain high – has some effect on auto traffic to U.S.

Tour Operators looking at adding US Content & packaging with attractions/other components more

Porter Airlines/WestJet will look at increasing US routes in 2011/12 – Denver a possible new route for WestJet in the future

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