



# Canada Market Overview

*Massachusetts*  
Office of Travel & Tourism  
massvacation.com

Prepared by: VoX International  
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March 2010

# Canadian Travel To Massachusetts

Canada is the largest source of international visitors to Massachusetts. In 2008, 635,000 Canadians visited the state.

Main markets are:

- Quebec - 298,800 (47%)
- Ontario - 210,700 (33%)
- Atlantic Canada - 73,600 (12%)

## *Arrivals*

- Auto – 391,000 (62%)
- Air – 136,000 (21%)
- Bus – 101,000 (16%)
- Other – 7,000 (1%)



*(Source: Statistics Canada, International Travel Survey - 2008)*

*Note: Numbers and percentages have been rounded off.*

# Easy Access To Massachusetts

*Direct Service To Boston!!!*

**Porter Airlines** – 5 flights per day – Toronto City Center Airport

**Air Canada/United** – Toronto, Montreal, Ottawa and Halifax

**American Airlines** – Toronto



*Drive & Flight Times!!!*

Montreal – 310 miles – 5 hr 15 min – drive/ 1 hr 10 min - flight

Ottawa – 430 miles – 7 hr 5 min – drive/ 1 hr 15 min - flight

Toronto – 537 miles – 8 hr 30 min – drive/1 hr 30 min - flight

Halifax – 693 miles – 10 hr 50 min – drive/1 hr 30 min - flight

# Porter Airlines Promotion



# Economic Overview

- Canadian economy remains strong in spite of global recession
- GDP growth of 3.1% forecast 2010 & 3.9% for 2011
- Unemployment rate is 8.3%
- Consumer spending +2.8% forecast 2010 & 2011

Great news!

Canadian dollar is valued at  
97 cents U.S. – almost par!



# Competition

(Number of Canadian visitors per state in 2008)

- *Massachusetts – 635,000*
- New York State – 3,077,300
- Maine – 885,400
- Pennsylvania – 785,600
- Vermont – 758,100
- New Hampshire – 461,400
- Weekend Getaways – New York City & Chicago



# Canadian Travel Trends

- Weekend Getaways – Boston & beyond
- Summer Vacation Travel - Families
- Girlfriends Getaways/Mancations
- Sports Tourism (hockey, baseball, golf etc)
- “Experiential” – Connect & experience (culture, culinary, sports, entertainment)
- Gay & Lesbian market
- Drive Holidays
- Educational Tours
  - (students)



# Canadian Marketing Program – 2009/2010

## Media & Trade Newsletters



**Welcome... to the launch of "MASS MEDIA" your media news link to The Bay State news!**

We are very proud to introduce ourselves to you as the new Canadian media representatives for the Commonwealth of Massachusetts. Based in Toronto with offices and staff in Vancouver and Montreal, we are here to support your efforts to promote Massachusetts. Our quarterly newsletter will highlight product updates and news about The Bay State that is fast, easy-to-read and the most current up-to-date information you can have at your fingertips! You'll get the "who, what, when, where and how" of travel around Massachusetts.

**MASS MEDIA Regards**  
Ryan Jones

### Lights, Camera, Boston!

Welcome to Hollywood North (east). Boston's rich history, unique charm and great diversity has been the perfect backdrop for nearly 400 movies and television shows such as *The Departed*, *Mystic River* and *Cheers*. This summer is no exception as visitors can catch a glimpse of the filming of *The Fighter* starring Mark Wahlberg and Brad Pitt. For movie buffs who crave for a more insider's look, Boston Movie Tours is the perfect solution to 'See Boston thru Hollywood's Eyes.' Whether it's having a drink at the L Street Tavern in Good Will Hunting or participating in movie trivia, Boston Movie Tours revisits the sites and sounds that



brought these movies to life. Boston Movie Tours offers daily walking tours of the famous Boston Movie Mile and "Theater-on-Wheels" tours. The "Theater-on-Wheels" costs U.S. \$35 for adults and the Boston Movie Mile walking tour costs U.S. \$20 for adults and \$10 for children. For more information, visit, [www.bostonmovietours.net](http://www.bostonmovietours.net)

### Beantown Baseball and Shopping At Its Best with Howard Johnson



Howard Johnson Inn Fenway Park Boston has made it easier for baseball and shopping enthusiasts to enjoy their true passions with two exciting packages. For U.S. \$199, baseball fans will receive one overnight stay; two tickets to tour the hallowed grounds of Fenway Park; two tickets to see the travelling Baseball as America exhibit produced by the Baseball Hall of Fame and Museum. The exclusive exhibition includes 500 of the museums most precious artifacts such as Jackie Robinson's 1956 Brooklyn Dodgers jersey.

For U.S. \$255, shopping junkies will receive a one night stay and round

trip transportation to New England's largest outlet centre Wrentham Village Premium Outlets. The package also includes one VIP coupon book worth hundreds of dollars in additional savings. Premium Outlets has a great collection of the finest designer labels and brands such as Burberry, Nike, Kenneth Cole, Lacoste and Salvatore Ferragamo. For more information, visit, [www.howardjohnsonboston.com](http://www.howardjohnsonboston.com)

### Revitalize Your Mind, Body and Soul in the Berkshires.



Canyon Ranch Lenox, one of the premier destination health resorts in Western Massachusetts, is offering fantastic value packages to rejuvenate the body and mind. Every summer the countryside surrounding the resort becomes a cultural Mecca as the Boston Symphony Orchestra makes its summer home in nearby Tanglewood. With the Canyon Ranch and the Performing Arts package visitors can enjoy the best of both worlds – an active, energizing vacation and the pleasures of world-class performing arts. With a three-night stay, visitors will receive a lawn ticket and transportation for an unforgettable musical performance. Offer expires August 24, 2008.

Celebrate Canyon Ranch Lenox's Anniversary from August 27 to



### A trip to Massachusetts is closer than you think!



Hop in the car and drive to Massachusetts for a weekend, a week or more! Getting to the State is an easy and beautiful drive through rolling hills, rich forests, urban cities and seaside adventures. Driving is one way to avoid airport line-ups and congestion and gives one the opportunity to really see the countryside, explore the towns and cities and soak in local culture. At a glance shows you how easy and convenient it is to drive and get out to enjoy the fresh Spring air in Massachusetts!

### Smell, Sip and Sample Scrumptious Commonwealth Delights

From the vineyards perched above the dunes of Cape Cod to dairy farms in the rolling hills of the Berkshires, visitors can experience award winning, hand-crafted wines and farmstead cheeses. **Massachusetts Wine and Cheese Trails** features 21



wineries and 11 local artisan cheese makers. A map and guide to the trails can be downloaded at [www.masswinery.com](http://www.masswinery.com).



Foodies can also get a behind-the-scenes peek at other authentic Massachusetts made products with local tours. Visitors to the **Cape Cod Potato Chips** ([www.capecodchips.com](http://www.capecodchips.com)) can overlook the entire production of the factory from Monday to Friday. Cape Cod Potato Chips began as a mom-and-pop operation in 1980 and now produces 150,000 bags of chips daily. Visitors seeking something sugary can

head north to **Harbor Sweets** ([www.harborsweets.com](http://www.harborsweets.com)) in Salem. Guests have the opportunity to watch, smell and sample the delectable treats at the harbour front factory. Beer lovers can taste the malts, smell the hops and



sample the brews with a tour at the **Samuel Adams Brewery** ([www.samadams.com](http://www.samadams.com)) in Boston.

### Savour and Save in the Bay State

From New England clam chowder and lobster rolls to world class international cuisine, Massachusetts is showcasing some of its finest restaurants at inexpensive prices during select weeks this spring and summer. **Restaurant Week Boston**



(March 14-19 and 21-26) offers lunch and dinner menus for US\$20.10 and US\$33.10

respectively at more than 200 restaurants in Boston, Cambridge and beyond. For a complete list of restaurants, menus and reservations visit, [www.bostonusa.com/restaurantweek](http://www.bostonusa.com/restaurantweek).



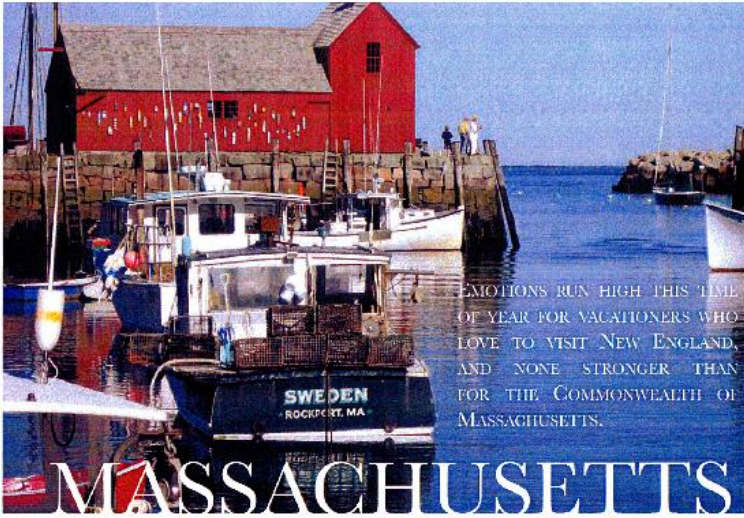
**Other Restaurant Week's around the state include:**

- Nantucket Restaurant Week, June 7-13 ([www.nantucketrestaurantweek.com](http://www.nantucketrestaurantweek.com))
- Northampton Restaurant Week, June 2010 ([www.northamptonrestaurantweek.com](http://www.northamptonrestaurantweek.com))
- Martha's Vineyard Restaurant Week June 2010 ([www.marthasvineyardrestaurantweek.com](http://www.marthasvineyardrestaurantweek.com))
- Worcester Restaurant Week, August 2010 ([www.worcesterrestaurantweek.com](http://www.worcesterrestaurantweek.com))



# Canadian Marketing Program- 2009/2010

## Media Fams



EMOTIONS RUN HIGH THIS TIME OF YEAR FOR VACATIONERS WHO LOVE TO VISIT NEW ENGLAND, AND NONE STRONGER THAN FOR THE COMMONWEALTH OF MASSACHUSETTS.

### MASSACHUSETTS MEMORIES UNCOMMON WEALTH FOR TRAVELLER

BY GREGORY B. GALLA



**W**hile proximity plays a role in the decision process for folks living in the eastern half of our continent, the sheer paucity of adventure activities, cultural diversions here acts like a magnet for visitors from all compass points.

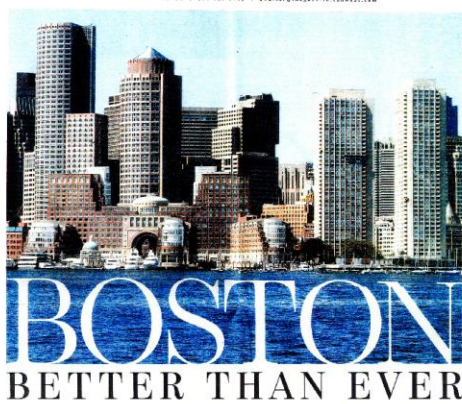
#### CANADIAN CONNECTION

This summer will be a banner year for the state, with unusual even the legendary Canadian schooner *Bluenose II* in full regalia pulling Boston Harbor and the July 4 Diana Krall concert with the Boston Symphony, part of the eagle-week BSO annual residency in the Red Hills community of Tauntesboro.

For many of us, the Canadian connection to Massachusetts is and always has been a mix of places like Cape Cod, Rockport, Ma Vineyard or Nantucket) causes a sensory eruption inside anyone in with this friendly state. Often, personal memories are punctuated particular smells, tastes or festivities. The sheer depth of travel choices discovered while visiting the Commonwealth makes arriving here enthralling at any time of year, for Massachusetts is irreplaceable.

SECTION THE GAZETTE-MONTREAL SATURDAY 11.01.09

### TRAVEL YOUR ONLINE DESTINATION



### BOSTON BETTER THAN EVER

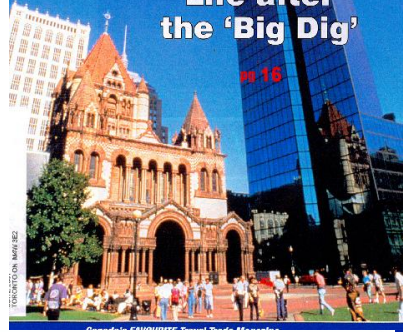
It has buried its highways, cleaned up its harbour and reclaimed its waterfront

March 5, 2009 www.travelcourier.com

### Travel Courier

### Boston Uncommon

Life after the 'Big Dig'



#### UNITED STATES

##### Play it safe in historical 'Wells'

By Gregory B. Galla

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#### Bewitched by Boston, Salem

American history still haunts Massachusetts cities



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#### Museum of Fine Arts

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#### Free to be bold

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#### Bottomline

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#### Many Americans probe

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# Canadian Marketing Program – 2009/2010

- Pro-active Media & Trade Contacts
- Brochure Study
  - Analysis of Massachusetts tour products
- Activity Report & Media Response Tracking – Monthly
- Consumer Inquiries – dedicated Massachusetts phone line
- Represent Massachusetts at Industry Meetings/Events
  - Discover America – SITE, TMAC, MPI, SKAL



# Travel Trade Update



## **40 Canadian suppliers offer Massachusetts product**

- 19 Tour operators/suppliers that include FIT (Full Inclusive Tour) i.e. Air Canada Vacations, ALIO, Royal Scenic, Sunspots
- 4 Associations – CAA/AMA/BCAA with TripTiks/Ontario Motor Coach Association
- 3 Online Travel Providers – itravel2000/Expedia.ca and Travelocity
- 12 Coach Suppliers – i.e. Gendron/Flextours/Denure Tours/Hanover Holidays/NagelTours
- 2 Canadian Carriers - direct flights - Air Canada & Porter Airlines



# Top Travel Providers To Massachusetts

- ALIO
- Gendron-Flextours
- Carte Postale
- CAA Canada
- Air Canada Vacations
- Royal Scenic
- Tours Chanteclerc
- Expedia.ca
- Maritime Travel
- Groupe Voyages



# Travel Trends

- Travelers from Quebec and Eastern Canada tend to search online for travel information and book
- Coach tours will continue to be popular - especially out of Quebec and Eastern Canada
- Massachusetts will continue to attract a strong drive market from: 1) Quebec 2) Nova Scotia and New Brunswick 3) Ontario
- Canadians will continue to travel for leisure to the state in the key spring/summer and early fall time periods.
- Getaway weekends will continue to be popular – i.e Girl's Getaways/Mancations (golf, baseball, hockey, sports) & Family Vacations.



# Canada Market Team For Massachusetts

- Susan Webb, President ([susan@voxtm.ca](mailto:susan@voxtm.ca))
- Nancy Abbott, Account Director – Sales ([nancy@voxtm.ca](mailto:nancy@voxtm.ca))
- Rosalyn Hunter, Director of Public Relations ([rosalyn@voxtm.ca](mailto:rosalyn@voxtm.ca))
- Ryan Jones, Account Executive–Public Relations ([ryan@voxtm.ca](mailto:ryan@voxtm.ca))
- Peter Nowicki, Western Canada
- Serge LaMarre & Renee Wilson, Quebec Market



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