



VoX

VOICE OF EXPERIENCE

Canada Overview



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

Canadians Love Lee County

- In 2019, 216,762 Canadians visited Lee County; representing 4.4% of all visitors
- Canadians **spent \$218 million dollars** in Lee County 2019
- Visitation from Canada is highest in the first three months of the year
- Canadians have purchased more than \$7 billion worth of real estate in Florida





Canada Market Overview

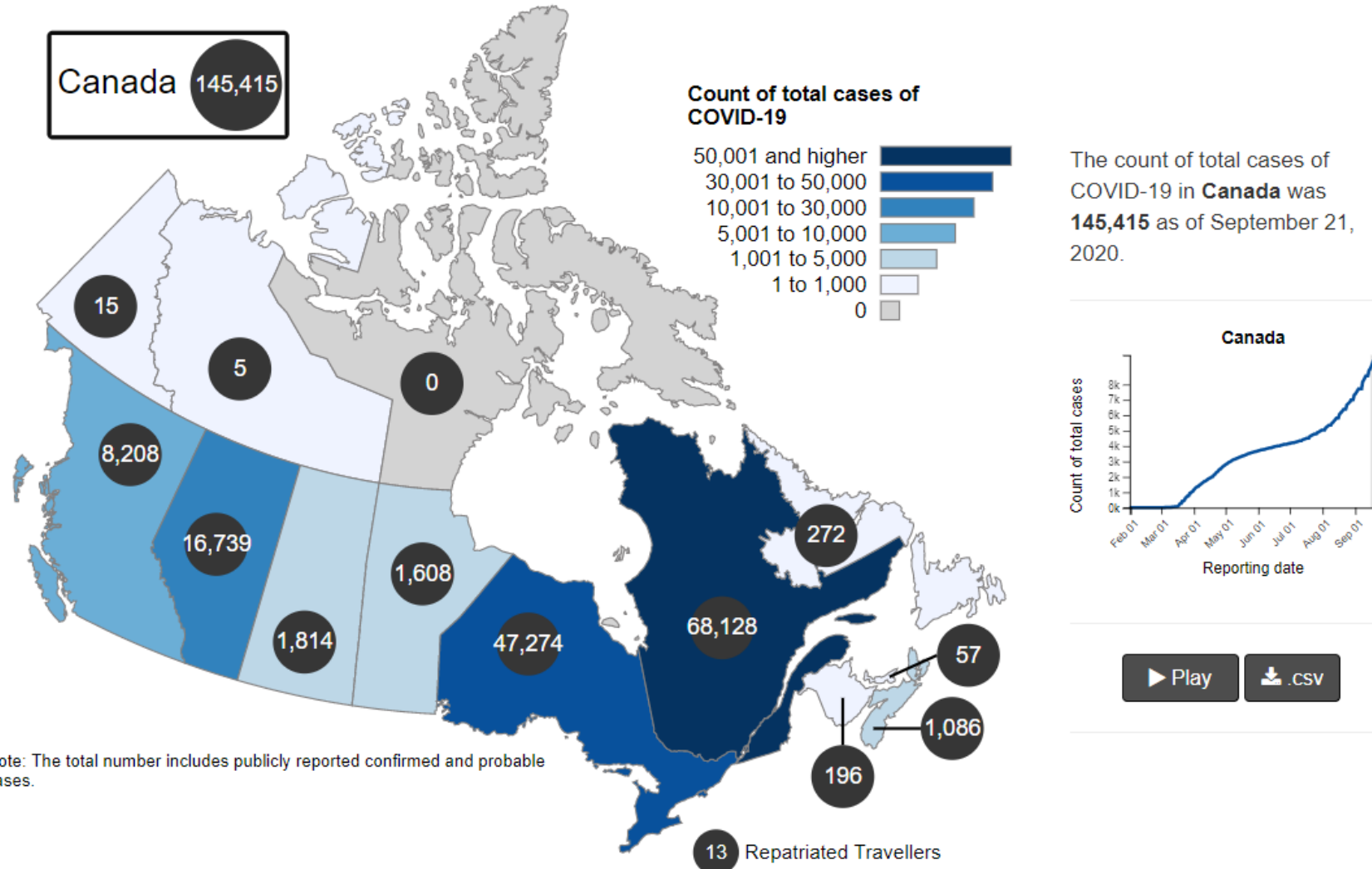
- Through the end of March, Canada had lost more than 1M jobs (3million in peak)
- Largest economic stimulus program in Canada's history has been rolled out (\$82B in financial aid + tax deferrals)
- **Government extended CEWS through April 2021 this week**
- **The outlook for 2021 is brighter** - The economy is forecast to rebound by 6.7% in 2021 and 4.8% in 2022
- Tour operator and travel agent future bookings are lower than expected at this time
- Expedia.ca showing increase of bookings vs. search
- Agencies (CAA, Flight Centre etc.) are starting to re-open and offer in-person appointments

Current situation

Count ▾ of total cases ▾ of COVID-19 in Canada as of September 21, 2020

Last data update 2020-09-21 19:01 EDT

i Hover over provinces and territories to see total cases, active cases, recovered cases, number of people tested or deaths in Canada over time. Click the play button to animate the map.





The Challenges

- Border opening USA/Canada for drive market
- Canadian government travel ban except for essential travel
- 14-day quarantine after returning to Canada
- USD vs. CAD value \$1 USD = \$0.75 CAD
- Insurance coverage for COVID19 related illnesses
- Snowbirds concern for health
- Airline lift
- Financial concerns due to Covid19 for travelers



Canada Travel Advisory

- US-Canada land border is closed until October 21st
- **BUT Canadians can fly to the USA**
- Mandatory 14-day quarantine remains in place until September 30th.
- Applies to **all visitors to Canada** (including returning residents), regardless of origin
- Only Canadian citizens, Canadian permanent residents, first degree relatives of the previous categories & essential workers are permitted into Canada



Consumer Sentiment

- Canadians are ready to travel when the time is right, and their health and safety can be assured
- 88% taken outbound trip in the past two years already miss traveling
- **The country continues to practice social distancing and self-isolating and provinces remain within Phase 3 of re-opening. Schools have re-opened nationwide, with a mix of in-person and virtual classes. Masks are mandatory inside**
- New research by Mastercard suggests there are promising signs in consumer spending globally, including travel. Among the G20 nations, Canada ranked eighth in travel and entertainment spend in July compared to the year before
- **According to recent Bloomberg Nanos Canadian Confidence Index, consumer sentiment in Canada turned positive for the first time since the coronavirus pandemic. A measure of financial health and economic expectation confidence is now at its highest since March 20**
- In September, fear of contracting the virus declined 4 points to 57% of Canadians from Ontario to BC



Future of Travel

- Canadians are resilient!
- **We typically visit more often, spend more, account for more nights in hotel, have the strongest likelihood of repeat travel and are positioned to rebound first and faster than all other international markets to the US (starting with the drive market)**
- With physical distancing and social isolation taking a toll on multigenerational families being separated as a result of COVID-19, Canadians will be looking for ways to reconnect with family more than ever
- Travelers are increasingly expecting businesses to intensify their cleaning/sanitization procedures (i.e. Air Canada Clean Care program)
- Early indications show road trips across the border to the US once borders re-open will increase due to close proximity, the ease of return should a second wave occur and for health/safety precautionary reasons
- Desire to control their personal environment and safety concerns around flying and staying in hotels remain elevated but there are optimistic signals emerging
- **Pent up demand for travel, especially to re-book travel credits**
- Recent itravel2000 survey of 1690 Canadians, majority 55 years + finds 67% are willing to fly once travel opens – 40% said ability to cancel or change is most important to book



Snowbird Market

- One million Snowbirds (age 55+) relocate to warm climates
- Snowbirds intend on returning to Florida once travel restrictions are lifted, land borders re-open and insurance available
- **Restrictions don't apply to entry to the US by plane**
- Winter in Canada is a health issue for many older people – S.A.D., cold, isolation, ice (falls)
- Snowbirds are more likely to have underlying health conditions
- Insurance coverage is MAIN concern for snowbirds
- Campaigning the government to open up land border for those who live in the USA seasonally and/or own property
- Wait and see attitude – definitely wait till after US Election
- Snowbirds want US to reinstate strict public health measures if second wave hits
- **They prefer to self isolate in Sunny Florida rather than cold, snowy Canada**
- Snowbirdadvisor.com good reference with 47,000 members

Airline Update

- Air Canada to resume flights to Fort Myers on October 17th with 1x weekly Saturday service and plan to return to **double daily service November 1**
- Westjet plans to resume service end of October/beginning of November
- Jetliners - newest ULCC low cost carrier recently announced start up this winter with flights to Florida. Schedule to be released this fall

Airlines will plan frequency based on demand.

NOTE: All plans are very fluid and dependent on border and travel restrictions



AIR CANADA



Good News - Insurance Coverage

- Canadian insurance companies Blue Cross Ontario & Quebec, Manulife, and Medipac are now offering Emergency Medical policies that include additional coverage for COVID-19 and related conditions for Canadian Residents
- Air Canada*, Air Canada Vacations, Sunwing, WestJet/WestJet Vacations, and Flight Centre offering complimentary COVID-19 emergency medical and quarantine insurance to select Mexico & Caribbean destinations for the fall/winter
- **Air Canada includes coverage on all round-trip International flights including USA**
- Passenger must be a Canadian resident with a valid provincial or territory government health insurance plan



2020/21 FOCUS & OBJECTIVES



2020/21 Focus & Objectives

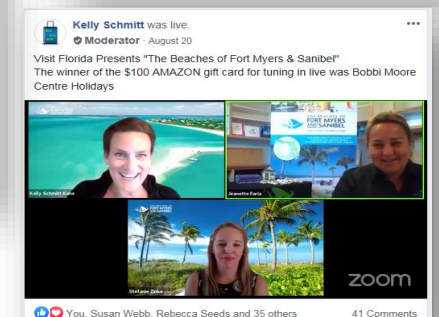
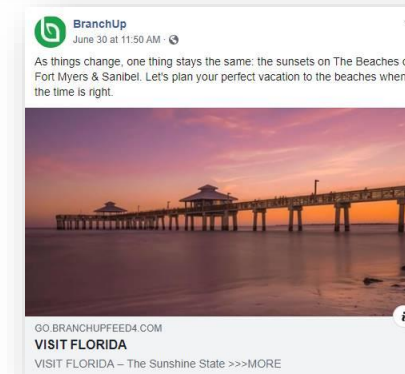
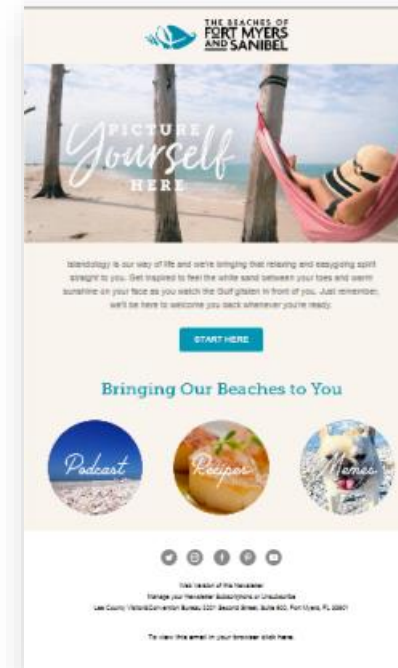
The overall objective in Canada during the first quarter of the calendar year, will be to shift the focus to consumer direct and retail travel agents.

By enhancing awareness, exposure and product knowledge through virtual industry events and social media and digital campaigns, we will work to drive business into Lee County in 2021.

Lee County remains one of the few USA destinations with a presence in the Canadian market since the start of the pandemic which continues to give us a competitive edge.

2020/21 Q1 Plan

- E-newsletters themed for travel trade & media
- Spoiled Agent Webinar, Virtual Trade Show and Sales Calls
- BranchUP social media & digital marketing campaign with travel agents
- Themed virtual events for media and travel trade that include mixologist and the grand opening of Luminary Hotel, Norman Love Chocolates, Cookies and Seashell ornaments for the holidays
- Press releases & newsletters to media and travel trade media
- Monthly industry meetings (SITE Canada, Discover America Canada, Travel Media Association of Canada)
- Partnerships with Brand USA, Visit Florida, airlines, tour operators



Digital and Social Strategy

- Develop a digital strategy for Canada
- Move from print to digital to target travelers
- Social media platforms to engage Canadian travelers
- Engage Canadian influencers
- Be our own voice in Canada on social platforms
- Facebook, Instagram, YouTube



What Can Partners Do

- Florida is now open, so we need to assure Canadians know that
- Communicate health & safety protocols at hotels, restaurants, attractions, shops, rental homes (trade, consumers & media want to know)
- Consider Canadian promotions or offers for tour operators or OTAs
- Promote outdoor experiences (no crowds)
- Offer flexible deposit and cancellation policies
- Keep your websites updated



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Thank you
Merci