



Your “all-inclusive” choice for reaching Canada’s travel trade

For more than 60 years...





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The Canadian Market





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- Canada is the second largest country in the world, next to Russia with 6.7% of the world’s land area.
- Canada ranges 3.8 million square miles (9.9 million square kilometers) touching 3 oceans, the Atlantic, Arctic & Pacific.
- The Canada-U.S. border runs 5,526 miles (8,893 kilometers).
- Canada’s population is 33 million (1/10 the size of the U.S.). The entire population is less than the state of California, U.S.A.
- Canada’s largest cities are Toronto, Ontario (4.7 million), Montreal, Quebec (3.3 million), Vancouver, B.C. (1.9 million), Calgary, Alberta (1 millions) and Ottawa, Ontario (1 million).
- 90% of the Canadian population is located within 100 miles (160 kilometers) of the U.S. border.
- The fastest growing segment of the population is over 65 years of age, making up 13% of the total population.
- 54% of Canadian citizens have a valid passport compared to 30% of Americans.



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- While the Canadian economy has definitely felt the impact of the global economic recession – experiencing both job losses and business slowdown in a number of key sectors – that impact has been no where near as dramatic as what has occurred in the United States.
- The Canadian dollar has continued to perform strongly and forecasters indicate that it will continue to trade at close to par with the US dollar.
- Canadian residents took 710,000 trips to overseas destinations in December, up 3.4% from November (source Statistics Canada)
- Travel to Canada from residents of countries other than the United States was down 12.5% in 2009 while the number of trips by Canadian residents to overseas countries increased by 1.3%. This was the only major travel category to have an increase in 2009. (source Statistics Canada)



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- While the strength of the dollar may pose some issues for the Canadian export industry, it also provides Canadian travellers with solid buying power when they travel abroad.
- At least one major Canadian and global retailer reports that after leisure business gains of 20% in both 2007 and 2008, its leisure business was flat in 2009 – which although that may seem to be a negative, it was flat coming off the gains it realized in the previous two years.
- Despite the global economic recession, the consensus within the Canadian Travel Industry is that Canadians have continued and will continue to travel.



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Tourist Overnight and Same Day Visitors to Jordan (2009)

Total Canadian tourists: 32,887

- Same Day Visitors 14,205
- Tourist Overnights 18,682

- -3.8% from 2008

(source Ministry of Tourism & Antiquities – Jordan)



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**Total passenger tickets issued by Canadian retail travel agencies –
originating travel in Canada with final destination Jordan (2009):
18,132** (18,021 – 2008 total) A slight increase over 2008 while the total industry decreased 3.9%

Passengers

8,412
5,220
1,101
1,109
914
576
343

Origin City

Toronto, Ontario
Montreal, Quebec
Calgary, Alberta
Edmonton, Alberta
Vancouver, British Columbia
Ottawa, Ontario
Halifax, Nova Scotia

(Source International Air Transport Association)



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**Additional tickets issued by Canadian retail travel agents –
originating travel outside of Canada with final destination Jordan (2009)**

Tickets issued in Canada with departures from Europe – 1,457

From top three European destinations:

805	London, England
271	Paris, France
139	Frankfurt, Germany

Tickets issued in Canada with departures from the United States - 748

From top four U.S. departure cities:

193	Detroit, Michigan
123	Seattle, Washington
102	New York, New York
51	Chicago, Illinois

(Source International Air Transport Association)



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2010 Canadian Travel Intentions Survey* - Thinking About Travel

- Business travel forecast to increase 15% from last year
- A potentially new and disturbing trend has emerged with almost 20% of Canadian travellers stating they went by car to a US airport in 2009 to take a trip using less expensive airline tickets purchased for US or foreign travel.



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Why Choose Baxter Travel Media?

- Canada’s largest Travel Trade Publication Company and the main source of information in the travel trade for more than 60 years.
- Travel Agency reach – 6,288 Retail Travel Agency units (3,300+ IATA approved locations) - 70% of all leisure travel is booked through retail travel agents and 90% of all corporate travel is booked through corporate travel management companies.
- Our Print Publications (Canadian Travel Press & Travel Courier) have a solid, fully audited readership that has remained constant in spite of the penetration of the Internet in the world of publishing. In terms of look, feel and content, our publications are leaders in the field.
- Editorial expertise – Baxter Travel Media has experienced, award-winning editorial staff – in Toronto, Montreal and Vancouver. They know the industry is changing, and they also know it is their responsibility to lead the industry through the minefield of change.



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Our Total Circulation speaks for itself:

Publication	Circulation	
<u>Canadian Travel Press</u>	24,749*	67% more than Travelweek
<u>Travel Courier</u>	24,324*	61% more than Travelweek
Travelweek	14,783*	Based on Sept 2009 audit

**period ending September 2009 – Based On Average Qualified Circulation
Source BPA/CCAB*

We are now 67% higher circulation than our closest competitor. With the best industry reach, there is no better way to be in front of the industry than through our distribution channels.



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- Multiple Sources of Distribution (i.e. market touch points)
- This is a critical area of difference between Baxter Travel Media and its competitors because we can get to our readers through a variety of distribution points. These include:
- **Our web site** – travel agents and others go to our web site for news and information – they **want** to go there. Average month: 23,139 unique visitors, 674,020 page views and 3,023,252 hits.
- **Our Daily e-mail news letter ‘Press Today’** – we send the news to readers who have ASKED us to send it to them – 29,000+ subscribers.
- **Our Travel Blasts** – requested by both our customers and our readers (over 28,000 subscribers) – everybody **wants** this information.

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Thank you and enjoy your day!

Presented by Rodney Tugwell – Sales Manager, Canada

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