

Marketing solutions for

LOCAL TOURISM AND VISITOR ECONOMY



INSIDE

How to connect with vacationers, staycationers, and day-trippers.





INSIDE

3 A message from our CEO

Our mission: to help your destination or tourism operation move forward from these challenging times.

4 Challenges facing tourism today

Attracting and re-engaging visitors and guests in the post-disruption era.

6 The power of physical

How direct mail can help move destinations and tourism operations forward.

8 Getting started with direct mail

Targeting services and Canada Post partners that help you connect with your best prospects.

12 Your direct mail design checklist

Tips that can help you make direct mail work for you.

A MESSAGE FROM OUR CEO



“ Our goal is to provide you with actionable insight you need to move your destination or tourism operations forward – and we’re excited to help you do so.”

– Doug Ettinger, President and CEO, Canada Post

The visitor economy is vital to Canada, accounting for over 1.7 million jobs and representing over 2% of our GDP. Canada Post is committed to supporting this important sector, encompassing destination marketing organizations (DMOs), tour operators, accommodation and transportation providers, attractions and experiences – among many others. We know that the tourism sector has been profoundly impacted by the recent and unprecedented setbacks to our lives and economy. We know DMOs are working to attract visitors and business events back to their destinations. We know tourism attractions and experiences providers are working to reconnect with and attract guests back to their attractions, operations and venues. And we know they’re all competing with other destinations and operators in a very

different market – an uncertain one that could be constrained to domestic travellers for some time.

Marketing will be key. But with so many options in marketing today, it’s hard to know what approach will deliver the best results. How do you stand out from other destinations, attractions and service providers that will be targeting the same domestic markets as you? What’s the best way to create awareness, get people to your website, and promote incentives to visit? How do you get people’s attention and hold it long enough to make a connection and move them toward planning a visit?

Direct mail – what we call Canada Post Smartmail Marketing™ – is and has long been a proven marketing choice for the tourism and travel sector. That’s why we created this important resource about

how direct mail can help you overcome the challenges and take advantage of the opportunities you’re facing right now. We’ll show you how you can reach your best prospects with our powerful targeting tools, resources and partners. We’ll show you how direct mail can help you build awareness for your destination, attraction or operation. And we’ll show you how you can use direct mail to get people to your website, to offer an incentive to visit – and to stand out in a crowded marketplace.

Our goal is to provide you with actionable insights you need to move your destination or tourism operations forward. We’re excited to help you do so.

A handwritten signature in black ink, appearing to read "D. Ettinger". The signature is fluid and cursive, written over a white background.



5 key challenges facing the visitor economy today

The tourism sector was heavily impacted by recent events, which brought all forms of domestic and international travel to a standstill. As the world works through the recovery phase, marketing will be a key to reconnecting with all of the markets tourism businesses need to reach in order to rebuild the industry. You need to be savvy in order to move forward in this new landscape – and it all starts with better understanding it.

Take note of these 5 challenges facing tourism businesses today

1 Disruption

The recent health crisis dealt an unprecedented blow to Canada's domestic tourism sector, as borders, attractions and tourism experiences were closed and Canadians stayed at home. As the world emerges, Canadian destinations and tourism businesses are facing a radically different landscape, where travel intentions are low and tourism is likely to be limited to domestic markets for some time. Economic uncertainty will make discretionary spending like travel a tougher sell. Group travel is likely to be on a longer recovery curve than consumer tourism. And while marketing for meetings and sporting events are typically on a longer planning horizon, there is uncertainty around timing and what those events will look like. Of course, the sector was already experiencing disruption prior to the crisis, with short-term rental apps significantly impacting the hotel industry.

2 Crowded landscape

Until travel from the U.S. and international destinations is fully restored, Canadian destinations and tourism operators will be competing for domestic visitors and guests. Standing out in this crowded landscape will be more challenging and more important than ever.

3 Shifting values and needs

The health crisis has focused people's attention on a single issue that has overshadowed so much else in their lives. While there is likely to be pent-up demand for travel going forward, visitor expectations and the types of experiences they're looking for may force destinations and tourism businesses to re-examine their offerings and marketing approaches.

4 New marketing channels

Connecting and re-connecting with visitors, groups and event planners has never been more important nor more complex. The tourism sector was an early adopter of digital and social channels. But with everyone vying for attention online, is that the best or only way to stand out during these challenging and changed times?

5 More to do, less time and money to do it with

During the recovery, destinations and tourism businesses will be operating in a time-crunched, volatile environment, where every dollar spent affects the bottom line. The solutions for attracting visitors, groups and events need to cut through the daily clutter and work.

The good news

These challenges are also opportunities that informed destination marketing organizations and tourism businesses can seize. Keep reading. In this resource we'll show you how direct mail can be used, targeted and integrated with digital to help you better connect with the visitors, guests, and groups you need to succeed.

THE POWER OF PHYSICAL

How direct mail can benefit your destination or tourism operation

Direct mail is unlike any other marketing channel: it cuts through the advertising clutter, putting your destination's or operation's brand in the hands of potential visitors.

STAY TOP-OF-MIND

The numbers: When you add direct mail to your digital campaigns, you drive 39% more attention, 10% higher brand recall and 5% greater emotional response.

The insight: You've got to maximize every opportunity to stand out, win people over and convince them to visit your destination or tourism operation. Destinations and tourism businesses use direct mail to ensure past and potential visitors and guests have a physical reminder of their brand.

The tip: The Canada Post Neighbourhood Mail™ solution can be used to ensure your destination's or operation's brand gets into every home and apartment that meets your demographic criteria, anywhere across Canada.

BUILD TRAVEL INTENTIONS OVER TIME

The numbers: 79% of Canadians save print advertising brought into the home, 68% of us are likely to share that direct mail, and 34% of us always or sometimes display advertising mail of interest to us at home.

The insight: Direct mail physically puts your destination or operation into the hands of potential visitors in their homes. Because it lingers, your direct mail can continue to work for you until your prospects are ready to travel.

The tip: Whether it's to visit your website or take advantage of a limited-time offer, make sure your direct mail includes a clear call to action.





TELL A BIGGER STORY

The numbers: People spend 186% more time with campaigns that integrate digital and direct mail than they do with digital-only campaigns.

The insight: Direct mail gives you more space to tell your destination's or operation's story than digital. Many destinations and operations use direct mail to send multi-page brochures that provide a more complete picture of what they have to offer visitors and guests.

The tip: Direct mail can take many forms and can include results tracking mechanisms like promo codes, QR codes and marketing URLs.

DRIVE AUDIENCES ONLINE

The numbers: 64% visited a website after receiving direct mail¹ and 54%

engaged with social media after receiving direct mail.²

The insight: Online is the go-to place for people planning travel – and allows you to capture valuable data on your customers.

The tip: Use direct mail to encourage website visits to learn more or take advantage of special offers.

EXTEND YOUR REACH

The numbers: More than 1.9 million Canadians live in apartments or condos – and only Canada Post delivers mail to those addresses.

The insight: In large urban centres, you'll find singles, millennial couples and retired boomers in residential towers – all of whom travel.

The tip: Get results by using direct mail in a target-rich environment like this.



Integrate your mix

Did you know that compared with single-media digital campaigns, integrated direct mail and digital campaigns elicit significantly more attention?

It's true. People spend 186% more time with integrated direct mail and display campaigns than display-only campaigns – that's 40 seconds vs. 14 seconds. The trick to successfully integrating your mix is to ensure items online have the same look, feel and tone as the items you send in the mail.

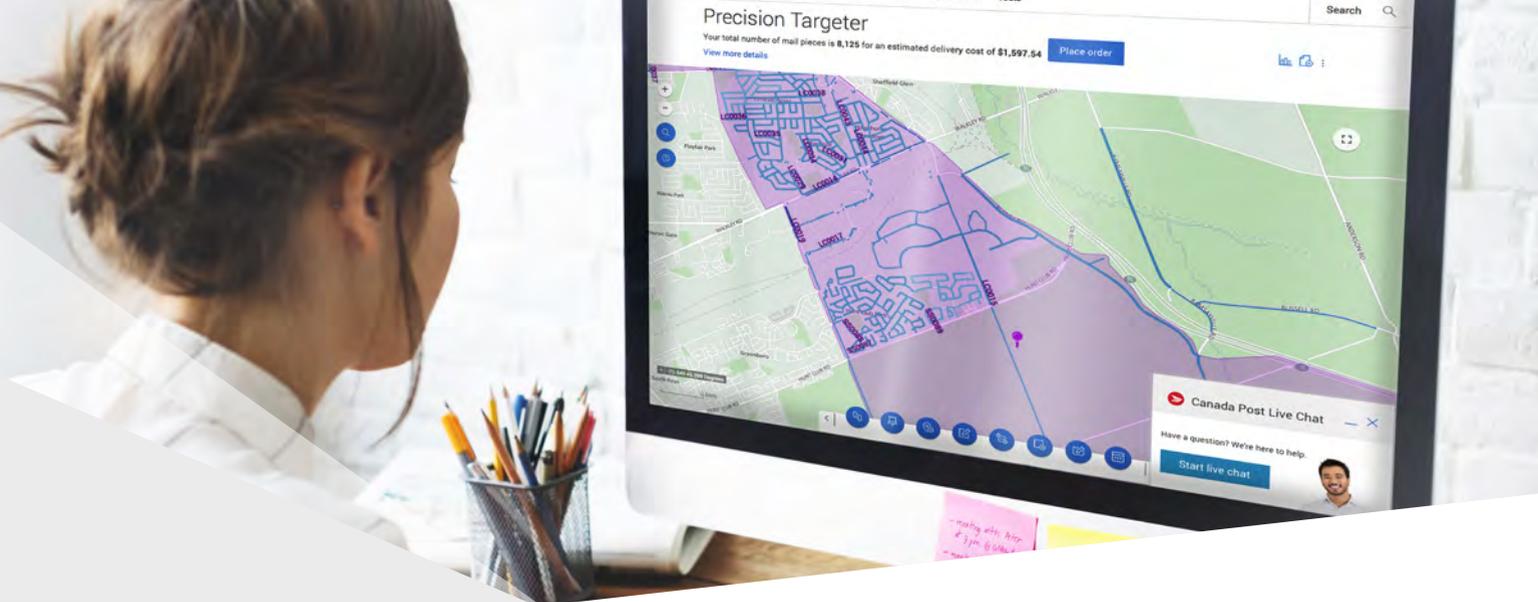
1. Swiss Post. *Comprehensive Mail Study*, 2014.

2. Royal Mail MarketReach. *The Private Life of Mail*, 2015.



Getting started with direct mail

Determining who to target is critical to the success of your campaign and Canada Post offers options on how to approach this important step: you can do it yourself with Canada Post's online tools, or for more complex targeting, you can work with a Canada Post Data Advisor. If you need support with more than targeting, one of our expert partners can help you from start to finish.



CANADA POST'S PRECISION TARGETER™

Finding the people that you most want to target is a critical success factor for you. We can help you achieve this goal, thanks to our free and easy-to-use turnkey solution, Precision Targeter. It helps you home in on prospects with the most potential to travel. With its interactive maps and rich demographic data such as age, income, education and marital status, Precision Targeter can filter searches based on 14 demographic categories so that campaigns are more likely to resonate with the kind of prospects that make the most sense for you.



MILLENNIALS

Millennials love travel – and are entering the life stage where they have more discretionary income to do so. To reach this cohort using Precision Targeter you could select these filters:

Age range: 23-37
Household income: \$80,000+
Marital status: Married, common law



GEN X

These individuals are nearing the peak of their careers and are now more able to spend on travel than ever before. To target this cohort with Precision Targeter, you could select these filters:

Age range: 40-55
Household income: \$200,000+
Marital status: Married



BOOMERS

Often affluent, boomers have the money and time to travel. To target them with Precision Targeter, you could select these filters:

Age range: 56+
Household income: \$150,000+
Marital status: Married

Learn more about Precision Targeter at canadapost.ca/precisiontargeter.



CANADA POST DATA ADVISORS

Running campaigns can be complex and time consuming. Canada Post can handle that work for you and make sure you maximize results. A Canada Post Data Advisor can do the following to optimize your campaign while respecting your budget:

- Provide best practices based on other tourism experience.
- Recommend targeting options for your geographic areas.
- Leverage additional demographic and psychographic data from third-party sources to enhance targeting.
- Provide targeting data for B2B mailings.
- Review how to optimize campaigns with demographic, behavioural or business attributes.

Take targeting to the next level with our Data Advisors.

CANADA POST'S SMARTMAIL MARKETING PARTNER™ PROGRAM

Canada Post is connected with more than 250 partners across the country who are direct mail marketing experts. Destinations and tourism operators use partners for a variety of reasons:

- to develop creative that drives consumer attention, emotional engagement and brand recall;
- to better integrate their marketing mix across channels;
- to ensure their mailings meet all print and processing requirements.

In addition, you can access targeting and campaign integration through a designated Smartmail Marketing Expert Partner™. To connect with our expert partners and local partners, visit canadapost.ca/directory or see the list on the following page.



Smartmail Marketing
Partner





Your direct mail design checklist

To optimize your direct mail for results, make sure it has these features:

- ✓ **A strong call to action:** Whether it's to visit your website, to take advantage of a limited-time travel offer or to plan their next trip, make sure your call to action is specific, easy to understand and easy to find.
- ✓ **Clear and concise text:** Don't overload the page with too much copy, it's a turn-off.
- ✓ **Simple design:** Avoid cluttering the page – that makes it harder to digest your message.
- ✓ **Action-oriented words:** Use clear and concise language to motivate your audience.
- ✓ **Eye-catching visuals:** Use high-contrast imagery and bright colours – it can make your piece stand out.
- ✓ **High quality:** Use high-res images, good paper stock and a reputable printer. Proofread your copy. This will strengthen your trust factor.

Learn more about how to create direct mail that works
in our new *Essential Guide to Direct Mail: Everything You've Ever Wanted to Ask*.
canadapost.ca/guidetodirectmail



Build your destination or tourism business with Canada Post

To learn more about integrating direct mail into your marketing mix, visit canadapost.ca/betterresults, connect with your Sales Representative or call our Commercial Service Network at **1-866-757-5480**.



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