

How to maximise your sales

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A FEW NUMBERS

TRAVEL AND TOURISM FAST FACTS

ECONOMIC IMPORTANCE OF TRAVEL IN CANADA



TRAVEL IS:

{ Transportation, Accommodation, Food and Beverages, Recreation and Entertainment, and Travel Services }

Travel and tourism is a dynamic, sustainable and vastly diverse industry, comprised of innovative businesses in every region of the country. It employs millions of Canadians, half of whom are under 35. The Tourism Industry Association of Canada is the only business association in Canada representing the full breadth of the travel and tourism industry, including the four main pillars of transportation, accommodations, destinations and attractions. Destination Canada, a federal Crown corporation of the Government of Canada, is Canada's national tourism marketing organization.

TRAVEL IS AN
\$90.3 BILLION
SECTOR (2015)ⁱ
LARGER than Agriculture, Forestry,
Fishing and Hunting COMBINED

Travel accounts for
1.9%
of Canada's GDPⁱⁱ

 **LARGEST** service
export in Canada with
\$17.2 BILLIONⁱⁱⁱ
- \$8.4 B. from overseas markets
- \$7.4 B. from the United States

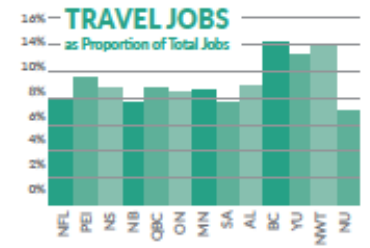
1.7 MILLION JOBS

Travel is a Major Source of
Employment for Youth

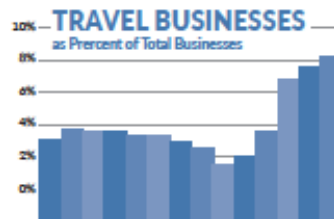


under 35 years of age,
who occupy 51% of
jobs in travel industries

1 OUT OF 11 JOBS
IN CANADA
IS DIRECTLY INVOLVED
WITH TRAVELLERS



Source: Provincial-Territorial Human Resources Module of the Tourism Satellite Account, 2012.



Business establishments in Travel industries account for **5.2% OF TOTAL BUSINESS ESTABLISHMENTS** across Canada

99.9% OF TRAVEL ESTABLISHMENTS ARE SMEs



Exercise

You have a small tourism business with two other people and you offer boat tours.

You have a web site and you are on FB

You have a full time job and your partners are both certified captains

It's been two years that you welcome clients, people from Montréal, Ottawa and the United States

- **YOU WANT TO MAKE A LIVING OUT OF YOUR BUSINESS**
- **HOW DO YOU MAXIMISE YOUR SALES?**
 - **It needs to be legal and respect rules in place**
 - **There is a shortage of trained staff**
 - **There is funding available but limited**
 - **Your need to respect your hosting capacity**

POTENTIAL SOLUTIONS

1. ASK FOR REFERRALS
2. STRONG SOCIAL MEDIA PRESENCE
3. MOTIVATE YOUR SALES TEAM *
4. CUSTOMERS REVIEWS
5. LOYALTY PROGRAM *
6. GO WHERE YOUR CLIENTS ARE *
7. ESTABLISH STRATEGIC PARTNERSHIPS *

<https://articles.bplans.com/7-revenue-boosting-strategies-for-your-travel-business/>

- DIVERSIFY YOUR CLIENTELES
 - Individuals, groups, niche, business
 - Get to know your targeted clients
- EXTEND YOUR SEASON
 - Before and after your traditional season
- USE YOUR REGIONAL RESOURCES
 - Regional Tourism Associations – Marketing – Media Tours
- DISTRIBUTION NETWORKS
 - Regional resource: **Voyages EIBJ**
 - Market-ready Quality experience
 - Prepare your rate structure (including commission)
 - Product-client compatibility

Get to the next level

BEING MARKET & EXPORT-READY

- ❑ Quality experience
- ❑ Sales staff
 - ❑ Bilingual
 - ❑ 24 hours turn-around: phone /emails
- ❑ Well-trained personnel
- ❑ Quality & well-maintained equipment
- ❑ Holds required licences & permits
- ❑ Standardized invoicing & accounting

• DISTRIBUTION NETWORK

- ❑ Rates structured to work with commissions
- ❑ Marketing intelligence: knowing your targeted clients
- ❑ FAM & MEDIA Tours
- ❑ Individuals and/or groups
- ❑ Series and/or Ad hoc
- ❑ Dates and products ready 1 year ahead



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