

# Marketing Campaign Team 5

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**Markus Schmidt**

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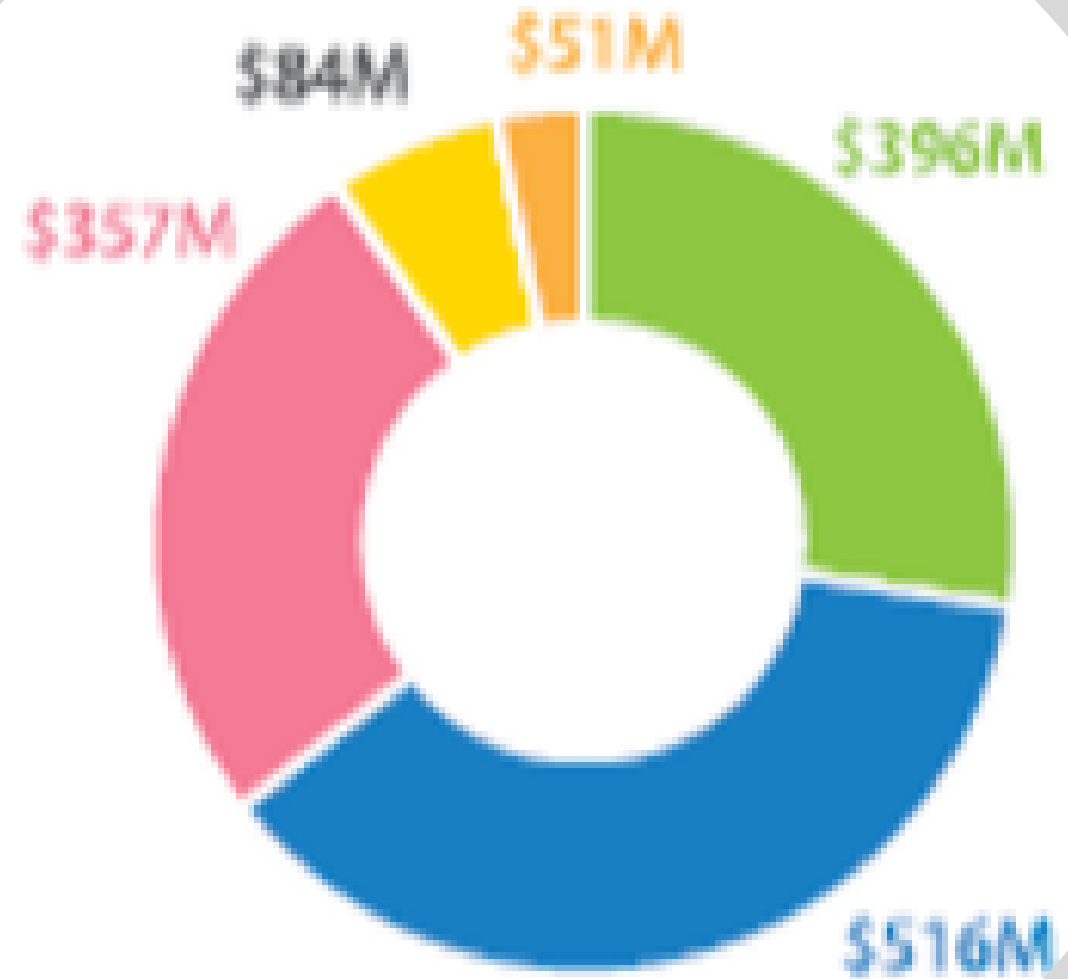
## Marketing Campaign USA

- Canada and the United States have a special relationship. We share the longest unprotected land border in the world, and Canadians and Americans take full advantage of our proximity.

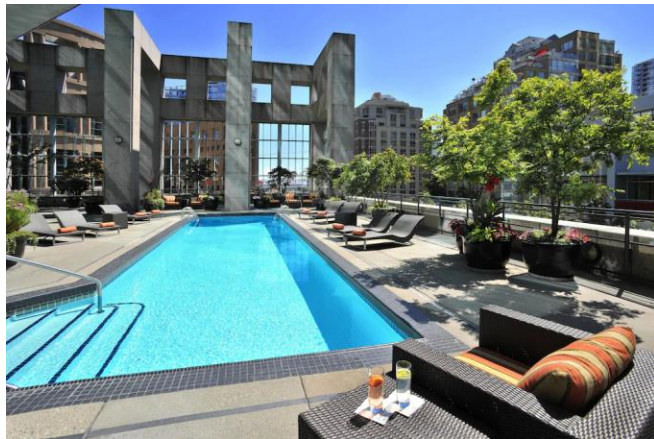
# Information

US	2015 Winter	2015 Summer	2016 Summer	2017 Summer
Total spend	801M	1.9B	2.1B	2.3B
Accommodations	141M	405M	455M	516M
F&B(Restaurants, Quick Service)	10M	29M	41M	51M
Retail	167M	360M	385M	396M
Other T&A/Entertainment	39M	99M	74M	84M

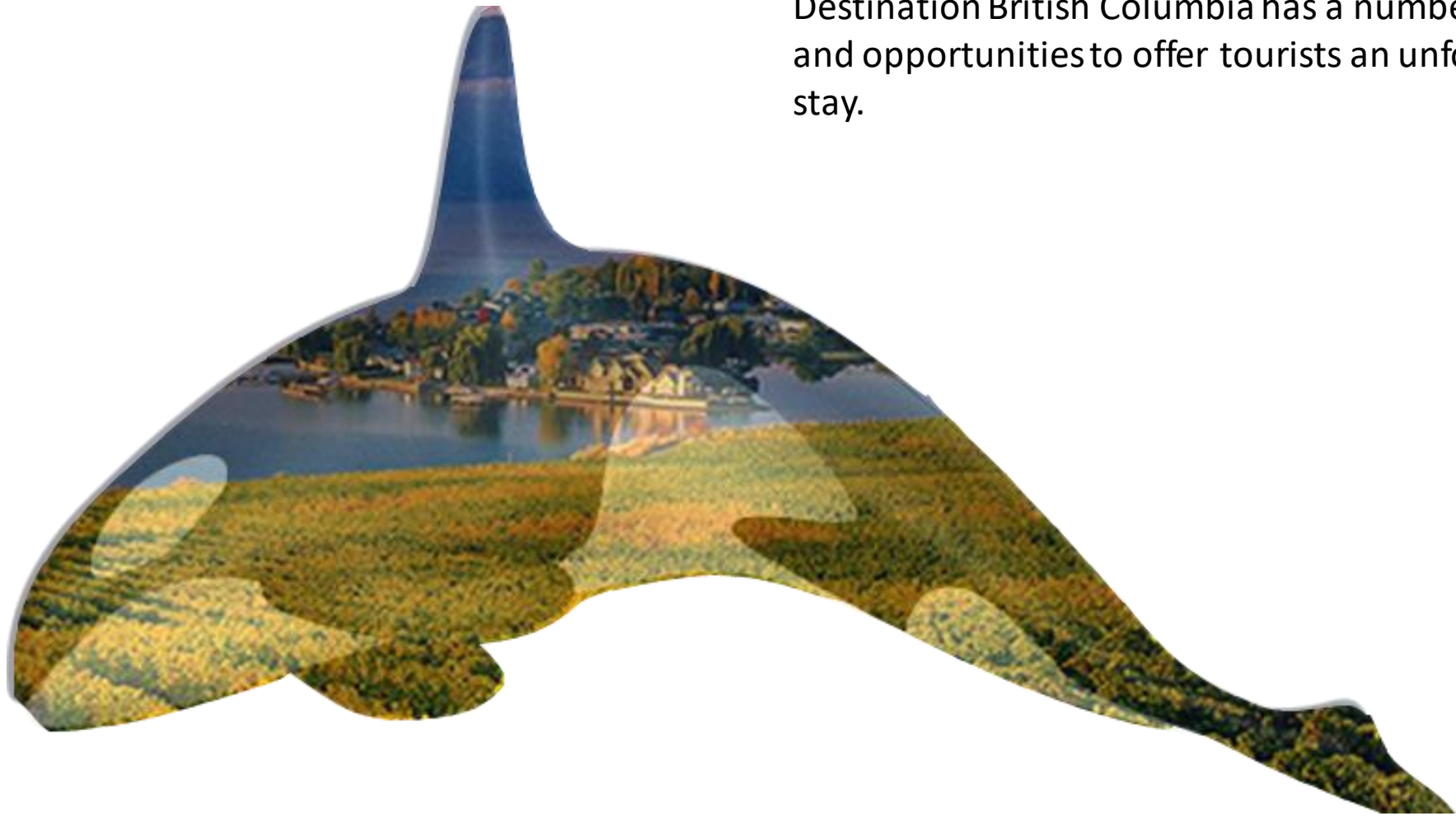
US



LODGING :36%  
RESTAURANT :25%  
RETAIL: 28%



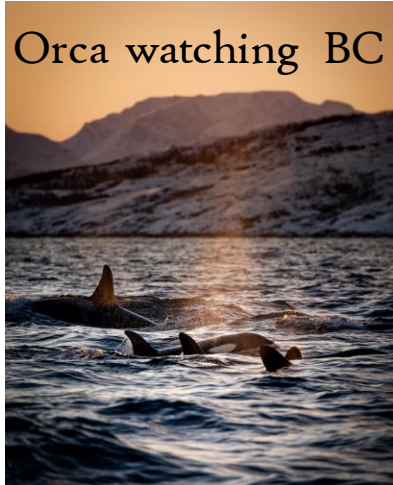
Destination British Columbia has a number of resources and opportunities to offer tourists an unforgettable stay.



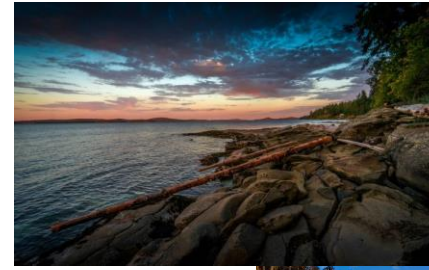
*From Orca watching to wine tasting*



Orca watching BC



Experience over the city

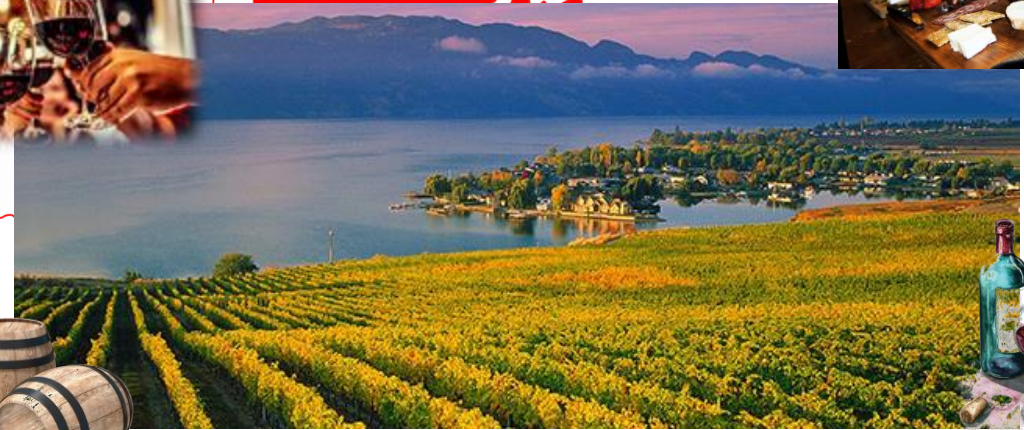


Experience the city in its beauty

Culinary variety

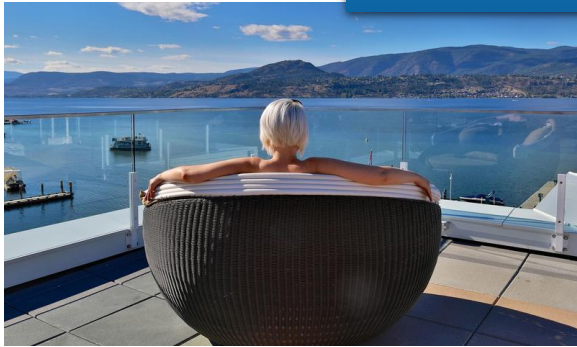


wine tasting  
Okanagan Lake





# Experience Vancouver in a unique way





**#Vancouver, far from home,  
but always a home for visitors**

# Psychographic Survey

**What is your age?**

15-20 21- 40 41-50 51-60 more than 60

**Gender**

M F other

**1.-Where do you currently live (city, country)?**

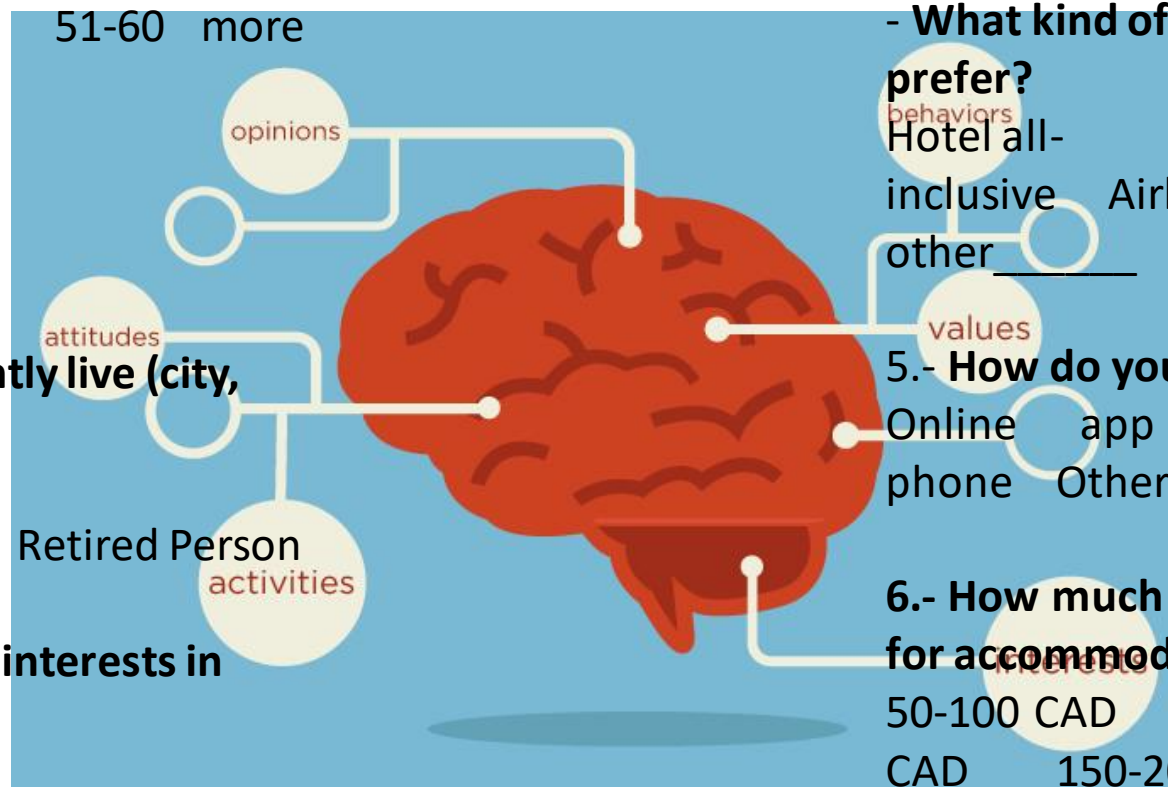
**2.- Are you?**

Student Worker Retired Person

**3.- What are your main interests in selecting a destination?**

Adventure Night life Culture Nature Holiday

s



**- What kind of Lodging do you prefer?**

Hotel all-inclusive Airbnb homestay other \_\_\_\_\_

**5.- How do you do the book?**

Online app Call phone Other \_\_\_\_\_

**6.- How much are you willing pay for accommodation per day?**

50-100 CAD 100-150 CAD 150-200 CAD more than 200 CAD

**7.- What Kind of Restaurant do you prefer?**

Fast food    Casual Dining  
Family Style    Fine dining  
other \_\_\_\_\_

opinions

**8.- What kind of food do you prefer?**

Asian food    Canadian Food  
Italian Food  
Chinese Food  
Mexican Food  
other \_\_\_\_\_

attitudes

activities

**9.- How do you do the reservation?**

Online app    Call phone  
Other \_\_\_\_\_

behaviors

values

**10 - How much are you willing pay for food?**

10- 20 CAD    20- 50 CAD    50- 80 CAD    more than 80CAD

interests