

## CANADA THROUGH THE YEAR



## WHAT TO SELL

Skiing, Snowshoeing,  
Dog Sledding, Northern  
Lights, Winter Cities

Vancouver, City Breaks,  
Early-season Touring,  
Rockies Planning, Scenic Rail

Rockies, Road Trips, National Parks,  
Lakes, Hiking, Wildlife, Vancouver

Québec, Ontario, Fall Colours,  
Scenic Drives, Wildlife, Rail

Skiing, Rockies, Christmas,  
Winter Experiences, Northern Lights

## BEST CUSTOMER

- Skiers
- Couples
- Families

- Couples
- Families
- First-time Canada

- Skiers
- Couples
- Adventure

- Couples
- Empty Nesters
- Photographers

- Skiers
- Couples
- Families