

Canadian Tourism Commission (CTC)

A more effective channel for promoting Canada as a four-season travel destination

travelcanada.ca



"From strategic planning to development, Blast Radius consistently displayed high levels of leadership and professionalism. I have been particularly impressed with their leadership skills through every phase of the project, including advising on business direction, solid project management and leading the collaboration with CTC's business partners.

Blast Radius was also successful in integrating the CTC's existing systems and databases with the new framework. To ensure the project's success, they additionally took the initiative to map change management practices and provide business process reengineering services, all of which were done proficiently and contributed to the project's immense success."

Dave Emery
Director Information Technology
Canadian Tourism Commission

THE CHALLENGE

The Canadian Tourism Commission (CTC), a Crown corporation that works in partnership with the tourism industry and provincial and territorial governments to market Canada as a four-season destination engaged Blast Radius to develop a web presence to enhance their brand and to compel potential visitors to choose Canada as a premiere travel destination and inspire year-round travel to Canada. As Canada's market share hadn't kept pace with tourism growth, CTC needed a cost effective solution to enhance relationships with its key consumers, and develop new relationships with specific segments via the online environment. CTC also required an efficient process and the tools to manage the complex multilingual requirements of the site.

THE SOLUTION

Blast Radius rebuilt Travelcanada.ca, the Canadian Tourism Commission's (CTC) Internet travel resource, with improved usability for travelers and a new technological framework. In the first phase of the project, Blast Radius focused on making travelcanada.ca easier to use, a helpful resource for travellers, and a more effective channel for promoting Canada as a four-season travel destination.

To engage visitors, Blast Radius developed an intuitive navigation system and various interactive features including send-to-a-friend postcards, an opt-in newsletter, virtual tours, an interactive travel map, downloadable vacation guides, a travel notebook to save favorite places and activities, a weather guide, and various getaway ideas. Rich media, content and consumer segmentation were organized to deliver a travel experience that is exciting and interesting and to convey the vastness and many cultures of Canada.

Blast Radius integrated an enterprise content management system (CMS), Interwoven TeamXpress, working on a Java platform and using a new technological framework. The CMS is instrumental in supporting multilingual content and the experience-design direction of the site that delivers content to site visitors based on their country of origin and language preference. The new technological framework empowers the CTC to complete greater analysis and modeling techniques to attract and retain consumers.

Over the next three years, Blast Radius will work with the CTC to inspire and encourage year-round travel to Canada by offering personalized and authentic Canadian experiences to travellers online. Next phases of site development will involve further personalization, localization of content and marketing efforts, and the use of emerging technologies to provide additional channels for distributing content.

THE IMPACT

CTC's e-Marketing director describes Blast Radius as an invaluable business partner and the Director of Information Technology called the project an immense success. Site users agree and have increased by 138% over the previous year. Of the 80,000 unique visitors in July 2002, 945 people signed up for the e-newsletter and 6000 ordered a brochure.

Visitors are staying on the site longer now, spending an average of 84% more time on the site per visit. Irwin Publishing has chosen the travelcanada.ca site for inclusion in an educational textbook. It will appear as an example of effective communication of Canada, as a brand, to a technically savvy global audience. The site has also received positive media reviews by the Ottawa Citizen daily paper, Montreal Gazette daily paper, and Marketing Magazine weekly.

PROJECT SUMMARY

- Blast Radius rebuilt Travelcanada.ca with improved usability for travelers and a new technological framework.
- Blast Radius developed an intuitive navigation system and various interactive features.
- Made travelcanada.ca easier to use, a helpful resource for travellers, and a more effective channel for promoting Canada as a four-season travel destination.
- Blast Radius integrated an enterprise content management system (CMS), Interwoven TeamXpress, working on a Java platform and using a new technological framework.
- The new technological framework empowers the CTC to complete greater analysis and modeling techniques to attract and retain consumers.