

FACTSHEET BENELUX

- Benelux has a healthy and steady economy.
- Canada ranks as a top long-haul holiday destination.
- Benelux workforce have at least 25 vacation days and 9 public holidays.
- An additional 8% annual salary bonus, called “vacation payout money” is paid out each year in May.
- 85% of the population takes at least one vacation per year, with an average of 3 to 4 vacations annually.
- The average travel spend is about \$ 5,000.
- Average duration of a holiday in Canada is 18 days.
- Preferred means of travel in Canada is by car or RV.
- Travellers from the Benelux often visit more than one province.

BECOME A SPONSOR

Join us in promoting tourism from the Benelux to Canada, targeting consumers, trade and media. Canada Marketing Committee (CMC) is committed to using every available channel to attract, inform and inspire travellers about the diverse and unforgettable experiences Canada has to offer.

As a sponsor, you become part of a dedicated network working to raise awareness and support long-term growth for Canada in the Benelux market. CMC also represents the interest of its sponsors towards Canadian partners and Benelux consumers.

CMC aims to be a central, easy-to-find platform, providing essential information about destinations, suppliers and Canada. Visibility is key through all our distribution and media channels!

Interested in joining? Contact us for more information, we look forward to welcoming you as a sponsor of CMC!

**Become a CMC Sponsor
for only € 500* per year!**

**CA\$ 500 applies to sponsors based in Canada
All prices excl. VAT and/or bank fees*



INTRODUCTION

The Canada Marketing Committee (CMC) is a network organisation dedicated to promoting Canada as a travel destination to both consumers and the travel trade in the Benelux region.

The board consist of eight trade professionals from both the Netherlands and Belgium, all enthusiastic and passionate about Canada. The sponsors of CMC include airlines, local transportation providers such as rail and camper suppliers, tour operators and Canada destination marketing organisations.

With growing competition in the global travel market, our mission is clear: to keep Canada top-of-mind among Benelux travellers. This mission can only be achieved through strong partnerships with sponsors.

This leaflet provides you with more details about CMC, what we aim to achieve and also the benefits of becoming a sponsor.

Kind regards,

Wolfgang Hendrix
Chairman Canada Marketing Committee

Email: info@cmc-netherlands.nl
Website: www.youcanada.nl



CURRENT BOARD CANADA MARKETING COMMITTEE

Wolfgang Hendrix - Canadatrans.nl	Chairman
Christian Jabor - CanadaPlus	Boardmember
Else Schepers - Wintersport Canada Amerika	Boardmember
Jeroen Vincken - Joker	Boardmember
Lynnette Hartsink - Airtransat	Boardmember
Paul Backer - Tioga Tours	Boardmember
Roderick Aalders - GoCanada	Boardmember
Zenobia Ujayli - Connections	Boardmember

Canada Marketing Committee - Secretary Office

Vivien Hulsebosch / Fleur van den Berg - Target Travel Marketing
Bisonspoor 3002 - A701, 3605 LT Maarssen, NL

CURRENT SPONSORS



ACTIVITIES

Our goal is to broaden awareness and inspire travel to Canada. CMC organizes, initiates and supports targeted activities. As a sponsor, you become part of a tourism network focused on travel to and within Canada.

WEBSITE

As a sponsor you get exposure on our website www.youcanada.nl.

SOCIAL MEDIA

Our platforms are currently being developed as part of a rebranding. Later this year, our accounts will go live, ensuring every sponsor will get exposure.

TRADE AND CONSUMER SHOWS

Your brand represented at trade and consumer shows we attend in the Benelux.

ANNUAL FAMILIARIZATION TRIP

Participation in our annual CMC study trip to Canada for a small contribution, or the option for destinations to highlight their region to Canadian Product Managers.

QUATERLY UPDATE

CMC will send a quarterly sponsor update, including market numbers, trends and recent and upcoming activities.