Canadians love to click every link, explore every option, read every post—and then, when it’s time to pull the trigger, brands also need to be there to provide a seamless experience. Tourism Nova Scotia used fun, playful imagery to deliver display ads on the Google Display Network. Display ads can help build awareness and increase interest all along the purchase journey.

Whether it was food or family, these ads perfectly showed what travellers would experience in Nova Scotia and actually influenced many Canadians’ decisions in where to book a trip. The ads were 15X more likely to assist a conversion vs. result in a direct conversion.

To reach people right in the moment they’re looking for experiences or inspiration for things to do on their next vacation (often on a smartphone), Tourism Nova Scotia used Gmail ads. Gmail ads allow marketers to reach the right people in the right moment, when they’re looking for a deal, via the Gmail promotions tab. This way the brand could get the word out on its cruises to people likely to be travelling soon who were also in the right geography and demographic. For Tourism Nova Scotia, Gmail ads proved an effective way to get in front of people looking for inspiration or experiences: 45% of those who saw the ad interacted with it—and that drove nearly 12K visits to the Nova Star website.

Canadian travellers face a tremendous number of decisions as they plan trips. Each time they research options or search for an idea is an opportunity for your brand. We’ve identified four real-time, intent-driven moments Canadians turn to the web and how your brand can shape consumer decisions.

**Dreaming Moments**

69% of Canadians spend more than an hour a month looking up travel destinations—often on a mobile device. Canadians go online to research many aspects of their next vacation, from destinations to activities to accommodations. This is the time to build awareness and prime the pump for consideration of your brand.

**Planning Moments**

88% of Canadians consider personal travel plans. As Canadians go online to research every detail of their trips, brands can offer ideas and influence decision making. When potential travellers clicked through on one of the three trip motivators within the Rich Media expandable ad, they were taken to a corresponding trip idea on the Destination British Columbia consumer website. Each trip idea showcased things to do, places to go, and tourism businesses to visit. Intercepting potential travellers with these ads while they were trip planning proved successful and drove 30% of overall campaign-related paid media traffic to the Destination British Columbia consumer website.

**Booking Moments**

1 in 2 Canadian travellers say it’s important they recognize a brand they’re considering purchasing from. The average number of days Canadians spend planning their trips is just over 6 days, with nearly half spent in the booking phase. To stay top-of-mind with potential travellers as they daydream of their next vacations, Destination British Columbia, in partnership with Camp Pacific and Jungle Media, served alluring Rich Media expandable ads, targeted to the right people at the right time, on the Google Display Network. To inspire potential travellers to travel to BC for their summer vacations, Destination British Columbia’s ad featured three known trip motivators based on consumer research. When the ad was clicked, it opened to reveal more information about the featured experiences to help potential travellers imagine their BC vacation.

**Experiencing Moments**

27% of Canadian leisure travellers use their mobile devices to gather information while traveling. In today’s multi-channel world, brands need to ensure they’re present in the important moments of the purchase journey. As Canadians go online to research every detail of their trips, brands can offer ideas and influence decision making. When potential travellers clicked through on one of the three trip motivators within the Rich Media expandable ad, they were taken to a corresponding trip idea on the Destination British Columbia consumer website. Each trip idea showcased things to do, places to go, and tourism businesses to visit. Intercepting potential travellers with these ads while they were trip planning proved successful and drove 30% of overall campaign-related paid media traffic to the Destination British Columbia consumer website.

**TRAVEL TRENDS:**

**How Canadians Get Away From It All**

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