



HAVE LESS. DO MORE. BE MORE

An award-winning sustainable travel website featuring destinations and adventures that inspire travellers to live adventure-filled lives through the pursuit of eco-tourism and transformational travel experiences.

AWARDS



1st Place - Self Published
Travel Blog



2023 Media Member Of
The Year - Finalist



OUR TARGET MARKET

62% FEMALE

38% MALE

MAIN AGE GROUP

34 - 54 YEARS

INTERESTS

Camping
Family Vacations
Hiking
Skiing
Biking
Outdoor Living

PROUD MEMBER OF



TRANSFORMATIONAL
TRAVEL COUNCIL



ADVENTUREAWAITS.CA

Adventure Awaits is an empowering and educational travel website that teaches families how to use their own tourism dollars as a catalyst for positive change. Stories meet at the intersection of eco-tourism and transformational travel showcasing remarkable experiences and places that families can explore.

#LeadByAdventure

@AdventureAwaits.ca
 @FamTravelWriter

SOCIAL STATS

- 6500 Likes
- 13k Followers
- 6300 Followers
- Thousands of Views
- 30K Monthly Views
- 300 Followers

AS SEEN ON





COLLABORATION KIT

ARE YOU LOOKING TO CONNECT WITH TRAVELLERS WHO ARE LOOKING FOR THEIR NEXT VACATION DESTINATION?



OUR STORIES MEET AT THE INTERSECTION OF
VACATION PLANNING AND TRANSFORMATIONAL
TRAVEL. OUR EXPERTISE IS EDUCATING
TRAVELLERS ON WHAT THEIR RESPONSIBILITY
AND OPPORTUNITIES ARE AS TRAVELERS TO
CREATE THE BEST EXPERIENCE THROUGH THE
PHILOSOPHIES OF REGENERATIVE AND
SUSTAINABLE TRAVEL



FEATURE CAMPAIGN

This all-inclusive package showcases the experience visitors can have when visiting your location. You can have it all or customize to your budget. May include depending on budget:

- Official destination feature announcement.
- Full feature article showcasing your destination and amenities in detail.
- Daily Facebook, Instagram, and Twitter posts.
- Live Insta stories showcasing behind-the-scenes experiences.
- Customized Instagram highlight icon with stories
- Custom IG & TT reels showcasing destination.
- Strategic SEO for long-term search results.
- Custom-designed and branded Pinterest strategy to help increase reach long term.
- Integration into other round-up articles.
- Content Creation
- Photography

OUR VALUES

We only feature business that are:

- ♥ Founded In Sustainability
- ♥ High-Quality Experiences / Services
- ♥ Good Value
- ♥ Accredited
- ♥ Execute Best Safety Standards
- ♥ Give Back



SAMPLE CAMPAIGN

In celebration of Quebec's 70th Carnaval we partnered with Quebec City to showcase the anniversary as well as feature eco-tourism and Indigenous experiences in Quebec City

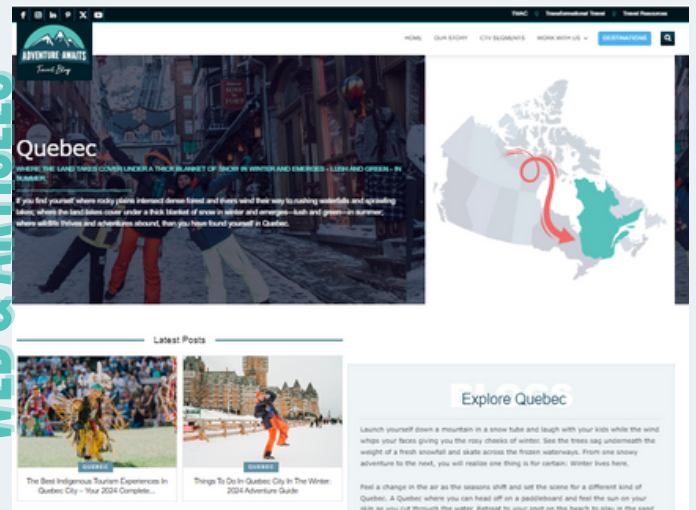
- The feature campaign resulted in five 2500 - 5000 SEO-optimized articles.
- 30 Social Media Posts that were Estimated Market Value of \$178,000
- Feature CTV Morning Live Segment

Emv \$178K

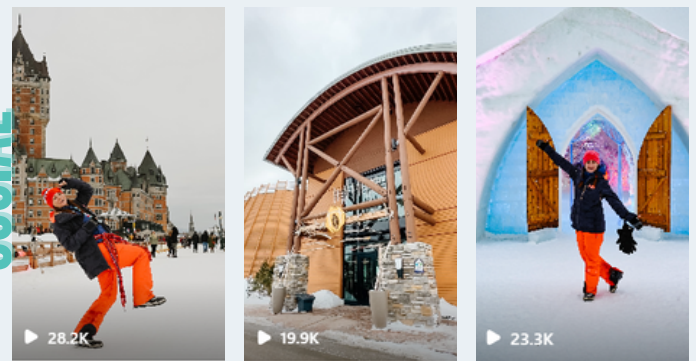


CAMPAIGN HIGHLIGHTS

WEB & ARTICLES



SOCIAL



TV





SEGMENTS ACROSS CANADA

What market are you interested in connecting with? Each CTV Morning Live broadcast is tailored to each market ensuring that they are talking about what matters to their audience and achieving optimal success; but, are able to produce integrations with consistent messaging across the country.

We now offer segments in:

CTV Morning Live - Vancouver
 CTV Morning Live - Calgary
 CTV Morning Live - Edmonton
 CTV Morning Live - Saskatchewan
 CTV Morning Live - Winnipeg
 CTV Morning Live - Halifax

CTV Segments EXCLUSIVE SEGMENT

An exclusive 3 - 4 minute segment featuring your destination on CTV Morning Live. We will work with you to coordinate the production, props, imagery, and Broll to produce a great segment.

ROUND UP SEGMENT

A 30 - 40 second segment as part of a round-up feature showcasing up to 4 partners on CTV Morning Live. We will work with you to coordinate the production, props, imagery, and Broll to produce a great segment

Connect for pricing



VANCOUVER - CALGARY - EDMONTON - SASKATCHEWAN - HALIFAX



OVER 100 PARTNERS INCLUDING:

Expedia

Marriott
INTERNATIONAL

Disney

Parks
Canada

Tourism
Ireland

Manitoba
CANADA'S HEART BEATS

TOURISM
NOVA SCOTIA

FRONTIERS NORTH
ADVENTURES

WWW.ADVENTUREAWAITS.CA | JAMI@ADVENTUREAWAITS.CA | 604-785-4074

GRANDS PRIX CANADIAN —DU TOURISME CANADIEN— TOURISM — AWARDS —

October 19, 2023]

Dear Jami,

On behalf of the Tourism Industry Association of Canada (TIAC), I am delighted to present you with the official certificate as a finalist for the TMAC Travel Media Professional of the Year. We are immensely proud to celebrate your accomplishments in the Canadian tourism industry. This certificate recognizes the positive impact you and your organization have made in strengthening the Canadian tourism sector and making Canada a global leader in tourism.

Your achievements in leading the industry, providing exceptional service, and creating outstanding Canadian tourism experiences have placed you among the top of your field in Canada. As we continue to pursue our growth strategy on behalf of the tourism industry to make Canada the very best tourism destination in the world, your efforts deserve recognition as they set the bar for others to follow.

We at TIAC are honoured to celebrate your accomplishments. I personally want to congratulate you on your achievement, to thank you for your contribution to the tourism industry in Canada, and to wish you continued success in the future.

Sincerely,



Beth Potter
President & Chief Executive Officer
Tourism Industry Association of Canada

