

snowbirdadvisor.ca



Canada's One-Stop Resource for Snowbirds

Who We Are

- Snowbird Advisor is a leading online guide/publication exclusively for Canadian snowbirds who spend their winters in warm weather destinations.
- A trusted one-stop resource that provides accurate, credible and timely snowbird news, tips, guides, articles, tools, services and more.
- Our coverage includes a variety of topics such as travel, destinations, accommodations, RVs, real estate, insurance, health, tax, legal, finances and more.
- We also offer free Snowbird Advisor memberships, which entitle our members to receive our monthly newsletter and access exclusive offers and services.

Research & Surveys

- We conduct research and surveys with our membership base to gain insights into the wants, needs, patterns and habits of Canadian snowbirds.
- For example, our November 2020 **Snowbird Travel Intention Survey**
- We often share our research and survey results publicly or by request

Travel Insurance

- Our sister company, **Snowbird Advisor Insurance**, specializes in providing travel insurance coverage for Canadian snowbirds, boomers and seniors.
- We also offer home, auto and RV insurance in Canada.



Our Audience & Reach

- **Audience:**
Canadians age 50+ who spend or are planning to spend between 1 – 6 months per year in warm weather destinations during the fall/winter (October – April)
- **30,000 +:** Monthly Unique Website Visitors
- **57,000 +:** Members/Email Subscribers
- **40% - 50%:** Email Open Rate
- **4,000+:** Facebook Followers

New Initiatives

- **Real Estate Service:** Assisting Canadian snowbirds to purchase vacation properties in the U.S.
- **2021 Snowbird Survey:** Travel intentions, patterns, habits, needs
- **Destination Marketing:** Working with DMO's, CVB's and local economic development organizations to help them attract more Canadian snowbird visitors through our Snowbird Destination Guides
- **Member Benefits:** Launching new partnerships and member benefits in the areas of health, travel, banking, telecom and more

2020 Snowbird Survey Overview

- **Objective:** To gain insights into Canadian snowbird travel intentions during COVID-19
- **Timing:** The survey was conducted between Nov. 2 – 7, 2020
- **Sample Size:** Data based on survey responses from over 3,000 snowbirds across Canada

2020 Snowbird Survey Highlights

- **Approximately 30% of Canadian snowbirds travelled last year due to the COVID-19 pandemic, with the balance staying home in Canada**
- **20% of Canadian snowbirds spend their winters in Arizona (second only to Florida at 50%)**
- **Over 55% of Snowbirds spend between 3 – 6 months in their winter destination**
- **69% of snowbirds drive to their winter destination, while 31% fly**

2021/2022 Snowbird Season Outlook

- **Snowbird market will be one of the first travel segments to recover from the COVID-19 pandemic, with recovery beginning as early as September/October 2021**
- **Many Canadian snowbirds are already fully vaccinated and almost all snowbirds will be fully vaccinated by Fall 2021**
- **Canada and U.S. recently started preliminary discussions on border re-opening plans**
- **While timing is still uncertain, we are optimistic that Canada – U.S. travel restrictions will begin to ease by late summer / early fall**
- **If vaccine rollouts continue at their current pace and travel restrictions are eased, we expect the 2021/2022 snowbird season to reach 90% or more of pre-pandemic levels**

We're Here to Help:

Please feel free to reach out to us about all things snowbird related, including:

- Insights and information about the Canadian snowbird market
- Snowbird research
- Partnership opportunities

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