

Expedia Group Advertising overview deck

**Air Canada Adventure Atlas – City of Sapporo Q4 2026
Campaign - Canada POS**

P R O M P T

Canada Campaign

A full funnel strategy designed to bring incremental visitation into Sapporo, Japan from Canadian travelers flying with Air Canada’s new direct service.

Capturing inspiration yet leaning more towards conversion.

Inclusive of Expedia’s robust onsite strategy featuring top performing placements.

Campaign will highlight PACKAGE, flights & hotel deals on the Air Canada Adventure Atlas Platform on the CA POS

Countries

Timings

Placements

Targeting

Reporting Metrics

Budget

City of Sapporo & Air Canada 2026

Canada

October 5, 2026 – December 31, 2026

Onsite: Flights/Hotels/Package & Home Page Placements with Dedicated Hokkaido/Sapporo Shoppable Atlas Partner Page PLUS landing
Utilizing top placements throughout Expedia

Canadians demonstrating interest in transpacific.
Creative to encourage travel and stays in Hokkaido with Air Canada’s new direct flight

ROAS/Bookings/CTR/Reach
While campaign results have the capacity to be influenced beyond our control, we therefore cannot guarantee results, however, committed to a focus on the following KPI GOALS- minimum 10:1 ROAS, minimum 0.10% CTR 4K Air Canada Pax; & 7.5K room nights accounting for campaign period production
Guaranteed impressions: 1,641,000

\$50,000 CAD + \$20,000 CAD of added value

Thank You

We'd like to extend our sincere thanks for the opportunity to work with you!

This overview will provide the necessary insights for your planned Q1 Air Canada Adventure Atlas campaign on Expedia Canada POS. We're proud to present a full funnel campaign strategy, with an emphasis on conversions - offering City of Sapporo a bold new way to connect with audiences through the authentic content, compelling offers, and strategic targeting aligned with Canada's largest airline – Air Canada.

The Atlas campaign will run in Q4 2026 across the Expedia Canada network. This campaign is designed to inspire, engage, connect and convert Canadian travelers with a strategic marketing partnership program utilizing the most impactful placements in Flights, Hotels, Vacation Packages and Home Page searches. We have leveraged best practices optimizing towards growth for the City of Sapporo and Air Canada. We will highlight shoppable PACKAGE pricing, engage our local market management teams to source dedicated deals for the destination all while targeting our most engaged & qualified Canadian travel shoppers via unique creative units for Sapporo - driving to the Air Canada Adventure Atlas conversion platform partner pages.

This campaign is built to drive measurable awareness, consideration, and bookings. We're excited to partner with you on this innovative opportunity to position Sapporo as the ideal vacation destination experiences —and we look forward to bringing this vision to life.

