

Travelers can now check tax savings and border crossing allowances online

New website lets travelers compare Canadian Duty Free retailers with American retailers, and easily find out how much they can bring across the border.

Ottawa – March 10, 2011: The Frontier Duty Free Association (FDFA) has launched a new website featuring tools that make crossing the border easier for travelers. The *Tax Saving Checker* will help travelers determine how much they save on select product categories by comparing Canadian Duty Free stores with American retailers. The *Allowance Calculator* shows how much travelers can carry across the border tax and duty free. Among other important travel information, such as border wait times, these tools will enable travelers to find the best value and plan their purchases before they cross the border. The website is www.dutyfreecanada.com.

“Canadians have long believed that shopping in the US is cheaper than in Canada. They should be aware that they can save at a Canadian Duty Free Store before they cross the border into the US. This website shows ways that shoppers can save tax and duty on the products they enjoy,” said Laurie Karson, Executive Director of FDFA.



Photo Caption: Travelers can now find out how much tax and duty they save at Duty Free stores before they cross the border.

Research conducted by the FDFA showed increasing Canadian resentment with high taxation and the negative impact it has on pricing at provincial retailers. Products sold at Duty Free stores are tax and duty free, lowering the sticker price on all products.

“The *Tax Saving Checker* uses a four-level grade system to show travelers how much can be saved when buying premium products at a Canadian land border Duty Free store,” explained Ms. Karson.

In addition to the *Tax Saving Checker* and the *Allowance Calculator*, the website provides other useful information to travelers crossing the Canada-US border, including:

- An easy-to-use nation-wide store locator featuring individual store profile pages listing services, opening hours and directions.
- Suggestions for more ways to save tax and duties.

“While there is cross-border travel information scattered on the Web, it can be hard to find, difficult to understand, and it is often inaccurate. Our website is a one-stop authoritative resource for travelers,” explained Ms. Karson. “We’ll be supporting the website with an awareness campaign—*It’s better at the border*—that we’re rolling out soon.”

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For more information, or to schedule an interview with Laurie Karson, please call 613-233-1946 or email lkarson@fdfa.ca