

Duty Free Hors Taxes

Better without the tax
C'est mieux sans les taxes

*It's better at the border
Économisez plus à la frontière*



New National Canadian Land Border Duty Free Website – Your Input Matters

As of February 19th, 2011, the new National Canadian Land Border Duty Free website was launched. During our initial soft launch period, the FDFA requested our key member groups provide their candid feedback on the new web site - these key member groups included operators, suppliers, "friends/family" and duty free employees.

New National Duty Free Website: www.dutyfreecanada.com

The consolidated results of the recent feedback surveys have been taken very seriously and the comments have greatly assisted our marketing company in making critical changes to create a first class duty free website.

Some of the key changes made to the website as a result of your comments include:

- Creating a more clear "home" button on every website page for easier navigation
- Identifying the store home page map locations to be more geographically accurate
- Website content amended in several areas i.e. grammatical and technical wording amendments
- Overall impression of website resulted in over 85% of correspondents being extremely satisfied and very satisfied for all three member groups who completed survey
- The most successful component of website to all three member groups was the allowance calculator followed by the tax savings checker page.

How you can assist the FDFA in driving more website traffic

- Send an email to your employees, colleagues or your clients that provides the new weblink.
- Send the official FDFA press release (attached) within your local community or again to your internal contacts.
- At your personal discretion, you can always send a status update via your personal facebook account and attach the new website link. You can also consider asking your Facebook friends, who have large facebook accounts of "friends" to forward the status update on your behalf. Within one hour of completing this pilot exercise, Laurie Karson was able to send out the new website to 3000 person(s) via one status update – thus doubling website traffic in one day.

Next Steps of the Marketing Program:

- **Upcoming online and in-store Spring Campaign to drive more traffic**
- **French translation of website – end of April 2011 completion**
- **Upcoming National Supplier Advertising (if you are a supplier who is interested, please. contact the FDFA)**
- **Social Networking component i.e. Duty Free Website Facebook Page (coming soon) and Twitter account – currently live (@canadadutyfree)**
- **New Duty Free Blog on National Website. The "blog" will allow the industry to promote upcoming events, initiatives and key duty free news pieces. The blog will increase our search optimization levels and greater public understanding of our industry i.e. yes, you too can shop at Canadian duty free stores before going to the U.S. The blog will be up and running within the next 7 days. If you have an idea for a blog story - Let us Know!**

If you are promoting the new website, or have any further ideas, comments or suggestions – *we still want to hear from you!*

On behalf of the FDFA, we thank all of our members for your support of this important initiative.