

How Air Canada Launched a Discovery Hub with Custom Pages to Promote Travel Themes and Loyalty

Summary

Air Canada wanted to promote their loyalty program and increase awareness of their network destinations. They used airTRFX to create custom pages to highlight destinations based on popular travel themes such as outdoors, family fun, and more, to enable users to easily book trips for destinations they are interested in. They also used custom pages to launch a Discovery Hub that featured a Fare Finder Map airModule where users could browse Air Canada's global destinations in cash or points according to their origin, travel dates, budget, cabin class, and travel interests.

[Watch Air Canada's Case Study](#)

Travel Themes

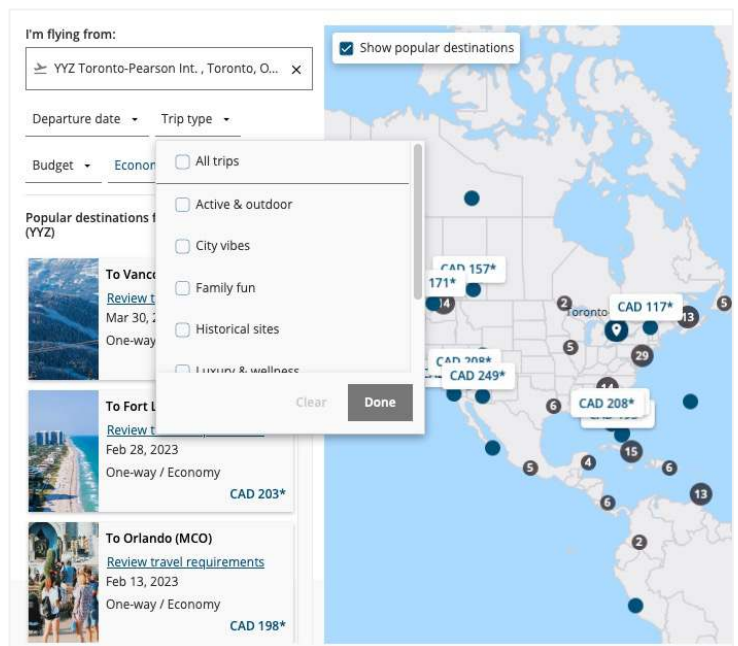
Travel Themes are divided into Travel Type and Traveler Type. Travel Type describes the destination, while the Traveler Type describes the traveler. Every destination can be associated to different tags, so travelers can filter their destinations by their personality and interests.

Travel Type:

- Paris = Romantic
- Miami = Beaches

Traveler Type:

- Paris = Couples
- Las Vegas = Friends



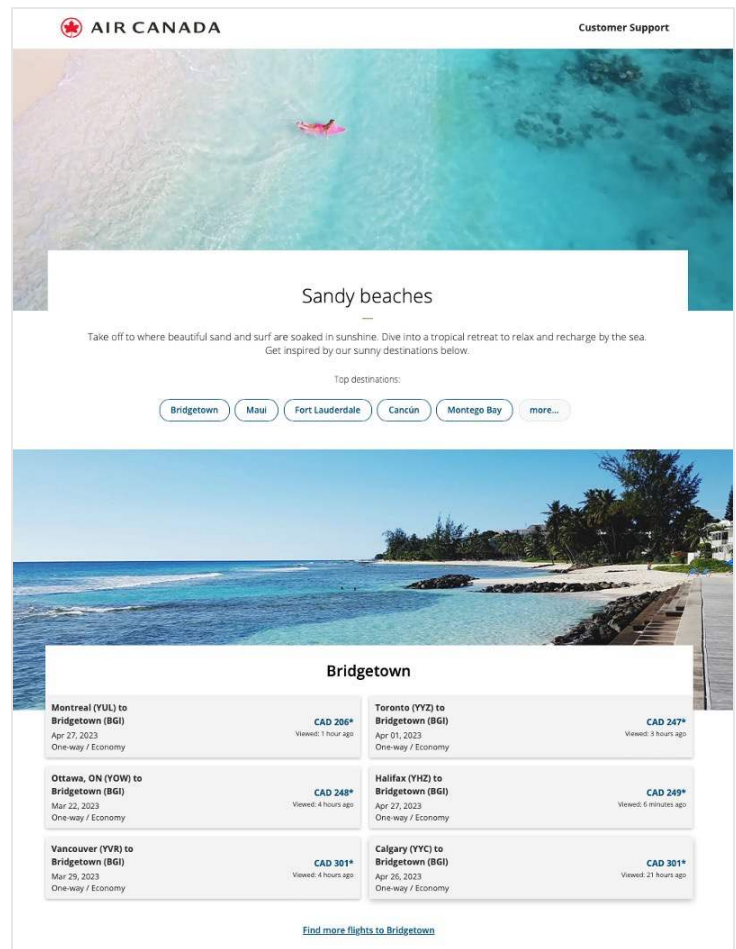
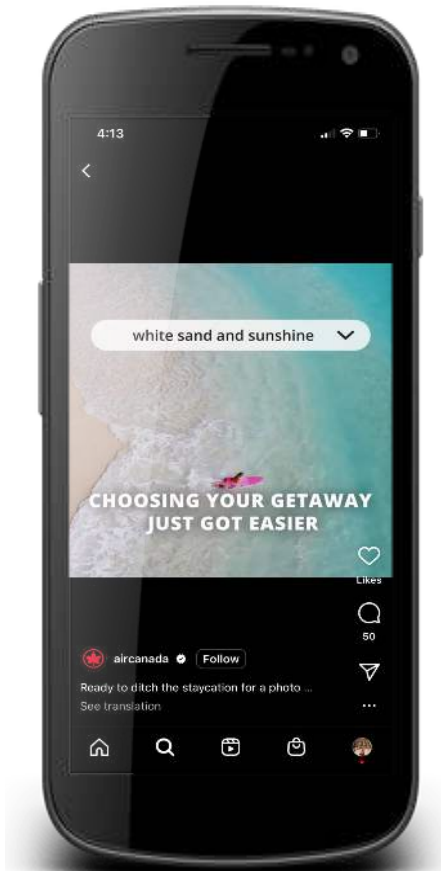
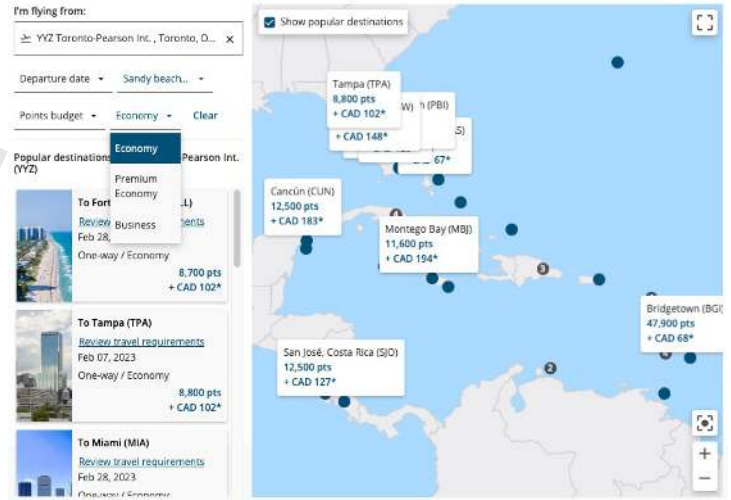
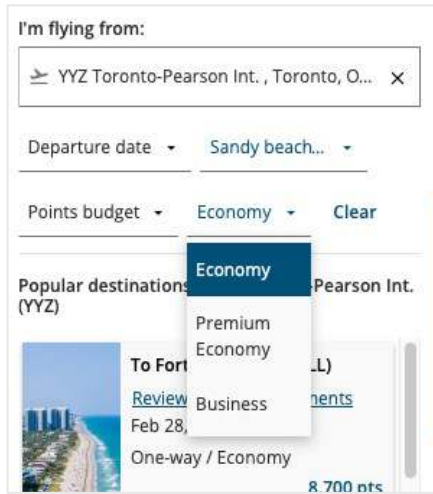
“We wanted to make the shopping experience easy, and we wanted to give them the tools to book their travel in the most seamless way possible. With EveryMundo, customers can browse through our network and see results tailored to their travel preferences and they can book it right there in just a few clicks.”

- Catherine Esaa, Head of Digital Content, eCommerce & Loyalty, Air Canada

[Watch Air Canada's Testimonial](#)

Solution

Air Canada launched a Discovery Hub custom page which featured a Fare Finder Map that gave users the option to view fares in dollars or rewards points. Travel themes were included as a filter in the Fare Finder Map, as well as travel dates, budget, and travel class. Air Canada also created custom pages for each travel theme to use in their email and social media campaigns to drive traffic to the Discovery Hub. Users could navigate to destinations based on travel theme within the Fare Finder Map and book instantly.



Results

The launch of the Travel Hub and Travel Themes enabled Air Canada to better market their variety of destinations while providing a more customized booking experience. Having these custom pages to promote was an effective way for Air Canada to launch social media and email campaigns with new, creative designs that showcased each theme. Across Instagram posts and stories users could be led directly to pages that matched their interests and were encouraged to browse Air Canada's entire network of destinations by Travel Theme, raising awareness of all destinations.

About EveryMundo

EveryMundo (a PROS Company), the world's leading offer marketing platform for travel, provides technology for airlines, hotels, buses, and events to target customers with their best real-time prices and offers for direct channel growth and customer acquisition. The digital marketing technology empowers customers worldwide, including American Airlines, Hyatt, Tennis Australia, Greyhound, and more, to increase traffic, enhance user experience, and drive brand engagement on and off the brand's website. For more information, visit everymundo.com and follow us on LinkedIn [@everymundo](https://www.linkedin.com/company/everymundo), Facebook [@everymundo](https://www.facebook.com/everymundo), and Twitter [@everymundo](https://twitter.com/everymundo).

EveryMundo Products



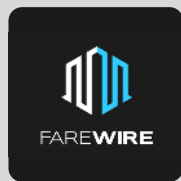
[airTRFX](#) destination and custom pages with dynamic offers increase conversions



[airModules](#) visualizations enhance on-page user shopping experience



[airSEM](#) optimizes your paid search position to increase transactional website traffic



[FareWire](#) places dynamic offers in any digital channel to drive traffic acquisition