

CTV's

THE AMAZING C A N A D

The journey

7 Provinces, 3 Territories, 15 Cities, 9 teams, more than 2,300 km and over 55,000 Tweets.

AIR CANADA 🛞

Ep. 4 Yellowknife, NWT & Carcross, Yukon

1,970 tweets

% change (from Ep. 3): -19.5%

398 location mentions

Airs during the August long weekend, hampering viewership.

Ep. 5 Regina, Saskatchewan 3,551 tweets

% change (from Ep. 4): +80.3%

540 location mentions

Fans react as fit favourites Team BodyBreak eliminated.

Ep. 7 Iqaluit, Nunavut

2,461 tweets % change (from Ep. 6): +4.2% **375** location mentions

Not only is it far north: local Twitter

users also had the highest tweets per capita, at 58 per 1,000 people.

Ep. 6 Quebec City, Quebec

2,361 tweets

% change (from Ep. 5): -33.5%

540 location mentions

Social media interest suffers a BodyBreak elimination hangover.

Ep. 9 St. John's, Newfoundland

3,039 tweets

% change (from Ep. 8): +28.6%

469 location mentions

New fan favourites Jet & Dave eliminated (after the cod kissing, of course).



Ep. 2 Vancouver/Kelowna, B.C

2,381 tweets % change (from Ep. 1): -59.9% 1,043 location mentions

Ogopogo mentioned more than 130 times, but zero sightings – so far.

Ep. 3 Calgary/Drumheller, Alberta

CARAMILK

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2,447 tweets % change (from Ep. 2): +2.8%

596 location mentions

Make no bones about it: Dinosaur Valley is hot in this one, with around 50 mentions.

Ep. 1 Niagara Falls, Ontario

5,940 tweets

223 location mentions

Second-highest Twitter activity of all episodes, but Niagara Falls mentions are just a trickle.

EP 8. Halifax, Nova Scotia

2,363 tweets

% change (from Ep. 7): -4%

540 location mentions

Airs on Labour Day weekend, again hampering viewership.

Where were viewers tweeting from?

1. Toronto	2. Vancouver	3. Ottawa	4. Winnipeg	5. Calgary	6. Montreal
25.4%	8.1%	7.4 %	7.1 %	6.4 %	5%
7. London	8. Edmonton	9. Vancouver	10. Halifax	11. Regina	12. Kitchener
4.9 %	3.1 %	3%	2.3%	1.8 %	1.3 %

Who were the top teams?

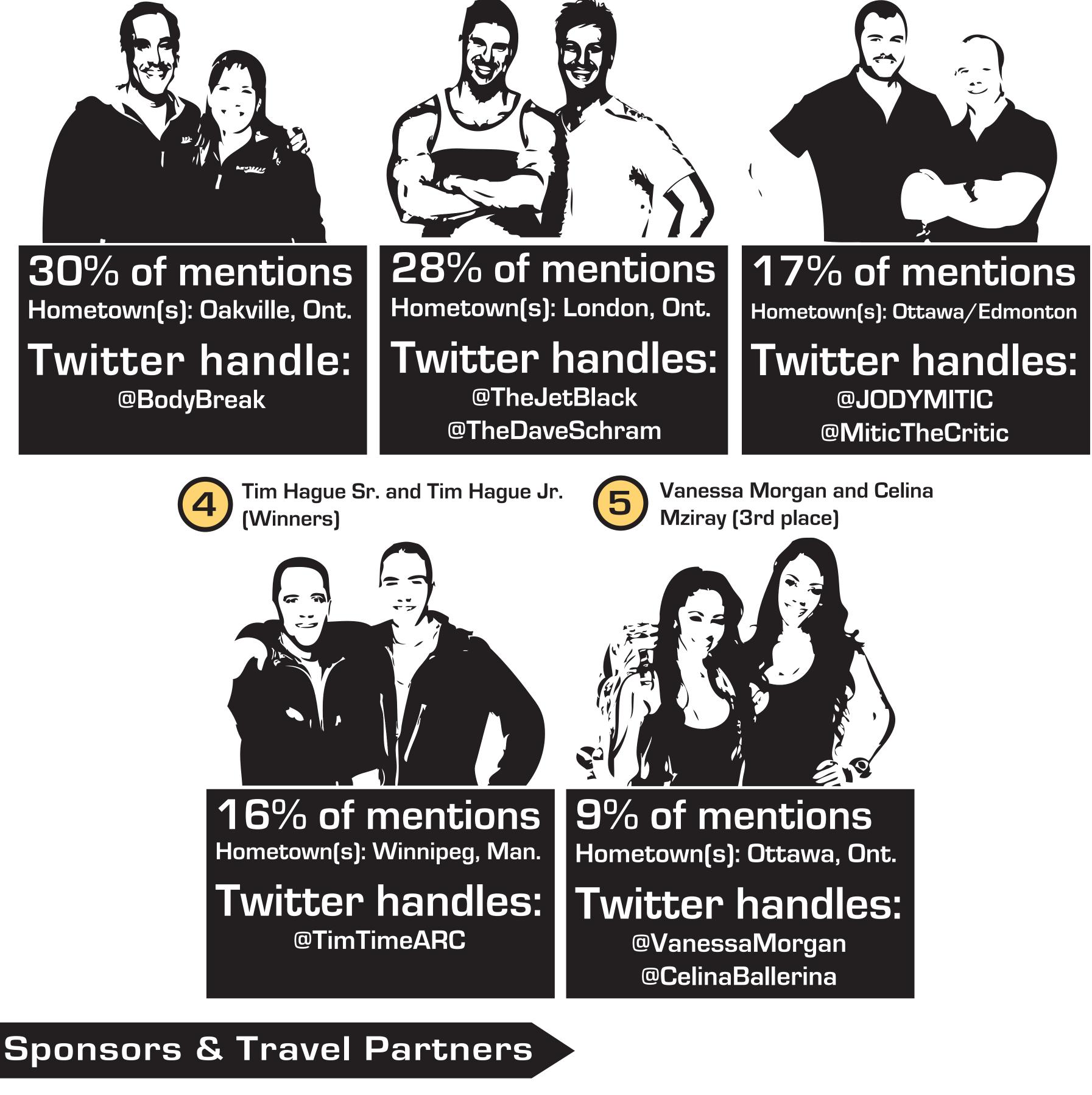


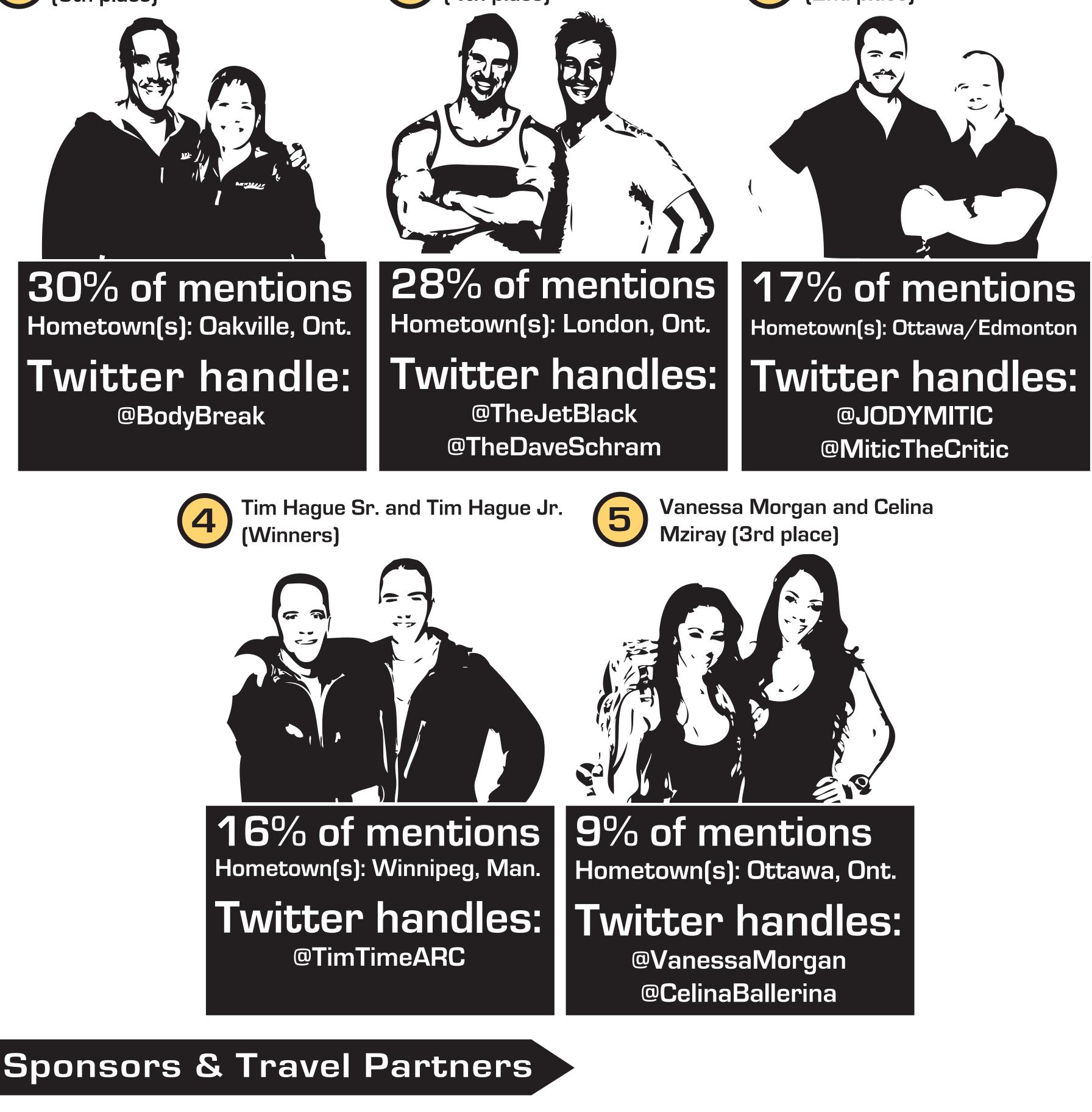
Hal Johnson and Joanne McLeod (6th place)

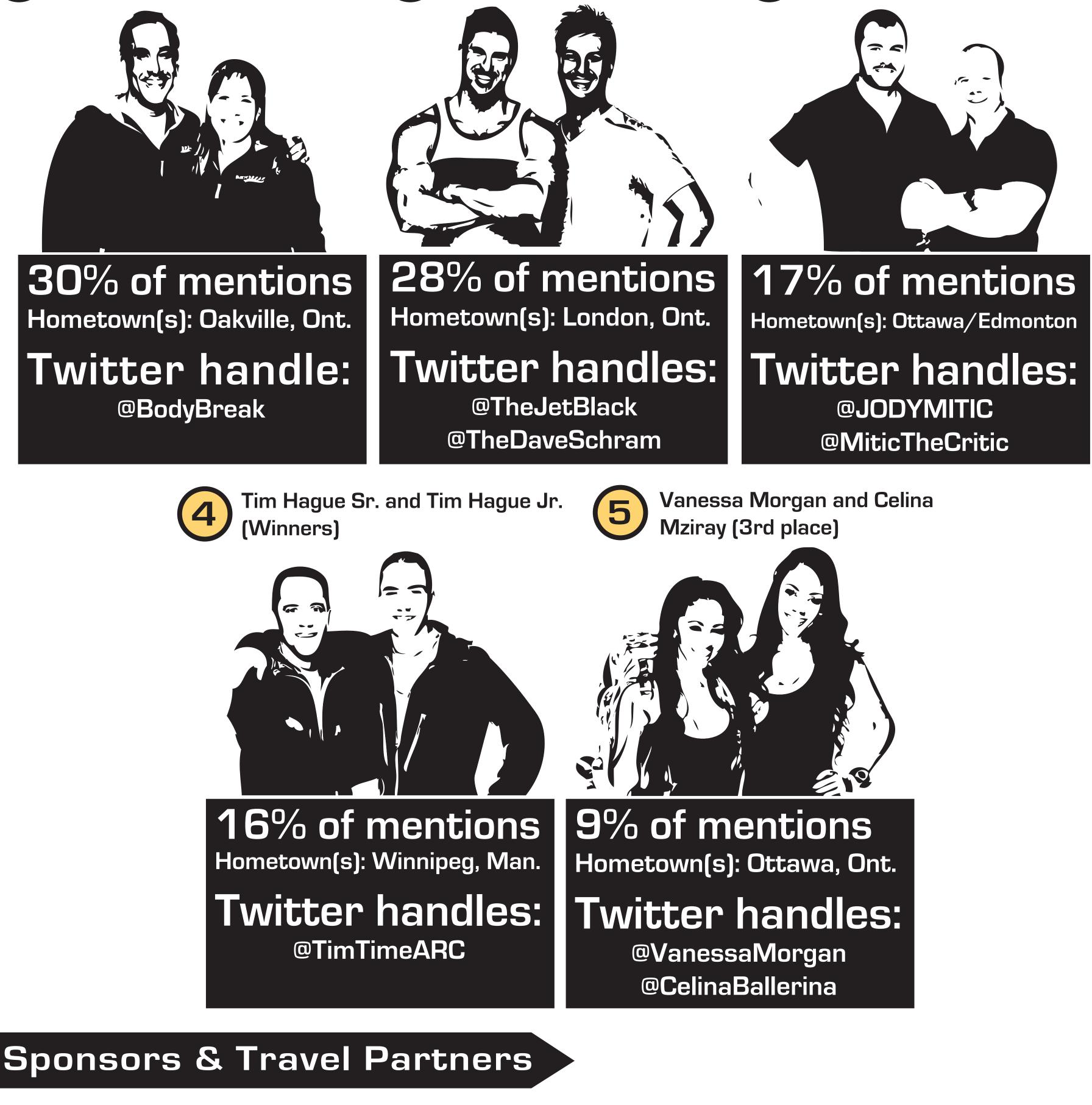
Jet Black and Dave Schram (4th place)

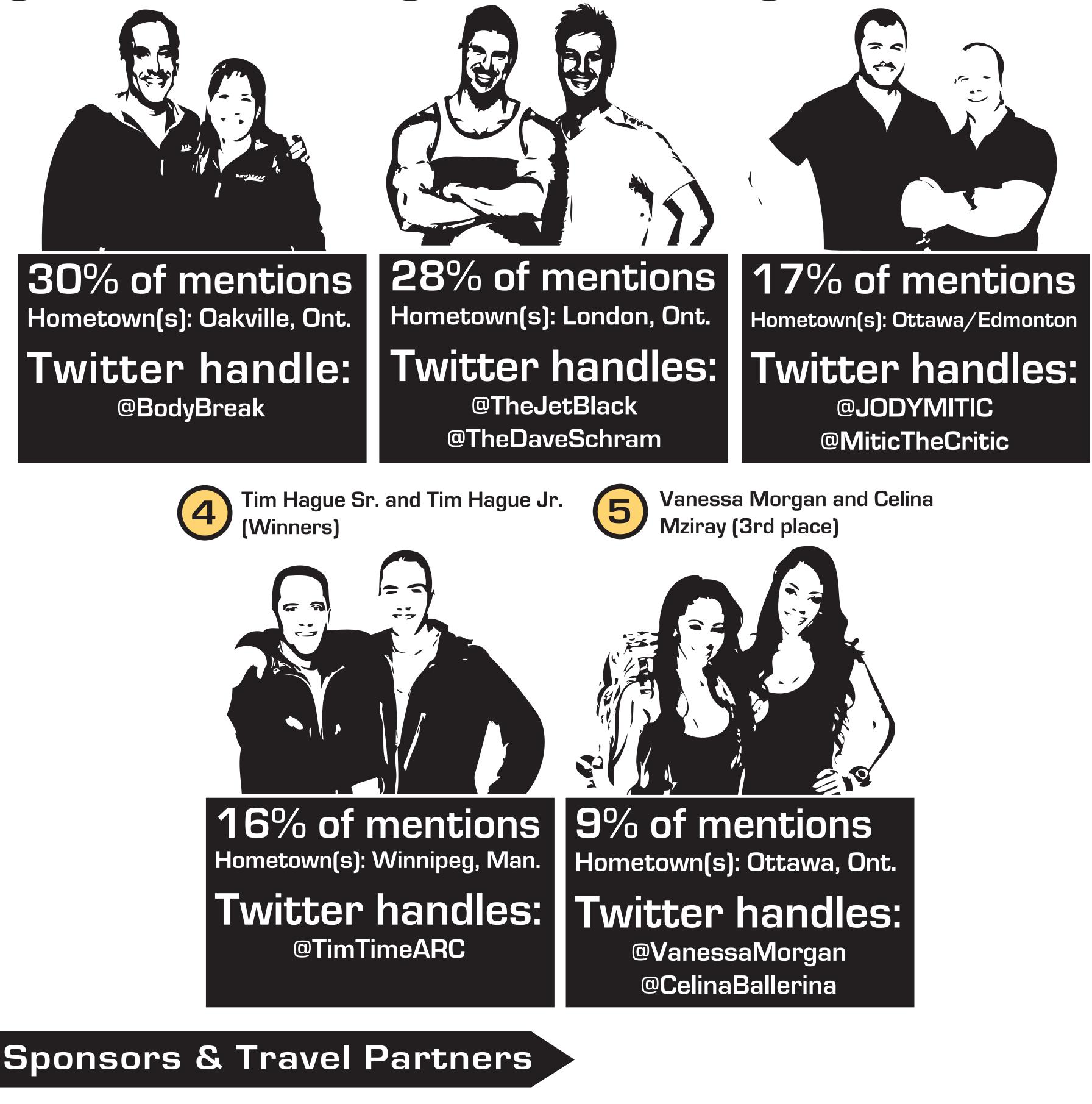


Jody Mitic and Cory Mitic (2nd place)









The most exciting part of the @AmazingRaceCDA finale is the revelation that there is a **Cadbury** factory in TO!

Curious about the #Toronto landmarks you saw on last night's @AmazingRaceCDA finale? Check them out here: http://ow.ly/oXeH7 #RaceCDA @ShareOntario

Many to choose from ^ML RT

#needtogo @anneosullivan

My kids love #amazingracecanada. Subliminal advert has worked as they spout out #aircanada and **#chevrolet** quite often. @tech4ed88

Omg, part of

the Amazing Race

Canada prize is 1st

Ca reat ıpital I on the job 19 OVE th **BBMforAll**

class flights anywhere Air Canada flies, for a year. I'd fly to England every 2nd week. **@StephieStephers**

> Which is the idea I suppose. **#RaceCDA** The tourism ads for the **North** make me really want to go there. **9** @PisseArtiste

#RaceCD <u>:</u> See mazingRa to evisio OVe 2014! vould 3 B come to #Ottawa We of #Canada @CT big finale is on tonight. **Ottawa**(The

@dreamtravelmag: @AmazingRaceCDA starts

tonight! We'll be watching and scoping out new places to visit in #Canada

@ctccct

! @AmazingRaceCDA fans are so awesome **#FeelTheLove** http://t.co/J1TQXLAOAa Seriously sooo much fun at the **@INTERAC** Challenge today! <a>OmegaTheTwinzz

Hopefully the weather is this nice when I'm in Toronto tomo to see all the @AmazingRaceCDA fans at the **@INTERAC** flash challenge. **#3pmstart @thedaveschram**

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How much do you want to go to Vancouver? #RaceCDA @jmasciotra it's working...tourism marketing at its finest @KathHebert

wanna go to @VisitNovaScotia! <u>.</u> CDA ad **Race** tourism \mathcal{O} **@Amazing** genius 6

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pretty

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Huge line-ups. #RaceCDA must have helped out with **#Drumhellar tourism!** Holy! **Getting into Royal Tyrrell Museum** today crazy! **@HeatherSBroad**

Tonight the beauty of 😏 **Alberta** is profiled! @AmazingRaceCDA on CTV @9pm! #RaceCDA **#amazingrace #alberta** #tourism @jessestorey

Watching the premiere of Amazing Race Canada & love that the first destination is to the "Butterfly" Conservatory at Niagara Falls...my FAV! @AsYouHeldOntoMe

On the @AmazingRaceCDA haha make sure you tune in to see #jetanddave in your great city **@TourismCalgary** I will be in Calgary next Monday... @thedaveschram

