

THE AMAZING RACE CANADA

SEASON 2

12 EPISODES
105,377
 TWEETS

E.1 WHAT'S IT TAKE TO GET A CUP OF TEA? (Premiere)
 Last year's premiere of the Amazing Race Canada did very well on social media, with 5,940 tweets about the first show. This year's premiere was still successful, but slightly down from last year at **4,438 tweets**.

E.6 SHE'S THE PIEROGI POOBAH

For the first time, The Amazing Race Canada ran a post-episode show meant to catch up with eliminated competitors and get their perspective on other teams, unknown storylines of the show, and so on. This helped boost overall social-media activity making it the third-most tweeted about episode in Season 2.

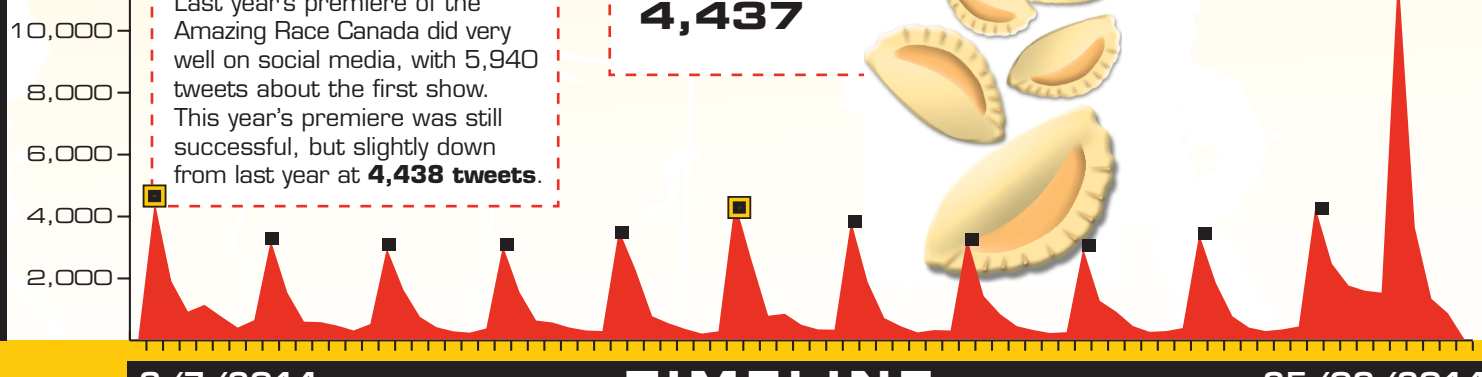
Total tweets, E.6:
4,437

E.12 WHO'S DA BOMB? (Season finale)

Compared to last year's finale, the 2014 season finale saw a 97.1% increase in Twitter activity and a 179% increase from the semi-final episode.

Total tweets, E.12:
11,903

TOTAL # OF TWEETS



8/7/2014

TIMELINE

25/09/2014

TOP TEAMS

RACERS WITH THE MOST TWITTER MENTIONS

In Petro Canada's **#FuelYourFavourite** contest viewers voted **NATALIE AND MEAGHAN** as their favourite team!
fuelyourfavourite.ctv.ca

#1

NATALIE SPOONER & MEAGHAN MIKKELSON
 Relationship: Teammates
 @natspooner5: **14,031**
 @Mikkelson12: **13,371**

#2

MICKEY HENRY & PETE SCHMALZ
 Relationship: Best Friends
 @mickeyandpete: **6,023**
WINNERS

#3

REX HARRINGTON & BOB HOPE
 Relationship: Engaged
 @rexharrington: **3,980**
 @RexAndBob: **3,945**

#4

RYAN STEELE & ROB GODDARD
 Relationship: Co-workers
 @ryanstealeshow: **2,894**
 @rgod2014: **2,795**

#5

CORMAC FOSTER & NICOLE FOSTER
 Relationship: Son and Mother
 @Cormact7: **2,583**
 @FosterNiki911: **2,289**

#6

ALAIN CHANOINE & AUDREY TOUSIGNANT-MAURICE
 Relationship: Dating
 @AlainChanoine: **1,216**

EPISODE RECAP



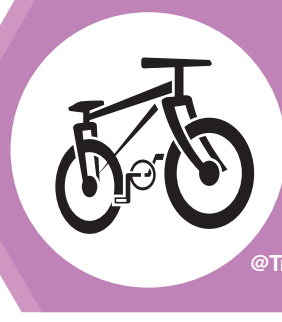
S2,E1 CALGARY + JASPER ALBERTA
 TOTAL TWEETS: 4,483
 LOCATION MENTIONS: 403

Winsport's Canada Olympic Park was the most mentioned tourist attraction.



S2,E3 HONK KONG
 TOTAL TWEETS: 2,936
 LOCATION MENTIONS: 1,243

For the first time in ARC history, the show leaves Canada and Olympians Spooner and Mikkelson win the leg of the race for the third consecutive time.



S2,E5 YUKON
 TOTAL TWEETS: 4,437
 LOCATION MENTIONS: 1,325

There was an outpouring of sympathy and disappointment for Nicole & Cormac who were eliminated at the end of E5. @TravelYukon was the most mentioned tourism organization of Season 2.



S2,E7 NORMANDY, FRANCE
 TOTAL TWEETS: 3,822
 LOCATION MENTIONS: 1,325

Contestants took to the shores of @JunoBeachCentre where they met Canadian veteran Jim Parks—the most mentioned 'tourist stop' of all of Season 2.



S2,E9 MONTREAL, QUEBEC
 TOTAL TWEETS: 2,930
 LOCATION MENTIONS: 822

Despite being in one of Canada's biggest cities, Twitter interaction was down compared to E8 and E7 from this season, and compared to E9 from Season 1.



S2,E11 BAY OF FUNDY, SHEDIAC & HOPEWELL ROCKS NEW BRUNSWICK
 TOTAL TWEETS: 4,266
 LOCATION MENTIONS: 1,231

Natalie & Meaghan win this leg and were also the most popular team on Twitter, being mentioned in 25.3% of all tweets.



S2,E2 TOFINO BRITISH COLUMBIA
 TOTAL TWEETS: 3,193
 LOCATION MENTIONS: 469

Did you know Tofino is Canada's surfing capital? Tofino-related activities got 12 per cent of all the mentions related to the show.



S2,E4 MACAU CHINA
 TOTAL TWEETS: 3,531
 LOCATION MENTIONS: 678

The show experimented with detour hashtags: #CautionPeopleFalling, #stomptit and #stampit amongst them.



S2,E6 WINNIPEG MANITOBA
 TOTAL TWEETS: 4,437
 LOCATION MENTIONS: 1,578

Winnipeg was the second most tweeted Canadian city of Season 2 with 1,311 mentions.



S2,E8 PARIS, FRANCE
 TOTAL TWEETS: 3,268
 LOCATION MENTIONS: 701

The episode wrapped up with a marriage proposal from Alain Chanoine to Audrey Tousignant-Maurice at the finish line in the city of love.



S2,E10 CHARLETTETOWN PRINCE EDWARD ISLAND
 TOTAL TWEETS: 3,393
 LOCATION MENTIONS: 1,519

This week's episode saw a 15.8% increase in Twitter interaction from the previous week. There's really only one explanation: Everybody loves PEI.



S2,E12 OTTAWA ONTARIO
 TOTAL TWEETS: 11,903
 LOCATION MENTIONS: 1,857

Both Ontario. Yours to Discover and Ottawa Tourism encouraged people to visit various locations, such as the @Deifunbunker museum—the second most mentioned tourist attraction of S2.

TOP INFLUENCERS BY FOLLOWERS

- LollyDaskal **771,584**
- CanadiensMTL **616,685**
- CP24 **595,229**
- VanCanucks **548,010**
- globeandmail **495,574**
- ThatEricAlper **469,867**
- tsnjamesduthie **348,082**
- CDNOlympicTeam **299,772**
- gramilano **276,663**



Vancouver Canucks
 @VanCanucks

Congrats to both BC teams on top 4 #RaceCDA finish. Had to replace those @NHLJets jerseys ;)



TOP HASHTAGS

- #RaceCDA **52,500**
- #ACWinTheWorld **11,988**
- #AmazingRaceCanada **4,643**
- #canada **2,074**
- #News **2,032**
- #CongratsMickeyAndPete **1,972**
- #AfterTheRace **1,520**
- #OurCanadianHeroes **1,465**
- #Mexico **1,411**
- #SouthAmerica **1,396**

TOP INFLUENCERS BY RETWEETS

- NO. 1**
- AmazingRaceCDA**
18,478
 RETWEETS
- 2 smitharyy ----- **1,783**
 - 3 Mikkelson12 ----- **1,635**
 - 4 natspooner5 ----- **1,295**
 - 5 tyleronemo ----- **1,279**
 - 6 CTV_Television ----- **555**
 - 7 AirCanada ----- **471**
 - 8 Cormact7 ----- **266**
 - 9 jonmonty ----- **262**

TOP INFLUENCERS BY POSTINGS

- RexAndBob** ----- **1,076**
- jinderatwal ----- **915**
- LarryWong84 ----- **880**
- rexharrington ----- **876**
- FosterNiki911 ----- **829**
- mlysakow ----- **722**
- AmazingRace_New ----- **710**
- AmazingRaceCDA ----- **703**
- Cormact7 ----- **577**

TOP MENTIONED SPONSORS

AIR CANADA **12,887** | CHEVROLET **441** | DQ **623** | Scotiabank **354**



Air Canada's **#ACWinTheWorld** Contest put it at top of the most tweeted sponsor's list. With each episode viewers had a chance to enter to win a trip to a variety of destinations: wintheworld.aircanada.com