

CTV's

THE AMAZING RACE CANADA



The journey

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



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?

<p>1 Hal Johnson and Joanne McLeod (6th place)</p> <p>30% of mentions Hometown(s): Oakville, Ont. Twitter handle: @BodyBreak</p>	<p>2 Jet Black and Dave Schram (4th place)</p> <p>28% of mentions Hometown(s): London, Ont. Twitter handles: @TheJetBlack @TheDaveSchram</p>	<p>3 Jody Mitic and Cory Mitic (2nd place)</p> <p>17% of mentions Hometown(s): Ottawa/Edmonton Twitter handles: @JODYMITIC @MiticTheCritic</p>
<p>4 Tim Hague Sr. and Tim Hague Jr. (Winners)</p> <p>16% of mentions Hometown(s): Winnipeg, Man. Twitter handles: @TimTimeARC</p>	<p>5 Vanessa Morgan and Celina Mziray (3rd place)</p> <p>9% of mentions Hometown(s): Ottawa, Ont. Twitter handles: @VanessaMorgan @CelinaBallerina</p>	

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

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

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

Curious about the #Toronto landmarks you saw on last night's @AmazingRaceCDA finale? Check them out here: http://ow.ly/oXeh7 #RaceCDA @ShareOntario

The big finale of @AmazingRaceCDA is on tonight. We would love to see it come to #Ottawa in 2014! #RaceCDA #Canada @CTV_Television @OttawaConvCentr

Many to choose from ^ML RT @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/J1TQXLA0Aa Seriously sooo much fun at the @INTERAC Challenge today! @TheTwinzz

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

Air Canada is always on time and unaffected by weather on @AmazingRaceCDA. @CanyonDentalCen

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

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

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

I wanna go to @VisitNovaScotia: @AmazingRaceCDA is a pretty genius tourism ad @613jess

Capital L-LOVE the #BBMforAll ad on the @AmazingRaceCDA! Great job @BlackBerry! @mohsinjeelani