



December 13, 2022

Dear Airline Managers,

With the busy winter travel season fast approaching, we are asking for your support to promote Advance CBSA Declaration in ArriveCAN, which will improve the air travel experience for millions of passengers flying into Canada's airports. We have a variety of key messages and communications products available to help you promote this feature.

How Advance CBSA Declaration works

Using the ArriveCAN web or mobile app, travellers can make their customs and immigration declaration to the Canada Border Services Agency (CBSA) up to 72 hours in advance of their arrival in Canada. Early usage data has shown it is 30% faster at the arrivals kiosk or electronic gate (eGate) when travellers use Advance CBSA Declaration. Advance CBSA Declaration is already available to travellers arriving on international flights at the following Canadian airports: Toronto Pearson; Montreal-Trudeau; Winnipeg Richardson; Vancouver International; Halifax Stanfield, and Quebec City Jean Lesage. In the coming months, the feature will be further expanded and become available to travellers arriving in Canada at the Calgary, Edmonton, Billy Bishop Toronto City, and Ottawa Macdonald-Cartier international airports.

How we can work together to get the message out

You know the best way to reach your passengers – whether this is via a check-in reminder text, reminder note in an email or a booking confirmation, through social media posts, or through an in-flight promotional video.

Here is how we can support you - [in this Google drive folder](#), you will find:

- Bilingual key messages that you can use to promote Advance CBSA Declaration to your passengers;
- A 30-second video that we can supply to you in the format you need to play it on board your flights or share it with your passengers via social media or your passenger travel tips for travelling to Canada;
- Business-card size handouts with QR codes that directly link passengers to Advance CBSA Declaration;

- Promotional banners, digital display signage and poster files that can be printed locally and displayed at your check-in, baggage claims, customer service or departure desks.

Please contact us at CBSA.RTA-TAMA.ASFC@cbsa-asfc.gc.ca with any feedback, questions or concerns you may have, and to discuss next steps. Thank you for your ongoing collaboration and we look forward to hearing from you soon!

CBSA Advance Declaration Team
Canada Border Services Agency