



Our vision

- Inspire the world to explore Canada.

Our mission

- Harness Canada's collective voice to grow tourism export revenues.

Our goal

- Grow tourism export revenues for Canada in markets offering the highest return and where the Canada brand leads.

Our values

- Act with integrity
- Be creative and seek opportunities to innovate
- Collaborate to achieve common goals

Who we are

Destination Canada is Canada's national tourism marketing organization. A federal Crown corporation of the Government of Canada, we lead the Canadian tourism industry in marketing Canada as a premier four-season tourism destination where travellers can enjoy extraordinary experiences. We provide a consistent voice for Canada in the international tourism marketplace.

Our vision is to inspire the world to explore Canada. As tourism is one of the world's fastest-growing sectors, it is strategically important for the country to generate export revenues that provide new dollars to the Canadian economy. Through effective tourism marketing and promotions supported by aligned market research, we help to create jobs and generate wealth for Canadians by stimulating demand for Canada's visitor economy.

With our partners in the tourism industry and the governments of Canada, the provinces and the territories, we promote Canada's extraordinary experiences in 11 countries around the world, conduct market research, offer stunning visuals through the Brand Canada Library and provide resources to help industry leverage Canada's successful tourism brand, "Canada. Keep Exploring".

Marketing Canadian tourism globally

Our current approach targets the Americas (US, Mexico and Brazil), Europe (UK, Germany and France), Asia (China, India, South Korea and Japan) and Australia. Our regional hub structure allows us to be nimble and opportunistic—easily able to adjust our marketing programs to reflect changing market conditions and to capitalize on new marketing opportunities as they arise.

By implementing a targeted, research-based approach to marketing, we develop and implement marketing strategies that are relevant to customers' individual needs and the personal experiences that they are seeking in their travel destinations.

Our 2014 results

Overall, 2014 measured marketing activities:

- Generated 432,000 travellers through our consumer marketing and travel-trade partnerships
- Generated an estimated \$667 million in tourism export revenue through our marketing efforts
- Generated \$258 million in revenue by Business Events Canada by attracting meetings, conventions and business travel to Canada
- Generated an estimated \$122 million in federal tax revenue
- Supported 7,500 Canadian jobs.

Our 2015-2019 strategy

Objectives:

1. Generate demand for Canada's visitor economy.
2. Support Canadian tourism businesses to sell Canada in international markets.
3. Advance corporate excellence and efficiency

Our activities

Direct-to-consumer advertising

Direct-to-consumer advertising is the most effective way to influence demand for Canada as a vacation destination. We are leaders in engaging consumers via social media, as well as making effective use of broadcast, newspapers, magazines, billboards, e-marketing and database marketing in our campaign mix. We run our advertising and marketing campaigns in partnership with key private- and public-sector tourism partners.

International and domestic media and public relations

Our media and public relations activities develop key relationships with media to influence positive coverage of Canada. Key activities include organizing experiential travel for international media, providing broadcast-quality video, images and information via our [Media Centre](#) that result in stories about Canada. www.canada.travel/media/

We also engage with domestic business and travel-trade media, plus Canadian tourism-industry stakeholders, through News Releases and weekly [CTC News](#) updates that cover tradeshow, latest research, competitive intelligence, new marketing campaigns and more. Subscribe at www.canada.travel/news

Travel trade

We work directly with overseas travel companies to develop and sell Canada as a vacation destination. Travel agents who understand Canada's tourism products are much more likely to influence consumers to visit Canada. To this end, we educate international travel agents and tour operators about Canada and Canadian products through our [Canada Specialist Program](#). We also influence tour operators to include Canada in their sales offerings in competition with other destinations around the world. www.canada.travel/csp/



Business Events Canada

Our [Business Events Canada](#) program operates in five markets (US, UK, France, Germany and Belgium), generating meetings, conventions and incentive-travel opportunities for various private- and public-sector Canadian partners that result in eventual bookings. This provides economic benefits to the destinations themselves and, in the long-term, creates greater awareness of Canada and the brand among meeting planners and influential senior executives and CEOs. www.canada.travel/meetings



Our research

Our [research program](#) is known around the world as a leading innovator in tourism research. The research conducted has been a fundamental catalyst to the success of Canada's visitor economy and in giving Canada's tourism a competitive edge. Timely, credible, and relevant business intelligence has been at the forefront to support effective strategic business decisions. www.canada.travel/research

Social media

Social media is an important element of our overall marketing strategy and enables us to reach influencers and consumers. Our focus is on being present where travellers are speaking with travellers and supporting those conversations. We showcase Canada travel photos, videos and story ideas to strengthen Canada's position as an exceptional travel destination.

Canadian Signature Experiences

The [Canadian Signature Experiences](#) (CSE) collection differentiates Canada from our competitors by



highlighting the travel experiences that exemplify Canada's brand—experiences that are memorable and authentic—engaging targeted high-spending international travellers with our people, geography and culture. This highly successful program has shifted travellers' perceptions about Canada so that they see us as a unique destination with more to offer than they imagined. These exceptional tourism products help make Canada the destination of choice and in turn, generate tourism revenues and jobs. www.canada.travel/cse

Connect with Destination Canada on social media

- Facebook: www.facebook.com/keepexploring
- Twitter: www.twitter.com/DestinationCAN
- YouTube: www.youtube.com/canadiantourism
- Instagram: <http://instagram.com/explorecanada>
- LinkedIn: <http://www.linkedin.com/company/destination-canada>

Canada's tourism brand

The "Canada. Keep Exploring" brand captures the authentic and inviting personality of Canadians while emphasizing a strong sense of place. It motivates and inspires travellers to see Canada as a destination where they can experience something extraordinary every day.

