



2023 Tourism Corridor Strategy Program FAQs

Program Specifics

What is included in the program?

The Tourism Corridor Strategy Program includes Destination Canada's Destination Development Team hiring a consultant to co-create and deliver a strategy, implementation plan, and financial plan to support the development of a tourism corridor in collaboration with our partners.

What is the timeline for the program?

This program is scheduled to be completed by the end of 2023.

What are the benefits of participating?

- The program is a mechanism to bring stakeholders together, such as community, infrastructure, transport, accommodation, parks, fisheries, culture and heritage, labour, UNESCO etc., to organize and develop collective actions that are beyond individual reach.
- A well-defined strategy improves and builds the case for investment via a prospectus that can be used to further attract innovation and investment for communities and regions.
- Collaborative planning on a tourism corridor is more likely to consider economic, social, cultural, and environmental impact for destinations.
- The Tourism Corridor Strategy Program creates an opportunity to plan from the perspective of the guest and private sector (entrepreneurs, tour operators, etc.) without being limited by municipal, regional or provincial boundaries.

How does collaborating with a neighboring province/territory benefit my destination?

Communities within a corridor share many features and characteristics, including infrastructure, amenities, suppliers and guests. By taking collective action, destinations are more likely to increase efficiency, increase exposure and visibility, share resources, diversify their tourism offerings, improve guest experience and increase competitiveness.

Where did the initial list of corridors come from?

Our team developed an initial list of opportunities based on research and partner input in 2022.

Who will lead the corridor strategies?

Each selected corridor will determine a project lead or co-leads and that person(s) will work in partnership with Destination Canada's Destination Development Team. Please note there will be a maximum of one lead per Province or Territory.

Partner Commitment

What is the commitment required from the selected corridors?

If your corridor is selected, please be prepared to commit human resources to this project, including but not limited to final consultant selection (where possible), determination of process, timeline, and desired outcomes, sharing of research and resource documents, monthly status meetings and assistance with any community engagement sessions. The commitment is estimated to be approximately 30-40 hours over the course of the year.

Will partners have to contribute funding?

The corridor project leads may incur costs related to in-person engagement or consultation. As well, corridor partners will have in-kind costs in the way of staff hours throughout the process as outlined above.

Will Destination Canada support with Indigenous community relationship building?

It is the responsibility of the corridor partner to identify communities that should participate in project and related stakeholder engagement sessions and workshops. This includes both cities and municipalities and Indigenous communities in the area. By engaging and leading authentic workshops where all voices are welcomed and heard, it should result in stronger relationships moving forward. When appropriate, DC along with the consultant will support relationship building including indigenous community relationship building.

Corridors

What is a corridor?

A corridor connects a concentration of similar businesses or institutions together, creating synergies that drive regional economies by leveraging each other's resources and customers. Collectively they create greater overall demand for their product and give even more reasons for visitors to travel through the area.

How big can a corridor be?

There is not a recommended size for a corridor. However, it is important that all participants and communities are engaged, aligned in the corridor's objectives, and represent the value chain of the tourism sector – which includes industries that fall outside tourism.

Does a corridor need to be connected geographically?

Yes – corridors are geographically concentrated and inter-connected by the flow of goods and services.

Why is Destination Canada focusing on corridors?

Destination Canada can play role in corridor development by facilitating connections and leveraging federal and national partners to encourage engagement and build a more robust network of resources. The cluster and corridor-based approach is informed by theoretical approaches and best-practices from around the globe. For more information, please see the following links:

- [Using Cluster-Based Economic Strategy to Minimize Tourism Leakage, UNWTO](#)
- [Clusters and the New Economics of Competition, HBS](#)

Corridor Selection Process

Why is Destination Canada selecting three corridors?

We have funding for three corridors in 2023 to pilot the program and approach. Our focus will be on corridors that involve cross-boundary collaboration between communities, provinces, and territories so that more partners can become involved, if desired. However, corridors within provinces and territories will also be considered and added to our opportunities list for future years, pending success of the 2023 pilot.

How will the three corridors be selected?

A selection process based on the outlined 10 priority criteria, (section 3.1 in the Program Overview), will allow the DD Team to identify corridors where impact can be enhanced and maximized based on the available resources. For 2023, the focus will be on working with existing corridors with unrealized potential, and opportunities that are cross jurisdictional.

Are corridor submissions confidential?

Corridor submissions will be evaluated by our evaluation team at Destination Canada and shared within the Federal Government. By submitting a corridor submission form, partners consent to Destination Canada sharing the contents of your application with the Federal Government.



Why are corridors that focus on marketing and branding ineligible under this program?

This program focuses on destination development or the supply side of tourism. Marketing and branding are part of demand generation and are therefore not part of this program.

Consultants

Who are the industry experts developing the strategies and plans?

Destination Canada will contract the services of industry experts who will co-create strategies and plans with the selected corridors and their stakeholders. Our intention is to have those corridors selected participate in the selection of the consultant that will lead their strategy process. **However, to participate in the procurement process, any individuals leading the project for their corridor will have to have a fully executed Non-Disclosure Agreement (NDA).** If you are interested in participating in the consultant selection, should your corridor be chosen for the program, please reach out to Jennifer or Erica to get a copy of the NDA.

How will industry experts/consultants be selected?

Destination Canada will lead the procurement process to secure industry experts/consultants and will contract them. Where possible, we will engage corridor project leads in the selection process.

Funding

Will Destination Canada fund the strategy recommendations?

Destination Canada will fund the development of a strategy, implementation plan, and financial plan up to a maximum of \$250,000 CAD (inclusive of taxes) by contracting industry experts/consultants for each corridor project. Destination Canada cannot fund infrastructure or guarantee marketing support upon completion of the program.

How will the \$250,000 be split between the participating communities and provinces/territories?

Funding for this program will be paid directly to the consultant contracted to deliver the strategy, implementation, and funding plan. With oversight from DC, the consultant will work the communities, provinces, and territories, and will be engaged and consulted throughout the process, ensuring that these deliverables are co-created and address the corridor's desire for development. Participating communities may expect to have the consultant and project team visit and engage with their stakeholders.

Corridors Selected for 2023

Which corridors were selected for 2023?

- **Atlantic Canada UNESCO Tourism Corridor:** Brings together the Canadian Commission for UNESCO, Fundy Biosphere Region, New Brunswick, Nova Scotia, Newfoundland and Labrador and Parks Canada to convene diverse stakeholders, foster innovation, and identify a common vision for the future where humans and the environment connect and thrive. Atlantic Canada hosts 13 UNESCO-designated sites that form a network of unique landscapes, rich cultural history and diverse offerings.
- **Sustainable Journey from Prairies to Pacific:** Leverages Highway 3 which is a key interprovincial corridor linking the large urban hubs of Southern Alberta and British Columbia's lower mainland. It offers a collection of cities, resort towns, national and provincial parks, small rural communities, Indigenous tourism experiences, outdoor recreation experiences, agritourism, sections of the Trans Canada Trail, wildlife viewing, culture and western heritage. This corridor will integrate the existing key strategies and experience themes in Alberta and British Columbia to produce a collection of potential investment opportunities, as well as infrastructure enhancements to grow demand and manage visitation in the long term.
- **Northern Indigenous Tourism Lodge Network:** Despite strong demand for authentic Indigenous tourism products and experiences, there is a shortage of tourist accommodations, particularly outside of Whitehorse, Dawson City and Yellowknife. This corridor will build a network to support the development of authentic and unique community-led Indigenous lodges throughout Yukon, Western Northwest Territories and Northern British Columbia. This approach will ensure Indigenous communities have access to the right mix of supports and learnings.

Why were these corridors selected?

These corridors align with Destination Canada's priority criteria and consider business viability and where impact can be enhanced and maximized. Together, they touch on a variety of geographic locations, rural, remote and urban settings and themes such as sustainability, outdoor adventure, culture and Indigenous products and experiences.

How were corridor submissions evaluated?

Corridor submissions were evaluated by Destination Canada's evaluation team. The team reviewed all the corridor submissions received during the intake period. Each corridor was then assessed and ranked for alignment with priority criteria (section 3.1 in the Program Overview) and business viability. Following this, the three corridors meeting the criteria and with the most potential were selected to be part of the 2023 Tourism Corridor Strategy Program.