

TOURISM CORRIDOR STRATEGY PROGRAM OVERVIEW



1.0 | Context

1.1 | Background

In 2023, Destination Canada launched the [Tourism Corridor Strategy Program](#) to contribute to a more resilient tourism industry through accelerated destination development of corridors across Canada. Three pilot corridor projects were selected in the first year: Atlantic UNESCO Tourism Corridor, Sustainable Journeys from Prairies to Pacific, and Northern Indigenous Tourism Lodge Network. The pilots offered an opportunity to navigate corridor development with a diverse range of partners and stakeholders and garner key findings to continue advancing destination development and tourism planning in Canada. Building on the success and learnings of the pilots, Destination Canada is relaunching the program for 2024-2025. For more information on the 2023 pilots please visit the [program microsite](#).

1.2 | The Opportunity

Corridors that cross interprovincial and interterritorial boundaries remain an existing gap and opportunity for Destination Canada to foster collective action and help overcome barriers, namely jurisdictional mandates, in destination development and tourism planning across Canada.

1.3 | What is a Tourism Corridor?

Tourism corridors connect clusters of tourism assets together and provide motivation for visitors to travel through an area. A wine region such as Niagara or the Napa Valley is a tourism corridor. The cluster and corridor-based approach is informed by theoretical approaches and best-practices from around the globe.

Cluster Theory Summarized: The idea that a concentration of similar businesses or institutions create synergies and can drive regional economies by leveraging each other's resources and customers. Collectively they create greater overall demand for their products. A tourism example is a cluster of wineries; because of the geographic concentration, they attract a labour pool, develop winery-based support services and drive more visitation and resiliency than a single tasting room can on its own.

2.0 | Tourism Corridor Strategy Program

2.1 | Program Goal

The **primary goal** of the Tourism Corridor Strategy Program is to contribute to a more resilient tourism industry through accelerated destination development of multiple corridors across Canada. We will achieve this through comprehensive strategic planning that stimulates investment and contributes to the wealth and wellbeing for the people of Canada. Destination Canada's approach to corridor development places an emphasis on accelerating collaboration amongst varying stakeholders within the corridor and, especially between provinces and territories, to strengthen capacity and leadership.

2.2 | Program Objectives

The Tourism Corridor Strategy Program aims to:

1. Catalyze connections, integrate strategies, and align priorities to support shared goals,
2. Cultivate new economic prosperity, attract investments and bring awareness to development opportunities across Canada,
3. Develop capacity to practice regenerative principles and evolve community-led destination development to build socio-cultural vibrancy and environment thriving,
4. Empower destinations to intentionally plan and consider their participation in the visitor economy,
5. Increase authentic and transformational experiences that are distinctly Canadian and valued and explored by residents and visitors.

2.3 | Program Deliverables

With the support of Destination Canada's Destination Development Team and contracted industry experts, partners in the Tourism Corridor Strategy Program will co-create the following three deliverables:

1. **Strategy** to define the vision and aligns resources of corridor partners and stakeholders.
2. **Implementation Plan** to execute the strategy.
3. **Investment plan** to identify gaps; investment and resources needed; investment opportunities; and potential funding sources required to bring the strategy and implementation plan to fruition.

2.4 | Program Funding

Destination Canada will fund the development of the strategy, implementation plan, and investment plan up to a maximum of \$250,000 CAD (inclusive of taxes) by contracting industry experts/consultants for each corridor project.

2.5 | Program Timeline

This program is scheduled to be completed in 2025. The selected corridor projects will kick-off in Summer 2024, beginning with the corridor situational analysis and stakeholder engagement. In 2025, the focus will progress to the development and refinement of the strategy, implementation plan and investment plan.

3.0 Corridor Selection 2024

3.1 | Process

There are three stages in the corridor selection process:

1. **Intake:** through online submission form
2. **Assessment:** against established criteria
3. **Selection:** confirmation with partners

3.2 | Criteria

Corridor projects will be assessed against the following criteria:

- Asset gap fulfilment/opportunity
- Labour implications
- Indigenous inclusion/partnerships
- Regenerative approach
- Community engagement
- Collaboration
- Project team/governance
- Corridor boundaries
- Project readiness
- Project budget/size
- Business viability/market

3.3 | Examples of Potential Corridor Projects

Corridor projects that could be eligible under this program include:

- Improving the supply and connection of culinary experiences through the creation or expansion of a route,
- Connecting points of interest with deep historical significance,
- Enabling the development of outdoor adventure that focus niche experiences,
- Developing opportunities that leverage a new or revitalized highway or transportation route,
- Regional planning and infrastructure that links attractions.

Ineligible Projects: Corridor projects that focus on marketing and branding of products and experiences will be excluded from this program.