

Travellers around the world are telling us they want to explore and live a life that's less ordinary. We've promised these travellers that our country is the place where they can fulfill this dream. Canada's tourism operators are key to delivering on that promise.

The program

Destination Canada is Canada's national tourism marketing organization. We promote Canada in 11 countries internationally, to increase the market potential of every tourism business in Canada, large and small.

Because it's never been more important to stand out in the marketplace, Destination Canada and the 13 Provincial and Territorial Marketing Organizations (PMOs) are building a collection of Canadian Signature Experiences—travel experiences that will be used to show the world what Canada is all about. These experiences can deliver what priority consumers are seeking in a vacation destination.

Canadian Signature Experiences (CSEs) are saleable visitor experiences that respond to travellers' desires to venture beyond the beaten tourist paths. CSEs dive deeper into Canada's natural environment and/or authentic, local culture and connect travellers with places and people that enrich their lives. They engage visitors in a series of memorable travel activities, revealed over time, that are inherently personal, engage the senses and make connections on an emotional, physical, spiritual, intellectual or social level.

Tourism businesses that deliver these engaging experiences are being invited to apply to become part of this collection. Destination Canada and PMO marketing and sales teams will draw on this collection of Canadian Signature Experiences to capture the attention and imagination of consumers around the world, and to entice them to visit Canada *now*.

Program objectives

The Canadian Signature Experiences (CSE) program is a brand alignment and market development program with the following objectives:

- Help change international perceptions of travelling within Canada, and broaden the view of what Canada has to offer as a destination
- Align Canadian tourism operators with Destination Canada's corporate strategy and tourism brand, and with the experiences travellers are seeking
- Create demand for Canada by highlighting export-ready travel experiences that meet target travellers' interests as identified by Destination Canada's Explorer Quotient (EQ) research

- Drive international travellers down the consumer path-to-purchase by showcasing compelling Canadian experiences in Destination Canada's and PMOs' consumer marketing, media relations, social media and trade development activities
- Inspire new product development and packaging with industry, to create travel experiences that respond to Canada's target travellers' motivations
- Increase the number of small and medium sized businesses (SMEs) in international markets

Benefits to members

Although the program benefits differ between CSE members, the key benefits members can expect include:

- Increased sales and global recognition of being in the collection
- Increased international exposure and marketing by Destination Canada through CSE integration initiatives developed and delivered globally by Destination Canada and its PMO partners
- Increased packaging or cross-promotional opportunities with other CSE members
- Strengthened business relationships with the travel trade, and invitations to participate in networking events
- Increased media exposure specific when hosting media FAM trips
- Access to new digital assets through participation in photo and video shoots
- Prestige and marketplace credibility, plus peer recognition

How to apply

Businesses that want to become part of the collection need to apply through their PMO. Visit our [website](#) for the most up to date list of PMO contacts.

For answers to questions or to read the CSE program documentation, visit our [website](#).