

# Canada's Tourism Narrative

## Audience & Channels Quick Guide

### Canadians (under 40)

#### KEY MESSAGE

**Travel Canada authentically and share inclusive stories;** your digital voice shapes the future

#### CHANNELS

INSTAGRAM  
TIKTOK  
YOUTUBE  
CURATED INFLUENCER TRIPS  
PODCASTS & BLOGS  
COMMUNITY AND FESTIVAL ACTIVATIONS

### Canadians (over 40)

#### KEY MESSAGE

**Safeguard Canada's heritage and natural wonders;** local trips power jobs and community pride

#### CHANNELS

LOCAL NEWSPAPERS AND RADIO  
FACEBOOK GROUPS  
TOWN-HALL FORUMS  
PARTNERSHIPS WITH HERITAGE ORGANIZATIONS  
DIRECT MAIL

### Investors

#### KEY MESSAGE

**Tourism delivers resilient, high-return opportunities** backed by 3.8 % GDP growth

#### CHANNELS

INVESTMENT BRIEFS  
INDUSTRY SUMMITS  
REAL-ESTATE EXPOS  
PRIVATE-EQUITY ROUNDTABLES  
FINANCIAL MEDIA

### Tourism Associations / DMOs

#### KEY MESSAGE

**A unified narrative fuels jobs,** guest delight and sustainable growth

#### CHANNELS

MEMBER PORTALS AND NEWSLETTERS  
SECTOR ROUNDTABLES  
WEBINARS  
NATIONAL TOURISM SUMMITS  
GOVERNMENT BRIEFINGS

### Large Tourism Businesses

#### KEY MESSAGE

**Collective voice and data-driven advocacy** lead Canada's tourism renaissance

#### CHANNELS

INVESTMENT DECKS  
TRADE PUBLICATIONS  
C-SUITE FORUMS  
NATIONAL TOURISM SUMMITS

### Tourism SMEs

#### KEY MESSAGE

**Your local impact, globally celebrated;** every job strengthens Canada

#### CHANNELS

CHAMBER EVENTS  
TRADE SHOWS  
EMAIL NEWSLETTERS  
PEER NETWORKS  
TARGETED DIGITAL ADS

### Local Government

#### KEY MESSAGE

**Tourism is a catalyst for prosperity;** protect small-business jobs and fund public amenities

#### CHANNELS

COUNCIL BRIEFINGS  
MUNICIPAL STRATEGY DOCS  
LOCAL PRESS  
COMMUNITY ENGAGEMENT SESSIONS

### Federal Government

#### KEY MESSAGE

**Anchor on national impact:** tourism drives new export wealth, strengthening Canada's trade balance while empowering and uniting every riding with sustainable urban and rural jobs.

#### CHANNELS

PARLIAMENTARY COMMITTEES  
POLICY BRIEFINGS  
MINISTERIAL MEETINGS  
BUDGET SUBMISSIONS  
OP-EDS IN POLICY OUTLETS