

Canada's Tourism Narrative: **FAQs**

GENERAL OVERVIEW

Q1. What is Canada's Tourism Narrative?

A1. It is a national, research-driven messaging framework that re-positions tourism as essential economic and social infrastructure rather than just leisure. The framework provides ready-made language, proof-points, and calls-to-action tailored to every major stakeholder group—DMOs, SMEs, investors, associations, and all levels of government.

Q2. Why was a new narrative needed now?

A2. Public goodwill is already strong—92 % of Canadians are open to welcoming more visitors—yet tourism's full impact (about CA \$130 billion in annual spend and nearly two million jobs) is still under-leveraged in policy, funding, and investment decisions. A unified, data-rich story converts that goodwill into budget allocations, infrastructure investment, and business confidence.

Q3. How was the narrative created?

A3. TIAC followed a four-phase process: stakeholder interviews, a 1,819-respondent national survey, competitive analysis, and multiple workshops. The result is the Narrative Matrix and Implementation Guidelines—each tested with sector leaders before release.

DESTINATION MARKETING ORGANIZATIONS (DMOS)

Q4. How should DMOs integrate the narrative?

A4. Combine your destination's unique story with national proof-points such as the 19.9 million international arrivals recorded in 2024 and the "travel as trade" framing. Insert this language into resident newsletters, stewardship plans, partner toolkits, and media pitches to demonstrate how local success fuels Canada's larger economic and social objectives.

Q5. What tangible results can DMOs expect?

A5. Early adopters report stronger resident sentiment scores, smoother alignment with federal and provincial funding programs, and clearer KPIs—like narrative mentions in municipal strategies and higher community-support indexes.

Q6. Does the narrative replace our local brand?

A6. No. Think of it as a "lift-not-shift" overlay. DMOs remain destination brand stewards; the national frame supplies export-grade data and language that translate national priorities into local resonance while reinforcing DMOs' evolving stewardship roles.

TOURISM SMES

Q7. How can a tourism SME use the narrative tomorrow?

A7. Adopt phrasing like "tourism is Canada's ultimate renewable resource" on websites, menus, and grant letters; quote the CA \$130 billion visitor economy when approaching banks or municipal councils; and share social posts showing how every guest sustains local jobs and culture.

Q8. Will the narrative help me attract and retain staff?

A8. Yes. Presenting tourism as a purpose-driven sector that supports nearly two million livelihoods resonates with Gen Z, newcomers, and mid-career switchers who want value-based work.

Q9. What tools are included in the SME kit?

A9. The download contains copy blocks, social-media templates, an ROI slide deck, a media-pitch checklist, and quarterly webinars. Regional workshops offer hands-on coaching.

TOURISM ASSOCIATIONS

Q10. How can associations leverage the narrative for advocacy?

A10. Use high-value stats—such as tourism generating 13.8 % of Canada’s total service-export revenue—in policy briefs, op-eds, and parliamentary testimony. Unified messaging across newsletters, conferences, and social channels magnifies influence and showcases sector unity.

Q11. Will the toolkit truly unify member messaging?

A11. Yes. Associations are asked to coordinate consistent messaging across their ecosystems. Ready-made slides, talking points, and data tables allow hotels, attractions, airlines, and restaurants to adopt the language verbatim, reducing fragmentation.

LOCAL, PROVINCIAL & TERRITORIAL GOVERNMENTS

Q12. How does the narrative strengthen our infrastructure-funding bids?

A12. Tourism already generates roughly CA \$30 billion in tax revenue that finances parks, arenas, and roads. Highlighting this revenue stream positions tourism-related projects as proven return-on-investment opportunities rather than new expenses.

Q13. How can we win over younger residents who are less supportive?

A13. Share stories centred on values—authenticity, sustainability, Indigenous experiences, and climate action—to bridge the perception gap identified among younger Canadians.

Q14. What riding-level data can TIAC provide to councillors or MLAs?

A14. TIAC offers dashboards with tourism jobs, tax flows, and business counts by electoral district, plus templated “One-Pager” briefs for constituency offices.

FEDERAL DECISION-MAKERS

Q15. How does the narrative advance national trade and reconciliation goals?

A15. Each visitor dollar is new export revenue, strengthening Canada’s balance of trade, while Indigenous-owned tourism experiences—worth CA \$1.6 billion in GDP—advance economic reconciliation and cultural self-determination.

INVESTORS & DEVELOPERS

Q16. Why invest in Canadian tourism now?

A16. Sector fundamentals are strong: tourism GDP grew 3.8 % in 2024, domestic demand reached CA \$98 billion, and international arrivals rebounded to 19.9 million. Combined with Canada’s stable regulatory environment, the industry offers a low-risk, high-return climate.

Q17. Which statistics best strengthen an investment pitch?

A17. Reference the CA \$130 billion visitor-spend market, the CA \$98 billion domestic demand floor, and the finding that 29 % of surveyed investors favour “development of new experiences.” These figures show both scale and diversification potential.

IMPLEMENTATION & MEASUREMENT

Q18. How will success be measured?

A18. TIAC will track narrative use in media, policy documents, and association communications; monitor resident-sentiment trends; and measure private-capital flows into tourism zones. Stakeholders can adopt the same KPI dashboard included in the toolkit.

Q19. Where can I access the full toolkit and training schedule?

A19. All templates, slides, and webinar dates are available on TIAC’s member portal. Quarterly sector roundtables and one-on-one advisory sessions can be booked with TIAC.