

# Federal Government

**For the federal government, tourism is both a high-value export and a unifying national force. Every international visitor dollar builds fiscal resilience, while your leadership and investment amplify its economic impact, connect regions, and operationalize reconciliation through meaningful Indigenous partnerships.**

## Audience Overview

Ministers, MPs, deputy ministers, federal bureaucrats, and national agencies, including cross-party actors and key committees shaping national policy and funding.

## Why They Matter

They set funding priorities, regulatory frameworks, and recovery strategies that can advance or hinder development. Cross-department buy-in integrates tourism into broader planning. Clear messaging secures long-term support through economic or political shifts. Policymakers amplify the narrative in speeches, budgets, and strategic plans.

## Key Messages

- 1. A high-value export driving Canada's trade balance.**  
Every international visitor dollar is new wealth, strengthening service exports and fiscal resilience. Travel is a fast-return direct investment in Canadian communities.
- 2. Unite regions and strengthen Confederation.**  
Tourism connects diverse regions, celebrates a multicultural identity, and builds pride and cohesion. Visible leadership scales impact, including reconciliation through investment with Indigenous initiatives.

## Proofpoints

Tourism framed as services export and essential national asset.

### KEY MOTIVATIONS

Economic growth, competitiveness, and national impact

Alignment with broader policy priorities

Riding-level wins and political capital

### CALL TO ACTION

Integrate tourism into economic policy

Increase sector funding and strategic visibility

### MAIN CHANNELS

Advocacy meetings

Policy briefings & submissions

Parliamentary committees & consultations

Op-eds in policy outlets

### KPIs

Policy references to tourism

Ministerial statements featuring tourism data