

# Tourism Associations

For tourism associations, their alliances, advocacy, and data-driven storytelling unite the tourism ecosystem. By adopting and amplifying the national narrative, they elevate Canada’s global tourism brand, secure stronger policy influence, and deliver measurable impact for members across every region and sector.

## Audience Overview

Sector-specific associations from airports to hotels, restaurants to motor coaches, plus partners such as ITAC and Parks Canada.

## Why They Matter

They convene the ecosystem and embed the narrative in dialogue and advocacy. As frontline advocates to the government and media, they need tailored, evidence-aligned messages. With newsletters, events, and social channels, they distribute and align messaging across geographies and sub-sectors. Their insights keep messaging grounded in real-world challenges.

## Key Messages

- 1. Deep collaboration ignites unprecedented growth.**  
Build integrated alliances from grassroots to national corporations to unlock innovation and elevate Canada’s global brand.
- 2. Drive evidence-based advocacy, deliver tangible results.**  
Use shared data and story to influence decisions, attract investment, and tackle workforce challenges.
- 3. Empower our members, elevate our sector.**  
Equip members with a data-rich national narrative to secure recognition, investment, and policy support.

## Proofpoints

Association channels extend reach and alignment across the country.

### KEY MOTIVATIONS

- Sector unity and influence
- Tools to support their members
- Demonstrable impact from advocacy
- Relevance and leadership

### CALL TO ACTION

- Champion the narrative to government, members and media
- Coordinate consistent messaging across the ecosystem
- Provide feedback and insight on adoption

### MAIN CHANNELS

- Industry newsletters and member portals
- Sector roundtables and conferences
- National tourism summits

**KPIs**      Broad uptake of the narrative by member organizations      Narrative included in association advocacy materials