

Destination Marketing Organizations (DMOs)

Beyond promotion, DMOs are vital builders of prosperity, pride, and trust. By integrating the national narrative into branding, they strengthen destination identity, foster resident support, celebrate Indigenous storytelling, and highlight long-term benefits like jobs, infrastructure, and sustainability.

Audience Overview

Destination Marketing Organizations at the local, regional, and provincial level.

Why They Matter

DMOs control brand platforms, campaigns, and visitor-facing content, improving consistency and relevance. They bridge industry, government, and the public. Many are moving toward stewardship and need storytelling that highlights long-term benefits like sustainability, jobs, and infrastructure. They are well placed to pilot and refine narrative tools.

Key Messages

1. Be the indispensable catalyst for local prosperity and pride.

Your role extends beyond promotion. Build communities, enable growth, celebrate Indigenous storytelling, and make your destination a beacon of Canadian hospitality and innovation.

Proofpoints

DMO control of brand and channels positions them to align local and national storytelling.

KEY MOTIVATIONS

Brand strength and visitor growth

Community support and trust

Operational alignment with partners

Tourism seen as a valued contributor locally

CALL TO ACTION

Integrate the narrative into destination branding

Share local proof points to enrich the national story

MAIN CHANNELS

Industry and stakeholder updates

Sector roundtables and conferences

KPIs

Enhanced resident support metrics

Participation in national storytelling initiatives