

Tourism Small & Medium Enterprises (SMEs)

As the heartbeat of Canadian tourism, every guest SMEs serve, every job you create, and every supplier you support strengthens the nation. Their creativity, resilience, and authenticity power memorable experiences and drive vibrant local economies from coast to coast.

Audience Overview

Local operators, accommodations, guides, artisans, restaurants, transport providers, experience creators, and Indigenous businesses.

Why They Matter

SMEs are the majority of tourism businesses and essential to employment and innovation. They are the face of Canada to most visitors and natural carriers of the narrative. They are sensitive to policy shifts yet benefit most from targeted support, tools, and recognition. Equipped with cohesive messages, they can communicate value to residents and policymakers.

Key Messages

- 1. Your local impact, globally celebrated.**
Every job, every guest, every supplier you support builds a stronger Canada.
- 2. You are the heartbeat of Canadian tourism.**
Creativity and grit power every unforgettable experience. A shared national story helps your business shine and connect with travellers seeking authenticity.

Proofpoints

SMEs anchor frontline experience and innovation in every community.

KEY MOTIVATIONS

Profitability, visibility, and ease of doing business

Regulatory support and market access

Recovery and growth

CALL TO ACTION

Use messaging to advocate and promote their value

Participate in associations and community engagement

Collaborate on regional storytelling

Partner with Indigenous suppliers and creators; credit cultural knowledge

MAIN CHANNELS

Email newsletters

Chamber of Commerce events

Trade shows and webinars

KPIs

Increased SME engagement in advocacy or associations

Use of messaging tools