

Large Tourism Businesses

The scale of Large Tourism Businesses anchors Canada’s visitor economy, generating billions in GDP, creating careers, and strengthening Canada’s global competitiveness. With bold investments and global standards, they fuel stability, sustainability, reconciliation partnerships, and opportunities that ripple across thousands of smaller businesses nationwide.

Audience Overview

Airlines, chain hotels, casinos, attractions and entertainment providers, chain restaurants, real estate developers, construction firms.

Why They Matter

These enterprises anchor the visitor economy, generate billions in GDP, invest in infrastructure, and set ESG and technology standards. Global brands drive demand, offer stable careers, and shape practices through investment, advocacy, and innovation. Their visibility and policy influence strengthen Canada’s brand and unlock reforms that enhance competitiveness.

Key Messages

- 1. United for impact, leading Canada’s visitor economy.**
Every dollar you invest, every global standard you set, and every international traveller you attract strengthens Canada’s position on the world stage.
- 2. Champions of growth and global confidence.**
Trusted brands and bold investments, catalyze pride and competitiveness. Benchmarks in sustainability, technology, and service inspire confidence.

Proofpoints

Spillover benefits for more than 268,000 SMEs; recent multi-billion-dollar investment signals confidence.

KEY MOTIVATIONS

- Predictable returns, scalable ventures, and risk mitigation
- Market intelligence, sector unity, and influence
- Tools for member support and innovation leadership

CALL TO ACTION

- Champion the narrative to government and media
- Coordinate consistent ecosystem messaging

MAIN CHANNELS

- Investment briefs and industry summits
- Real estate expos and private investor roundtables
- Sector conferences and national tourism summits
- Member portals and trade publications

- KPIs**
 - Increased private capital investment
 - Advocacy material inclusion
- Positive investor sentiment
 - Cross-sector partnership development
- Narrative uptake by member organizations