

Maureen Riley

Destination Canada

Riley.Maureen@DestinationCanada.com

Craig van der Merwe

The Update Company

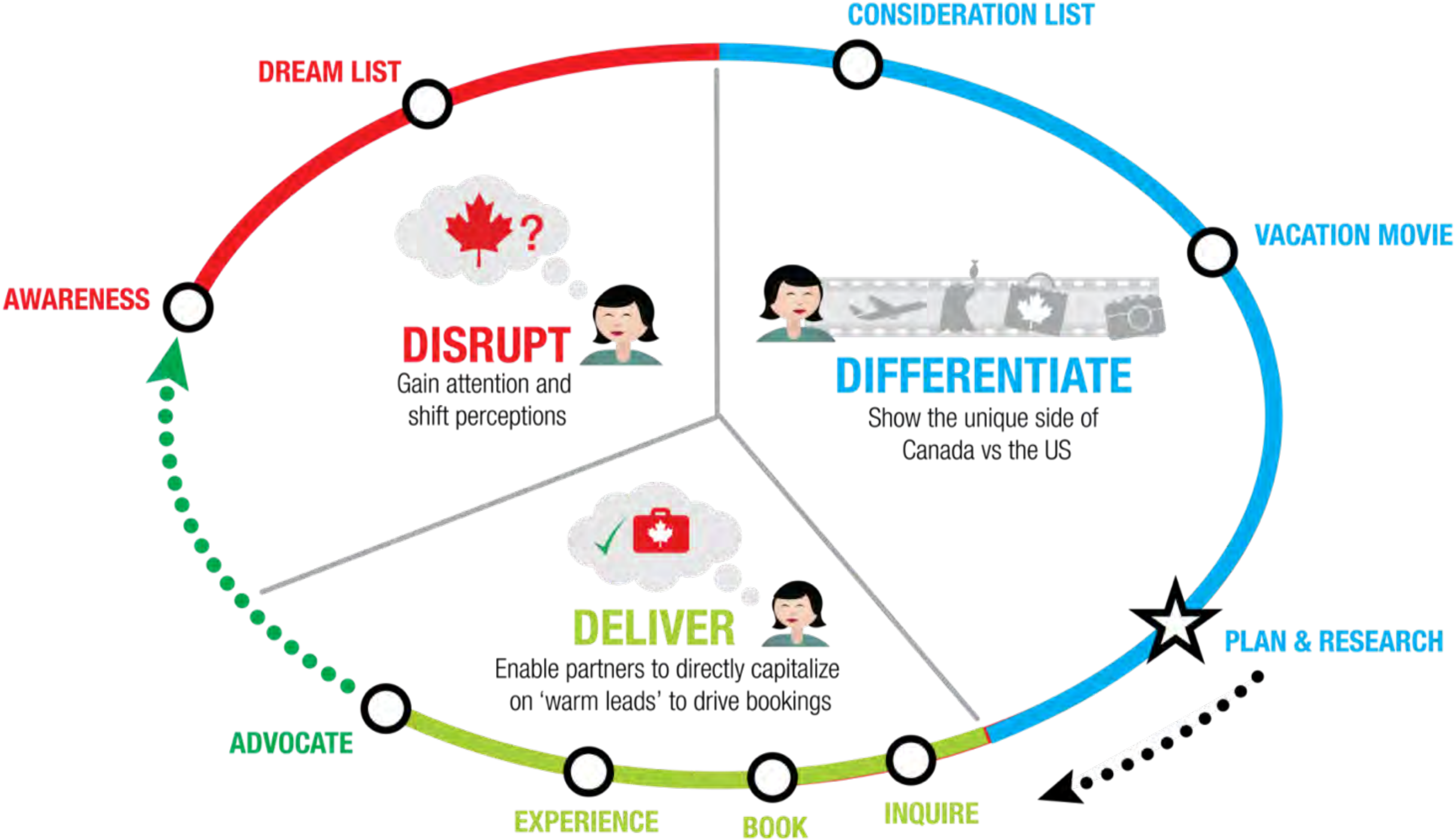
Craig@TheUpdateCompany.com

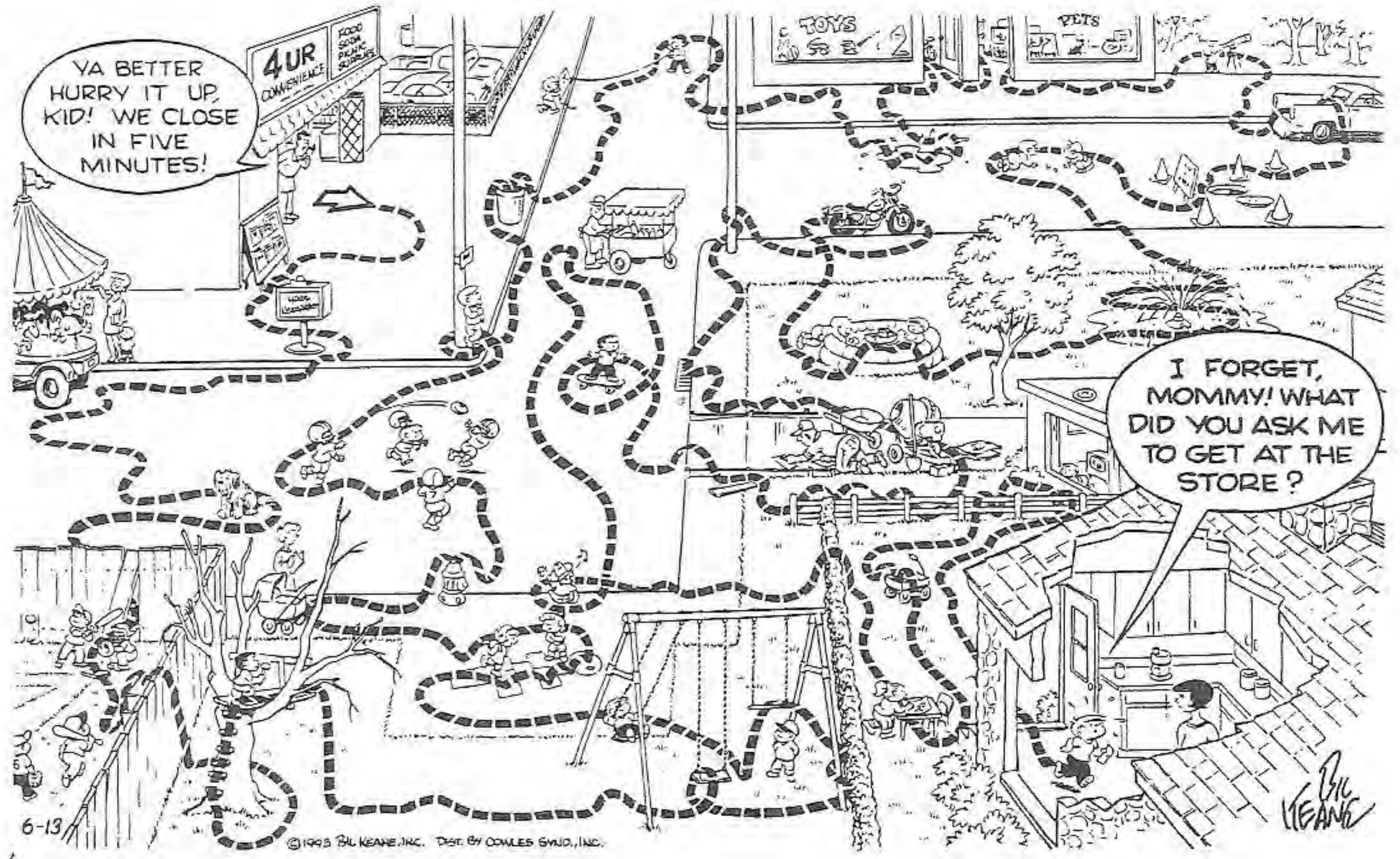


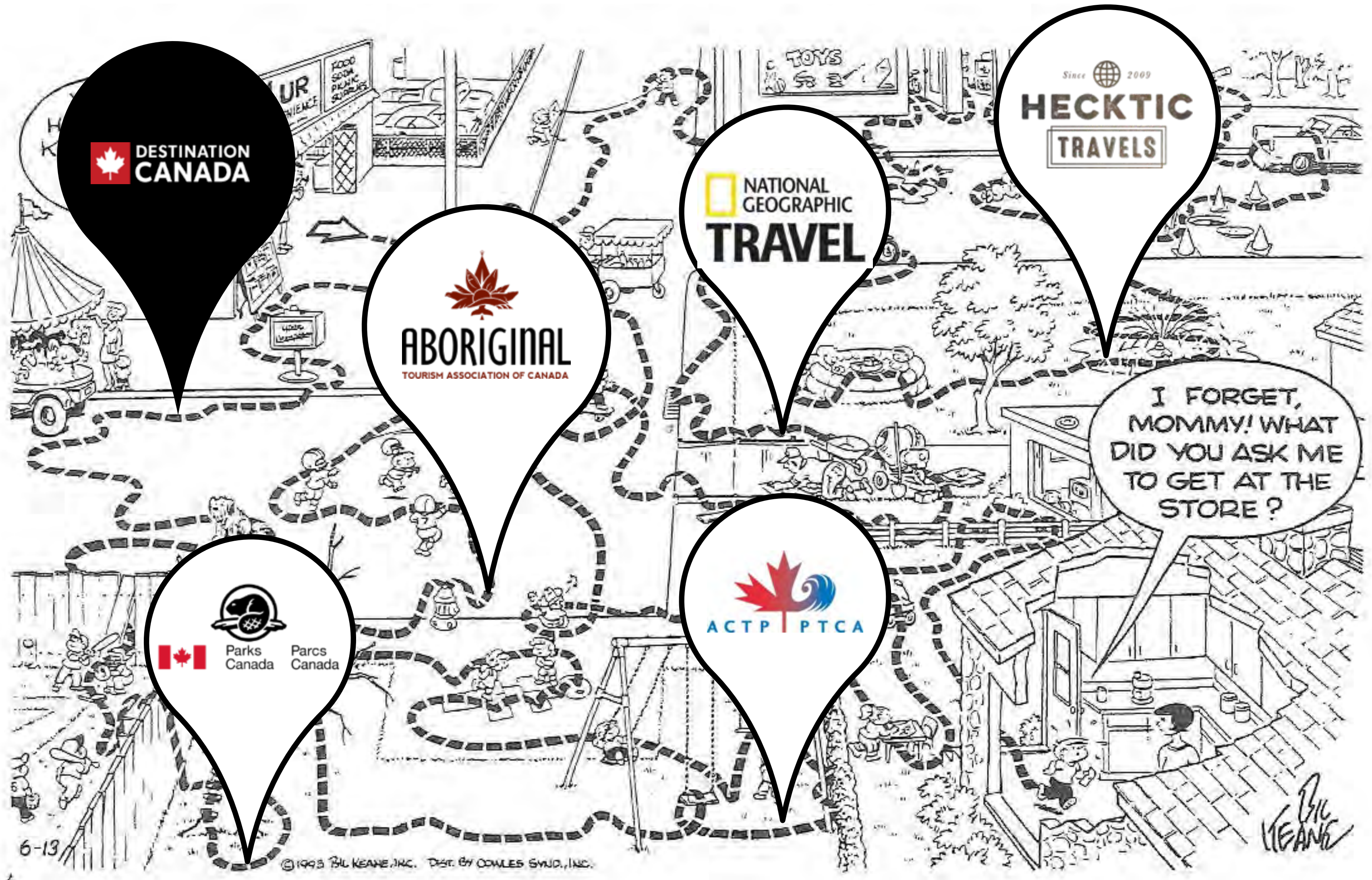
Ambitious Together

2016 International Aboriginal Tourism Conference

Destination Canada Marketing Strategy







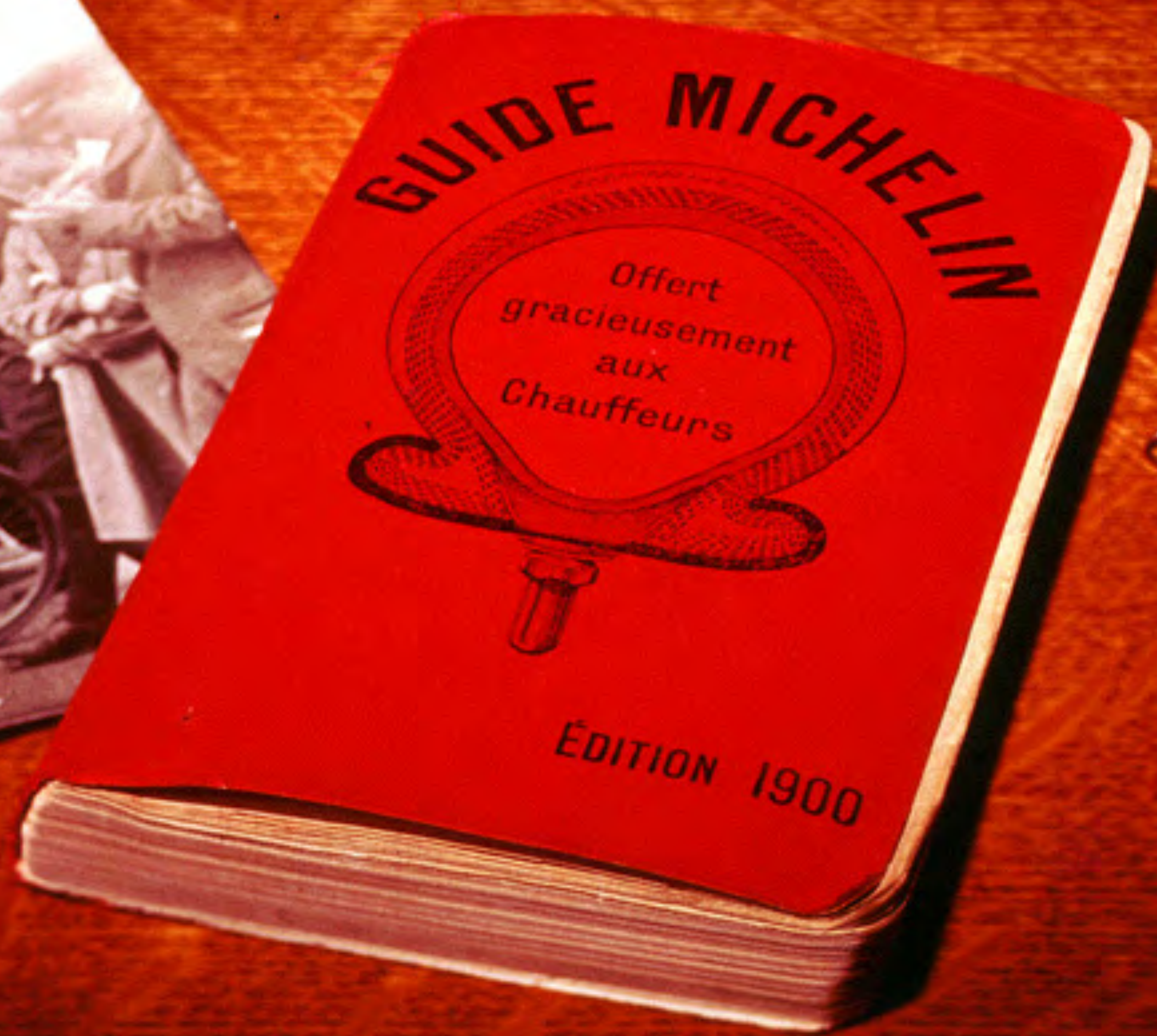
In a complex customer journey...

Our job is to

BUILD PREFERENCE

**for Canada and make the travellers'
choice to visit Canada**

SIMPLE.



A man wearing a straw hat, a white bandana with a black paisley pattern, and a black shirt is kneeling and carving a wooden barrel. He is using a large, curved metal tool. The barrel is made of light-colored wood and has a circular hole cut into it. In the background, there is a busy outdoor market with many people walking around. The ground is dirt. The text "You have the stories..." is overlaid in red on the right side of the image.

**You have
the stories...**

We can help connect you to travellers

**ALWAYS
ON**

**CREATIVE
CANVAS**

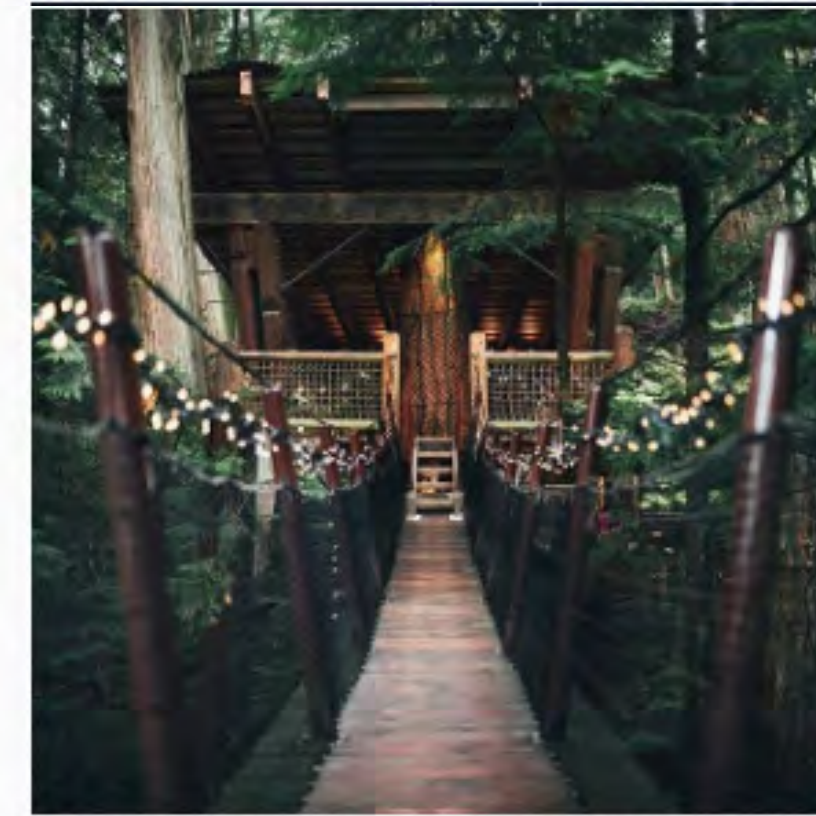
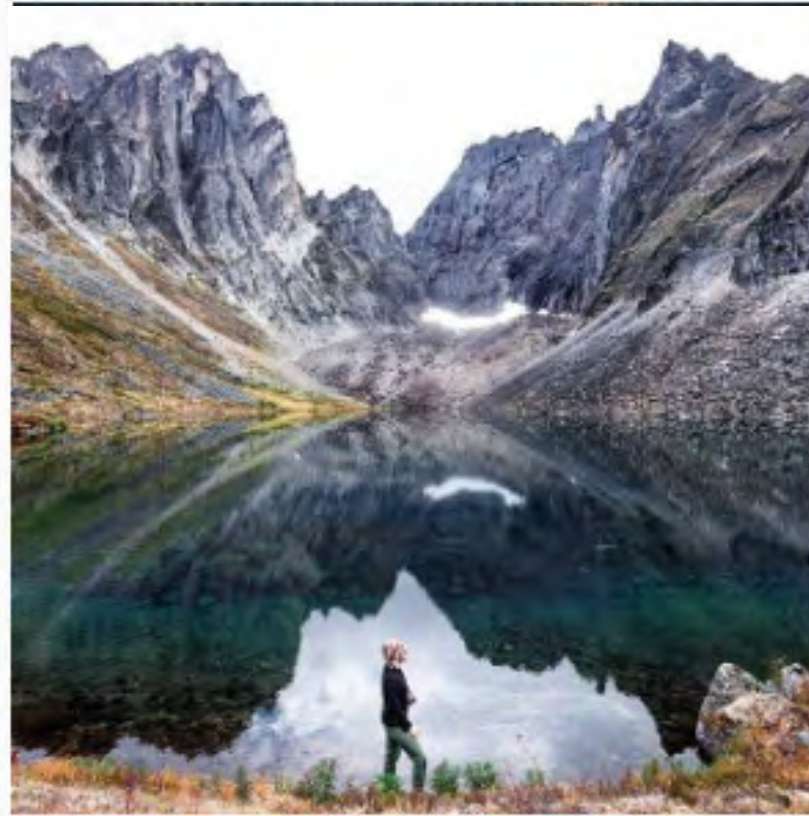


#ExploreCanada

#explorecanada


1,813,552 posts

TOP POSTS



The Power of Sharing



 explorecanada
Teslin, Yukon Territory

12,7k J'aime 46 sem

explorecanada The stunning welcome committee from the Teslin Tlingit Heritage Centre, Yukon. Each animal on these totem poles represents a First Nation clan of the local Teslin Tlingit Council: Kùkhittàn (Raven Children), Ishkìtàn (Frog), Yanyèdi (Wolf), Dèshitàn (Beaver) and Dakh'awèdi (Eagle). Thanks for sharing your visit with us @timber_pt! #ExploreCanada

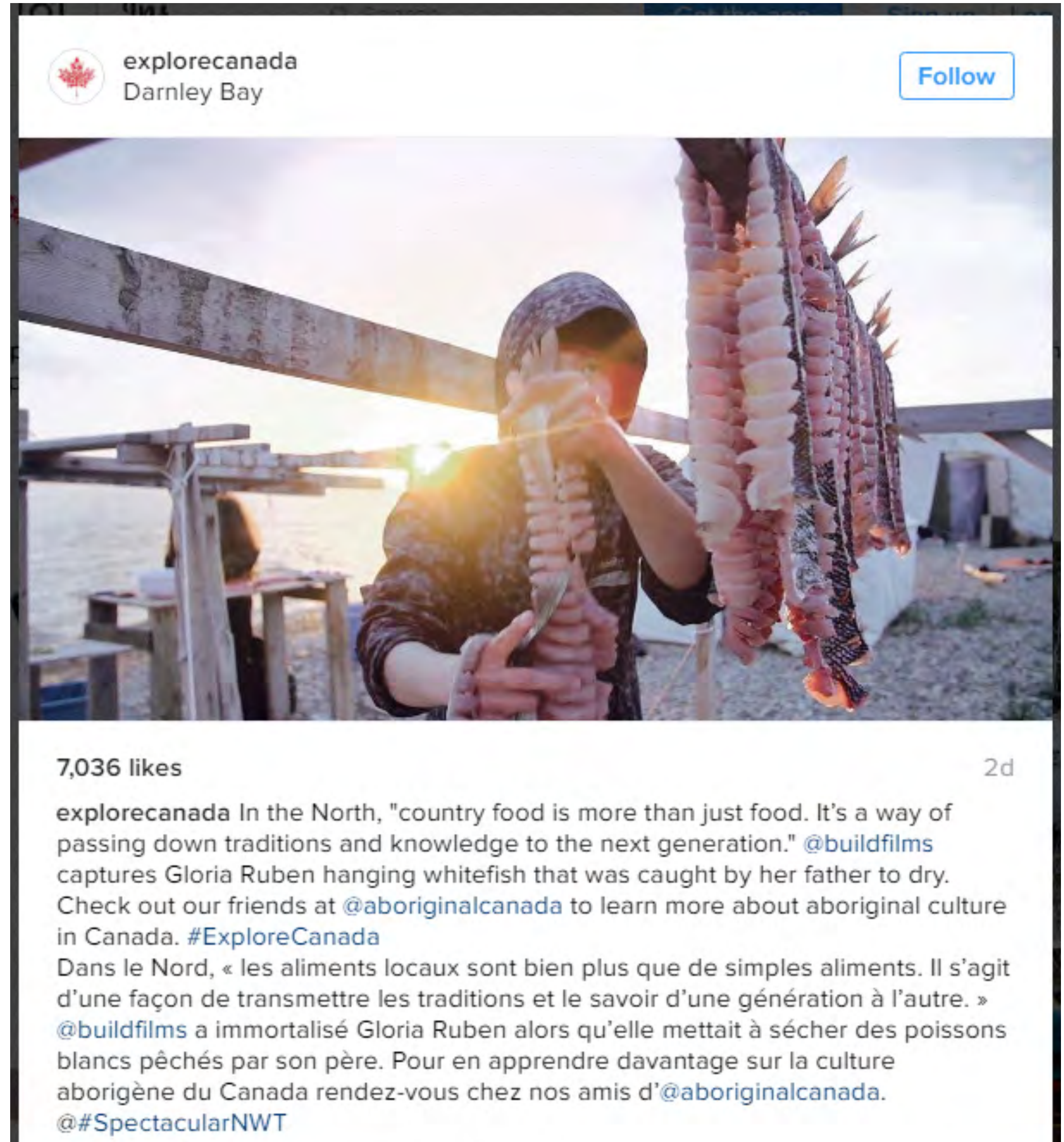
Le superbe comité d'accueil du Centre du patrimoine Teslin Tlingit au Yukon. L'animal de chaque mât totémique représente un clan des Premières Nations du Conseil Teslin Tlingit local : Kùkhittàn (l'enfant corbeau), Ishkìtàn (la grenouille), Yanyèdi (le loup), Dèshitàn (le castor) et Dakh'awèdi (l'aigle). Merci à @timber_pt d'avoir partagé sa visite avec nous! #ExploreYukon

afficher les 125 commentaires

tazlancaster @rachael_kingg ✕

alinegoncalves @elialmeida12 ✕

♥ Ajouter un commentaire... ○○○



Lonely Planet Announcement



Canada Keep Exploring (Default) 😎 feeling fabulous.

October 25 at 3:00am · 🌐

🎉 Lonely Planet has just named us the number one country to visit in 2017! 🎉



968K Views

👍 Like 💬 Comment ➦ Share

👍❤️😱 Valeria Nagy, Simon Ratcliffe and 8.3K others

Top Comments ▾

15,580 shares



GUESTS

Enable your Advocates: Guests

1. Create your own hashtag and encourage guests to share their experience on social media or to leave a review on Trip Advisor.
2. Curate the best photos from your guests into your own accounts and add the hashtags

#aboriginalcanada

#ExploreCanada

Note: Always ask permission before resharing



312 likes

32w

buzzbishop Here's a summer road trip idea: head north, way north, out of Vancouver, and get yourself to the Skeena Valley. From Vanderhoof to Houston to the Hazeltons, this area is ripe for fishing and hunting. Salmon swim up the rivers, trout hide in the lakes, and you are surrounded by mountains and wilderness.

GUIDES



Enable Your Advocates: Employees

1. Communicate to your employees why advocacy is important and keep this message top of mind.
2. Keep it simple:
 - Share a photo or short video clip
 - Use the hashtags
#aboriginalcanada
#ExploreCanada



 matdupoisphoto
Opinaca Reservoir [Follow](#)

185 likes 15w

matdupoisphoto (English follow) Les échanges culturels sont toujours des moments de grande magie lorsqu'on voyage. Imaginez construire un authentique tipi isolé au coeur d'un monde sauvage (un vrai) et partager un repas Crie en discutant autour du feu... / Cultural exchanges are always moments of great magic when traveling. Imagine building an authentic teepee isolated in the heart of a wild world (a real one) and share a Cree meal chatting around the fire ... #osezleNord #eeyouistchee #baiejames #teepee #tipi #north #nord #keepexploring #explorecanada #quebec #cree #crie

sandra.angers.b Incroyable! Avec un tapis d'épinette? Meilleure odeur au monde...

madoraboin6 Magnifique 🍷🍷🍷

lori.888 Sublime

♡ Add a comment...

How can you make
it **easy** for your
posts to be **shared**?



Images and Videos

How can you make
it **easy** for your
posts to be **shared**?

post a great image

something **special** or **cool** or
fun or **beautiful** or **moody** or
exciting or something that
people are looking for



seawolfadventures

Follow

35 likes

15w

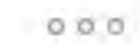
seawolfadventures Giwas (deer) in the sedges.

- o
- o
- o

#seawolfadventures #traveltruthbeauty



Add a comment...





matdupuisphoto
Opinaca Reservoir

Follow

185 likes

16w

matdupuisphoto (English follow) Les échanges culturels sont toujours des moments de grande magie lorsqu'on voyage. Imaginez construire un authentique tipi isolé au coeur d'un monde sauvage (un vrai) et partager un repas Cree en discutant autour du feu... / Cultural exchanges are always moments of great magic when traveling. Imagine building an authentic teepee isolated in the heart of a wild world (a real one) and share a Cree meal chatting around the fire ...

#osezleNord #eeyouistchee #baiejames #teepee #tipi #north #nord #keepexploring #explorecanada #quebec #cree #cree

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madoraboin6 Magnifique 🌟🌟👍

lori.888 Sublime

davibu69 Quelle lumière !!!

Add a comment...





arctickingdomexpe... Follow

75 likes 14h

#arctic #narwhal #wildlifephotography #professionalphotographer #travelstoke #globaltravelers #adventuretravel #natgeo #wildlife #arcticadventure #baffinisland #canada #discoverearth #travelstoke #wanderlust #discoverearth

jmchampion Wow that would be an

Add a comment...



arcticdrive

Follow

35.9k views

1d

arcticdrive Типичная канадская автомойка//Typical Canadian car washer Video by @adamo1979

#arcticdrive

penniman187 @_leamartin

25_rus Лосяши

taintscraper @bread_lift @stealth_fart @andreferland

nikita_sokolov И ведь не отгонишь! Они с лосёнком, подходить опасно

saaska_ispirdienep Сотору биьи тайахпыт лаппа аччыыра буолуо

kamalakandi Как у них язык не прилипает)

pirat7474 Реагент с солью вот они и облизуют

arcticdrive @kamalakandi Там температура - 10'C))

Add a comment...



add details

who/what is in the photo?

what's **happening**?

what's **special** about it?

where was the photo taken?



aboriginalbc

Following

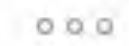
220 likes

5d

aboriginalbc We can't wait until it's Kamloopa Powwow time again! This beautiful cultural celebration happens every summer and is always full of vibrant regalia, mesmerizing music, delicious food and much more!

Photo credit: @maryputnam66
#AboriginalBC #tbt #throwbackthursday
#kamloopapowwow #kamloopa #kamloops
#kamloopsbc #powwow #explorekamloops

Add a comment...



add details

chck yur **speling**

check your **grammar**

lots of **#hashtags**

your #hashtag

your hashtag should be
unique and **consistent** and
support your **brand**

your #hashtag

promote your hashtag
everywhere!

important #hashtags

#AboriginalCanada

#ExploreCanada

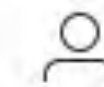
+ your regional DMOs

+ other key influencers

add details

@mention key people

geotag your location



explorecanada
Yukon

Follow

24.7k likes

1w

explorecanada Some sights are so stunning; you really have to see them in person to believe it! 🥰📷

@jonathan_tucker_photography

#ExploreCanada

Certains spectacles sont si grandioses... il faut vraiment les voir en personne pour y croire! 🥰📷

@jonathan_tucker_photography ^{1y}

mallekrvn Magic

meggerrss4 @frano90 let's gooooo 🥰

ymln01 Whoa 🥰🥰

madinnaqueen My goal: future destination

ebbondy @shantalcharette

al_ovsyannikov WoW 🥰👍

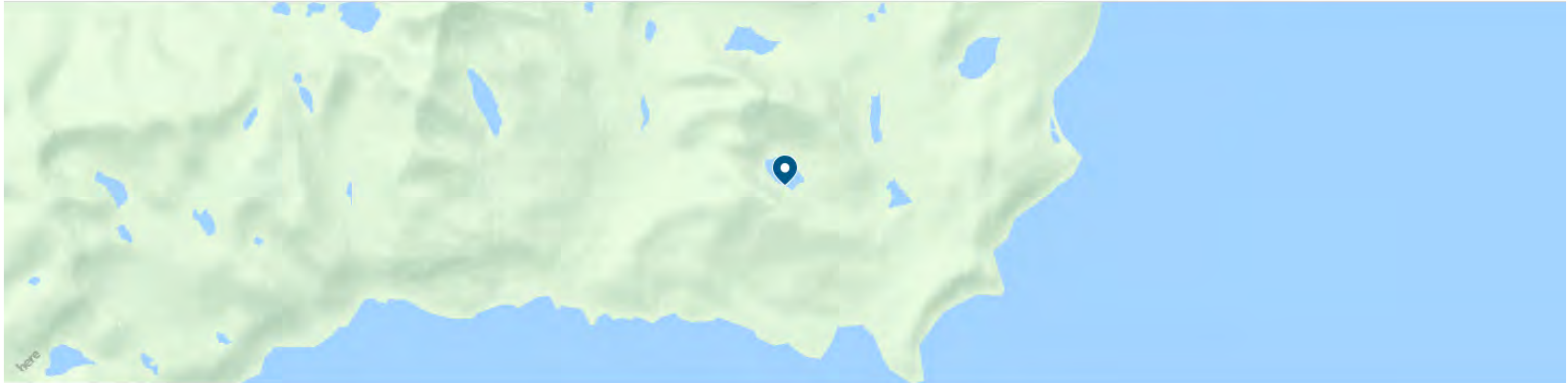
soniastringer @sashabhullar

legendaria Oh my...



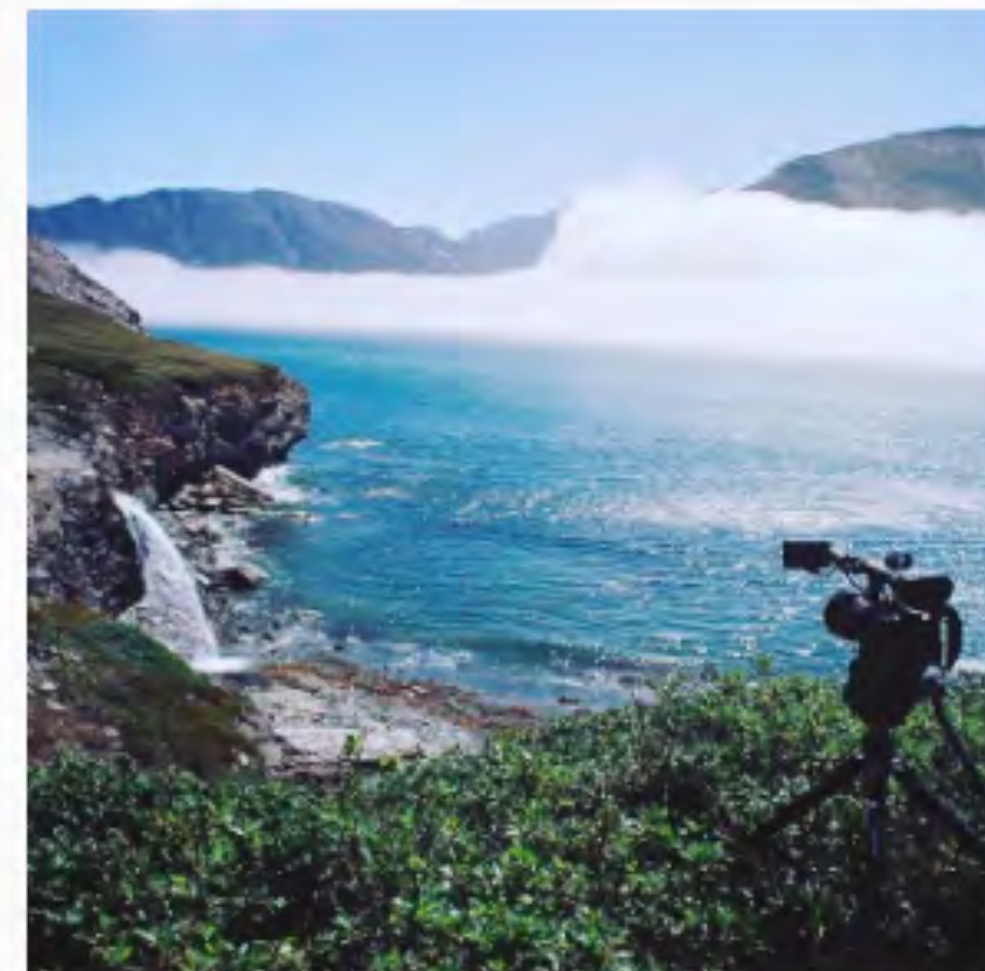
Add a comment...





Torngat Mountains National Park

TOP POSTS



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