

# Canadian Signature Experience Collection

Presentation to IATC 2016



- collection of visitor experiences chosen and managed by the Destination Canada and Canada's 13 PMOs.
- represents large and small companies, as well as rural, urban and remote experiences



**What is the Canadian Signature Experiences collection?**

a purchasable visitor experience that responds to travellers' desires to venture beyond the beaten tourist paths



**dives deeper into Canada's natural environment or authentic, local culture that connects with people and enriches their lives**





**inherently personal and engage the senses**



**make connections on an  
emotional, physical, spiritual,  
intellectual or social level**

# What are the potential benefits of membership?

- Increased international exposure and marketing
- Strengthened business relationships with the travel trade
- Visibility at annual buyer-seller marketplaces
- Increased media and social media exposure





CANADIAN SIGNATURE  
**EXPERIENCES**  
CANADIENNES DISTINCTIVES

