

Webinar June 22 Question and Answers

**Question:**

**Many Indigenous communities are grieving the found bodies at residential schools across the country, and this will continue as more are uncovered. How can the Indigenous Tourism industry respectfully share experiences with Canadian visitors in marketing campaigns but also being mindful of Indigenous communities and Indigenous tourism operators who are grieving? Do you have tips on messaging? Thank you, and amazing presentation! The new branding is great.**

ITAC

We strongly encourage partners to connect with our ITAC marketing team, Chief Marketing Officer [sebastien@indigenoustourism.ca](mailto:sebastien@indigenoustourism.ca). We have prepared many ways to message and support Indigenous tourism respectfully. Yes this latest issue of residential school bodies is tragic but most Indigenous communities and especially Indigenous tourism businesses want to share our stories.

**Question:**

**What role do you think that Indigenous tourism plays in supporting reconciliation? Do you think there will be an increased in demand from the Canadian visitor market due to the recent news of residential schools? Perhaps Canadians wanting to learn more about local Indigenous communities?**

ITAC

Tourism is an extremely powerful platform to support reconciliation. Sharing experiences and learning history about Turtle Island (Canada) is what is going to create more awareness and understanding.

**Question:**

**We are currently working with local Indigenous partners to integrate Indigenous Knowledge and Ways of Knowing into our program. What suggestions do you have for how we teach key points around working with Indigenous Tourism?**

ITAC

Start with reviewing our National Manual for Authenticity and Marketing.  
<https://indigenoustourism.ca/tools-resources/national-guidelines/>

**Question:**

**What's your planned timeline to be releasing winter products/ marketing (realising summer and spring is your current focus)?**

ITAC

ITAC is working on winter promotions and marketing tactics. Our issue is resources to enhance the Original Original campaign. This plan to day reflect the resources we have in place currently only. We are working with partners to continue for 365 days which was our initial vision for this new marketing campaign.

### Parks Canada

Parks Canada generally promotes winter offers beginning in late fall and this year anticipates advertising and promotions to begin around late November and to continue throughout the winter months. Spring and summer promotions and advertising would begin in the winter months

### **Question**

**Are you expecting to see a surge in visits to museums, theatre, cultural attractions? Why or why not?**

### Destination Canada

- We are investing our resources in the most effective way possible, with the greatest reach across the sector.
- We prioritize working with local businesses through our partnerships with local Destination Marketing Organizations and Provincial Marketing Organizations. Please reach out to your local DMO for more information.
- You can also leverage our wide social media reach by using our hashtags #forglowinghearts and #explorecanada so our content team has access to your collateral.
- For example, this summer will be the best hope SMEs had to survive until next season. So we have reallocated funds to stimulate domestic activity.
- Destination Canada just launched its Travels Offers page for consumers which links directly to transportation companies as well as city tourism marketing organizations that are offering hotel and activity packages. If you are interested in participating please send an email to: [traveltrade@destinationcanada.com](mailto:traveltrade@destinationcanada.com).

### Parks Canada

Canada's national historic sites offer a wide range of cultural experiences and are located in town and cities across the country. Parks Canada is working to provide Canadians with opportunities to enjoy these places with meaningful experiences and unique visitor offers. Parks Canada is also working to ensure that these places can support local tourism and be part of post-pandemic recovery.

### **Question:**

**Over here in Germany we respect and accept that the time hasn't come yet to open the borders for Europeans. But as and when you will be able to receive European travellers again: What are your plans to make them feel welcome, given that pretty recently there has been some hostility even against travellers from other Canadian provinces? We want to come back - but we also would want to feel welcome and trusted.**

## Destination Canada

- We closely follow Canadian resident sentiment, including bi-weekly surveys about Canadians' level of welcome to international visitors. We are seeing an encouraging uptick in levels of comfort with international travellers.
- At the same time, a major part of our domestic campaign is to remind Canadians how their local tourism industry enhances their own quality of life by supporting the restaurants, museums and activities they love. Here is our industry anthem video.
- We are working closely with our in-market teams globally to ensure that Canada stays top-of-mind during this pause and we are continuing to cultivate our global travel trade and travel media relationships.
- Finally, we understand that anyone considering travel to Canada is aware of local restrictions and guidelines. We've compiled resources including a user friendly Interactive Map with travel requirements by travel on our consumer page [CanadaNice.ca](#).
- Destination Canada Business Events also has planning resources for event planners.

### **Question:**

### **How can small and medium sized businesses leverage your organizations' marketing investments?**

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## Parks Canada

Parks Canada works with local, regional, and national marketing partners across Canada to support various initiatives targeting domestic and international audiences. We continue to make significant investments in marketing and promotion, and work closely with our partners to support collaborative marketing activities whenever possible. Parks Canada does not tend to lead these initiatives directly, but instead provides support by investing in partner-led

campaigns, hosting familiarization tours for travel trade and travel media, as well as leveraging our digital channels to promote sustainable tourism to our network of over two million active subscribers.

**Question:**

**How can multicultural groups support your strategy and invite their community to explore Canada?**

Destination Canada

- In terms of our work, we believe that tourism is transformational, and that Canada's diversity is our best asset and is what stays with visitors long after they leave.
- Diversity includes a broad range of backgrounds from cultural, age, physical ability, gender, sexual orientation and many others.
- We are committed to expanding the range of perspectives we share on social media, our website and other channels so that our content fully represents all Canadians.
- We know understand that often our links to different cultures can be strengthened through VFR travel. We also know early travelers are likely to be visiting friends and family (VFR) initially. We encourage these groups to use our campaign hashtags #forglowinghearts and #explorecanada to help build confidence for VFR travel through peer-to-peer advocacy and social sharing.
- We also have a domestic postcard campaign where Canadians can invite other friends and relatives living in Canada to visit when the time is right. Visit the website here: <https://www.mypostcard.com/en/designs/destination-canada>

ITAC

We welcome any partners. Start with a conversation with our marketing team to see if there are ways to participate with packages.

Parks Canada

Parks Canada recognizes that new Canadians and multicultural organizations can be powerful ambassadors for encouraging friends and family overseas to come and experience the amazing country they now call home. Parks Canada continues to place special focus on engaging new Canadians and organizations that support them as part of our efforts to eliminate barriers, provide opportunities to learn more about Canada's natural and cultural heritage, and most importantly, to feel welcome in the places we manage on behalf of all Canadians. Examples of these initiatives include our collaboration with the Institute for Canadian Citizenship to provide free admission for new Canadians for the first year after they are granted citizenship, as well as our national Learn-to Camp program that offers local workshops, day activities, and overnight events for new Canadians in major urban centres across Canada.