

## **Marketing Canada as an International Destination**

**Summary: In order to capture a significant portion of the tourism market, the Government of Canada must allocate the necessary resources for international tourism marketing so that we are on a level playing field with other long-haul destinations.**

The global tourism market continues to increase and is forecasted by the World Tourism Organization to reach 1.6 billion international tourist arrivals worldwide by 2020. The marketing of Canada as a destination is the responsibility of several groups including the Canadian Tourism Commission (CTC), provincial, regional and city Destination Marketing Organizations (DMOs) and private sector companies.

The CTC is the lead entity and works to coordinate Canada's promotional efforts abroad in order to drive visitation. It stimulates and promotes tourism through joint public and private marketing initiatives based on an industry-led and market-driven approach. The tourism industry's role within the CTC is to define industry needs and goals, contribute to strategic planning efforts, and invest financially in marketing initiatives.

The tourism industry believes that the CTC is the appropriate entity to lead the Canada branding and marketing file and that its current strategies, informed by solid research, are the right ones to pursue as we go forward.

### **Next Steps**

It is clear that Canada faces trenchant competition from existing and mature tourism markets and from exotic new market entrants. Canada's overall global market share has eroded in recent years as a result of competition from new entrants.

The tourism industry would like to see the national tourism marketing effort better resourced and in a position to match some of the more generous marketing regimes possessed by other long haul destinations.

Many in the tourism industry believe Canada lacks sufficient funds to undertake promotional efforts in emerging markets where newly formed middle classes now have the time and money to engage in international travel, such as India, China and Brazil.

Newly released documentation states that the exposure of the Olympics for Canada was valued at over \$1 billion but if the follow up marketing funding is not adequate to maintain this moment, the success will be short lived versus long term gains.

### **THE CHAMBER RECOMMENDS:**

That the Federal Government supports the tourism marketing efforts of the Canadian Tourism Commission by increasing their current funding levels by not less than \$20 million over the next fiscal year.

Submitted by Tourism Kamloops