



## News release / Communiqué de presse

### **Outside the Ordinary in Canada**

#### ***48 more tourism businesses support Canadian Tourism Commission's Signature Experiences Collection® to promote travel to Canada***

***Tweet: 48 new members selected for @ctccct Signature Experiences Collection to help promote #tourism to #Canada <http://ht.ly/aq6Qy> #secced***

**Vancouver, BC, April 30, 2012** — From building sand castles in the monumental Athabasca Sand Dunes to travelling back in time at the Fortress of Louisbourg National Historic Site, Canada offers world travellers experiences that are anything but ordinary.

The [Canadian Tourism Commission](#) (CTC) is pleased to welcome 48 more tourism experiences as members of the [Signature Experiences Collection](#)® (SEC)—a collection of remarkable experiences available from coast-to-coast-to-coast throughout Canada. The SEC program is an important element of Canada's [Federal Tourism Strategy](#). Since the launch of SEC in July 2011, a total of 163 outstanding experiences from every region of the country have become part of the collection.

"Signature Experiences Collection® members include the best attractions that Canada has to offer and help show the world why our country is such an authentic and engaging place to visit," says the [Honourable Maxime Bernier](#), Minister of State (Small Business and Tourism). "This initiative is a key part of Canada's Federal Tourism Strategy, which is based on a collaborative approach between industry and other levels of government to secure Canada's competitive position in the global tourism market."

Aligned with [Canada's tourism brand](#), "Canada. Keep Exploring", these business operators meet rigorous [criteria](#) to ensure they are international standouts.

"Each Signature Experience is a unique invitation for visitors to connect with Canada's people, geography and culture," says [Michele McKenzie](#), CTC President & CEO. "Not only does the SEC provide a great way to showcase Canada's amazing and memorable tourism experiences, it also inspires other businesses to up their game for more international appeal."

Members of the SEC become the priority pool of high-quality tourism experiences from which the CTC chooses content for its marketing campaigns in the [11 countries](#) where it invests.

The SEC makes it easier for buyers to acquire and sell these tourism experiences to the [travel trade](#), which will be encouraged to include them in their promotional materials and itineraries.

The next opportunity for tourism businesses to apply to join the SEC will open November 15, 2012.

**Background information about the *Signature Experiences Collection*<sup>®</sup>:**

- [Hear from SEC members](#) why they applied.
- [SEC Program Backgrounder](#).
- [SEC Selection Criteria](#).
- [Full List of SEC members](#).
- [Toolkits](#) for SEC applicants.

**Additional Web links:**

- [Tourism Industry Factsheet](#) to learn more about Canada's visitor economy.
- [CTC Corporate Profile](#) for key facts and figures about the CTC.
- [Brand Canada Library](#) for rights-ready free-to-use videos and photos.

### **About the Canadian Tourism Commission:**

The [Canadian Tourism Commission](#) (CTC) is Canada's national tourism marketing organization. A federal Crown corporation wholly owned by the Government of Canada, we lead the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. Our [vision](#) is to inspire the world to explore Canada. With our [partners](#) in the tourism industry and the governments of Canada, the provinces and the territories, we promote Canada's [extraordinary experiences](#) in [11 countries](#) around the world, conduct original market [research](#), offer stunning visuals through the [Brand Canada Library](#) and provide [resources](#) and [toolkits](#) to help industry leverage Canada's successful [tourism brand](#)—"Canada. Keep Exploring." For regular updates on CTC initiatives, subscribe to [CTC News](#), search our [corporate website](#), or follow us via social media:



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