

Canadian Signature Experiences collection

Application Form



Welcome to the Canadian Signature Experiences application process. We're delighted that you are interested in the program and look forward to finding out more about your proposed Canadian Signature Experience.

As you complete the application form, please ensure you have a copy of the [CSE Application Guide](#) on hand. This guide provides details on the CSE program and mandatory eligibility criteria, as well as member benefits and expectations.

Part 1: Tell Us about Your Company

1. Company information

- Business name
Click here to enter text.
- Mailing address
Click here to enter text.
- City
Click here to enter text.
- Province
Click here to enter text.
- Postal code
Click here to enter text.
- Company telephone number
Click here to enter text.
- Company fax number
Click here to enter text.
- Company email address
Click here to enter text.
- Company website URL
Click here to enter text.

2. Name of the person submitting the application

- Name
Click here to enter text.
- Job title
Click here to enter text.
- Direct email
Click here to enter text.
- Preferred phone number
Click here to enter text.

3. Name of the business owner or person authorizing the application

Same as the person submitting the application *or*

- Name
Click here to enter text.

- Job title
Click here to enter text.
- Direct email
Click here to enter text.
- Preferred phone number
Click here to enter text.

4. Name of the media contact

- Same as the person submitting the application *or*
- Name
Click here to enter text.
 - Job title
Click here to enter text.
 - Direct email
Click here to enter text.
 - Preferred phone number
Click here to enter text.

5. Name of the marketing and sales contact

- Same as the person submitting the application *or*
- Name
Click here to enter text.
 - Job title
Click here to enter text.
 - Direct email
Click here to enter text.
 - Preferred phone number
Click here to enter text.

6. How many years has your business been in operation?

Click here to enter text. Years

7. Is your business open year-round to receive guests?

- Yes
 No

If no, what is your guest-operating season?

Start month: [Click here to enter text.](#)

End month: [Click here to enter text.](#)

Does your business have a second operating season in Canada?

Start month: [Click here to enter text.](#)

End month: [Click here to enter text.](#)

**8. In which province(s) is your company legally licensed to operate?
(Check all that apply.)**

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Quebec
- New Brunswick
- Prince Edward Island
- Nova Scotia
- Newfoundland and Labrador
- Yukon
- Northwest Territories
- Nunavut
- Nationally registered

9. Are you willing to provide proof of your insurance coverage if requested?

- Yes
- No

10. Is your company required to carry permits and/or licenses to operate in your province or territory?

- Yes
- No
- Unsure

If Yes,

Please describe the permits and/or licenses you carry for your business (e.g., park permits, liquor license, fishing license for guests).

[Click here to enter text.](#)

Are you willing to provide copies of your permits and licenses if requested?

- Yes
- No

11. Is your company required to carry permits and/or licenses to operate internationally?

- Yes
- No
- Unsure

If Yes,

Please describe the permits and/or licenses you carry for your business (e.g., provincial tour operator's license (Consumer Protection BC) or equivalent in another province or territory).

[Click here to enter text.](#)

Are you willing to provide copies of your permits and licenses if requested?

- Yes
- No

12. What percent of your business currently comes from international vs. domestic visitation?

[Click here to enter text.](#) % International

[Click here to enter text.](#) % Domestic

13. In three years, what percent of your business do you anticipate will come from international vs. domestic visitation?

[Click here to enter text.](#) % International

[Click here to enter text.](#) % Domestic

14. In which countries do you currently invest in targeted marketing activities, directly or via your provincial marketing organization (PMO)?
(Check all that apply.)

- United Kingdom
- France
- Germany
- Australia
- Japan
- South Korea
- Mexico
- Brazil
- India
- China
- United States

15. Which additional international markets do you plan to invest in marketing in the next three years, directly or via your destination marketing organization? (Check all that apply.)

- We are not planning to enter any additional international markets in the next three years.
- We plan to grow market share in our current markets.
- We plan to grow market share in the following new markets:
 - United Kingdom
 - France
 - Germany
 - Australia
 - Japan
 - South Korea
 - Mexico
 - Brazil
 - India
 - China
 - United States

16. If accepted into the Canadian Signature Experiences collection, indicate which of the following you are willing to do. (Check all that apply.)

- Create a webpage on your website dedicated to your designated Canadian Signature Experience.
- Post the Canadian Signature Experience member badge on the landing page of the designated experience.
- Use the Canadian Signature Experience member badge on targeted marketing materials.
- Participate in media and/or trade fam trips organized by your PMO or Destination Canada.
- Attend or contribute to CSE-related industry outreach/education programs.
- Host photo/video shoots led by your PMO or Destination Canada.
- Provide annual feedback about your Canadian Signature Experience.
- Supply customer reviews/testimonials.
- Comment on the CSE program's relevance and benefits to your business.
- Provide general sales information or performance measures relating to your Canadian Signature Experience (i.e., % growth in sales year over year). (Confidentiality will be respected.)
- Advise your PMO and Destination Canada of any changes/upgrades to your Canadian Signature Experience.

Part 2: Tell Us about Your Current Sales and Marketing Activities

1. Who do you currently sell your tourism products to? (Check all that apply.)

- We sell directly to independent travellers.
- We sell directly to group travellers (without going through a travel trade intermediary).
- We package travel and sell directly to international customers (without going through a travel trade intermediary).
- We sell to international tour operators selling group travel.
- We sell to international tour operators selling packaged independent travel.
- We sell to receptive tour operators (RTOs) selling group travel.
- We sell to RTOs selling packaged independent travel.
- We sell through travel agents and/or online travel agents (OTAs) (e.g., Expedia, Travelocity).

2. What percentage of your international sales comes from the following?

Click here to enter text. % Direct bookings from international travelers

Click here to enter text. % Bookings from international tour operators and RTOs

Click here to enter text. % Bookings from travel intermediaries (e.g., Expedia, Travelocity)

Click here to enter text. % Other Click here to enter text.

Total international sales adds up to 100%

3. Does your website have a call-to-action for the travel trade?

- Yes
- No

Webpage URL: Click here to enter text.

4. Does your company have a contractual business relationship with any of the following Canada-based RTOs? (Check all that apply.)

- Anderson Vacations
- Brewster Travel Canada
- Canada Tour System Inc.
- Canadian Tours International
- Canadvac
- Discover Holidays
- Dominion Tours
- Dongbu/Hana Tours
- Global Tourisme
- HIS Canada
- Incentours

- Ism Inc.
- JAC Travel
- JTB International/TPI Silkway
- Jonview Canada
- Maple Fun Tours
- Misa Tours
- Nippon Travel Agency
- OK Tours
- Paran Tours
- Royal Tour/ KCR Tours
- Toundra Voyages
- Other: please specify [Click here to enter text.](#)

5. Does your company work directly with any international tour operators (not through a Canada-based RTO)?

- Yes
- No

If yes, list by market, the four top revenue-generating international tour operators you contract directly with.

[Click here to enter text.](#)

6. What is the published retail¹ cost per person of your proposed Canadian Signature Experience?

[Click here to enter text.](#)

7. What are your company's net rates given to RTOs, in-market tour operators and/or international travel agents? (This information will be kept confidential.)

RTOs:

[Click here to enter text.](#)

In-market tour operators:

[Click here to enter text.](#)

International travel agents:

[Click here to enter text.](#)

8. Does your company work with international travel media?

- Yes
- No

¹ Retail rates are those you use when selling direct to the customer.

We have not had the opportunity to work with international travel media but are interested.

If yes, what types of travel media activities does or would your company support? (Check all that apply.)

- Host travel writers
- Host a media FAM tour
- Participate in media trade shows
- Our website features an image gallery with rights-free, high-definition photos.
- Our website features a media kit.
- Other - Please describe: [Click here to enter text.](#)

9. Does your website have a call-to-action for the travel media?

- Yes
- No

Webpage URL: [Click here to enter text.](#)

10. Which of the following Domestic and international events do you participate in?

Event	Attend Annually	Attend occasionally	Would like to attend, but too expensive	We support our PMO's attendance	Not familiar with this event
Rendezvous Canada (RVC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bienvenue Quebec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canada's West Market Place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World Travel Mart (UK)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GoMedia Canada Marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canada Media Market Place (USA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top Resa (France)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITB (Germany)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showcase Canada – Asia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brazil Roadshow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus Japan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
India Road Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conozca (Mexico)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corroboree (Australia)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How many rights-free, high-definition images do you have of your proposed Canadian Signature Experience?

[Click here to enter text.](#)

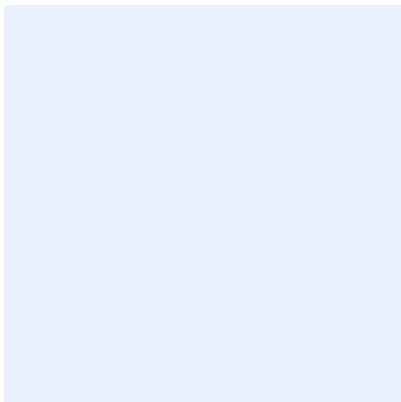
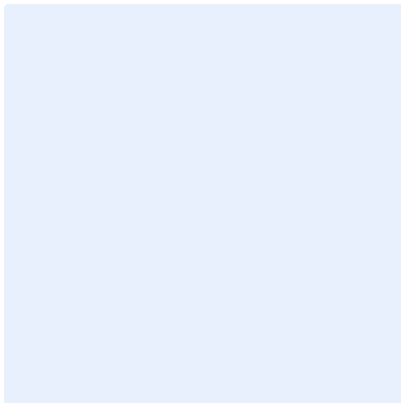
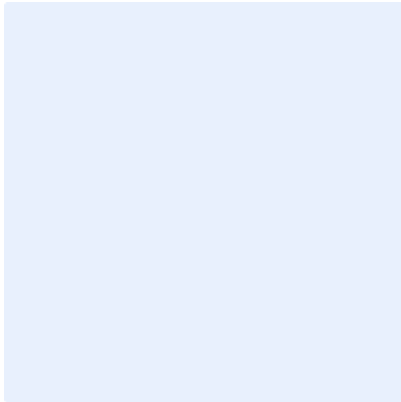
12. How many rights-free, high-definition images do you have of your company in general, which we could use to feature your company in our marketing activities?

[Click here to enter text.](#)

13. Please provide three examples of rights-free, high-resolution images of your proposed Canadian Signature Experience.

The types/style of photos you submit must align with Destination Canada's Brand Guidelines for photography. Copy and paste photo samples into this application form or provide an electronic link for accessing the photos.

[Click here to enter text.](#)



14. Tell us about the online marketing activities your company invests in.
(Check all that apply.)

- Online videos (e.g., YouTube, Vimeo)
- Online photo site for pictures of guest activities (e.g., Flickr, Picasa, Facebook)
- Photos to TripAdvisor account
- Company Facebook
- Company Twitter account
- Company LinkedIn account
- SEO (Search engine optimization)
- SEM (Search engine marketing)
- Purchase banner ads
- Purchase key words
- Place online ads
- Other (please describe) [Click here to enter text.](#)

15. Do you invest in international advertising or online market activities with your provincial, regional, city destination marketing organization (DMO)?

- Yes, please provide the URL to your listings
 - Provincial: [Click here to enter text.](#)
 - Regional: [Click here to enter text.](#)
 - City: [Click here to enter text.](#)
 - Other (only one example, please): [Click here to enter text.](#)
- No

16. Does your company have a TripAdvisor account?

- Yes
- No

If Yes, list your TripAdvisor URL.

[Click here to enter text.](#)

What is your TripAdvisor ranking as of today (a number out of 5)?

[Click here to enter text.](#)

Part 3: Tell Us about Your Proposed Canadian Signature Experience

Note that we are looking for a *single* experience that your company promotes and sells internationally and will help the DESTINATION CANADA showcase the depth and breadth of what Canada has to offer in our priority international markets.

1. What is the name of your proposed Canadian Signature Experience? (Note that we are *not* looking for your company tagline or the name of your company.)

Click here to enter text.

2. How long have you been offering this proposed Canadian Signature Experience? (Years/months)

Years: Click here to enter text.

Months: Click here to enter text.

3. If you were talking to a potential guest about this proposed Canadian Signature Experience, how would you describe the experience to them? In 300 words or less, describe your experience using words that paint a picture and appeal to the senses. Explain how you will engage or immerse them in the experience and highlight the benefits to the traveller.²

Important Note: To assist you in completing this question, please refer to the [CSE Application Guide](#). *Please do not cut and paste marketing copy.* Be sure to address the reasons why your Canadian Signature Experience is uniquely Canadian and what clearly differentiates it from other Canadian experiences that may be similar to yours.

Click here to enter text.

4. Who delivers this proposed Canadian Signature Experience to your guests? (Check only one response.)

- The experience is delivered by our staff³ all the time.
- The experience is delivered by a partner⁴ all the time.

² Examples of visitor experience statements:

Capilano Suspension Bridge: Cliff Walk Adventure

Feel the exhilaration of being suspended above the Capilano River 30 stories below, while experiencing the serenity and silence of an ancient coastal rainforest. Discover the ancient ecosystem of Capilano Suspension Bridge Park while knowing you are only minutes from the bustling city of Vancouver.

Heartland International Travel and Tours: Hermetic Code Tour

For lovers of history and suspense: unlock the mysteries of Canada's most unique architectural landmark! Guided by a noted architectural historian, you'll be discovering how the Manitoba Legislative Building conceals a trail of occult clues, with coded messages and secret teachings that reflect an ancient temple.

³ Shediac Bay Cruise's Lobster Tales

⁴ Example: Experience PEI's Owner for an Evening which is delivered by their collaborating partner, Red Shores Racetrack and Casino.

- The experience is delivered by a partner some of the time; other times we lead the experience.⁵
- My partner company and I share equal responsibility for delivering the experience.
- The experience is a fully immersive experience⁶ at a site. Therefore, there is not one guide/storyteller/host. Instead, there are a multitude of staged interactions and encounters with our staff and/or with interactive exhibits for the guest.
- Other (Please describe) [Click here to enter text.](#)

5. Which of the following Destination Canada Explorer Quotient® (EQ®)⁷ types would your Canadian Signature Experience appeal to the most? (Read all 10 EQ types descriptions below, then carefully select a maximum of three for whom your Canadian Signature Experience is most likely to appeal.)

- Authentic Experiencers:** Are typically understated travellers looking for authentic, tangible engagement with the destinations they visit and have a particular interest in the history of the areas they visit.
- Cultural Explorers:** Love constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.
- Free Spirits:** Are highly social and open-minded people whose enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they bask in the pure pleasure and indulgence of high-end experiences.
- Gentle Explorers:** Are primarily defined by their reluctance to venture far beyond the comfort of home and travel 'on condition,' demanding the very best and most comfortable environments for themselves when they do travel.
- Cultural History Buffs:** Are defined by their focused interest in the history and culture of the places they visit. They are driven to learn everything about people and motivated by cultural immersion, historical travel, hobbies and unstructured travel.
- Rejuvenators:** Are family-oriented people who travel with others to escape from the stresses of everyday life. They like to be pampered, indulge themselves and enjoy shared experiences.
- Personal History Explorers:** Are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security.
- No Hassle Travellers:** Are cautious travellers who are dutiful, reserved people who seek secure group travel that allows them to escape everyday life.
- Group Tourists:** Are older, risk-averse travellers who are motivated to travel and see a sample of the main sights at a destination among the security of a group of like-minded travellers.
- Social Samplers:** Are defined by their affinity for travelling in groups, as well as the idea that time is limited while travelling. They show a preference for focusing on must-

⁵ Example: Heartland Tours Hermetic Code which is usually delivered by a collaborating partner, but when this main story teller is not available, a member of the Heartland Tours is fully trained and ready to lead the experience.

⁶ Example: Barkerville (BC), Heritage Park Historical Village (AB)

⁷ For more information on EQ®, please visit - <http://en.destinationcanada.com/resources-industry/explorer-quotient>

see attractions. (Social samplers are particularly relevant to Australian and Chinese travellers.)

6. What is the minimum and maximum group size that can be engaged in this proposed Canadian Signature Experience at one time?

Minimum: [Click here to enter text.](#)

Maximum: [Click here to enter text.](#)

7. How long does the proposed Canadian Signature Experience last?

- 30 minutes
- 1 hour
- 90 minutes
- 2 hours
- 2.5 hours
- 3 hours
- Half day
- 5 - 6 hours
- Full day
- 2 days
- 3-4 days
- 1 week
- Other (state length) [Click here to enter text.](#)

8. During your operating season, how often can you deliver this proposed Canadian Signature Experience?

[Click here to enter text.](#) time(s) daily

[Click here to enter text.](#) time(s) a week

[Click here to enter text.](#) time(s) a month

[Click here to enter text.](#) time(s) a year

9. What is the experience designed to connect travellers to? (Check all that apply.)

- People
- Geography (place)
- Culture
- All three

10. Which of the following languages is this proposed Canadian Signature Experience regularly⁸ delivered in? (Check all that apply.)

- English
- French
- German
- Chinese
- Japanese
- Korean
- Spanish
- Portuguese
- Other (please specify) [Click here to enter text.](#)

11. What language adaptations does your company invest in (e.g., multi-lingual reservation system, ability to hire temporary foreign speaking guides, marketing materials in different languages)?

[Click here to enter text.](#)

12. Are any of the following elements packaged and priced as part of this proposed Canadian Signature Experience? (Check all that apply.)

- Accommodations
- Meals
- Snacks
- Transportation during the experience
- Airport transfer to where the experience begins
- Equipment
- A takeaway piece of memorabilia
- Other (please describe) [Click here to enter text.](#)

⁸ 'Regularly' means the language skill is always available or always available on demand, if requested in advanced.

Ready to Submit?

Thank you for completing this application. During the review process, your PMO and Destination Canada guarantee that the information you have provided will not be used for any purpose other than evaluation and selection. If you are accepted into the Collection, the content and profile information provided here will be used to build your member profile. Please note that information relating to your business plan and strategy will be kept completely confidential.

I hereby give permission to my PMO and Destination Canada to use and/or distribute information collected in this application if I am accepted in the Canadian Signature Experiences collection.

Next Steps

1. Please submit your application to your PMO. Contact information details are posted on [Destination Canada's CSE webpage](#). Please keep a copy of your application for your records.
2. Your PMO will undertake a review and assessment of your application. Please allow a minimum of six weeks before being notified about a decision and next steps.