

## Program Criteria

### Who should apply?

We encourage businesses that sell a unique travel experience and are doing business internationally to apply to the Canadian Signature Experiences (CSE) program.

We are looking for a range of Canadian visitor experiences that will entice international travellers to choose Canada over competing destinations. The experiences must exemplify Canada's tourism brand and engage travellers with the culture, people or geography in ways that are authentic and memorable.

The program gives qualifying tourism businesses a chance to reach key international audiences by way of Destination Canada marketing, media and sales activities that cover 11 markets.

### CSE Program Criteria

To be eligible for the CSE program, a company must:

1. Deliver a travel experience that meets the definition of a Canadian Signature Experience<sup>1</sup>
2. Have been in operation for a minimum of two years, delivering travel experiences<sup>2</sup>
3. Have a website with a clear call to action for sales
4. Do business internationally, or be actively invested in targeted international marketing activities in one of Destination Canada's target markets<sup>3</sup>
5. Be working with the travel trade and meet the nationally accepted export-ready criteria<sup>4</sup>
6. Be the owner, provider and deliverer of the travel experience, and the point of sales for customers<sup>5</sup>
7. Have rights-free, high-resolution images of the proposed Signature Experience

Think you meet our CSE Program Criteria? Take the Pre-qualifying Quiz to find out if your company is ready to be part of the CSE program.

For more information on the program application process, refer to the full [CSE Application Guide](#).

# Pre-qualifying Quiz

Are you ready to be part of the CSE program? Simply answer the following questions to find out if your company is eligible for consideration.

1. Does my company deliver a travel experience that meets the definition of a Signature Experience?  
 YES  
 NO
2. Has my company been in operation for a minimum of two years, delivering travel experiences?  
 YES  
 NO
3. Does my company have a quality website with a clear call to action for sales?  
 YES  
 NO
4. Is my company doing business internationally or is actively investing in targeted international marketing activities in one of Destination Canada's target markets?  
 YES  
 NO
5. Is my company working with the travel trade and meeting the nationally accepted export-ready criteria?  
 YES  
 NO
6. Is my company the owner, provider and deliverer of the travel experience and the point of sales for customers?  
 YES  
 NO
7. Does my company have rights-free, high-resolution images of my proposed Signature Experience?  
 YES  
 NO

## What's next?

### **If you answered YES to all of the above questions:**

We encourage you to connect with your Provincial or Territorial Marketing organization (PMO) to express your interest in joining the program and to file an application. Send your [PMO](#) a signed copy of this pre-qualifying quiz to request your CSE application form.

The application form explores the above questions in greater detail, and will ask you to demonstrate how you meet the program criteria. Before completing the form, we strongly recommend you review the [CSE Application Guide](#) to ensure you understand the CSE program, as well as its benefits and what to expect.

*I certify that my company meets the above CSE Program Criteria.*

Print Name and Company Name: Click here to enter text.

Authorized by: Click here to enter text.

### **If you answered NO to any of the above questions:**

Unfortunately, you did not meet the minimum criteria to qualify for the CSE program and are not ready to apply to the program at this time. We encourage you to connect with your [PMO](#) to express your interest in joining the program and explore ways to help you meet the program criteria.

**For more information on the program application process, refer to the full [CSE Application Guide](#).**

---

<sup>1</sup> Canadian Signature Experiences engage visitors in a series of memorable travel activities, revealed over time, that are inherently personal, engage the senses, and make connections on an emotional, physical, spiritual, intellectual or social level. Experiences are the new “currency” that is differentiating tourism businesses and destinations around the world. They are expanding the ways travellers can engage with people, places and cultures. For tourism businesses, embracing experiential travel requires a true commitment to “thinking like a traveller.” Most importantly, these experiences are not about packaging and discounts; they’re about layering on value that people are willing to pay for.

<sup>2</sup> The CSE program is specifically designed to support tourism export market revenue for Canada. As part of this program, we look for businesses that are export-ready and can demonstrate a proven business track record. We believe it takes a minimum of two years to develop the required operational capacities to develop, grow and sustain business from international markets.

<sup>3</sup> A company must be actively investing dollars in advertising and promotional activities that purposefully target international visitors. Actively making marketing investments (financial or in-kind) in partnership with a PMO’s international marketing efforts is also acceptable. Destination Canada’s target markets include the UK, France, Germany, Australia, USA, Japan, China, South Korea, Mexico, Brazil and India.

<sup>4</sup> A company must be compliant with the nationally accepted [Export-Ready Criteria](#). A major emphasis of the CSE program is working with the travel trade to assist in both developing awareness of Canada as a destination, and ensuring there is a critical mass of purchasable travel experiences in our international target markets.

<sup>5</sup> Companies that package and/or resell other companies’ travel experiences are ineligible for membership. An application submitted jointly, by no more than two partnering businesses, may be considered. In such instances, partnering companies must certify that they co-own, co-manage and/or co-deliver the designated Signature Experience described in the application. At least one of the two partners must be export-ready.