

## **Memorandum of Understanding between Trans Canada Trail and Canadian Tourism Commission (D.B.A. Destination Canada)**

Excerpts from Memorandum of Understanding between Trans Canada Trail (TCT) and Canadian Tourism Commission (D.B.A. Destination Canada - DC)

The Effective date of this Memorandum of Understanding is the 1 day of September 2022

DC and TCT are entering into this Memorandum of Understanding to document their commitment to work together to improve and support the creation of trail destinations for Canadians and international guests by exploring opportunities for sharing resources, knowledge and expertise between the two parties.

### **TCT & DC desire to create a foundation for a long-term relationship by:**

- i. Supporting DC's aspirations. Tourism generates wealth and wellbeing for all of Canada and enriches the lives of Canada's guests; and
- ii. Supporting TCT's aspirations. Enhancing and promoting various sections of the Trans Canada Trails as tourism products and put Canada's trails on the itineraries of international and domestic guests.
- iii. TCT began development of a National Trail Tourism Strategy, created in consultation with the trail and the tourism sectors, in 2020 and has continued to refine it. The Strategy, created by TCT, is inclusive of all trails across Canada and has been created as an opportunity to elevate the trails sector.
- iv. TCT & DC desire to support and work together on the National Trail Tourism Strategy, and trail tourism in general.

### **Destination Development**

The Parties agree to:

- i. Share knowledge on destination development initiatives and invite the other Party as appropriate to participate in discussions and efforts to enhance collaboration.
- ii. Contribute to successful collaboration based on each Parties' sustained commitment to supporting both trail tourism and destination development.
- iii. Work together to create educational materials on the benefits and requirements of hosting guests for trail operators, host communities and service operators on trails.
- iv. Identify and advance, early in the MOU, at least three pilot sites across the country that links trail within the host community/region, with the potential for these sites to be designated as an Exceptional Trail Experience by TCT through an accreditation process, and as an opportunity to showcase intentional community-based Destination Development.
- v. Utilize the success and lessons learned from the pilots to determine new ways to work together and ensure collaboration.