

Application process

We're excited that you're considering submitting an application to become part of the *Signature Experiences Collection*. By now you should be familiar with the eligibility and selection criteria. If you aren't or still have questions, visit www.canada.travel/SEC to find all the information you need to ensure your application process is as smooth and easy as possible.

Notification of all future application and selection periods will be posted at www.canada.travel/SEC.

Instructions

1. Applicants are encouraged to complete the application form online at www.canada.travel/SEC. Applicants unable to submit an online application are encouraged to contact the CTC at experiences@canada.travel to request a PDF format application form. This format is suitable for fax, email or mailing purposes. Applications may be mailed to:

Canadian Tourism Commission
attn.: Signature Experiences Collection Application
Suite 1400, Four Bentall Centre
1055 Dunsmuir Street, Box 49230
Vancouver, BC
V7X 1L2
2. Do not submit more than one application. Applicants will receive notification that their application has been received by the CTC.
3. The application is comprised of seven sections. Applicants must complete the application in its entirety. Incomplete submissions will not be considered.
4. Applicants submitting a hard copy of their application should not embed any tables, graphics or special symbols into the submission. Use Times New Roman or Arial 12-point font. Handwritten submissions will not be accepted.
5. CDs, DVDs or USB drives submitted as part of a hard copy application must be labelled with: 1. *Signature Experiences Collection* application; 2. applicant's name; 3. applicant's organization; 4. submission date. Supporting media must accompany the hard copy submission—do not submit the media and the application separately. Images should be submitted in .jpg or .gif format. Video should be submitted in .mov format. Applicants applying online or via email may not mail imagery or video files separately. All supporting imagery and video files must be available through web links.
6. Please note that the CTC takes no responsibility for any broken web links provided by applicants, nor imagery/video that is not viewable on the media provided. Submissions will not be returned to the applicants. Applicants should keep duplicates of their submission for their records. The CTC is not responsible for submissions lost in transit.

Evaluation and Selection

Applications will be reviewed by a selection panel. Submissions will be evaluated based on the applicant's demonstrated ability to meet the selection criteria. A CTC staff member may contact applicants as necessary regarding submitted applications.

Notification

All applicants will be notified approximately 6-8 weeks after the end of the evaluation and selection period. Applicants not selected for the *Signature Experiences Collection* will be provided with written feedback outlining which criteria were not sufficiently met. Applicants not chosen are welcome to reapply in the future.

Appeal Process

Unsuccessful applicants may choose to file an [appeal](#) of the CTC's decision.

Confidentiality

The CTC will take all precautions possible to maintain the confidentiality of the application process. During the application review and selection process, the CTC will not use the information/digital assets contained in the application for any purpose beyond the review and evaluation of the submitted application. Upon the applicant's acceptance into the *Signature Experiences Collection*, the contact and profile information contained in the original application will be used to build a profile for the Collection member. This profile provides useful information to our worldwide staff and contracted general sales agents about a Collection member's company, signature experience, capacities to conduct business internationally, international markets of interest and the types of marketing channels employed/interested in. This information is kept confidential within the CTC and profile information may only be shared with others (travel trade or media that the CTC works with) upon receiving the applicant's permission to do so. Should the CTC wish to use any of the submission content for any other purpose, the applicant will be contacted to obtain permission for use.

As part of the application evaluation process, the CTC may consult with its network of provincial/territorial tourism marketing agencies or local/regional destination marketing organizations for consultation related to certain selection criteria.

Rights

The CTC reserves the right to change the Signature Experiences Collection program parameters, the application and the selection process. The CTC will post any changes or amendments to the program, application or selection process to its corporate website at www.canada.travel/SEC.