

GROUP THE TRAVEL LEADER

Canada Calls
GROUPS

NORTH

MUSIC &
ENTERTAINMENT
ISSUE



Canada

SPECIAL SECTION



Come on up

CANADA IS VAST AND INVITING

BY WENDY HELFENBAUM



COURTESY TOURISME WENDAKE

Canada offers the perfect blend of untouched, wide-open landscapes, exciting urban activities and unique group experiences. From spectacular Rocky Mountain adventures on the West Coast to friendly hospitality on the East Coast and historical charm in Québec City, there are endless ways for visitors to soak up Canada's rich, diverse heritage.

Toronto, Ontario

Toronto, Ontario's 250 cultures and 170 languages shape everything from its neighborhoods and festivals to its globally celebrated food scene, said Destination Toronto's Tahnee Malazdrewicz.

"Groups can experience world-class events like Caribbean Carnival and [the Toronto International Film Festival], explore vibrant arts and cultural districts, and dine across continents in a single day — from Indigenous flavors and street food to Michelin-recognized restaurants," Malazdrewicz said. "Add in a passionate sports culture and a calendar packed with year-round experiences, and Toronto offers U.S. groups a rare blend of global energy, authentic storytelling and unforgettable moments — all in one place."

Visitors can soar to new heights to take in panoramic views from 1,748 feet above downtown at the iconic CN Tower and dine at the revolving 360 Restaurant, which houses the world's highest wine cellar. Thrill-seekers will enjoy the open-air Edge Walk along a thin ledge 1,156 feet in the air. And foodies will love Culinary Adventure Company's guided Chinatown and Kensington Market Food Tour as they taste their way through two of Toronto's most culturally rich neighborhoods.

Another great way to experience the city? From the water. Minutes from downtown, groups can take a short ferry ride to the car-free Toronto Island for a picnic or guided walk, while private harbor cruises give guests a front-row seat to the city's stunning skyline. Sports lovers can take in professional hockey, basketball, baseball and soccer in private suites with behind-the-scenes access for unforgettable VIP outings.

DESTINATIONTORONTO.COM



COURTESY DESTINATION TORONTO

Québec City, Québec

Founded in 1608, Québec City in the province of Québec is the only walled city north of Mexico. It has some of the best-known tourist destinations in the country, including the Plains of Abraham and Old Québec, which was named a UNESCO World Heritage Site in 1985.

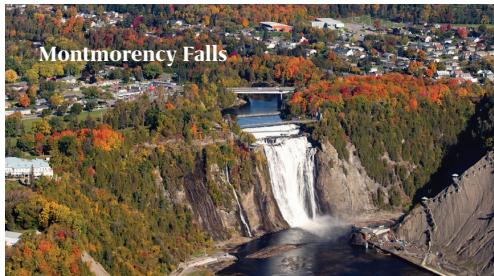
“Québec City is a must-see for U.S. groups because it offers an authentic European experience without leaving North America,” said Destination Québec Cité account executive Pascale Boivin. “Its cobblestone streets, centuries-old architecture and vibrant culture make it a truly unique destination that blends history, charm and world-class hospitality.”

With 130 churches and 20 chapels, Québec City offers visitors a glimpse into its 400-year history. There are many fine art museums and galleries to explore, including the Museum of Civilization and the National Fine Arts Museum of Québec, plus a small chocolate museum with more than 200 artifacts tucked inside the Érico chocolate shop on Rue Saint-Jean.

Boivin also suggests groups experience Montmorency Falls, one of the most magnificent natural wonders in the region. Located just 15 minutes from downtown, this spectacular waterfall is 98 feet higher than Niagara Falls. Groups can enjoy panoramic views from the cable car or the suspension bridge.

Don’t miss an immersive First Nations experience at the Huron-Wendat Museum about 15 minutes away, where groups can participate in hands-on workshops showcasing Indigenous traditions like creating dreamcatchers, learning beadwork or trying ancestral cooking techniques.

QUEBEC-CITE.COM



DESTINATION QUÉBEC CITY



BY AXELLE ST-CLAIR, COURTESY DESTINATION QUÉBEC CITY

Prince Edward Island

Breathtaking coastal views, iconic red-sand beaches, world-renowned seafood and culinary festivals — these are just a few of the amazing things groups can see, eat and do on Prince Edward Island, where rolling green landscapes meet sparkling blue waters of the Atlantic Ocean. From charming lighthouses to scenic hikes, authentic fiddle music and everything Anne of Green Gables, PEI's rich history will captivate visitors.

“For groups looking for authentic experiences, Prince Edward Island delivers world-class golf, unforgettable local flavors, vibrant culture and warm island hospitality,” said Corryn Clemence, CEO of Tourism Industry Association of PEI. “It’s easy to get to, easy to explore and hard to forget.”

Groups can enjoy guided lobster boat excursions, mussel and oyster tastings, deep sea fishing and biking along the Confederation Trail. Some new experiences ideal for groups include the land-and-sea Harbour Hopper Tour in Charlottetown that blends history, gorgeous architecture and waterfront fun. The Infusion Experience at Deep Roots Distillery immerses guests in the craft of small batch distilling, and participants can create personalized bottles of gin and vodka.

TOURISMPEI.COM

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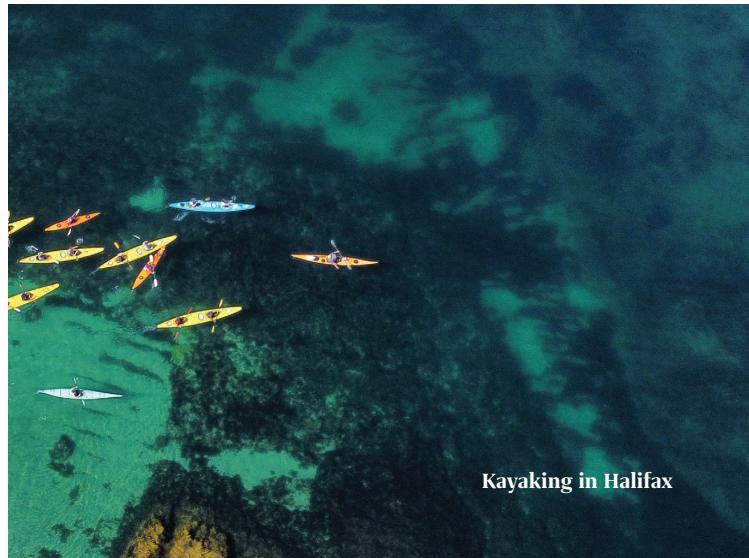
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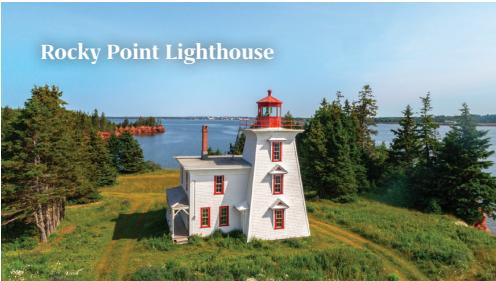


COURTESY DESTINATION TORONTO



Kayaking in Halifax

COURTESY TOURISM NOVA SCOTIA



COURTESY TOURISM PEI/ODYSSEY VIRTUAL

Halifax, Nova Scotia

Halifax, Nova Scotia, "is unique in many ways; one is that you can see a lot of diverse landscapes — from fishing villages to historical sites, urban landscapes to vineyards and wineries — all within one region," said Sarah Reeves, communications director at Discover Halifax.

"Other Canadian destinations may have similar offerings, but they are spread out around the province. Halifax is also known for its friendliness."

Reeves suggests groups go sailing in Halifax Harbour. Smaller groups can book through J.Farwell Sailing, while large groups can head out on the Tall Ship Silva. There are sunset kayaking tours that can be paired with a beachside barbecue, and guests can also take a Halifax Titanic Historical Tour, go axe throwing or take surfing lessons.

Other waterfront options include a one-hour Halifax Harbour Musical Cruise, which features live traditional music and storytelling aboard the all-electric Violet Mac, a 1930s-style launch that seats groups of eight. Groups can take a behind-the-scenes tour of the famous Alexander Keith's brewery, which wraps up at Stag's Head, the historic pub inside the brewery where groups can sample limited-edition beers in what was once the brewer's aging cavern.

Groups should not miss a trip to nearby Peggy's Cove, where Open Top Tours takes guests through Fisherman's Cove, a 200-year-old fishing village with quirky art galleries and fresh seafood.

DISCOVERHALIFAXNS.COM

Vancouver, British Columbia

As the largest city in British Columbia, "Vancouver offers something rare — a destination that feels both comfortably familiar and refreshingly different," said Royce Chwin, president and CEO of Destination Vancouver. "Groups can move easily from a vibrant downtown to oceanfront, forest and mountain landscapes within minutes while enjoying exceptional dining, diverse cultural experiences and a welcoming, inclusive spirit. It's a city that makes it easy for groups to connect, explore and leave feeling inspired."

Treat groups to an immersive rainforest adventure close to downtown at Capilano Suspension Bridge Park. There, guests can cross the circa-1889 suspension bridge, explore canopy walkways and cliffside paths, and enjoy breathtaking views. During the winter, Canyon Lights transforms the park into a sparkling wonderland. Beyond its incredible engineering, the bridge and surrounding landscape offer a way for guests to connect to the Squamish, Tsleil-Waututh and Musqueam nations, whose stories and traditions are shared throughout the park.

Grouse Mountain offers plenty of adrenalin-pumping fun, from mountain ropes courses to zip lines and snow sports, as well as First Nations experiences such as a cedar animal painting activity with an elder. Or take to the skies in a seaplane to see where the city, water and mountains meet during a Harbour Air scenic flight.

In Stanley Park, groups can take a guided bike tour with Cycle City Tours to learn about the park's 125-year history or join a Talking Trees nature walk with Talaysay Tours to discover how First Nations people used the land for food, medicine and technology.

DESTINATIONVANCOUVER.COM



The Vancouver skyline

COURTESY DESTINATION VANCOUVER



Tall Ship Silva
Sailing Cruises

COURTESY TOURISM NOVA SCOTIA



Capilano Suspension
Bridge Park

COURTESY DESTINATION VANCOUVER

Calgary, Alberta & The Rocky Mountain Corridor

With direct flights from more than 32 U.S. hubs, authentic Western culture and bucket-list adventures — including the stunning Rocky Mountains only an hour's drive away — Calgary sets the scene for unforgettable group experiences. Canada's sunniest major city boasts an average of 333 days of sunshine, and it's also one of the country's most walkable cities, with North America's longest urban pathway network — more than 621 miles.

"Calgary is known as one of the friendliest cities in the world — we've even won international recognition to prove it," said Aviva Kohen, travel media manager for Tourism

"Calgary has a special tradition called a White Hat Ceremony that gifts special visitors a white cowboy hat after a short oath and a cheer of 'Yahoo!' After being 'white hatted,' a visitor becomes an honorary Calgarian for life."

— AVIVA KOHEN



BY ROBERT MASSEY, COURTESY BANFF & LAKE LOUISE TOURISM



Calgary. "From the time American delegates step off the plane and meet our White Hat volunteer greeters to the hospitable frontline workers at our hotels."

"Calgary has a special tradition called a White Hat Ceremony that gifts special visitors a white cowboy hat after a short oath and a cheer of 'Yahoo!' After being 'white hatted,' a visitor becomes an honorary Calgarian for life."

Activities for groups include touring Alberta Boot Company, which has a storied history of handcrafting premium western boots; learning how to churn out decadent treats at Righteous Gelato's Academy; and taking in the city's famous Calgary Stampede in July, which features world-class rodeos, top-notch horse racing and big-ticket entertainment.

Groups can enjoy a private lunch aboard a vintage locomotive car at Heritage Park Historical Village or join Alberta Food Tours to taste signature dishes while exploring local neighborhoods.

Ninety minutes away, groups can explore the town of Banff and Lake Louise inside Banff National Park, Canada's first national park. Tucked within majestic peaks and gorgeous alpine lakes, this UNESCO World Heritage Site welcomes more than 4 million visitors annually. Take groups to new heights on the Banff Gondola to the top of Sulphur Mountain, head up Mt. Norquay's Via Ferrata for a guided adventure through the mountains, or hit the road to explore the Icefields Parkway, one of the world's most scenic highways.



COURTESY TOURISM CALGARY