

# INTERNATIONAL CONVENTION ATTRACTION FUND (ICAF)

**The International Convention Attraction Fund (ICAF)** is designed by Destination Canada to demonstrate financial commitments in bids for Canadian cities to host major international conventions in Canada. The purpose of the fund is to provide financial commitments in the bid / consideration phase—thereby encouraging decision makers to choose Canada. The ICAF offers support of up to \$1 million per event for eligible Canadian destinations bidding to host major international business events.

## Increasing Canadian Competitiveness

International business events, if hosted in Canada, can be strategic tools for unleashing tourism's potential to drive economic growth, attract investment and foster job creation in all regions of the country. In an incredibly competitive international marketplace, the Government of Canada is introducing new measures to help Canadian destinations compete to secure these valuable events in future years.



## How does it work?

The dollar amount of financial commitments is determined by a pre-established scoring system that evaluates the relative value of each bidding opportunity, based on select criteria (e.g. anticipated economic impact, international delegate attendance, etc.). Financial commitments for eligible events are provided in the form of a letter of support from Destination Canada for DMOs to include in their bid documentation.



## What are the eligible events?

**This program is for attracting Major International Business Events that:**

- ✓ Fall within one of Destination Canada's six priority sectors: Life sciences, digital industries, natural resources, agri-business, advanced manufacturing, finance and insurance; AND/OR Align with a Canadian federal government mandate, objective, or initiative.
- ✓ And attract a minimum number of delegates as defined by a "city-wide event" for a destination.



## Who can apply?

Eligible Destination Marketing Organization (DMO) applicants who have dedicated resources towards an existing international business events attraction strategy (i.e. Financial and Human Resources).

Banff & Lake Louise Tourism	Niagara Falls Tourism
Destination Greater Victoria	Northwest Territories Tourism (Yellowknife)
Destination St. John's	Ottawa Tourism
Destination Toronto	Québec City Business Destination
Destination Vancouver	Tourism Kelowna
Discover Halifax	Tourisme Montréal
Discover Saskatoon	Tourism Whistler
Explore Edmonton	Tourism Winnipeg
Meetings & Conventions Calgary	Visit Mississauga
Meetings & Conventions PEI	Yukon Convention Bureau



## Choosing Canada for Your Event

If your event meets these criteria, it may be eligible for financial support from the ICAF through an eligible Canadian DMO, and we invite you to connect with any of the DMOs listed on the left.

We look forward to welcoming your event to Canada and are confident that it will leave a meaningful legacy for your organization, the host city and Canada.



For more information, please refer to the **ICAF Website** or contact **[businesssevents@destinationcanada.com](mailto:businesssevents@destinationcanada.com)**.