

# How to Celebrate National Tourism Week

Now in its 14th year, National Tourism Week (NTW) is a weeklong national social media campaign presented by the Tourism Industry Association of Canada (TIAC) to highlight the importance of tourism in Canada.

This year's initiative will take place from April 15-19, 2024.

TIAC and its supporting partners are calling on every Canadian to celebrate the very best our country has to offer the world through our NTW 2024 theme:

**“Canada: Powered by Tourism.”**

This year's returning theme captures the fact that tourism is a key driver to Canada's prosperity, creating 1 in 15 jobs in Canada today and contributing over \$100 billion in spending to the economy.

Tourism's economic impact is matched by its important contributions to the cultural fabric of Canada. These ideals are embodied by our peoples and communities.

## How to Add Your Voice

You can participate by producing a short, 20- to 30-second video testimonial to show your support for tourism in Canada. Your video can showcase the importance of tourism and its contribution to your community, and highlight the unique travel experiences available there.

**Have fun creating it and share with the world what Canada is all about!**

Please share this project (and the social media hashtags) with your constituents and your communities. Feel free to involve them, to show the importance of tourism right in their own backyard!



## > Instructions for your Video

Making a video testimonial is easy – no need for a slick broadcast production!

- Find a suitable location. Make sure there's some light facing you and minimal background noise. Perhaps write a short script or speaking notes. Generally, 50 words translate to a 20-second talk. Keep it short to make sharing it a breeze on social media.
- When you're ready, pull out your mobile phone and use the video recording feature. **Vertical videos are best for social media.** It's really that simple. Don't be too far from the microphone, though!
- Share your video on social media with the hashtag **#TourismWeekCanada2024** as soon as you're done. Don't forget to tag us: Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac\_aitc on X (formerly Twitter) and Instagram.
- And while you can share your video any time during the campaign (April 15th to 19th), the sooner you get it up, the better. That's because TIAC will be highlighting a selection of videos on its **National Tourism Week 2024 website** beginning now – share your video soon and you'll stand out amongst your peers!
- Please also send us the video by first emailing us at [communications@tiac-aitc.ca](mailto:communications@tiac-aitc.ca) with your name, title and filming location.

Upload your video by [clicking this link](#).

## > Tips & Tricks

- Remember to introduce yourself by stating your name, title, and filming location.
- Think of welcoming viewers to National Tourism Week 2024 and highlighting that this annual one-week campaign is designed to celebrate and promote tourism in Canada
- Tell viewers how important tourism is to the social, cultural, and economic fabric of your community, and share examples of local attractions or key travel experiences available there
- Consider mentioning how important it is for all partners to work together in the years ahead to rebuild Canada's tourism industry back to the economic powerhouse it was pre-pandemic
- Lastly, consider concluding your video by noting this year's theme: "Canada: Powered by Tourism"

## > How will TIAC use your video?

TIAC will not edit or otherwise modify your video other than by adding the NTW 2024 branding to it by inserting the NTW logo at the head-end and the tail-end.

TIAC will share your video across its social media networks and add your video on its [National Tourism Week website](#).

Have questions? Contact our team at [communications@tiac-aitc.ca](mailto:communications@tiac-aitc.ca).

## Consent Declaration

By submitting your video, you grant your consent to the publication of it by TIAC as part of its promotions for National Tourism Week 2024. You understand that the promotional material will be published on the [National Tourism Week website](#) and distributed across TIAC's social media channels that include, but are not limited to, LinkedIn, Facebook, YouTube, X (formerly Twitter), and Instagram.

You understand and agree that you will not receive any compensation for such publication. Further, you understand and agree that TIAC may continue to distribute promotional material that includes your video past the 2024 event dates.

# Contact Information



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ASSOCIATION OF CANADA  
ASSOCIATION DE L'INDUSTRIE  
TOURISTIQUE DU CANADA

## General Inquiries

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