

**NATIONAL
TOURISM WEEK**
CANADA: POWERED BY TOURISM
APRIL 15-19, 2024



**SEMAINE NATIONALE
DU TOURISME**
LE CANADA : PROPULSÉ PAR LE TOURISME
DU 15 AU 19 AVRIL 2024

#TOURISMWEEKCANADA2024

TOOLKIT



TOURISM INDUSTRY
ASSOCIATION OF CANADA
ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

Canada: Powered by Tourism



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What is National Tourism Week

The National Tourism Week (NTW) is a dynamic, weeklong national social media campaign orchestrated by the Tourism Industry Association of Canada (TIAC). This event is scheduled for **April 15-19, 2024**. It is a crucial platform for highlighting the pivotal role of tourism in Canada. TIAC, along with its partners, is enthusiastically inviting all Canadians to celebrate the nation's finest offerings to the world, under the banner of NTW 2024's theme:

"Canada: Powered by Tourism."

This theme echoes the undeniable truth that **tourism is a cornerstone of Canada's prosperity**. It's a sector that fuels the creation of 1 in 15 jobs nationwide, infusing over \$100 billion into the Canadian economy.

But the significance of tourism transcends mere economic measures. Its profound impact weaves through the cultural tapestry of Canada, reflecting the diverse ideals, people, and communities that form the heart of this nation.

Want to get involved? Read on!



How to Use Your Voice

> Go Green!

Whether you are a destination, landmark, attraction, venue, hotel, or other tourism business, TIAC is asking all operators to “go green” by highlighting our important tourism assets in TIAC green (colour hex code #8BC53F). As part of the #GoGreen social media campaign during Tourism Week, going green raises awareness of the industry’s economic, social, and cultural importance.

Remember to snap a few pics and share them on social media using the official National Tourism Week hashtags of **#TourismWeekCanada2024** and **#GreenMeansGo**.

Don’t forget to tag the **Tourism Industry Association of Canada** on Facebook and LinkedIn, and **@tiac_aitc** on X (formerly Twitter) and Instagram!

> Get Social

Use TIAC’s social media shareables and share these messages of support for the industry to your followers during **Tourism Week 2024, April 15-19**.

Be sure to use the official Tourism Week hashtag of **#TourismWeekCanada2024**. And remember to tag in the **Tourism Industry Association of Canada** on Facebook and LinkedIn, and **@tiac_aitc** on X (formerly Twitter) and Instagram.

> Share a Video Message

Share a video on social media to speak about your community, company, or organization and tourism’s economic and cultural importance, and to let your followers know that you and your business support **National Tourism Week 2024**. Promote your successes, and the important role and contribution you make!

Uploading a **20- to 30-second video** to your social media pages (i.e. Facebook, X or Twitter, Instagram) can showcase the importance of tourism and its contribution to your community, as well as highlight the unique travel experiences available there.

Don’t forget to tag it **#TourismWeekCanada2024** and tag **Tourism Industry Association of Canada** on Facebook and LinkedIn, and **@tiac_aitc** on X (formerly Twitter) and Instagram.

Please see our helpful resources for more information on our initiative and key tourism sector facts.

> Spread the Word

We’re stronger when we’re united! Whether speaking to clients, the media, or government during National Tourism Week 2024 (and beyond!), use the toolkit resources to ensure consistent messaging throughout the campaign.

https://tiac-aitc.ca/TIAC_s_Tourism_Week_in_Canada.html



Social Media Guide

➤ Help us get the word out about National Tourism Week 2024 by sharing the promotional graphics located [here](#)

Don't forget to tag it #**TourismWeekCanada2024** and tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac_aitc on X and Instagram).

Promotional Graphics in English, French, and Bilingual sizes are available for download:

- LinkedIn and X (Twitter) Banners (1200px X 627px)
- Email Header Images (600px X 250px)
- Instagram Post Images (1080px X 1080px)



Key Messages

The Tourism Industry Association of Canada is calling on you, public stakeholders, business leaders, and proud community members from around the country to share your National Tourism Week 2024 celebrations on social media.

National Tourism Week is the annual celebration of tourism as a key component of Canada's economy. It's also a way to celebrate the social and cultural fabric of communities across Canada.

Our success depends on your support in sharing NTW 2024's messages with your network, friends, community and constituents!

> Here are a few points to remember:

National Tourism Week 2024 takes place from April 15-19, 2024.

- Now in its 14th year, this year's theme is *Canada: Powered by Tourism*
- Canadians are encouraged to come together to promote Canadian tourism destinations, businesses, and employees by sharing 20-30 second videos on social media during National Tourism Week.
- Tourism plays a unique and important role in sharing Canada's values and principles to the world. It showcases Canada's values of resilience, peace, tolerance, respect, and inclusivity on the world stage.
- Canada's tourism sector encompasses a wide range of industries and stakeholders that:
 - welcome domestic and international visitors wide variety of accommodations, restaurants, attractions, and venues;
 - create and host business and leisure events with world-class appeal;
 - transport travellers by air, land and sea;
 - promote travel destinations and Canada's tourism hubs; and
 - providing recreation, entertainment, experiences, and memories that are very important to our lives
- Canada's tourism industries support a diverse labour force, including workers from underrepresented groups.
 - Newcomers to Canada and youth (age 15-24). Each group made up about 30% of tourism workers in 2019
 - Canada's Indigenous tourism sector represents 1,900 entrepreneurs and organizations and employed an estimated 39,000 workers in 2019
- The rebuilding of Canada's visitor economy is key to Canada's overall economic growth
- Canada is ready to welcome more people from all over the world, whether for leisure or business, in 2024
- We are excited about the many opportunities for the sector to grow and embrace new businesses models, sustainable practices, and innovative technologies both now, and in years ahead

Thank You to Our Partners & Sponsors

National Tourism Week 2024 is presented by the Tourism Industry Association of Canada
in partnership with:

KEY SPONSORS



Not a TIAC member? Our voices are stronger when we speak as one. TIAC is the national voice and champion of the visitor economy in Canada.

Learn more about TIAC benefits and join today!



Contact Information



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