



# NATIONAL TOURISM WEEK

APRIL 7 -11, 2025 | 7 AU 11 AVRIL 2025

## SEMAINE NATIONALE DU TOURISME

Canada: Powered by Tourism



Taking place April 7–11, 2025, this year’s campaign invites all Canadians to raise their voices and show support under the inspiring theme: Canada: Powered by Tourism.

Tourism is more than an industry—it’s a force for good. It fuels economic growth, sustains local businesses, invigorates pride in communities, and strengthens cultural connections across every region of the country.

Now in its 15th year, National Tourism Week is our moment to showcase how vital tourism is—not just to our local economies, but to the identity, culture, and vitality of communities across Canada. With a federal election on the horizon, we have a unique chance to remind candidates and voters alike: Tourism is essential in every riding.

Tourism draws on one of Canada’s greatest assets—its people. Canada’s tourism workforce is among the most diverse in the country, with significant contributions from underrepresented groups. In 2025, youth (ages 15–24) and newcomers continue to play a critical role in delivering world-class experiences.

The sector faces new challenges, including labour shortages, sustainability concerns, and the need for digital transformation. Yet, these challenges present an opportunity. By embracing sustainable practices, adopting new technologies, and fostering inclusive tourism models, we can build a more resilient and innovative industry. As demand continues to grow for what Canada has to offer, we must be prepared to welcome the world—and one another—with open arms.

As we look ahead, we’re excited by the tourism sector’s potential to thrive in 2025 and beyond—welcoming global visitors and delivering experiences that enrich the social, cultural, and economic life of our communities.

This toolkit gives you ready-to-go ideas, content, and messaging to help you engage your community and amplify our shared voice.

# Why Tourism Matters

- 1 in 10 Canadian jobs is supported by the tourism sector
- Tourism contributes more than \$130 billion in annual economic activity
- It is a powerful driver of employment, entrepreneurship, and community vitality
- Indigenous tourism is thriving, with over 2,750 Indigenous-led businesses and organizations across Canada
- Tourism reflects the best of what Canada has to offer to the world.

## A Call to Action: Join the Movement

This year’s campaign offers a unique moment to shine a national spotlight on tourism—especially during a federal election year. We need your voice.

How to Participate:

- Post to social media between April 7–11 using #TourismWeek2025 and #TourismCan
- Record a 20–30 second video showcasing your tourism story, your community, or your business
- Tag the Tourism Industry Association of Canada on Facebook, LinkedIn, and Instagram
- Encourage others—team members, partners, and community leaders—to join in.

Whether you’re a business owner, tourism worker, destination partner, or passionate local, your story matters. Together, we can amplify the message that tourism is essential—economically, socially and culturally.

## Let's Celebrate Tourism—Together

Tourism is a powerful connector. It drives innovation, inspires pride, and brings the world to our doorstep. This National Tourism Week let's show what makes Canada truly unforgettable!

### Get Loud on Social Media

Let's flood the feeds together! Share your tourism pride all week using our hashtags and messaging.

How-to:

- Use our ready-made social media graphics and templates
- Post stories and highlights of your team, your business, and your community's tourism impact
- Use the official hashtags: #TourismWeek2025 and #TourismCan
- Tag us so we can amplify your posts



## Record a 30-Second Video Message

Put a face and voice to the industry! A short, authentic video can go a long way to showing why tourism matters.

In your video, you could:

- Share how your business contributes to your local community
- Highlight a tourism success story
- Call on candidates to support tourism in their platforms

### Tips:

- Keep it short (20–30 seconds)
- Be authentic
- Post to Instagram, LinkedIn, or Facebook
- Use hashtags and tag TIAC

### Reach Out to Your Local Candidates

Now's the time to remind local candidates that tourism is a priority for your community this election —and we've made it easier than ever with our one-stop election mobilization hub.

Visit [www.TourismCan.ca](http://www.TourismCan.ca) — your go-to resource for:

- How to connect with local candidates
- Messaging guidance to talk about the tourism industry
- Downloadable social media content
- Clear actions we must take to help our sector thrive

### Join the Momentum – Talk About It Everywhere

Don't limit the message to social. Talk about National Tourism Week in:

- Client communications
- Local media interviews
- Conversations with government reps and community leaders
- Email signatures or newsletters

Download our National Tourism Week banner and email signature badge



# Thank you for your support

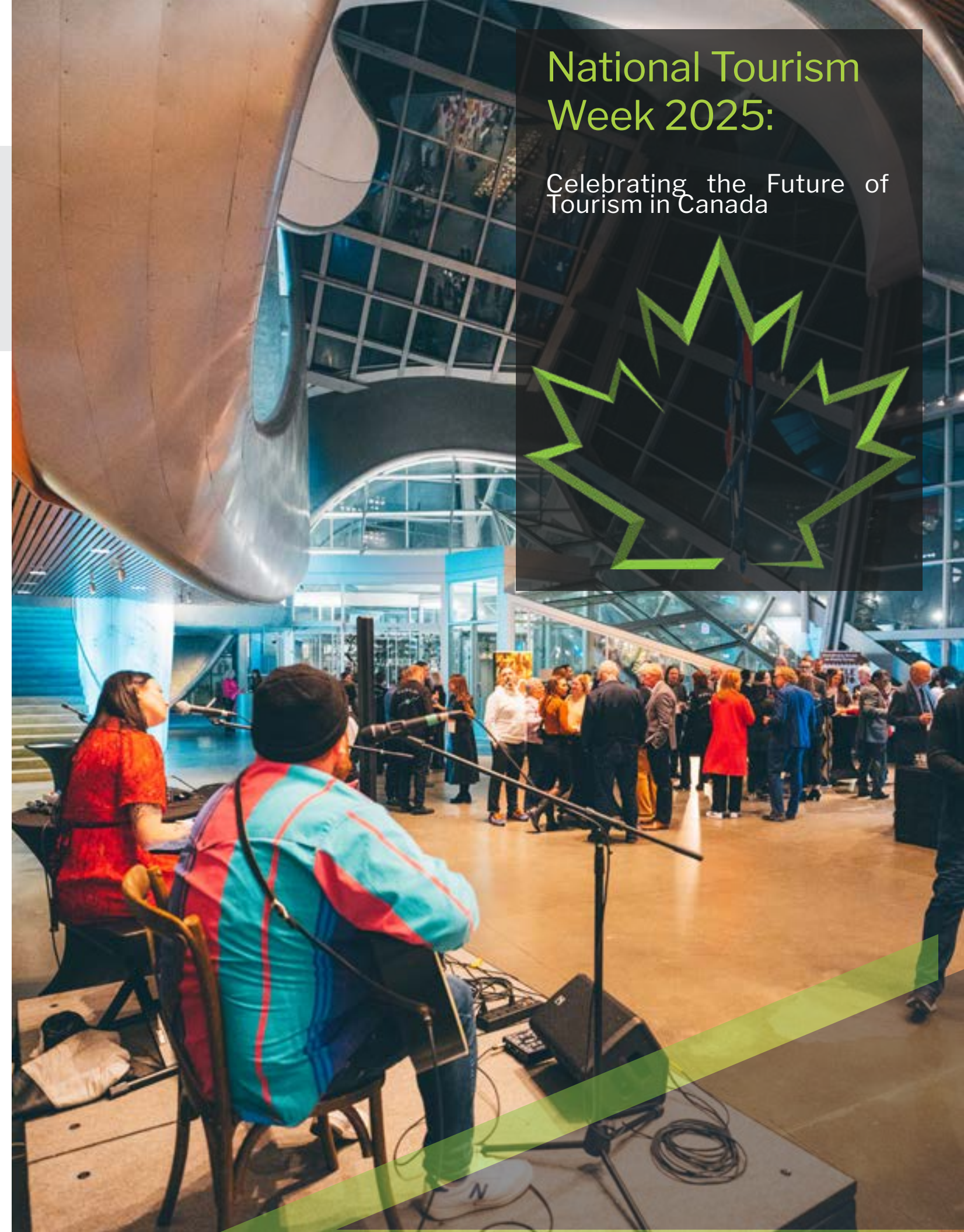
National Tourism Week 2025 is made possible thanks to the generous support of our partners and sponsors. Their commitment to Canada's tourism sector helps us share powerful stories, inspire action, and build a stronger future together.



**THE GLOBE AND MAIL** 

**National Tourism  
Week 2025:**

Celebrating the Future of  
Tourism in Canada



# Have Questions?

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

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