

TOURISM WEEK 2023



How to Celebrate National Tourism Week

What is National Tourism Week

Now in its 13th year, **National Tourism Week** (NTW) is a weeklong national campaign presented by the **Tourism Industry Association of Canada** (TIAC) to highlight and celebrate the importance of tourism in Canada. This year's campaign will take place April 24-30, 2023, with the theme of "**Canada: Powered by Tourism!**"

As we are poised on the brink of the first peak travel season without pandemic-related border restrictions; the sector is focused on powering through the global challenges of economic uncertainty, the labour shortage, supply chain issues, and other obstacles, to spotlight Canada as the welcoming and vibrant travel destination that it is.

This year's theme was selected because it encapsulates the fact that tourism is a key driver to Canada's prosperity, generating 1 in 10 jobs in the country and contributing \$105 billion to the economy (pre-pandemic). Its economic might is matched by its contributions to the soft power Canada exercises globally, through the ideals embodied by our people and communities; values of diversity, inclusivity and multiculturalism.

Canada truly is Powered by Tourism in so many ways.

TIAC invites Members of Parliament to celebrate the sector this year during Tourism Week. Here's how!

How to Participate

Producing a short, 15- to 20-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, as well as highlight the unique travel experiences available there.

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

Instructions for Your Video

Making a video testimonial is truly easy – no need for a slick broadcast production! The message, in this case, is truly much more important than the medium.

Find a suitable location. Make sure there's some light and minimal background noise. Perhaps write a short script or speaking notes. Generally, 50 words translates to about a 20 second talk. Keep it short to make sharing it a breeze on social media.

When ready, pull out your cell phone and use the video recording feature. Or ask someone to film you. It's really that simple.

Share your video on social media with the hashtag **#TourismWeekCanada2023** as soon as you're done! Don't forget to tag us: **Tourism Industry Association of Canada** on Facebook and LinkedIn, and **@tiac_aic** on Twitter and Instagram.

And while you can share your video any time before the campaign ends on April 30, *the sooner you get it up, the better!* That's because TIAC will be highlighting a selection of videos on its [NTW website](#) from now – share your video soon and you'll stand out amongst your peers!

More Tips & Tricks

- Remember to introduce yourself by stating your name, title, and filming location.
- Think of welcoming your viewer to **National Tourism Week** 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 TIAC will use Your Video

TIAC will not edit or otherwise modify your video, other than adding the **NTW** branding to it by inserting the **NTW** logo at the head-end and the tail-end. It will share your video across its social media networks and add your video on its [NTW website](#) on an interactive Google map.

Have questions? Contact Madison Simmons at msimmons@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 **NTW**. You understand that the promotional material will be published on the [NTW website](#) and distributed across TIAC's social media channels that include, but are not limited to, LinkedIn, Facebook, YouTube, 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 2023 event dates.

