



## How to Celebrate National Tourism Week

### What is National Tourism Week

For more than 10 years, **National Tourism Week** (NTW) has encouraged all tourism partners to come together to celebrate tourism as vital to the Canadian economy and to the social and cultural fabric of communities across the nation.

The seven-day awareness campaign presented by the **Tourism Industry Association of Canada (TIAC)** invites private- and public-sector tourism partners in Canada and in key countries abroad to come together to promote Canadian tourism destinations, businesses, and employees. It will take place this year from May 29-June 4, 2022.

After two years of enduring the hardships of the global pandemic, its economic impact, and its polarizing effects on society, TIAC believes that tourism is the best way to demonstrate to the world Canada's values as a nation – resilience, peace, tolerance, and inclusivity. Our collective values are needed now more than ever on the global stage.

This year's theme of **"Travel now. For work, life, and play!"** has been chosen to emphasize that tourism in Canada is fully open for business and ready to re-welcome travelers from all over the world, whether for pleasure or business.

### 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 **#TourismWeekCanada2022** 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 Twitter and Instagram.

And while you can share your video any time before the campaign ends on June 4, the *sooner you get it up, the better!* That's because TIAC will be highlighting a selection of videos on its **NTW website** throughout May – 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 **"Travel now. For work, life, and play!"**

### **How TIAC will use Your Video**

TIAC will share your video across its social media networks and add your video on its **NTW website** on an interactive map.

Have questions? Contact Madison Simmons at [\*\*msimmons@tiac-aitc.ca\*\*](mailto: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, 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 2022 event dates.