

#TOURISMWEEKCANADA2023

TOURISM WEEK 2023

APRIL 24-30

TIAC  AITC





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What is Tourism Week

For over a decade, the Tourism Industry Association of Canada has led the country in a joyful celebration of tourism from coast to coast to coast. The event encourages tourism organizations, businesses, and other partners to promote the industry's contribution to the Canadian economy and recognize its impact on every community across the nation.

The rebuilding of our beloved sector is underway and gathering momentum. There's no better reason to celebrate Canada this year than it being the first peak season without any pandemic-related restrictions at the border.

That's why TIAC is calling on every Canadian to celebrate the very best our country has to offer the world in its theme this year –
CANADA: Powered by Tourism!

Want to get involved? Read on!



Key Messages

Tourism Week is a collaboration between TIAC and its partners across the country, including members, provincial and territorial industry associations, destination marketing organizations, and industry stakeholders.

How successful it is will depend on your support!

Your first step to getting involved is understanding Tourism Week 2023's key messages:

- For more than 10 years, Tourism Week has been presented by TIAC to encourage 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 weeklong awareness campaign invites private- and public-sector partners in Canada to promote Canadian tourism destinations, businesses, and employees.
- This year's event takes place April 24-30, 2023 and the theme was chosen to recognize the fundamental economic and sociocultural importance of the sector in communities from coast to coast to coast - **CANADA: Powered by Tourism!**
- The rebuilding of Canada's visitor economy is key to Canada's overall economic growth – and we still have a long way to go to reclaim being the powerhouse we once were. It is vital that this once \$105 billion industry in Canada be recognized and celebrated for the important economic driver it is.
- While tourism was the industry first hit, the hardest hit, and is the last to recover, it remains vital to Canada – not only for its capacity to generate huge economic activity, but also for showcasing Canada's values as a nation: resilience, peace, tolerance, and inclusivity. These values are needed on the world stage now more than ever. Tourism counts!
- Canada is open for business and ready to welcome travelers from all over the world, whether for pleasure or business!



How to Get Involved

1. Light it Up Whether you are a destination, landmark, attraction, venue, hotel, or other tourism business, TIAC is challenging all operators to light up in TIAC green (colour hex code **#8BC53F**) as part of its **#GreenMeansGo** social media campaign during Tourism Week to raise 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 Tourism Week hashtags of **#TourismWeekCanada2023** and **#GreenMeansGo**.

Don't forget to tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and **@tiac_aitc** on Twitter and Instagram)!

2. Get Social Take a screenshot of the social media shareable at the end of this guide (or download it from the website) and share these messages of support for the industry to your followers during Tourism Week 2023, April 24-30.

Be sure to use the official Tourism Week hashtag of **#TourismWeekCanada2023**. And remember to tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and **@tiac_aitc** on Twitter and Instagram).

3. Share the Message Please share a video on social media to speak about your company, it's economic and cultural importance in your community, and to let your followers know that you and your business support Tourism Week 2023.

Don't forget to hashtag it **#TourismWeekCanada2023** and tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and **@tiac_aitc** on Twitter and Instagram).

4. Spread the Word We're stronger when we're united! Whether speaking to clients, the media, or government during Tourism Week 2023 (and beyond!), use the suggested key messages on the previous page to ensure consistent messaging throughout the campaign.

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





Help us get the word out about Tourism Week 2023 by screenshotting these images (or downloading from the website) and sharing them on your social media accounts during Tourism Week.

Don't forget to hashtag it

#TourismWeekCanada2023 and tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and **@tiac_aitc** on Twitter and Instagram).



Social Media Guide



Thank you for your support!

Tourism Week 2023 is presented by the Tourism Industry Association of Canada
in partnership with:

Presenting Partner

Shaw) Centre



**DESTINATION
CANADA**

Sponsors



THE GLOBE AND MAIL



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! Visit here: https://tiac-aitc.ca/Why_Join_TIAC.html



Contacts

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