Overview

Tourism Week (May 26 to June 2) is an opportunity for TIAC to showcase the important work our members and industry stakeholders are doing, as well as highlight the significant impact that the tourism and travel industry has on Canada’s economy.

TIAC will be launching a campaign that incorporates traditional and social media to broaden our reach. You can help us get the word out by targeting your local communities and political decision makers!

Social Media

TIAC will be launching a week-long social media campaign for Tourism Week that highlights the contributions the travel and tourism industry sector has in Canada, and also engages Canadians and decision makers to get involved.

The social media component will include a downloadable toolkit at https://tiac-aitc.ca/About_Tourism_Week.html which includes suggested content for social media posts and high quality shareable images to accompany them.

How can you get involved?

1. Use the toolkit

Members are encouraged to use the social media toolkit to create social media posts throughout the week to help spread the word and encourage people to celebrate our sector.

We encourage 3-5 Facebook posts throughout the week (1 per day over 3-5 days), and 5-7 tweets throughout the week (1-2 tweets per day over 3-7 days).

Example tweet of an Ontario member using content from toolkit:

This sample Tweet was created using Tweet 1 from the Draft Social Media Posts document, and paired with Tourism Week Shareable 5.png.

There are a variety of shareables included in the toolkit that you can use alongside your posts.
Example tweet using New Tourism Strategy content from toolkit:

This sample Tweet was created using upcoming content from the Draft Social Media Posts document, and paired with Tourism Week Shareable 13.png.

There are a variety of shareables included in the toolkit that you can use alongside your posts.

2. Use hashtags

You are also encouraged to create your own posts that highlights the amazing people that work in the industry. Please use the hashtags #TourismMatters or #TourismWeek in every post to help get us trending!

Traditional Media

*How can you get involved?*

1. Interviews

If you’ll be doing media interviews in your specific region, be sure to share it on social media using the hashtags above!

2. Share articles

If you see articles showcasing tourism week, share them on social media! This will help spread the message to more Canadians about the important contributions our sector is making during the week.