



#TOURISMWEEKCANADA2022

TOURISM WEEK

Industry Toolkit



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Celebrate Tourism Week 2022

For over ten years, Tourism Week has been hosted annually by the Tourism Industry Association of Canada (TIAC), and this year it aims to recognize the resilience and tenacity of the industry and its workers on the road to economic recovery.

Tourism Week is a seven-day coast to coast (to coast!) event that aligns tourism organizations, businesses, and other partners in promoting the industry's contribution to the Canadian economy and recognizing its impact on every community across the country.



Why Get Involved?

Tourism is a people-business. We bring people together in different places to enjoy unique experiences.

Sadly, the COVID-19 pandemic ground the industry to a halt. But a recovery is underway and gathering momentum. That's why TIAC is calling on every Canadian to travel now. That's the theme of this year's Tourism Week 2022: **Travel now – for work, life, and play!**

As we enter the third year of this global pandemic, the industry needs to encourage Canadians and international visitors to be confident in their travel decisions, knowing that our businesses are prepared to offer experiences that not only comply to health and safety guidelines, but also offer a means to travel for business, pleasure, visits and enjoyment!

Want to get involved? Read on!





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.



Take Action!

How successful it is will depend on your support! Here are four ways to get involved:

1. Light it Up

TIAC is challenging all destinations, landmarks, attractions, venues, and hotels to light up in TIAC green (colour hex code #8BC53F) from May 29-June 4 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 #TourismWeekCanada2022 and #GreenMeansGo. Don't forget to tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac_aipc on Twitter and Instagram)!



2. Change Your Pic

Tourism was the industry first hit, the hardest hit, and will be the last to recover. As the economic recovery gathers momentum, let's make sure that the toll the pandemic has taken on the industry is not forgotten. Change your businesses social media profile pictures to the national Tourism Week logo for the duration of Tourism Week (May 29-June 4), available for download on our website.

When people ask why, let them know that it's to support tourism – the industry first hit, hardest hit, and the last to recover from the pandemic.





3. Share the Message

Download the social media shareables on our website and share these messages of support for the industry to your followers during Tourism Week 2022, May 29-June 4. Go to page 10 of this Toolkit to learn how.

Be sure to use the official Tourism Week hashtag of #TourismWeekCanada2022. And remember to tag in TIAC (Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac_aitc on Twitter and Instagram).

4. Spread the Word

#TourismWeekCanada2022

We're stronger when we're united. Whether speaking to clients, the media, or government during Tourism Week 2022 (and beyond!), use the key messages on the next page to ensure the industry is speaking with one voice.

Share a video on social media and let your followers know that you support Tourism Week 2022. Choose from three quick messages available on our website and don't forget to use the hashtag #TourismWeekCanada2022

Talking Tourism

Make sure you're on the same page with TIAC and the tourism industry's thousands of businesses across the country for Tourism Week 2022!

Key Messages

We're rolling out the welcome mat to both domestic and international travellers. After over two years of enduring the global pandemic, Canadians across the country are ready for visitors to explore our home and native land. How are we doing this? By lighting up in green! Green means "go" – Travel now. For work, life, and play!

We're changing our social media profile pic to the national Tourism Week logo to celebrate Tourism Week 2022 (May 29-June 4), and to support our industry's recovery. Prior to COVID-19, tourism was responsible for nearly 1 in 10 jobs and \$105 billion in annual spending. Let's get back to that – Travel now. For work, life, and play!

With some of the highest rates of vaccination in the world and world-class health infrastructure, Canada has lived up to its reputation as one of the safest destinations in the world throughout the pandemic. Travel now. For work, life, and play!



Giving a media interview? Use these talking points!

- Prior to COVID-19, tourism was responsible for nearly 1 in 10 jobs, \$105 billion in total annual spending, 2% of GDP and was Canada's 5th largest sector. The COVID-19 pandemic decimated the industry, with hundreds of thousands of jobs lost. We are still at 50% of where we were in 2019, and forecasting doesn't see us recovering until the end of 2025. This is TIAC's prime goal – to fully recover the industry by the end of 2025.
- It's time to rebuild the industry and recover – Travel now. For work, life, and play!
- While tourism was the industry first hit, the hardest hit, and will be the last to recover, it remains vital to Canada – not only for its ability 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 needs to be a part of the seamless traveler experience moving forward – both domestically and internationally. To ensure this, we must be engaged and aligned internationally with all COVID travel requirements. We must be prepared to keep our competitive position on the global stage as people start to travel again.
- The Tourism Industry Association of Canada continues to advocate for an open and encouraging travel narrative, extensions and adjustments to support programs, including debt relief, and a dedicated tourism labour strategy.



Talking Tourism

1-2-3 Share!

Tourism Week 2022 is almost here. Help us get the word out by downloading the images available on our website and sharing them on your social media accounts during Tourism Week 2022 (May 29-June 4).

Don't forget to download the national Tourism Week logo and change your social media account images to it for the duration of the campaign.

Here's how!



**TOURISM
WEEK** 



PC Users

1. Right-click the picture that you want to save in a graphics file format, and then select "Save as Picture" in the menu that appears.
2. In the "Save as Type" list, select the graphics file format that you want.
3. In the "File Name" box, type a new name for the document (or do nothing to accept the suggested file name).
4. Select "Save".

MAC Users

1. Open a browser and find the image you want to save.
2. Right-click the image. (Alternatively, hold down Control and then click the photo to open a drop-down menu.)
3. Select "Save Image" in the menu.
4. Select a Download location and click "Save".

Social Media Shareables

Download these
and start sharing at:
tiac-aitc.ca/tourismweek2022.html.

#TourismWeekCanada2022



With Glowing Hearts...

Tourism counts... it's what makes Canada glow! With border restrictions eliminated and travel top of mind this summer, there's no better time to highlight the people, places, experiences, and events that make your community unique than during Tourism Week 2022.



Our Brand Colors

Master Framed Logos



Master white Logos



Master logos are the preferred logo types to represent the brand.

Primary Go Green logo



Primary Framed Go Green logo



Secondary logos



About the Logos

When to use the Framed logos

Use the framed logo on white backgrounds and any time there is a light or transparent background.



When to use the Master White logos

Use the master white logos on blue backgrounds and anything else with a darker background



What to avoid

Do not use the logos with backgrounds that have similar colours. Logos should be visible and distinct.



Typography

Montserrat Regular

Used for sub-titles 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Montserrat Bold

Used for titles 50.5pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Montserrat Light

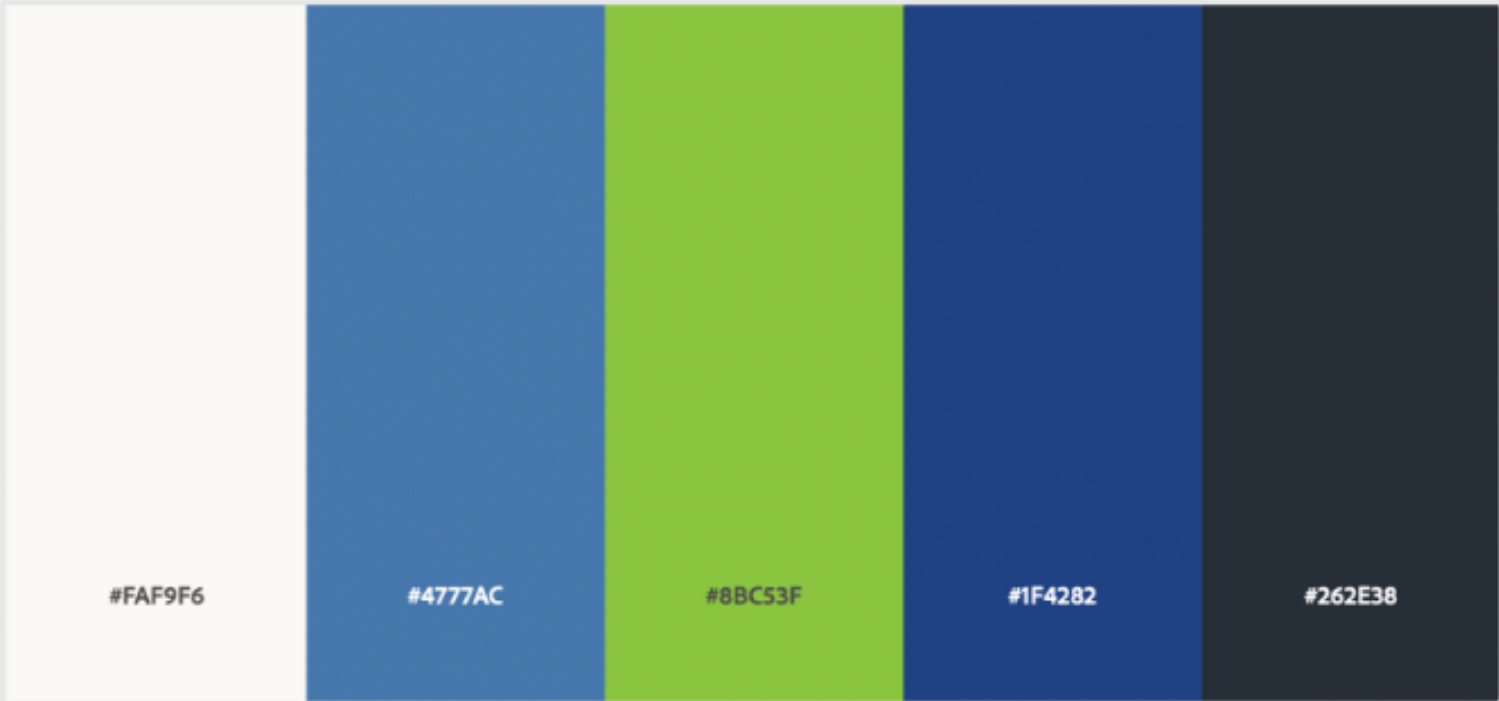
Used for body text. 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?



Brand Colours

The primary colour for Tourism Week is ‘Glowing Green’.



RGB 250, 249, 246	RGB 71, 119, 172	RGB 139, 197, 63	RGB 31, 66, 130	RGB 38, 46, 56
HSV 45, 2, 98	HSV 211, 59, 67	HSV 86, 68, 77	HSV 219, 76, 51	HSV 213, 32, 22
CMYK 0, 0, 2, 2	CMYK 59, 31, 0, 33	CMYK 29, 0, 68, 23	CMYK 76, 49, 0, 49	CMYK 32, 18, 0, 78
LAB 98, 0, 2	LAB 49, 0, -33	LAB 73, -39, 59	LAB 29, 11, -40	LAB 19, -1, -8



Partners

Presented by :



in partnership with:



Not a TIAC member? TIAC is the national voice and champion of the visitor economy in Canada. [Learn more about TIAC benefits and join today!](#)

Thank you for your support!



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