



**Meeting Date:** April 3, 2024

**Prepared By:** Michael Di Lullo, CAO

**Submitted by:**

**Report No:** CAO-9-2024

**Subject:** National Tourism Week

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**Recommendation:**

THAT Report CAO-9-2024, re: National Tourism Week be received for information.

**Purpose:**

The purpose of this report is to share information for the upcoming National Tourism Week which is April 15-19, 2024.

**Background:**

Now in its 14th year, National Tourism Week (NTW) is a dynamic, weeklong national social media campaign orchestrated by the Tourism Industry Association of Canada (TIAC). This esteemed event, scheduled for April 15-19, 2024, is a crucial platform for highlighting the pivotal role of tourism in Canada.

**Analysis:**

This year's enduring theme echoes the undeniable truth that tourism is a cornerstone of Canada's prosperity. It's a sector that fuels the creation of 1 in 15 jobs nationwide, infusing over \$100 billion in expenditure into the Canadian economy.

But the significance of tourism transcends mere economic measures. Its profound impact weaves through the cultural tapestry of Canada, reflecting the diverse ideals, people, and communities that form the heart of this nation.

There are four easy ways to get involved this year:

#### Go Green

As part of the #GoGreen social media campaign during Tourism Week, going green raises awareness of the industry's economic, social, and cultural importance.

#### Get Social

Use TIAC's social media shareables and share these messages of support for the industry to your followers during Tourism Week 2024, April 15-19.

Be sure to use the official Tourism Week hashtag of #TourismWeekCanada2024. And remember to tag in the Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac\_aitc on X (formerly Twitter) and Instagram.

#### Share a Video Message

Please share a video on social media to speak about your community, company, or organization and tourism's economic and cultural importance, and to let your followers know that you and your business support National Tourism Week 2024. Promote your successes, and the important role and contribution you make!

#### Spread the Word

We're stronger when we're united! Whether speaking to clients, the media, or government during National Tourism Week 2024 (and beyond!), use the toolkit resources to ensure consistent messaging throughout the campaign.

#### Sponsored Days

Day 1: Monday April 15, 2024 - *Canada: Powered by Tourism*

Day 2: Tuesday April 16, 2024 - Business Events - Download the Fact Sheet

Day 3: Wednesday April 17, 2024 - Indigenous Tourism - Download the Fact Sheet

Day 4: Thursday April 18, 2024 - Canadian Destinations - Download the Fact Sheet

Day 5: Friday April 19, 2024 - *Canada: Powered by Tourism*

#### **Financial Implications:**

N/A

**Strategic Plan:**

This matter aligns with following strategic priorities:

- Vibrant Local Economy

Canada's Tourism Industry provides great economic benefit and prosperity along with other values that showcase all of the wonders that the Country has to offer.

**Attachments:**

Attachment – National Tourism Week Fact Sheet