



National Tourism Week 2022

May 29th to June 4th

(https://tiac-aitc.ca/Tourism_Week_2022.html)

To help celebrate National Tourism Week, the Tourism Industry Association of Canada (TIAC) is calling on all industry stakeholders to actively participate in this campaign. #TourismWeek2022 #GreenMeansGo

Now in its 12th year, National Tourism Week 2022 is a seven-day social media campaign designed to highlight and celebrate tourism in Canada. It invites all partners from across Canada and in several other countries to come together to champion and promote our tourism destinations, businesses, and employees, and the important economic, social, and cultural contributions they make to Canada.

With the overarching brand theme of “Travel now. For work, life, and play!” this year’s edition emphasizes that tourism in Canada is fully open for business and ready to re-welcome travelers from all over whether for pleasure or business.

- Elected representatives, both federally and provincially, will be challenged to create a short 15 second video clip highlighting the benefits of tourism in/to Canada and/or key local attractions, with a selected number of high-profile participants intended to become key spokespeople for the campaign overall (e.g., governor General, Prime Minister of Canada, Minister of Tourism, Minister of Foreign Affairs, President/CEO of TIAC, Leaders of Officials Parties and Parliamentary Tourism Caucus)
- An elected representative will be asked to make a statement in the House of Commons and in each legislature during Tourism Week on the benefits of tourism, showcasing Canada, and highlighting the important economic, social, and cultural contributions tourism makes to Canada or the province
- Canada’s embassies and consulates in the US, UK, France, Australia, Mexico, Japan, India, Germany, Italy, and South Korea will be invited to participate in promoting National Tourism Week by sharing key messages and videos through their social media networks. A host reception at Canada House in Washington to promote Canada as a leading travel destination and celebrate the launch of National Tourism Week is also being considered
- All tourism industry operators, including sector organizations are invited to actively participate in and promote National Tourism Week by sharing information, social media messaging and posting short videos about their operations or destinations. If they have a programmable lighting system at their operation, they will also be encouraged to light-up their facilities throughout Tourism Week in the campaign’s official green – Green means Go!