

Travel  
Alberta  
Canada 🇨🇦

# 2024 TOURISM WEEK TOOLKIT

APRIL 15-19, 2024

[#TourismWeekCanada2024](https://www.instagram.com/TourismWeekCanada2024)

# WHAT'S THE PURPOSE OF TOURISM WEEK?

National Tourism Week is yearly initiative led by Tourism Industry Association of Canada (TIAC), where tourism partners, businesses, and employees advocate for the benefits tourism brings to the country. The goal is to show the public why tourism is a valuable industry and worth supporting because of its economic, cultural, and community benefits.

# WHAT'S IN THIS TOOLKIT?

In our toolkit, you will find:

- Social graphics you can include in your social calendar
- Photo and video assets to create your own graphics (+ pre-made videos)
- Articles that promote the value of tourism to the economy and community
- Content ideas that will inspire tourism week content for your team
- Captions and hashtags you can customize to spread the word

Front Cover  
Philip J. Currie Museum, Grande Prairie

Running Reins Ranch, Big Valley



# SOCIAL GRAPHICS

This year's social graphics focus on the value of tourism to Alberta in a variety of areas. The social tiles highlight:

- Tourism's economic impact
- Working in tourism
- Tourism trends
  - Wellness
  - Indigenous
  - Regenerative
- Tourism is everywhere
- We are tourism

This one is a video!

## WHAT IS THIS "WE ARE TOURISM" SOCIAL TILE?

We heard you! Residents aren't always aware of what's considered a tourism business, or how a strong tourism industry impacts you. Use this graphic to let your friends, neighbours and customers know that you belong to this passionate industry.

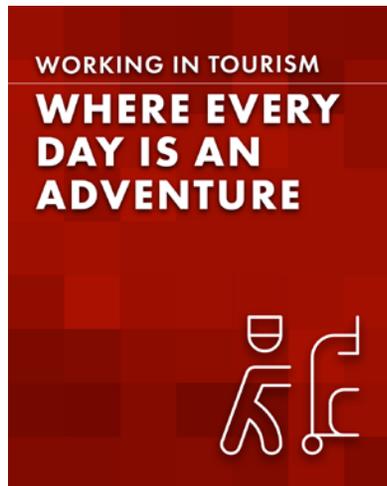
**Supporting tourism means they are supporting you!**

[Download Graphics →](#)

Click to download all of the graphics



Tourism's economic impact



Working in tourism



Tourism trends

# PHOTO & VIDEO ASSETS

## WANT TO CREATE YOUR OWN?

Would you rather create your own content? No problem, just don't forget to use our Multimedia Library if you need photo and videos!

[Log in or create an account now →](#)

## NEED SOMETHING THAT'S READY-TO-GO?

We get it, sometimes you just don't have the time to put something together. Let us help you. Here's a quick list of videos you can share on your channels.

- [Working in tourism](#)
- [Wellness tourism](#)
- [How community support impacts tourism](#)
- [Women in tourism](#)
- [To be an Albertan](#)
- [Canada's wild side](#)
- [Adjust your altitude](#)
- [Discover Alberta's wild skies](#)
- [Alberta's starring role in film and television](#)
- [Or anything else on our YouTube channel!](#)

Click the links to see the videos

# ARTICLES & CONTENT IDEAS

## WRITTEN AND READY-TO-GO

The best way to show the value of tourism is to look at the evidence and examples of it within our communities. Here are a few articles you can share on your channels, just make sure you add your own thoughts!

- [What does working in tourism look like?](#)
- [Eleven ways the community and tourism industry benefit from each other](#)
- [How “taste of place” is driving travel](#)
- [How ITA supports Indigenous operators across the province](#)

  
Click the links to see the articles



## CREATE YOUR OWN!

Got the time and drive to craft your own content? That's great, here are some ideas to get you started:

### Social graphics with evidence

Use our tourism dashboards for the statistics you need.

### Blogs or article ideas

- **Unique visitor experiences:** Does your business have unique story about how your business positively interacted with a customer? Share your story!
- **An announcement or new development:** If you business has something exciting coming around the corner, or you know about an attraction coming to your community, share that news! Show the community what they will get to enjoy in the future.
- **Community building:** Reveal how tourism businesses give back. If you contributed to the community in any way, whether that's through fundraising, being part of someone's love story, implementing accessibility and inclusion services, or planting trees, write about it.
- **Engage with your employees:** Your team may have some great stories to share. They could have awesome experiences with visitors or unique examples of what it looks like working in tourism. These stories would deepen the community's understanding of the tourism's unseen impacts.

### Connect with your local news

- Tourism Week is a Canada wide celebration. Talk to your local media about why it matters.

### Partner with your neighbouring businesses

- We are stronger together. Reach out to your local businesses and see if there are any partnership opportunities for Tourism Week.

### Community events and engagement

- Host an event and get the community involved with tourism week. Events could be anything from a workshop, social media challenge, or even a trivia night!

# CAPTIONS & HASHTAGS

Add your voice to the conversation!

Social media captions can be time consuming to draft, especially from scratch. Save yourself the effort and customize these for your business or organization.

Tag Travel Alberta and Tourism Industry Association of Canada in your posts so that we can show our support!



| TOPIC                        | CAPTION  |
|------------------------------|--|
| <b>Tourism is everywhere</b> | Fact: tourism is everywhere. It drives economic development, amplifies cultures, creates meaningful careers, and enhances the community for all Albertans.   |
| <b>We are tourism</b>        | <p>We are a tourism business! That's right. While we love to serve our community, we also thrive when tourism thrives. What this means is when you support a growing tourism industry, you're supporting us.</p> <p>We can't wait to see what the future holds as tourism grows in Alberta!</p> <p>When you support tourism in your community, you're supporting us. Thank you for encouraging the growth of our business. It is our honour to serve our neighbours, friends and the curious adventurers that come through our doors. #TourismWeekCanada2024 #WeAreTourism @TravelAlberta @TIAC_AITC</p> <p>When tourism thrives, so does our business! Celebrate Alberta's growing tourism industry with us and join us at _____ on April _____ at _____!</p>   |
| <b>Economic impact</b>       | A strong tourism industry has real benefits. It translates to real economic impact in our communities— supporting restaurants, amenities, infrastructure, events, retail, hotels, and more! @TravelAlberta @TIAC_AITC #TourismWeekCanada2024   |
| <b>Working in tourism</b>    | <p>Tourism is a career with a thousand opportunities! I'm proud to say that what I do contributes to growing Alberta's tourism industry and I'm excited to see what we accomplish in the next 10 years.</p> <p>Fact: Over 220,000 Albertans make their livelihoods in the tourism sector. Let's all make some waves and share the value of tourism!</p>  |
| <b>Indigenous tourism</b>    | <p>Indigenous tourism supports the livelihoods of Indigenous entrepreneurs. It's an avenue for Indigenous Peoples share to their cultures and languages and presents opportunities for non-Indigenous travellers to deepen their understanding. Visit <a href="http://indigenoustourismalberta.ca">indigenoustourismalberta.ca</a> to discover Indigenous operators across Alberta.</p> <p>Travellers are looking for authentic Indigenous experiences that deepen their understanding of the many beautiful and resilient cultures within the Indigenous community.</p> <p>Tourism is an opportunity for Indigenous and non-Indigenous entrepreneurs to create something beautiful together. Done right, it can turn dreams into reality, create meaningful relationships, and build communities.</p> |
| <b>Wellness tourism</b>      | <p>Health and wellness are important considerations for travellers when planning their trips. As Alberta expands to meet this growing demand, it means more relaxing and rejuvenating experiences for Albertans to enjoy!</p> <p>Wellness travel is a trend that's here to stay, which means your community could enjoy more unique relaxing experiences in your backyard.</p> <p>Supporting tourism means enhancing your community with meaningful amenities!</p>   |
| <b>Regenerative tourism</b>  | <p>Alberta's tourism sector prioritizes responsible growth! We are aligned in creating experiences that respect the environment, benefit the community, and inspire visitors to be stewards for the land long after they leave.</p> <p>Celebrate growing a strong tourism industry with us!</p> <p>Alberta has so much beauty, and we want it to last for generations to come! Celebrate with us as we grow a strong, responsible, and vibrant tourism industry.</p>   |

## DON'T FORGET THE HASHTAGS!

Hashtags are a great way to unite as one voice and reach more people. Get the word out with these hashtags:

#TourismWeekCanada2024

#WeAreTourism

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Alberta  
Canada 🇨🇦



Spray Lakes, Kananaskis Country

**TOURISM WEEK,  
HERE WE COME!**

**TRAVEL ALBERTA**

400-1601 9 Avenue SE  
Calgary, Alberta T2G 0H4  
403-648-1000

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