

# TOURISM WEEK

APRIL 15 – 19, 2024



# LET'S CELEBRATE TOURISM WEEK 2024!

This initiative, led nationally by the Tourism Industry Association of Canada (TIAC), is a time to celebrate the industry's incredible contributions to the lives and the livelihoods of the people in our local communities.

We know the ways that travel can impact each of our lives, discovering new places, experiencing new cultures, learning and growing. There is a transformative power to travel, and it matters deeply to many of us.





Not only does the tourism industry strengthen our economy, but it also helps enrich the quality of life for residents. Tourism helps to sustain experiences in our community, such as museums and festivals, that make life richer for those of us who live here.

This year's event takes place **April 15-19, 2024**, and the theme was chosen to recognize the fundamental economic and sociocultural importance of the sector in communities from coast to coast to coast - ***CANADA: Powered by Tourism!***



# SCHEDULE OF EVENTS

## TOURISM WEEK 2024

### Tourism Week Townhall

**Wednesday April 17th 9:00 AM – 3:00 PM**

Join Explore Edmonton, the Tourism Industry Association of Alberta (TIAA), Travel Alberta, and Indigenous Tourism Alberta (ITA) for the 2024 Tourism Week Townhall: Cultivating Collaboration. Registration is complimentary and includes presentations, a panel discussion and a conversation on local issues that are key to driving growth of the visitor economy in Edmonton.

### Annual Report Showcase

**Thursday April 18th 10:00 AM – 11:00 AM**

Explore Edmonton invites you to take part in a free online webinar where we highlight 2023 wins for the visitor economy in Edmonton. At Explore Edmonton, we are honoured to spotlight the vibrancy of our community, our diverse culture, and our outstanding facilities, all nestled within the beauty of Edmonton, and we're excited to celebrate some of the wins for our community with you.





# WHAT CAN YOU DO?

## TOURISM WEEK 2024



Edmontonians can have a huge impact just by doing four simple things:

- Tell your friends and family to come for a visit and see how incredible Edmonton is for themselves.
- Post on social media, talk to your friends and your network about the value of tourism in Edmonton.
- Like and share social media posts from your favourite local spots – restaurants, shops, performance venues.
- Go out and have fun! Hit a patio, buy tickets to a festival, or do a Segway tour of the river valley. This will support the local things we love so they're here to welcome the world.

The vibrancy of our community and the economic growth of our city depend on tourism.



## KEY MESSAGES

Outlined below are some key messages you can use to talk about the value of the visitor economy in Edmonton.

# KEY MESSAGES

- Did you know that tourism is a huge part of the economy? It injects more than \$2 billion. And Travel Alberta's research shows that visitor spending in Edmonton could grow to \$5.8 billion by 2035.
- According to research by Travel Alberta, Edmonton's visitor economy will see the highest growth in the province at 61% by the year 2030. Research shows we could welcome almost 9 million visitors to the city in the year 2030.
- We need to teach Edmontonians to see their city as a destination because visitors love Edmonton. The Tourism Sentiment Index of Edmonton is plus 28, which is on par with major cities worldwide. Edmontonians, on the other hand, do not recommend Edmonton with a net promoter score of negative 26.
- Knowledge is power: 93% of residents in the Rockies say they're very informed about tourism and research shows they recommend the area to visitors as much or even a little more than visitors do. While in Edmonton only 4% say they have strong knowledge of tourism, which is likely part of the reason why Edmontonians don't recommend our city.





# KEY MESSAGES

- The benefits of tourism go beyond its economic contribution. Tourism plays a significant role in other areas Edmontonians care about, such as environmental protection and stewardship, civic pride, cultural awareness, and reconciliation.
- Tourism also plays a unique and important role in sharing our values and principles with the world. Research shows international travellers are looking for meaningful/cultural experiences that can change their outlook and Edmonton can provide that.
- Indigenous Tourism is an act of reconciliation and can serve as a big fabric of meaningful travel in Edmonton. There is a lot of history in our city, and a number of Indigenous tourism operators are excited to share knowledge with Edmontonians and visitors.
- Tourism advertising not only attracts visitors; it also lifts the destination's image for economic development. Today's visitor is tomorrow's talent, and a positive travel experience can make people stop and say, "I think I could live here," which ultimately supports the city's talent pipeline goals.



# KEY MESSAGES

- Sporting events, meetings, conventions, festivals, our food scene, our arts scene, our museums and symphony, our river valley and access to the Rocky Mountains are all ingredients in the Edmonton secret sauce. The stuff that makes our city pop and enhances the quality of life for Edmontonians also makes our city a desirable location for travelers to visit.
- Sport tourism is a key driver of Edmonton's domestic and international visitor economy. These events are an integral part of a community's local, national, and international reputation. And they bring energy and vibrancy to Edmonton so residents and guests can enjoy our city and have multiple opportunities throughout the year to create memorable experiences.
- Volleyball Canada Nationals is tourism. The youth sporting event, which is returning to the Edmonton EXPO Centre, was also held here in 2022 and is probably something you didn't even know about. But it welcomed over 800 teams and sold over 52,000 hotel room nights, while producing \$63.7 million in total economic impact in 2022 and should produce significant impact this year.
- Did you know: the average attracted event will support 11 local businesses! Throughout 2023 Explore Edmonton's attracted events have supported 270 local businesses. These visitors, in town for events, shop in our stores, eat in our restaurants, and stay in our hotels.





# SAMPLE SOCIAL MEDIA COPY - GENERAL

Happy Tourism Week 2024! 🎉

This week, we celebrate the power of tourism to create jobs, support local businesses, and showcase all that #YEG has to offer.

Whether you're a traveller, a tourism professional, or a proud Edmontonian, let's come together to celebrate all that makes our city so special!



# SAMPLE SOCIAL MEDIA COPY - GENERAL

Let's celebrate the power of tourism in Edmonton! ✨

As we honour Tourism Week, let's recognize the immense economic impact that tourism brings to our city. From bustling festivals to iconic attractions, tourism fuels our economy, creates jobs and supports local businesses.

🌐 Let's continue to welcome visitors with open arms and showcase the best of Edmonton to the world! 🌍



# SAMPLE SOCIAL MEDIA COPY – BUSINESS EVENTS

 Happy Tourism Week 2024! 

Let's celebrate the power of tourism in Edmonton! From vibrant festivals to world-class attractions, tourism plays a crucial role in our city's economy, creating jobs and driving growth.

But it's not just about leisure travel—business events also play a vital role in boosting our economy. By attracting conferences, conventions, and trade shows, we showcase Edmonton as a dynamic destination for innovation and collaboration.

As we celebrate Tourism Week, let's recognize the economic impact of tourism and business events in our city, and continue to support and promote Edmonton as a must-visit destination!



# SAMPLE SOCIAL MEDIA COPY – INDIGENOUS TOURISM

Home to diverse Indigenous nations including the Cree, Saulteaux, Blackfoot, Sioux, and Métis People, #YEG is a vibrant hub of Indigenous culture and heritage. Edmonton, or Amiskwacîwâskahikan, proudly hosts the second largest Indigenous population in Canada, brimming with talented performers, artisans, musicians, and entrepreneurs.

Immerse yourself in this rich culture at Métis Crossing, embark on an Indigenous-led tour, explore the stories that have shaped Treaty 6 Territory at the Royal Alberta Museum, or savour the innovative cuisine crafted by trailblazing Indigenous chefs.

This Tourism Week, let's celebrate and support Indigenous tourism experiences that offer a deeper connection to our land, our history and our community.

# TAG US IN YOUR POSTS!

## **LinkedIn**

Explore Edmonton Corporation

## **Twitter**

@ExploreEdmonton

@ExploreEdmCo

## **Instagram**

@ExploreEdmonton



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SOCIAL MEDIA [HERE](#)**





# RESOURCES



- Access our digital library: [EXPLORE EDMONTON \(crowdriff.com\)](https://www.crowdriff.com)
- Sign up for our industry newsletter: [Newsletter | Explore Edmonton](#)
- Learn about our 10-Year Tourism Master Plan: [Tourism Master Plan | Explore Edmonton](#)
- Visit our Partner Resource Hub: [Partner Resources | Explore Edmonton](#)



# EXPLORE EDMONTON

