

TOURISM WEEK

APRIL 7–11, 2025

EXPLORE
EDMONTON



LET'S CELEBRATE TOURISM WEEK 2025!

This national initiative, led by the [Tourism Industry Association of Canada \(TIAC\)](#), is a time to recognize and celebrate the tourism industry's profound impact on our communities, livelihoods, and economy.

Travel has the power to inspire, connect, and transform. It allows us to discover new places, experience diverse cultures, and gain fresh perspectives. **Tourism is more than just an industry; it's a force that enriches our lives and strengthens our communities. Supporting tourism is supporting local and that benefits our city and our province.**

This toolkit will equip you with key messages, an overview of events, and fun ways to get involved and help us celebrate Tourism Week 2025!






SCHEDULE OF EVENTS

Tourism Week Proclamation at City Hall

 **Monday, April 7** |  **9:00 – 10:00 AM** |  **City Hall**




Be part of the official kickoff to Tourism Week as we recognize the vital role tourism plays in Edmonton's economic and community success.

Tourism Week Open House

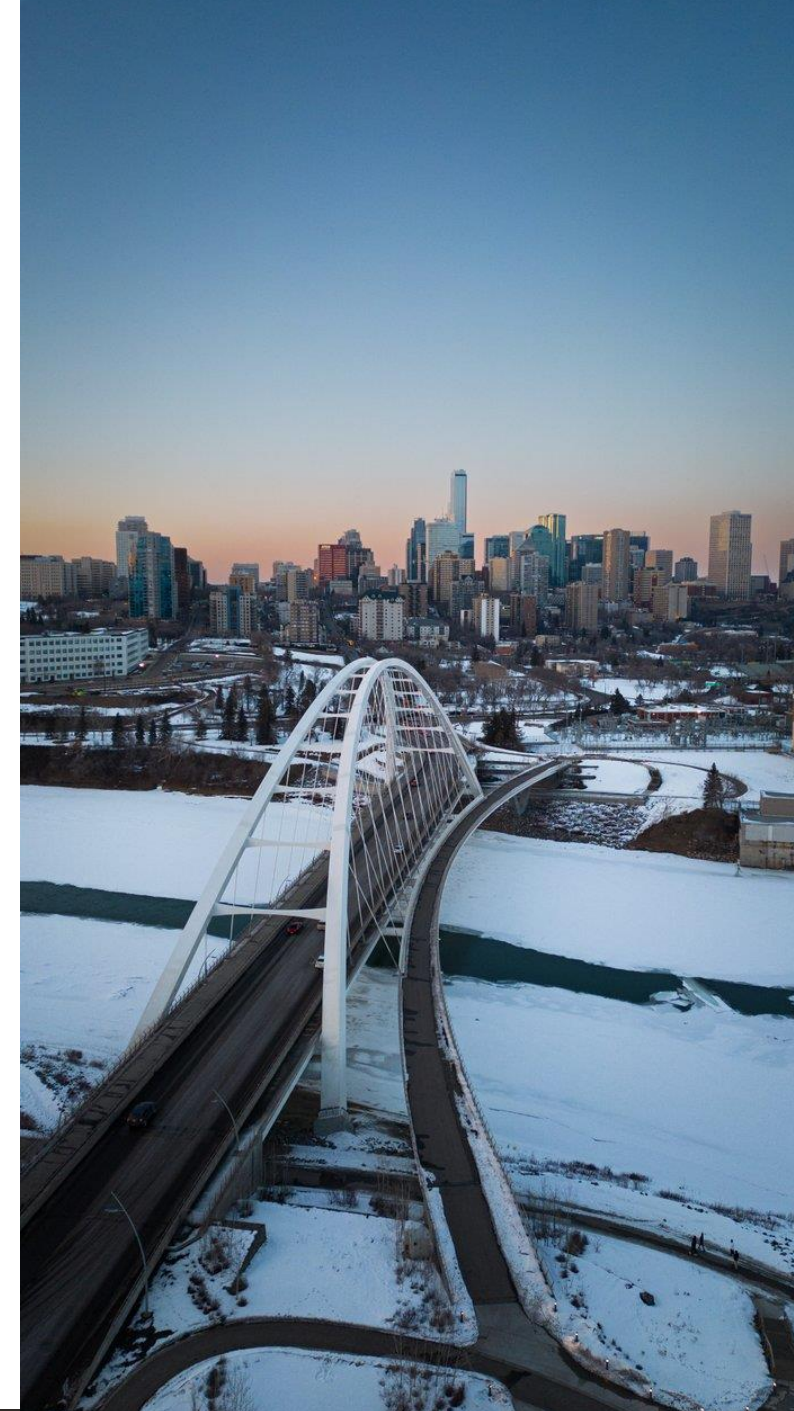
 **Tuesday, April 8** |  **3:00 – 6:00 PM** |  **World Trade Centre**

A casual, drop-in opportunity to connect with industry leaders, strengthen relationships, and gain deeper insight into Explore Edmonton's work in shaping our visitor economy.

TIAA Tourism Week Town Hall

 **Friday, April 11** |  **9:00 AM – 1:00 PM** |  **Salon 8 & 9, Edmonton Convention Centre**

The 2025 Edmonton Tourism Town Hall, sponsored by Explore Edmonton Corporation and Encore, brings together tourism stakeholders to share insights, tackle challenges, and drive advocacy ahead of municipal elections.



BEYOND TOURISM WEEK...

[Tourism Matters: 2024 Highlights & Insights](#)

 **Tuesday, April 22** |  **11:00 AM – 12:00 PM** |  **Zoom (Virtual)**

Join us for an engaging Annual Report Showcase as we reflect on 2024's biggest tourism successes. We'll highlight Explore Edmonton's achievements and how these wins support the growth of Edmonton's tourism industry, strengthening our visitor economy.

Webinar highlight:

Learn more about how we received the Best in Travel recognition from Lonely Planet! Lonely Planet's panel of destination and travel experts curated 30 must-see places across countries, cities and regions. We're beyond grateful to be recognized for our one-of-a-kind experiences, year-round adventures, and dedication to sustainable travel.

Check out our announcement video here: [Lonely Planet Announcement Video](#)



HOW CAN YOU GET INVOLVED?

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

- 1. Tell your friends and family** to come for a visit and see how incredible Edmonton is for themselves.
- 2. Post on social media** using the graphics we provided and talk to your network about the value of the visitor economy in Edmonton.
- 3. Like and share social media posts from your favourite local spots** – restaurants, shops, performance venues.
- 4. Support local!** Check out some of our incredible hidden gems. Visit our website for more ideas: [Attractions and Experiences | Explore Edmonton](#)

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.

- **Tourism is a major economic driver in our city.** It supports Edmonton's economic growth, provides new opportunities for diversification and, in the spirit of reconciliation, offers pathways for Indigenous Peoples to share their heritage, stories and wisdom with Albertans and the world.
- **Lonely Planet:** Edmonton was named one of the top 10 Lonely Planet Best in Travel 2025 cities. Fringe Festival, Old Strathcona, Royal Alberta Museum, and more local spots were all mentioned in the article.
- **Edmonton is home to the second largest urban Indigenous population in Canada.** There are over 87 Indigenous tourism experiences in the Edmonton region and so many talented and creative Indigenous peoples and communities who are willing to share their culture with us and with the world as we walk together towards reconciliation.
- **Supporting Tourism = Supporting Local:** With over 90% of businesses in the tourism and hospitality sector being small and medium-sized enterprises (SMEs), supporting tourism means supporting local businesses, local jobs, and local people.
- **Edmonton has it all:**
 - a stunning River Valley packed with green spaces and endless outdoor adventures
 - a food scene that's nationally recognized—three local restaurants, Bernadette's, Little Wolf, and Bar Henry, made Air Canada's Best Restaurants list in 2024
 - a one-of-a-kind Arts District where major cultural gems like the Art Gallery of Alberta, Winspear, Citadel, and the Royal Alberta Museum are all within an eight-block radius.

SOCIAL MEDIA GRAPHICS

We have created some Tourism Week 2025 graphics for you to share with your networks on social media!

Click the following link to download the graphics:

[Social Media Graphics](#)

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#TourismWeekCanada2025



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SAMPLE SOCIAL MEDIA COPY

Perfect to share on LinkedIn
with your network!

 **Happy Tourism Week 2025!** 

This week, we're celebrating the incredible impact of tourism—creating jobs, supporting local businesses, and showcasing everything that makes Edmonton an unforgettable destination.

Whether you're a traveler, a tourism professional, or a proud Edmontonian, let's come together to recognize the people and places that make our city shine! ✨

#ExploreEdmonton #TourismWeekCanada2025 #YEG

SAMPLE SOCIAL MEDIA COPY

Perfect to share on LinkedIn
with your network!

Supporting Tourism = Supporting Local!

Tourism is more than just travel—it's a powerful driver of our local economy! With over 90% of businesses in the tourism and hospitality sector being small and medium-sized enterprises (SMEs), supporting tourism means supporting local businesses, local jobs, and local people.

This Tourism Week, let's celebrate the businesses that make Edmonton a vibrant destination. Whether it's dining at a local restaurant, exploring an attraction, or shopping small, every visit helps our community thrive!

✨ Support local. Support tourism. Support Edmonton. ✨

#TourismWeek #SupportLocal #TourismWeekCanada2025
#ExploreEdmonton

SAMPLE SOCIAL MEDIA COPY

Perfect to share on LinkedIn with your network! This post highlights 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, is home to the second largest Indigenous population in Canada, brimming with talented performers, artisans, musicians, and entrepreneurs.

Immerse yourself in this rich culture @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.

#TourismWeekCanada2025 #ExploreEdmonton #YEG

SAMPLE SOCIAL MEDIA COPY

Perfect to share on LinkedIn with your network! This post highlights Edmonton as a top destination to visit.

Edmonton: A Top 10 City to Visit in 2025! 🏆 🎉

This Tourism Week, we're celebrating a huge win for our city! Edmonton was named one of Lonely Planet's Top 10 Cities to Visit in 2025!

From our world-class festivals and thriving culinary scene to our stunning River Valley and rich cultural experiences, it's no surprise that our city is getting global recognition.

Tourism brings visitors, drives local business, and boosts our economy, helping make Edmonton an even better place to live, work, and explore. Let's keep the momentum going!

💙 Proud to call Edmonton home. Excited to share it with the world. 🌍

#TourismWeek #LonelyPlanet #ExploreEdmonton
#TourismWeekCanada2025

**MAKE SURE TO
TAG US IN YOUR
POSTS!**

Make sure to tag us in your posts along with any local tourism businesses so we can help spread the word and the love. ❤️

LinkedIn

@Explore Edmonton Corporation

Instagram

@Explore Edmonton

Be sure to use the official Tourism Week hashtag of **#TourismWeekCanada2025**.

And remember to tag in the Tourism Industry Association of Canada on Facebook and LinkedIn, and @tiac_aitc on X (formerly Twitter) and Instagram.



**LOOKING FOR SOME
SWEET EDMONTON
PHOTOS TO SHARE IN
YOUR POSTS?**

**CHECK OUT THIS
LINK: [PHOTO LIBRARY](#)**

RESOURCES

- Access our digital library: [EXPLORE EDMONTON \(crowdriff.com\)](https://www.crowdriff.com)
- Sign up for our industry newsletter: [Newsletter | Explore Edmonton](#)
- Access our partner onboarding package: [Partner Onboarding Package 2025](#)
- Lonely Planet article: [Best Cities to Travel in 2025 - Lonely Planet](#)
- Learn about our 10-Year Tourism Master Plan: [Tourism Master Plan | Explore Edmonton](#)
- Visit our Partner Resource Hub: [Partner Resources | Explore Edmonton](#)