

We've put together ready-to-use social posts to help you celebrate National Tourism Week with your audience! Use them as-is or tailor them to your own voice. Be sure to tag @TourismCalgary and use #NationalTourismWeek on every post.

General

It's National Tourism Week and we couldn't be prouder to be part of what makes Calgary shine. ❤️

Calgary welcomed 10.5 million visitors in 2025 and it's easy to see why. From world-class restaurants and festivals to stunning attractions and unforgettable experiences, this city has something for everyone. Tourism supports 84,000+ jobs across Calgary and drives \$3.3 billion in visitor spending. That's the power of a city people love to visit.

Whether you're a Calgarian or discovering our city for the first time, there's never been a better time to explore everything Calgary has to offer.

Plan your Calgary experience at visitcalgary.com ✨

#NationalTourismWeek @TourismCalgary

Green Lighting Post


We're going green for tourism tonight! 💚

This National Tourism Week, buildings and landmarks across Calgary are lighting up green to celebrate the visitor economy and everything it means for our city. Tourism fuels our economy, supports local businesses and helps create a Calgary we're all proud to call home.


Next time you're out this week, look for the green lights and share what you see. We'd love to see Calgary shining bright together.

 Tag us and use #NationalTourismWeek @TourismCalgary

Community & Pride


Calgary isn't just a great place to visit. It's a great place to belong. 

Every festival, convention, cultural event and culinary experience adds to the fabric of this city. Tourism brings people together, supports local businesses and helps Calgary share its story with the world. And the world is listening. 59% of Canadians are planning to visit Calgary in the next two years.

There's always something new to love about this city. What's your favourite Calgary experience? Tell us below. 

#NationalTourismWeek @TourismCalgary

People Powered

Behind every great Calgary experience is a team of people who pour their heart into this city. 

This National Tourism Week we're celebrating the restaurants, hotels, attractions, venues and local businesses that make Calgary an incredible destination. Tourism isn't just an industry. It's our neighbours, our community and our city's future.

Come experience it for yourself!

#NationalTourismWeek @TourismCalgary