



2018

YEAR OF TOURISM  
L'ANNÉE DU TOURISME

中加旅游年

## FAQs

### 1. How can my business participate in the 2018 Canada-China Year of Tourism campaign?

The 2018 Canada-China Year of Tourism will be expressed throughout all of our China market plans and channels. Like all of our campaigns, we work with our co-investors including Provincial and Destination Marketing Organizations (PMO and DMO) to highlight market-ready experiences from across the country. Your PMO or DMO will have information on how to engage as a small business.

You can also join the conversation online using the hashtag #2018CCYT and #2018中加旅游年# on Chinese social media.



WeChat: Follow us by scanning the QR code for Destination Canada



### 2. Where can I learn more about the Government of Canada's 2018 Canada-China Year of Tourism activities?

Visit the Government's [2018 Canada-China Year of Tourism website](#) for more information.

### 3. Where do I find more information on the Chinese market?

Destination Canada's [China Market page](#) provides consumer-based intelligence, recent marketing campaigns and reports.

### 4. How can I stay in the loop on 2018 Canada-China Year of Tourism?

Subscribe to [Destination Canada's newsletter](#) and follow us on Twitter [@DestinationCAN](#).

You can also regularly check back on our [website](#).