



# MTW CANADA

## TOURISM AMBASSADOR PROGRAM

Proud Member of / Fier membre de

TIAC AITC

Tourism Industry Association of Canada  
Association de l'industrie touristique du Canada



MARKETING TOURISM WORLDWIDE



[www.mtwcanada.ca](http://www.mtwcanada.ca)



[ambassadors@mtwcanada.ca](mailto:ambassadors@mtwcanada.ca)



[@mtwcanada](https://www.instagram.com/mtwcanada)



THE LOTUS HOPE FOUNDATION

INSPIRE • EDUCATE • EMPOWER



# WHO ARE WE

**Marketing Tourism Worldwide Canada (MTWCanada)** was established in 2023 as a Destination Marketing Organization, with the sole mission to promote Canada as a year round premiere tourist destination for leisure and business travel and also for hosting international events and festivals.

**The MTW Canada Tourism Ambassador Program (MTAP)** was developed to help empower women in the tourism industry, promoting gender equality and driving economic growth. By providing women with equal opportunities and support in the tourism sector, we can create a more inclusive and diverse industry that benefits both individuals and communities. Investing in women's empowerment in tourism not only enhances their socio-economic status but also contributes to sustainable development and cultural preservation.

MTW Canada has partnered with **The Lotus Hope Foundation** (Canadian Registered Charity # 793579418 RR0001) to create a unique **Scholarship Program** (MTAP) for women. One that will foster personal and professional development.

Tourism Ambassadors will walk away from our program (MTAP) with more confidence and a new skill set to help build a successful future in any Tourism industry or tourism related business environment.



2023 Canada Tourism Ambassadors



# TOURISM AMBASSADOR PROGRAM

**The Tourism Ambassador Program** includes 3 components:

- 1) Application & selection process
- 2) Training and mentoring program
- 3) In person preparation for international showcase

## **1. Application & selection process:**

Applicants must be a student enrolled in the Travel and Tourism program at a Canadian University or College. There are no fees to apply. Applicants are required to complete the application form, submit a recent resume, and part take in an in-person or virtual interview with a member of the MTWCanada judging panel. The judging panel consists of Board Directors, tourism industry personnel, or educators. Criteria for selection will be based on tourism knowledge, industry experience, leadership skills and personal interview.

## **2. Training and mentoring**

A winner will be selected from each Educational Institution and will be awarded a \$500.00 monetary scholarship. An overall Provincial Tourism Ambassador will also be named. Provincial Tourism Ambassadors will be tasked with responsibilities for the upcoming year related to promoting tourism within their Province.

## **3. International Showcase**

**A Canadian Tourism Ambassador** will be selected by the judging panel and be awarded a monetary and non-monetary scholarship, valued of up to \$ 10,000. The Canadian Tourism Ambassador will engage in a series of workshops in preparation for the international showcase representing Canada that will include:

- 1) Building self confidence
- 2) Improving presentation skills and connecting with an audience
- 3) Personal Branding Skills
- 4) How to create engaging social media posts and when to post
- 5) Networking and Marketing for Success
- 6) Promoting good mental health
- 7) Building a bright future - How to become an entrepreneur

At the end of the international showcase, MTW Canada will provide assistance the Canadian Tourism Ambassador to create a start up ecommerce business!

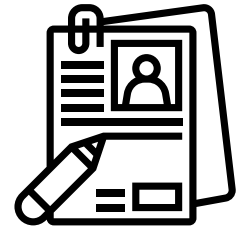




# APPLICATION TIMELINE

## Sep - Dec 2023

- Applications accepted electronically.
- Email to : [info@mtwcanada.ca](mailto:info@mtwcanada.ca)



## Jan - Apr 2024

- Ambassadors notified .
- Certificates and scholarships mailed.
- Winners posted on social media
- Educational Institution advised.

## May - Aug 2024

- In person and/or virtual training for social media posts
- In person training for National Tourism Ambassador
- Workshops covering self confidence, presentation skills, personal branding, social media, networking, marketing, positive mental health, becoming an entrepreneur



## Apr 2024 - Apr 2025

- Ambassadors invited to Tourism related events
- Continue social media posts with tourism videos
- Tag Provincial Tourism Boards and Tourism related businesses and TIAC (Tourism Industry Association of Canada)