

# World Tourism Day (September 27)



**PUBLICATION DATE:** Tuesday, September 27  
**GET INVOLVED BY:** Tuesday, August 2  
**PRINT/DIGITAL AD MATERIAL DUE:** Tuesday, September 20

**INVESTMENT:** SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Recognizing the power of responsible and sustainable tourism to advance inclusive recovery and growth, World Tourism Day presents a chance to recognize the important contribution of tourism across the globe. This special feature will highlight the efforts and innovations that are shaping the future of tourism as well as profile leaders in the travel industry and their role in fostering cross-cultural understanding and bringing benefits to local businesses and communities, including those who would otherwise be at risk of being left behind.

**Proposed topic highlights:**

- TOP DESTINATIONS** – Enticing sights, activities and opportunities.
- TRANSPORTATION** – From planes, trains and automobiles to ships and bikes.
- CELEBRATIONS** – Birthdays, weddings and family gatherings, the best places for planning missed or upcoming milestones.
- SAFE TRAILS** – Travel advisory updates and planning tools advancing safe travel.
- ECONOMIC IMPACT** – Stories of economic empowerment through tourism.

Sponsor content is available. Speak to your account manager for more information.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON, Project Manager** T: 1.604.631.6636  
E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL  
SOLUTIONS. PARTICIPATING  
ADVERTISERS  
CAN BE MENTIONED/QUOTED  
WITHIN CONTENT SPACE.

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

**PRINT/DIGITAL: National Edition**  
**6,367,000 WEEKLY PRINT/DIGITAL  
READERS**

Source: Vividata Fall 2021, National, A14+

**PRINT: National Edition**  
**714,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2021, National, A14+

Click on the report below to  
see a similar feature

