

THE TOURISM LEXICON: 2025 Canadian Edition



| | | | | |
|------------------|--------------------------------|--------------------------------|--------------------|---------------|
| community | service | people | make | care |
| support | economy / economics | help | opportunity | growth |
| canadian | work | family | together | better |
| new | public | invest / investment | continue | life |
| need | thank | future | home | ensure |

 **New for 2025**