



# U.S. PAVILION SALON INTERNATIONAL TOURISME VOYAGES

International Tourism & Travel Show (ITTS)  
26<sup>th</sup> Edition



October 24 - 26, 2014  
Place Bonaventure, Montreal, Quebec

## International Tourism & Travel Show 2014

The event is one of North America's **BIGGEST** tourism shows attended by over **33,000** unique targeted visitors!

Meet representatives from **over 300 destinations** during three days of networking, showcasing destinations, and sharing expertise.

Some quick facts about the show...

- ✦ **72 %** of visitors to are planning to make a purchase with one of the exhibitors in the next 6 months
- ✦ **37 %** came with the intention of purchasing a trip
- ✦ **80 %** of visitors say they have discovered new travel destinations at the show

### CANADIAN INDUSTRY OVERVIEW

- ✦ The U.S. is Canada's **number one** destination
- ✦ Canadian travelers spent over **\$26 billion** in the U.S. in 2012
- ✦ Most Canadians spend an average of **\$1,700** per vacation
- ✦ Close proximity Canada-U.S.: over **90%** of Canadians live within 160 miles from a U.S. border
- ✦ Forecast calls for increase to **24%** Canadian travelers to the U.S. by 2017

## U.S. Commercial Service Value Added Program

Benefits in joining the U.S. Pavilion at the International Tourism & Travel Show 2014 include:

- ✦ **Booth space** at a discounted rate – strategically located to provide high exposure and visibility for your company
- ✦ **Access** to the 3-day exhibition
- ✦ **Event promotion** on the official U.S. Commercial Service Canada website including free registration in the International Tourism and Travel Show directory
- ✦ **Targeted marketing campaign** to federal and provincial governments, trade association officials and travel & tourism professionals including media
- ✦ **V.I.P. trade and media luncheon event** - opportunity to promote your destinations and **network** with travel industry professionals
- ✦ **B2B meeting space** – private room available throughout the event, reserved exclusively for U.S. Pavilion exhibitors to develop business relationships through one-on-one private meetings
- ✦ **Commercial Service staff support** throughout the event

**Register Now!**

**Participation Fee - US\$2,400 (per exhibitor)**

To register please contact:

**Sue Bissi**  
Travel & Tourism Specialist  
U.S. Commercial Service  
Tel: 514-908-3673  
[sue.bissi@trade.gov](mailto:sue.bissi@trade.gov)  
[www.export.gov/canada](http://www.export.gov/canada)