



U.S. PAVILION SALON INTERNATIONAL TOURISME VOYAGES

International Tourism & Travel Show (ITTS)
27th Edition

October 23 - 25, 2015
Place Bonaventure, Montréal, Québec



International Tourism & Travel Show 2015

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

Meet representatives from **over 400 exhibitors and partners** during three days of networking, showcasing destinations, and sharing expertise.

5 good reasons for becoming an exhibitor

- ✦ Reach your sales objectives
- ✦ Generate on-site short term sales
- ✦ Generate potential client database
- ✦ Showcase new products and services
- ✦ Maximize your brand visibility

CANADIAN INDUSTRY OVERVIEW

- ✦ The U.S. is Canada's number one travel destination.
- ✦ Canada delivered the largest inbound travel market to the U.S. in 2014 at 23 million visitors.
- ✦ Forecast calls for growth of 14% from 2013 – 2019.
- ✦ Canada ranks first in spending at US\$27.9 billion of total international spending.
- ✦ Shopping is the number one activity among Canadian travelers to the U.S.
- ✦ Canadian aging population – older demographic prefers travel to the U.S. over other countries.

U.S. Commercial Service Value Added Program

Benefits in joining the U.S. Pavilion at the International Tourism & Travel Show 2015 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
- ✦ **Commercial Service staff support** throughout the event

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

Register Now!

To register please contact:

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