

# Tap into Virginia's Largest International Market - CANADA!

## Marketing Strengths in Canada

- ♥ Virginia's largest international market and #1 international market to the U.S.
- ♥ Virginia welcomed 572,600 Canadians in 2010 representing a 3.6% increase
- ♥ Spending by Canadian visitors to VA was \$133 million in 2010 representing a 16.6% increase.
- ♥ Total nights spent in VA was 1,929,700 in 2010 representing a 13.3% increase
- ♥ Canada-US exchange rate continues to be favourable. The Canadian dollar posted a slightly stronger exchange rate in 2010 meaning Canadians could spend less of their own currency to purchase the same value of American goods compared with the year before.
- ♥ Proximity to Virginia (80% drive, 20% fly). A ten hour drive from Ontario and a 12 hour drive from Québec.
- ♥ Interest in Virginia's unique and diverse tourism product (Golf, Wineries, Nature/Outdoor Activities, Beaches, History, Cycling, etc.).
- ♥ High Brand Awareness: *Virginia Is For Lovers*.

## VTC Actions

- Distribution of tourism brochures/guides and representation at consumer shows Virginia Tourism Corporation (VTC) is participating in throughout the year in Ontario and Québec. Consumer shows include golf, outdoor adventure, zoomers, travel, and niche markets (CAA, cycling, culinary/wine, wellness, women & families).

### Consumer and trade shows in the province of Quebec

#### SITV Show

October 21-23, 2011

Montreal

The International Tourism and Travel Show (SITV) has become one of the largest events of its kind in North America. SITV offers exhibitors a unique opportunity to meet thousands of qualified visitors and many of the travel industries most influential players. Opportunity to reach more than 35,000 visitors.

#### The Montreal Bicycle Show

February 17-19, 2012

Montreal

The MONTREAL BICYCLE SHOW is the most important consumer show in the province of Quebec dedicated exclusively to the world of bicycle and cycling tourism so

popular today. At its last edition in 2011, 18, 618 cycling enthusiasts from all over the province of Quebec attended the show.

*Air Land Sea Spring Tour*                      March 2012                      Montreal  
Trade “road show” across the province of Quebec reaching out to more than 500 travel agents in 5 major cities. The spring tour is perfect to reach travel agents outside of the Montreal area who are seeking pertinent travel information.

*Montreal Golf Show*                      Spring 2012                      Montreal  
Being the only golf show in the province, it’s a “must” event for avid golfers!  
Opportunity to reach more than 20,000 golf lovers.

*Outdoor Festival of Montreal*                      May 2012                      Montreal  
The **OUTDOOR FESTIVAL OF MONTREAL** is Quebec’s largest outdoor activity and tourism event. Opportunity to reach 30,000 + ecothusiasts!

### **Consumer and trade shows in the province of Ontario**

*The Outdoor Adventure Show*                      February 24-26, 2012                      Toronto  
Canada's best outdoor adventure travel consumer show. Excitement abounds with over 31,000 outdoor enthusiasts and 300+ exhibitors; this show is definitely a MUST for your 2012 marketing campaign!

*Toronto Golf Show*                      March 2-4, 2012                      Toronto  
The 22nd Annual Toronto Star Golf & Travel Show is the largest consumer golf show in North America. The show attracts approximately 30,000 avid golfers in Ontario.

*The Ottawa Travel & Vacation Show*                      March 10-11, 2012                      Ottawa  
This targeted event is a fantastic opportunity to meet one on one with thousands of travelers in Ottawa. The 17th annual Travel and Vacation Show in Canada’s national capital is very successful with an opportunity to reach more than 17,000 people in Canada’s capital Province.

*CAA Niagara Region Travel Trade Show*                      September 18, 2011                      Niagara  
CAA (Canadian Automobile Association) 15<sup>th</sup> Annual consumer show approx. 500-600 CAA travel clients/consumers who are interested in travel. Opportunity to conduct 20-minute destination presentations to consumers attending this show. The Niagara region is located 15 minutes from the Buffalo border & is a major thruway (border crossing) for Ontarians driving to the USA.

*Discover America Media/Trade Day*                      October 03, 2011                      Toronto  
Canada's 5<sup>th</sup> annual Discover America media marketplace with an opportunity to reach over 65 key travel media (at one-on-one scheduled appointments) who actively write about the USA.

The Toronto National Women's Show                      November 11-13, 2011                      Toronto

This yearly event offers you the opportunity to reach more than 35,000 targeted people in Toronto area interested in experiencing your product.

Gourmet Food & Wine Expo                                      November 17-20, 2011                      Toronto

By participating in this show, wine & culinary outfitters in Virginia will gain access to the most sought-after consumers in Toronto; young, trend-setting adults ages 25-35 and mature, affluent adults 35-54 years of age. Attendees of the Gourmet Food & Wine Expo are highly educated, stylish and discerning consumers seeking out the latest trends in food and wine while maintaining loyalty to exclusive favorites. Opportunity to reach more than 36,000 people.

- Distribution of tourism brochures/guides during monthly sales calls in both provinces. The sales call reports are available to the Virginia tourism suppliers with applicable leads for suppliers to follow-up on.
- Canadian representatives provide translation (available for the Québec market), brochure design and printing services.

### VTC Supplier Actions

- If you would like to exhibit with VTC at any of the aforementioned travel trade and consumer shows, opportunities are available from \$150-\$750 plus travel expenses.
- To distribute your brochure at all the shows, we would recommend approx. **1,000** brochures per market. Please note that some shows are for special niche markets (i.e. wine, golf, cycling) therefore, brochures will not be necessary for all shows. Please send to the following address and it is very important to let each representative know when to expect the shipment & how many boxes are being sent. **Very important:** When sending shipment please write on the weigh bill the following to avoid any hold up's at the border or extra costs once received: **PROMOTIONAL ITEMS ONLY- NOT FOR RESALE. VALUE MUST BE KEPT AT UNDER \$20 USD. (MINIMUM VALUE PERMITTED FOR MATERIALS SHIPPED INTO CANADA VIA UPS is \$0.50 PER POUND, SO NO BOX SHIPPED VIA UPS SHOULD WEIGH MORE THAN 38 POUNDS, WITH A VALUE OF NO MORE THAN \$19.)**

**Attn: Glen Harwood  
Hippo Express- Warehouse  
1800 Ironstone Manor- Door 7  
Pickering ON  
L1W 3J9 CANADA  
905-831-0006**

**Quebec market contact**  
Barbara Simon- b.simon@sympatico.ca

**Ontario market contact**

Sana Keller, Director, Canada- sanak@sympatico.ca

- Send updated tourism collateral to the in-country fulfillment center to fulfill telephone inquiries and on-line requests. (Please follow shipping instructions listed above.)
- Provide press releases to the Canadian representatives to keep them updated on news, openings, activities, attractions, hotels, etc. These in turn will be communicated to the trade and consumer media to increase awareness of your tourism product in the Ontario and Québec markets. Archives of press releases will be translated and posted on the French Facebook page, along with one image and hyperlink.
- Sponsorship opportunities are available for participation in Canadian contest/promotions (magazine/TV/radio/newspaper/website). If interested in this opportunity, please contact us at your earliest convenience to let us know what product/services you have available. Example: You can supply a major prize to support one of the above trade shows & receive either radio, TV, web or magazine coverage to promote the show & your product.
- Support media and trade familiarization tours to your area. Familiarization tours include Canadian representation staff, Canadian Automobile Association (CAA) representatives, targeted travel agents, tour/motorcoach operators, consumer and trade media representatives.
- Participate in the print, television and electronic advertising campaigns either by providing in-kind support or advertising dollars.
- Participation in CAA (Canadian Automobile Association) promotions where possible.
- **NEW THIS YEAR: Sales Mission to Canada**

Join VTC for a sales mission to Ontario and Quebec, Canada and meet one-on-one with key travel trade and media representatives. Take advantage of this opportunity in which your region/attraction will get one-on-one attention in the top two key regions of Canada. This mission will offer participating partners the chance to present their company's information to the travel trade in this important feeder market. Limited to six partners.

**Benefits:**

- Sales calls to tour operators, CAA offices and agents with Virginia's in-market representative
- Distribution of materials and promotional items on sales calls
- Post-mission sales lead report
- Opportunity to meet targeted media at travel media event

**Audience:** Tour Operators, Travel Agents and Media

**Dates:** Spring 2012

**Deadline: December 1, 2011**

**Cost:** \$1,000 + travel expenses

**Contact:** Jane Govoruhk at 804-545-5546 or [jgovoruhk@virginia.org](mailto:jgovoruhk@virginia.org)

If you would like to be informed about new Canadian initiatives, please let us know via e-mail ([hjohannesen@virginia.org](mailto:hjohannesen@virginia.org), [sanak@sympatico.ca](mailto:sanak@sympatico.ca), [b.simon@sympatico.ca](mailto:b.simon@sympatico.ca)) and we will keep you updated.

### **VTC Contact Information**

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