

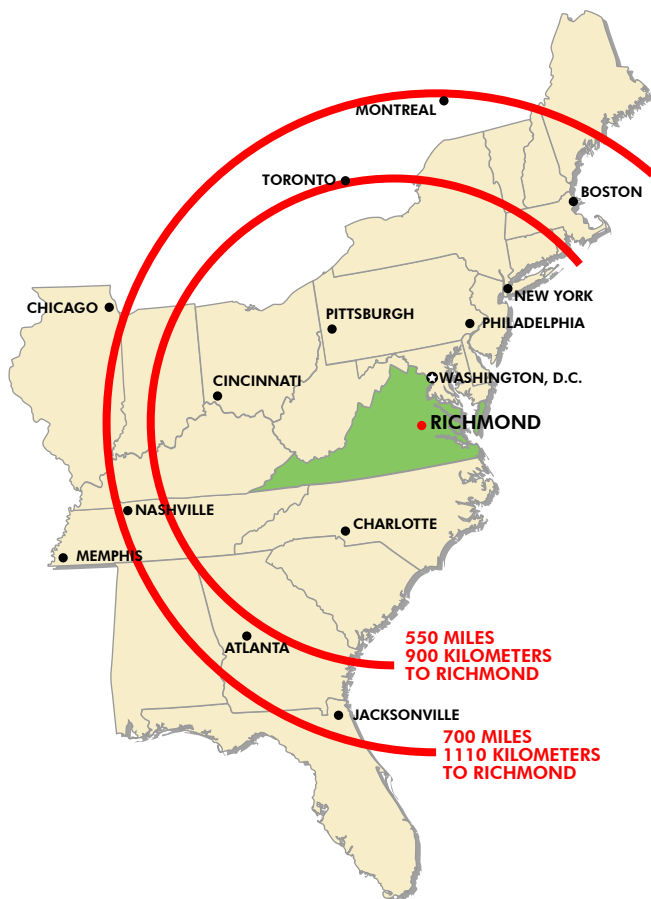


2018 CANADIAN VISITATION

507,089
VISITORS TO VIRGINIA

2018 CANADIAN SPENDING

\$237
MILLION



2019 TRADE PARTNERSHIP OPPORTUNITIES

OUR TEAM WILL:

- Distribute brochures at consumer shows
- Distribute brochures during sales calls and CAA trainings

PARTNER OPTIONS:

- Partner with VTC at consumer shows
- Provide press releases to Canadian team
- Participate in a promotion by providing in-kind trade
- Support trade & media FAMs by providing in-kind trade
- Participate in Canadian promotions
- Send brochures to Canada for distribution

APPLY FOR A VTC MARKETING LEVERAGE GRANT!

It is a reimbursable matching funds program with two levels of funding and a minimum of three partners. For more information, visit vatc.org/grants.

2019-20 CONSUMER SHOWS

ONTARIO SHOWS

CAA Consumer Show Niagara
September 15, 2019

North American International Motorcycle Supershow
January 3-5, 2020

Toronto Golf & Travel Show
February 7-9, 2020

Ottawa Travel & Vacation Show
March 28-29, 2020

QUÉBEC SHOWS

International Tourism & Travel Show
October 25-27, 2019

Montréal Bicycle Show
February 21-23, 2020

ExpoGolf Montréal
March 20-22, 2020

Montréal Outdoor Adventure & Travel Show
April 4-5, 2020

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VISIT VATC.ORG FOR MORE INFORMATION

