

SALES ACTIVITIES 2017

For more information on partnership opportunities or show details, please contact Kathleen Kolva: kathleen.kolva@vermont.gov



OCT. 21-23, 2016 | INTL TOURISM & TRAVEL SHOW

www.salontourismevoyages.com/en

Montreal, QC | **PARTNERSHIP OPPORTUNITY:**

One of the biggest travel events in North America, drawing over 33,000. Showcase your products/services to the Quebec and Ontario consumer markets as well as Canadian travel professionals.

JAN. 14-17, 2017 | AMERICAN BUS ASSOCIATION

www.buses.org/events/event/marketplace-2017

Cleveland, OH | Marketplace for 3,500 North American tour operators, suppliers & exhibitors who offer motorcoach travel opportunities. VDTM represents Vermont on the Business Floor.

JAN. 21-22, 2017 | TRAVEL & ADVENTURE SHOW

www.travelshows.com/shows/chicago

Chicago, IL | **PARTNERSHIP OPPORTUNITY:**

14th year for this premier consumer expo; expected attendance of 24,000. United Airlines offers a direct flight from Chicago to BTV, making 'Chi-Town' a strong flight market for VT.

JAN. 27-29, 2017 | NEW YORK TIMES TRAVEL SHOW

www.nytravelshow.com

New York, NY | The largest and longest-running show in North America. Almost 30,000 consumers and travel industry professionals are drawn to the Javits Center to engage with 500+ exhibitors from across the globe.

FEB. 10-12, 2017 THE BOSTON GLOBE TRAVEL SHOW

www.bostonglobetravelshow.com

Boston, MA | **PARTNERSHIP OPPORTUNITY:**

An estimated 25,000 consumers and travel professionals will attend this 12th annual event. Approximately \$5M in business will be booked on the show floor. Friday, 8-5:30 is exclusively a Travel Trade Industry-Only.

MAR. 3-5, 2017 | AAA TRAVEL MARKETPLACE

Foxborough, MA | **PARTNERSHIP OPPORTUNITY:**

Consumer show at Gillette Stadium; expected attendance of 17,000. Show is organized by AAA of Southern New England; lodging exhibitors must be AAA-rated.

MAR. 25-26, 2017 | THE TRAVEL AND VACATION SHOW

www.travelandvacationshow.ca

Ottawa, ON | **PARTNERSHIP OPPORTUNITY:**

23rd annual consumer show held in Canada's national capital; expected attendance of 20,000. Due to government, education and tech industries, Ottawa residents have abundant vacation time and 2nd highest incomes in the country.

APR. 1-2, 2017 | OUTDOOR ADVENTURE & TRAVEL SHOW

www.outdooradventureshow.ca/montreal/english

Montreal, QC | **PARTNERSHIP OPPORTUNITY:**

Attracts a highly passionate audience who love the outdoors, have disposable income, and enjoy learning about new tourism products. Attendees are mostly in the 18-49 age range and are multi-sport enthusiasts. Expected attendance of 17,000.

APR. 5-6, 2017 | VERMONT TOURISM SUMMIT

www.vttourismsummit.org

Stowe, VT | Join tourism industry colleagues at the 34th annual Vermont Tourism Summit (VTS), formerly known as the Vermont Travel Industry Conference. Includes networking events, engaging panel discussions & keynote presentations, and applicable workshops.

APR. 24-26, 2017 | DISCOVER NEW ENGLAND TOURISM SUMMIT & INTERNATIONAL MARKETPLACE

www.discovernewengland.org/dne-summit

Bretton Woods, NH | DNE hosts 80+ international tour operators and US receptive operators. Great opportunity to promote travel products, establish relationships, and initiate agreements for groups and FIT.

MAY. 6, 2017 | DAYTRIPS & DESTINATIONS EXPO

www.daytripsanddestinations.com

Plantsville, CT | **PARTNERSHIP OPPORTUNITY:**

This consumer expo is an extension of the FoxCT New series "Daytrippers" and the Hartford Courant's travel section. The expected attendance for this one-day show is 5,000. The show promotes family travel, day trips, and summer recreation.

2017 SALES ACTIVITIES CONTINUE ON BACK

SALES ACTIVITIES 2017 CONTINUED

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JUN. 3-7, 2017 | U.S. TRAVEL ASSOCIATION'S IPW

www.ipw.com

Washington, D.C. | More than 1,000 U.S. travel organizations and more than 1,300 international buyers from 70+ countries conduct business negotiations that result in the generation of more than \$4.7 billion in future USA travel.

SEP.15-OCT.1, 2017 | EASTERN STATES EXPO "THE BIG E"

www.thebige.com

W. Springfield, MA | VOLUNTEERS NEEDED. "New England's Great State Fair"; the largest agricultural event on the eastern seaboard and the 5th largest in the nation. Attendance near 1.5 million. Volunteers are needed to staff the tourism booth located in the Vermont building.

T.B.D. | INTERNATIONAL SALES MISSIONS

Europe, Asia, Australia | Vermont is represented by Discover New England at international sales.

NOTES:

