SALES ACTIVITIES 2016

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

**JAN. 8-10, 2016 | NEW YORK TIMES TRAVEL SHOW**
www.nytravelshow.com
New York, NY | The largest and longest-running trade and consumer travel show in North America. It is a celebration of travel, food, and culture. This three-day event attracted more than 29,000 motivated travelers and industry professionals.

**JAN. 9-12, 2016 | AMERICAN BUS ASSOCIATION**
www.buses.org/events/event/marketplace-2016
Louisville, KY | Marketplace for 3,500 North American tour operators, suppliers & exhibitors who offer motorcoach travel opportunities. VDTM represents Vermont on the Marketplace Business Floor.

**JAN. 22-24, 2016 | AAA GREAT VACATIONS TRAVEL EXPO**
www.aaagreatvacations.com
Columbus, OH | Consumer show at the Greater Columbus Convention Center; attendance of 15,000. Ohio is a $1.5 billion vacation travel market. Show headliner: Travel Channel host Samantha Brown.

**MAR. 4-6, 2016 | AAA TRAVEL MARKETPLACE**
www.southernnewengland.aaa.com/marketplace
Foxborough, MA | PARTNERSHIP OPPORTUNITY: Consumer show at Gillette Stadium; expected attendance of 18,000. Show is organized by AAA of Southern New England; lodging exhibitors must be AAA-rated.

**MAR. 4-6, 2016 | SALON INFO-VÉLO**
www.infoveloquebec.com
Quebec, QC | Consumer show attended by bicycle enthusiasts. Mountain biking and road biking are well represented. Expected attendance of over 15,000. VDTM has teamed up with Lake Champlain Byways.

**MAR. 19-20, 2016 | TRAVEL & ADVENTURE SHOW**
www.travelshows.com/shows/philadelphia
Philadelphia, PA | PARTNERSHIP OPPORTUNITY: Premier consumer expo; expected attendance of 15,000. Digital tracking tools have recently revealed that the greater Philadelphia area is one of the strongest Vermont tourist markets.

**APR. 2-3, 2016 | OUTDOOR ADVENTURE & TRAVEL SHOW**
www.outdooradventureshow.ca/montreal/english
Montreal, QC | Canada's largest and most successful outdoor adventure event comes to Montreal for the first time. Attendees are mostly in the 18-49 range and are multi-sport enthusiasts. VDTM represented by the New England Tourism Center.

**APR. 4-6, 2016 | DNE TOURISM SUMMIT**
www.discovernewengland.org/dne-summit
Newport, RI | DNE hosts 80+ international tour operators and US receptive operators. Great opportunity to promote travel products, establish relationships, and initiate agreements for both group tours and FIT.

**APR. 9-10, 2016 | TRAVEL & VACATION SHOW**
www.travelandvacationshow.ca
Ottawa, ON | PARTNERSHIP OPPORTUNITY: 22nd 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. 13-14, 2016 | VERMONT TOURISM SUMMIT**
www.vttourismsummit.org
Killington, VT | Join tourism industry colleagues at the 33rd annual Vermont Tourism Summit (VTS), formerly known as the Vermont Travel Industry Conference. Includes networking events, engaging panel discussions & keynote presentations, and pertinent workshops.

**MAY. 14, 2016 | DAYTRIPS & DESTINATIONS EXPO**
www.daytripsanddestinations.com
Plantville, CT | PARTNERSHIP OPPORTUNITY: This consumer expo is an extension of the FoxCT News 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. It also features the very popular "Taste for Travel" sampling pavilion.

2016 SALES ACTIVITIES CONTINUE ON BACK
SALES ACTIVITIES 2016 CONTINUED

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JUN. 14-15, 2016 | VERMONT INFORMATION KIOSK
Montreal, QC | Vermont information kiosk at the Montreal Train Station. Promoting Vermont to thousands of Quebec residents as they pass through the station on their commute or travels. Working with the New England Tourism Center.

JUN. 18-22, 2016 | U.S. TRAVEL ASSOCIATION’S IPW
www.ipw.com
New Orleans, LA | 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. Attendance of 5,000 industry professionals.

JULY/AUG. 2016 | QUEBEC/ONTARIO TRAVEL SHOW
Quebec/Ontario | Special invitation event put on by Voyages Vasco in a large group of offices across Quebec and Ontario. Networking coordinated by New England Tourism Center.

SEP. 16-OCT. 2, 2016 | EASTERN STATES EXPOSITION, 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 of 1.35 million in 2015. Sixty volunteers from the VT tourism industry are needed to staff the tourism booth located in the Vermont building.

OCT. 21-23, 2016 | INTERNATIONAL TOURISM & TRAVEL SHOW
www.salontourismevoyages.com/en
Montreal, QC | PARTNERSHIP OPPORTUNITY:
More than one hundred countries are represented by their tourism offices, tour operators, and travel agents. This three-day event is attended by over 33,000 visitors who will be seeking travel advice and looking to plan their next adventure.

DATE T.B.D. | INTERNATIONAL SALES MISSIONS
U.K., Germany, France | Vermont represented by Discover New England at international sales missions.

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 Marketplace Business Floor.

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