

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 age 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

