



Host city named for 2019 Atlantic Canada Showcase

February 1, 2019 – Fredericton, New Brunswick

Newfoundland and Labrador's capital city of St. John's has been selected to host Atlantic Canada Showcase, October 6-8, 2019.

Atlantic Canada Showcase (ACS) is a biennial buyer-seated tourism marketplace designed especially for the motorcoach, group, Fully Independent Travel and specialty travel industry. The event entails three impactful days of pre-scheduled business-to-business meetings, networking events and educational sessions that will allow international buyers and regional sellers an opportunity to experience, meet and grow business with tourism product and service providers from all four Atlantic Provinces.

The ACS event, which rotates throughout the Atlantic Provinces, was last held in New Brunswick in 2016 and hosted 69 buyers from around the world and 122 sellers of tourism products and services from Atlantic Canada. A committee comprised of private and public representatives from each of the Atlantic Provinces has been working diligently to ensure that the 2019 event surpasses all expectations.

Funding for Atlantic Canada Showcase is provided by the [Atlantic Canada Agreement on Tourism](#) (ACAT). ACAT is a nine-member, pan-Atlantic, international marketing initiative comprised of the Atlantic Canada Opportunities Agency, the four tourism industry associations in Atlantic Canada and the provincial departments responsible for tourism in the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

For more information on the event, please visit, www.atlanticcanadashowcase.com.

Quotes

"Tourism helps every part of the country – urban and rural – by creating good jobs for the middle class. With its spectacular natural assets, world-class attractions, and unique cultures and people - tourism is certainly big business in Atlantic Canada. The Government of Canada continues to work in collaboration to harness the full economic potential of this key sector of our economy. Atlantic Canada Showcase is a great example of stakeholders working together to promote and strengthen the tourism industry. I wish organizers and attendees much success at ACS 2019 in Newfoundland and Labrador!"

- Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie



“Atlantic Canada Showcase is a key event that provides New Brunswick tourism operators and attractions an incredible opportunity to increase their profile nationally and internationally. New Brunswick is a wonderful place to discover with all the tourism products, services and experiences we have to offer. This unique travel marketplace represents a strategic networking opportunity for our industry to build business relationships with tour operators from around the world and attract more visitors and investment in the region.”

- The Honourable Robert Gauvin, New Brunswick Minister of Tourism, Heritage and Culture

“The Atlantic Canada Showcase (ACS) is the largest travel trade marketplace held in the region and provides a venue for small and medium sized Atlantic Canadian tourism services and attractions. The objective is to meet and establish relationships with travel trade operators from across Canada, the US and other countries who actively sell our region including those businesses with expansion plans. This premier marketplace event is an opportunity for local tourism businesses to build and maintain relationships with travel trade operators. It is a unique occasion as well to showcase the Atlantic culture, history and nature thus offering new insights for returning buyers while convincing new buyers to purchase Atlantic Canada.”

- Carol Alderdice, President and CEO of the Tourism Industry Association of New Brunswick

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