



## Host city named for 2019 Atlantic Canada Showcase

**February 1, 2019 – Charlottetown, Prince Edward Island**

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](http://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 our region’s best opportunity to engage with buyers from all over the world. Tour operators will learn of the incredible products Prince Edward Island has to offer their clientele. It is vital that we put our best foot forward in an incredibly competitive market place.”

*- Honourable Chris Palmer, Prince Edward Island Minister of Economic Development and Tourism*

“ACS gives us an opportunity to meet with tour operators and show them all that Prince Edward Island has to offer from a tourism perspective. Atlantic Canada Showcase is an excellent occasion for PEI’s tourism businesses to introduce new and unique packages to motorcoach, group, FIT and specialty travel industry. When they learn more about our region, they will be interested in promoting Atlantic Canada to their customer base.”

*- Kirk Nicholson, President of the Tourism Industry Association of Prince Edward Island*

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