



Host city named for 2019 Atlantic Canada Showcase

February 1, 2019 – St. John's, Newfoundland and Labrador

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



“Our province is proud to host the 2019 Atlantic Canada Showcase in St. John’s and we are delighted to welcome international tourism buyers and Atlantic Canada tourism suppliers to Newfoundland and Labrador. This tourism travel trade event continues to serve as a pillar in establishing and nurturing tourism business growth and business relationships throughout Atlantic Canada. I am proud of our Newfoundland and Labrador industry which brings a wealth of competitive market-ready tourism experiences celebrating our culture, landscape and rich history to this important international tourism showcase.”

- *Honourable Christopher Mitchelmore, Minister of Tourism, Culture, Industry and Innovation*

“As hosts for Atlantic Canada Showcase 2019, Hospitality Newfoundland and Labrador is thrilled to welcome international buyers and regional sellers to our province’s capital city, St. John’s. Our local host committee is an experienced team who are enthusiastic about exceeding expectations to represent Newfoundland and Labrador and Atlantic Canada. As we showcase the best that Atlantic Canada tourism has to offer, we hope to create an event that is impactful, engaging and resulting in increased tourism revenues throughout Atlantic Canada.”

-*Mr. Larry Laite, Chair of Hospitality Newfoundland and Labrador*

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