



ATLANTIC CANADA'S PREMIER B2B MARKETPLACE FUELS TOURISM

Charlottetown, Prince Edward Island – September 29, 2023 – Next week, Canadian and International tour operators, along with tourism providers from Atlantic Canada, will converge in Charlottetown for Atlantic Canada Showcase (ACS) with a mission to draw more visitors to Atlantic Canada.

Atlantic Canada Showcase is where 120+ tourism providers connect with 60+ Canadian & International Tour Operators every two years, rotating amongst the four Atlantic Canadian Provinces, with this year's event in Prince Edward Island. The event is tailored for the travel industry, featuring business to business meetings, networking, and education for boosting visitation to Atlantic Canada.

"No matter where you're from, Atlantic Canada is a special place to visit, and the Atlantic Canada Showcase helps bring more people to our shores," says the Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency. "That means more business for tourism companies, more jobs for people who live here, stronger economies in communities across our region, and more memories for visitors to take home."

"ACS provides us with a valuable platform to engage with tour operators and highlight the full spectrum of Prince Edward Island's tourism offerings. This event is an outstanding opportunity for PEI's tourism enterprises to unveil innovative experiences catering to motorcoach, group, fully independent travellers, and specialty travel sectors. As they delve deeper into our region, and the other three provinces, their enthusiasm for promoting Atlantic Canada to their clientele is sure to grow" says Marsha Doiron, Chair of ACS.

Corryn Clemence, CEO of the Tourism Industry Association of Prince Edward Island, adds "This event holds paramount importance for the tourism industry represented by the four Atlantic Canadian Tourism Associations. Collaborating with tour operators is instrumental in bolstering tourism businesses, and fostering a prosperous industry aligns with the core mission of each Association."

Beyond the networking events at ACS, tour operators seize the opportunity to participate in familiarization (FAM) tours across all four Atlantic Provinces. These FAM tours present an exceptional means to highlight the globally acclaimed hospitality, awe-inspiring landscapes, cultural heritage, and vibrant traditions that define our unique Canadian region.

The Atlantic Canada Showcase has been made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.

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BACKGROUND:

About Atlantic Canada Showcase

The Atlantic Canada Showcase (ACS) is a biennial tourism marketplace that serves as a vital platform for fostering connections between international travel industry professionals and sellers from the Atlantic Canada region. Its primary goal is to enhance awareness and promote growth in the Atlantic Canada tourism sector. This event spans three dynamic days filled with pre-arranged business-to-business meetings, engaging networking events, and informative educational sessions. These activities offer both international and national buyers a unique opportunity to engage with and expand their partnerships with tourism product and service providers from all four Atlantic Provinces.

<https://atlanticcanadashowcase.com/>