

OVERVIEW EDITION 2024



31 766 VISITORS



The 34th edition of the International Tourism & Travel Show, held from November 1 to November 3, 2024 at the Palais des congrès de Montréal, welcomed **31,766 visitors** to the event.

With over **350 destinations** on display, our visitors met over **200 exhibitors** and found inspiration for their next travel destination. They also attended more than **265 conferences**, folkloric shows and culinary presentations.

Opening day, presented by Duval Communication, was dedicated to travel industry professionals. More than **795 travel agents** took part in the conferences and visited the exhibition.

In addition to the presence of many experts, the show offered a number of exciting attractions, including:

- World cuisine, presented by Marché Adonis in collaboration with Escouade Culinaire, JC Perreault and Signature Kitchen Suite.
- The Animation Square, in collaboration with the Société du patrimoine d'expression du Québec
- 8 conference rooms

84%

have discovered new destinations, new products and new services

87%

found inspiration or information for their next trip

90%

rate their overall satisfaction with the show as Very Good or eExcellent

63%

plan to spend more than \$5,000 on their next trip



CAMPAIGN FROM OCTOBER 15 TO NOVEMBER 3, 2024

Media	Impressions executed
Digital	11 389 700
Television	8 747 800
Total	20 137 500













TV CAMPAIGN RESULTS

15-second intensive campaign

GRPs

- From October 15 to November 3, 2024
- On three conventional channels: TVA, Radio-Canada et Noovo
- On four speciality channels: Évasion, Explora, RDI et TV5
- Show contest: 15-second commercial. sur Radio-Canada

PEB	Ex	recuted	Index
Conventional television			
Montréal Franco - 15s		335	103
Specialist networks			
Montréal Franco - 15s		81	162
Radio Canada contest			
Contest - 15s		92	100
	Total	500	100













TELEVISION CAMPAIGN RESULTS

Intensive campaign

• From September 20 to November 3, 2024

PERFORMANCE - DISPLAY - FORMATS D'IMPACT

Partner	Details	Executed prints	Index	Clicks delivered	CTR
Youtube	Non-skippable	505 329	181	437	0,09%
Radio Canada	Non-skippable	297 789	101	160	0,05%
La Presse +	Non-skippable	222 691	101	44	0,02%
	Total	1 025 809	383	641	0,24%

AGREEMENT LA PRESSE

Partner	Details	Executed prints	Index	Clicks delivered	CTR
Post Média	Audiences - voyages, divertissement, nouvelles locales	496 852	99	645	0,13%
La Presse	Écosysteme - ROS	114 527	100	307	0,27%
La Presse	ROS - Audience voyage / famille	583 207	100	1497	0,26%
	Total	1 194 586	299	2449	0,21%
Google Display		2 740 895	303	16 494	0,60%
	Total	2 740 895	303	16494	0,60%

Prints
11,4M

Clicks 35K Video Views
774K

PERFORMANCE - DISPLAY

Partner	Details	Executed prints	Index	CTR	
Météo Média	Mobile app Takeover	1 479 631	1482	0,10%	
The weather Network	Mobile app Takeover	662 924	706	0,11%	
La Presse	НРТО	1 384 286	2877	0,21%	
La Presse	НРТО	1 940 011	5218	0,27%	
La Presse +	Inspiration Voyage spécial "	143 877	942	0,65%	
La Presse +	Magazine " Cap sur"	101 042	534	0,53%	
La Presse +	Actualité	193 966	1277	0,66%	
La Presse +	Actualité	204 524	1133	0,55%	
La Presse +	Inspiration Voyage	147 251	599	0,41%	
La Presse +	ROS	170 959	655	0,38%	
	Total	6 428 471	15423	0,24%	



Newsletters

11 newsletters

• Sent between August 12 and October 31, 2024

• Average opening rate: 43,5%

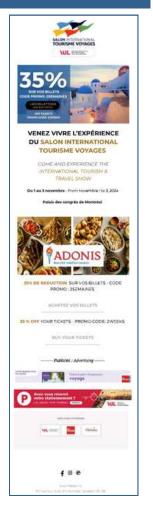
• Click-through rate: 3,21%

• Over **52,930** subscribers

• 8 special promo codes







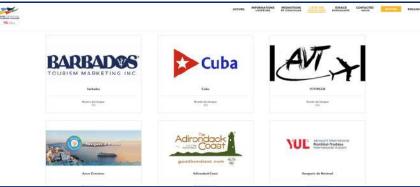
Website

Statistics from August to November 2024

• Active users: 53,330

• Page views: **156,696**







Social media

Facebook

https://www.facebook.com/SalonInternationalTourismeVoyages/

• Subscribers: 12.9K

• Views: 315.7 K

• Reach: 92.8K

• Content interaction: 2.4K

• Links clicks: 5.9K







Instagram

• Subscribers: 1.5K

• Views: 163.6 K

• Reach: **56.3K**

• Content interaction: 1.4K

• Links clicks: 1.7K





https://www.instagram.com/salontourismemtl/



34th EDITION IN PHOTOS





















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34th EDITION IN VIDEO



YOUTUBE

https://youtu.be/orzBfUx8tB4











