

# OVERVIEW EDITION 2025



# 29 224 VISITORS



The 35th edition of the International Tourism & Travel Show, held from November 7 to November 9, 2025 at the Palais des congrès de Montréal, welcomed **29,244 visitors** to the event.

With over **350 destinations** on display, our visitors met over **230 exhibitors** and found inspiration for their next travel destination. They also attended more than **265 conferences**, folkloric shows and culinary presentations.

Focused on travel industry professionals, Friday's B2B day successfully brought over **1,060 travel agents** to the conferences. The event and the exhibitors' cocktail were presented by **Marelle Communications and sponsored by Travel Lifestyle Network**.

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

- World cuisine, in collaboration with Escouade Culinaire and JC Perreault
- La Place d'Animation presented by YUL and in collaboration with the Société du patrimoine d'expression du Québec
- 7 conference rooms

**79%**

have discovered new destinations, new products and new services

**80%**

found inspiration or information for their next trip

**82%**

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

**65%**

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

# BOX OFFICE



- 29,224 visitors
- Strategic distribution of over 19,590 complimentary tickets to targeted organizations, institutions, and companies
- Sales:
  - 66% online
  - 12% at the box office
  - 22% complimentary and professional tickets



# MEDIA IMPACT



CAMPAIGN FROM OCTOBER 06 TO NOVEMBER 10, 2025

Media	Impressions executed 2024	Impressions executed 2025	2024 V 2025
Digital	11 389 700	15 552 239	<ul style="list-style-type: none"> <li>+ 4 162 539 impressions</li> <li>+ 31 215 clics</li> <li>+ 802 982 view videos</li> </ul>
Television	8 747 800	20 483 800	<ul style="list-style-type: none"> <li>+11 736 000 impression</li> <li>+38 PEBS</li> </ul>
<b>Total</b>	<b>20 137 500</b>	<b>36 036 039</b>	<ul style="list-style-type: none"> <li><b>+15 898 539</b></li> </ul>



# MEDIA IMPACT



## TV CAMPAIGN RESULTS

### 15-second intensive campaign

- From October 20 to November 10, 2025
- **On three conventional channels:** TVA, Radio-Canada et Noovo
- **On four speciality channels:** Évasion, Explora, RDI
- **Show contest:** 15-second commercial. Radio-Canada



Media	Format	PEB Executed
Conventionnel TV	15 sec., franco	366
Speciality channels	15 sec., franco	58
Show contest Radio-Canada	15 sec., concours, franco	122
	<b>Total</b>	<b>546</b>

# MEDIA IMPACT



## CAMPAIGN RESULTS

### Intensive campaign

- From October 20 to November 10, 2025

Campagne	2024	2025
Impressions	11,4M	<b>15,55M</b>
Clics	35K	<b>66K</b>
Video Views	774K	<b>1,56M</b>

Media - LA PRESSE	Format	Impressions	Clics	CTR
La Presse - Écosystème	Vidéo 15 sec. franco	5 000 039	433	0.009%
LaPresse.ca		1 029 707	1991	0,19%
LaPresse+	HPTO	595 463	3 320	0.56%
La Presse Mobile		2 842 670	9 036	0,32%
La Presse - Écosystème		967 990	3246	0,34%
	<b>TOTAL</b>	<b>10 435 869</b>	<b>18 026</b>	<b>0,17%</b>

# MEDIA IMPACT



Media - META	Format	Impressions	Clics	CTR
Meta	Video 15 sec.	934 403	374	0,04%
Meta	Banners	1 260 097	12917	1,03%
	<b>TOTAL</b>	<b>2 194 500</b>	<b>13 291</b>	<b>0,61%</b>

Media - BELL	Format	Impressions	Clics	CTR
Bell Mobile	Banners	347 932	1 086	0,31%
COTV (Addressable TV)	Video 15 sec., franco	228 362	-	-%
	<b>TOTAL</b>	<b>576 294</b>	<b>1 086</b>	<b>0,31%</b>

Media - Google Ads	Format	Impressions	Clics	CTR
Google Ads	Research network	30 866	7 252	23,50%
Google Ads	Display	2 070 500	26527	1,28%
Google Ads	Video	244 210	33	0,014%
	<b>TOTAL</b>	<b>2 345 576</b>	<b>33 812</b>	<b>1,44%</b>

# MEDIA IMPACT



## Newsletters

### 11 newsletters

- Sent between August 15 and November 14, 2025
- Average opening rate: **43,7%**
- Click-through rate: **3,43%**
- Over **54,021** subscribers
- 7 special promo codes



## Website

### Statistics from August to November 2025

- Active users: 54K
- Page views: **162,947**



# MEDIA IMPACT



## Social media



- **Subscribers: 13.6 K** (12.9K en 2024)
- **Vues : 2.8M** (315.7K en 2024)
- **Content interaction: 5.8K** (2.4K en 2024)
- **Links clicks: 19.8K** (5.9K en 2024)



- **Subscribers: : 2.5K** (1.5K en 2024)
- **Vues : 316.4K** (163.6 K en 2024)
- **Content interaction: 3.8K**(1.4K en 2024)
- **Links clicks: 3.5K** (1.7K en 2024)

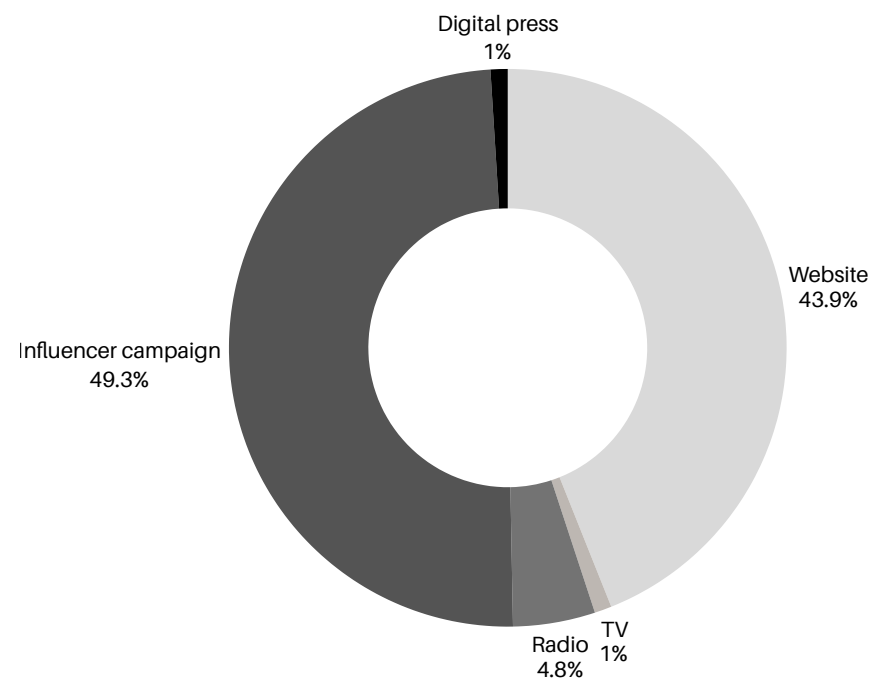


# MEDIA IMPACT

## Social media / influencer campaign

MEDIA TYPE	REACH	IMPACT
Website	2 051 553	74
Radio	1 068 400	8
Television	120 000	1
Digital press	972 028	1
Influencer campaign	758 940	83
<b>TOTAL</b>	<b>4 970 921</b>	<b>167</b>

- SITV 2025 generated 84 media mentions, a significant increase from the 52 mentions obtained in 2024.



# MEDIA IMPACT

## Social media / influencer campaign

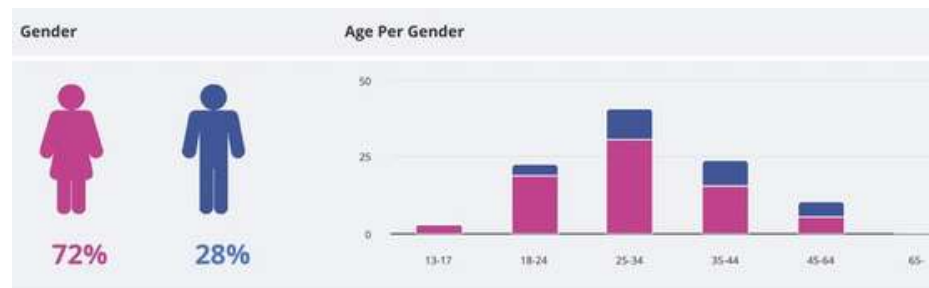
### Highlights of the influencer campaign:

In total, **26 influencers** produced **83 content** highlighting the atmosphere, destinations, activities, and experiences offered at the show. The campaign generated an estimated reach of **758,940 people**.

### Results of the influencer campaign:



### Audience profile:



26 influencers  
who have  
published

83 content  
published

758 940  
estimated  
reach

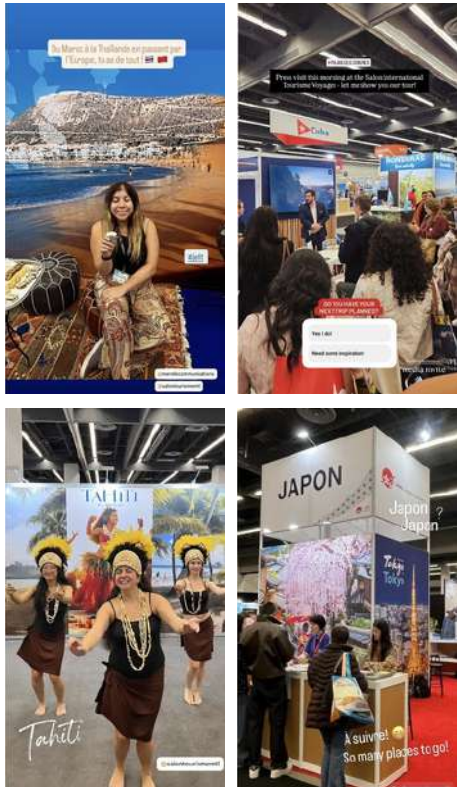
@nomadjunkies  
@genevivelacombe  
@nomadjunkies  
@nomadicemille  
@mimi36@kelly.kiko  
@hembisegamily  
@montreal.withkids  
@gigi.in.mt@mlepepez  
@iamstvedaniel  
@meve\_et\_cie  
@julia\_tastes  
@blog\_le\_refuge  
@cl\_blog@cathmaison  
@alaindassylva  
@melicanada  
@florence99  
@princess\_jade  
@lydianeautourdumonde  
@unemployed.bros  
@marieeve\_famille  
@sharing\_amandine  
@jennifer\_hsr  
@sophie.maude.marchan  
d @montrealaddicts

# MEDIA IMPACT



## Social media / influencer campaign

### LIVE VIDEOS



**nomadjunkies**  
@nomadjunkies

Nov 7, 2025, 9:29 PM

Estimated reach **28.6K** | EMV

**NomadJunkies**  
@Nomadjunkies

Nov 7, 2025, 9:06 PM

Si tu aimes voyager et que tu te demandes quoi faire ce week-end... viens faire un tour au Salon International Tourisme Voyages à Montréal! 🇨🇦 Ça se passe ce vendredi, samedi et dimanche au Palais des...

See post on facebook

Estimated reach **56.4K** | Engag. rate

**genevivelacombe**  
@genevivelacombe

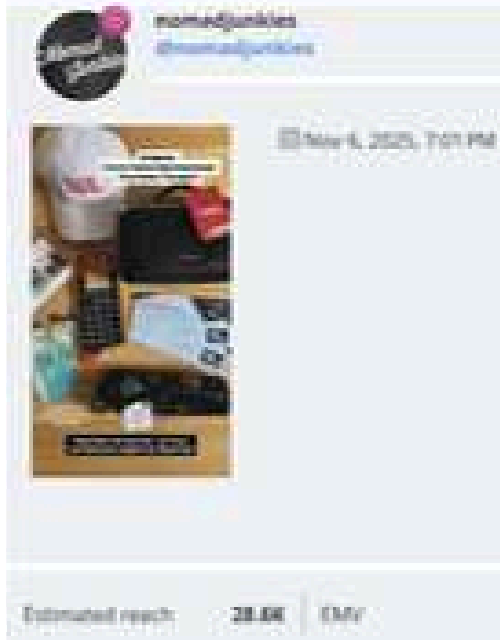
Nov 7, 2025, 6:05 PM

Estimated reach **29.4K** | EMV

# MEDIA IMPACT

## Social media / influencer campaign

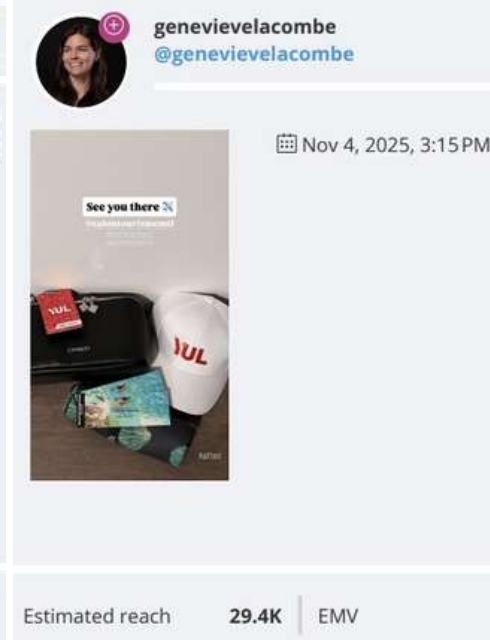
### UNBOXING



**milleperez**  
@milleperez

Nov 4, 2025, 7:01 PM

Estimated reach: **28.6K** | EMV



**genevivelacombe**  
@genevivelacombe

Nov 4, 2025, 3:15 PM

Estimated reach: **29.4K** | EMV



**gigi.in.mtl**  
@gigi.in.mtl

Oct 28, 2025, 12:26 PM

Estimated reach: **6.3K** | EMV



**iamstevedaniel**  
@iamstevedaniel

Nov 6, 2025, 10:17 PM


Estimated reach: **6.7K** | EMV



**julia\_tastes**  
@julia\_tastes

Nov 5, 2025, 11:04 PM


Estimated reach: **8.3K** | EMV



**princess\_jade\_**  
@princess\_jade\_

Oct 28, 2025, 1:47 PM

Estimated reach: **5.1K** | EMV



**milleperez**  
@milleperez

Nov 6, 2025, 4:09 PM

Estimated reach: **7K** | EMV



**florence99**  
@florence99

Nov 7, 2025, 2:33 AM

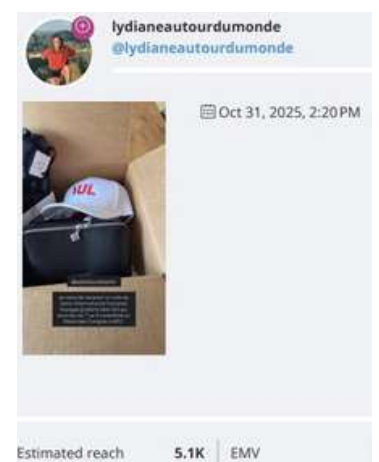
Estimated reach: **4.7K** | EMV



**florence99**  
@florence99

Nov 7, 2025, 2:33 AM

Estimated reach: **4.7K** | EMV



**lydianeautourdumonde**  
@lydianeautourdumonde

Oct 31, 2025, 2:20 PM

Estimated reach: **5.1K** | EMV

# 35th EDITION IN PHOTOS



# 35th EDITION IN PHOTOS

