



# 2022 SHOW OVERVIEW

The 32nd edition of the International Tourism and Travel Show returns after a two-year absence and for the very first time at the Palais des congrès de Montréal. The new exhibition site, chosen for its reputation, location and quality of its services, welcomed **28,275 visitors** during the 3 day event.

With more than 250 destinations, over 100 exhibitors, conferences, dances and culinary presentations, visitors were able to find live inspiration, information and guidance for their next travel adventure.

The opening day of the show was dedicated to travel industry professionals. In collaboration with TravelWeek the industry day welcomed over a 1,000 travel professionals, who visited the show and attended various conferences and events.

In addition to the many experts on site, the Show presented several interesting attractions including

- Le Coin Causerie resented by YUL
- La Cuisine du monde presented by the École des métiers de la restauration de Montréal in collaboration with Adonis
- Cultural dances, music and more by the Société du patrimoine d'expression du Québec
- Virtual reality destination tours with iFeel Virtuel
- The Go Van co-working bus

## OUR VISITORS

**83%**

Are 45 years and older

**82%**

Were satisfied to very satisfied with the show

**68%**

Found inspiration or information for their next trip

**55%**

Of visitors plan to spend over \$5000 on their next trip

# MEDIA COVERAGE

## Television

### Intensive campaign of 15 sec

- > From October 17 to 29, 2022
- > On three conventional channels: TVA, Radio-Canada and Noovo
- > On a specialized channel: Évasion
- > Show contest: 15 sec. ad on Radio-Canada

GRP executed: 535

Index: 236

## Social Media

### Facebook

- > 12,040 subscribers
- > 4,421 page views
- > Coverage: 235,266

### Instagram

- > 753 followers
- > 1,412 profile views
- > Coverage: 10,407

## Newsletter

### 6 newsletters

- > Sent between October 23 and 27, 2022
- > To over 47,425 subscribers
- > 5 special promo codes

Average open rate: 42.7

CTR: 3.1%.

## Digital

### Web Campaign

- > October 10 to 30, 2022
- > Google ad FR/ENG.
- > Verizon ad FR/ENG.
- > Youtube video 15 sec.

CTR: 0.70%.

## Website

### New website launched on August 31, 2022

- > 21,219 page views
- > Average engagement time: 2m10

## LaPresse XTRA

### Special Report

- > Published October 22, 2022
- > 22,227 pages engaged

Engagement rate 16.37

CTR: 2.17%

### La Presse - Multiplatform (lapresse.ca, mobile and La Presse+)

- > October 10 to 30, 2022
- > 6 Full screens LaPresse+ News, Inspiration Travel and Special " Cap sur " sections
- > Rotating banners on lapresse.ca, mobile and La Presse+.

5,528,221 impressions delivered

CTR: 0.39%

# 2022 AT A GLANCE

