

The International Tourism and Travel Show (SITV) blows out 20 birthday candles, and treats itself to an expansion!

Montréal, July 8, 2008 –

To celebrate its 20th edition, the International Tourism and Travel Show (SITV) returns in style this year. Presented from October 24 to 26, SITV 2008 is increasing its exhibition space in order to offer an even more comprehensive travel experience to all those who come to discover the world, and plan their next vacation.

SITV general manager Jean Provencher is pleased. « *We are very proud to present an expanded 20th edition, which will be even bursting with activities. This increase in the exhibition space is by popular demand, from visitors and exhibitors alike, which only underscores the fact that our event has become a can't-miss occasion over the last few years for the promotion of international tourism in the Montreal landscape.* »

Activities and conferences

The addition of 5,000 square feet to the exhibition area allows, among other improvements, the creation of a second conference space that can hold an additional 100 people. The activities and coordination of the conference rooms are the responsibility of Lio Kiefer, a globetrotting journalist well known in the tourism world. For his part, seasoned traveller Guy Richer will host the Place d'animation during the three days of the Show. Incursion Voyages will, once again this year, offer continuous conferences for the enjoyment of visitors.

New: cruises section

This year, the SITV team proposes a brand-new section dedicated to cruises. Presented in collaboration with the Atrium Group, this sector will offer boatloads of information for visitors interested in discovering the nuts and bolts of this increasingly popular way to travel.

Come and live the experience at the 20th edition of the International Tourism and Travel Show, next October 24, 25 and 26 at Place Bonaventure. Hundreds of representatives from several dozen countries from around the globe will be on site to help you to discover the marvels of their little corners of the world, and to make the many visitors dream, just a little. Come and discover the world...

www.salontourismevoyages.com

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