



**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

**A true celebration of travel!**

**Montreal, September 17, 2018** – Travel enthusiasts are bound to turn out in large numbers for the 30th edition of the International Tourism and Travel Show on October 19, 20, and 21 at Place Bonaventure, presented by Aéroports de Montréal.

More popular than ever, this year's edition will be even larger than in years past and offer a greater number of exhibitors and destinations. Thousands of featured destinations and about 100 countries will be represented at the Show, including newcomers and major returning exhibitors, such as the Czech Republic, Honduras, Portugal and Guadeloupe.

**Spotlight on French Polynesia**

Some 40 delegates will travel to the Show from French Polynesia to celebrate the accessibility of the mythical islands and the beauty of their culture. In a prime location that allows for activities and interaction, the team will present the region's cultural traditions: the Tahitian dance known as **Ori Tahiti**, which mimes stories, legends and everyday life; **wood and stone carving**, for which the islands are famous; **vanilla**, prized by chefs around the world; **monoi**, a perfumed oil made from flowers that nourishes the skin; **tattooing** and its symbolic patterns expressing identity and personality; the rich and deep tradition of Polynesian **weaving**; high-quality **pearls and mother of pearl** and finally **noni**, a medicinal plant used by Polynesians for over 2,000 years. The team from French Polynesia will no doubt turn plenty of heads at the Show this year.

**The Expert Zone spreads its wings**

A well-established major attraction at the Show, the Expert Zone, presented by Aéroports de Montréal, will address a wide range of fascinating topics for travellers. Nathalie Gemme and Natacha Charland will offer tips on travelling as a single woman in Latin America; Ariane Arpin-Delorme of Esprit d'Aventure and Ulysses Travel Guides will talk about the best destinations for safaris, scuba diving and wildlife observation; or you can receive photo and video advice from Harmony Le Reste and Florian Joyeux, professional photographers and videographers for *Barrons-nous*. If that's not enough, you can also trade stories with globetrotter and blogger Lydiane St-Onge (from the blog *Lydiane autour du monde*), who left everything behind in 2013 to explore the planet and follow her dreams.

Since adventure can also mean setting out on a road trip, Jeep will offer test drives as a brand new feature at the Show this year. Jeep fans, especially Jeep Cherokee Overland drivers, love self-reliant overland travel to remote destinations.

Also new this year, visitors will have a chance to view an exhibition of gorgeous travel photos. In partnership with Lozeau, the Show will display 18 photos, and visitors will be invited to vote for their favourite. You can even take part in the contest by sending in one of your own precious memories. It's simple: Upload your most beautiful travel photo to the

[Lozeau website](#) by September 30. The person who submits the most popular photo will receive a Nikon kit, including a camera, lens, Optex tripod and Lowepro bag.

### Feeling lucky?

Do you love an adventure? Imagine packing your suitcases and meeting a group you'll be travelling with at the airport, without knowing your destination! Enter the contest "**Win a mystery trip,**" in collaboration with **Voyages Traditours**. **You could win a fantastic holiday for two, where each day is a discovery.**

The International Tourism and Travel Show brings together under one roof tour operators, travel agents and tourist offices from a host of countries. Over three days, hundreds of top travel industry experts will make nearly 300 free presentations in some 15 conference rooms. The event also features continuous performances and a chance to travel via your taste buds at Cuisine du Monde, presented in collaboration with the École des métiers de la restauration et du tourisme de Montréal.

Don't miss your departure! Three days to discover the world!

Friday, October 19: 11 a.m. to 9 p.m.

Saturday, October 20 and Sunday, October 21: 10 a.m. to 6 p.m.

Place Bonaventure (800 de la Gauchetière West, Montreal) – Bonaventure métro station

For details, please visit [tourismtravelshow.com](http://tourismtravelshow.com).

Buy your tickets online, and enjoy a \$3 discount courtesy of Blue Cross Travel Insurance: [tourismtravelshow.com](http://tourismtravelshow.com).

### Admission

Adults: \$15	Students and seniors (60 and over): \$13
CAA members (upon presentation of your card at the ticket office): \$7.50	Public transit (upon presentation of a valid STM ticket at the ticket office): \$12
From 6 to 12 years of age: \$9	5 years of age and under: free

*Expo Media owns and produces the Montreal International Tourism and Travel Show. Expo Media, a private company headquartered in Montreal, also manages the Montreal National Home Show, the Ottawa Home and Garden Show, the Ottawa Fall Home Show, and the Ottawa Home and Remodelling Show, all owned by Marketplace Events.*

-30-

Media relations:

Julie Gagnon, 514-713-4381 – [julie@juliegagnon.ca](mailto:julie@juliegagnon.ca)

Isabelle Fafard, 514-865-8157 – [isabelle.fafard@180deux.ca](mailto:isabelle.fafard@180deux.ca)

#SITV30

