



2019 POST SHOW REPORT

This 31st edition which took place on October 25, 26 and 27 octobre 2019 at Place Bonaventure welcomed **36,250 visitors**.

You were **400 exhibitors and partners** to showcase your products and services and to contribute to the success of the International Tourism and Travel Show.

Over **300 conferences** were presented, **numerous cultural shows** took place at the "Place d'Animation", including:

- > **Experts Zone** presented by **YUL, Montreal-Trudeau International Airport**
- > **Cuisine du Monde**, presented by **Adonis**, and animated by **l'École des métiers de la restauration et du tourisme**

MEDIA PLAN & COVER

TELEVISION

Intensive 15-second television campaign

- › On conventional stations:
TVA, Radio-Canada, V Télé, Télé-Québec
- › On specialized stations:
ARTV, Ici Explora, Évasion, TV5, Unis, Séries+

- › **74%** in prime time
- › **78%** reach
- › Frequency: **6.5x**

Show contest

- › 15-second TV spot on Radio Canada

DIGITAL

- › Impressions number: **6M**
- › Click rate: **0.46 %**

Campaign on Google YouTube

- › Views: **91,671**
- › Completed views: **43%**
- › Click rate: **0.09 %**

Native campaign

- › Impressions number: **13,341**
- › Click rate: **0.62 %**

Keywords purchase

- › Impressions number: **19,798**
- › Click rate: **44.66 %**

La Presse Multiplatform Campaign

- › Impressions number: **9M**
- › Click rate: **0.47%**

2 1/2 screens

- › Impressions number: **447 779**
- › Click rate: **0.59%**

PRESS

Ad in Le Journal de Montréal

XTRA

Publication in La Presse+, Inspiration section, Saturday, October 18

- › Unique tablets: **146,223**
- › Web visit rate: **0.88 %**
- › Average engagement time of unique tablets: **13 sec.**

SOCIAL MEDIAS

- › Impressions: **455,070**
- › Engagement rate: **4.51%**

- › **Facebook**: Increase of **8%**: More than 11,400 fans
 - › Engaged users: **15,074**
 - › Reach: **287,386**
- › **Twitter**: **21,300** impressions
- › **Instagram**: Increase of **26%**: More than 500 subscribers

NEWSLETTERS

- › **7 newsletters** were sent to more than **43,000 targeted subscribers** from the general public.
- › The opening rate is of **25%** and the average click rate is of **7%**.
- › Our number of subscribers increased by **11.5%** to more than **48,000 targeted subscribers**.

WEB SITE

- › Unique visitors: **101,743**
- › Page views: **253,786**
- › Average time spent on the site: + **1 min**

MEDIA COVERAGE

- › **2 press releases** distributed between August and October
- › **42 articles** covering the event with over **14,979,763 prints**.