

CANADIAN
Traveller | SPECIAL
EDITION

AMERICA

YOURS TO DISCOVER

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Canadian Traveller announces TOP AMERICAN TRIPS 2018

Showcasing the best of the U.S., Canadian Traveller's annual issue of America: Yours to Discover will feature first-hand accounts from top-tier writers who have visited destinations selected as our "Top American Trips"

TORONTO, DEC. 21, 2017 – After a competitive nomination process, *Canadian Traveller* is pleased to announce its *Top Trips in America 2018*, to be featured in the annual issue of *America: Yours to Discover*, released in July.

Throughout September and October, tourism offices from across the U.S. were asked to nominate experiences within their destination, based on a selection of categories: Be Inspired; Beach Vacations; City Getaways; History, Arts & Culture; All-Access Vacations; Nature & Outdoor Adventure; and Road Trips. The editorial team evaluated more than 100 submissions and chose the top entries within each category, as follows:

All-Access Vacations

Lafayette, Louisiana

Honolulu, Hawaii

Charleston, South Carolina (Hilton Head, Savannah, Myrtle Beach)

Be Inspired

Craters of the Moon/Lava Hot Springs, Idaho

Big Sur, Monterey County, California

Family Farm-cation, Maryland

Beach Vacations

South Padre Island, Texas

Visit Ventura, California

Fort Myers-Sanibel, Florida

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History, Arts & Culture

Rochester, New York
St. Pete Clearwater & Tampa Bay, Florida
El Paso, Texas

City Getaways

Cleveland, Ohio
San Diego, California
Houston, Texas

Nature / Outdoors

The Ozarks, Arkansas
Polk County, Central Florida
Wrangell-St. Elias National Park and Preserve, Alaska
Black Hills & Badlands + Sioux Falls, South Dakota

Road Trips

Golden Chain Highway 49, California
Highway 60, Oklahoma
Lake Michigan Circle Tour, Michigan & Wisconsin
Loneliest Road in America, Nevada

Canadian Traveller introduced a new approach to *America: Yours to Discover* with [the 2017 issue](#), which was the first since 1993 to have a nomination-based content line-up. The stories – which tap into the visceral element of travel, just as much as the destinations themselves – were written by an esteemed roster of writers who each had the first-hand opportunity to experience some part of a winning itinerary within the locations selected. Print content has been further build-out online with *Canadian Traveller's* signature “pillar” pieces, which do a deep dive into the practical elements of visiting the selected destinations, including where to stay, where to dine, and more insight on what to do, giving readers a comprehensive guide to all things U.S.

America: Yours to Discover was originally written for the Canadian travel trade, and, three years ago, switched to a consumer publication available on newsstands across the country. The issue, set to be published in July 2018, will have a nine-month presence on newsstands and will be distributed to 13,000 print subscribers.

For advertising inquiries, e-mail Jennifer Prendergast, Publisher at jenniferp@mypassionmedia.com.

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