

Cross Border Showcase: Bringing Canadians to Ontario County



Why are we focusing on the Canadian market?

- Over 9 million people live in the province of Ontario
- What are they coming for?
 - Travel
 - Shopping
 - Entertainment



Crossing the Border

- Each month, an average of over 1 million Canadian passenger vehicles, enter the US at the Buffalo, Niagara Falls and Queenston-Lewiston border crossings



How does FLVC tap the Canadian market?

- OMCA – Ontario Motor Coach Association
 - The motor coach and group travel industry are an important part of the Canadian travel and tourism sector
 - A diverse industry offering from scheduled bus service, to student travel to luxury coach tours.
 - Coach companies, tour operators and tourism service providers (hotels, restaurants attractions, etc.) all work together
 - Etobicoke, ON



How does FLVC tap the Canadian market?

- Toronto & Travel Golf Show
 - Exhibitors featuring golf equipment, golf courses, travel options, demonstrations and onsite lessons
 - Pre-season destination for lovers of the game
 - Mississauga, ON



How does FLVC tap the Canadian market?

- I Love NY Canadian Road Show
 - Show presented by I Love NY
 - Ontario County information presented to Media and Tour Operators
 - University Club of Toronto



How does FLVC tap the Canadian market?

- I Love NY Chinese FAM Tour
- September
 - Overnight and Breakfast at Inn on the Lake
 - Dinner Educational Theater Experience at New York Wine & Culinary Center
- October
 - Lunch at Belhurst Castle



How does FLVC tap the Canadian market?

- Heartland Travel Showcase
 - Connects tour operators looking for sellable tour itineraries with group travel representatives
 - Buyers walk the floor and move from supplier booth to supplier booth for their appointments
 - Many operators from Ontario, Canada
 - Buffalo, NY



What's next for FLVC in the Canadian Market?



Attract Canadian tourists!

**cross border
showcase**

Presented by:

archer



BSP

Bob Scott Productions

What is the Cross Border Showcase?

- Largest campaign in New York State targeting Canadian tourism
- Responsible for attracting Canadian tourism dollars through various marketing channels
- Achieves millions of impressions every single year
 - Website
 - CHML radio talk show
 - Public relations outreach
 - Digital advertising
 - Toronto Star print ads
 - Travel blogs
 - Social media promotions

Cross Border Showcase Partners



Elaine Lennox
Archer Communications



Jeff Lennox



Bob Scott
Bob Scott Productions

How can YOU get involved?

- Let us know you want to be a partner
- Various pricing options

We'll be in touch!

Questions?