



## SHOWCASING ATLANTIC CANADA: TOURISM MARKETPLACE BRINGS GLOBAL BUYERS TO SAINT JOHN

**Saint John, New Brunswick – September 29, 2025** – Next week, Atlantic Canada will take centre stage as Canadian and international tour operators join tourism businesses from across Atlantic Canada in Saint John for **Atlantic Canada Showcase (ACS 2025)**. The biennial marketplace is dedicated to building stronger connections and attracting more visitors to the region.

Held every two years and rotating among the four Atlantic provinces, ACS brings together **120+ tourism providers and more than 70 tour operators** from Canada and abroad. This year, the event is being hosted in New Brunswick's historic port city of Saint John, where from October 6–8 delegates will engage in a series of business-to-business appointments, networking events, and learning opportunities designed to drive tourism growth in Atlantic Canada.

The Honourable Sean Fraser, Minister of Justice and Attorney General of Canada, and Minister responsible for the Atlantic Canada Opportunities Agency, emphasized the importance of the event, stating, "Tourism is one of the biggest drivers of our region's economy. When visitors choose Atlantic Canada, it means business for local operators, more jobs in our communities, and more money staying in the region. The Atlantic Canada Showcase is about giving our businesses the chance to build those connections with buyers from around the world, so the benefits of growth reach families and communities right across Atlantic Canada."

According to **Roy Billingsley and Jen Silliphant, Co-Chairs of ACS 2025**, "This marketplace is an unmatched chance to showcase Atlantic Canada's diverse tourism experiences to buyers from around the world. From motorcoach and group travel to FIT and specialty markets, ACS is where operators discover authentic products that resonate with their clients. As they explore New Brunswick and our neighbouring provinces, their excitement for promoting Atlantic Canada will only grow."

**Ginette Doiron, CEO of the Tourism Industry Association of New Brunswick (TIANB)**, emphasizes, "ACS is a cornerstone event for our sector. The collaboration between tour operators and our Atlantic industry is vital to ensuring growth and long-term sustainability. By working together, we are creating opportunities that benefit communities and businesses throughout the region."

In addition to the marketplace sessions, participating tour operators will embark on **familiarization (FAM) tours** across all four provinces. These curated experiences shine a spotlight on Atlantic Canada's world-class hospitality, breathtaking scenery, deep cultural roots, and lively traditions, inspiring new itineraries that will bring even more travellers to the region.

The Atlantic Canada Showcase has been made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.

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**BACKGROUND:**

About Atlantic Canada Showcase

The Atlantic Canada Showcase (ACS) is a biennial tourism marketplace that serves as a vital platform for fostering connections between international travel industry professionals and sellers from the Atlantic Canada region. Its primary goal is to enhance awareness and promote growth in the Atlantic Canada tourism sector. This event spans three dynamic days filled with pre-arranged business-to-business meetings, engaging networking events, and informative educational sessions. These activities offer both international and national buyers a unique opportunity to engage with and expand their partnerships with tourism product and service providers from all four Atlantic Provinces.

<https://atlanticcanadashowcase.com/>