

Press Release

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For Immediate Release

**Tourism Representatives Promote the Adirondack Coast in Montreal This Weekend
*Adirondack Coast Visitors Bureau Continues Aggressive Outreach to Montreal Market***

Plattsburgh, NY – 10/21/2016 – The Adirondack Coast Visitors Bureau (ACVB), a division of the North Country Chamber of Commerce, will attend the International Tourism and Travel (ITT) Show at Place Bonaventure in Montreal this weekend, October 21-23. This marks the ACVB’s 10th consecutive year participating as one of 400 exhibitors in this 3-day show attracting more than 33,000 Canadian visitors, including potential travelers, tour operators and travel agents from over a hundred countries.

“People attending this show are interested in outdoor recreation, history and agritourism, making it a great opportunity to share our story and remind them of all the experiences available on the Adirondack Coast. We’ve attended this show for a decade now, and it continues to serve as a way for us to build upon our aggressive outreach to the Montreal market and beyond,” shared Kristy Kennedy, Vice President of Marketing for the North Country Chamber of Commerce.

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About the Adirondack Coast Visitors Bureau

The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, was established in 1994 as the official tourism promotion agency for the travel and tourism industry in Clinton County, NY. Based in Plattsburgh, NY, the Adirondack Coast Visitors Bureau contributes to the county's economic development and quality of life by promoting the region as a destination for leisure and group travel with a particular focus on history, agriculture and outdoor recreation including cycling, paddling, fishing, boating and skiing. For more information about Clinton County tourism, please contact the Adirondack Coast Visitors Bureau at 518.563.1000, visit goadirondack.com or log onto Facebook.com/AdkCoast.