

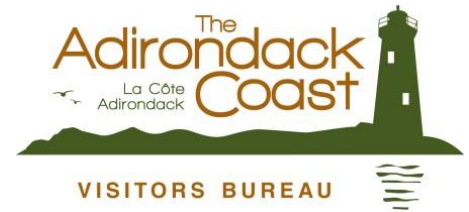
Press Release

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For Immediate Release:

Adirondack Coast 2017 trade show season concludes in Ottawa *Tourism representatives from Clinton County attend Travel & Vacation Show 2017*

Plattsburgh, NY– 3/23/2017 – Further evidence of the Adirondack Coast Visitors Bureau's aggressive outreach to the Canadian travel market will be seen this weekend as tourism representatives exhibit at Ottawa's Travel & Vacation Show for the 5th year at the Shaw Center, March 25-26. The World will be on display at the Travel & Vacation Show as over 17,000 attendees, both visitors and exhibitors, learn what the Adirondack Coast has to offer history, outdoor recreation and agriculture enthusiasts.

With over 200 travel and vacation exhibits more than 50 countries will be represented at Canada's premiere travel trade show. Visitors will discover a variety of vacation options, from weekend getaways to exciting overseas destinations. Among them, Kristy Kennedy, VP for Marketing for the North Country Chamber of Commerce and the Adirondack Coast Visitors Bureau, will tout all the area offers to leisure travelers including the Adirondack Coast Wine Trail, cycling, camping, fishing and heritage tourism.

Kristy says, "We are extremely excited to be attending the Ottawa Travel and Vacation Show for the 5th year. We have had tremendous success in the Montreal market and focusing on Ottawa is the ideal next step for our marketing efforts. We look forward to meeting the attendees and introducing them to the Adirondack Coast!"

For more information on the Adirondack Coast visit goadirondack.com.

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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](https://www.facebook.com/AdkCoast).