

To participate in one New York State Travel Industry cooperative program targeting the Canadian PR program, and to measure the success of that program through PR placements, and fam tours.

At the start of 2023, we had partnered with Brand USA and Miles Partnership on a Canadian market program that was very successful. Going into 2024, we will be continuing our partnership with them on focuses for shoulder season travel. **Results from the first program can be seen under the "[Brand USA Co-Op](#)" on the Winter Contract page.**

The upcoming off-season content is exciting, fresh and portrays all the fun you can have here in the fall. This campaign is scheduled to launch within the next few months and expected to reach many, many eyes. The target audience is for the Canadian market, and the 15 second vignettes and teasers will be played on platforms such as YouTube, social media, and the television.

Alongside these amazing vignettes, we will also receive an abundance of content including still pictures, video clips, drone footage and more.

Currently we have the teaser and demo versions of these videos which are in the process of being mastered and ready for the final cut from Brand USA, but here is a teaser of what is to come!

Link to teaser video:

<https://www.dropbox.com/scl/fo/49ltga58inhhbvi6yya78/h?rlkey=9tot444th9ru3frgqwaia4ny4&dl=0>

Here are some photos taken by Theresa during the shoot, to give some ideas of what we are expecting:

