

Cadence Médias & Virginia

Monthly Activity Report Canada – April 2026

PR Activities

We interacted with the following journalists & hosts this month:

Name	Outlet	Notes
Vincenzo Maldera	Accès Golf	Two pre-productions meetings took place on April 14 th & 15 th with the Rock Harbor and Lansdowne golf teams, as well as the show producer. Filming took place April 17-19, 2026 in Winchester & Loudoun.
Claude Plante	Cycling blogger and journalist	Met at the Québec Cycling Show. Started coordinating May 10 - 15 2026 media visit in Williamsburg and Virginia Beach.
Nancy Bordeleau	Blogger & journalist	Met her on April 9 th to discuss a possible media visit, which will take place May 14-18, 2026
Jay Kana	Blogger & journalist	Had a call with Jay on April 15 th to discuss a possible media visit, which will take place May 14-18, 2026. Nancy and Jay will travel together.
Mary Charleson	Blogger & journalist	Have been in touch with Mary to coordinate lodging and attractions for her visit to Charlottesville, June 20-22, 2026.

Media coverage that is a result of our efforts:

Journalist	Article	Outlet	Notes
Martin Cloutier	Post about Virginia visit	Facebook	Accès Golf media visit
Étienne Marcoux	Post about Virginia visit	Instagram	Accès Golf media visit
Accès Golf producer	3 posts about Virginia visit	Facebook	Accès Golf media visit
Étienne Marcoux	Video of Étienne's segment about his VA visit	CKOI.com	Accès Golf media visit
Étienne Marcoux	Radio segment about his VA visit	CKOI 96,9 FM	Accès Golf media visit
Accès Golf producer	Interview with Martin Cloutier	Facebook	Accès Golf media visit

Possible upcoming media visits (Goal: 4 per year):

Name	Outlet	Notes
Claude Plante	Cycling blogger and journalist	Started coordinating May 10 - 15 2026 media visit in Williamsburg and Virginia Beach.
Nancy Bordeleau	Blogger & journalist	Media visit will take place May 14-18, 2026
Jay Kana	Blogger & journalist	Media visit will take place May 14-18, 2026. Nancy and Jay will travel together.
Mary Charleson	Blogger & journalist	Will visit to Charlottesville, June 20-22, 2026.
Dustin Woods	Powersports	Producer of a motorcycling TV show; will have Zoom meeting on May 7 th to discuss possible filming in Virginia.
Maureen Littlejohn	Cultur Magazin	Possible July 2026 visit to Virginia Beach & Charlottesville *Met at IMM - Ongoing
Grant Fraser	GolfTheWorld.ca	Possible Fall 2026 visit to NOVA & Charlottesville - Ongoing
Kevin Wagar	WanderingWagars.com	Possible Summer 2026 visit – Ongoing
Judi Cohen	WorldTraveler, Hotel Scoops	Interested in a Fall 2026 media visit to Virginia - Ongoing
Christopher Rudder	Rudderless Travel	Interested in a possible Summer 2026 media visit - Ongoing
Lindsey Nieminen	Carpe Diem OUR Way	Discussed possible Girlfriend Getaway visit with other journalist (perhaps Sabrina Pirillo) in Summer 2026 – Received Lindsey's media kit and currently exploring options.

Press releases (Goal: 9 per year – 6 sent)

Media newsletters were sent April 15th and 30th.

Travel Agent/Trade/Media Engagements and Trainings (Goal: 50 per year)

At Kelli Norman's request, Bri was present at a virtual CAA agent training, which took place on Tuesday, April 14th. 3 agents participated in the online presentation, which included a chocolate demonstration by a local Virginia Beach chef.

Trade Shows

Upcoming trade shows:

Name	Dates	Location
IPW	May 17-21, 2026	Fort Lauderdale, FL

Media/Trade Events

No media or trade events took place this month.

Upcoming Media/Trade Events:

Name	Dates	Location
Canada Connect by Brand USA	October 26-28, 2026	Toronto & Montréal (TBD)

Consumer Expos

Ottawa Travel & Vacation Show 2026 report



- **What:** The 29th edition of the Ottawa Travel & Vacation Show
- **When:** April 11th & 12th, 2026
- **Where:** Rogers Centre, Ottawa, Ontario
- **Who:** Over 150 exhibitors, 150 travel professionals, and 17,000 visitors.
Hannah Oliver from Visit Loudoun was present at our booth through the two-day show.
- **How:** By operating a booth featuring an array of information about numerous places to enjoy outdoor recreation throughout the entire Commonwealth of Virginia. Maps and visitor guides were also distributed.
- **Participation costs:**
 - o Booth rental: \$1,880.00 CAD + tax (approx. \$1,376.00 USD) - including basic furniture package
- **Materials distributed:**
 - o 190 Official 2026 Travel Guide (Spring – Colonial)
 - o 120 French Mini Travel Guides
 - o 75 Virginia Golf Directory 2025
 - o 50 Virginia Transportation Maps 2022
 - o 40 Harrisonburg Rockbridge County visitor guides
 - o 22 Blue Ridge Official Regional maps
 - o 25 Visit Danville guides
 - o 25 Yorktown visitor guides
 - o 50 Wolf Gap Vineyards rack cards
 - o 25 Winery at Kindred Pointe rack cards
 - o 25 Patrick County visitor guides
 - o 25 Appalachian Backroads guides
 - o 50 Luray caverns brochures
 - o 40 Lynchburg visitor guides
 - o 50 Shenandoah County destination guides
 - o 65 Virginia Beach Attractions guides
 - o 50 Virginia State Parks brochures
 - o 25 Guides to Virginia Spirits
 - o 50 Virginia Winery guides
 - o 100 Loudoun visitor guides
 - o 25 Loudoun postcards
 - o 180 VIFL tote bags
- **Anecdotal observations:**
 - o There was significant sentiment improvement by attendees towards the US compared to last year's show. Even though several visitors mentioned

they were not visiting the US at this time, many were still open to learning about Virginia. We noticed that those comments were made mostly by older show attendees. I would say about half the people we spoke to were not familiar with our destination. Most mentioned the political situation as the main deterrent; very few talked about the disadvantageous exchange rate as a reason for choosing another destination.

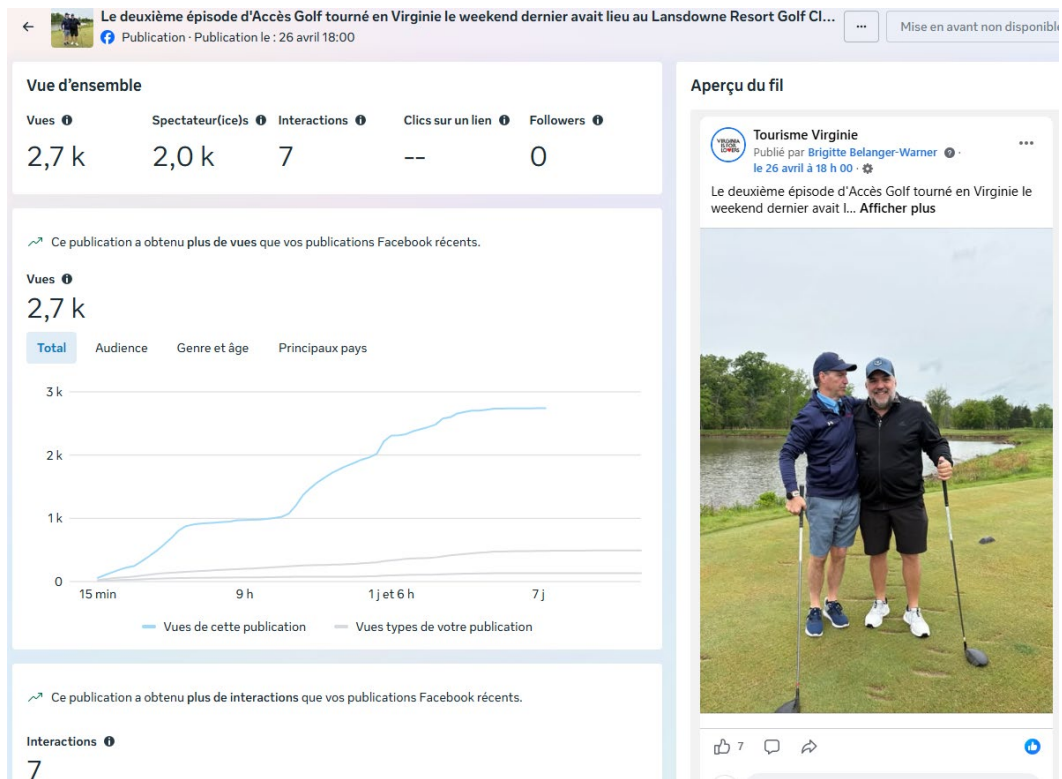
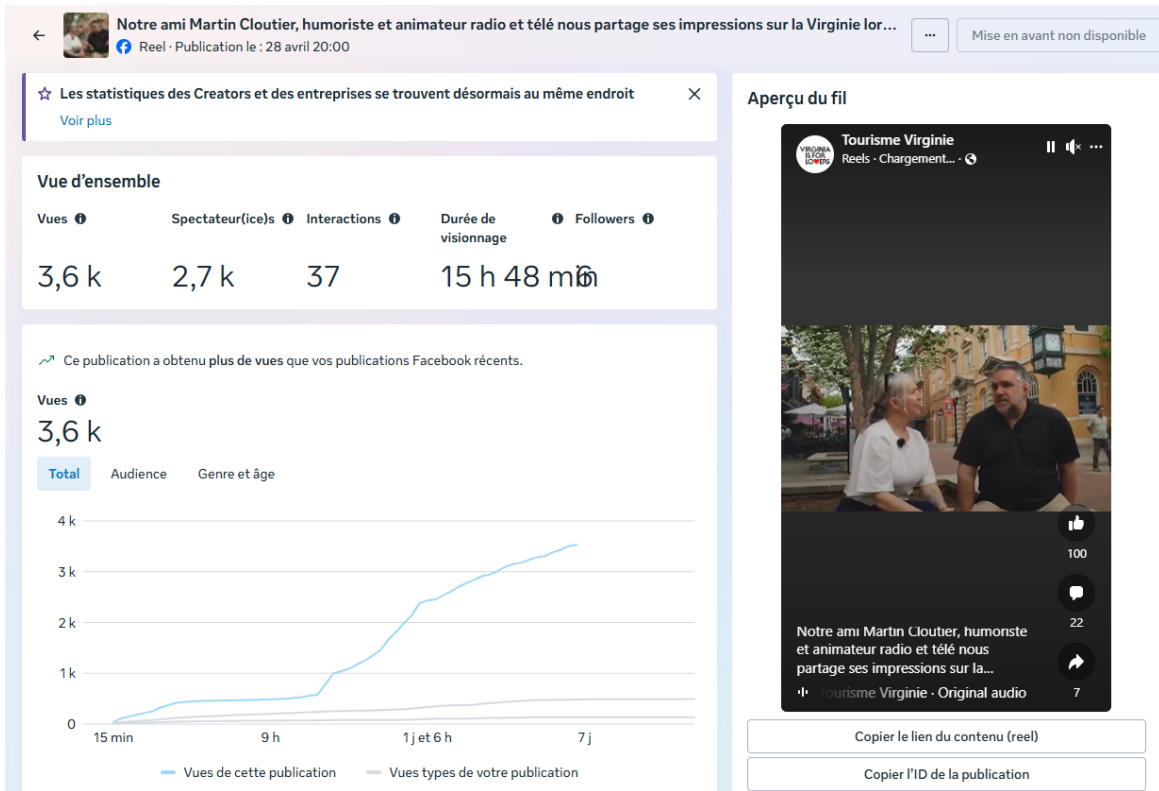
- The VIFL brand is still very strong among the Canadians. Several commented that they remember the slogan as far back as the 1970's when they visited as children.
- Surprisingly, and for the first time since we have been exhibiting at this show, we were the only US destination (city or state) present; the other 15+ US destinations who had initially signed up to participate, cancelled. Some visitors thanked us for being there.
- Attendance was not overwhelming, but strong and steady both on Saturday and Sunday, as is usually the case with this show. It is worth noting that show hours are limited compared to other shows.
- As the only US destination at the show, we were interviewed by a reporter from CTV network, doing a story about the expo for the 6:00pm newscast. Link to the interview can be found [here](#).
- We recommend participating in this consumer show every year if possible. The Ottawa/Ontario area counts mostly affluent government workers with higher income and greater vacation time; therefore, it is a great market to target for Virginia.

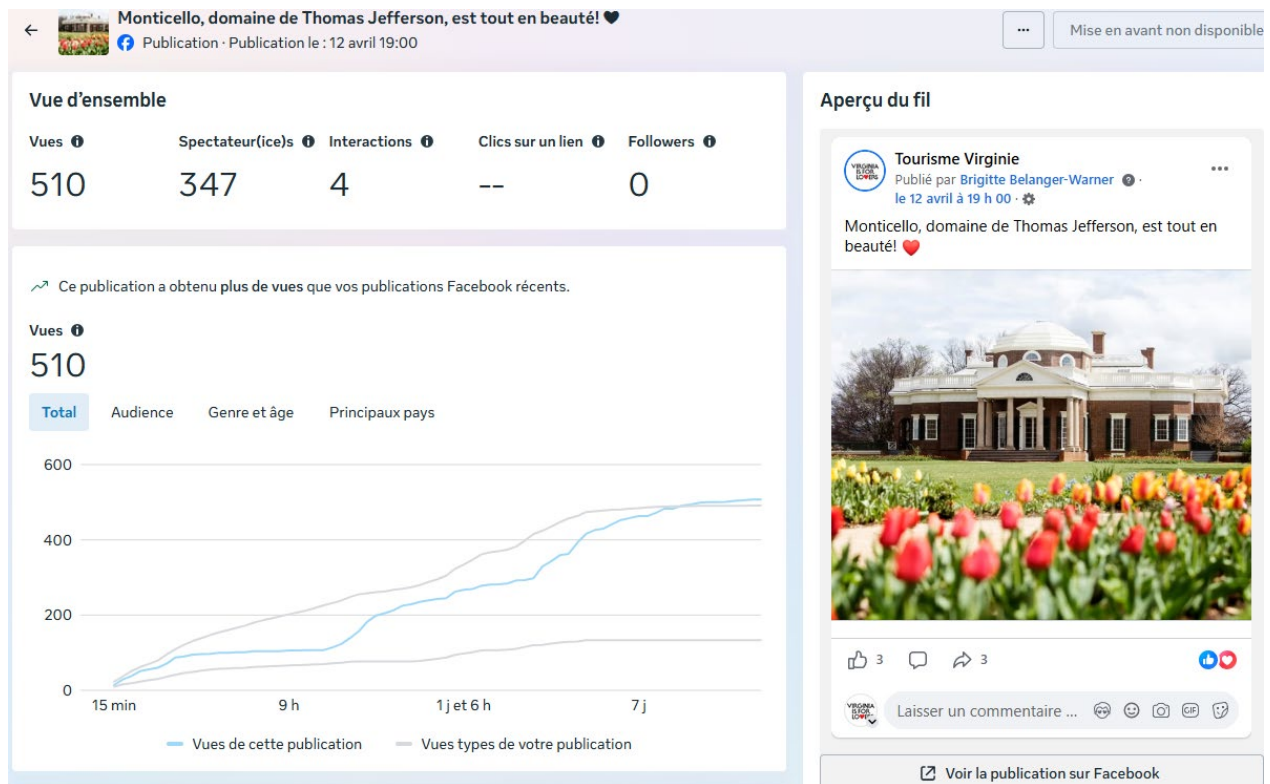
Upcoming consumer expos:

Name	Dates	Location
Salon International Tourisme & Voyages	October 30 - November 1, 2026	Montréal, QC

Social Media (Goal: 60 posts yearly; 162 posts made since November 1st, 2025)

27 posts were made in April on the French-Canadian Virginia Facebook page. Here is a sample of these posts:





Consumer and Trade Advertising

- The campaign portion of our **Accès Golf** media initiative, as approved by Heidi, began on April 18th with social media posts prior to the two episodes airing in the following weeks.
- Heidi approved the **Zoomer Radio campaign**, which will begin in May.

Consumer Support

Brochure requests were sent to Envoy to be mailed to Canadian consumers.

Reporting & News Bureau

Provided Monica with a list of clips to be added in the Canadian section of the clip report. In addition, met with Monica on April 27th to provide her information on how to best perform monthly Canadian clip searches through Muck Rack.

Additional Notes:

Bri met with Heidi and the Brand team on April 28th to discuss possible changes to the Virginia Golf Directory.