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Alps2Adriatic returns to Canada with Austria joining expanded 2026 trade campaign

Toronto and Montréal activities open a dedicated Canadian programme connecting travel professionals with four neighbouring European countries



Scenes from Carinthia, Austria in summer.

September 2026 — Alps 2 Adriatic has returned to Canada for its second year with a programme focused exclusively on Canadian tour operators and travel advisors. Austria's Carinthia region joins the programme, bringing four neighbouring European countries together for a dedicated campaign of sales visits, itinerary development and training.

The campaign is already under way with sales meetings in Toronto and participation in ACTA's September Travel Industry Summits in Eastern Canada and Quebec. Following last year's wider North American campaign, the 2026 programme is devoted entirely to the Canadian travel trade.

Delivered by New Deal Europe with support from the European Union and the European Travel Commission, the programme builds on relationships established last year while introducing the region to new Canadian trade partners. The aim is to help both new and existing partners develop and sell journeys across this distinctive corner of Europe.

Carinthia joins Friuli Venezia Giulia in Italy, the city of Umag in Croatian Istria, and Slovenia's Julian Alps, Vipava Valley and Karst. Together, these neighbouring destinations offer *"Europe in a Nutshell":* Alpine mountains and lakes, vineyards, historic towns and the Adriatic coast, with hiking, cycling, food, wine and culture connecting the experience across four countries.

The opening visit has included meetings with Canadian tour operators Butterfield & Robinson and Kensington, continuing conversations from 2025 and introducing the opportunities created by Carinthia's participation. Following the ACTA Eastern Canada Summit on 9 September, the team's programme continued in Montréal with the Quebec Summit on 15 September.

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Tine Murn (far left), co-founder of New Deal Europe, with the ACTA team and a representative of 5Continents at the ACTA Quebec Travel Summit in Montréal.

From trade relationships to new itineraries

A central priority for 2026 is to work closely with selected Canadian tour operators on three distinct itineraries, helping translate the region's appeal into products suited to their customers. This work will be supported by online training, webinars and a detailed regional map to help travel professionals understand how the destinations connect and plan journeys between them.



Cyclists crossing the Devil's Bridge in Cividale del Friuli, in Italy's Friuli Venezia Giulia region, part of Alps2Adriatic and golf with lake and mountain views in Carinthia, Austria, the newest partner in the Alps2Adriatic campaign.

Travel advisors will have a dedicated programme of destination introductions, practical training and opportunities to meet the team. Extensive sales calls in October and November

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will form the core of the autumn activity, alongside webinars designed to build product knowledge and confidence in recommending the region.

In addition to the ACTA Summits the planned events programme includes a roadshow with a preferred trade partner, the Travel Hashtag workshop in Toronto and a booth at the Maritime Travel conference in Halifax. Tourism providers from the participating destinations will also join selected activities, giving Canadian buyers opportunities to build direct relationships with local businesses.





The historic old town and waterfront of Umag in Croatian Istria, part of the Alps2Adriatic region and the stone bridge and Church of St John the Baptist beside Lake Bohinj in Slovenia's Julian Alps, part of the Alps2Adriatic region.

Tine Murn, CEO of New Deal Europe, said**:** *"We are investing more time and resources in Canada because we see huge potential for these destinations in the Canadian market. The region brings together so much of what makes a European holiday special, from mountains and lakes to food, wine and the Adriatic coast, across four neighbouring countries."*

"We are delighted to deliver Alps2Adriatic for a second year and to welcome Carinthia. This year gives us the opportunity to take existing conversations further and introduce the region to travel professionals we haven't met before. We want to build lasting relationships across Canada and help our partners turn that potential into new journeys for their clients."

Katja Kralj, representing Vipava Valley and coordinating the project, said**:** *"For us as destination partners, the strength of Alps2Adriatic is in working together. Our regions share history, landscapes and traditions, but each has its own character. Carinthia adds another dimension to the journeys we can create together. Our role is to make planning those journeys easier. Through itinerary development, a detailed regional map, training and direct introductions to local tourism providers, we want to give Canadian tour operators and travel advisors practical support to bring the region into their programmes."*

The campaign comes as Canada and the European Union deepen their wider partnership. Alps2Adriatic contributes to closer tourism connections through sustained cooperation between Canadian travel businesses and European destinations.

Eduardo Santander, Executive Director of the European Travel Commission, commented: *"Canada deserves a dedicated place in Europe's tourism promotion. Through Alps2Adriatic, we are putting that into practice, working directly with Canadian travel professionals to open up new opportunities across four neighbouring countries. With Carinthia joining this year, the campaign offers even more reasons to explore beyond familiar routes and discover how much of Europe can be experienced in one journey."*





Lipica, in Slovenia's Karst region, is the birthplace of the world-famous Lipizzaner horse and Vipava Valley in Western Slovenia.

Canadian tour operators and travel advisors, whether already familiar with Alps2Adriatic or discovering it for the first time, are invited to contact New Deal Europe (info@newdealeurope.com) to discuss itinerary development, arrange destination training or meet the team during its Canadian visits.

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Notes for Editors: *Alps2Adriatic is a collaborative destination campaign bringing together Carinthia, Austria; Friuli Venezia Giulia, Italy; the Julian Alps, Vipava Valley and Karst, Slovenia; and the city of Umag, Croatia. Following its first campaign in 2025, the 2026 programme focuses exclusively on the Canadian travel trade.*

The project is supported by the European Union and the European Travel Commission, alongside destination partners Kärnten Werbung, PromoTurismoFVG, Julian Alps, Vipava Valley, ORA Krasa in Brkinov and Umag Tourist Board. New Deal Europe delivers the Canadian trade programme.

New Deal Europe is a tourism development and travel trade platform connecting European destinations and tourism businesses with international buyers through B2B events, representation, training and targeted sales and marketing programmes.



Alps2Adriatic partners and New Deal Europe representatives gathered in Klagenfurt, Carinthia, Austria, in July 2026 to coordinate the campaign's second year, focused on the Canadian travel trade.

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