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# Winter Travel Story Ideas for Canadians 2026/27 — DCI

As Canadians swap summer plans for pumpkin spice lattes, Thanksgiving gatherings, and crisp fall days, many are also beginning to plan their winter escapes. Whether your readers are dreaming of a sunny beach getaway, a festive winter wonderland, or a last-minute adventure, DCI has plenty of destination inspiration to share.

Below is an updated list of destinations we represent in Canada, along with winter travel story ideas for your consideration. If any of these opportunities spark your interest, please don't hesitate to reach out.

**Scotland (Business events) – www.businessevents.visitscotland.com**
Scotland benefits from new and expanded air access from Canada as WestJet launched new nonstop Toronto–Glasgow service May 2026, operating four times weekly and restoring a direct connection between Toronto and Glasgow. Air Canada connects Canadian travellers directly to Edinburgh from Toronto and Montréal. The expanded access creates more options for Canadian meeting and incentive groups travelling to Scotland and strengthens Scotland's accessibility for business events from key Canadian markets.

For meeting and incentive planners, João's Place at W Edinburgh relaunched in 2026 with additional dining space, a refreshed cocktail and light dining menu and panoramic views across the city. The intimate speakeasy can also be exclusively booked for private events of up to 60 guests. On Scotland's Golf Coast, historic Greywalls is undergoing a full refurbishment ahead of joining the Marine & Lawn Golf Hotels collection. The Edwardian estate adds another intimate luxury option for golf-focused incentive programmes.

Scotland's return to the FIFA World Cup in 2026 put Scottish culture and the Tartan Army front and centre for international audiences, with VisitScotland reporting increased interest in Scottish piping following the tournament. For VisitScotland Business Events, the moment creates a timely platform to spotlight what Scotland brings to meetings and incentives beyond the venue itself: community, culture, hospitality and a strong sense of place. Fresh off the World Cup, planners are having louder conversations about building distinctly Scottish experiences and creating meaningful connections between delegates and the destination.

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# DCI Destination Story Starters for Winter 2026

With the rise of travelers planning their winter getaways, DCI is pleased to share timely story ideas and travel inspiration from our destination partners. From festive celebrations and new openings to culinary experiences, cultural events and emerging travel trends, the ideas below offer fresh angles for travel, lifestyle, food and business coverage throughout the season.

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# INVITE: Meet with VisitScotland Business Events at IMEX 2026

Join **VisitScotland Business Events** at **IMEX America 2026** in Las Vegas to discuss how Scotland can host your readers' next meeting, conference, or incentive programme. From world-class convention centres and historic venues to breathtaking landscapes and thriving innovation sectors, Scotland offers a truly distinctive backdrop for international business events.

Our team, including **Richard Knight, Director of Market Development – Americas for VisitScotland Business Events**, will be on hand throughout the week (October 13-15) to showcase the country's diverse offerings, discuss bespoke opportunities for your coverage, and introduce you to our network of Scottish partners.

We invite you to schedule a one-to-one appointment with Richard and the team at IMEX America 2026 to discover how Scotland can inspire your readers' next event.

And, of course, the Tartan Army took the world by storm during FIFA 2026. Learn more about the impact on the business events sector and what the team is doing to keep the Scottish spirit alive!

***Book your appointment by October 2 to meet VisitScotland Business Events by letting me know your preferred date and time.***

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# VisitScotland Business Events to Bring Scottish Hospitality and a Taste of Boston to IMEX America 2026

**Las Vegas, September 30, 2026** – **VisitScotland Business Events (VSBE)** will return to **IMEX America 2026** **from October 13–15**, bringing together Scotland's leading business events partners at **stand E1705** to showcase the destination's distinctive venues, experiences and hospitality to meeting and incentive planners from across North America and around the world.

With Scotland continuing to offer an exceptional combination of world-class conference facilities, historic and contemporary venues, unforgettable incentive experiences and renowned Scottish hospitality, the VSBE team will use IMEX America as an opportunity to connect with planners, strengthen industry relationships and demonstrate what makes Scotland a compelling destination for business events.

Richard Knight, Senior Business Events Manager (Corporate & Incentive) at VSBE, said: "IMEX America gives us a fantastic opportunity to bring Scotland to life for planners and to have meaningful conversations about what we can offer their clients. This year, we're particularly excited to create a little more of a sense of place on the stand; not just through the venues and experiences we're showcasing, but through the people, partnerships and hospitality that make Scotland such a memorable destination for business events. We're looking forward to welcoming both new and familiar faces and sharing a taste of what awaits in Scotland."

VSBE will be joined at IMEX America by a selection of leading Scottish hotels, venues and destination management companies, providing planners with the opportunity to meet directly with local experts and discover the breadth of business events offerings available across the country.

**Exhibiting Partners Include:**

- 2BUK DMC
- Cameron House
- The Caledonian Edinburgh
- Convention Edinburgh
- Edinburgh International Conference Centre (EICC)
- The Gleneagles Hotel
- Horizons DMC
- Limitless DMC
- Marine & Lawn Golf Hotels

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- Scottish Event Campus (SEC)
- Sheraton Grand Hotel & Spa, Edinburgh
- Trump Turnberry
- W Edinburgh

## Scotland Meets Boston

As part of its IMEX America programme, VSBE will host **No Scotland, No Party with Meet Boston** at the VSBE stand **E1705 on Tuesday, October 13 from 4:30–6:00pm**.

Celebrating the growing friendship between two destinations stemming from the Tartan Army visit to Boston during the 2026 FIFA World Cup this summer, the event will bring a taste of Boston to Scotland's stand, with lobster rolls, beer and a genuine Scottish gin experience. As both destinations are known for their distinctive character, hospitality and strong connections to their heritage, this gathering will offer IMEX attendees the chance to connect with businesses from both sides of the Atlantic. Attendees will discover how Scottish tradition and Boston hospitality come together for an afternoon of good food, good conversation and even better company.

The event promises a distinctly transatlantic flavour, with the spirit of Boston meeting the warmth and conviviality of Scotland… and, naturally, a few bagpipes along the way.

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# FINAL CALL: Meet VisitScotland Business Events at IMEX America (Oct 13-15)

IMEX America is now just over a week away, and the **VisitScotland Business Events** team still has a few one-to-one appointment slots open for media.

**Richard Knight, Director of Market Development – Americas**, will be in Las Vegas October 13-15 to share what Scotland offers for meetings, conferences and incentive programmes, along with story ideas for your readers and introductions to their network of Scottish partners.

There's also a timely angle following the Tartan Army's turn on the world stage at FIFA 2026, including how that momentum is shaping the business events sector and what the team is doing to keep the Scottish spirit alive.

*If you'd like to connect, just reply with your preferred date and time by **Thursday, October 8** and I'll get you booked in. If Vegas doesn't work, I'm happy to set up a virtual conversation with Richard after the show.*

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