

## TOURISM TORONTO

### 2010 CALENDAR OF LEISURE TRADE SALES ACTIVITIES - NORTH AMERICA

Updated September 2009

| Date                        | Sales Activity / Organizer  | Target Audience        | City                | Estimated Booth Cost          | Member Participation      | Tourism Toronto Attending | Assn. Rep. Cost (CDN \$) |
|-----------------------------|---|------------------------|---------------------|-------------------------------|---------------------------|---------------------------|--------------------------|
| <b>January<br/>15 - 19</b>  | American Bus Assn. Convention (ABA)<br><a href="http://www.buses.org">www.buses.org</a>                     | 320 Tour Operators     | National Harbor, MD | \$1,195 USD                   | ABA Members               | Yes                       | \$125                    |
| <b>TBA</b>                  | AAA Marketplace & Fam   | 100 AAA Counsellors    | Buffalo or Toronto  | TBA                           | By Invitation via the AAA | Yes                       | N/A                      |
| <b>May<br/>08 - 12</b>      | Rendez-vous Canada Convention<br><a href="http://www.rendezvouscanada.ca">www.rendezvouscanada.ca</a>       | Int'l Tour Operators   | Winnipeg, MB        | \$2,085 CDN (1 apt. schedule) | By Invitation via OTMPC   | Yes                       | N/A                      |
| <b>August<br/>27 - 31</b>   | Student & Youth Travel Association (SYTA) Marketplace<br><a href="http://www.syta.com">www.syta.com</a>     | Student Tour Operators | Sacramento, CA      | \$800 USD                     | SYTA Members              | Yes                       | \$125                    |
| <b>November<br/>TBC</b>     | Quebec Bus Assn. "Bienvenue Quebec" Marketplace (QBA)<br><a href="http://www.apaq.qc.ca">www.apaq.qc.ca</a> | Tour Operators         | Montreal QC         | \$1,500 CDN                   | QBA Members               | Yes                       | \$125                    |
| <b>November<br/>13 - 17</b> | National Tour Association Convention (NTA)<br><a href="http://www.ntaonline.com">www.ntaonline.com</a>      | 500 Tour Operators     | Montreal, QC        | \$1,200US                     | NTA Members               | Yes                       | \$125                    |
| <b>November<br/>TBC</b>     | Ontario Motorcoach Assn. Convention Marketplace (OMCA)<br><a href="http://www.omca.com">www.omca.com</a>    | 75 Tour Operators      | TBC                 | \$1,300 CDN                   | OMCA Members              | Yes                       | \$125                    |

## **2010 Calendar of Leisure Trade Sales Activities – North America cont'd**

**Updated September 2009**

Information is based on current data and is subject to change.  
Association Representation forms will be sent out approximately 2-3 weeks prior to each sales activity.  
During the year additional Association Representation opportunities may become available.  
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Please direct inquiries as follows:

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# TOURISM TORONTO

## 2010 CALENDAR OF LEISURE TRADE SALES ACTIVITIES – OVERSEAS & LATIN AMERICAN MARKETS

Updated September 2009

| Date                        | Sales Activity / Organizer  | Target Audience                       | City                    | Estimated Booth Cost (Cdn \$) | Member Participation        | Tourism Toronto Staff Attending | Assn. Rep. Cost |
|-----------------------------|---|---------------------------------------|-------------------------|-------------------------------|-----------------------------|---------------------------------|-----------------|
| <b>February<br/>15 - 19</b> | OTMPC Sales Mission, Japan/Korea  | Travel Agents, Wholesalers            | Japan / Korea           | \$4000                        | By Invitation via OTMPC     | Yes                             | N/A             |
| <b>February<br/>TBC</b>     | CTC Showcase India  | Tour Operators & Travel Agents        | Delhi & Mumbai, India   | TBA                           | YES                         | TBC                             | NA              |
| <b>March<br/>10 - 14</b>    | ITB Berlin<br><a href="http://www.itb-berlin.com">www.itb-berlin.com</a>                              | Tour Operators, Media, Retail Agents  | Berlin, Germany         | \$3,000                       | Yes                         | Yes                             | N/A             |
| <b>April<br/>TBC</b>        | Showcase Canada World Travel Fair (China)   | Chinese Tour Operators, Travel Agents | TBC                     | TBC                           | By Invitation via OTMPC/CTC | Yes                             | N/A             |
| <b>April<br/>TBC</b>        | Sales Mission Brazil & Argentina  | Travel Trade, Corporate, Media        | Sao Paolo, Buenos Aires | \$1000-\$2000                 | Yes                         | Yes                             | N/A             |
| <b>May<br/>4 - 7</b>        | Arabian Travel Market (ATM)   | Tour Operators, Retail Agents         | Dubai, UAE              | \$3000                        | Yes                         | TBC                             | N/A             |
| <b>May<br/>08 - 12</b>      | Rendez-vous Canada Convention<br><a href="http://www.rendezvouscanada.ca">www.rendezvouscanada.ca</a> | Int'l Tour Operators                  | Winnipeg, MB            | \$2,085 (1 apt. schedule)     | By Invitation via OTMPC     | Yes                             | N/A             |
| <b>June 21-26<br/>TBC</b>   | OTMPC UK Sales Mission  | UK Tour Operators                     | UK                      | \$3,500                       | By Invitation via OTMPC     | Yes                             | N/A             |

**2010 Calendar of Leisure Trade Sales Activities – Overseas & Latin American Markets cont'd**

| <b>Date</b>             | <b>Sales Activity / Organizer</b>  | <b>Target Audience</b>                     | <b>City</b>         | <b>Est. Booth Cost (Cdn \$)</b> | <b>Member Participation</b> | <b>T.T. Staff Attending</b> | <b>Assn. Rep. Cost</b> |
|-------------------------|--|--|---------------------|---------------------------------|-----------------------------|-----------------------------|------------------------|
| <b>July TBC</b>         | CITAP Marketplace/ Workshop  | Asian Receptive Operators                  | TBC                 | \$150                           | Yes                         | Yes                         | N/A                    |
| <b>September 8 - 10</b> | CIBTM China Incentive Business Travel and Meetings Exhibition                                  | Tour Operators                             | Beijing, China      | TBA                             | Yes                         | TBA                         | N/A                    |
| <b>September TBC</b>    | CONOZCA Canada Marketplace<br><a href="http://www.conozcacanada.com">www.conozcacanada.com</a> | Tour Operators, Retail Agents, Trade Media | Mexico City, Mexico | \$1,500                         | Yes                         | Yes                         | N/A                    |
| <b>September TBC</b>    | Braztoa<br><a href="http://www.braztoa.com.br">www.braztoa.com.br</a>                          | Latin Amerian Tour Operators               | TBC, Brazil         | \$3000                          | Braztoa Members             | Yes                         | N/A                    |
| <b>September TBC</b>    | New York Sales Mission   | Japanese Inbound Tour Operators            | New York, NY        | \$1500                          | Yes                         | Yes                         | \$150                  |
| <b>October TBC</b>      | Showcase Canada Japan/China/Korea  | Japanese, Korean & Chinese Tour Operators  | TBC                 | \$2,500                         | Yes                         | Yes                         | N/A                    |
| <b>November TBC</b>     | World Travel Market<br><a href="http://www.wtmlondon.com">www.wtmlondon.com</a>                | Tour Operators, Retail Trade               | London, England     | \$3500                          | Yes                         | Yes                         | N/A                    |
| <b>December TBC</b>     | CITAP Marketplace  | Asian Receptive Operators                  | Vancouver, B.C.     | \$2500                          | CITAP Members               | Yes                         | N/A                    |

## 2010 Calendar of Leisure Trade Sales Activities – Overseas & Latin American Markets cont'd

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Please direct inquiries relating to:

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