



Toronto Convention & Visitors Association

INTERNATIONAL LEISURE TRADE SALES

Please note: Details are subject to change.
For contact info please see last page

Tourism Toronto 2011 International Leisure Trade Sales Activities Calendar

International Leisure Trade Sales

Date	Tourism Toronto Business Group	Location	Event / Sales Activity / Organizer/ or Marketing Program	Target Audience	Member Participation / Presence	Booth Requirement / est. Cost	Assoc. Rep Cost
Leisure Sales Activities - North America							
January 8 – 12	Leisure Trade	Philadelphia, PA	American Bus Assn.Convention (ABA) www.buses.org	320 Tour Operators.	ABAMembers	\$1,195 USD	125
May 15 – 18	Leisure Trade	Quebec, QC	Rendez-vous Canada Convention www.rendezvouscanada.ca	Int'l TourOperators	By Invitation via OTMPC	\$2,085 CDN(1 apt)	N/A
August 19- 23	Leisure Trade	New York City, NY	Student & Youth Travel Association (SYTA) Marketplace www.syta.com	Student Tour Operators	SYTA Members	\$800 USD	125
October 25 - 27	Leisure Trade	Outaouais, QC	Quebec Bus Assn.'Bienvenue Quebec'Marketplace (QBA) www.apaq.qc.ca	Tour Operators	QBAMembers	\$1,500 CDN	125
November 6 – 9	Leisure Trade	Windsor, ON	Ontario Motorcoach Assn.Convention Marketplace (OMCA) www.omca.com	75 TourOperators	OMCAMembers	\$1,300 CDN	125
December 5 - 9	Leisure Trade	Las Vegas, NV	National Tour Association Convention (NTA) www.ntaonline.com	500 TourOperators	NTAMembers	\$1,200USD	125
Overseas & Latin America							
January TBA	Leisure Trade	Mexico City	OTMP Mexico Sales Mission	Mexican Tour Operators	Yes	2000	N/A
February TBA	Leisure Trade	Sao Paolo, Brazil	CTC Showcase Brazil	Tour Operators	Yes	TBA	N/A
March (TBA)	Leisure Trade	Japan / Korea	OTMPC Sales Mission Japan /Korea	Travel Agents, Wholesalers	By Invitation via OTMPC	4000	N/A
March (TBA)	Leisure Trade	Tokyo & Osaka Japan	CTC Japan Agents Training Seminar	Travel Agents	By Invitation via OTMPC	TBA	N/A
March (TBA)	Leisure Trade	Seoul & Pusan Korea	CTC Korea Agents Training Seminar	Travel Agents	By Invitation via OTMPC	TBA	N/A
March 15 - 19	Leisure Trade	Goa,India	CTC Showcase India	Tour Operators & Travel Agents	YES	TBA	NA
March 9 - 14	Leisure Trade	Berlin,Germany	ITB Berlin www.itb-berlin.com	Tour Operators,Media, Retail Agents	Yes	3000	N/A
March TBA	Leisure Trade	Sao Paolo, Brazil	Braztoa Tradeshow & CTC B2B	Brazilian Tour Operators	Yes via CTC	TBA	N/A
March TBA	Leisure Trade	Buenos Aires	TT Sales Mission Buenos Aires, Argentina	Travel Trade, Media	Yes	\$1000-\$2000	N/A
May 15-18	Leisure Trade	Quebec City, QC	Rendez-vous CanadaConvention www.rendezvouscanada.ca	Int'l TourOperators	By Invitation via OTMPC	2085(1 apt. sche	N/A
June TBA	Leisure Trade	Germany	OTMPC Germany Sales Mission	German Tour Operators	By Invitation via OTMPC	4,000	N/A
JulyTBC	Leisure Trade	TBC	CITAP Marketplace/ Workshop	Asian Receptive Operators	CITAP Members	150	N/A
September TBA	Leisure Trade	Mexico City, Mexico	CONOZCA Canada Marketplace www.conozcacanada.com	Tour Operators, Retail Agents, Trade Media	Yes	1500	N/A
September TBC	Leisure Trade	New York, NY	New York Sales Mission	Japanese Inbound Tour Operators	Yes	1500	150
October TBC	Leisure Trade	Japan	Showcase Canada Asia- Japan/China/Korea/India	Japanese,Korean & Chinese Tour Operators	Yes	2500	N/A
October/November TBC	Leisure Trade	Guangzhou, China	Guangdong International Travel Fair, China	Tour operators and public		15,000	
November 7 - 10	Leisure Trade	London,England	World Travel Market www.wmlondon.com	Tour Operators,Retail Trade	Yes	3500	N/A
December TBC	Leisure Trade	Vancouver, B.C.	CITAP Marketplace	Asian Receptive Operators	CITAP Members	2500	N/A

Leisure Trade

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