

TOURISM TORONTO

2009 CALENDAR OF LEISURE TRADE SALES ACTIVITIES - NORTH AMERICA

January 2009

Date	Sales Activity / Organizer	Target Audience	City	Estimated Cost to Participate	Member Participation	Tourism Toronto Attending	Assn. Rep. Cost (CDN \$)
January 07 - 12	American Bus Assn. Convention (ABA) www.buses.org	320 Tour Operators	Charlotte, NC	\$1,195 USD	ABA Members	Yes	\$125
TBA	AAA Marketplace & Fam	100 AAA Counsellors	Buffalo or Toronto	TBA	By Invitation via the AAA	Yes	N/A
May 09 - 13	Rendez-vous Canada Convention www.rendezvouscanada.ca	Int'l Tour Operators	Calgary, AB	\$2,085 CDN (1 apt. schedule)	By Invitation via OTMPC	Yes	N/A
October TBA	Quebec Bus Assn. "Bienvenue Quebec" Marketplace (QBA) www.apaq.qc.ca	Tour Operators	Montreal QC	\$1,500 CDN	QBA Members	Yes	\$125
November 14 - 18	National Tour Association Convention (NTA) www.ntaonline.com	500 Tour Operators	Reno, Nevada	\$1,200US	NTA Members	Yes	\$125
November 08 - 11	Ontario Motorcoach Assn. Convention Marketplace (OMCA) www.omca.com	75 Tour Operators	London, ON	\$1,300 CDN	OMCA Members	Yes	\$125

2009 Calendar of Leisure Trade Sales Activities – North America cont'd

Updated January 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

2009 CALENDAR OF LEISURE TRADE SALES ACTIVITIES – OVERSEAS & LATIN AMERICAN MARKETS

Updated January 2009

Date	Sales Activity / Organizer	Target Audience	City	Estimated Cost to Participate (Cdn \$)	Member Participation	Tourism Toronto Staff Attending	Assn. Rep. Cost
March 11 - 15	ITB Berlin www.itb-berlin.com	Tour Operators, Media, Retail Agents	Berlin, Germany	\$3,000	Yes	Yes	N/A
March 17 - 18	“Spotlight Canada” London www.spotlightcanada.co.uk/	Tour Operators, Media	London, England	\$3,000	Yes	Yes	N/A
April TBC	Showcase Canada World Travel Fair (China)	Chinese Tour Operators, Travel Agents	TBC	TBC	By Invitation via OTMPC/CTC	Yes	N/A
April TBC	Active America www.activeamerica.net	Japanese Tour Operators	TBC	\$2,000	Yes	Yes	N/A
April TBC	Sales Mission Brazil & Argentina	Travel Trade, Corporate, Media	Sao Paolo, Buenos Aires	\$1000- \$2000	Yes	Yes	N/A
May 05 - 08	Arabian Travel Market	Tour Operators, Retail Agents	Dubai, UAE	\$3000	Yes	TBC	N/A
May 09 - 13	Rendez-vous Canada www.rendezvouscanada.ca	Int'l Tour Operators	Calgary, AB	\$3,500	By Invitation via OTMPC	Yes	N/A
June TBC	OTMPC German Sales Mission	German Tour Operators	Germany, Switzerland	\$3,500	By Invitation via OTMPC	Yes	N/A

Date	Sales Activity / Organizer	Target Audience	City	Est. Cost (Cdn \$)	Member Participation	T.T. Staff Attending	Assn. Rep. Cost
August TBC	CITAP Marketplace/Workshop	Asian Receptive Operators	TBC	\$150	Yes	Yes	N/A
September TBC	CONOZCA Canada Marketplace www.conozcacanada.com	Tour Operators, Retail Agents	TBC	\$1,500CDN	Yes	Yes	N/A
September	La Cumbra	Latin Amerian Tour Operators	Puerto Rico	\$2500	TBC	TBC	N/A
October TBC	Showcase Canada Japan/China/Korea	Japanese, Korean & Chinese Tour Operators	TBC	\$2,500	Yes	Yes	N/A
November 09 - 12	CITAP Marketplace	Asian Receptive Operators	Vancouver, B.C.	\$150	CITAP Members	Yes	N/A
November 9-12	World Travel Market www.wtmlondon.com	Tour Operators, Retail Trade	London, England	\$3500	Yes	Yes	N/A

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Please direct inquiries relating to:

Europe

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