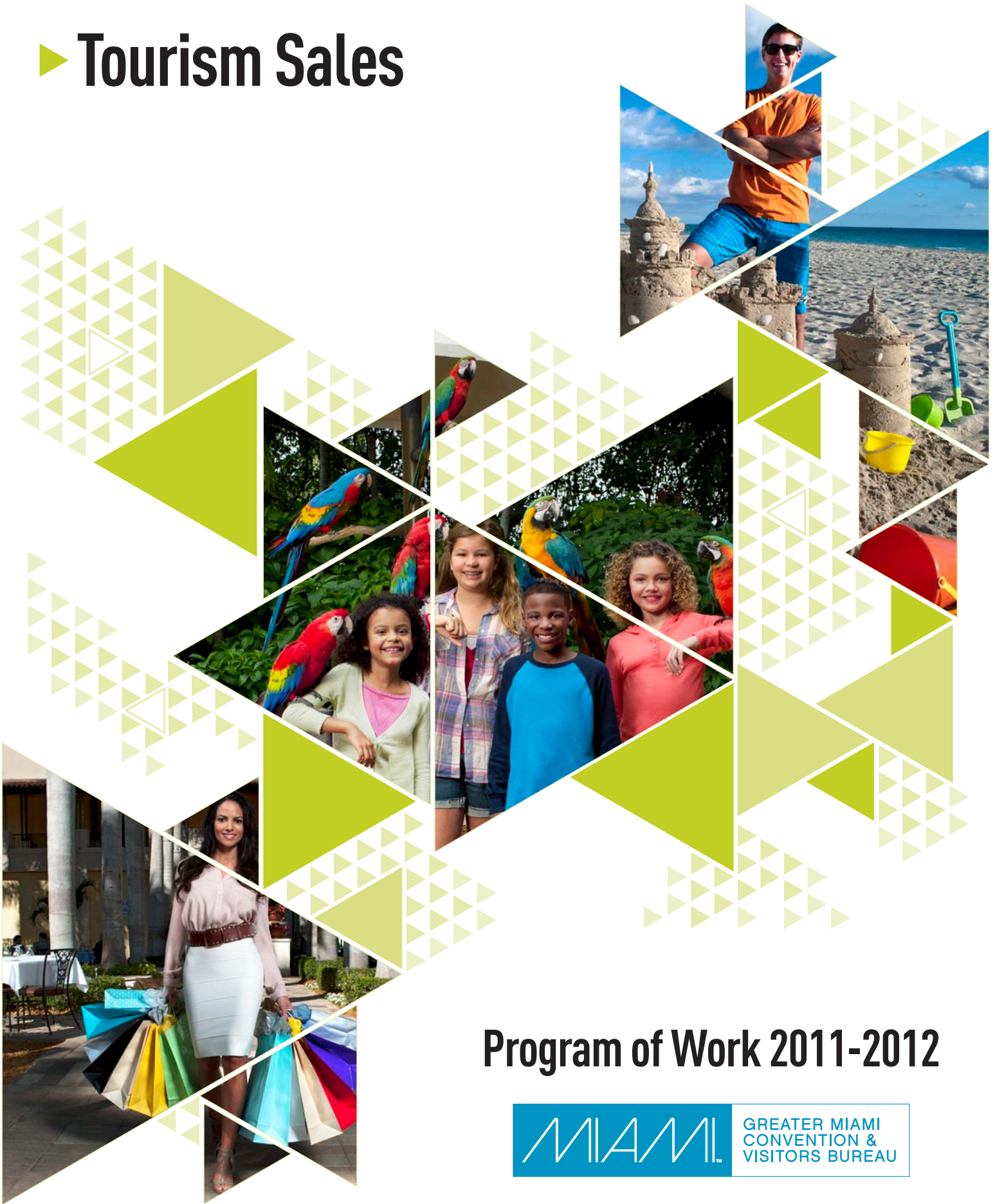


# ► Tourism Sales



## Program of Work 2011-2012

MIAMI

GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

# Tourism Sales Program of Work 2011/2012

## DEPARTMENT-WIDE

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### OCTOBER 2011

10/2 – 10/4

#### **World Routes Forum / Berlin, Germany**

The GMCVB, in partnership with Miami International Airport, will attend the 17th Annual World Routes Forum in Berlin. Routes is the largest annual event of its kind designed to examine and promote expansion of air services, find out about new market developments and get up-to-speed on the up-and-coming destinations. For airlines, airports, tourism authorities and other stakeholders, Routes is the place to learn, to negotiate and to build relationships with the objective of securing new air service for airports and communities.

### APRIL 2012

4/21 – 4/25

#### **International Pow Wow / Los Angeles, CA**

This show is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. More than 1,000 US travel organizations from every region of the USA and representing all industry category components, and close to 1,500 International & Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of more than \$3.5 billion in future Visit USA travel. Partners interested in attending should visit [www.USTravel.org](http://www.USTravel.org) for registration information.

## USA & CANADA

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### ONGOING ANNUAL EVENTS

FY 11/12

#### **Canadian & Domestic Familiarization Tours / Miami, FL**

GMCVB staff will host domestic retail travel agents and tour operators.

FY 11/12

#### **Cruise Initiatives / USA & Canada**

GMCVB staff will be creating strategic initiatives targeting cruise related trade shows, fams and sales calls during the year.

FY 11/12

#### **Cruise Agent Familiarization Tours / Miami, FL**

GMCVB will host fam trips for agents specializing in cruises. In our efforts to promote pre and post activity we will schedule several fams throughout the year to educate the agents on the value of adding Miami as a pre and/or post stop for their clients.

FY 11/12

#### **Golf Familiarization Tours / Miami, FL**

GMCVB will host our annual golf fams from the USA and Canada in conjunction with our golf resorts and local courses.

FY 11/12

#### **Strategic Calls / USA & Canada**

GMCVB staff will conduct sales calls throughout the year to top agencies in the USA.

FY 11/12

#### **Visit Florida Brochure Distribution / USA & Canada**

GMCVB participates in brochure distribution programs.



## OCTOBER 2011

10/11 – 10/14

### Canada Sales Mission / Toronto & Montreal, Canada

GMCVB will participate in the Addison Travel Shows in Toronto and Montreal, make sales calls and host VIP events in Toronto and Montreal for the tour operators.

10/18

### Peninsula Travel Show / Pittsburgh, PA

GMCVB staff will participate in round table presentations for more than 90 agents and host a VIP luncheon for top clients.

10/21 – 10/23

### S.I.T.V. / Montreal, Canada

GMCVB staff will participate with Visit Florida in this top consumer show in Montreal, hosting more than 37,700 attendees.

10/27

### ASTA Trade Show / Atlanta, GA

GMCVB staff will attend the fifth annual Southeast Chapter ASTA trade show in Atlanta. Agents from across the state attend this one-of-a-kind trade show including an evening reception. A luncheon will be hosted for top clients in the Atlanta area.

## WINTER

TBA

### Flight Centre Canada Travel Expo

GMCVB staff will participate in the Travel Expos in Toronto, Vancouver and Calgary. Flight Centre has onsite booking agents and is attended by more than 5,000 consumers. Only hotels in the Flight Centre/Go Go hotels are able to participate.

TBA

### Go Go/Flight Centre Tradeshow / Northeast

GMCVB staff will participate in a trade show and networking events with one of our top northeast tour operators, who invite their top clients for educational seminars and a table top trade show.

TBA

### Travel Impressions Tradeshow / Northeast

GMCVB staff will participate in trade show and appreciation dinners for top clients in Philadelphia, northern New Jersey and Syracuse, New York. Approximately 90 agents are expected to attend this event.

## DECEMBER 2011

12/6 – 12/8

### Luxury Travel Expo 2011 (LTE 2011) / Las Vegas, NV

GMCVB staff will participate with GMCVB partners at the 11th Annual Luxury Travel Expo with more than 2,000 travel agents anticipated to attend. This show is the largest gathering of luxury travel professionals worldwide, with more than 300 exhibiting international companies. Luxury Travel Expo will offer CTA, CTC and CTIE Testing.

## JANUARY 2012

1/14 – 1/15

### Philadelphia Inquirer / Daily News Travel Show / Philadelphia, PA

Staff will participate in this major consumer show in Philadelphia. Philadelphia is one of our top ten domestic markets and we will host a VIP luncheon for our top agents.

## FEBRUARY 2012

2/10 – 2/12

### The Boston Globe

The GMCVB will participate in the largest travel marketplace in New England, with more than 250 exhibitors and nearly 20,000 consumers in attendance. A VIP event will be hosted for our top clients.

## SPRING

TBA

### AAA Travel Marketplace / Northeast

The GMCVB will participate in the AAA trade show. More than 800 consumers are expected to participate this year.

TBA

### Flight Centre Canada Travel Expo

GMCVB staff will participate in the Travel Expos in Toronto, Montreal. Flight Centre has onsite booking agents and is attended by more than 5,000 consumers. Only hotels in the Flight Centre/Go Go hotels are able to participate.

TBA

### Travel Impressions Tradeshow / Northeast

GMCVB staff will participate in trade show and appreciation dinners for top clients in Philadelphia, northern New Jersey and Syracuse, New York. Approximately 90 agents are expected to attend this event.

## MARCH 2012

TBA

### American Airlines Res Center Training / Tulsa, OK

GMCVB will visit the American Airlines Reservation Center in Tulsa for a Miami Day to conduct group seminars in order to educate the agents on what is new in Miami. We will meet with more than 150 agents throughout the day. Only preferred hotels will be eligible to attend.

3/2 – 3/4

### Golf and Travel Show / Toronto, Canada

GMCVB staff will participate in this annual golf travel show being held in Toronto, Canada. This is the largest consumer golf show in North America, specifically targeting golfers. More than 1,000 consumers attended this show last year.

3/2 – 3/4

### New York Times Travel Show

This event continues to be North America's premier travel show, attracting a unique global representation of the world's leading markets.

3/12 – 3/15

### Cruise Shipping Miami / Miami Beach, FL (Formerly known as Seatrade)

GMCVB, in partnership with Port of Miami and Miami International Airport, will attend this international conference and exhibition serving the cruise industry. This show draws more than 11,000 attendees and nearly 1,000 exhibiting companies from 117 countries and regions. Its Miami location is a vital element in the success of the show, as the city is the primary home port and hub of the cruise industry. Partners wishing to attend should visit [www.cruiseshippingmiami.com](http://www.cruiseshippingmiami.com) for contact information.

## APRIL 2012

4/2 – 4/5

### Peninsula Travel Trade Show / Texas

The GMCVB will participate in round table educational seminars in key cities in Texas, with around 90 travel agents participating in each show.

4/25 – 4/30

### Cruise3Sixty / Fort Lauderdale, FL

GMCVB staff will participate with the Port of Miami to have a major presence at the official conference of the cruise line industry. More than 1,400 agents are expected to participate for the workshops, educational seminars and access to suppliers. We will have a 20x20 pavilion in order to allow our partners to join us in our efforts.

## MAY 2012

5/2

### LITAA Trade Show / Long Island, NY

Long Island Travel Agent Association will host their 27th Annual Trade Show in Bethpage, New York. Anticipated attendance is more than 200 retail travel agents.



## SUMMER

TBA

### Florida Road Show

GMCVB will host travel agent seminars and conduct sales calls for key agencies and receptive tour operators throughout Florida in this one week road show: Tampa, St. Petersburg, Sarasota and Orlando.

TBA

### Go Go/Flight Centre Tradeshows / Northeast

GMCVB staff will participate in a trade show and networking events with one of our top northeast tour operators, who invite their top clients for educational seminars and a table top trade show.

TBA

### Hotels.com in Partnership with Expedia / Springfield, MO

Call Center Training.

TBA

### NE Sales Mission / Key Northeast Cities

Staff will host table top shows with round table presentations in key cities in the Northeast.

TBA

### Thomas Cook Canada Product Launch / Canada

GMCVB staff will attend the Big Four product launches in Toronto, Montreal, Vancouver and Calgary to meet with the top tour operator in Canada. These shows are attended by 500 agents in Toronto, 300 in Montreal and Vancouver, and nearly 250 in Calgary.

TBA

### Virtuoso Travel Mart 2012 / Las Vegas, NV

GMCVB staff will participate in Virtuoso's annual tradeshow event. Virtuoso is a network of the world's finest travel agencies with knowledgeable advisors who draw upon first-hand experience to craft the perfect luxurious vacation for their clients. Virtuoso's affiliated travel advisors have global connections with the best hotels, cruise lines, airlines and tour companies. As a destination, this is an excellent opportunity to meet one-on-one with approximately 425 Virtuoso travel advisors and further promote Miami's luxury assets.

## AUGUST 2012

8/21 – 8/22

### IncentiveWorks 2012 / Toronto, Canada

GMCVB will sell the destination to meeting planners via one-to-one sales calls as well as attend Canada's largest trade show for the meetings, incentive travel, special events and promotions industries.

## LATIN AMERICA & CARIBBEAN

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### ONGOING ANNUAL EVENTS

FY 11/12

### Latin America & Caribbean Familiarization Tours / Miami, FL

GMCVB staff will host tour operators and travel agents and provide an opportunity to explore the destination following a 3-5 day itinerary.

### OCTOBER 2011

10/19 – 10/21

### ABAV Trade Show / Rio de Janeiro, Brazil

This three-day trade show (one day consumer/two days trade) has an attendance of more than 30,000 consumers and 18,000 professionals. We will participate in the Visit Florida Section and partners are invited to participate.

10/29 – 11/1

### Feria Internacional de Turismo (FIT) Trade Show / Buenos Aires, Argentina

Prior to FIT, we will partner with Visit Florida to co-host a dinner for the top tour operators and media in the country attending the FIT show. This trade show presents a great opportunity to network and build relationships. FIT is a four-day tradeshow (two days consumers/two days trade) attended by more than 20,000 consumers and 18,000 professionals. We will participate in the Visit Florida Section and invite partners to participate.

## NOVEMBER 2011

11/17 – 11/20

### Gramado Festival (Brazil)

GMCVB staff will participate along with Visit Florida in a two-day show in the south of Brazil. This show has an attendance of 13,000 travel professionals from the southern area of Brazil and 350 exhibitors.

## JANUARY 2012

1/30 – 2/2

### Mexico Meeting Planner Sales Calls / Mexico City & Monterey, Mexico

GMCVB Tourism staff, an airline partner and GMCVB partners will sell the destination to meeting planners and incentive houses via one-on-one sales calls and VIP networking events.

## FEBRUARY 2012

2/6 – 2/10

### Florida Select Road Show / Mexico City & Guadalajara, Mexico

This Visit Florida interactive event targets tour operators, incentive companies, top travel agents and travel writers that work leisure and corporate business, through destination seminars, one-on-one buyer/supplier interaction, trade luncheon, press conference and VIP reception (media included). Estimated attendance is more than 300 travel industry professionals.

2/20 – 2/21

### Colombia Sales Calls / Cali & Medellin

GMCVB in partnership with participating partners will conduct one-to-one sales calls and host a VIP networking event.

2/22 – 2/24

### ANATO & Bogota Sales Calls / Colombia

The GMCVB will participate in Colombia's largest tradeshow, ANATO. This show is attended by more than 15,000 buyers and professional visitors. We will also conduct sales calls the two days prior to the show in Bogota.

## MARCH 2012

3/5 – 3/9

### Argentina & Chile Sales Calls / Buenos Aires, Rosario, & Santiago

The GMCVB leisure team and participating partners will conduct one-to-one sales calls to tour operators and major agencies, and will also host VIP networking events.

3/22 – 3/23

### Braztoa (Brazil)

Braztoa is the association of travel operators in São Paulo, and Braztoa Fair is one of the most important fairs in Brazil held twice a year. The fair has about 3,500 travel trade visitors and about 70 exhibitors.

3/26 – 3/30

### Brazil Sales Mission / Sao Paulo & Campinas

Along with our Visit Florida partners, we will conduct educational and interactive destination seminars, as well as intimate VIP networking events for tour operators and the media.

## MAY 2012

5/14 – 5/19

### Argentina Sales Mission / Buenos Aires, Cordoba, & Rosario

GMCVB in partnership with Visit Florida will participate in the Visit USA show in Argentina and conduct educational seminars in Buenos Aires, Cordoba, and Rosario.

TBA

### Colombia (Bogota)

GMCVB in partnership with LAN Airlines and participating partners will conduct educational seminars for leisure and corporate travel agents, tour operators and media.

## JUNE 2012

TBA

### **Argentina (Buenos Aires) / Chile (Santiago) Mission**

GMCVB in partnership with LAN Airlines and participating partners will conduct educational seminars for leisure and corporate travel agents, tour operators and media in Santiago, Chile and Buenos Aires, Argentina.

TBA

### **Ecuador (Guayaquil & Quito) / Perú (Lima) Mission**

GMCVB in partnership with LAN Airlines and participating partners will conduct educational seminars for leisure and corporate travel agents, tour operators and media in Guayaquil, Quito and Lima.

## JULY 2012

TBA

### **Nassau, Bahamas Sales Calls**

GMCVB in partnership with participating partners will conduct one-to-one sales calls and host a VIP networking event.

## AUGUST 2012

TBA

### **AVIRRP – Sao Paulo, Brazil**

AVIRRP is the national encounter of Travel Agencies from Ribeirão Preto and surrounding areas. The show has an attendance of about 3,500 professionals and 286 exhibitors.

TBA

### **Central America Sales Mission / Panama, Costa Rica, Guatemala**

GMCVB in partnership with participating partners will conduct one to one sales calls and host a VIP networking event.

## SEPTEMBER 2012

9/5 – 9/7

### **La Cumbre / Orlando, FL**

The GMCVB will participate in this appointment-based trade show for top Latin American and Caribbean buyers of U.S. tourism products. Estimated attendance: approximately 250 Latin American and Caribbean travel buyers.

## EUROPE & ASIA

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### ONGOING ANNUAL EVENTS

FY 11/12

### **Europe & Asia Familiarization Tours / Miami, FL**

GMCVB staff will host tour operators and provide an opportunity to explore the destination following a 3-5 day itinerary.

### OCTOBER 2011

10/1

### **Florida's Beaches Partnership at Tour America Consumer Show / Dublin, Ireland**

GMCVB will be represented by a Florida partner at the Tour America Consumer Show. This popular consumer show in Dublin will be attended by more than 5,500 consumers.

10/3

### **Visit USA Ireland Seminar / Dublin, Ireland**

GMCVB's UK Representative will attend this annual workshop in Dublin and meet approximately 100 Irish travel agents.

- 10/5 – 10/7** **European Tour Operators Sales Calls**  
 GMCVB staff and France Representative will conduct sales calls with top tour operators in Paris, France.
- 10/6 – 10/8** **TTG Incontri / Rimini, Italy** ✈️ 📖 🎁  
 GMCVB's Italian Representative will attend this annual travel tradeshow. The GMCVB will have an opportunity to meet approximately 500 Italian travel agents and update the trade on Miami's newest offerings.
- 10/7** **AER Travel Agency Association Convention / Berlin, Germany** 📖 🎁  
 GMCVB's Germany Representative will attend this annual workshop in Berlin. In cooperation with the Visit USA Committee Germany, the USA will be the featured destination at the 2011 Workshop. The workshop allows 20 minutes presentations and is attend by 180 travel agents.
- 10/8** **Travel Mart / Berlin, Germany** 📖 🎁  
 GMCVB's Germany Representative will exhibit at Travel Mart in Berlin. The show will be attended by more than 300 travel agents.
- 10/12** **See America Workshop Holland / Rotterdam, Netherlands** 📖 🎁  
 GMCVB's European Representative will attend this annual workshop and have an opportunity to meet 150 Dutch travel agents.
- NOVEMBER 2011**
- 11/7 – 11/10** **World Travel Market (WTM) / London, England** ✈️ 📖  
 GMCVB staff and GMCVB partners will attend this top UK travel trade show attended by more than 50,000 travel buyers from the UK and Europe.
- 11/8** **2011 Meier's GO WEST Travel Mart / Myrtle Beach, SC**  
 GMCVB's Germany Representative will attend this travel agent show organized by Meier – one of Germany's largest tour operators.
- 11/10 – 11/12** **Visit USA Italy Showcase / Milano, Italy** 📖 🎁  
 GMCVB's Italy Representative will attend this annual workshop in Milan and meet approximately 100 travel agents.
- 11/14 – 11/25** **FTI Road Show Germany / 10 cities in Germany** 📖 🎁  
 GMCVB's Germany Representative will attend this annual workshop in Nuremberg, Leipzig, Berlin, Hamburg, Hannover, Dusseldorf, Koln, Frankfurt, Stuttgart and Munich. We will meet approximately 1,800-2,000 travel agents selling FTI.
- 11/16 – 11/20** **Visit USA Consumer Show Germany / Leipzig, Germany**  
 GMCVB's Germany Representative will attend this annual consumer show in Leipzig and meet with hundreds of consumers.
- 11/22 – 11/23** **Visit USA Trade Days Germany / Hamburg, Germany** 📖 🎁  
 GMCVB's Germany Representative will attend this annual workshop in Hamburg and meet approximately 100 travel agents.
- 11/29 – 11/30** **Visit USA Trade Days Germany / Munich, Germany** 📖 🎁  
 GMCVB's Germany Representative will attend this annual workshop in Munich and meet approximately 100 travel agents.
- 11/29 – 12/1** **EIBTM 2011 / Barcelona, Spain** 📖 🎁  
 GMCVB Tourism Sales staff will exhibit with other Visit Florida partners at this trade show targeting meeting planners and incentive organizers. Estimated attendance: 5,000 buyers.

11/29 – 12/1

**Visit USA Roadshow / London, Manchester & Bristol, England**  

GMCVB staff will travel with the VUSA Association to three cities and with 100 selected travel agents invited to meet the partners of the association and discover more about their products. This event is being supported by the Tourism Office of the Department of Commerce and will be used as a vehicle for promoting the TV campaign that will run on national TV throughout the UK.

**DECEMBER 2011**

12/6 – 12/8

**International Luxury Travel Market (ILTM) / Cannes, France**

GMCVB staff and GMCVB partners will attend this top international luxury show and represent Greater Miami and the Beaches. Limited GMCVB partner participation.

12/8 – 12/9

**Visit USA BTEXpo / Brussels, Belgium**  

GMCVB's France Representative will attend this annual show held in Brussels. This B2B show will be visited by more than 3,900 travel and meeting agents from Belgium and neighboring countries.

12/14

**GMCVB UK Tour Operators Appreciation Dinner / London, England**  

GMCVB's UK Representative will organize an appreciation dinner for our top 20 tour operators.

**JANUARY 2012**

1/10 – 1/15

**Vakantiebeurs / Utrecht, Netherlands**  

GMCVB staff will exhibit at the largest travel trade show held in The Netherlands.

1/12 – 1/15

**Florida's Beaches Partnership at Reiseliv / Lillestrom, Norway** 

GMCVB will be represented by a Florida partner at Reiseliv. Reiseliv is Norway's premier International Meeting & Travel Fair and the industry's most important meeting place. Reiseliv attracts 8,300 travel industry buyers, 22,000 consumers and 500 press representatives, making it the largest travel trade and consumer show in Norway.

1/14 – 1/22

**Visit USA Consumer Show Germany / Stuttgart, Germany**

GMCVB's Germany Representative will attend this annual consumer show in Stuttgart and meet with hundreds of consumers.

1/19 – 1/22

**Florida's Beaches Partnership at Matka Nordic Travel Fair / Helsinki, Finland** 

GMCVB's European Representative will represent the destination and other Florida partners at Matka, the largest travel trade and consumer show in Finland. The fair attracts more than 1,200 exhibitors and 81,537 visitors, including travel industry professionals (more than 18,000), and consumers. Participants are mainly from Finland and other Nordic countries, Baltic States and Russia. Based on number of visitors, Matka is the largest travel fair in Northern Europe and Asia.

1/20 – 1/22

**Florida's Beaches Partnership at Ferie Trade Fair / Copenhagen, Denmark** 

GMCVB will be represented by a Florida partner at Ferie, the largest travel trade and consumer show in Copenhagen.

1/31

**Visit USA France Activity / Toulouse, France**  

GMCVB's French Representative will participate in Visit USA's annual workshops and have the opportunity to meet with travel agents and update on Miami's latest new offerings.

1/31 – 2/1

**Visit USA Workshop and Sales Calls / Zurich, Switzerland**  

GMCVB's German Representative will attend this annual workshop and have an opportunity to meet approximately 150 Swiss travel agents. GMCVB's in market representative will also call on Miami's main tour operator clients during the visit in Zurich.

**FEBRUARY 2012**

2/2

**Visit USA France Activity / Nice, France**  

GMCVB's French Representative will participate in Visit USA's annual workshops and have the opportunity to meet with travel agents and update on Miami's latest new offerings.

2/2 – 2/3

**Visit USA Workshop and Sales Calls / Vienna, Austria**  

GMCVB's German Representative will attend this annual workshop and have an opportunity to meet approximately 100 Austrian travel agents. GMCVB's in market representative will also call on Miami's main tour operator clients during the visit in Vienna.

2/2 – 2/4

**Florida Huddle / Ft. Lauderdale, FL** 

GMCVB staff will attend this three-day appointment show primarily targeting international tour operators and industry partners. Partners wishing to attend should visit [www.floridahuddle.com](http://www.floridahuddle.com) for contact information.

2/7

**Visit USA Workshop / Paris, France**

GMCVB's French Representative will attend this annual workshop and have an opportunity to meet approximately 100 Parisian travel agents and update on the latest offerings in the destination.

2/8 – 2/12

**Visit USA Consumer Show Germany / Hamburg, Germany**

GMCVB's Germany Representative will attend this annual consumer show in Hamburg and meet with hundreds of consumers.

2/22 – 2/26

**Visit USA Consumer Show Germany / Munich, Germany**

GMCVB's Germany Representative will attend this annual consumer show in Munich and meet with hundreds of consumers.

**MARCH 2012**

3/7 – 3/11

**ITB / Berlin, Germany**  

GMCVB's Tourism Sales Staff and Germany Representative, along with GMCVB partners, will exhibit within VISIT Florida's stand at the world's leading travel trade show. The show features more than 180,000 visitors, among these 108,000 travel industry professionals and more than 10,000 exhibitors from 180 countries. ITB Berlin is the leading B2B-Platform of all tourism industry offers. Limited GMCVB member participation.

3/12 – 3/16

**Germany (Hannover, Frankfurt, & Munich) & Switzerland (Zurich)**   

GMCVB's Tourism Sales staff and German Representative along with GMCVB partners will participate in a four-city road show with the objective of meeting the leading German/Swiss tour operators and their USA Product Manager teams. The GMCVB delegation will provide an update on the overall destination as well as an update on the products of each participating member.



3/22 – 3/25

**Florida's Beaches Partnership at TUR / Gothenburg, Sweden** 

GMCVB's European Representative will represent the destination and other Florida partners at TUR. TUR is the leading Scandinavian Trade Fair for Travel, Tourism & Meetings. The fair attracts more than 980 exhibitors and approximately 49,500 visitors (19,000 travel industry professionals, 30,500 consumers and 530 media representatives).

**MAY 2012**

5/7 – 5/11

**Italy & Spain Sales Mission / Milan & Rome, Italy and Madrid, Spain**   

GMCVB's Tourism Sales staff and Italy and Spain Representatives, along with GMCVB partners, will participate in a three-city road show with the objective of meeting the leading Italian and Spanish tour operators and their USA Product Manager teams. The GMCVB delegation will provide an update on the overall destination as well as an update on the products of each participating member.

5/22 – 5/24

**Incentive Travel, Meetings, Events, Exposition (IMEX 2012) / Frankfurt, Germany** 

GMCVB Sales staff will exhibit with other Visit Florida partners at this trade show targeting meeting planners and incentive organizers. Estimated attendance: 5,000 buyers.

**JUNE 2012**

6/18 – 6/22

**UK & France Sales Mission / Paris, France and London, England**   

GMCVB's Tourism Sales staff and UK and France Representative, along with GMCVB partners, will participate in a two-city road show with the objective of meeting the leading British tour operators and their USA Product Manager teams. The GMCVB delegation will provide an update on the overall destination as well as an update on the products of each participating member.

**SEPTEMBER 2012**

9/18 – 9/21

**IFTM, International French Travel Market / Paris, France**  

GMCVB's French Representative will represent the destination at IFTM (International French Travel Market). IFTM Top Resa is France's leading B2B international tourism exhibition. This show is the travel industry's leading event for networking, doing business, innovating and keeping abreast of market developments covering all sectors: leisure, business and events. This fair attracts approximately 25,800 travel industry professionals and 1,026 media representatives.

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**EMERGING MARKETS**

**ONGOING ANNUAL EVENTS**

June 2012

**Visit Florida China Mission** 

GMCVB's Tourism Sales team in partnership with Visit Florida's China sales office will participate in the annual sales mission in China to 3 key cities. This mission provides the GMCVB an opportunity to meet with the key tour operators selling long-haul destinations as well as providing an update on the latest & greatest in the destination. The attendance in each city is approximately about 50 clients per city.

# Tourism Sales Contacts

|  |  |                           |
|--|--|---------------------------|
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