




Tourism Sales

2009-2010 Program of Work

Greater Miami Convention & Visitors Bureau 2009-2010 Tourism Sales Program of Work

All programs are proposed and subject to change.

Main Tradeshows

- Jan. 24-26, 2010** **Florida Huddle / St. Petersburg/Clearwater, FL** 
GMCVB staff will attend this three-day appointment show primarily targeting international tour operators and industry partners. Members wishing to attend should visit www.floridahuddle.com for contact information.
- March 15-18, 2010** **Cruise Shipping Miami Convention / Miami Beach, FL
(Formerly known as Seatrade)**
The GMCVB, in partnership with the 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. Members wishing to attend should visit www.cruiseshippingmiami.com for contact information.
- May 15-19, 2010** **International Pow Wow / Orlando, FL**
This show is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. More than 1,000 travel organizations from every region of the USA and representing all industry category components, and close to 1,500 international and 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. Members interested in attending should visit www.ustravel.org for registration information.





USA & Canada

Ongoing

- FY 09/10 Domestic Familiarization Tours / USA & Canadian Familiarization Tours**
GMCVB staff will host domestic retail travel agents and tour operators.
- FY 09/10 VISIT Florida Brochure Distribution / USA & Canada** 
The GMCVB participates in brochure distribution programs.
- FY 09/10 Strategic Calls / USA & Canada**
GMCVB staff will conduct sales calls throughout the year to top agencies in the US and Canada.
- Fall 2009 Peninsula Round Table Shows / Virginia, Washington, DC & Maryland** 
Round table educational seminars.



October 2009

- 10/1-10/4 Go Go Worldwide Learning Conference / Northeast** 
GMCVB staff will participate in a tradeshow and networking events with one of our top northeast tour operators, which invites its top clients for educational seminars and a table top trade show.
- Winter 09/Spring 10 Travel Impressions Tradeshows / Northeast** 
Participation in tradeshows and appreciation dinners for the top producers from one of our major Northeast tour operators.

November 2009

- 11/21-11/22 Philadelphia Inquirer / Daily News Travel Show / Philadelphia, PA**
GMCVB staff will participate in this consumer show in Philadelphia under the umbrella of Visit Florida.

January 2010

- TBA SATH World Congress / Orlando, FL**  
The Society of Accessible Travel & Hospitality will hold its 13th World Congress in Orlando. This event is attended by travel professionals from the US, Canada and 41 other countries.

February 2010

2/18-2/21

The Boston Globe Travel Show

The GMCVB will participate in the largest travel marketplace in New England, with more than 250 exhibitors and nearly 20,000 consumers in attendance.

2/26-2/28

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 tourism markets.

March 2010

3/5- 3/7

AAA Travel Marketplace / Northeast

The GMCVB will participate with Visit Florida in one of our top Northeast markets, Boston, targeting more than 12,000 vacation seeking consumers from Boston, Providence, Worcester and Cape Cod.

Winter 2010

Chicago Sales Mission / Chicago, IL

GMCVB staff will organize a Chicago Sales Mission targeting Virtuoso, Ensemble and Signature agents throughout Chicago and vicinity.

April 2010

Spring 2010

Alliance of Westchester Travel Agents / New York

The GMCVB will participate in the annual trade show of the AWTA agents in New York. Owners and managers attend this show, which features more than 200 agents.

Spring 2010

Alliance of Westchester Travel Agents / Westchester, NY

The GMCVB will sponsor a monthly meeting of AWTA, which is an organization of owners and managers. A presentation and dinner will be conducted during their Supplier Showcase Program.

Spring 2010

Peninsula Travel Round Table Shows / Pittsburgh, PA

The GMCVB will participate in round table educational seminars with an attendance of 80 retail travel agents.

Spring/Summer

USA Sales Blitz / Key Domestic Markets

Staff will conduct a sales blitz of major cities to promote special packages and summer promotions.

May 2010

TBA

Florida Road Show / Tampa, Orlando, Fort Myers & West Palm Beach, FL

GMCVB staff will host travel agent seminars and conduct sales calls for key agencies and receptive tour operators throughout Florida in this one-week road show.

TBA

New York Insider Luncheon & Sales Calls / New York, NY

The GMCVB will participate with Visit Florida in luncheons for top clients to discuss industry trends and promotional opportunities. Strategic sales calls will be made to key agencies.

May 2010 (continued)

5/5

LITAA Trade Show / Long Island, NY

The Long Island Travel Agent Association will host their 25th Annual Trade Show in Bethpage, New York. Anticipated attendance is more than 200 retail travel agents.

June 2010

6/3-6/7

Cruise3Sixty / Vancouver, Canada

This CLIA show consists of 19 cruise pavilions and 200 exhibitors catering to the leisure travel specialist.

September 2010

TBA

Addison Travel Trade Shows / Quebec & Ontario, Canada

Staff will participate in the Addison Series of shows in Quebec and Ontario, Canada showcasing our destination to top agents, with participation from ACTA and independent travel agents.

TBA

NE Sales Mission / Key Northeast Cities

Staff will host table top shows with round table presentations in key markets. Includes VIP reception in New York.

Summer/Fall 2010

Peninsula Travel Round Table Shows / Northeast

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

Fall 2010

Canadian Sales Mission

GMCVB staff will host travel agent seminars and VIP lunches for top clients and tour operators, as well as conduct sales calls to targeted agencies in this key market.

October 2009



10/5 -10/8

MLT Vacations University / Product Launch / St. Paul, MN

GMCVB staff will participate in the MLT Vacations Product Launch held in St. Paul, where more than 1,600 agents will gather during the 15th annual event. The program includes seminars and a trade show. Agents from the surrounding states of Minnesota, Wisconsin, Iowa, and North and South Dakota will attend. MLT provides flights for other top sellers from charter markets such as Colorado, Michigan, Missouri, Oklahoma, Texas and Washington state.

December 2009

12/1- 12/4

Luxury Travel Expo 2009 / Las Vegas, NV →  

GMCVB staff will participate with Bureau members at the 9th 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.

Latin America & Caribbean

Ongoing

FY 09/10

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 three- to five-day itinerary.

October 2009

10/21-10/23

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 members are invited to participate.

November 2009

11/14-11/17

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 tradeshow presents a great opportunity to network and build relationships. FIT is a four-day tradeshow (two days consumers/two day trade) attended by more than 20,000 consumers and 18,000 professionals. We will participate in the Visit Florida Section and invite members to participate.







January 2010

TBA

Destination/BTI Travel Fair / Nassau, Bahamas →  

GMCVB staff will attend this annual event with an anticipated attendance of more than 150 travel professionals.




February 2010

- 2/8-2/12** **Ecuador (Guayaquil & Quito) / Perú (Lima) Mission**
The GMCVB, in partnership with LAN Airlines and participating members, will conduct educational seminars for leisure and corporate travel agents, tour operators and media in Guayaquil, Quito and Lima.
- 2/15-2/19** **Visit Florida Colombia Sales Mission / Colombia**   
The GMCVB will join Visit Florida on a Sales Mission to Bogota, Cali and Medellin, Colombia.
- 2/24-2/26** **ANATO / Colombia**   
The GMCVB will participate in Colombia's largest tradeshow, ANATO. This show is attended by more than 15,000 buyers and professional visitors.




March 2010

- 3/8-3/12** **Argentina (Buenos Aires) / Chile (Santiago) Mission**
The GMCVB, in partnership with LAN Airlines and participating members, will conduct educational seminars for leisure and corporate travel agents, tour operators and media in Santiago, Chile and Buenos, Aires, Argentina.
- 3/29-4/2** **Brazil Sales Mission / Florianopolis, Porto Alegre, Rebeirao Preto and Sao Paulo, Brazil**   
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.

April 2010

- TBD** **Argentina (Buenos Aires) / Chile (Santiago) Sales Mission**   
Partnering with Visit Florida, we will participate in the Visit USA show in Santiago and conduct educational seminars in Buenos Aires.

May 2010

- TBD** **Florida Select Road Show/ Mexico City and 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, and a trade luncheon, press conference and VIP reception (media included). Estimated attendance is more than 300 travel industry professionals.
- 5/3-5/7** **Colombia (Bogota) / Venezuela (Caracas) Mission**
The GMCVB, in partnership with LAN Airlines and participating members, will conduct educational seminars for leisure and corporate travel agents, tour operators and media.

September 2010

TBD

La Cumbre / San Diego, CA

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

Ongoing

FY 09/10

Familiarization Tours / Europe & Asia Familiarization Tours

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

November 2009

11/9 -11/12

World Travel Market / London, England

GMCVB staff and Bureau members will attend this top UK travel trade show attended by more than 50,000 travel buyers from the UK and Europe. Participation is limited to eight members.

December 2009

12/1 – 12/3

VUSA Roadshow / London, Birmingham & Leeds, England

GMCVB staff will travel with the VUSA Association to three cities and with 100 selected travel agents invited to meet the members 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.

January 2010

1/8 –1/11

“Florida’s Beaches” Initiative / Reiseliv Trade Show / Oslo, Norway

GMCVB staff will represent the destination and other Florida partners at Reiseliv, the largest travel trade and consumer show in Norway.

1/15-1/18

“Florida’s Beaches” Initiative / Matka Trade Show / Helsinki, Finland

GMCVB staff will represent the destination and other Florida partners at Matka, the largest travel trade and consumer show in Finland.

1/23-1/25

“Florida’s Beaches” Initiative / Ferie Trade Show / Copenhagen, Denmark

GMCVB staff will represent the destination and other Florida partners at Ferie, the largest travel trade and consumer show in Denmark.

January 2010 (continued)

March 2010

- 3/10-3/14** **ITB / Berlin, Germany** ✈️ 📖
GMCVB staff, in-market rep and Bureau members will exhibit as part of Visit Florida at this travel trade and consumer show in Germany. Estimated attendance is 4,000 from Eastern Europe and 100,000 consumers. Participation is limited to six members.
- 3/19 - 3/22** **"Florida's Beaches" Initiatives / TUR / Gothenburg, Sweden** 📖
Florida's Beaches partners will represent the GMCVB at TUR, the largest travel trade and consumer show in Sweden.
- 3/29 - 4/2** **GMCVB France Road Show / Paris, Nice & Lyon** ✈️ 📖 🗑️
The GMCVB's in-market France representative along with GMCVB members will travel to three cities to meet with key tour operators and travel agents in each city. Participation is limited to a maximum of 10 members.

International Meetings, Incentives, Conventions & Events / Luxury Travel

Ongoing

Luxury/International MICE Familiarization Tours

GMCVB staff will host international buyers (travel trade) of luxury products on ongoing fam tours of Greater Miami and the Beaches. Participants will be provided with an opportunity to explore the destination following a three- to five-day itinerary.

December 2009

- 12/1- 12/4** **Luxury Travel Expo 2009 / Las Vegas, NV** ✈️ 📖 🗑️
GMCVB staff will participate with Bureau members at the 9th 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.
- 12/1-12/3** **EIBTM / Barcelona, Spain** ✈️
GMCVB staff will exhibit with other Visit Florida members at this tradeshow targeting meeting planners and incentive organizers. Estimated attendance: 5,000 buyers.

December 2009 (continued)

12/7-12/10

International Luxury Travel Market / Cannes, France

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

January 25-28, 2010

1/25-1/28

Mexico Meeting Planner Sales Calls

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

February 2010

2/24 – 2/26

International Confex / London, England

GMCVB staff and Bureau members will attend this incentive and meetings planner trade show and provide updates on Greater Miami and the Beaches' amenities and attractions.

April 2010

TBA

Argentina Meeting Planner Sales Calls

GMCVB staff and members will sell the destination to meeting planners and incentive houses via one-on-one sales calls and VIP networking events.

May 2010

TBA

Germany Meeting Planner Sales Calls

GMCVB staff and Bureau members will sell the destination to meeting planners and incentive houses via one-on-one sales calls and VIP networking events.

5/25-5/27

Incentive Travel, Meetings, Events, Exposition (IMEX) /

Frankfurt, Germany

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

June 2010

TBA

France Meeting Planner Sales Calls

GMCVB staff and Bureau members will sell the destination to meeting planners and incentive houses via one-on-one sales calls and VIP networking events.

August 2010

8/2-8/6

Brazil Meeting Planner Sales Calls

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

8/25-8/26

Incentive Works & Sales Calls / Canada

The 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.

2009-2010

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