

Massachusetts

Office of Travel & Tourism

FY10 INTERNATIONAL TRADESHOW OPPORTUNITIES

UNITED KINGDOM:

- Show:** Destinations London Travel Show
- Date:** February 4-7, 2010
- Description:** Sponsored by *The Times*, Destinations London is the UK's largest consumer travel show hosting a variety of exhibitors, i.e. destination marketing organizations, cruise lines, and tour operators.
- Suitable Suppliers:** Lodgings, attractions, airlines, golf courses, spas, destination marketing organizations, cultural organizations, etc.
- Venue:** Earls Court, London
- Booth Logistics:** Participants will be on the MOTT stand – separate signage for participating organizations is not available.
MOTT will organize the stand, however participants will be responsible for shipping collateral material to MOTT's UK representative.
- Space Available:** Opportunity is available to two (2) participants.
- Cost:** Approximately \$2,500 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

GERMANY:

- Show:** CMT – The Holiday Exhibition, Stuttgart
- Date:** January 16-17, 2010
- Description:** Europe's largest public trade fair for leisure and tourism with more than 200,000 consumers in attendance.
- Suitable Suppliers:** Lodgings, attractions, airlines, golf courses, spas, destination marketing organizations, cultural organizations, etc.
- Venue:** Messe Stuttgart International, Stuttgart
- Booth Logistics:** Participants will be on the MOTT stand – separate signage for participating organizations is not available.
MOTT will organize the stand, however participants will be responsible for shipping collateral material to MOTT's German representative.
- Space Available:** Opportunity is available to two (2) participants.
- Cost:** \$1,500 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

ITALY:

Show: **BIT (Borsa internazionale del turismo)**

Date: February 18-21, 2010

Description: The largest exhibition in the world for the Italian tourist product alongside comprehensive, pre-eminent international representation.

Suitable Suppliers: Lodgings, attractions, destination marketing organizations, cultural organizations, etc.

Venue: Fiera Milano; Milan, Italy

Booth Logistics: Participants will be on the MOTT stand – separate signage for participating organizations is not available.
MOTT will organize the stand, however participants will be responsible for shipping collateral material to MOTT’s Italian representative.

Space Available: Opportunity is available to one (1) participant.

Cost: \$2,500 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

INTERNATIONAL TRADE SHOW – USA:

Show: **International Pow Wow**

Date: May 15-19, 2010

Description: TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel - it is NOT a typical trade show. In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U. S. 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 over \$3.5 billion in future Visit USA travel.

Suitable Suppliers: Lodgings, attractions, destination marketing organizations, cultural organizations, etc.

Venue: Orlando, Florida

Booth Logistics: Participants will be on the MOTT stand – separate signage for participating organizations is not available.
MOTT will organize the stand, however participants will be responsible for shipping collateral material to the venue.

Space Available: Opportunity is available to three (3) participants.

Cost: Approximately \$2,000 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

TRADE SHOWS AVAILABLE VIA DISCOVER NEW ENGLAND:

The following trade shows are open to industry participation via Discover New England, the region's premier international destination marketing organization. If you are interested in participating in the following international trade shows, please contact Discover New England at 802-253-2500 or visit their web site at discovernewengland.org.

Show: **World Travel Market**
Date: November 9-12, 2009
Venue: ExCel, London; United Kingdom

Show: **Manchester Holiday Show**
Date: January 2010 (*Exact Dates TBD*)
Venue: Manchester Central; Manchester, United Kingdom

Show: **Dublin World Holiday Show**
Date: January 29-31, 2010
Venue: RDS Simmonscourt; Dublin, Ireland

Show: **ITB Berlin**
Date: March 10-14, 2010
Venue: Messe Berlin; Berlin, Germany

Show: **Discover New England Annual Tourism Summit**
Date: April 19-21, 2010
Venue: Newport Marriot; Newport, Rhode Island