

Massachusetts

Office of Travel & Tourism

FY09 INTERNATIONAL TRADESHOW OPPORTUNITIES

CANADA:

Show: **Maritime Travel Superstore Consumer Show - Halifax**
Date: January 10-13, 2009
Description: Maritime Travel is the largest retail travel group in Atlantic Canada and each year attracts over 25,000 consumers to the two-day event.
Suitable Suppliers: Lodgings, attractions, destination marketing organizations, cultural organizations, etc.
Venue: Sheraton Hotel, Halifax, Nova Scotia
Booth Logistics: Participants will be on the MOTT stand. MOTT will organize the stand, however participants will be responsible for shipping collateral material to MOTT's Canadian 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.

Show: **Toronto Golf Show**
Date: February 27-March 1, 2009
Description: Canada's largest golf show in Canada with more than 26,000 niche market, targeted consumers attending the show. Heighten consumer awareness of broad range of golf product offered in the state of Massachusetts.
Suitable Suppliers: Lodgings, golf courses, destination marketing organizations, etc.
Venue: Metro Toronto Convention Centre; Toronto, Ontario
Booth Logistics: 10 x 10 Booth - Participants will be on the MOTT stand. MOTT will organize the stand, however participants will be responsible for shipping collateral material to MOTT's Canadian representative.
Space Available: Opportunity is available to three (3) participants.
Cost: \$2,200 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

ITALY:

Show: **BIT (Borsa internazionale del turismo)**
Date: February 19-22, 2009
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. 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 three (3) participants.
Cost: \$2,500 per person
Participants will be responsible for their flights, transportation, hotel, and meals.

SPAIN:

Show: **FITUR**
Date: January 28- February 2, 2009
Description: Focused on the Spanish market, FITUR allows exhibitors to establish new strategy, promote their destination and product, and perform different marketing activities to reach the entire distribution channel.
Suitable Suppliers: Lodgings, attractions, destination marketing organizations, cultural organizations, etc.
Venue: Feria de Madrid; Madrid, Spain
Booth Logistics: Participants will be on the MOTT stand. MOTT will organize the stand, however participants will be responsible for shipping collateral material to the venue.
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.

INTERNATIONAL TRADE SHOW – USA:

Show: **International Pow Wow**
Date: May 16-20, 2009
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:** Miami Beach Convention Center; Miami, Florida
- Booth Logistics:** Participants will be on the MOTT stand. 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:** \$2,200 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 10-13, 2008
Venue: ExCel London; London, United Kingdom
- Show:** **Manchester Holiday Show**
Date: January 16-18, 2009
Venue: Manchester Central; Manchester, United Kingdom
- Show:** **Dublin World Holiday Show**
Date: January 23-25, 2009
Venue: RDS Simmonscourt; Dublin, Ireland
- Show:** **ITB Berlin**
Date: March 13-17, 2009
Venue: Messe Berlin; Berlin, Germany
- Show:** **Discover New England Annual Tourism Summit**
Date: April 27, 2009
Venue: The Grand Summit Resort; Sunday River, Maine