California Travel & Tourism Commission
Calendar of Events
August 2009 - December 2010

Travel Trade	Media	Travel Trade & Media

EVENT:	DATE:	LOCATION:	DESCRIPTION OF PROGRAM:	PARTICIPATION FEE:
October 2009				
Addison - Eastern	Oct 5 - 8	Montreal, Ottawa, Toronto	Meet face to face with Travel agents from Western Canada	N/A
ABAV	Oct 21 - 23	Rio de Janeiro, Bazil	The Brazilian Association of Travel Agencies hosts the largest travel trade event in Latin America to showcase your product and generate business with more than 115 tour ops, 700 exhibitors and 40 foreign delegations. www.feiradasamericas.com.br	$2,500
November 2009				
World Travel Market (WTM)	Nov 8 - 12	London, UK	WTM provides a unique opportunity for the global travel trade industry to meet, network, negotiate, and conduct business . California will sponsor a VIP movie premiere and reception on Sunday prior to the opening of WTM. www.wtmlondon.com	$1250-$4500
Scandinavian Sales Day	Nov 13	Copenhagen Denmark	A working luncheon with tour operators in Scandinavia for a roundtable discussion on how to grow the market share . A travel trade and media reception will follow the luncheon.	
National Tour Association (NTA) Convention	Nov 14 - 18	Reno, NV	Annual Convention of the National Tour Association offers delegates the opportunity to network and build relationships. The program includes one on one pre-scheduled appointments. www.ntaonline.com	$1,250
CITM & China Sales Mission	Nov 19 - 22	Kunming, Beijing China	CTTC will have exhibition space in the Discover America Pavilion. The show is open to travel trade from China and provides an opportunity to showcase your destination in this growing market. CTTC is organizing media & travel trade events in Beijing prior to CITM.	$3,500
December 2009				
January 2010				
CTTC International Summit	Jan 20	Hollywood, CA	Learn from CTTC's international offices about California's top international markets.	TBD
CTTC January Commission Meeting	Jan 20 - 21	Hollywood, CA	The quarterly meeting of the California Travel and Tourism Commission (CTTC).	N/A
February 2010				
CTTC Media Reception - New York	Feb 9	New York, NY	Interface one-on-one with NYC travel and lifestyle media.	$1,200 first $800 second
Go West Summit	Feb 1 - 4	Sacramento, CA	The premier tradeshow showcasing the American West. Bringing together the world's top tour operators with specialty suppliers who offer year-round products in a 13-state region of the Western U.S. This is the first time ever that Go West Summit will be held in CA. www.gowestsummit.com	N/A
Discover America Expos	Feb 19 - 25	Auckland, Sydney, Brisbane, Melbourne - Australia	The Discover America Committees in Australia and New Zealand organizine annual travel agent events. Participate in a series of educational seminars, media luncheon, B2B session and travel top trade shows. www.seeamerica.com.au	$2,500

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March 2010				
Expo Vacaciones	March 1-3	Mexico City, Mexico	Largest travel show in Mexico to promote U.S. product. California pavilion with exhibition space, media marketplace & one-on-one tour operator appointments. www.buyusa.gov	$1,000
Internationale Tourismus Borse (ITB)	March 11- 15	Berlin, Germany	Held annually in Berlin, Germany, CTTC provides individual exhibition space within the California stand as part of the USA Pavilion. ITB is the largest travel exhibition in the world. www.itb-berlin.de	$3,000
April 2010				
CTTC April Commission Meeting	April 14 - 15	Sacramento, CA	The quarterly meeting of the California Travel and Tourism Commission (CTTC).	N/A
Visit USA Shows	TBD	Brazil & Argentina, Chile (South America)	Exhibition space with California at travel agent shows, inclusion in California presentation	$500-$1000
May 2010				
Pow Wow	May 15 - 19	Orlando, FL	42nd annual International Pow Wow is TIA's premier international marketplace and the largest generator of USA travel. www.tia.org	N/A
Amgen Tour of California	May 16 - 23	Northern California	The AMGEN Tour of California will bring the drama and excitement of a professional bicycle stage race to the California coast. The world's top professional teams will compete over an eight-day, 650-mile race on a route that includes the California redwoods, wine country and the Pacific Coast. www.amgentourofcalifornia.com	N/A
June 2010				
CTTC Sales Mission Europe	TBD	UK - Germany	Multiple events such as marketplaces, trainings and evening functions for the travel trade from CTTC's key European markets. The trade mission is typically combined with events for key lifestyle and travel trade media.	TBA
September 2010				
La Cumbre	Sept 8-10	USA	Structured business appointments with travel trade and media from Latin America. www.lacumbre.com/en	N/A
Addison - Western	TBD	Western Canada	Meet face to face with Travel agents from Western Canada	
JATA	Sept 15	Tokyo, Japan	Asia's biggest travel fair and consumer show with visitor attendance expected at over 100,000! Limited exhibition space is available for $2500. www.jata-wtf.com	$2,500
CTTC Media Reception - Los Angeles	TBD	Los Angeles, CA	Exclusive California reception for Los Angeles, Southern California-based and select out-of-area consumer lifestyle and travel trade media.	Fees from $800
October 2010				
Addison - Eastern	TBD	Western Canada	Meet face to face with Travel agents from Western Canada	
CTTC September Commission Meeting	TBD	Lake Tahoe, CA	The quarterly meeting of the California Travel and Tourism Commission (CTTC).	N/A

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ABAV	TBD	Rio de Janeiro, Bazil	The Brazilian Association of Travel Agencies hosts the largest travel trade event in Latin America. This is an opportunity to showcase your product and generate business with more than 115 tour operators, 700 exhibitors and 40 foreign delegations. Space is available for CA suppliers under the South Marketing umbrella. CA's contractor in market. www.feiradasamericas.com.br	$2,500
November 2010				
World Travel Market (WTM)	TBD	London, UK	WTM provides a unique opportunity for the global travel trade industry to meet, network, negotiate and conduct business. California will sponsor a VIP movie premiere and reception on Sunday prior to the opening of WTM. www.wtmlondon.com	$1250-$4500
National Tour Association (NTA) Convention	TBD	Montreal, Quebec	Annual Convention of the National Tour Association offers delegates the opportunity to network and build relationships. The program includes one on one pre-scheduled appointments. www.ntaonline.com	N/A
CITM	TBD	Shanghai, China	CTTC will have exhibition space in the Discover America Pavilion. The show is open to travel trade from China and provides an opportunity to showcase your destination in this growing market.	N/A

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