California Travel & Tourism Commission
Calendar of Events
November 2009 – December 2010

The objective of this calendar is to identify marketing opportunities in international and domestic travel trade, media marketplaces, receptions, sales mission and other related marketing programs. This can be used as a tool by travel industry marketing and public relations professionals who want to leverage their programs by increasing cooperative opportunities with the California Travel and Tourism Commission.

Travel Trade	Media	Travel Trade & Media

EVENT:	DATE:	LOCATION:	DESCRIPTION OF PROGRAM:	PARTICIPATION FEE:
November 2009				
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	Los Angeles, CA	Learn from CTTC's international offices about California's top international markets.	$149 (before 12/1/09)
CTTC January Commission Meeting	Jan 20 - 21	Los Angeles, CA	The quarterly meeting of the California Travel and Tourism Commission (CTTC).	N/A
6th Annual California Cultural & Heritage Tourism Symposium	Jan 27 - 29	Chico, CA	The 2nd annual Cultural & Heritage Tourism Symposium focuses on the theme of Scenic Byways in 2010.	$99 (before 12/11/09)
February 2010				
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	$1,445
New York Media Reception	Feb 9	New York, NY	Interface one-on-one with NYC travel and lifestyle media.	$1,200 first $800 second
Discover America Expos Australia	Feb 19 - 25	Auckland, Sydney, Brisbane, Melbourne	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
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	TBD
ITB Berlin	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 primary

EVENT:	DATE:	LOCATION:	DESCRIPTION OF PROGRAM:	PARTICIPATION FEE:
April 2010				
CTTC Destination Day	April 14	Sacramento, CA	One-day educational forum presented by CTTC	TBD
CTTC April Commission Meeting	April 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	TBD
May 2010				
National Travel & Tourism Week	May 8 - 16	Nationwide	Celebrate travel & tourism on the national level. Stay tuned for ways to participate.	N/A
Pow Wow	May 15 - 19	Orlando, FL	42nd annual International Pow Wow is U.S. Travel's premier international marketplace and the largest generator of USA travel. www.tia.org	TBD
Amgen Tour of California	May 16 - 23	Northern California	The Amgen Tour of California is a professional bicycle stage race. TTop professional teams 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				
CalTIA Conference on Tourism	June 7 -9	San Francisco, CA	Educational speakers, trade show, plus special events include CTTC Marketing Excellence Awards.	TBD
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.	$500-$1000
July 2010				
August 2010				
September 2010				
La Cumbre	Sept. 8 - 10	San Diego, CA	Structured business appointments with travel trade and media from Latin America. www.lacumbre.com/en	TBD
Addison - Western	TBD	Western Canada	Meet face to face with travel agents from Western Canada	TBD
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
Los Angeles Media Reception	TBD	Los Angeles, CA	Exclusive California reception for Los Angeles, Southern California-based and select out-of-area consumer lifestyle and travel trade media.	TBA

EVENT:	DATE:	LOCATION:	DESCRIPTION OF PROGRAM:	PARTICIPATION FEE:
October 2010				
CTTC Commission Meeting	Oct. 13 - 14	Lake Tahoe, CA	The quarterly meeting of the California Travel and Tourism Commission (CTTC).	N/A
California Sustainable Tourism Summit	Oct. 14 - 15	Lake Tahoe, CA	The 2nd annual California Sustainable Tourism Summit, with experts speakers showcasing sustainable tourism opportunities and efforts.	TBD
Addison - Eastern	TBD	Eastern Canada	Meet face to face with travel agents from Eastern Canada	TBD
November 2010				
World Travel Market (WTM)	Nov. 8 - 11	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	TBD
National Tour Association (NTA) Convention	Nov. 13 - 17	Montreal, Canada	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	TBD
CITM	Nov. 18 - 21	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.	TBD
December 2010				

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