

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>WASHINGTON</u>				
Golf Canada	Group/Assoc./Incentive	Golf/Resort Influencers	Sept 28-29/93	Wash, DC Phil, PA
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Nov 9/93	Washington, DC
Spotlight Canada	Middle Aged Boomers	Group/Leisure Travel	Jan/94	Washington, DC
Canada Night Eastern Trav/ass.	Seniors Middle Aged	Travel Trade	Mar/94	Central, PA

OVERSEAS POSTS

DUSSELDORF

* International Golf Fair	Golfers	Travel Trade and Consumers	Oct 2-5/93	Düsseldorf
* Canada Seminar	All	Travel Trade	Nov/93	Seeheim
** Cologne Travel Market	All	Travel Trade and Consumers	Nov 26-28/93	Cologne
** Caravan, Motor & Touristik (CMT)	All	Travel Trade and Consumers	Jan 15-23/94	Stuttgart
** Caravan, Boot & Travel (CBR)	All	Travel Trade and Consumers	Feb 4-13/94	Munich

* Arranged/co-ordinated by post.

** Intended for participation of provincial and regional tourism reps only.

THE HAGUE

Breakfast Presentations	Boomers Middle Aged Seniors	Travel Trade	Oct-Nov/93	Cities in Netherlands
Educational Seminar	Boomers Middle Aged Seniors	Travel Trade	Mar/94	Noordwijkerhout

LONDON

Canada Meeting Place	Corporate & Incentive	Meeting & Incentive Organisers	June/93	London
Canada Travel Awards	Awards Ceremony	Key UK Operators, Travel Agents, Meetings, Incentive & Media Reps, etc.	Nov/93	London