

- List of most important promotional events plus location and date:

- PEI "We're Akin to Ireland" Promotion - April 4 - Buffalo.
- Saskatchewan "Taste of Saskatchewan" promotion - June (TBA).
- NEBS Seminar - Tourism - Buffalo (TBA).
- Laurentian Site Inspection for meeting planners - September 1990.
- Canada Marketplaces - Upstate New York - September 24-26.
- Gannett Newspapers "World of Travel" Showcase - Rochester - October 4-7 Consumer show.
- Buffalo and Syracuse Ski Shows - Oct. 18-21 and Oct. 25-28.
- MC&IT "Canada Showcase" - Feb., 1991 (TBA).
- Buffalo Outdoor Show - March, 1991.
- AAA Travel Counsellors Toronto reverse marketplace - May.