

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>NEW YORK</u>				
Dateline Canada	Seniors Boomers Middle Aged	Media, Pleasure Travel, Business Travel	Apr 14-15/93	New York City
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Nov 10/93	New York City
Spotlight Canada	Middle Aged Working Seniors Boomers	Pleasure Travel	Sept/93	NJ, NY, CT
NEBS (Ontario and Quebec)	Working Seniors	Pleasure Travel	Aug 25-27/93	Connecticut
NEBS (B.C. and Alberta)	Middle Aged Boomers	Pleasure Travel	Nov 17-19/93	New Jersey
AD*venture Promotions	All Segments	Pleasure Travel	All Year	N.Y., N.J.
WE LOVE NY DAY	Assoc.	Business Travel	Feb 18/93	New York City
<u>PITTSBURGH</u>				
Spotlight Canada	Middle Aged Seniors	Travel Trade	Apr 1/93	Pittsburgh
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Apr 28/93	Pittsburgh
Spotlight Canada	Seniors Boomers Middle Aged	Travel Trade	Oct 11/93	Pittsburgh
<u>SAN FRANCISCO</u>				
Spotlight Canada	Boomers Middle Aged Seniors	Travel Trade	Feb/94	6 S.F. Bay Area locations
Showcase Canada	Corp./Assoc.	Business Travel	Mar/94	SF/San Jose
<u>SEATTLE</u>				
NEBS	Seniors Middle Aged	Pleasure Travel	May/93	Seattle
Spotlight Canada	Middle Aged Boomers Seniors	Pleasure Travel	Oct 25-29/93	Seattle Spokane Portland Boise
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Mar/94	Seattle Portland