

**POST: SAN FRANCISCO**

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
National Travel Exchange	Boomers, Middle Aged Seniors	Travel Trade	Apr 8/93 Apr 12/93 Apr 13/93 Oct 18/93 Nov 2/93 Nov 3/93 Nov 4/93	Denver San Francisco San Jose Denver San Francisco San Jose Sacramento	Gail Collins 818-888-8816
Frontier Tours Tradeshow	Seniors	Group Leaders	Aug/93	Concord Sacramento	Ann McMartin 702-882-2100
International Sportsman EXPO	Boomers, Middle Aged Seniors	Outdoor Consumer	Jan 6-10/94 Feb 17-21/94 Mar 10-14/94	Sacramento Denver San Mateo	Steve Doty 206-693-3700
S.F. Boat Show	Boomers, Middle Aged Seniors	Outdoor Consumers	Jan 29-31/94	San Francisco	Tom Randall 415-931-2500
*Spotlight Canada	Boomers, Middle Aged Seniors	Travel Trade	Feb/94	6 Bay Area Locations	Judith Duffy 415-495-6021
Sacramento Bee Travel Fair	Boomers, Middle Aged Seniors	Consumer	Feb 20/94	Sacramento 916-321-1795	Patti Padilla
S.F. Chronicle Outdoor Show	Boomers, Seniors	Adventure Consumers	Mar 5-7/94	San Francisco	Gary Reynolds 414-786-5600
Canadian Travel Seminar	Seniors	Group Leader	Mar/94	Lafayette	Jack Dold 510-789-3000
*Showcase Canada	Corp./Assn.	Business Travel	Mar/94	San Francisco San Jose	Judith Duffy 415-495-6021

\* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.