

POST: LOS ANGELES

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
* AD*venture 1993	All Leisure Segments	Consumers	Apr 12-18/93	Los Angeles	TIAC
Los Angeles Times Travel Show	Middle Aged, Seniors	Consumers	Apr 17-18/93	Los Angeles	LA Times 714-639-3700
* Dateline Canada	All Leisure Segments	Tourism Media	Apr 21-23/93	Los Angeles	Ms M Campbell 213-687-7432
Focus West '93	Corp./Assn.	Meeting Planners	Apr 21/93	Anaheim	Ms Pam Hemann 818-449-5160
* Showcase I	Business Travel	Corporate Decision Makers	May 3/93	Los Angeles	Mr M Zaretsky 213-687-7432
* Spotlight Canada	Middle Aged, Seniors	Retail Travel Agents	May 7-10/93	Four Cities in S. California	Ms J Clark 213-687-7432
California Premium & Incentive Travel Show	Incentive	Meeting Planners	Jun 15-16/93	Anaheim	AMC Tradeshows 404-220-2218
Orange County Register Travel Show	Middle Aged, Seniors	Consumers	Feb 5-6/94	Anaheim	818-784-3036
* Canadian Collection I	Middle Aged, Seniors	Retail Travel Agents	Feb 10/94	Six Cities in S. California	Ms J Clark 213-687-7432
Metro Phoenix World Travel Show	Middle Aged, Seniors	Consumers	Late Feb/94	Phoenix Arizona	602-948-4442
* Showcase Canada	Business	Business Travel Planners	Mar 1/94 Los Angeles (T.B.C.)		Mr M Zaretsky 213-687-7432
California Bicycle, Sports, Adventure Fair	Boomers, Middle Aged	Consumers	Mar 27-28/94	San Diego	Dan Grindling 619-454-1717

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