

POST: WASHINGTON, DC

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
BWI Passport	Middle Aged	Travel Agents	Apr/93	Baltimore	BWI Development 410-675-6458
Natl Trade Shows	Middle Aged	Travel Agents	Apr 1/93	Central PA	NTS, Inc 800-526-0041
Natl Assn of Sr. Travel Planners	Seniors	Group Influencers	Apr 2/93	Tysons	Ralph Gasparello 617-740-1185
Henry Davis Show	Boomers, Middle Aged	Travel Agents	Apr 28/93	Allentown	Henry Davis Corp 516-868-4178
Natl Assn of Sr. Travel Planners	Seniors	Group Influencers	May 4/93	Wilkes-Barre	Ralph Gasparello 617-740-1185
Glamer	Seniors	Group Influencers	May 19/93	Baltimore	Jennifer Stouffer 800-628-0993
Glamer	Senior	Group Influencers	May 21/93	Philadelphia	Jennifer Stouffer 800-628-0993
Springtime in the Park	Business Travel	Assn Mtg Planners	Jun 3/93	Washington, DC	GWSAE 202-429-9370
Meetings Quest	Business Travel	Corp./Assn. Mtg Plnrs	Sep 23/93	Washington, DC	Barbara Cox 301-627-7770
*Golf/Resort Canada	Group, Incentive	Group Influencers	Sep 28-29/93	Washington, DC Philadelphia	Susan Iris 202-682-1740
Glamer	Seniors	Group Influencers	Sep 29/93	Washington, DC	Jennifer Stouffer 800-628-0993
Golf Group	Group, Incentive	Meeting Planners Group Influencers	Oct/93	Washington, DC Philadelphia	Jerry Simon Inc. 702-456-1119
Henry Davis Trade Shows	Boomers, Middle Aged	Travel Agents	Oct 11/93 Oct 12/93 Oct 18/93 Oct 18/93 Nov 1/93 Nov 2/93 Nov 3/93 Nov 4/93	Washington,DC Baltimore Philadelphia Norfolk Richmond Baltimore Wilmington Harrisburg	Henry Davis Corp 516-868-4178
Natl Trade Shows	Boomers, Middle Aged	Travel Agents	Oct 27-28/93	Richmond Norfolk	NTS, Inc. 800-526-0041
*Showcase Canada	Business Travel	Corp./Assn. Mtg Plnrs	Nov 4/93	Washington, DC	Christelle Naumann 202-682-1740
Natl Ski EXPO	Boomers	Consumer	Nov/93	Arlington	Fred Zedek 703-553-9432
Estrn Fishing Outdoor EXPO	Boomers, Middle Aged	Consumer	Jan/94	Philadelphia	Paul Fuller 603-431-4315