

- Main thrust of program; priority segment and marketing strategy: Market intelligence, including the expansion, updating and refining of databases on Meeting Planners, Tour Operators, Media and other travel influencers will continue to be a priority with Atlanta. The MC & IT market will be exploited to the fullest possible extent.

- Key Partners associated with post activities:

- Air Canada (Florida)
- American Airlines
- Delta
- United
- Tauck Tours
- Brennan Tours
- Provinces of Alberta
- Ontario, Quebec
- Cities of Vancouver
- Calgary
- Montreal and Quebec city.

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

- AARP Annual Convention, Orlando, June 1990
- SITE Regional Conference, Orlando, June 1990
- Canada-wide MC&IT Promotion, Atlanta, April 1991
- Product launch promotions major Florida cities, February, March 1991.