

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>LONDON Cont.</u>				
Canada - US Business Exchange (CUBE)	All Markets	UK Travel Trade	Apr/94	London
Media Lunches	All Markets	Media Travel Writers	All Year	UK and Ireland
Retail Travel Trade Promotions	Retail Travel Trade	Leisure Travel	All Year	UK and Ireland
<u>PARIS</u>				
Consumers Evenings(7)	Culture & Nature	Travel Agents's Clients	Mar-Apr/93	7 cities
FAM Tour (100 agents)	Culture & Nature Outdoor Activities	Travel Trade	Spring/93	Canada
93/94 Winter Activity Guide	Outdoor Activities	Press, Trade, Cons.	Sept/93	Paris
Incentive Guide	Culture & Nature Outdoor Activities	Companies, Incentive	May/93	France
Vendanges(Ave Montaigne)	Culture & Nature	Age 35 to 55	Oct/93	Paris
Atelier Canada	Culture & Nature Outdoor Activities Sport and Entertainment	Travel Trade	Nov/93	Paris
<u>SEOUL</u>				
Experience Canada	Reverse Rendezvous	Travel Trade	Early Nov/93	South Korea
Discover Canada	Canada Travel Trade Show	Travel Trade	Late Feb/94	South Korea
<u>SYDNEY</u>				
Experience Canada	General Touring	Travel Trade	Apr/93	Australia
Destination Canada	General Touring	Travel Trade	Oct/93	Australia
Canada Corroboree	General Touring	Travel Trade	Jan/94	Australia
Experience Canada	General Touring	Travel Trade	Mar/94	Australia
<u>TAIPEI</u>				
FAM Tour Participant Training	Boomers Middle Aged	Travel Trade	Apr/93	Taipei
Media FAM	Boomers Middle Aged Students	Pleasure Travel	May/93	Canada