



2019 NEW YORK IN-MARKET BUSINESS TO BUSINESS SALES PROGRAM

JUNE 11 – 14, 2019 (3 DAYS/NIGHTS)

Increase your U.S. business and target key travel company decision makers, by participating in Destination Ontario's In-Market Business to Business Sales Program during which you will meet and have the opportunity to train pre-qualified travel companies.

KEY BENEFITS OF PARTICIPATION

Present your product to targeted U.S.-based companies, including:

- Tour companies and travel agencies that sell to FIT/group/luxury clients
- Owners and Managers of travel agencies and tour companies
- Tour operators & agents
- Receptive operators
- Group & travel planners

Meet 15+ tour operator decision makers one-on-one

Access qualified contacts – you will be provided with a complete list of all attendees so you can follow up directly

Opportunity to invite your key agent/operator contacts to participate

Be part of an Ontario team showcasing products, destinations and experiences to key U.S. decision makers

All events and activities will be organised and planned by Destination Ontario, including ground transportation and pre-negotiated group hotel rates

FORMAT

- Scheduled training sessions with agents/operators/receptives
- One-on-one meetings with tour operators
- U.S. Trends and Market Intelligence session
- Roundtable meetings
- During each event you will have a captive audience and through networking opportunities you will have the opportunity to meet with everyone

COST TO PARTICIPATE

TBC between \$1,600 – \$1,800 depending on the number of participants

Expected results include new trip itineraries developed that include the participating Ontario stakeholders and businesses, and that will be promoted by the targeted travel companies to their customers and lead to increased visitation and revenue for participants.