

# DESTINATION ONTARIO



## 2020 IN-MARKET BUSINESS-TO-BUSINESS SALES PROGRAM TO QUEBEC

**MARCH 23 – 27, 2020**

Increase your business from Quebec by participating in Destination Ontario's In-Market Business to Business Sales Program, during which you will meet with and train representatives from pre-qualified travel companies.

### KEY BENEFITS OF PARTICIPATION

- Present your product to targeted Quebec-based companies, including:
  - Tour companies and travel agencies that sell to both independent (FIT) and group clients
  - Product managers and decision makers with Quebec tour companies
- Meeting 20+ tour operator decision makers, one-on-one
- Opportunity to present your product to travel agents and product teams
- Access qualified contacts for direct follow up
- Be part of an Ontario team showcasing regions, destinations, and experiences to key decision makers

### FORMAT

- Scheduled training sessions and events with agents/operators
- One-on-one meetings with tour operators
- Business networking events in Quebec City and Montreal
- During each event you will have a captive audience through the networking opportunities which provides you with the opportunity to meet with everyone

Cities visited include Quebec City and Montreal, where a number of key companies that sell travel to Ontario are located.

Expected results include the potential for new itineraries to be 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.

### COST TO PARTICIPATE

\$1600 + HST – cost per participant

Events and activities will be organized and planned by Destination Ontario, including ground transportation and pre-negotiated group hotel rates.

**Space is limited.**

**For additional information and to express an interest in participating, please contact Sandra Rice at: 519-873-4487.**