

# DESTINATION ONTARIO



## 2019 JAPAN IN-MARKET BUSINESS-TO-BUSINESS SALES PROGRAM

OCTOBER 31, 2019 (1 DAY)

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

This one day event is timed to coincide with Destination Canada's *Focus Canada* tradeshow, which is being held in Osaka on October 28 and 29.

### KEY BENEFITS OF PARTICIPATION

Present your product to targeted Japan-based companies, including:

- 40+ tour companies and travel agencies that sell to FIT/group clients  
(Tokyo operators not attending Focus Canada will be invited to this event)

Access qualified contacts – you will be provided with a complete list of all attendees for direct follow up

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

### FORMAT

- One scheduled training session with 40+ agents/operators
- Free flow session (each supplier will have a table)
- Networking lunch
- During the event you will have a captive audience and through networking opportunities you will have the opportunity to meet with everyone

### COST TO PARTICIPATE

\$500

*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.*