

DESTINATION ONTARIO



2019 IN-MARKET BUSINESS TO BUSINESS SALES PROGRAM TO GERMANY

SEPTEMBER 22 – 28, 2019

Increase your business from Germany 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 German and Swiss based companies, including:

- Tour companies and travel agencies that sell to FIT and group clients
- Product managers and decision makers at German / Swiss tour operators

Meet 20+ tour operator decision makers one-on-one	Opportunity to present your product to 200+ Front Line Sales Agents	Access qualified contacts – you will be provided with a complete list of all attendees so you can follow up directly	Be part of an Ontario team showcasing products, destinations and experiences to key decision makers	All events and activities will be organised and planned by Destination Ontario, including ground transportation and pre-negotiated group hotel rates
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FORMAT

- Scheduled training sessions and events with agents/operators
- One-on-one meetings with tour operators
- 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 \$5,000 – \$5,500 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.

Cities visited include Zurich, Switzerland where a number of key companies that sell travel from Germany are located.