

CANADA EXPERIENCE

2005-2011

BACKGROUND

The Canada Experience is a yearly two day workshop for product managers, media and travel agents. As off the year 2005 ITN has been organizing this event on a yearly base. Around 20 local representatives fly over to conduct these workshops.

GOAL

To increase the awareness and knowledge of Canada among the product managers, media and travel agents.

THE WORKSHOPS

The media workshop:

- Average of 30 media
- A ½ day workshop with lunch and/or dinner
- Discussing what's new for next season
- Results in media trips, articles and free publicity

The tour operator workshop:

- Average of 30 product managers from the largest tour operators
- A ½ day workshop with lunch and/or dinner
- Discussing what's new for next season and marketing possibilities
- Results in more pages in brochures, new tours & more knowledge

The travel agent training:

- Average of 110 travel agents
- A whole day of training sessions with lunch and drinks
- Contest with a famtrip as price
- Training certificate
- Results in more knowledge and higher sales revenue

SUPPLIERS

Over the year the following suppliers were present at this event:

Alamo Car rental
Alberta Central Tourism Destination Region
Alberta South Tourism Destination Region
Air Canada
Air Transat
Calgary Tourism Destination Region
Canadian Rockies Tourism Destination Region
Edmonton Tourism Destination Region
EurAm
Destination Quebec
Ferne Tourism
Fraserway RV Rentals
Incento (Via Rail & Rocky Mountaineer Vacations)
KLM
Lake Louise Inn
Mayfair Hotels & Resorts
Martinair
Ontario Tourism
Parks Canada
SkiBig3
The Crossing Resort
Tourism British Columbia
Tourism Canmore Kananaskis
Tourism Jasper
Tourism Saskatchewan
Tourism Vancouver
Tourism Vancouver Island
Tourism Victoria
Tourism Whistler
Travel Alberta
WestJet Airlines
Yukon Tourism

IMPRESSIONS

