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RENDEZ-VOUS
CANADA

Rendez-vous Canada welcomes the world to Calgary *International tourism marketplace generates hundreds of \$millions in sales*

(Calgary, Alberta) – Tourism buyers from around the world are descending on Calgary early next week to attend Rendez-vous Canada, resulting in hundreds of millions of dollars in Canadian tourism product sales and business. Rendez-vous Canada (RVC) is Canada’s premier international tourism marketplace, bringing together international buyers and Canadian sellers of tourism products and services. On average, more than \$350 million in sales are negotiated during the annual marketplace. The event takes place at the BMO Centre at Stampede Park and is staged by the Tourism Industry Association of Canada on behalf of the Canadian Tourism Commission (CTC).

International buyers include foreign tour operators, wholesalers and packagers from the Asia-Pacific region, Europe, Latin America and North America who all attend the RVC marketplace in their hunt for new products, services and packages which will satisfy emerging consumer trends. Canadian sellers consist of a wide range of individual large and small companies promoting tourism wares. Buyers and sellers meet through pre-arranged 12 minute appointments.

“Rendez-vous Canada is a key component of the CTC’s strategy to support the tourism industry to do what it does best – create and showcase extraordinary experiences for travellers from around the world,” says Michele McKenzie, President and CEO of the Canadian Tourism Commission. “The world is facing significant economic challenges, but tourism remains a strong economic driver and the 2010 Winter Games provide Canada with a once in generation opportunity to accelerate global awareness of Canada’s tourism brand.”

It’s expected that more than 1,300 delegates will attend this year’s RVC and more than 20,000 appointments will be scheduled. However, the RVC marketplace does more than just put buyers and sellers together. It also increases awareness among international travel markets of Canada as a first class destination, increases the range and number of competitive new Canadian products, services and packages and informs the tourism industry of Canada’s international marketing activities and plans. For Calgary, that means some of the world’s most influential travel buyers will experience Calgary first-hand.

“This is a fantastic opportunity to not only showcase Canadian tourism products to the rest of the world, but to market the city of Calgary,” said Susan Veres, Vice President of Marketing for Tourism Calgary. “We have more than 1,300 delegates attending, many of whom are from our major and emerging tourism markets like Mexico, France, the Netherlands and the U.S. It’s an incredibly effective way to market the city directly to those individuals who have significant influence in other countries over travel decisions.”

For daily updates on Rendez-vous Canada, please visit www.tourismcalgary.com.

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For more information or interviews with Alberta Minister of Tourism, Parks & Recreation Cindy Ady, tourism officials or RVC delegates, please contact:

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