



Four Key Reasons to be a member of Team Canada

1. *Membership creates opportunities*
2. *Membership creates visibility*
3. *Membership supports grassroots tourism business promoting Canada*
4. *Support Canada as a destination*

Team Canada is a member-driven organization that promotes its members to qualified North American travel trade professionals in order to maximize product awareness & provide increased economic benefits.

WHAT DOES THIS MEAN FOR YOU? **Prominent visibility at tradeshowes & the gateway to market to up to 3000 tour operators via Team Canada's Membership Directory!**

NETWORKING!

Sponsoring the Team Canada Email Message Centre @ ABA

Sponsoring a Buyer Event @ NTA

Placing Canada on Tour Operator desks!

Even if not attending ABA or NTA, Team Canada's directory is sent directly to all buyers of these shows, & new for 09 / 10, Student Youth Travel Association (SYTA), United States Tour Operators Association (USTOA) & Travel Alliance Partners (TAP)! This means a distribution of up to **3000 qualified buyers!**

Advertising

Negotiated discounts on various industry advertising & marketing for Team Canada members!

What are our members saying?

"Tourism Toronto has been a proud member of Team Canada since its inception. The exposure we receive during NTA, ABA and via the membership directory are invaluable opportunities for us to keep Toronto/ Canadian product offerings "top of mind" to our key trade clients and we would encourage any other Canadian tourism supplier to invest some of their time and resources in a membership with Team Canada."
– **Brian Graziano, CTIS, Director, Europe & USA, Leisure Trade FIT Sales, Tourism Toronto**

"The excellent exposure provided by Team Canada's participation at the annual National Tour Association, and American Bus Association marketplaces has been monumental in The Sawridge Inns establishing new Travel Trade relationships with potential buyers. Many of these same relationships have since converted into actual bookings." - **Pierre Frigon, Director of Marketing, Group and Leisure Sales, The Sawridge Inns**

"Team Canada is one of the most recognizable and respected sponsors at NTA and ABA. Tour operators know and love the friendly people in the red vests, keeping Canada as a destination top of mind. Plus research shows that tour operators continue to look for their Canadian suppliers in the Team Canada directory and on the Team Canada web site. You can't beat that!" - **Dawn Rueckl CTP, Vice President, Wells Gray Tours**