



## **Team Canada Fast Facts.... Who, what, where, when, why**

### **WHO:**

Team Canada is a grassroots organization born from a desire by Canadian suppliers selling at U.S. based travel trade shows, specifically NTA and ABA, to have a unified Canadian presence. Its purpose is to maximize product awareness and provide opportunities for members to increase economic benefit. Over the years, a valuable Team Canada brand has been built that helps increase business for all Canadian suppliers, members and non-members alike.

In the past, the organization's sustaining funding came from contributions by the Canadian Tourism Commission (CTC) and the provincial marketing organizations. These organizations are no longer able to continue supporting Team Canada as they have so generously in the past. The Team Canada board has been charged with restructuring the organization to provide those services of value to both Team Canada members and the tour operator target market, plus find the funding to implement those services. [Team Canada needs a commitment from industry at a grass roots level in order to continue.](#)

### **WHAT:**

**Team Canada's refocused objectives are to:**

#### **Continue to sponsor Team Canada e-mail message centre @ ABA**

- Brand identity
- Enormous visibility (centre floor with a large footprint)
- Great networking opportunities through volunteering

#### **Sponsor a Buyer Event @ NTA**

- Brand identity
- Great visibility & promotional opportunity to NTA buyers
- Great networking potential with a targeted guest list

#### **Increase distribution of Team Canada directory**

- Continue to distribute Team Canada member directory to ABA & NTA buyers
- 2010 Directory will be distributed to an additional 800 buyers that are members of Student Youth Travel Association (SYTA), United States Tour Operators Association (USTOA) & Travel Alliance Partners (TAP)





## WHERE:

- [www.teamcanadatourism.com](http://www.teamcanadatourism.com)
- American Bus Association (ABA) Marketplace & National Tour Association (NTA) Convention
- On the desks of up to 3000 tour operators via our directory distribution



## WHEN:

Team Canada became an association in 1985. Since then, Team Canada has evolved into the professional, effective and fun organization it is today. Team Canada's Annual Membership Drive takes place between May and July each year and the Annual General Meeting is held during the ABA Marketplace.



## WHY:

**Team Canada is your only high profile and strong Canadian identity at NTA and ABA.**

### Consider the facts:

- 92% of tour operators attending NTA and ABA market places say they are still selling Canada
- 96% of these operators are aware of Team Canada through our sponsorship of the Email Centre and directories
- 67% of these operators tell us that our presence at the shows makes them more willing to sell Canada in their programs
- "Team Canada continues to provide us a presence at trade shows that we can not achieve on our own." – 2009 General Member Survey
- "Team Canada is an important networking opportunity for our company." – 2009 General Member Survey

### **Support your own company's efforts by supporting Team Canada**

Put yourself and your company in front of decision-making tour professionals through your Team Canada membership.

[www.teamcanadatourism.com](http://www.teamcanadatourism.com)

or call 416-252-5336

