



Team Canada Fast Facts...

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. Our 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.

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 June and August each year and the Annual General Meeting is held in January during the ABA Marketplace.

WHAT:

Team Canada's objectives are to:

1. **Sponsor the Email Message Centre at NTA Marketplace 2011 in Las Vegas, Nevada and ABA Marketplace 2012 in Grapevine, Texas**
 - Brand identity
 - Enormous visibility (centre floor with a large footprint)
 - Great networking opportunities through volunteering
2. **Host a Buyer Event at ABA 2012 in Grapevine, Texas**
 - Brand identity
 - Great visibility & promotional opportunity to ABA buyers
 - Great networking potential with a targeted guest list
 - Additional unique networking opportunities are being developed now!
3. **Distribute the Team Canada print directory**
 - Continue to distribute Team Canada member directory to ABA & NTA buyers
 - Maintain distribution to member buyers of Student Youth Travel Association (SYTA), United States Tour Operators Association (USTOA) & Travel Alliance Partners (TAP)
4. **Online Presence**
 - NEW Team Canada website with lead generation functionality. Additional exposure to ensure return on investment.
 - Member listing on www.teamcanadatourism.com
 - Inbound-link to your own website including your photo
 - Social Media Pages to generate traffic to the main website in development

www.teamcanadatourism.com



WHERE:

Team Canada’s primary target market is the US travel trade, but additional exposure is also gained through the website. We plan initiatives each year for our members at American Bus Association (ABA) Marketplace & National Tour Association (NTA) Convention.

WHY:

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

Consider the facts:

- 92% of tour operators attending NTA and ABA marketplaces 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
- "We should support Team Canada at all costs!" – 2010 General Member Survey
- "In this economy, nothing comes to you. For a marginal member fee, TC provides me a medium to WORK at benefiting my company. My Team Canada membership is what I make of it!" – 2010 General Member Survey



Team Canada Board of Directors with NTA President, Cathy Greteman at the Team Canada Buyer Event in Montreal, QC in November 2010