



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.

Four Key Benefits of being Team Canada Member

1. *Membership creates new business opportunities*
2. *Membership creates visibility of Canadian tourism product in the US market*
3. *Membership supports grassroots tourism business promoting Canada*
4. *Increase awareness of Canada as a travel destination*

What Does This Mean For You?

Team Canada offers a platform to bring members together and collectively we create more visibility at select US tradeshows. This helps to ensure that Canadian product is top of mind with tour operators in a highly competitive marketplace. The Team Canada Membership Directory and the NEW website are both an important tool to reaching up to 3000 tour operators. We often hear from operators that we are their only reference guide for creating new Canadian tour product.

Networking

Team Canada members will have the exclusive opportunity to network with tour operators through the following initiatives;

- Volunteering at the Team Canada Email Message Centre at NTA 2011 in Las Vegas, Nevada
- Volunteering at the Team Canada Email Message Centre at ABA 2012 in Grapevine, Texas
- Attending the Team Canada Buyer Event at ABA 2012

Member Advertising Opportunities

Placing Canada on Tour Operator desks! Even if you are not attending ABA or NTA, Team Canada's directory is sent directly to all the buyers of these shows, as well as Student Youth Travel Association (SYTA), United States Tour Operators Association (USTOA) & Travel Alliance Partners (TAP). This means a total distribution of up to 3000 qualified buyers.

Advertising Discounts

Team Canada members are extended negotiated discounts on various industry advertising & marketing opportunities.

www.teamcanadatourism.com



Industry Testimonials

"Team Canada is an organization that has assisted Ottawa Tourism and many of our members in many ways over the years. From offering introductions and creating direct networking opportunities, to raising Canada's profile in the Travel Trade market and making all Canadian suppliers and DMO's part of that great profile, Team Canada has been there to lead the way." – **Kelly Dean, Sales Manager, Tour & Travel, Canada & US, Ottawa Tourism**

"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, Sales Manager, The Sawridge Inn & Conference Centre - Jasper**

"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**

"Team Canada and their members are great representatives of the Canadian travel and tourism market, continually showing motorcoach and tour operators the tremendous variety of Canadian travel products, as they assist operators in making Canada a major destination for operators and their customers. In addition, as valued members of the American Bus Association, Team Canada and its members, play a key role in the continued success of group travel to Canada, through their involvement in and sponsorship of the ABA Marketplace. Team Canada capitalizes on business opportunities in the industry to continually expand the business results of their members." – **Peter Pantuso, President & CEO, American Bus Association**

"NTA is delighted to have TEAM CANADA returning as a sponsor and active participant in this year's conference in Las Vegas. For over 25 years the red vested members of Team Canada have presented a professional, informative and enthusiastic snapshot of Canada as a destination and the many Canadian suppliers and tour operators who craft the Canadian travel product. Team Canada creates networking opportunities outside of the scheduled marketplace meetings and generates valuable good will for the Canadian Travel industry and the nation." – **Cathy Greteman, NTA Chairman and CEO**

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