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Sales and Marketing Activities 2003-2004

By Oregon Tour and Travel Task Force and International Program Staff

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| September 2003 | JATA – Japan Association of Travel Agents in Tokyo and SeeAmerica Week in Japan by TIA, Visit USA Committee Japan and US Commercial Service: OTC and POVA have committed to: Travel trade show, media marketplace |
| November 2003 | Showcase USA by Visit USA Committee Italy – Italy; Italian tour operators and media |
| November 2003 | National Tour Association – Charlotte, NC; domestic tour operators |
| January 19-23, 2004 | Sales trip – Germany; numerous cities for one-on-one sales calls to tour operators, 1 media event in Hamburg |
| January 26-27, 2004 | North American Journeys West Coast Summit – Los Angeles, CA; domestic tour operators, receptive tour operators |
| February 3-5, 2004 | Go West! Summit – Reno, NV; international tour operators and media, domestic tour operators, receptive operators focused on West Coast product |
| February 8-10, 2004 | Bank Travel Network – Myrtle Beach, SC; domestic bank travel executives |
| February 2004 | Blitz Arizona – numerous locations in AZ; group leaders and consumer presentations/show |
| March 13-16, 2004 | International Tourism Boerse (ITB) – Berlin, Germany; international tour operators and travel media show, media sales calls |
| April 24-28, 2004 | International PowWow – Los Angeles, CA; international tour operators, media and receptive operators show |
| August 2004 | Addison Show – Vancouver, BC; travel agent show, tour operators and travel agents sales calls |

- These are all activities staff and/or OTTTF members will be attending in person.
- There are an additional 4 shows, mostly consumer shows, which Oregon will have foreign language material distributed.
- All activities are subject to change depending on government funding and partnership participation without notice.
- OTC and partners host numerous research trips every year. These opportunities are communicated through the Overseas NewsBrief. Contact Billie at billie.r.moser@state.or.us to be added to this e-mail list.