

Partnership Opportunities

Rendez-vous Canada 2011

Background

Rendez-vous Canada (RVC) is Canada's premier annual international tourism industry marketplace. Business is conducted between Canada's internationally competitive tourism industry sellers, in cooperation with Destination Marketing Organizations (DMOs), and international Buyers (foreign tour operators, wholesalers and packagers). Buyers, Sellers and DMOs participate in pre-scheduled, computerized 12-minute appointments over a four-day period.

Rendez-vous Canada's principal objectives are:

- To provide an efficient opportunity for international buyers to meet suppliers of Canadian tourism products, services and information in one place annually for four days of programmed business;
- To increase the awareness in international target markets of Canada as a first-class international travel destination;
- To increase the range and number of internationally competitive new Canadian products, services and packages offered for sale;
- To provide an opportunity to inform the tourism industry -- both international and Canadian -- of Canada's international marketing activities and plans.

Participation in the event is by invitation only. International Buyers are qualified and nominated under established RVC guidelines by Canadian Tourism Commission staff in Canadian Embassies, High Commissions, Consulates and Trade Offices -- both overseas and in the United States -- in consultation with provincial government and industry partners.

Benefits

To participate in a Saskatchewan partnership whereby we can collectively raise the awareness of Saskatchewan product in the face of key decision makers from Canadian and International markets.

Location and Date

Next year Rendez-vous Canada will be held May 15-18, 2011 in Québec City, Québec.

Cost

Tourism Saskatchewan will co-ordinate a Saskatchewan booth which includes the cost of the booth requirements. All other costs including marketplace registration, transportation, accommodation, meals and any incidentals will be the partner's responsibility. You must be a member of Tourism Saskatchewan.

Eligible Partners

- Tourism Regions
- Industry Members
- CMOs (City Marketing Organizations)

Deadline for Participation

Please contact Heidi Wesling by phone or email on or before October 1, 2010 if you are interested in participating in the Rendez-vous Canada 2011 marketplace.

Contact Information

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