



Reports from the Road

**NYC Client Event
New York City, NY
June 9-11, 2010**

Submitted by: Glenn Duncan

Summary

Since attending the CTC Showcase Canada event in NYC in 2008, Edmonton Tourism and the Calgary TELUS Convention Centre have developed a strong partnership in marketing our destinations on the East Coast U.S.

Founded by a growing relationship with BI Worldwide we are increasing our presence in this market and seeing some results both in the way we are received in market and by the response to our special client events. This year's (2nd annual) hosted event took place on June 10th, and included a dinner and Broadway show, attracting 27 clients and their guests.

Participants

Edmonton Tourism and Calgary TELUS Convention Centre.

Results

Received tremendous response and great feedback from clients and guests. We are very encouraged by the sincerity of BI Worldwide to work towards bringing business to our destinations. We were also successful in including guests outside of BI for the first time including Conference Direct and Travelocity. We should all be proud of how Edmonton and Calgary have established a growing presence in this difficult market. Through diligence and good planning we have an annual event that is now anticipated in some circles here.

Other Activities: (not related directly to the tradeshow i.e. sales calls, etc)

Also hosted Tal Keshet and guest at a baseball game in appreciation for his ongoing efforts to help us obtain lucrative business from BI Worldwide.