

Global Trade Development - 5-Year Calendar

	January	February	March	April	May	June	July	August	September	October	November	December	
2018	Trade Shows												
	FITUR (Madrid, Jan. 17-21)		ITB (Berlin, Mar. 7-11)	WTM Latin America (Sao Paulo, Apr. 3-5)	IMEX (Frankfurt, May 15-17)				JATA (Tokyo, Sept. 20-23)	TTG (Rimini, Oct. 10-12)	WTM (London, Nov. 5-7)		
	Go West Summit (Jan 16-19)			TravelWeek (Sao Paulo)	IPW (Denver/May 19-23)				Top RESA (Paris, Sept. 25-28)	CITM (Shanghai, TBD)	IBTM World (Barcelona)		
				ATM (Dubai, Apr. 22-25)						ITB Asia (Singapore, Oct. 17-19)			
	Sales Missions & Training Roadshows												
			China Sales Mission March 19 - 23					Japan/Korea Sales Mission July 9 - 13		Brand USA India Sales Mission Sept 23 - 28			
			Australia & New Zealand Sales Mission March 1										
	Media & Public Relations												
	Mexico Media Mission		New York Media Reception	Los Angeles Media Reception (April 24)	Brazil Media Mission					San Francisco Media Reception	Canada Media Mission		
				China Media Mission									
	Additional Programs												
	California Restaurant Month	Outlook Forum	California Road Trips Ad Sales Close	Active America China	RTO Summit East				Virtuoso TravelWeek (Las Vegas)				International Visitors Guide Ad Sales Close
	RTO Summit West	Adventure Elevate (Banff, Canada, Mar 12-15)						California Visitors Guide Ad Sales Close					

2019	Trade Shows												
	FITUR (Madrid)		ITB (Berlin)	ATM (Dubai)	IMEX (Frankfurt, May 15-17)	IPW Anaheim/June 1-5			Top RESA (Paris)	TTG (Rimini)	WTM (London)		
	Go West Summit			TravelWeek (Sao Paulo)				JATA (Tokyo)	CITM (Shanghai)	IBTM World (Barcelona)			
				WTM Latin America (Sao Paulo)						ITB Asia (Singapore)			
	Sales Missions & Training Roadshows												
			China Sales Mission					Japan/Korea Sales Mission		Brand USA India Sales Mission			
			Australia & New Zealand Sales Mission										
	Media & Public Relations												
			New York Media Reception	China Media Mission	Brazil Media Mission			U.K. & Ireland Media Mission	Australia & New Zealand Media Mission	Los Angeles Media Reception	Canada Media Mission		
	Additional Programs												
	California Restaurant Month	Visit California Outlook Forum	California Road Trips Ad Sales Close	Active America China	RTO Summit East				Virtuoso TravelWeek (Las Vegas)				International Visitors Guide Ad Sales Close
	RTO Summit West							California Visitors Guide Ad Sales Close					

Trade Shows											
FITUR (Madrid)		ITB (Berlin)	ATM (Dubai)	IPW Las Vegas/May 30-June 3				Top RESA (Paris)	TTG (Rimini)	WTM (London)	
Go West Summit			TravelWeek (Sao Paulo)	IMEX (Frankfurt)				JATA (Tokyo)	CITM (Shanghai)	IBTM World (Barcelona)	
			WTM Latin America (Sao Paulo)						ITB Asia (Singapore)		
Sales Missions & Training Roadshows											

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2020			China Sales Mission				Japan/Korea Sales Mission		Brand USA India Sales Mission				
			Australia & New Zealand Sales Mission										
	Media & Public Relations												
	Mexico Media Mission		New York Media Reception	San Francisco Media Reception	Brazil Media Mission						Canada Media Mission		
				China Media Mission									
	Additional Programs												
California Restaurant Month	Outlook Forum	California Road Trips Ad Sales Close	Active America China	RTO Summit East				Virtuoso TravelWeek (Las Vegas)				International Visitors Guide Ad Sales Close	
	RTO Summit West							California Visitors Guide Ad Sales Close					

2021	Trade Shows												
	FITUR (Madrid)		ITB (Berlin)	ATM (Dubai)		IPW			Top RESA (Paris)	TTG (Rimini)	WTM (London)		
				TravelWeek (Sao Paulo)	IMEX (Frankfurt)				JATA (Tokyo)	CITM (Shanghai)	IBTM World (Barcelona)		
				WTM Latin America (Sao Paulo)						ITB Asia (Singapore)			
	Sales Missions & Training Roadshows												
			China Sales Mission					Japan/Korea Sales Mission		Brand USA India Sales Mission			
			Australia & New Zealand Sales Mission										
	Media & Public Relations												
	Mexico Media Mission		New York Media Reception	San Francisco Media Reception	Brazil Media Mission						Canada Media Mission		
				China Media Mission									
Additional Programs													
California Restaurant Month	Outlook Forum	California Road Trips Ad Sales Close	Active America China	RTO Summit East				Virtuoso TravelWeek (Las Vegas)				International Visitors Guide Ad Sales Close	
	RTO Summit West							California Visitors Guide Ad Sales Close					

2022	Trade Shows												
	FITUR (Madrid)		ITB (Berlin)	ATM (Dubai)	IMEX (Frankfurt)	IPW			Top RESA (Paris)	TTG (Rimini)	WTM (London)		
				TravelWeek (Sao Paulo)					JATA (Tokyo)	CITM (Shanghai)	IBTM World (Barcelona)		
				WTM Latin America (Sao Paulo)						ITB Asia (Singapore)			
	Sales Missions & Training Roadshows												
			China Sales Mission					Japan/Korea Sales Mission		Brand USA India Sales Mission			
			Australia & New Zealand Sales Mission										
	Media & Public Relations												
	Additional Programs												