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THE CARIBBEAN REVISITS CANADA

Third annual Caribbean Week comes back to Canada this fall; held in Toronto and Montreal October 23 to November 1, 2009



Canadians will find a taste of the Caribbean in Toronto and Montreal this fall when Caribbean Week in Canada returns for its third year, October 23 to November 1, 2009.

Organized by the Caribbean Tourism Organization (CTO), Caribbean Week in Canada was designed to bring together policy makers, financial leaders, marketing professionals and tourism industry officials. It allows individuals to interact and discuss both tourism and investment opportunities in the region, and serves to provide a taste of the region to inspire travel and

showcase the Caribbean's diversity.

"We're thrilled to return to Canada for our third year to show our appreciation to this ever-important tourism market," said Hugh Riley, Secretary General of the CTO. "This year's program will engage consumers, the Diaspora community, trade professionals, meeting planners and media by providing valuable destination information through a number of events in Toronto and Montreal."

The Caribbean Week in Canada 2009 schedule includes:

MONTREAL: (October 23 to 25, 2009):

SITV Show in Montreal: This event will take place at the Place Bonaventure. In 2008, the show attracted over 35,000 visitors.

TORONTO: (October 30 to November 1, 2009)

Caribbean Media Marketplace: Held from 11 a.m. to 12:30 p.m., the media are invited to have one-on-one interactions with tourism officials, hotels, tour operators and airline representatives. Following this, a luncheon serves to recognize Canadian-based consumer and trade media that have captured the essence of the Caribbean in their storytelling. It also honors a member of the travel agent community who has made outstanding contributions to the region. Please note that this is a ticketed and by invitation only event.



Rum & Rhythm Festival: In celebration of Caribbean rums, Caribbean Week will feature this second annual event from 6 to 9 p.m. The ticketed event will include a sampling of premium Caribbean rums and rum cocktails showcased by master distillers, celebrity chefs and mixologists, traditional Caribbean hospitality, musical performances and a silent auction including "one of a kind" vacations to the Caribbean. All guests must be at least 21 years of age.



Zoomer Show: The Zoomer Show is Toronto's first consumer show dedicated to ZOOMERS, the demographic traditionally known as the 50-plus market. From 9 a.m. to 5 p.m. at the Direct Energy Centre, more than 200 exhibitors will offer travel and product information. Also a first for the event will be an on-site Caribbean Pavilion, coordinated on behalf of the CTO. Attendance for this event is expected to be over 20,000 visitors.

Sponsors of this year's Caribbean Week in Canada include: Air Canada Vacations, Big Bark Graphics, Dreamscapes, Occidental Hotels and Resorts, The RMR Group, Toronto Star and Travelwatch.

For more information and a detailed rundown of Caribbean Week events, visit caribbeanweek.ca.