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THE CARIBBEAN COMES TO CANADA

E-mail

YYZ & YUL host the best of the Caribbean for the third year



17 SEP 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, from October 23 to November 1. Organized by the Caribbean Tourism Organization (CTO), the lively and popular event brings together influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the region to inspire travel and showcase its 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 23-25

SITV Show in Montreal: Known as the largest consumer travel show in Canada, this event will take place at the Place Bonaventure. In 2008, the show attracted over 35,000 visitors. For the first time ever, the CTO will coordinate a Caribbean Pavilion for the Show to highlight the vacation experiences available throughout the Region.

TORONTO:

October 30

Caribbean Awards Luncheon: Attended by Ministers and Commissioners of Tourism as well as award-winning media and leaders of the travel agency community, this luncheon serves to recognize Canadian-based consumer and trade media that have captured the essence of the Caribbean in their storytelling. It also honours a member of the travel agent community who has made outstanding contributions to the Region. This ticketed and by invitation only event will be hosted at the Fermenting Room in the Distillery District.

Rum & Rhythm Festival: In celebration of the Caribbean's award-winning rums, Caribbean Week will feature this second annual event from 6:00 – 9:00 p.m. also at the Fermenting Room. 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.

October 31 – November 1

Zoomer Show: The Zoomer Show is Toronto's first consumer show dedicated to Zoomers, the demographic traditionally known as the 50 plus. From 9:00 a.m. – 5:00 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.

For more information on Caribbean Week in Canada 2009 or to purchase tickets for the Rum & Rhythm Festival, visit:
www.caribbeanweek.ca

To inquire about the SITV Show, visit www.sitvcolmar.com/en ;

For details on the Zoomer Show, visit www.zoomershow.ca .