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FOR IMMEDIATE RELEASE

### **OMCA Conference and Marketplace Registration Opens to a Flurry of Activity**

OMCA Conference and Marketplace registration opened to a flurry of registrations on June 2<sup>nd</sup>, 2008 with a registration every three minutes for the first two hours and 96 registrations on the first day of registration. The Conference is to be held from October 18-22 at the Doubletree by Hilton, Toronto Airport.

The OMCA Conference and Marketplace is the premier event in Canada for the North American packaged, group and FIT travel. With 100+ tour operators, the OMCA Marketplace is where *Business Opportunities Soar*.

Ann Fairley, Vice President of OMCA and the Conference and Marketplace organizer says that 2008 is shaping up to be a strong year with great events and excellent networking opportunities. Lisa Smith, Director of Sales for the Best Western Cairn Croft says “the OMCA Annual Conference and Marketplace continues to provide the greatest ROI on any Domestic Travel Trade Marketplace we attend.”

In 2007 there were over 21,000 appointments and 99% of delegates booked business as a result of the Conference and Marketplace. Suppliers must be members of OMCA to attend and non member buyers can attend through the guest buyer program. For information on attending contact OMCA at [info@omca.com](mailto:info@omca.com) or (416) 229-6622 or visit the OMCA website at [www.omca.com](http://www.omca.com).

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*Founded in 1929, the OMCA is a full-service trade association representing 80 bus operators, over 100 tour operators and over 700 affiliated sellers to the group tour industry including attractions, destinations, hotels, and retail outlets across North America. Operator members provide scheduled intercity, charter, tour, school bus, contract, shuttle, airport and transit services. The OMCA works with all levels of government to outline the industry's contributions and concerns regarding a seamless, sustainable public and private passenger transportation network.*

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