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FOR IMMEDIATE RELEASE

### **OMCA Announces 2010 and 2011 Conference Locations**

OMCA is inviting members to explore Ontario in 2010 and 2011 with two Conference destinations that offer great Ontario travel experiences. Niagara Falls, Ontario will host the 2010 OMCA Conference while Windsor, Ontario will host the 2011 Conference. Dave Willis, Chair of OMCA states "We are a travel-related organization and giving our members the opportunity to discover different travel destinations will give them even more reason to attend and experience these destinations".

In 2010 the OMCA Conference and Marketplace will be held in Niagara Falls, Ontario. Ann Fairley, Vice President of OMCA says "OMCA is excited to bring our Conference back to Niagara Falls where we hosted our largest Conference ever.

Anna Pierce, Executive Director of Niagara Falls Tourism adds "Niagara Falls Tourism is absolutely thrilled to be hosting the OMCA Conference and Marketplace. Niagara Falls has always been a great destination for motor coach travel and we look forward to welcoming the members of OMCA and showing them all of the fantastic new product we have available for them to promote to their clients".

In 2011 OMCA will be taking their Conference delegates to Caesars Windsor, the only Caesars property in Canada. Fairley said, "We are also excited to be going to Windsor for the OMCA Conference and Marketplace for the first time and looking forward to experiencing the great new facility at Caesars Windsor."

Sandra Bradt, Director of Tourism says "The Convention & Visitors Bureau of Windsor, Essex County and Pelee Island, along with our industry partners, is thrilled to host the 2011 Conference. We have wanted to host our OMCA colleagues for years and are so pleased that Caesar's Windsor enabled us to do just that. We believe that hosting the Conference will allow us to grow the almost \$20 million annual revenue generated within our area by the motor coach industry."

The OMCA Conference and Marketplace brings together tour operators, receptive and inbound operators to meet with industry suppliers from across North America. With over 19,000 one-on-one business meetings, the OMCA Conference typically generates sales for over 95% of the supplier delegates who attend. The 2010 Conference will be held at the Sheraton on the Falls from October 28 to November 3<sup>rd</sup> and the 2011 Conference will be held at Caesars Windsor from November 5<sup>th</sup> to 9<sup>th</sup>. Non Member tour operators can take advantage of a "one time" buyer registration. For more information about the OMCA Conference and Marketplace, visit the OMCA website at [www.omca.com](http://www.omca.com) or contact [info@omca.com](mailto:info@omca.com).

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*Founded in 1929, the Ontario Motor Coach Association 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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