

Toronto, October 16, 2008

FOR IMMEDIATE RELEASE

OMCA Conference and Marketplace Commencement

The Ontario Motor Coach Association (OMCA) commences its 2008 Conference and Marketplace on Saturday, October 18th, 2008 at the Doubletree by Hilton, Toronto Airport.

It's fitting that being near Canada's largest Airport, OMCA's theme this year is *"Making your Business Soar"*. Also, in fitting with the environmental superiority of motor coach travel over automobiles and other public modes, the OMCA conference continues going "green" again this year.

Dave Willis, Chair of OMCA states: *"Members are coming together to improve their business prospects and sourcing new ideas that will bring their business to new heights. With the uncertainty in world economies right now, the OMCA Conference allows industry professionals the opportunity to come together and discuss strategies to remain viable even in uncertain economic times"*.

Kathy Eubanks, the 2008 Conference Chair explains that *"The sessions and events throughout the OMCA Conference are designed to give delegates maximum exposure to information and ideas"*.

The OMCA Marketplace is an opportunity for hotels, attractions, restaurants and tourism bureaus to meet with tour operators and sell them on bringing tourists to their hotel or attraction, etc. There are over 16,000 such appointments during the 4 days of the Marketplace.

OMCA also provides numerous business sessions for all members to learn and discuss topics of the day. A major issue this year is how to react in a crisis and the keynote session this year is *"From Chaos to Calm"*, giving delegates tips on how to be a leader in a crisis situation.

Delegates will also enjoy networking events including the Sunday Evening Icebreaker at Woodbine Raceway. The entertainment for this week includes performances from the cast of Jersey Boys at the Monday lunch sponsored by DanCap Productions, and, Dirty Dancing and the Sound of Music at the Monday Awards dinner sponsored by Mirvish Productions. There are numerous luncheons, and the Awards Dinner that recognizes the best of the best in the industry.

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The 2008 OMCA Conference and Marketplace is being held **October 18-22, 2008** at the Doubletree by Hilton Toronto Airport. The event is open to buyers (tour operators, receptive operators and international inbound operators) and member sellers (attractions, hotels, retail, food services etc). For more information on the OMCA and/or the OMCA Annual Conference visit www.omca.com or contact info@omca.com.

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For more information contact:
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416.229.6622 x223 (prior to October 18)
Or 416.409-2105 on-site (October 18-22).

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.