



March 23, 2016

The Travel Media Association of Canada (TMAC) is seeking applications to secure a host destination for our Conference & Annual General Meeting for 2018, however we are also open to destinations that are interested in 2019 and 2020.

The four-day conference (which usually takes place between March and June) traditionally begins on a Wednesday, with sessions and programming offered through to the closing awards and dinner on Saturday evening and departure on Sunday. Additionally, there are three-day media tours bookending pre- and post-conference activities. TMAC's average attendance is 190 members; approximately 45% are media and 55% are industry.

By hosting TMAC's Conference and AGM, your city has the opportunity to:

- Showcase your destination to Canada's best and most active professional travel writers, broadcasters, editors, bloggers, publishers and photographers.
- Receive extensive Canadian, U.S. and international editorial coverage – both short-term and long-term – in newspapers, magazines, on the Internet and via electronic media outlets, created by leading travel journalists.
- Develop your own one-on-one contacts with members of all types of media
- Host the casual welcome reception, opening reception, dine-around evening and closing gala.
- Have first choice of TMAC sponsorship opportunities (TMAC will then source all other sponsors).
- See your destination highlighted on the TMAC website as well as on the conference registration site.
- Be referred to as the premier sponsor for the event, which comes with the privilege of being the exclusive host of major social functions at the conference.

We are requesting potential host destinations provide a detailed letter of intent outlining a preliminary conference program, including identifying potential partners. The committee will be reviewing each letter of intent on the following criteria:

- **Destination Outline** - Tell us about your destination. We want to know what makes your destination great, unique, interesting, etc.
- **Newsworthy** - What story angles can you offer to TMAC's media members to write about when they visit your destination? Is there a compelling anniversary, new attraction opening or other impetus to choose your destination as the 2018 host?
- **Creativity & Programming** - Are you enthusiastic about hosting TMAC? Can you create an engaging theme and atmosphere for the Conference & AGM? Do you have tour suggestions and venue or activity ideas for our conference agenda? Briefly explain or provide a few samples.

- **Quality and Affordability** - How will your destination show value for members, including the venues chosen as well as accommodation costs, particularly for media members?
- **Partners & Financial Support** - Demonstration of working partnerships and secured or potential financial support (regional, provincial, etc.)
- **Experience** - Have you held previous conferences on this scale or organized media visits of this complexity? Samples or references to similar events.
- **Green Initiatives** - What actions and/or plans does the destination, venues, tour operators, etc., implement?

To better enhance your letter of intent, included with this document is the **TMAC Conference Schedule of Events & Budget Estimates**. This document provides a generic outline of the conference programming and activities, including responsibilities and any financial commitments.

All submissions must be in a single PDF format and received by **Friday, May 13, 2016 at 5:00 pm EST**. The Conference Planning Committee will review all letters of intent the week of May 16, 2016 and notification will be given to all successful and unsuccessful applicants, no later than June 3, 2016.

All enquiries and bids should be directed to:

Tina Hutchinson  
Manager, Events & Special Projects  
416-934-0599 ext. 315 | [tina@travelmedia.ca](mailto:tina@travelmedia.ca)

Thank you for your interest in becoming a host destination for the TMAC Conference & Annual General Meeting. We look forward to reviewing your letter of intent.

cc: Melody Wren, Co-chair, Conference Planning Committee  
Jerry Grymek, Co-chair, Conference Planning Committee

# TMAC Conference: Schedule of Events & Budget Estimates

**NOTE:** This is a sample agenda with an estimated range for budget purposes. This document provides a preliminary sense of expected costs based on host activities. Averages are based on the last five years of historical data. Many host destinations rely upon partners and operators for in-kind support to offset or alleviate costs. Actual costs to accommodate the conference activities will vary from year to year and location of the conference.

	Who is responsible?	Financial commitment?	Activity	Considerations, Venue details & Set up Considerations	# of Attendees	Cost/Budget Notes
<b>Sunday or Monday to Wednesday</b>	Host	Yes	Pre-tours	<ul style="list-style-type: none"> <li>- Pre-tours are meant to promote the host destination and surrounding regions.</li> <li>- Typically the host destination partners with local regions and tour operators to host these tours.</li> <li>- Suggest 6 - 8 tours, varying in capacity to accommodate media member requests.</li> <li>- Tours are based on "best fit" with the final decision being made by the TMAC committee and host destination.</li> <li>- Tours are for media only and include accommodation and travel within the tour. Consider tour start and end times to accommodate arrival and departure requirements of media travelling further distances (i.e. 9:00 am start vs. 12:00 pm start)</li> </ul>	Media only; Range of media who participate: 40 - 60	Unknown to TMAC; at the discretion of the host.
<b>Wednesday</b>			Day of arrivals			
	TMAC		Registration & Information Desk	<ul style="list-style-type: none"> <li>- This is where delegates check in for the conference. It serves as a general information station throughout the conference.</li> <li>- The host destination may set up an information desk alongside the TMAC area.</li> </ul>		
	Host	Yes	Welcome Reception	<ul style="list-style-type: none"> <li>- Casual, simple, an opportunity for delegates to socialize, catch up and have a meeting place upon arrival.</li> <li>- Evening should be "heavy" with appetizers but does not have to be a full meal.</li> <li>- Typical time length is 2 to 3 hours.</li> </ul>	All attendees	Average range of cost per person: \$20 - \$35
<b>Thursday</b>	TMAC		Registration &			
	TMAC		Breakfast			
	TMAC		Media Marketplace	<ul style="list-style-type: none"> <li>- Main business component to the conference.</li> <li>- Timed appointment schedules between media and industry.</li> </ul>		
	Host	Yes	Local Tours (with lunch)	<ul style="list-style-type: none"> <li>- Local tours promote the city's attractions and activities.</li> <li>- Local tours are open to all attending delegates (both media and industry).</li> <li>- Local tours are to include lunch. Lunch can be a boxed lunch or dining, depending on the tour activity and location.</li> <li>- Suggest 8 - 12 tours, varying in capacity to accommodate all delegates.</li> </ul>	All attendees	Unknown to TMAC; at the discretion of the host.
	Host	Yes	Opening Reception & Dinner	<ul style="list-style-type: none"> <li>- This is the official conference opening event. This is the host's opportunity to showcase a key venue, activity, festival, cuisine, experience, entertainment, etc.</li> <li>- This can be a sit down or stand up event, depending on activities planned for the evening.</li> <li>- The venue, catering, activities, entertainment, etc. are sometimes provided in kind by partners.</li> </ul>	All attendees	Average range of cost per person: \$40 - \$60.

	Who is responsible?	Financial commitment?	Activity	Considerations, Venue details & Set up Considerations	# of Attendees	Cost/Budget Notes
<b>Friday</b>	TMAC		Breakfast		All attendees	
	TMAC		Registration & Information Desk			
	TMAC		Media Marketplace	- Same as above.	All attendees	
	TMAC		Open Marketplace	- 45 minutes of open networking between media and industry. It's an opportunity for individuals to connect in the business environment of the conference outside of the timed appointment schedules.	All attendees	
	TMAC		Media Marketplace	- Same as above.		
	TMAC		Lunch	- Lunch is typically sponsored by a TMAC member. Sponsorship is coordinated by TMAC.	All attendees	
	TMAC		PD Sessions	- Networking and learning for all attending delegates. - Speakers include members and non-members, typically experts in the topic matter. - Sessions are 2 - 3 concurrent sessions; total sessions average 10	All attendees	
	Host	Yes	Dine Around or equivalent	- Typically this evening is an opportunity for delegates to experience local dining of the host destination. - Meal typically includes: starter, main, dessert and one alcoholic beverage. Additional drinks or courses can be at the cost of the individual. - Restaurants can vary in cuisine but each dine around experience should be the same for all guests. If a restaurant isn't as "five star" as another, TMAC suggests adding entertainment at the restaurant, like a local band, or local celebrity to increase the evening experience.	All attendees	Average range of cost per person: \$40 - \$60.
<b>Saturday</b>	TMAC		Breakfast		All attendees	
	TMAC		Registration & Information Desk			
	TMAC		Chapter Meetings	- Concurrent meetings of 4 Chapters - Attendance varies from each chapter; room requirements (theatre or boardroom): 1 @ 115; 1 @ 25; 1 @ 15; 1 @ 10	All attendees	
	TMAC		Annual General Meeting	- Head table for 10; theatre for 175; 2 audience mics	All attendees	
	TMAC		Lunch with the host of TMAC 2016	- This lunch is typically sponsored by next years host destination.	All attendees	
	TMAC		PD Sessions	- Networking and learning for all attending delegates. - Speakers include members and non-members, typically experts in the topic matter. - Sessions are 2 - 3 concurrent sessions; total sessions average 10		
	Host	Yes	Closing Reception, Dinner & TMAC Awards	- The official conference closing event should sum up the conference activities and feature the TMAC experience in the host destination. - This is the host's opportunity to showcase a key venue, activity, festival, cuisine, experience, entertainment, etc. - This can be a sit down or stand up event, depending on activities planned for the evening. - The venue, catering, activities, entertainment, etc. are sometimes provided in kind by partners.	All attendees	Average range of cost per person: \$50 - \$75.

	Who is responsible?	Financial commitment?	Activity	Considerations, Venue details & Set up Considerations	# of Attendees	Cost/Budget Notes
<b>Sunday</b>			Departure for home			
<b>Sunday to Tuesday or Wednesday</b>	Host	Yes	Post-tours	<ul style="list-style-type: none"> <li>- Post-tours are meant to promote the host destination and surrounding regions.</li> <li>- Typically the host destination partners with local regions and tour operators to host these tours.</li> <li>- Suggest 6 - 8 tours, varying in capacity to accommodate media member requests.</li> <li>- Tours are based on "best fit" with the final decision being made by the TMAC committee and host destination.</li> <li>- Tours are for media only and include accommodation and travel within the tour. Consider tour start and end times to accommodate arrival and departure requirements of media travelling further distances (i.e. 12:00 pm end time vs. 8:00 pm end time)</li> </ul>	Media only; Range of media who participate: 40 - 60	Unknown to TMAC; at the discretion of the host.

	Who is responsible?	Financial commitment?	Activity	Considerations, Venue details & Set up Considerations	# of Attendees	Cost/Budget Notes
<b>Other Items for Budget Consideration</b>						
<b>Transportation</b>	Host	Yes, subject to partners	Airport Transfers: Arrivals & Departures	Shuttle transfers from the airport or discounts on existing shuttle service.	All attendees	Unknown to TMAC; at the discretion of the host.
	Host	Yes, subject to venues and offsite locations	Offsite shuttles	Delegates will require shuttle transportation to/from offsite venues that are not within walking distance of the host hotel. Note, even if an offsite venue is within walking distance, transportation due to weather and disabilities should be considered. Suggest working with local partners and preferred providers.	All attendees	Unknown to TMAC; at the discretion of the host.
	Host & TMAC	Yes	Media Travel Grant	The host is to provide a \$10,000 contribution to the TMAC travel grant. This is paid directly to TMAC and these funds are in addition to the funds that TMAC contributes. The travel grant process and distribution is managed by TMAC.		\$10,000
	Host & TMAC		Travel discounts	In the past, host destinations have made additional efforts to coordinate with travel partners (airlines, trains, buses, etc.) for travel discounts for attendees (both media and industry). TMAC also assists in coordinating with travel partners and will work with the host in these efforts. Example: A group discount code with VIA Rail.	All attendees	
<b>Miscellaneous</b>	Host	Yes	Lunch at TMAC 2017 conference; announcement as 2018 host	This the official announcement as the host for the 2016 conference and is typically held on the last day of the conference (for 2015 this is Saturday, June 13). The host may choose to coordinate the lunch directly with the venue, or can work with TMAC in these details. Previous hosts have arranged for entertainment, special meals, a video presentation, giveaways - any promotional idea for creating excitement about the upcoming conference destination.	All attendees	\$10,000 payable at host contract signing
	Host & TMAC		Promotions	Both TMAC and the host destination are responsible for promoting, advertising and marketing the conference within their various networks.		
	Host	Yes	Site Visit	As a short-listed destination, TMAC would participate in a site visit for final confirmation as host. The host is expected to cover accommodation, travel, meals and any admissions to venues or offsite locations.	Up to 4 individuals	Depending on destination location and number of participants.
	Host	Yes	TMAC Membership	To be a valid host destination, you must have a current membership for the year prior to hosting and your year of hosting.		Based on current membership pricing.