



Expanding Your Reach U.S. Commercial Service Tourism Road Show to South China

July 22-23, 2009 Guangzhou & Shenzhen, China

Greetings from U.S. Consulate General Guangzhou, China!

The U.S. Commercial Service (CS) is organizing a U.S. Tourism Roadshow in Guangzhou and Shenzhen, China on July 22-23, 2009 to promote U.S. tourism destinations; U.S. Convention and Visitors Bureaus, State Tourism Agencies, airlines, hoteliers, tour operators and other tourism suppliers.

The Roadshow is designed to help you develop relationships with local tourism authorities and travel agencies, identify potential partners and explore market opportunities in the outbound travel and tourism market in Guangdong. The program includes visa and industry briefings by the U.S. Consulate, a seminar on U.S. destinations where you can promote your service or destination and meet executives from local tourism government authorities, major tour operators, intermediaries and major tour media and a VIP dinner with key local government officials.

The two-day road show offers:

- An opportunity to make a presentation on your service or destination to an audience of qualified outbound travel agencies and tour operators and the media
- A visa and industry briefing by the U.S. Consulate
- A dinner with influential local and provincial tourism bureau leaders
- The organizational and promotional expertise of the U.S. Commercial Service and its cooperators

Cost: approximately \$1,500 (depending on the number of participants, excluding hotel accommodation and transportation between Guangzhou and Shenzhen)

We look forward to hearing from you and seeing you at the road show. Space is limited. Deadline to sign up is **June 12, 2009**.

Why Guangdong?

- Guangdong, with 121 million people, has the **LARGEST** population of any province in China
- Guangdong has the highest GDP in the country
- As the province with the strongest economy, Guangdong has the highest rate of disposal income in China
- Guangdong consistently has the **HIGHEST** level of outbound tourism in the country

If you are interested in the road show, please contact:

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