



## RESULTS OF ITB AND MAP EXHIBITIONS



**(2008, 9th of May – Laval)** NANUQ ADVENTURE Inc., incoming agency in Laval, presented its products and its partners in France and in Germany after a first promotional visit in September 2007. Nanuq Adventure continues the development of the German and French speaking market as an exhibitor at ITB in Berlin and MAP in Paris in March 2008.

Before coming, we took more than 100 confirmed appointments. All received an individual confirmation with our partner's logos. We communicate about our attending also on our website, with all our partner logos. Some of our partner, as Quebec Maritime, posted the event on a special site. We sent by e-mail the press releases 2 days prior the event to the attending special press and to the media center of the ITB (see attached). We informed the German Tour operators in the Canada-inside.com, dedicated to TO.

### ITB, figures, results

- 186 countries represented
- 11,147 companies
- 177.891 visitors
- 110.322 professional visitors (in 2007: 108.735).
- 67.569 private visitors to the ITB during the week end
- 233 visitors for the CTC event at the Canadian embassy
- For Nanuq Adventure the ITB Exhibition was a successful first exhibition at the ITB, Berlin 2008.

### MAP, figures, results

- 1<sup>st</sup> year
- 300 destinations
- 1 852 companies
- 100 000 visitors
- 9 026 professional visitors
- 375 booths
- 1 852 exhibitors
- 93 786 end-customer
- 30 conferences
- Professional days results: we had less results than expected for this 1st year but, the event is on the good way to success next year.



### NANUQ ADVENTURE, our actions at ITB and MAP

Nanuq Adventure had a well-located booth at the MAP and at the ITB in the Canada Pavilion external side.

- **49 valuable appointments with German Tour Operators** at the ITB, **24 meetings with travel agencies and TO** at the MAP.
- **60 Tour Operators** (in addition to the 49 met) contacted for appointment received a letter with the booklet and detailed information about Nanuq Adventure.
- **5 meetings** with the specialized press in tourism: FVW, Reisemedien, Touristik Aktuell (...), 2 freelancers.
- **Distribution of 55 press releases with the booklet** to the media center.
- 3 additional partners for website, 21 inquiries, negotiations with several tour operators to be followed in April 2008
- **All our contacts (appointments, TO,...) received our booklet, with your advertising and package.**
- **Booklet: very good feedbacks** about quality conception and packages examples.

The ITB, major event on the German market, confirms that our services and products are demanded.



*ITB and MAP booklet*



*Direct Marketing Samples*





Image booth at the ITB Exhibition

ITB Nanuq Adventure's Booth

### German customer Tendency - ITB

Since our promotional trip in September, the tendency of the market did not change.

- A la carte holiday: even the big tour operators like FIT, Alltours or Dertour are creating extra companies or internal departments to offer this service.
- FIT or personalized inquiry, innovative products
- Development of eastern Canada: even if the West remains the main destination (over 80% of our demands), the demand for the eastern side is increasing. Additional flights from Frankfurt to Ottawa and Dusseldorf to Toronto daily is an asset.
- Nova Scotia : the demand is getting bigger and bigger
- Combination trip East and West
- Ontario trips, at least start in Toronto (airlines transfers easier), Golf, hunting, fishing trips
- Group trips : smaller group up to 25
- Sport trips : canoe, ATVs, snowmobile, kayak, animals observation
- German-speaking guide for group
- English-speaking hotels, subcontractors, services
- New targeted customers : over 60 years old, single, homosexual, adventurer, extreme sports
- Transport : small busses
- Incentive, seminars, congresses

### Customer Tendency - MAP

- **Out of the ordinary accommodation** in order not to be in a their usual background, and lose one's bearings :  
For example: an accommodation located in the top of the trees, or near a volcano, accommodation made with ice,... The new places had to be really imaginative. The customers want to be in original but also comfortable places.
- **Fair and sustainable tourism : the customers search for nature and authenticity**  
Customers are more and more conscious about environment issue. So they require the touristic structures to respect nature and their environment.  
Strong tendency for ecotourism: ecological stay, fauna and flora discovery, in the nature...  
For example: the customers participate at the farm's activities, they taste the regional products, and sleep by listening waves'sounds... They want authentic and natural aspect in the travels, real experiences, and meet passionate people.

*For more details about tendencies, you can find a study made by the Tour Operator Association and the Tour Operator Studies Center (C.E.T.O.) in attached. This study is only available in French.*

#### For more information:

Marion Guiset

Communication Department

+ 1 450 629 0800 ext. 2005

[mguiset@nanuqadventure.com](mailto:mguiset@nanuqadventure.com)



Headquarter: NAUQ ADVENTURE Inc. 265 rue Berri, Laval, QC, H7G 2W8, Canada

Tél: 001 450 629-0800 - fax: 001 450 629-5563 - [www.nanuqadventure.com](http://www.nanuqadventure.com) [info@nanuqadventure.com](mailto:info@nanuqadventure.com)



service-fit@nanuqadventure.com - service-groupes@nanuqadventure.com  
Vancouver : 1-604-780-0411 – western@nanuqadventure.com