

## 2017 Overseas Trade and Consumer Promotions

Date	Market	Event
<b>January</b>		
11 <sup>th</sup> – 15 <sup>th</sup>	<b>Netherlands</b>	Vakantiebeurs – Utrecht
14 <sup>th</sup> – 22 <sup>nd</sup>	<b>Germany</b>	CMT – Stuttgart
18 <sup>th</sup>	<b>Great Britain</b>	Celtic Connections Networking Workshop – Glasgow
18 <sup>th</sup> – 20 <sup>th</sup>	<b>USA</b>	Incentive Live – Las Vegas
27 <sup>th</sup> – 29 <sup>th</sup>	<b>USA</b>	PGA Merchandise Show – Orlando, Florida
<b>February</b>		
2 <sup>nd</sup>	<b>Nordics</b>	Ireland Workshop – Stockholm
20 <sup>th</sup> – 23 <sup>rd</sup>	<b>Canada</b>	Groups Workshop - Vancouver, Calgary, Edmonton, Toronto
23 <sup>rd</sup>	<b>France</b>	Pure Meetings & Events Show – Paris
27 <sup>th</sup> – Mar 3 <sup>rd</sup>	<b>USA</b>	Jump Into Ireland (JITI) Events – Washington D.C., Atlanta, Boca Raton
<b>March</b>		
1 <sup>st</sup> – 3 <sup>rd</sup>	<b>Great Britain</b>	Explore GB: Visit Britain Workshop – Brighton
9 <sup>th</sup> – 13 <sup>th</sup>	<b>Germany</b>	ITB Berlin – Trade and Consumer Show
10 <sup>th</sup> – 12 <sup>th</sup>	<b>USA</b>	SMU International
10 <sup>th</sup> – 18 <sup>th</sup>	<b>Glasgow</b>	St Patrick's Day Events
21 <sup>st</sup>	<b>France</b>	'L'Irlande à Paris' leisure group workshop
22 <sup>nd</sup> – 23 <sup>rd</sup>	<b>Great Britain</b>	The British Tourism and Travel Show – Birmingham
<b>April</b>		
10 <sup>th</sup> - 14 <sup>th</sup>	<b>USA</b>	Jump Into Ireland (JITI) Events – Chicago, Boston, Austin
13 <sup>th</sup>	<b>USA</b>	Star Wars Celebration - Florida
24 <sup>th</sup> – 28 <sup>th</sup>	<b>China</b>	China Sales Mission

May		
18 <sup>th</sup> – 20 <sup>th</sup>	USA	Global Travel Mart (GTM) - West Henderson, Nevada
23 <sup>rd</sup> – 28 <sup>th</sup>	Great Britain	BMW PGA Championship – Surrey
June		
22 <sup>nd</sup> – 25 <sup>th</sup>	Great Britain	The Royal Highlands Show – Edinburgh
July		
9 <sup>th</sup> – 11 <sup>th</sup>	USA	Global Travel Mart (GTM) - Hollywood, Florida
August		
17 <sup>th</sup> – 20 <sup>th</sup>	USA	Milwaukee Irish Festival – Wisconsin
September		
8 <sup>th</sup> (TBC)	Netherlands	Ireland Workshop – Amsterdam
24 <sup>th</sup> – 29 <sup>th</sup>	UAE & India	UAE & India Sales Mission
26 <sup>th</sup> – 29 <sup>th</sup>	France	IFTM Top Resa – French Trade Fair, Paris
October		
3 <sup>rd</sup> – 5 <sup>th</sup>	Germany	Trade Workshop – Frankfurt, Offenbach
4 <sup>th</sup>	UK Inbound / Global	Flavours of Ireland – London
10 <sup>th</sup> – 12 <sup>th</sup>	USA	IMEX America – Las Vegas
12 <sup>th</sup> – 14 <sup>th</sup>	Italy	TTG – Rimini
20 <sup>th</sup> - 22 <sup>nd</sup>	USA	Stone Mountain Highland Games – Atlanta
November		
4 <sup>th</sup> – 13 <sup>th</sup>	Canada	Royal Winter Fair - Toronto
6 <sup>th</sup> – 8 <sup>th</sup>	Great Britain	World Travel Market, London
13 <sup>th</sup> - 17 <sup>th</sup>	USA	Jump Into Ireland (JITI) Event – San Diego, San Francisco, Houston
December		
4 <sup>th</sup> - 7 <sup>th</sup>	Global	International Luxury Travel Market (ILTM) – Cannes
11 <sup>th</sup> - 14 <sup>th</sup>	Global	International Golf Travel Market (IGTM) – Cannes, France