



Mississippi River Country (MRC) Cooperative Marketing Efforts

JAPAN		
Tokyo Sales Mission August 2023	ABOUT <ul style="list-style-type: none"> Meet with Japanese tour operators and travel media 	COST \$5,000*
JAPAN		
California Sales Mission TBD	ABOUT <ul style="list-style-type: none"> Meet with Japanese travel trade representatives in California Each dues-paying MRC state will have their own table for meetings State destination partners can attend 	COST \$1,000*
JAPAN		
Japanese market fulfillment piece	ABOUT <ul style="list-style-type: none"> Insert in Weekly Travel Journal (circulation: 7,000; total readership: 56,000) PDF on Travel Journal website (250,000 pageviews/month) Promoted through e-news (15,000 subscribers) and social media (10,000+ fans on FB/Twitter) 	COST \$2,500 for 1-page spread or \$9,000 for 4-page spread (includes design/content)
JAPAN/SOUTH KOREA/INDIA		
ITB Asia – Singapore October 25-27, 2023	ABOUT <ul style="list-style-type: none"> Join our booth at Asia's leading travel trade show (more than 13,000 travel trade delegates) Includes in-booth translation service 	COST Booth participation: \$5,000*
CANADA		
Outdoor Adventure Show Toronto February 23-25, 2024	ABOUT <ul style="list-style-type: none"> Raise awareness of your destination at Canada's largest travel adventure showcase (18,000+ attendees) 	COST \$1,000*
CANADA		
Sales Mission & Media Event TBD	ABOUT <ul style="list-style-type: none"> Meet with Toronto-area media & travel trade representatives 	COST TBD
OTHER		
Mississippi River Country Partnership Package	ABOUT <ul style="list-style-type: none"> 2 dedicated e-newsletters in Japan and Canada 4 social media posts in Japan and Canada Destination will be featured on award-winning mississippirivercountry.com website 	COST \$3,000

Online Form

Please fill out the form on mississippirivercountry.com/co-op/ by **July 1, 2023**, to let us know which options you're interested in and we will contact you with more details.

Questions? Contact Lyn Pilch at info@mississippirivercountry.com or call (608) 469-4764

[MISSISSIPPIRIVERCOUNTRY.COM/CO-OP](https://mississippirivercountry.com/co-op)  

*Does not include travel expenses (hotel, airfare, meals).
All prices subject to change.