

Transcript
CAA SCO Travel Expo

(Upbeat and electronic music plays throughout)

00:00 –00:04

Quick cuts between sped up action of visitors checking out booths at CAA Travel Expo.

00:04-00:05

Quick pan across CAA Travel Expo Presentation Schedule.

00:04-00:05

Exterior of conference centre.

00:05-00:07

Mannequin in front of Welcome banners. Camera moves in to show banner.

00:07-00:08

CAA Travel Staff standing in front of long table covered in navy cloth with CAA logo.

00:08-00:11

Camera shows lots of people visiting displays and booths.

00:11-00:13

Camera moves in to two staff members behind CAA table. Male staff member hands a navy goody bag towards camera.

00:13-00:15

Visitors at table receiving goody bags.

00:15-00:20

Woman welcoming visitors in front of CAA banner.

AUDIO: Woman: Hello all, here we are today at our CAA Travel Expo.

00:20-00:22

Pan across CAA banner: Memorable Journeys Designed by CAA

AUDIO: Woman: We are travel insurance for CAA.

00:22-00:28

Pan across several angles of people at different booths.

AUDIO: Woman: We have our full year coverage that you can purchase for your multi-trip annual plan, as well our vacation plans...

00:28-00:30

Cut back to woman standing in front of CAA banner.

AUDIO: Woman: As well our CAA Members save 10% savings on travel insurance.

00:30-00:41

Quick cuts of people at Royal Caribbean, Disney and Globus booths at the show.

00:41-00: 48

Woman talking to crowd from podium.

AUDIO: Woman: I want to thank CAA ...

00:48-00:49

Over the shoulder view of someone looking at Presentation Program and Show Specials.

AUDIO: Woman: ... and all of you for showing up ...

00:49-00:50

Pan across people around booths talking to staff members.

AUDIO: Woman: ... on this wonderful rainy day ...

00:50-00:53

Close up of someone putting a cruise brochure in goody bag.

AUDIO: Woman: ...to enjoy the show ...

00:53 – 00:55

Staff member talking to visitor and pointing to “Vacations are better with CAA” banner.

AUDIO: Woman: “...and find out ..

00:55-00:56

Pan across CAA Travel Expo directional sign and Welcome sign outside exhibition hall.

AUDIO: Woman: ...how we can make your memories come true.

00:56-00:57

Over shoulder view of someone looking at CAA Travel Expo Presentation Schedule.

00:57-01:09

Door swings open to show presentation underway. Camera moves in, capturing crowd and male presenter from different angles.

1:09-1:18

Female Holland America rep in yellow vest standing in front of Holland America Line banner.

AUDIO: Woman: Everybody at CAA Travel is well versed in cruising and the Members here are very very anxious to get away and everybody wants to take advantage of some great deals.

1:18-1:27

Smiling middle aged couple talking to camera.

AUDIO: Woman: We're thinking about cruising in the Caribbean and maybe some Mediterranean cruising and at least one river cruise.

Man: We're thinking of everywhere.

Woman: Everywhere.

1:27-1:34

Celebrity Cruise rep standing in front of Celebrity banner.

AUDIO: Woman: It's a great day today here at the CAA Travel Expo. I've already gone through five boxes of brochures.

1:34-1:37

Female Windstar rep in black and white zigzag shirt, standing in front of Windstar banner.

AUDIO: Woman: We're thrilled to be a part and a partner with CAA Travel.

1:37-1:39

Smiling female attendee.

AUDIO: Woman: It's been an incredible crowd.

1:39-1:45

Cut back to middle aged smiling couple.

AUDIO: Woman: We met a lot of great people and have learned a lot about travel through the CAA network.

1:45-1:48

Close up of CAA Logo against white with "Driven by Good" on it.