

\* Middle Aged (46 - 54 years): Core products include self drive touring, skiing and city. We see growth in getaways, resorts, specialized outdoor and soft adventure. Suggest emphasis on direct response marketing, promotions and advertising in non-traditional publications.

\* Baby Boomers (26 - 45 years): Core products include getaway city (short duration), ski club group travel and soft adventure outdoor. Suggest aggressive direct response marketing programs and special promotions with travel agents.

### Business Travel

Associations: Nearly 1,600 are headquartered in the territory (2nd in U.S.) of which top 50 qualified as key accounts. Wide range of opportunity for vendors of convention facilities large and small. Many associations are managed by multi-association management firms. Vendors should start by concentrating on Chicago where 1,200 associations are headquartered. Key trade shows are important to attend.

Corporate: One third of the largest U.S. industrial corporations are based in the territory. Chicago is a center for meeting planning firms, and the Chicago Chapter of MPI (CAMPI) has 800 members. Key trade shows are important. A key account list has been developed.

Incentive: The territory is a leading centre for the incentive travel industry with the single largest U.S. firm and over 60 companies all told in the three state area. Product development requires intense and persistent effort. A key account list has been developed.