

## PARTNERS IN TOURISM

The essence of the promotional activities that the Tourism Programme undertakes is partnership. This partnership involves funds, personnel resources, materials and the sharing of timely market development intelligence with both the public and private sectors of the tourism industry.

Each of our Tourism staff members is familiar with the travel industry in the Pacific Northwest. They can assist in providing tourism market intelligence information, setting up appointments, identifying useful and appropriate travel trade shows, supplying lists and profiles of contacts in

the territory, and providing counselling on a variety of promotional activities which may be pursued by members of the Canadian tourism industry.

Site inspection visits and familiarization tours to Canadian destinations are frequently arranged to enable U.S. travel influencers to experience the Canadian tourism product first-hand. These visits are heavily dependent on the assistance of the Canadian public and private sectors to stretch scarce federal dollars and to achieve beneficial results for Canada.

The Consulate General co-sponsors a variety of activities in the states of Washington, Oregon, Idaho and Alaska. These promotions involve participation in trade shows, exhibitions, product launches, industry mailings, etc. Typically used promotional techniques may include such venues as receptions, seminars, breakfast meetings and sponsoring breakouts within a larger format.

Names and profiles of all our contacts in the Post territory have been inputted into the WIN Tourism data bank under the Travel Influencer, Media and MC&IT sectors. Our staff can supply computerized lists, which are being continually updated, to Canadian suppliers interested in this market. These lists include travel agencies, tour operators and wholesalers, automobile clubs, senior groups, ski clubs, freelance writers and photographers, newspapers, magazines, radio and television stations, meeting planners, and more.

Don't hesitate to contact any member of our staff for assistance. When in Seattle, we encourage Canadian tourism industry representatives to include the Consulate General in their sales calls. It is best, however, to arrange appointments in advance by calling (206) 443-1777. With advance notice, office space may even be available for use during the day to make local telephone calls, etc.