

Tourism Program targets are to increase volume by 10 percent and revenue by 13 percent. The total budget proposed for the marketing program is \$5,665,000, with \$1,650,000 to come from the CTC and the balance from provincial, territorial, and private-sector partners, in cash and in kind. Eighty percent of funds will be geared to the consumer market and the balance directed to the trade. The program elements will include consumer advertising, media tours, marketplaces, and consumer and trade servicing.

For further information:

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