

The 31-million member American Automobile Club with 154 affiliates recently moved its worldwide headquarters to Florida, a new market development that took place in November, 1989. Throughout the southeastern US, there are approximately 73 auto clubs.

Future Plans/Promotional Opportunities:

The Atlanta Canadian Consulate General has identified market research as an area of primary focus. To that end, a survey is underway to complete our inventory of tour operators and build a first-generation databank of information.

Current marketing and promotional activities include a \$50,000 joint marketing agreement with Air Canada in the Florida market to tap into the Hispanic market and custom promotions to the group tour market, coordinated with select marketing partners, (i.e. travel agent firms and reverse marketplaces such as Rendezvous Canada, etc). We also support provincial and municipal initiatives.

The Atlanta CONGEN will not hold a Spring product launch series this year. We will participate in the Don Holland Tradeshow in Atlanta February 18, 1991, and coordinate select promotions with the private sector. Seminars on the GST are also planned for 1991.

MEETINGS, CONVENTION, AND INCENTIVE TRAVEL

In this territory there are an estimated 1,200 companies with designated meeting planners, 400 national and international association headquarters, 100 incentive houses and numerous Fortune 500 headquartered companies such as Coca-Cola, Georgia Pacific, Equifax and Turner Broadcasting, to name just a few.

The Corporate and Association Markets:

In our MC&IT Data Bank we have profiles on 1200 organizations, corporate and associations that plan some type of meetings. Through constant updating and the use of questionnaires, we have identified over 500 companies who have an interest in meeting in Canada, with 50 other companies indicating a definite interest in meeting in Canada (they have selected a city and plan to visit the city in the next three years).