

The Incentive Market: According to the Society of Incentive Travel Executives, insurance companies are the top industry users of incentive travel. The largest concentration of insurance companies are in the Eastern Corridor. This could be a lucrative market for Canada since incentive trips are generally high yield business. There are 50 incentive planners/ organizations located within this territory.

MC&IT - Promotional Opportunities/Challenges/Future Plans:

The Consulate will undertake the following activities: continue to identify new contacts and update or MC&IT profiles; arrange, in co-operation with the Canadian Meetings Industry, individual and group site inspection tours; assemble and disseminate market intelligence and generate new leads for our Canadian colleagues; provide product knowledge to the U.S. MC&IT market; develop and co-ordinate major MC&IT promotions/marketplaces in the territory. They include:

February 20-21, 1991 - "We Love New York" Day, New York City
June 13, 1990 - "Showcase Canada", New York City

Outdoor/Adventure

Over 220 outdoor/recreation clubs have already been identified as being located in this territory. The outdoor/adventure media in this market are also highly enthusiastic supporters of these segments.

The challenges Canada faces include: perception of Canada being too expensive, direct air access to major tourism destinations and increased advertising/marketing budgets of our competitors.

Outdoor/Adventure Future Plans/Promotional Opportunities

The Consulate will undertake the following activities: continue to identify new contacts and update our Outdoor/Adventure profiles; arrange, in co-operation with the Canadian Industry, VCP (Media)/VCP (Trade), familiarization tours; assemble and disseminate market intelligence to the Canadian Tourism Industry, as well as provide new product knowledge to the U.S. marketplace; develop, in co-operation with the Canadian Industry, a series of educational training seminars.

Challenges include: increased budgets of our competitors and perception of Canada becoming too expensive.