

OVERVIEW

This office is a satellite of the Consulate General in Los Angeles. The area is rich in diversified industries, (computer and micro chip production, agriculture, gas and oil exploration and financial services). Major cities are: San Francisco, San Jose, Sacramento, Honolulu and Salt Lake City. Per capita income exceeds \$25K per year.

Population is generally well educated and multi-lingual and includes cross section of Baby Boomers, Affluent Middle Aged and Affluent Seniors. These people tend to be athletic, health conscious, and environmentally sensitive.

Canada is a popular destination due to good airline connections. The intermountain States have limited air service and need more exposure to our travel products and destinations.

ASSISTANCE AVAILABLE FROM THE POST

Marketing intelligence Sales leads/referrals
Travel industry counselling WIN Tourism Database

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

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|---|-----------------------------|--|
| * | <u>Senior (55 + years)</u> | Strong interest in golf, tennis, and RV travel. |
| * | <u>Middle Aged (46-54)</u> | Solid professional base for short stays and creative travel itineraries, many trips. |
| * | <u>Baby Boomers (26-45)</u> | Highly paid, food/health conscious, environmentally sensitive and active. Adapts well to outdoor adventure programs. |

Business Travel

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| * | <u>Associations</u> | Strong interest in major centres of eastern and western Canada, as well as resort vacations. |
| * | <u>Corporate</u> | Major centres of eastern and western Canada, as well as resort vacations. |
| * | <u>Incentive</u> | Interest in western and eastern Canada and resort vacations. |