

**PART I**

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**TOURISM MARKET PROFILES - US AND OVERSEAS**

This document is for the benefit of the Canadian Travel Industry. It is intended to assist the Canadian tourism industry seize potential opportunities afforded by the United States and the primary Overseas markets.

The brochure is designed as a reference to provide an overview of the various territories including market segment profiles and potential for Canadian tourism product development.

**PART II**

**TRAVEL TRADE & CONSUMERS SHOWS**

This United States, travel trade and consumers events list is for the benefit of the Canadian travel industry. It is intended to serve as an indication of the type of travel trade and consumers events scheduled to take place in the United States in 1991.

This list is by no means exhaustive nor complete. It has been compiled by geographical area of responsibility of the Canadian Consulates in the United States.

If you would like to receive more information on the event(s) listed in the following pages, we encourage you to either communicate directly with the organizers identified in the listing or with the nearest Canadian Consulate.

In addition, the Canadian Consulate also organize specially targeted promotional activities with the contribution of selected industry partners.

For further information we encourage you to communicate directly with the Canadian Embassy or Consulate identified in this document or contact:

External Affairs and International Trade (Canada)  
US Trade and Tourism Division (UTO)  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Telephone: (613) 993-7344  
Fax: (613) 990-9119

43-259-475

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JUN 11 1991

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