

OVERVIEW

Our proximity to Canada creates additional marketing opportunities for our suppliers. On an annual basis, 12 million U.S. residents enter Canada via Michigan.

Canada's potential for growth from our territory is increasing as travellers are now looking at your 3-5 day getaway packages, which are high yield, and include resorts and theatre weekends. Full service packages seem to be the trend, especially in the Baby Boomers and Middle Aged Travel segments.

With a high density of Seniors in our territory, tour operators have been quite successful in developing a strong following of senior and group leaders who will travel anywhere from 4-10 times a year. Ontario, Quebec, Western Canada and most recently, Atlantic Canada have become popular destinations for these groups.

The economy in our territory, is generally influenced by the auto industry which has commenced a turn around, resulting in significant increases in demand. The current weaker Canadian dollar also will play an important role in the selection of a destination this year.

ASSISTANCE AVAILABLE FROM THE POST

Tour operators, AAA lists	Media contacts
Program development	Travel trade profiles
Sales leads /referrals	Market intelligence
Co-op programs	FAM tours

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

The high density of Baby Boomers, Middle Aged and Seniors provide solid opportunities for Canadian destinations. Weekend packages to cities or resorts, which include arts, culture and theatre elements will be a major focus of visitors from this territory. Rubber tire, will still dominate mode of travel for this area, however the demand for motorcoach, rail and fly/drive packages are increasing.