

1) Tourism Program Abroad

Since 1982, responsibility for the delivery of the tourism program has been shared between Tourism Canada in Industry, Science and Technology Canada (ISTC); and External Affairs and International Trade Canada (EAITC). EAITC is responsible for delivering the program abroad and is specifically tasked with developing a number of market-initiated activities aimed at promoting new tourism products to Canada. In all, our tourism representation abroad consists of 20 experienced Canadian officers assisted by 77 professional commercial officers and support staff.

In addition to advising Canadian companies interested in marketing their tourism products and services abroad, our posts abroad are also directly involved in promoting Canadian tourism with interested Canadian and local partners. This is done by:

developing and implementing tourism market development plans;

providing market intelligence such as contacts, reports on opportunities, business conditions and structures, local business customs and distribution channels;

providing information about local companies and contacts, and advice on the most appropriate distribution channels;

facilitating market access for the Canadian tourism industry by assisting in the locating of a local sales agent or by arranging for participation in a travel show;

organizing and implementing cooperative tourism marketplaces and promotions that bring together sellers from our tourism industry with potential local buyers and distributors;

organizing educational and familiarization tours for the foreign tourism media, travel industry staff and meetings and conventions organizers;

identifying and qualifying business leads for the Canadian meetings, conventions and incentive travel segments; and

disseminating information about new tourism products and developments through newsletters and mailings in their territories.

Contact:

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