

Middle Aged (46-54 years)

While package tours have a more limited appeal in this group, there is still strong interest in individual travel, especially to Ontario and Quebec. One possible growth area is the golf/resort market, which has been successfully sold by other seasonal regions of the United States. Also, specialty trips, e.g. theatre packages have seen a rise in popularity, as have certain soft adventure packages, such as fishing and canoeing.

Business Travel

Associations

Greater Washington represents 32% of the nation's share of associations, with more than 1100 of these organizations able to meet in Canada. An additional 150 regional and national associations in the Philadelphia area can also meet in Canada. This is the most important market for this post, and the growing importance of a global economy is influencing more and more associations to become involved in international meetings. According to a recent survey, Canada is the international destination of choice to more than half of the associations who meet outside U.S. borders. However, there is strong competition, especially from Mexico and the Caribbean. The potential for new and repeat business is solid, however it will require a very concentrated sales and marketing effort by all Canadian hospitality companies.

Corporate

The greatest increase from the corporate meeting sector has come from Eastern Pennsylvania and Delaware. Currently the post has identified approximately 225 corporations that can meet in Canada. This is a potential market that is just now being researched, but the free trade agreements have given a new relevance to doing business in Canada.

Incentive

There are only a small group of incentive houses in the territory, consequently the development capacity is more limited. Best new source of business would be for the golf/resort facilities.