

OVERVIEW

Over 22 million people reside in the region, which has an economy that is highly diversified and is based on the four pillars of agriculture, manufacturing, transportation and financial services. Although large cities such as Chicago, St. Louis and Milwaukee are dominant, nearly 1/3 of the population resides in cities of under 100,000. Per capita income for the region exceeded \$17,500 in 1991. Large cities are demographically mature with population and employment growth occurring mainly in suburban areas, fuelled by rural migration and immigration. Chicago and Milwaukee in particular have large and distinct ethnic minorities.

Canada, though a popular and well regarded destination for visitors from our territory, is known mainly for its traditional touring and outdoor products. As is true for many "border" areas, the volume of business is in motorcoach/private vehicle travel to Canada. The region, which suffered proportionately less than other parts of the United States during the current recession, is expected to rebound strongly early 1993. This will result in increases both in business and leisure travel.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Counselling to travel industry
Sales leads/referrals
WIN Tourism Database
Monitor competitor activity

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

* Seniors (55 + years): Self drive and motorcoach tours remain core market. Growth anticipated in fly-drive programs and increased outdoor orientation for tours and special interest programs. Working closely with auto clubs and railroad companies is suggested, as well as new product development with tour operators.