

TOURISM PROGRAM STRATEGY SUMMARY

This document prepared by External Affairs and International Trade Canada (EAITC) is for the benefit of the Canadian travel industry. It is intended to serve as an indication of the strengths and limitations of the Canadian tourism product in the United States.

It also highlights the major opportunities and the main thrust of the tourism program delivery, and the potential for growth.

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

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APR 18 1991

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