

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

Seniors:

Significant number of affluent working and retired seniors reside in the Tri-State area. Rubber tire traffic to Ontario and Quebec, both as groups and individuals continues. Escorted tours (targeted to all income levels) are readily available from a large variety of operators based in territory. Outdoor, cultural and educational programs are of particular interest and have good growth potential.

Middle-Aged:

High percentage of Tri-State population are affluent, middle-aged consumers. Trend to shorter, more frequent trips apply. They seek convenience and high quality return for expenditures on service and amenities. City, touring, and resort packages to Ontario and Quebec remain in demand for both rubber tire and air travellers. Atlantic Canada has increased visibility in the market and continues to attract higher volume of passengers.

Outdoor market to British Columbia, Alberta, Ontario and Quebec is good with strong development potential. Lack of direct transportation and long travelling time to Western Canada limit significant growth. Promise of new bilateral agreements could greatly improve access to these markets.

Baby Boomers:

Like the middle-aged consumers in this region, baby boomers per capita income levels are among the highest in the nation. Leisure travel trends are to shorter, more frequent stays to convenient destinations that offer the activities and services specific to their needs. City, cultural, outdoor sports, eco-tourism are some of the programs with significant appeal to this segment. Ontario, Quebec and Atlantic Canada have continued strong growth potential and Western Canada remains less explored but of increased awareness and interest.