

### Ski Market:

Potential and demand for Canada ski product in the Southeast falls into three areas: 1) organized public ski clubs offering membership to the general consumer, 2) private or business-related ski clubs, and 3) the general public.

The organized public ski groups is the largest area with 80% of the membership belonging to the 16,000 member, 30-club Crescent Ski Council (in NC, SC, TN, VA, KY) 8,000 member Florida Ski Council, and 5,000 member Atlanta Ski Club.

Eastern Canada trips are more popular than western Canada (with possible exception of Banff); competition from Colorado is fierce and air connections and knowledge or exposure to Canada's various ski destinations need improvement.

Private businesses with employee ski clubs is a vast untapped potential; the same is true of the general public. Conservative estimates number potential skiers at 200,000. Eastern Airlines offers packages to Mt. Tremblant and Villa Bellevue from Atlanta, and Air Canada, Delta, and Canadian Holidays offer Eastern Canada successfully in Florida due to excellent air connections.

Some 50-70 ski clubs are on record with the Atlanta CONGEN and another dozen ski tour operators/wholesalers. Numerous venues exist in the Southeast for the promotion of ski product, including the Crescent Ski Council's annual convention, the Florida Suncoast Series, and Jerry Simon's SKIGROUP.

### Tour Operators and Travel Agents:

Between 1987 and 1990, the number of tour operators in the southeastern US increased 28.7%, from 233 to approximately 300. The number of tour operators actively selling Canada product increased from 98 to approximately 120, an increase of roughly 22.44%.

Currently the WIN database at the Atlanta Consulate stores information on 58 NTA tour operators, 37 of which are active to Canada; and 90 ABA tour operators, 58 of which are active to Canada. A survey is now in progress to complete the database.

There has been an increase in the number of retail travel agencies in the southeastern US. Between 1987 and 1990, the number increased from 3,525 to 4,204 or roughly 19%.