

## OVERVIEW

Strong cultural and family ties between the five New England States and Eastern Canada contribute to a strong level of awareness of Eastern Canada, and an active generation of trade. The New England States have successfully made the transition from manufacturing to a service-based economy.

The U.S. recession has hit New England exceptionally hard. Since February 1989, the region lost 563,200 jobs, wiping out almost 50% of job gains posted during the boom of the 1980's. Even with the severe economic downturn, the region remains economically important, scoring above average on all economic indicators. From 1980 to 1990, New England's share of the U.S. travel market increased from 11.8% to 15.4% of all U.S. visitors to Canada.

The New England market is well positioned and mature. There is potential for future growth in pleasure travel (outdoor/adventure) and business travel (meetings and conventions) as well as short-stay travel.

## ASSISTANCE AVAILABLE FROM THE POST

Market intelligence	WIN Tourism Database
Counselling to travel industry	Use of office facilities
Sales leads/referrals	

## CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

### Pleasure (Leisure) Travel

The 55+ age group (seniors) is increasing and offers opportunities. Efforts are being concentrated in selling new Canadian products and destinations through the travel trade.

New England represents excellent potential for outdoor products, both consumptive (fishing & hunting) and non-consumptive (adventure). Adventure travel is a growth market. Trends towards comfort, comprehensive trips and educational/cultural trips in the adventure market offer opportunities targeted to middle aged, baby boomers and seniors market.

### Business Travel

The New England territory, predominantly a corporate market characterized by smaller sized meetings (but with a higher frequency), represents untapped potential for the Canadian meetings industry. High tech, defense, banking and insurance are key sectors of the region's economy. The majority of associations located in our territory tend to be regional or state, (few national) and as such, are inclined to remain in New England.