

Media

New York is the print and media center of the world. The majority of all major networks are headquartered in this territory. The travel media is composed of over 200 magazines devoted specifically to travel; 80 daily newspapers; 380 weekly publications; 265 radio and 150 TV stations; as well as hundreds of freelance writers/photographers (list of media contacts available through Consulate).

Media - Promotional Opportunities/Challenges/Future Plans:

This office will undertake the following activities: continue to identify new contacts and update our media profiles; arrange, in co-operation with the Canadian Industry, VCP (Media) individual/group site inspection tours; assemble and disseminate market intelligence to the Canadian Industry; provide product knowledge to the U.S. media; develop and co-ordinate; in co-operation with the Canadian Industry, the New York Dateline Canada/Media Marketplace, as well as other targeted media promotions.

Our major media activity will be: Dateline Canada/Media Marketplace, March 5 & 6, 1990, New York City.

Meetings, Conventions & Incentive Travel

MC&IT Profile

The Association Market: Approximately 2,000 associations are located in the New York territory. Over the past several years associations have been relocating out of New York to New Jersey and Connecticut as well as a large percentage moving to Washington, D.C.

The Corporate Market: The New York territory, with some 450,000 corporations, continues to be the corporate center of the world. Over 200 of the Fortune 1000 are located within this territory. This, no doubt, represents the greatest market potential for Canada. Major industries include: banking, finance, communications and retailing. For New York corporate meeting planners, destination is the most important factor in the selection of a meeting site, followed by accessibility by air, cost, facilities and services.