



TOURISM MARKET DEVELOPMENT ABROAD



EAITC works together with Canadian tourism authorities to promote Canada as a competitive international travel destination.

With the support of public- and private-sector partners, EAITC and Tourism Canada (a branch of Industry, Science and Technology Canada) work to increase tourism export revenues from select international markets.

Through EAITC, Tourism Canada delivers comprehensive, strategically integrated marketing, advertising and public relations programs in both primary and secondary international markets. It provides EAITC with operational direction and shares funding for delivery of tourist market development activities abroad.

Tourism officers at EAITC's trade offices abroad:

- provide information on tourism market opportunities, local competition, business customs, distribution networks and strategic contacts;
- facilitate market access for the Canadian tourism industry, through, for example, organization and/or participation in local trade shows and travel promotions;
- organize and/or implement co-operative tourism marketplaces and promotions that bring together Canadian tourism product sellers with potential local buyers, distributors and travel trade representatives;
- organize Canadian tours and site inspections for foreign tourism media, the travel trade and business travel influencers;

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