

OVERVIEW

1992 was a year marked by recession and gloom in the UK. While economic analysts predict a GDP growth for 1993, unemployment continues to rise, investment continues to fall and business fails. However, early increases in retail expenditure tend to indicate a movement towards economic recovery. This includes the travel industry. Canada's traditional market of 55+ ABC1's and in VFR remains buoyant and continues to expand with annual increases in product. Increased competition by the Far East, Australia and the US will shift post's emphasis to product promotion as opposed to development.

Both summer travel and traditional touring product remain buoyant in the marketplace. We now need to focus on the 18-54 age group through appropriate product development and promotion. This should include sporting activities, short breaks with a menu of bolt-on activities and specialist activities. Hardest hit by the recession is corporate and business travel which will probably have a slower recovery period.

ASSISTANCE AVAILABLE FROM THE POST

Market Intelligence	UK product analysis
Counselling to travel industry	Tour operator profiles
Sales leads/referrals	Media database
	Business Travel (MC&IT)

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Seniors (55+ years), non-traditional regions, cities
- * 18-54 years, independent travel & outdoor activities
- * Special Interest Groups

Business Travel

- * Associations
- * Corporate
- * Incentive