

We will also participate in TOP/RESA, a show for tourism professionals, and organize ATELIER CANADA, a workshop to which we expect to attract 150 Canadian vendors and 1,000 French and European buyers.

We will devote 10% of the budget to these trade fairs and events.

vii) Information:

The Division's information service receives between 100,000 and 110,000 requests for information each year, by letter, telephone, visits to the Embassy and meetings at trade fairs, and distributes close to 400,000 brochures. These figures should grow by 10% annually over the next few years.

The Division will devote about 13% of the budget to this service.

viii) Studies:

The Division will spend on average 2.5% of the budget each year on studies intended to define a closer profile of different market segments and of the kinds of trips that people make to Canada.

ix) Reactive activities and operating costs:

The balance of the budget (7.5%) will be devoted to so-called "reactive" work: following up requests from Canadian suppliers or French operators, as well as operating costs (software, office supplies, jet services, etc.).

**Tourism:
Useful Contacts**

FRANCE

Canadian Embassy
Bernard Couët
Director, Tourism Section
35, avenue Montaigne
75008 Paris
ph: 011.33.1.44.43.28.13
fax: 011.33.1.44.43.29.94
bernard.couet@paris02.x400.gc.ca

CANADA

Canadian Tourism Commission
Mary Pavich
European Division
235 Queen Street
Ottawa, Ontario
Canada K1A 0H5
ph: (613) 954-3821
fax: (613) 964-3964

