

Tourism Program Strategy Summary

Post: Washington, D.C.

Territory Covered: District of Columbia, Maryland, Virginia, Delaware and Eastern Pennsylvania

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- **Major Opportunities and challenges:** Convention and Meetings Market provides greatest opportunity provided we play by Association rules. Greatest Challenge: competition is fierce, well financed and has effective attractive alternatives in all seasons.

- **Potential for market growth:** Some growth in Pennsylvania Motor Coach Market, as well as development of corporate market clientele.

- **Specific strengths and limitations including brief competitive analysis:** Nearness, familiarity and relative ease of access to Canadian product gives us an edge on International market. Domestic product more competitive at times (either perceived or real). Considerable concern about GST and price-sensitivity which could lead to perception of Canada as being too expensive.

- **Main thrust of program emphasizing priority segments and marketing strategy:**

1. Continue to develop association market for leads on major meetings (250 and over).
2. Develop corporate market for frequent but smaller meetings.
3. Develop Motor Coach Tour package market.
4. Assist Canadian partners through joint promotions.

- **Key partners associated with post activities:**

- Cities like Toronto, Vancouver, Ottawa, Montreal, Quebec, Halifax and their convention centres.
- Major provinces Alberta, Quebec, Ontario.
- Airlines, hotel chains represented in marketplace.

- **List most important promotional events plus location and date:**

- Canada's Call - Meeting Planners Marketplace, Philadelphia, Nov. 6, 1990, Washington, Nov. 7, 8, 1990;