

Touring/City/Culture

The impact of the New England travel trade (carriers, operators, wholesalers, retail agents) on traffic flows to Canada represents roughly 20% to 25% of the total number of visitors from this region and appears to have reached a plateau. Reports from hotels in Canada and motorcoach operators in this market for 1990, indicate an increase in cancellations and a drop in load factors. Efforts are being concentrated in selling new Canadian products and destinations through the travel trade.

There are approximately 1,200 travel agencies in our five-state territory and 55 Wholesalers/Tour Operators with Canadian programs. There are 36 American Automobile Association offices, five of which have motorcoach tour divisions. The seven airlines servicing Canadian from our territory are Air Canada, Air Alliance, Air Atlantic, Air Nova, Delta Air Lines, First Air, Northwest Airlinck and US Air. The two marine carriers are Marine Atlantic and Prince of Fundy Cruises.

Future Plans/Promotional Activities

- Travel trade presentations and seminars with several US and Canadian tour operators and airlines
- Visit Canada (Trade) Program
- Product testing tours with local U.S./Canadian operators
- New product development activities
- Support the attendance of local tour operators to:
 - Rendez-Vous Canada
 - Bienvenue Quebec
- Canada Media Day promotion in partnership with Canadian provincial and city media/PR representatives
- Visit Canada (Media) Program.