

(record #: 897)

SECTOR: Tourism
AREA: United States
DATE: Jan 1994
ACTIVITY: Travel trade; market place: Canada Salutes U.S. Seniors
LOCATION: Boston
CONTACT: J. Kern / R. Johansen EAITC UTO_
TELEPHONE: 613-944-8823 / 617-536-1731

EVENT: Canada Salutes U.S. Seniors - Boston Jan/94
PRODUCTS: Seniors Segment
SCOPE: Marketplace in Boston Territory
ATTENDANCE: Canadian sellers and U.S. Seniors Infl. buyers

(record #: 898)

SECTOR: Tourism
AREA: United States
DATE: Jan 1994
ACTIVITY: Travel trade; workshop: Dan Dipert travel show
LOCATION: Dallas
CONTACT: EAITC UTI_
TELEPHONE: 613-922-9806

CANCELLED, APRIL 1993

(record #: 899)

SECTOR: Tourism
AREA: United States
DATE: Jan 1994
ACTIVITY: Advertising Program in the primary U.S. Market to promote travel to Canada
LOCATION: U.S.
CONTACT: T. Penney ISTC -
TELEPHONE: 613-954-3874

The federal tourism advertising campaign provides the context for other private and public sector tourism activities, advertising and marketing initiatives.