

OVERVIEW

Almost as many people reside in the tri-state New York area as in all of Canada. The area is considered by many to be the business and media center of the world. The demographic of this highly industrialized and urban region consists of highly educated professionals and managers with a broad range of income and ethnic diversity.

This incredibly competitive market includes approximately 2,000 associations, 450,000 corporations with over 200 of the "Fortune 1,000" and about 50 incentive houses. There are approximately 250 tour wholesalers/operators, in addition to the 1,800 retail agents, 8 auto clubs with a membership of 2.2 million, 10 cruise companies, 10 on-line air carriers flying to Canada, one rail organization and one scheduled bus company that actively sell Canada. And, there are over 220 outdoor/recreation organizations, other than ski clubs, added to the above, all having the potential to promote, sell and visit Canada.

There are over 90 foreign government tourism agencies, and literally thousands of hotels resorts, airlines, cruises, etc., who are competing for the same eyes, ears and dollars of Canada's business and pleasure travel prospects. One look at the Sunday edition of The New York Times travel section one can see what Canada's competition does in this incredibly competitive market.

Sellers of travel products must approach markets in a new way; one cannot achieve business goals in the world class marketplace that is New York if it is approached in an "ad hoc" manner. A truly strategic collective effort, with fellow partners in travel, is needed to make an impact.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Sales leads/referrals
Counselling to travel industry

WIN Tourism Database
Use of office facilities