

Assistance not available from the post:

Co-op advertising support
Response to critically short lead times

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN TERRITORY:

TRAVEL TRADE/SPECIALTY MARKETS

Touring/City:

The absence of direct air routes to Canada from much of the post territory, especially Atlanta, is the largest constraint to tapping market potential for Canada as a destination. Scheduled service is good from Florida, which represents the greatest leisure travel market potential for Canada. American Airlines recently inaugurated nonstop service from Nashville to Toronto, which means that the territory can expect more business from Tennessee.

North Carolina represents the second greatest area of potential leisure travel to Canada. In the motorcoach segment, there are more tour operators active to Canada from NC than from any other southeastern state. Traditional destinations are eastern Canada and the Canadian Rockies.

Lack of consumer advertising in the Southeast is a concern in the touring/city market, and all segments for that matter.

Outdoor/Adventure:

There is excellent potential for market development in this particular segment in the Southeast. The most popular outdoor trips are drive trips, fly-drive, and fly-in. Most persons travel as individuals or in private 3-5 member groups; organized club trips usually include ten or more passengers; trip duration is a minimum of 1 week, maximum of 3. Typically the smaller groups book through travel agents. The larger organizations book on their own. Trips are planned 6 months out.

Sixty-five outdoor clubs are located throughout the Southeast, especially in the larger urban areas of Georgia, Tennessee, and North Carolina. The Atlanta CONGEN has identified approximately 30 outdoor shows, among them a dozen or so fishing shows as venues to tap into this segment.