

MARKET PROFILE AND PROMOTIONAL OPPORTUNITIES

Travel Trade

Travel Trade Profile

There are over 500 tour wholesalers/operators located in our territory, of which approximately 250 actively sell Canada. In addition, there are over 4500 retail agents (approximately 40% sell Canada), 8 auto club organizations with a membership of approximately 2.2 million, 9 cruise companies, 16 on-line air carriers flying to Canada, one Canadian off-line carrier, one rail organization and one scheduled bus company.

Travel Trade/Promotional Opportunities/Challenges/Future Plans:

The New York Consulate General will undertake the following activities: continue to identify new leads and update profiles on major tour wholesalers/operators; operate, in co-operation with the Canadian Industry, VCP (Trade) programs and familiarization/product testing tours; assemble and disseminate market intelligence to the Canadian Industry as well as provide new product data to the U.S. travel market; develop, in cooperation with the Canadian Industry and major U.S. wholesalers/operators, a series of educational training seminars for Canadian product distributors.

The challenges Canada is facing include increases in marketing and advertising budgets of our competitors, perception of prices becoming too expensive and direct air access to major tourism destinations.

The Consulate will co-ordinate and participate in the following major shows/marketplaces in 1991 (further shows/marketplaces may be added at a later date):

February, March & May, 1991 - Senior Travel Planners Marketplaces in the States of New York, New Jersey and Connecticut

March 4 to 7, 1991 - Travel Marketplaces in the states of New York, New Jersey and Connecticut.

This office will also produce a newsletter which will reach 3,500 US travel influencers.