

OVERVIEW

The State of California is the largest manufacturing location in the United States and has an economy about equal to that of Italy. Leading industries include the manufacture of transportation equipment, machinery, and electronic equipment, agriculture, biotechnology, and tourism, while principal natural resources include timber, cement, petroleum and natural gas. Southern California generates approximately 65 per cent of the state's economic activity. The population of the greater Los Angeles metropolitan area (11.3 million), is the second largest in the United States, and also the second largest banking center (behind New York). Arizona's economy is also largely based on manufacturing, particularly in electronics and aeronautics. Agriculture and tourism are very important and the state produces more than half of the nation's copper. Southern Nevada's economy is based largely on tourism centred on the gaming "capital" of Las Vegas and increasingly, the city of Laughlin, Nevada.

The region serviced by this post generates some 800,000 visitors a year to Canada, many travelling for motor coach, fly-drive and skiing vacations. Most potential for growth is in the short getaway (3-5 days), featuring one or more of the following characteristics: resort, sporting, self-drive, and nature. The region has been particularly hard hit by the recession, but remains a huge economy with good growth prospects in the medium to longer term.

ASSISTANCE AVAILABLE FROM THE POST

Local Market Intelligence	Familiarization and Site
WIN Tourism Database	Inspections Tours
Promotional Assistance	Loan Of Film and Videos
New Tour Development	Media Contacts
List of Consumer & Travel Trade Shows	

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Middle Aged Travellers (46-54 years):
Fly-drive tours, short stay city/resort value added: packages, nature/native culture programmes.
- * Seniors (55 plus years):
Nature/native culture programmes.
- * Baby Boomers (26-45 years):
Fly-drive tours, adventure experiences.

Business Travel

- * Corporate Meetings:
Personal development programmes incorporating soft to medium adventure aspects.