

In EAITC/Ottawa, the coordination of the International Tourism Program is done through the U.S. Trade and Tourism Development Division (UTO) in close consultation with other geographic Bureaus. UTO is the prime coordination link between Tourism Canada and all U.S. and off-shore posts.

The promotion of Canadian tourism abroad includes:

- ▶ developing and implementing tourism market development plans;
- ▶ providing the Canadian tourism industry with market data such as reports on opportunities, business conditions and structures, local business customs and distribution channels;
- ▶ facilitating market access for the Canadian tourism industry; (such as assisting in identifying sales potential or arranging participation in a travel show)
- ▶ organizing and implementing cooperative tourism marketplaces and promotions that bring together sellers from Canada's tourism industry with potential local buyers and distributors;
- ▶ identifying and qualifying leads for business meetings in Canada from the conventions and incentive travel industry; and
- ▶ disseminating information about new tourism product and industry developments through newsletters and mailings.

When contacting a tourism officer abroad, Canadian companies seeking marketing assistance should be prepared to fully describe their product or service, to explain the reasons for targeting a particular market segment and to provide a list of any marketing support such as familiarization tours, audio/visuals or display material they are willing to offer.