

MARKET SITUATION/POTENTIAL

Meetings, Conventions and Incentive Travel

The New England territory is predominately a corporate market characterized by smaller size meetings but with a higher frequency of meetings. High technology, defense, banking and insurance are key sectors of the New England economy. There are twenty Fortune 500 companies based in our territory. Associations located in the territory tend to be regional (few national) or state within New England.

Our general assessment of this market is that the territory represents untapped potential for Canada, the extent of which remains to be determined.

Future Plans/Promotional Activities

- MC&IT site inspection program
- Update MC&IT data base
- MC&IT presentation 1 for Quebec, 1 for Atlantic Canada.

Outdoor/Adventure

New England represents excellent potential for outdoor products, both consumptive (fishing & hunting) and non-consumptive (adventure). New England fishermen tend to be interested in a cold water fishery (trout & salmon), but there has been recent dramatic growth in bass fishing (warm water). Trends indicate a change from a backyard fishery to travelling further to pursue their interests. Fly fishing remains popular with an increasing emphasis on catch and release.

Three major Outdoor shows, Worcester, Springfield and Boston reach a potential audience of over 400,000. The New England Outdoor Writers Association (list available) provides an excellent vehicle for exposure in this market. Adventure travel is a growth market. Trends towards conform, comprehensive trips and educational/cultural trips in the adventure market offer opportunities.

Future Plans/Promotional Activities

- Increase data base - clubs & affinity groups
- Visit Canada (Outdoor Media) program
- Outdoor shows
- Adventure travel initiatives.