

OVERVIEW

The Pittsburgh Trade Office is a satellite of the Consulate General in Buffalo. Although the Pittsburgh office is responsible for all of western Pennsylvania and West Virginia, it has become apparent that our time is best spent in the Pittsburgh area with a population of 2.3M residents. US Air and Delta have a combined total of 8 flights daily to Toronto (from the new \$1 billion state-of-the-art airport which opened in 1993) and Air Canada and Canadian Airlines International provide connecting service throughout Canada. In the early 1980's, the US steel industry collapsed. Pittsburgh, being a major supplier, had to look at alternative strengths in the medicine, high technology, corporate service and education industry to recover. As a result of it's success it is now nationally recognized as a prototype of an industrial city that successfully managed a total economic transition within a 10 year period of time. It's work force is 70% white collar with an average income of \$34,177 annually. It is also one of the nations major health care cities and is the world leading center for organ transplants. As a result of it's diversity, it has excellent high yield potential for the business travel segment along with the pleasure travel opportunities.

ASSISTANCE AVAILABLE FROM THE POST

Market Intelligence Sales lead/Referrals
Counselling to travel industry WIN Tourism database info

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

Seniors/Middle Aged, Baby Boomers: 40% of 2.6 Million population in Pittsburgh. Area is 45 or older. Excellent potential for tour operators to package Canada.

Business Travel

Corporations: Pittsburgh ranks 3rd in US for world headquarters and houses 12 Fortune 500 companies and 14 Forbes 500 companies.

Associations: There are approximately 60 large associations in the Pittsburgh area.