

Skiing

Skiing organizations in this territory is an elusive exercise. Colleges, universities and corporations all have ski clubs. Many of these organizations work from offices without telephones or addresses, yet we keep a list of the high profile clubs who are interested in international travel.

Outdoor/Adventure

San Francisco is a cultural setting with few hunters and fishing devotees. Yet to in Colorado, Wyoming and Utah these people abound. The demographics for this region indicate that fresh and salt water fishing British Columbia is popular with visitors from all states in the region, hunters prefer Alberta, Manitoba, and Saskatchewan, canoeists travel to British Columbia, Manitoba and Ontario. These demographics significantly reflect the air corridors to Canada within the territory.

Media

Over the last several years this office has identified a large number of free lance travel writers who periodically write about Canada.

Major Publications

Sunset magazine, published by Lane Publications in Menlo Park, California is probably the best known publication in the territory. Their circulation of 1.7 million copies is distributed monthly throughout the 11 western States.

Motorland magazine, published by the California State Automobile Association has a circulation just under 2 million and is distributed throughout Northern California and Nevada. This office works closely with Motorland editorial staff to develop an ongoing supply of articles on Canada.

Assistance to travel and outdoor media offered by the Consulate can include one or more of the following: financial assistance to visit a Canadian destination for editorial research under the Visit Canada Program/Media; itinerary planning and arranging editorial contacts; research assistance; supply photography from our library or other sources in Canada, and coordination with provincial and municipal media officers.