

The states in the post territory have a number of major cities including Miami, Atlanta, and Charlotte; numerous centers of excellence (academic, R & D); high-tech and manufacturing industries; and a large service base. For these reasons, as well as a moderate climate, the South during the 1980s has been one of only two regions of the nation to gain more residents than it lost through internal U.S. migration, slightly edging out the Western U.S. in net increase.

According to a recent survey by Fortune magazine, Georgia was one of the biggest net gainers of Fortune 500 companies to move into the state, capturing 8 new corporate headquarters for the reporting year of 1988-1989. All together the SEUS is home for 32 of the largest industrial Fortune 500 corporations (see Appendix A for complete breakdown).

Significant developments in the territory include the selection of Atlanta, Georgia as the site of the 1996 Summer Olympics, which has and will continue to increase media and business attention on the Southeastern United States.

Stats at a Glance:

- . 1988-1989 average Unemployment rate for the territory: 5.7%
- . 1988-1989 Average Population Growth rate for the territory: 12%
- . 1988-1989 Per Capita Income by State:

Alabama	\$12,604	North Carolina	\$14,128
Florida	\$16,546	South Carolina	\$12,764
Georgia	\$14,980	Tennessee	\$13,659
Mississippi	\$10,992	Puerto Rico	\$ 4,301
		U.S. Virgin Islands	\$ 7,465

Assistance available from the post:

- Market intelligence
- Joint promotions/seminars
- Win Tourism Database
- Assistance in coordinating activities in territory
- Sales leads/referrals
- Counselling to travel industry