

TOURISM MARKET DEVELOPMENT ABROAD

EAITC helps the Canadian tourism industry to promote Canada as a destination for foreign tourists.

Tourism Canada (part of Industry, Science and Technology Canada) provides direction and primary funding for tourist market development activities abroad. It also helps Canadians develop tourism "products" to bring in foreign visitors. Provincial government tourism offices collaborate in these efforts.

EAITC tourism officers at trade offices abroad:

- provide information on tourism market opportunities and business leads (e.g., foreign contacts, reports on market development opportunities, local foreign business customs and distribution channels)
- initiate Canadian participation in travel shows and promotions abroad, etc.
- organize Canadian tours and site inspection for foreign tourism media, the travel trade and meeting/convention organizers
- disseminate information about new Canadian tourism and travel products
- represent the interests of all Canadian provinces in all foreign markets, especially in areas where they do not have provincial representatives.

A total of 23 EAITC posts around the world (15 in the United States plus one each in Paris, London, Frankfurt, Tokyo, Sydney, Mexico, The Hague and Hong Kong) have full-time tourism officers. In total, a staff of 102 officers at EAITC posts around the world provide tourism marketing support.

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