

The Watertown Daily Times will publicize the "Canada Day" on March 4 to readers in four counties. There will be a consumer show for 3 hours, with a hospitality suite for the travel trade. As for the fall, we plan to have two marketplaces in Syracuse and Rochester, and we will organize a Canada section at the "Travel Marketplace" in Buffalo in September.

The Consulate contracts the support services of "The Meeting Company" to assist in the show organization.

SKIING

There are 59 ski clubs in the territory, most of which we have on profile sheets. The annual Syracuse Ski Show is one of the largest and longest running in the East, and there are plans for a Buffalo Ski Show this fall. This area represents a good ski market for Canada, due to proximity to Quebec and to the Toronto airport for Western skiing departures. We have been successful in promoting both through media and ski club fairs and promotions.

The Consulate works closely with Isabel Gil, Fair Gordon and Heather Fernandez in Toronto to promote Quebec skiing by sending ski club trip chairmen to "Rendez-Vous Ski Quebec" annually, by co-hosting an annual "Quebec Ski Night" in Rochester and by hosting ski fairs.

MEDIA

Daily Newspapers

We work closely with the travel sections of the following three daily newspapers:

	<u>Circulation</u>
The Buffalo News	315,000
The Rochester Democrat and Chronicle/Times Union	674,000
Syracuse Herald Journal	231,750

All three are associated with American Publishers Representatives in Toronto for advertising.