

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

***Seniors (55 + years):** Texas has the second largest Senior population. It is fourth largest in total US retiree population. Prominent shows are Dan Dipert TravelWorld Marketplace and Kerrville Tours Breakfasts.

- * **Middle Aged (46-54 years):** Texas has the 3rd largest population of affluent middle aged travellers. Prefer packages and short trips. The major trade show is the FlyAAway Vacation Supermarket.
- * **Baby Boomers (26-45 years):** Texas has 3rd largest population of baby boomers. Prefer packages with activities such as ski packages. The Fly Away Vacation Supermarket is the major show.

Business Travel

- * **Associations** - This territory contains the third largest concentrations of associations.
- * **Corporations** - the third largest concentration of corporate headquarters
- * **Incentive** - the third largest concentration of insurance companies.

*Note: 10% of Fortune 500 Companies and 11% privately held Corporations are headquartered in this territory.