

### Meetings, Conventions and Incentive Travel

In 1989, Seattle and the Puget Sound area of Washington was ranked number 2 among major U.S. cities as a place to locate a business, according to a recent nationwide survey of top executives. More than 400 CEO's gave Seattle high marks for availability of skilled workers, governmental climate, access to international markets, quality of life and ability to attract executives and professionals. The area's growth industries are high-tech computers, software, advanced medical equipment and aeronautics and its related industries. As well, Seattle's position relative to the Pacific Rim is a growing factor in a buoyant economic profile for the MC&IT sector.

The entire territory has 3,070 registered associations, not including religious groups. There are 74 national trade and professional associations headquartered here. Also headquartered in the territory are 1,379 corporations with annual sales of over \$10 million U.S.

The MC&IT sector of the Consulate's Tourism Programme has generated \$7.5 million CDN in confirmed bookings for the first nine months of FY 89/90. That figure compares to \$5.2 million CDN for the entire FY 88/89 and \$1.3 million CDN for FY 87/88. It is estimated that in the medium term this sector could grow to annual sales bookings of \$10 million to \$14 million CDN.

Our MC&IT Data Bank currently has over 750 profiles on corporate and association contacts in the territory. Of these, more than 260 have been fully qualified as having an interest in meeting in Canada. New leads are regularly forwarded to the appropriate contacts in Canada for their follow-up.

Although this territory has few incentive travel specialty houses, incentive travel has been identified as an area of great potential in the corporate market. Our office hosted an incentive travel promotion, "The Great Canadian Getaway", in October 1989 and again in October 1990, featuring resort facilities which cater to this kind of market. Both suppliers and guests were very pleased with this promotion and it will be repeated again in 1991.