

markets are Providence, RI, Worcester/Springfield and New Bedford, MA, and Portland, ME. Even with a 7% unemployment rate as reported in November 1990 and an economic slowdown plaguing the region, Massachusetts remains economically important.

The New England states have successfully made the transition from manufacturing to a service-based economy. An early industrialization provided a pool of skilled labour and entrepreneurs. Universities have been a source of technologies, professional and technical manpower and entrepreneurs. The willingness to take a risk and availability of venture capital has facilitated start-ups. In recent years, the region has constantly scored above average on all economic indicators.

New England conservatism makes for a value-conscious and cautious buyer. The New England visitor of one or more nights stays three to four nights average and spends approximately \$255.00. The majority (63%) are for a pleasure/recreation holiday and most visitors are repeat (close to 90%); mode of transportation is 71% auto; 14% plane; and 8% bus. Half travel during July, August and September, with April, May and June a second choice. New England residents have an affection for active and passive outdoor/nature activities but touring remains their prime travel experience. The New England market is well positioned and mature. There is potential for future growth in the outdoors/adventure and meetings and convention markets as well as short stay travel. The over-55 age group is increasing and offers opportunities.

#### Assistance Available from Post

Market information; sales leads/referrals; joint promotions; counselling to the travel industry; assistance in coordinating activities in territory; MC&IT data base; use of office facilities.

#### Provincial Tourism Bureaux In-Territory

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Exchange Place  
53 State Street  
Boston, MA 02109  
(617) 723-3366

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4360 Prudential Center  
Boston, MA 02199  
(617) 266-7172  
Quebec Tourism