

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

There are over 4500, ARC approved travel agency locations throughout the southeast with 50% of those agencies being located in Florida. There are approximately 150 group operators and tour wholesalers in the area currently marketing Canadian product. The most popular product gaining the lion's share of available discretionary dollars is the cruise market.

Pleasure (Leisure) Travel

***Seniors (55+ retired):** Geographically the territory contains Tampa/St.Pete, Orlando/Daytona, Miami/Ft. Lauderdale, and West Palm Beach. All four have been identified as major areas of dominant influence for the Seniors. There is great potential for growth in Florida where over 40% of the population is retired.

***Middle Aged (46-54 years):** The southeastern United States has not been designated as a major population area for this segment. This segment should be targeted primarily with the big-city adventures.

***Baby Boomers (26-45 years):** Atlanta continues to be the growth center of the Southeast. Miami/Tampa/Atlanta all have active ski clubs. Potential for this market is big city weekender packages and eastern skiing. They also hold a potential for growth in ecotourism and soft adventure.

MEDIA

Atlanta is the home of Turner Enterprises (CNN, Headline News, TNT, TBS). Geovision, the Hispanic cable superstation is headquartered in Miami, broadcasting to a potential 25 million viewers.

In the southeast, there are 24 major daily newspapers with a circulation in excess of 100 million, 2004 AM/FM radio stations and 248 local television stations.

Business Travel

- * Associations (400 in territory)
- * Corporations (1200 headquartered in SEUS)
- * Incentive Houses (70 active in area)