

Population - 24 million (estimated)

The New York, New Jersey and Connecticut tri-state area plays a significant role in bi-lateral trade with Canada, accounting for over \$20 billion annually.

Population figures by State: New York (Consulate territory) - 12.9 million, New Jersey - 7.8 million, Connecticut - 3.3 million and Bermuda - approximately 58,000. New York City being the largest city in our territory, with a population of 7.1 million, is also the business and media capital of the United States.

Assistance Available from Post

Market intelligence, sales leads/referrals; counselling to travel industry; assistance in co-ordinating planned joint promotions/seminars and other activities in the territory; WIN Tourism Database; use of office facilities; newsletters to travel trade, media and MC&IT markets.

**CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN NY CONSULATE
GENERAL TERRITORY**

Touring/City

The major tour wholesalers and operators headquartered in this territory continue to feature Canadian tour packages. They, however, are looking to expand their programs to new destinations or include unique components in their tour packages.

Senior citizens are an important element of these segments and will require programs specifically designed for their needs/tastes.

Development of Art & Cultural tourism related programs would offer the Canadian Industry increased sales opportunities in this market.

The Canadian Industry is well situated to penetrate these segments. However, it is important that suppliers be pro-active in this market. They must be willing to work with the U.S. Industry in providing them with competitive pricing and market intelligence on new products. Consideration should be given by the Canadian suppliers in making direct sales calls and participate in major travel shows held in this territory. (List of these shows available through the Consulate.)