

OVERVIEW

The Canadian Government Trade Office in Cincinnati is a Satellite office of the Consulate General in Detroit. The Cincinnati office is responsible for tourism promotion, for all marketing segments, in South/Central Ohio, and the entire state of Kentucky. This area encompasses the five major metropolitan markets of Dayton, Cincinnati and Columbus, Ohio, as well as Louisville and Lexington, Kentucky. These cities have a population base of approximately 5.5 million people. Due to the diversity of the economic base in the region, we are well prepared to benefit as the economy improves this year. Although the "rubber tire" market accounts for approximately 65% of all Canadian tourism revenues from the territory, additional growth should be fuelled by improving air service to Canada. The trend toward shorter vacations and cruises seems to hold true for our area, as these dominate advertising in the local territory. With a stronger economy, and well positioned tourism products aimed at the target markets we should see a marked improvement in travel to Canada.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence	Sales leads/referrals
Counselling to travel industry	WIN Tourism Database

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * The Cincinnati territory offers the most promise for the touring senior and middle-aged target markets. Most have been to Canada, have a favourable impression, and will go again. Interest is increasing in all areas of adventure travel. People seem to be looking for participative experiences.

Business Travel

- * The best opportunities in Corporate Travel, fall within the small meeting category of 50-250 attendees. There is significant interest in incentive travel with many insurance companies located in the area. Associations represent solid opportunities, and seem to have increasing interest in Canada.