

CANADIAN PRODUCT DEVELOPMENT

Outdoor

There are two major sportsmen shows in our area: Harrisburg, PA and Baltimore, MD. The dominant area of interest in the outdoor market is in the state of Pennsylvania, followed by Virginia, Delaware and the District of Columbia.

Touring

Areas of Canada included in the 75% of the tours to Canada from our territory in order of volume are: Ontario, Quebec and Atlantic Canada. Shorter tours are selling better than long haul programs. There has been an increased interest at finding new activities at destinations, and new destinations within the standard provincial programs.

City/Culture

Our motorcoach operators are finding a greater interest in city tours that combine the visit with cultural activities which their clients can participate in. They are also packaging shorter trips. Clients are looking at the same destination area visited before, but want a different site or theme as part of their trip.

Cruise Lines

There are 24 cruise lines represented in our territory of which 4 include programs to Canada, notably Regency Cruises.

Air Carriers

There are a total of five on-line carriers to Canada from our territory:

US Air to Toronto; Ottawa; Montreal; Eastern Airlines to Toronto; Montreal; Ottawa (To end of April 1991 only) Delta Air lines to Toronto; Lufthansa German Airlines to Montreal; and Air Toronto to Toronto.

Connections to other points of Canada are available on:

United Airlines to Vancouver, Toronto and Calgary;
Delta Air Lines to Vancouver, Calgary and Edmonton;
Northwest Airlines to Ottawa, Edmonton and Vancouver.