

Outdoor/Adventure

There are three major sport shows in the territory. Canadian exhibitors report good response from each. Post has been successful in working with members of the New York State Outdoor Writers' Association in promoting Quebec fishing and hunting. "Canada East" will exhibit at a Buffalo sport's show for the first time this year. Ski clubs have potential for year-round adventure travel other than skiing.

Meetings, Convention and Incentive Travel

There are five Fortune 500 companies in this territory, but there is good potential for small corporate meetings close to the border or incentive getaways due to "middle management glut", where incentive awards take the place of promotions in motivating middle management or sales force.

In our MC&IT database, we currently have 267 profiles of companies with potential to meet in Canada. As for incentive travel, there are five incentive firms in our territory. The Consulate has plans to host a marketplace, "Canada Showcase", for meeting and convention planners in Buffalo on February 12, 1991, timed to facilitate travel for exhibitors in the marketplace sponsored by Quebec in Toronto on February 14.

TRAVEL TRADE

There are 567 retail agencies in the territory, 16 auto clubs with 12 branches and 47 wholesalers/tour operators. Auto Travel Departments of the auto clubs have been very helpful in supplying numbers of "triptiks" done to Canada.

Future Plans/Promotional Opportunities

The Consulate will sponsor Canada Marketplaces for the travel trade in the Spring and Fall as follows:

- March 4, - Watertown
- March 5 - Syracuse
- March 6 - Rochester
- March 7 - Buffalo