

Tourism Program Strategy Summary

Post: Boston

Territory Covered: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Post Contact: Jacques Duval, Consul & Trade Commissioner (Tourism)

Phone Number: (617) 536-1731

Fax Number (617) 262-3415

- **Major opportunities and challenges:** Highest per capita income (CDN \$23,420) in US. and low unemployment. High tech, defense and financial services are key sectors for corporate meetings. One third of the population is 45 years or older, an encouraging sign for increased travel due to more time and high discretionary income.

- **Potential for market growth:** Potential for growth in corporate meetings, outdoor/adventure markets and touring/city/culture.

- **Specific strength and limitations including brief competitive analysis:**

- Proximity, uncrowded destinations, the safety factor and the "foreignness" of our tourism product, all remain definite advantages for Canada;
- Direct air access from Boston to Toronto, Ottawa, Montreal, Halifax, Saint John and Yarmouth;
- New England offers a wide variety of travel experiences not unlike those promoted by Canadian destinations.

- **Main thrust of program emphasizing priority segments and marketing strategy:**

1. Corporate meetings: increased awareness of meeting products through presentations, and site inspections.
2. Touring/City/Culture: Increase package tour offerings and work with specialized media.
3. Outdoor/Adventure: Work with specialized media and increase awareness of Canadian adventure products.

- **Key partners associated with post activities:** Ontario, Quebec, Atlantic Canada, Toronto, Ottawa, Montreal, Quebec City, Halifax, Saint John, USAir, Air Canada, Delta Air Lines, Air Nova, UTL, various Canadian and local private sector.