

**OVERSEAS TOURISM MARKETS
1990-91**

Activities

Post	Trade/Media Events/Act.	No. of Guests to Canada	No. of Partners	Tourism Resources	Partners Leverage	Media Coverage (\$,000)	Incremental Revenue (\$,000)
Dusseldorf	n/a	n/a	n/a	n/a	n/a	n/a	n/a
London	100	219	283	200,000	538,710	2,513	6,842
Paris	138	133	311	340,000	1,203,000	7,000	75,000
Tokyo	30	183	119	237,082	778,140	8,461	18,642
TOTAL	268	535	711	777,082	2,519,850	17,974	100,484