

- \* **Middle Aged (46-54 years):** Western Canada is well-suited to match the travel trend toward short getaway vacations from the Pacific Northwest. Packages to well known city (Vancouver, Victoria, West Edmonton Mall) and resort (Whistler) destinations are leading sellers. Eastern Canada destinations that this segment has the resources and time to visit need greater awareness in this market in order to sell. Improved air access is also essential.
- \* **Baby Boomers (26-45 years):** The Pacific Northwest is a leader in the computer software industry and has seen an influx of a young, well-educated, high-income workforce which is interested in experiencing new and challenging opportunities. This segment has more demands on its leisure time so takes shorter but more frequent vacations. City and resort getaways are popular. Western Canada's outdoor tourism products appeal to the highly active, family-oriented lifestyle of this segment.

### **Business Travel**

- \* **Associations:** A growing regional orientation between the Pacific Northwest states and B.C. and Alberta has created a trend for U.S. associations to meet with Canadian counterparts and to routinely hold their meetings in Canada on a rotating basis. Some associations are cutting back meetings outside the territory because of cost but are still willing to go to western Canada. There are few large associations located in the Post territory, but the many small ones represent very good repeat business potential.
- \* **Corporate:** Many corporate travel programs are on hold due to recessionary concerns. Those companies that do travel are looking for good value. Expensive frills are being eliminated. B.C. and Alberta have the opportunity to capitalize to some extent because their proximity means reduced transportation expenses.
- \* **Incentive:** There are no major incentive travel houses located in the Pacific Northwest, but several travel agencies have been identified as key players in this fast growing market. A new SITE chapter is being formed in Seattle and it is hoped this organization will help to educate corporations about incentive travel. Western Canada has many getaway-style destinations that are attractive for the incentive market.