

CANADIAN CONSULATE GENERAL/TOURISM

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Tourism Personnel

Jacques Duval, Consul & Trade Commissioner/Tourism, Program Manager; also responsible for Special Projects, Field Intelligence.

Ralph Johansen, Commercial Officer/Tourism. Responsibilities: Meetings, Conventions and Incentive Travel; Outdoor/Adventure market (hunting/fishing/ski), Specialized Media (MC&IT/Outdoor/Adventure).

Janet Aiton, Commercial Officer/Tourism. Responsibilities: Travel trade - tour operators, travel agents, airlines, auto clubs; Arts & Culture Market; General Media.

Linda Schmidtke, Secretary to Program Manager.

Wendy Diltz, Secretary to Commercial Officers/Tourism.

Territory Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Population 9.5 Million.

Historically, there are strong culture and family ties between the five New England states and Eastern Canada, particularly Quebec and the Atlantic Province. It is estimated that 25% of Vermont and New Hampshire residents have a Franco heritage. There is also a strong level of awareness of Eastern Canada and an active generation of trade between the two regions. Massachusetts alone represents 60% of the New England population (excluding Connecticut), with close to 40% living in the metropolitan Boston area. Boston has experienced rapid growth in the 1980's and Massachusetts in particular fared well with low unemployment and the highest growth rate in the US. That phenomenal growth, though exhilarating, was clearly unsustainable. Readjustments are underway and the region is in for some slow years. Other major