

The region comprises of 11% of the land mass of the US and 8% of the population. The major metro centres of the territory include San Francisco/Oakland/San Jose, California, Denver, Colorado, Salt Lake City, Utah, Sacramento, California and Honolulu, Hawaii.

The economy of the region is derived from aerospace, and high technology (computer software and hardware manufacturing and biogenetics), agriculture, tourism, and gas and mineral exploration.

POST ASSISTANCE

This post can assist your organization with marketing intelligence, counselling to the travel trade, coordinate activities within the territory, sales leads and referrals, joint promotions and seminars.

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Touring/City

Due to the mild climate of California retirees from across the nation flock to the Golden State armed with their household goods and a recreational vehicle. For many it is an opportunity to travel to leisure. Several tour operators in this territory have identified the seniors market as an affluent market to lure visitors to Canada. Over the past several years group leaders have become an important extensions to the tour sales office. Vehicular and escorted tour demands have increased in recent years to Canada due to seniors retiring to California and Colorado.

Over the past four years this office has made the commitment to develop the State of Hawaii travel market. Our demographics indicate that there is a strong potential for reasonable travel trade between Hawaii and western Canada for summer and winter programs. Several tour operators are doing quite well in providing ski packages to Whistler and the Canadian Rockies.

Outdoor/Adventure

There are several major outdoor sportshow held throughout the territory each year. One of the largest is the International Sportsman Exposition held each year in San Mateo, Sacramento and Denver. Attendance at this venue hovers near the 150,000 market. Canadian suppliers abound promoting their product and services to the potential American visitor.