

A budget of \$60 thousand was also made available to the posts to cover activities under the Technology Inflow Program (TIP) in which posts proactively seek out technology for adaptation to Canadian firms.

Tourism:

The 15 posts in the US that delivered the tourism program generated \$339 million in incremental tourism revenue for Canada with a staff of 40 officers. With a budget of over \$1 million the program encompassed a full spectrum of promotional activities including:

- 480 promotions;
- 116 familiarization tours for 1,377 travel industry contacts;
- 339 individual site inspections for the business travel sector;
- 166 site inspection for the travel trade sector;
- 452 site inspections for the travel media contacts resulting in \$33 million of editorial coverage.

For each \$1 invested in the tourism program, approximately \$300 was generated for the industry. Of this amount, the Business Travel sector alone contributed \$217 million and shows a return of \$200 for every dollar invested.

The primary markets for the overseas tourism program are the UK, Japan, Germany* and France. Post activities in this sector generated a total of \$100 million in incremental tourism revenue for Canada. The \$1.7 million program budget was matched 1.5 times by Canadian and local partners resulting in a total spending of \$4.2 million. The return on investment amounted to \$60 for each federal dollar spent in these countries.

* 1990/91 figures for Germany (Dusseldorf) were not available at the time of completion of the report.