

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel:

Seniors and Middle Age Touring/City

There has been an increase in new tours to Canada, particularly city packages to Montréal and Québec City. The Middle Aged market potential for short 3-4 day trips is high. With the Senior Citizens market now the second largest in the United States, many new opportunities to target this audience now exist in the territory. Two travel show, GLAMER (Group Leaders of America) and Senior Options, (both held in the Twin Cities - fall), offer exposure to this emerging market segment. Motorcoach travel and independent over-the-road visits to Canada are high.

Middle Aged and Baby Boomers Outdoor Adventure

There are a significant number of major sports shows in our territory including those that also market boats, motors and fishing equipment, the largest being the Greater Northwest Sportshow each March in Minneapolis. In addition, the All-Canada Outdoor/Adventure Vacation Show features Canadian-exclusive product in the Midwest market. The Middle Aged Affluent and, to a lesser extent, the Baby Boomers are the primary customer base of potential.

Baby Boomers and Middle Aged Skiing

Destinations currently being offered most frequently are Jasper, Banff and Lake Louise. In the past, airfares have been the biggest obstacle to promoting Canadian ski destinations. Air travel by the Baby Boomer market is significant.

Business:

Business Travel

In this territory there are 26 Fortune 500 companies, 22 Fortune 500 service companies and 16 of Forbes' 400 largest private companies, including the largest, Carlson Travel Group

The Corporate and Associations

Our Business Travel Data Base, has profiles on 576 organizations, corporations and associations. Of these, 459 have the potential to meet in Canada and 177 will not or cannot meet in Canada.