

## OVERVIEW

The Atlanta Post territory covers an area of 346,214 square miles, containing approximately 16% of the total U.S. population. The states in the Post territory have a number of major cities, including Atlanta, Tampa, Miami and Charlotte; numerous centers of excellence (academic, R&D); high-tech and manufacturing industries; over 100 U.S. military installations; and a large service base. For these reasons, as well as a moderate climate, the South during the 1980s has been one of only two regions in the nation to gain residents through internal U.S. migration.

Corporately the Southeast is the headquarters for of 32 of Fortune 500 manufacturing corporations 51 of the Fortune 500 service companies. Over 450 of the top 500 manufacturing corporations also maintain sales or service operations in the southeast.

The absence of non-stop air routes to Canada from much of the post territory, especially Atlanta, is the largest constraint to tapping market potential for Canada. Scheduled service is good from Florida, which because of their high population percentage of Seniors, represents the greatest leisure travel market potential for Canada. Canadian Airlines increases their service in and out of Florida during the peak winter season, however there needs to be a concerted effort made to sell the business northbound, taking advantage of Canada's "guaranteed snow" and "Toronto Theatre and Shopping" opportunities. Air Canada maintains a year round operation in Tampa and Miami and Delta Air Lines now offers non-stop service from Miami to Toronto.

North Carolina represents the second greatest area of potential leisure travel to Canada. There is a large concentration of white-collar industries which produce a population with a higher level of discretionary income. North Carolina is also the home of several of the more active motorcoach operators in the United States. Their major area of concentration historically has been eastern Canada, but they are showing some expansion towards the Canadian Rockies with their product offering.

## ASSISTANCE AVAILABLE FROM THE POST

Market intelligence Sharing  
Leads/referrals  
Identify markets opportunities  
Site inspection assistance

WIN Tourism database  
Travel industry counselling  
Media development