

and real estate costs. Since 1987, 74 Canadian companies, with Toronto based "Variety Corp." recently added to the list, have expanded or set up operation in Buffalo, and the number of single family homes built in the country has increased by 35%. Buffalo was recently named host for the 1993 World University Games.

The wealthiest Upstate city, Rochester, relies on manufacturing to keep going. In the past ten years, its population has increased 2.2%. It is cited as having more job opportunities than any other Upstate city, being the home of Kodak and Bausch & Lomb.

Syracuse, largely because of its position in the center of the state, is cited as having the potential for the greatest growth in all of Upstate New York. Presently the 5th largest city in the state, it is relying on high tech start-ups to provide future jobs. One of the largest shopping malls in the state, The Carousel Mall, recently opened here.

Binghamton, a city said to have more of an affinity with Central Pennsylvania because of its location, has recently faced lay-offs in its primary defense and computer industries. It also is now "shifting its gears" to the service sector.

Assistance Available from Post

Market intelligence	Sales lead/referrals
Joint promotions/seminars	Counselling to travel industry
Select profiles from WIN	Assistance in coordinating
Tourism database	activities in territory

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN TERRITORY

Touring/City

Potential for one to five day trips is high, although operators report success with new longer tours, such as eleven day Quebec/Labrador or ten day Nova Scotia. Canadian Rockies sell well. Several operators have increased or varied Canadian tours. Competition is forcing differentiation, and some companies now work together and feed into each others' tours. Two of the largest operators dropped their retail program and work with preformed groups. Week-end trips continue their popularity. Unfortunately, there is only one direct flight a day from Buffalo to Montreal, but several from Syracuse. Toronto is perceived of as a vibrant city with much to offer, but is thought to be expensive. The "phantom" seems to be the largest draw presently.