

- increasing overnight visits from the Asia-Pacific region to 1.7 million, an increase of 11 percent from 1996; and
- obtaining \$8 million in partner contributions for the implementation of the Asia-Pacific marketing program.

Business Travel

The marketing program to the United States will involve an integrated mix of targeted, direct-response advertising; direct mail; relationship marketing; promotions; direct selling and account management. Central to the medium-term strategy is the inauguration in 1996 of the database development project, anchored by outbound tele-research to identify, qualify and profile potential meeting buyers in the United States.

The strategies are to:

- put Canada front and centre in the U.S. meetings and incentive travel market;
- expand the client base in the United States for Canadian suppliers;
- institute a more aggressive relationship marketing approach;
- establish brand identity for Canada in the meetings and incentive travel market; and
- continue the emphasis on partnerships, including development of off-season opportunities.

Target market segments include association meetings and conventions, corporate meetings and incentive travel.

For 1997, the CTC, in co-operation with industry, will work toward:

- increasing total U.S. business travel receipts by 7 percent to \$1.25 billion, an increase of \$158 million over 1995;
- increasing the volume of overnight business travel arrivals from the United States by 7.3 percent to 2.066 million person-trips; and
- achieving a CTC-to-partner funding ratio of 1:1.06.

Marketing Projects

The CTC is currently in the process of developing the operational plan for 1997-98, in consultation with the industry and the provinces. The plan's objectives are to bring as many tourism interests as possible under a common marketing umbrella.

For a comprehensive list of the marketing projects that the CTC will undertake in 1997-98, or to obtain information on partnerships, please communicate with one of the contacts identified below.

Contacts

Canadian Tourism Commission

The Americas
Tel: (613) 954-3953
Fax: (613) 954-3988

Overseas
Tel: (613) 954-3975
Fax: (613) 952-7906

Department of Foreign Affairs and
International Trade
United States Business Development Division
Tel: (613) 944-6903
Fax: (613) 944-9119

International Trade Centres

British Columbia

(Includes responsibility for Yukon Territory)

Vancouver

Tel: (604) 666-0434
Fax: (604) 666-0954

Alberta

(Includes responsibility for NWT)

Edmonton

Tel: (403) 495-2944
Fax: (403) 495-4507

Calgary

Tel: (403) 292-4575
Fax: (403) 292-4578

Saskatchewan

Saskatoon

Tel: (306) 975-5315
Fax: (306) 975-5334

Regina

Tel: (306) 780-6325
Tel: (306) 780-6124
Fax: (306) 780-8797

Manitoba

Winnipeg

Tel: (204) 983-5851
Fax: (204) 983-3182

Ontario

Toronto

Tel: (416) 973-5053
Fax: (416) 973-8161

Quebec

Montreal

Tel: (514) 283-6328
Fax: (514) 283-8794

New Brunswick

Moncton

Tel: (506) 851-6452
Fax: (506) 851-6429

Prince Edward Island

Charlottetown

Tel: (902) 566-7443
Fax: (902) 566-7450

Nova Scotia

Hallifax

Tel: (902) 426-7540
Fax: (902) 426-5218

Newfoundland

St. John's

Tel: (709) 772-5511
Fax: (709) 772-5093