

**GENERIC TITLES TO BE USED BY EAITC POSTS IN
THE U.S. FOR MAJOR TOURISM PROMOTIONS**

During the fiscal year 1993/94, the U.S.A. Posts will be using generic titles for all their major promotions, marketplaces, shows, seminars and workshops, this will allow the Canadian Tourism Industry to better understand the audience our Posts are targeting for a specific event.

Type of Activity

Generic Name

Travel Trade Promotions

Spotlight Canada

Seniors Programs

Canada Salutes U.S. Seniors

Adventure / Outdoor Programs

Adventure Canada

Winter Programs

Canada's Winter Wonderland

Ski Programs

Ski Canada

Golf Programs

Golf Canada

Media Programs

Dateline Canada

Business Travel Programs

Showcase Canada