

There are approximately 1,100 retail travel agencies in the territory - 590 in Washington, 300 in Oregon, 150 in Alaska and 60 in Idaho. As elsewhere, there is an increasing trend towards mergers of agencies in order to obtain more clout with travel suppliers. There are also 47 AAA branch offices in the four state region with 610,000 members.

Major Tour Operators/Wholesalers in Territory:

- Holland America Westours; Princess Tours; Brennan Tours; Joseph Van Os Nature Tours; Gray Line of Seattle

On-Line Air Carriers From Territory to Canada:

- Air Canada/Air BC; Canadian Airlines International/Time Air; Horizon Air; United Airlines; Continental Airlines; Delta Airlines; Thai Airways International; Lake Union Air; Kenmore Air

Motorcoach Companies to Canada:

- Greyhound; Gray Line of Seattle; Empire Lines; Alaska Coachways

Cruise Companies:

- Holland America Line; Society Expeditions; Clipper Navigation; Washington State Ferries, Black Ball Ferries; Alaska Marine Highway System

Media

A very large number of travel writers and photographers live in the Pacific Northwest region. Our Media data bank currently lists 320 freelance writers, photographers, travel publications, fishing and outdoors publications, radio stations and television stations.

The office works closely with these media representatives to encourage wider coverage of Canada's tourism products. We will coordinate visits to selected regions and destinations in Canada (VCP Media programme) in cooperation with the provinces/territories and private sector.

In 1990, there were magazine and newspaper articles published, radio and television coverage aired which had a total of over \$2.2 million CDN in equivalent advertising value which can be directly attributed to our office's media efforts. Of course, the return on media visits to Canada that we have arranged will continue to grow considerably as more material is published or aired over the next couple of years.