

## OVERVIEW

The territory's population and economic focus is mostly concentrated along the I-5 corridor of western Washington and Oregon including metropolitan Seattle and Portland. This region has largely avoided the recession that has slowed much of North America with a relatively buoyant economy based on aerospace and high-technology. The rest of the territory, including eastern Washington and Oregon, Idaho and Alaska is thinly populated and dependent on struggling natural resource economies (logging, fishing, agriculture and oil).

Geography dictates that most Canadian tourism is to B.C. and Alberta. Significantly, these are the only provinces to show steady growth in visitors in recent years. There is little awareness of eastern Canada, however, and a lack of direct air links to the east impedes tourism to that region.

Competition for western Canada comes from similar destinations within the Pacific Northwest and from traditional "sun" destinations (Hawaii, Mexico). New and better packaging will help improve Canada's marketing advantages in the future.

## ASSISTANCE AVAILABLE FROM THE POST

|                             |                               |
|-----------------------------|-------------------------------|
| Market intelligence sharing | WIN Tourism database          |
| Leads/referrals             | Travel industry counselling   |
| Site inspection assistance  | Identify market opportunities |
|                             | Temporary office space        |

## CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

### Pleasure (Leisure) Travel

- \* **Seniors (55 + years)**: Post has identified over 90 tour operators in territory that target affluent seniors, ranging from high-end national marketers (Holland America Westours, Princess Tours) to small companies with 1-2 tours. Proximity makes B.C. and Alberta major destinations for rubber-tire traffic. The large Pacific Northwest RV market is made up of affluent seniors/retirees free to travel further, longer and more frequently. Strong potential for off-season travel. Soft adventure products designed specifically for active seniors have considerable potential.