

* Middle-Aged (46 - 54 years):

With several outdoor shows, as well as special interest golf and ski shows, there are many avenues for reaching this market. Post has membership in New York State Outdoor Writers' Association. Additionally, Consulate-sponsored travel trade shows provide an indirect means to reach this segment.

* Baby Boomers (26 - 45 years):

Three Rochester-based adventure tour operators cater to this segment along with 65 active ski clubs. There is a growing interest in golf, especially in Rochester, which hosts a LPGA event annually and hosted the 1990 U.S. Open.

Business Travel

* Associations

Although most New York State associations are based in Albany, which is in the territory of New York City, we have identified approximately 75 associations who plan conventions. Most are in our WIN database and are invited to our "Showcase Canada." Several medical associations have headquarters offices at Buffalo and Rochester-based universities.

* Corporate

With eight "Fortune 500" companies based in the Buffalo Consular territory, the Rochester area alone exported a record \$6.3 billion worth of products in 1987, more than the overall totals from 30 states. The Consulate General has updated meeting histories of about 300 companies in its WIN database. Local business publications offer good advertising opportunities. Planners predict a healthier climate for off-site meetings in 1993.

* Incentive

Most of the incentive houses, including branches of Carlson and Maritz, are based in Rochester. There is potential in this sector since in these economic times promotions are few and far between. Companies rely on incentives to motivate staff. The chief competition for Canada is Arizona, Florida, and Hawaii. Montreal and Quebec City are popular Canadian incentive destinations.