

US and Overseas Market Opportunities: The U.S. tourism market remains by far Canada's largest but forecasts indicate only a moderate growth rate of approximately 1.4% per year for the next four years. Meanwhile, overseas markets have been growing at a 8% annually. Forecasts suggest steady growth in overseas visitors from 3 million (1990) to possibly 3.5 million yearly by 1994. The four preeminent international markets for Canada are the United Kingdom, France, Germany and Japan.

Tourism Worldwide: Internationally, it is predicted that tourism may well be the world's number one industry by the year 2000. However the industry will operate in an environment of intense and increasing international competition. Because tourism is now estimated to be growing at an annual rate of 3.6% worldwide, a lower rate than the 8.4% previously anticipated, it may be difficult for the Canadian industry to maintain its position in this marketplace without changes in products and marketing techniques to match modifications in demographics and travel patterns emerging in world markets.

Canadian Capability: The Canadian tourism industry generates sales of nearly \$26 billion, accounts for 4% of the Canadian GDP, ranks fourth in foreign exchange earnings and produces some \$11.7 billion in taxes for all levels of government, of which \$6.0 billion accrues to the federal government. Tourism creates jobs across Canada including regions of economic disparity and often spurs economic development in smaller communities.

STRATEGY: To increase visitor expenditures by raising the travel trade's awareness of Canada as a component of its offerings to consumers, focusing on high yield and by:

- coordinating and leading international tourism marketing efforts under the policy guidance of Tourism Canada;
- concentrating program activities on new product/market development, pertaining to three distinct tourism experiences offered by Canada: Touring, Cities and the Outdoors;
- promoting the development of new, enhanced package tours/travel year round with emphasis on shoulder seasons;
- identifying high level media and promising trade representatives and buyers for VCP (Media and Trade), Rendez-Vous Canada and provincial government marketplaces;
- targetting calls and post promotions towards elements of the trade catering to high yield travellers, particularly the double income, seniors and entire MC&IT/business travel segments;
- increasing the level of intelligence gathering with travel influencers and disseminating actionable commercial leads to the clientele and strategic data to Tourism Canada;
- contributing to the achievement of strategic alliances under guidance of Tourism Canada;
- promoting the creation of increased trading partnerships between US buyers and Canadian seller;