OVERVIEW

This territory, while sparsely populated, is one of the strongest and best-balanced regional economies in the U.S. and hence represents an important market for Canada.

In area the territory represents 14 percent of the U.S. but it contains only 4.5 percent of the nation's population. Its density is only 21 people per square mile (compared with 64 for the entire country), ranging from 50 people per square mile in Minnesota and Iowa, to 5.5 in Montana. About a fifth of the total territory population is in the Twin Cities metro area of Minneapolis/St. Paul (population 2.45 million). Add Omaha/Lincoln (348,000) and Des Moines (260,000) and you have got nearly a third of the total territory population.

The region offers border access from 3 states to 5 provinces. Air access is significant from Northwest Airlines' hub plus Delta Airlines, United, American, US Air, Time Air and Bearskin Airlines. Most frequently visited provinces are Manitoba, Alberta, B.C., Ontario and Saskatchewan.

Agriculture, natural resources and high technology are the basis for the economy of the territory. The economy is flat but not as volatile as east and west coast areas.

Distributor Information:

There are approximately 1250 retail agencies, 80 AAA Clubs, 48 Wholesalers/Tour Operators, and 128 Group Leaders/Senior Citizen Clubs in our six-state territory. In 1991, 75 new or significantly-modified Canada packages were developed and, in total, there are 301 tour programs offering Canada product in this territory.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence Sales leads/referrals
Counselling to travel industry WIN Tourism Database