

The Provinces of British Columbia and Alberta also have tourism representatives based in Seattle. Tourism British Columbia has maintained a sales and information officer here for a number of years catering to the Pacific Northwest market. Alberta Tourism opened an Alberta Media Services Centre in Seattle in 1988 to capitalize on the publicity generated by the 1988 Winter Olympics. This office is operated by the public relations firm, Ogilvy & Mather/West, and is responsible for media contacts throughout the U.S.

### **SECTOR PRODUCT DEVELOPMENT POTENTIAL**

#### **Travel Influencers**

The Seattle Post territory is home to about fifty tour wholesalers/operators including headquarters for several nationally-marketed tour companies that regularly feature Canadian itineraries - Holland America Line Westours, Princess Tours, Brennan Tours and Society Expeditions. Although most packages originating here are to Western Canada, there is a growing interest in developing new products to Eastern and Northern Canada. For example, Princess Tours developed two new eastern tours to Ontario/Quebec and to the Atlantic Provinces for 1989 and to the Atlantic Provinces for 1991. As well, there is considerable interest in "soft" outdoor adventure products available in all parts of Canada.

The Tourism Programme plays a major role in identifying new product opportunities in Canada and works in concert with Canadian ground handlers, hotels and attractions to stimulate the development of new packages by local tour operators, motorcoach companies, airlines and cruise companies.

Air connections to Canada from the territory have improved in the last few years. Air BC, Time Air and Horizon Air have all commenced or greatly expanded their services between Seattle (and Portland) and Vancouver and Victoria. Horizon Air also plans to begin Seattle-Calgary non-stop flights in 1990. Thai Airways International now flies non-stop between Seattle and Toronto six times a week. Continental Airlines has new non-stop flights between Spokane and Vancouver. A major drawback to developing more tourism packages to Eastern Canada, however, continues to be the relatively high cost of air travel across Canada.