

the industry as they are to post staff. While all decried the lack of financial resources, more program funds was not identified as the major issue. The seeming willingness of the industry to contribute to co-op programs and better targeting of the program resources that are available will ensure that essential programs proceed.

More important was the concern of post staff that their territorial travel budgets were inadequate and they did not have the appropriate personnel resources. In addition, export development programs to facilitate market access was seen as an important element in program delivery, particularly relevant since the implementation of the Canada-US Free Trade Agreement could generate new opportunities for the tourism industry.

To address these particular circumstances, EAITC plans to:

- ▶ Encourage the use of post "satellite" offices for the tourism program;
- ▶ Encourage posts, where appropriate, to make efficient use of contract services in the delivery of selected activities;
- ▶ Respond to the need for incremental travel budgets at posts;
- ▶ Provide posts with incremental resources in support of FTA-related promotions that will benefit the tourism industry; and
- ▶ Consider possible application of traditional trade support programs to the tourism program.

APPENDIX ONE – OTHER ISSUES

▶▶ *Introduction*

While not specifically within the terms of reference of the Task Force, a number of issues arose repeatedly throughout the tour which are national issues that can only be addressed at the national level, though they have an obvious impact on the operation of the posts.

▶▶ *Rendez-Vous Canada Should be Revisited*

In Canada, Rendez-Vous Canada was perceived to be a bit of a tired event that attracted the same people all the time who used the event as a means to write business that was already on the books. Further, it was viewed as an "elitist" event to which you could not gain entry unless you were one of the founding participants. A number of industry representatives suggested that Rendez-Vous Canada should become a biannual event with new participants and a different focus.

In the United States, Rendez-Vous Canada was viewed as an event which enabled tourism operators to meet personally with a greater part of the Canadian industry, re-establish contacts and learn first hand about new developments and products. The opportunity to tour new facilities and see products first hand was also identified as a bonus.

▶▶ *Image Advertising Campaign Must Close A Loop*

The image/awareness advertising campaign was praised by Canadian-focussed operators as well as by all the competitive national tourism agencies that were interviewed. However, notwithstanding the image dimension for the campaign, the industry was unanimous in its view that a call-to-action was essential in order to convert consumer interest into travel to Canada. While a number of different options were explored during the interviews, a tag "consult your local travel agent" emerged as the first choice as long as Canada could educate and provide support to the travel agent community at the same time. (It should be noted however that currently less than 5% of U.S. Travel Agents actively sell Canada as a travel destination.)