

In addition to the strong corporate market which prevails in the Southeast, the association market is amply represented, especially in the Research Triangle Park area located in Raleigh/Durham, North Carolina. This research complex is home to over two-dozen national and international associations, all capable of utilizing Canada for their meeting programs.

The Incentive Travel Company Market:

The Southeast territory has a number of well known incentive travel companies which are consistent producers of programs to Canada. Included in this list are: The Chateau Group (based in Montreal), Osborne Incentive Travel, Carlson Marketing/E.F. MacDonald, Timco Travel, Maritz and Motivational Technologies. To maintain additional contact with this group, the MC&IT officer is the current Regional Chairperson of Georgia for the Society of Incentive Travel Executives (SITE).

MEDIA

In addition to editors of major media and daily newspapers, there are many specialty journalists in the Southeast, the all-important Cable News Network in Atlanta, and a major cable TV producer, GEOVISION, in Miami with 25 million viewers, 409 locations, and 36 Hispanic markets.

We are building a first-generation databank of media profiles (approximately 200).

Daily Newspapers:

There are 24 newspapers with a circulation in excess of 100 million. The Atlanta post has had contact with 93 travel/feature editors. Major dailies include:

	<u>Circulation</u>
The Birmingham News, (AL)	181,000
The Advertiser, (AL)	52,000
The Florida Times Union, (FL)	160,000
The Miami Herald, (FL)	517,000
The Orlando Sentinel, (FL)	275,000