

## OVERVIEW

Manufacturing, agriculture and high technology make up the economic base for the territory, whose major metropolitan centres are Buffalo, Rochester, and Syracuse. Buffalo/Niagara has the largest population base, while Rochester is home to two of the top three employers in the region, Eastman Kodak and Xerox, and has the highest per capita income. The diverse economic base makes for a fairly stable economy.

The bordering Provinces of Ontario and Quebec are the major recipients of rubber tire traffic from this region. Las Vegas is a top destination, but Toronto theatre continues to ride a crest of popularity. With the Toronto airport a one and one-half hour drive from Buffalo, all of Canada is easily accessible. Combining the factors of the favourable exchange rate, the expected economic rebound, and the decrease in state tourism spending, Canada should be poised for the return of the business and leisure traveller.

## ASSISTANCE AVAILABLE FROM THE POST

Market Intelligence Sales Leads/Referrals  
Counselling to Travel Industry  
WIN Tourism Database

## CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

### Pleasure (Leisure) Travel

#### \* Seniors (55+ years):

With 65 operators based in the territory primarily catering to seniors and several retail agencies with group departments, Upstate New York provides a very good market for this segment for Canada. In addition to GLAMER and Senior Travel Planner marketplaces, several tour operators sponsor their own group leaders' marketplaces. Additionally, 16 auto clubs with 19 branches offer excellent means of reaching the auto traveller through senior travel shows, seminars, and FAM tours for travel counsellors.