

Ski

### Ski Profile

50,000 skiers hold active membership in the various ski councils situated within our territory. In addition, over 100 major companies have ski clubs affiliated with their organizations.

The media is also a strong supporter of our skiing product.

### Ski Promotional Opportunities/Challenges/Future Plans:

This office will undertake the following activities: continue to identify new contacts and update our ski profiles; arrange, in co-operation with the Canadian and U.S. Tourism Influencers, familiarization/product testing tours; disseminate market intelligence to our Canadian colleagues; provide the U.S. ski market with new Canadian product knowledge; develop, in co-operation with the Canadian Industry and U.S. ski influencers, a series of educational training programs.

The Challenges that face Canada are: perception of becoming too expensive, direct air access to major tourism destinations and increased promotional efforts by our competitors.

### OTHER CANADIAN PROVINCIAL REPRESENTATION IN THE TERRITORY

Alberta  
Ontario  
Quebec  
Saskatchewan

### FOREIGN GOVERNMENT TOURISM OFFICES LOCATED WITHIN THE TERRITORY

Over 60 foreign countries have tourism representatives located within the New York territory.