

FOREIGN PRESENCE

Currently, 62 foreign nations have tourism offices or tourism representatives within their Embassies in France. These 62 countries are very active on the French market. Between 1975 and 1985 their investments in publicity spiralled from \$2,5 million to \$13 million.

CANADIAN PRESENCE AND OPPORTUNITIES

The Government of Canada initiated its tourism activities in France in 1966. During the first ten years, the number of French visitors grew regularly from 25,000 in 1966 to 115,000 in 1976. Since 1982, the number resumed its progression, reaching 307,000 in 1991. Nevertheless, these estimated 307,000 visitors still only represent 2% of French travellers who go abroad and 8% of those likely to undertake a trip to distant points. The tourism sector, therefore, still represents an enormous potential market for Canada.

RECENT PERFORMANCE

The estimated 307,000 French travellers who went to Canada in 1991 spent a projected \$190 million, thus creating or preserving 4,500 jobs, and providing the Government of Canada with \$29 million in tax revenues. In the bilateral tourist exchange with France, Canada is in a deficit position. In fact, between 1979 and 1986 our deficit grew from \$52 million to \$160 million. Although data is not yet available, it is projected that this deficit was reduced by about \$30 million to \$82 million in 1991.

DISTRIBUTION

There are in France:

- 1,200 travel agencies and tour companies;
- 3,500 points of sales;
- 43,000 business groups of which 3,500 have more than 500 employees;
- 270 travel writers;
- 6 airline companies of which 3 have scheduled routes; and
- 153 Chambers of Commerce.

OUTLOOK FOR 1993

- Restructuring of the production and distribution sectors in which the French trail the British and the West Germans;
- Airline rights and routes yet to be defined; and
- In the future, a market segmented on the basis of European, rather than national considerations.