

OVERVIEW

France is working actively for the single European market and remains deeply involved in the construction of Europe for which France has played a key role. France is the largest country in EEC and second in terms of economy and exportation.

Canada began its tourism activities in France in 1966. Since 1986, the market has exploded and, in 1991, a total of 324 000 French visitors visited Canada and spent a total of \$265 Million. In fact, France is the only European country where Canada has increased its share of the tourist market since 1985. Canada has a bright future as a tourist destination for French visitors: abundant nature, magnificent landscape, immense but accessible wilderness, generous and honest population, diversified and exotic activities as well as fair price are our best advantages. Our program is directed toward commercial wholesale and retail market, incentive agencies, associations, journalists and consumer.

ASSISTANCE AVAILABLE FROM THE POST

For Canadian tours operators: Info on how the French industry is structured and organised; analysis on consumer profile; organise professional trade show such as ATELIER CANADA (157 Canadians exhibitors); organise their agenda when they are visiting for business; provide listings as to the best T.O. for their products.

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Culture and Nature
- * Outdoor activities
- * Sport and entertainment

Business Travel

- * Incentive
- * Corporate