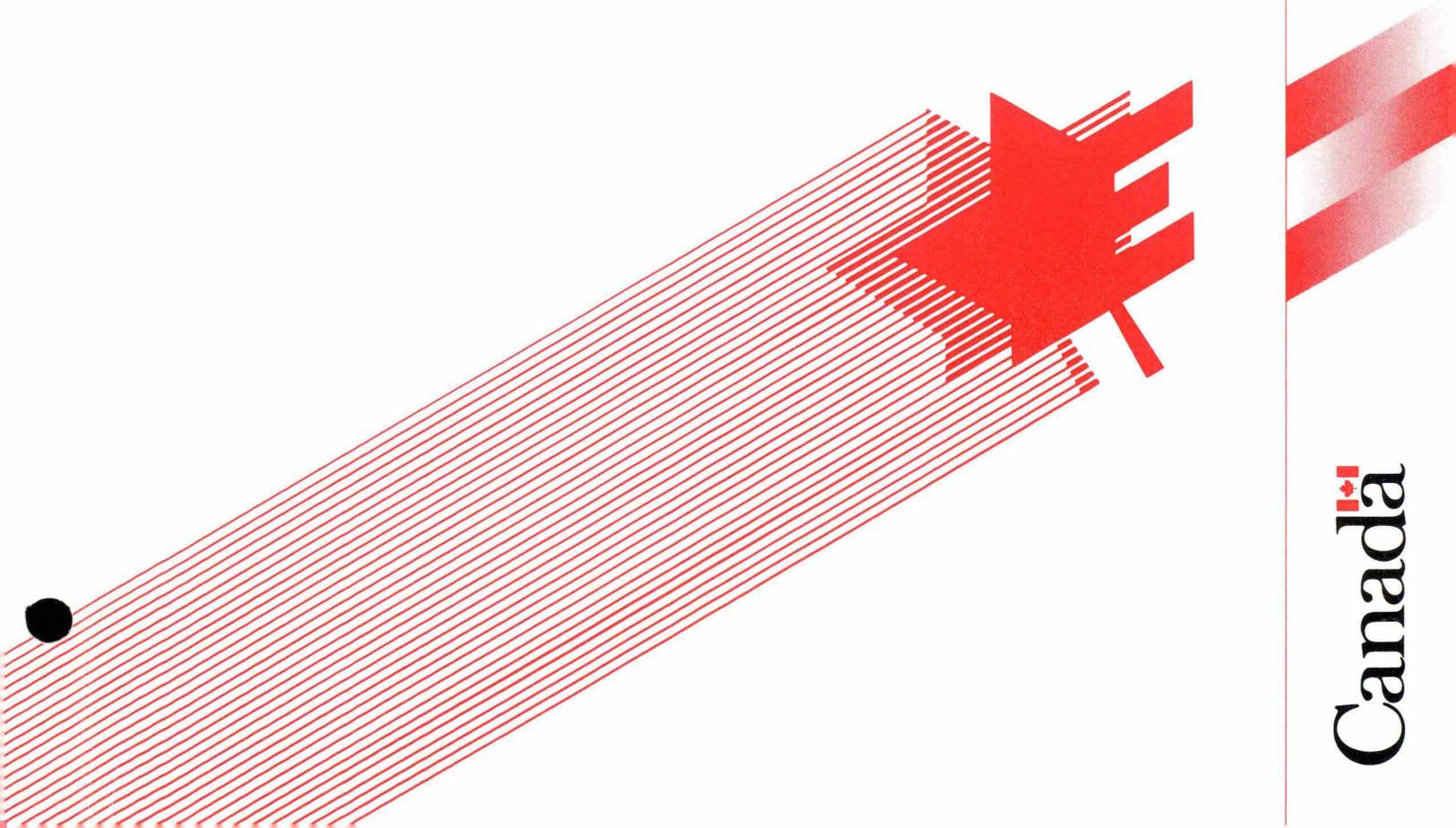


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Tourism market profiles - US and
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Tourism Market Profiles - US and Overseas

Travel Trade & Consumer Shows



External Affairs and
International Trade Canada

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Commerce extérieur Canada

Canada



TOURISM MARKET PROFILES- U.S.A. AND OVERSEAS

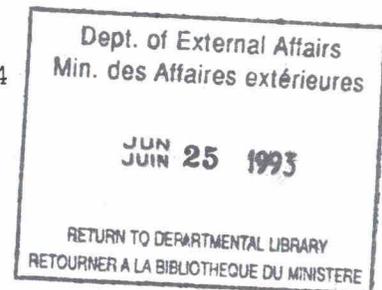
This document has been prepared by External Affairs and International Trade Canada (EAITC) to assist the Canadian Tourism Industry seize potential opportunities in the United States and other growing Overseas Markets.

This manual is designed as a reference guide to provide an overview of the various post territories, including market segment profiles and potential for Canadian tourism product development.

For further information we encourage you to contract directly with the Canadian Embassies or Consulates identified in this document or contact:

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(Canada)
USA Trade and Tourism Development (UTO)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

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Fax (613) 944-9119



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TOURISM PERSONNEL

James Graham, Deputy Consul General & Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Mary Louise Goodie, Senior Commercial Officer (Tourism Program Manager). Supervises and is responsible for all promotional activities undertaken with the following customer segments: Seniors, Middle-Aged, Baby Boomers, Media and Business Travel. Coordinates federal/provincial/territorial/metropolitan and private sector liaison to deliver the tourism program in the southeastern United States. Responsible for special projects and field intelligence.

Barbara Bach, Commercial Officer/Tourism. Tour operator marketing as well as travel industry liaison for program activities targeted toward Seniors, Baby Boomers and Middle-Aged with emphasis on the Canadian leisure product.

Steve Felahis, Commercial Officer/Tourism. Marketing and program activities targeting Business Travel (association, corporate and incentive).

Mary Lee Gilkey, Staff Assistant for Tourism Section.

Territory Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, and the U.S. Virgin Islands

Population 44 Million

OVERVIEW

The Atlanta Post territory covers an area of 346,214 square miles, containing approximately 16% of the total U.S. population. The states in the Post territory have a number of major cities, including Atlanta, Tampa, Miami and Charlotte; numerous centers of excellence (academic, R&D); high-tech and manufacturing industries; over 100 U.S. military installations; and a large service base. For these reasons, as well as a moderate climate, the South during the 1980s has been one of only two regions in the nation to gain residents through internal U.S. migration.

Corporately the Southeast is the headquarters for of 32 of Fortune 500 manufacturing corporations 51 of the Fortune 500 service companies. Over 450 of the top 500 manufacturing corporations also maintain sales or service operations in the southeast.

The absence of non-stop air routes to Canada from much of the post territory, especially Atlanta, is the largest constraint to tapping market potential for Canada. Scheduled service is good from Florida, which because of their high population percentage of Seniors, represents the greatest leisure travel market potential for Canada. Canadian Airlines increases their service in and out of Florida during the peak winter season, however there needs to be a concerted effort made to sell the business northbound, taking advantage of Canada's "guaranteed snow" and "Toronto Theatre and Shopping" opportunities. Air Canada maintains a year round operation in Tampa and Miami and Delta Air Lines now offers non-stop service from Miami to Toronto.

North Carolina represents the second greatest area of potential leisure travel to Canada. There is a large concentration of white-collar industries which produce a population with a higher level of discretionary income. North Carolina is also the home of several of the more active motorcoach operators in the United States. Their major area of concentration historically has been eastern Canada, but they are showing some expansion towards the Canadian Rockies with their product offering.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence Sharing
Leads/referrals
Identify markets opportunities
Site inspection assistance

WIN Tourism database
Travel industry counselling
Media development

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

There are over 4500, ARC approved travel agency locations throughout the southeast with 50% of those agencies being located in Florida. There are approximately 150 group operators and tour wholesalers in the area currently marketing Canadian product. The most popular product gaining the lion's share of available discretionary dollars is the cruise market.

Pleasure (Leisure) Travel

***Seniors (55+ retired):** Geographically the territory contains Tampa/St.Pete, Orlando/Daytona, Miami/Ft. Lauderdale, and West Palm Beach. All four have been identified as major areas of dominant influence for the Seniors. There is great potential for growth in Florida where over 40% of the population is retired.

***Middle Aged (46-54 years):** The southeastern United States has not been designated as a major population area for this segment. This segment should be targeted primarily with the big-city adventures.

***Baby Boomers (26-45 years):** Atlanta continues to be the growth center of the Southeast. Miami/Tampa/Atlanta all have active ski clubs. Potential for this market is big city weekender packages and eastern skiing. They also hold a potential for growth in ecotourism and soft adventure.

MEDIA

Atlanta is the home of Turner Enterprises (CNN, Headline News, TNT, TBS). Geovision, the Hispanic cable superstation is headquartered in Miami, broadcasting to a potential 25 million viewers.

In the southeast, there are 24 major daily newspapers with a circulation in excess of 100 million, 2004 AM/FM radio stations and 248 local television stations.

Business Travel

- * Associations (400 in territory)
- * Corporations (1200 headquartered in SEUS)
- * Incentive Houses (70 active in area)

It is estimated that 1,200 companies with designated meeting planners, 400 national and international association headquarters, and 60 incentive houses are located in the territory. Coca-Cola, Georgia Pacific, Holiday Inns, United Parcel Service, Equifax, Turner Broadcasting, American Express, Bacardi and Nationsbank are just a few of the Fortune 500 corporations headquartered in the territory.

The Southeast territory has a number of well know 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, Timco Travel, Maritz, USTS, and Motivational Technologies.

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TOURISM PERSONNEL

Terry Colfer, Deputy Consul General and Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Ralph Johansen, Senior Commercial Officer (Tourism Program Manager). Supervises and is responsible for all promotional activities undertaken with the following customer segments: Seniors, Middle Aged, Baby Boomers, Media, Outdoor/adventure program activities. Coordinates federal/provincial/territorial and private sector liaison to deliver the tourism program. Responsible for special projects, field intelligence.

Janet Aiton, Commercial Officer/Tourism. Oversees marketing and travel trade program activities for Middle Aged, Baby Boomers, Seniors.

Candee Treadway, Commercial Officer/Tourism. Business Travel, oversees marketing and media program activities for Middle Aged, Baby Boomers and Seniors.

Linda Schmidtke, Secretary to Tourism Program Manager.

Wendy Diltz, Secretary to Tourism Commercial Officers.

Territory Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Population 9.9 Million

OVERVIEW

Strong cultural and family ties between the five New England States and Eastern Canada contribute to a strong level of awareness of Eastern Canada, and an active generation of trade. The New England States have successfully made the transition from manufacturing to a service-based economy.

The U.S. recession has hit New England exceptionally hard. Since February 1989, the region lost 563,200 jobs, wiping out almost 50% of job gains posted during the boom of the 1980's. Even with the severe economic downturn, the region remains economically important, scoring above average on all economic indicators. From 1980 to 1990, New England's share of the U.S. travel market increased from 11.8% to 15.4% of all U.S. visitors to Canada.

The New England market is well positioned and mature. There is potential for future growth in pleasure travel (outdoor/adventure) and business travel (meetings and conventions) as well as short-stay travel.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence	WIN Tourism Database
Counselling to travel industry	Use of office facilities
Sales leads/referrals	

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

The 55+ age group (seniors) is increasing and offers opportunities. Efforts are being concentrated in selling new Canadian products and destinations through the travel trade.

New England represents excellent potential for outdoor products, both consumptive (fishing & hunting) and non-consumptive (adventure). Adventure travel is a growth market. Trends towards comfort, comprehensive trips and educational/cultural trips in the adventure market offer opportunities targeted to middle aged, baby boomers and seniors market.

Business Travel

The New England territory, predominantly a corporate market characterized by smaller sized meetings (but with a higher frequency), represents untapped potential for the Canadian meetings industry. High tech, defense, banking and insurance are key sectors of the region's economy. The majority of associations located in our territory tend to be regional or state, (few national) and as such, are inclined to remain in New England.

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FAX: (716) 852-4340

TOURISM PERSONNEL

Jean-Guy Tardif, Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Lynn Niederlander, Commercial Officer (Tourism Program Manager). Responsible for all promotional activities undertaken with business travel, media, and these customer segments: Seniors, Middle-Aged, Baby Boomers.

Alice Engstrom, Secretary to Commercial Officer.

Territory Western, Central and Upstate New York, Western Pennsylvania, West Virginia.

Population 13.7 Million plus

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.

* Middle-Aged (46 - 54 years):

With several outdoor shows, as well as special interest golf and ski shows, there are many avenues for reaching this market. Post has membership in New York State Outdoor Writers' Association. Additionally, Consulate-sponsored travel trade shows provide an indirect means to reach this segment.

* Baby Boomers (26 - 45 years):

Three Rochester-based adventure tour operators cater to this segment along with 65 active ski clubs. There is a growing interest in golf, especially in Rochester, which hosts a LPGA event annually and hosted the 1990 U.S. Open.

Business Travel

* Associations

Although most New York State associations are based in Albany, which is in the territory of New York City, we have identified approximately 75 associations who plan conventions. Most are in our WIN database and are invited to our "Showcase Canada." Several medical associations have headquarters offices at Buffalo and Rochester-based universities.

* Corporate

With eight "Fortune 500" companies based in the Buffalo Consular territory, the Rochester area alone exported a record \$6.3 billion worth of products in 1987, more than the overall totals from 30 states. The Consulate General has updated meeting histories of about 300 companies in its WIN database. Local business publications offer good advertising opportunities. Planners predict a healthier climate for off-site meetings in 1993.

* Incentive

Most of the incentive houses, including branches of Carlson and Maritz, are based in Rochester. There is potential in this sector since in these economic times promotions are few and far between. Companies rely on incentives to motivate staff. The chief competition for Canada is Arizona, Florida, and Hawaii. Montreal and Quebec City are popular Canadian incentive destinations.



POST: CANADIAN GOVERNMENT TRADE OFFICE, PITTSBURGH/TOURISM *

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9th floor, South Wing
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PHONE: (412) 392-2308

FAX: (412) 392-2317

TOURISM PERSONNEL

Ron McLeod, Consul & Trade Commissioner. Responsible for the delivery of the tourism program in the Pittsburgh office.

Vi Boehm, Commercial Officer (Tourism Program Manager). Responsible for all promotion activities undertaken at the Pittsburgh office with the following customer segments: Seniors, Middle-Aged, Baby Boomers, Media Business Travel. Coordinates governmental and private sector liaison to effectively deliver the tourism program. Responsible for special projects and field intelligence.

Territory Western Pennsylvania & West Virginia

<u>Population</u>	Western Pennsylvania	11.9 Million
	West Virginia	1.8 Million

* Reports to Canadian Consulate General, Buffalo

OVERVIEW

The Pittsburgh Trade Office is a satellite of the Consulate General in Buffalo. Although the Pittsburgh office is responsible for all of western Pennsylvania and West Virginia, it has become apparent that our time is best spent in the Pittsburgh area with a population of 2.3M residents. US Air and Delta have a combined total of 8 flights daily to Toronto (from the new \$1 billion state-of-the-art airport which opened in 1993) and Air Canada and Canadian Airlines International provide connecting service throughout Canada. In the early 1980's, the US steel industry collapsed. Pittsburgh, being a major supplier, had to look at alternative strengths in the medicine, high technology, corporate service and education industry to recover. As a result of it's success it is now nationally recognized as a prototype of an industrial city that successfully managed a total economic transition within a 10 year period of time. It's work force is 70% white collar with an average income of \$34,177 annually. It is also one of the nations major health care cities and is the world leading center for organ transplants. As a result of it's diversity, it has excellent high yield potential for the business travel segment along with the pleasure travel opportunities.

ASSISTANCE AVAILABLE FROM THE POST

Market Intelligence Sales lead/Referrals
Counselling to travel industry WIN Tourism database info

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

Seniors/Middle Aged, Baby Boomers: 40% of 2.6 Million population in Pittsburgh. Area is 45 or older. Excellent potential for tour operators to package Canada.

Business Travel

Corporations: Pittsburgh ranks 3rd in US for world headquarters and houses 12 Fortune 500 companies and 14 Forbes 500 companies.

Associations: There are approximately 60 large associations in the Pittsburgh area.

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FAX: (312) 616-1877

TOURISM PERSONNEL

Gaetan Bruneau, Deputy Consul General and Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Bas Bouma, Senior Commercial Officer, (Tourism Program Manager). Oversees media program, supports outdoor and adventure travel program, prepares market analysis and forecasts, and officially represents the Tourism Program.

Ross Ament, Commercial Officer/Tourism. Program activities for Business Travel (association and corporate conventions, meetings, and incentive travel program) and supports media sector.

Larry Kogut, Commercial Officer/Tourism. Program activities for travel trade-retail travel agents (including Corporate travel agents), wholesalers, tour operator, transportation and media sector.

Gary Churilla, Acting Commercial Officer/Tourism. Program activities for incentive travel, as well as general support for business travel program and media sector.

Lynn Shortt, Administrative Assistant/Tourism. Video, photograph and special services. Support services for Messrs. Bouma and Churilla.

Sharon Raduski, Administrative Assistant/Tourism. Publications and support services for Messrs. Ament and Kogut.

Territory Illinois, Wisconsin, Missouri, Quad-City area of Iowa (Davenport/Bettendorf), Kansas City area of Kansas, and the six county area of northwestern Indiana.

Population 22 Million

OVERVIEW

Over 22 million people reside in the region, which has an economy that is highly diversified and is based on the four pillars of agriculture, manufacturing, transportation and financial services. Although large cities such as Chicago, St. Louis and Milwaukee are dominant, nearly 1/3 of the population resides in cities of under 100,000. Per capita income for the region exceeded \$17,500 in 1991. Large cities are demographically mature with population and employment growth occurring mainly in suburban areas, fuelled by rural migration and immigration. Chicago and Milwaukee in particular have large and distinct ethnic minorities.

Canada, though a popular and well regarded destination for visitors from our territory, is known mainly for its traditional touring and outdoor products. As is true for many "border" areas, the volume of business is in motorcoach/private vehicle travel to Canada. The region, which suffered proportionately less than other parts of the United States during the current recession, is expected to rebound strongly early 1993. This will result in increases both in business and leisure travel.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Counselling to travel industry
Sales leads/referrals
WIN Tourism Database
Monitor competitor activity

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

* Seniors (55 + years): Self drive and motorcoach tours remain core market. Growth anticipated in fly-drive programs and increased outdoor orientation for tours and special interest programs. Working closely with auto clubs and railroad companies is suggested, as well as new product development with tour operators.

* **Middle Aged (46 - 54 years)**: Core products include self drive touring, skiing and city. We see growth in getaways, resorts, specialized outdoor and soft adventure. Suggest emphasis on direct response marketing, promotions and advertising in non-traditional publications.

* **Baby Boomers (26 - 45 years)**: Core products include getaway city (short duration), ski club group travel and soft adventure outdoor. Suggest aggressive direct response marketing programs and special promotions with travel agents.

Business Travel

Associations: Nearly 1,600 are headquartered in the territory (2nd in U.S.) of which top 50 qualified as key accounts. Wide range of opportunity for vendors of convention facilities large and small. Many associations are managed by multi-association management firms. Vendors should start by concentrating on Chicago where 1,200 associations are headquartered. Key trade shows are important to attend.

Corporate: One third of the largest U.S. industrial corporations are based in the territory. Chicago is a center for meeting planning firms, and the Chicago Chapter of MPI (CAMPI) has 800 members. Key trade shows are important. A key account list has been developed.

Incentive: The territory is a leading centre for the incentive travel industry with the single largest U.S. firm and over 60 companies all told in the three state area. Product development requires intense and persistent effort. A key account list has been developed.



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TOURISM PERSONNEL

Warren Maybee, Consul and Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Judy Love Rondeau, Senior Commercial Officer (Tourism Program Manager). Responsible for delivery of the tourism program. Coordinates all promotional activities undertaken by the tourism section with the following customer segments: Seniors, Middle Aged, Baby Boomers, Media, and Business Travel. Coordinates federal/provincial/territorial and private sector liaison activities to deliver the tourism program. Responsible for Visit Canada media program, special projects and market intelligence.

Sally M. Ellis, Commercial Officer/Tourism (Travel Trade). Responsible to oversee marketing and program activities in travel trade market segment for the Middle Aged, Baby Boomers and Seniors sectors.

Sandi Galloway, Commercial Officer/Tourism (Business Travel). Responsible to oversee marketing and program activities in Business Travel Program (Meetings, Conventions & Incentive Travel).

Edie Eastep, Secretary/Travel Counsellor to Tourism Section.

Barbara Nottingham-DePaula, Secretary to Senior Trade Commissioner and Assistant to Tourism Commercial Officers.

Territory Texas, Oklahoma, Louisiana, Arkansas, New Mexico and Kansas (except Kansas City area).

Population 30,695 Million

OVERVIEW

The six-state region covered by Dallas Tourism Section contains over 13% of the population of the U.S. Of the top 10 largest cities in the U.S., three are located in post territory. (Houston metroplex #4, Dallas/Fort Worth #5, & San Antonio #10.) The territory's economy has diversified from its reliance on petroleum and agriculture. While these primary industries are still vital to the wealth of the region, the relocation of major corporations to the territory, especially to Texas, combined with the expanding position of North Texas as a world communications center, has resulted in slow but steady growth. Petroleum, agriculture, communications, aviation, electronics, high technology military and related defense initiatives, and federal scientific programs dominate the economy of the territory. American Airlines and Continental Airlines are headquartered in this territory. Both have current negotiations with Canadian air carriers that could impact future alliances and the open-skies legislation. The travel to Canada from this territory is still very dependent on available air routes.

Texas has a pivotal role in the current NAFTA negotiations and dominates the southwestern U.S. economically, culturally and politically. Canada is Texas' second largest trading partner next to Mexico. Our largest tour operators are: FlyAAway Vacations, Dan Dipert Tours, Kerrville Tours and Please Go Away Tours. Major incentive houses are Sunbelt, MEI, Journey House, and SEI. Major competition for leisure travel is the Caribbean, Mexico and domestic destinations. Major competition for MC&IT is domestic, Europe and the Orient.

ASSISTANCE AVAILABLE FROM THE POST

Annual Product launches
Sales leads/referrals
Counselling/itinerary
consultation
VCP trade/FAM trips
Market intelligence
Quarterly newsletter

Educational Seminar Series
Lead generation & client pre-
qualification
Profiles of clients in
territory
Qualification & coordination
of site inspection visits
Implement client participation
in FAM tours
Liaison between client and
Canadian plant

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

***Seniors (55 + years):** Texas has the second largest Senior population. It is fourth largest in total US retiree population. Prominent shows are Dan Dipert TravelWorld Marketplace and Kerrville Tours Breakfasts.

- * **Middle Aged (46-54 years):** Texas has the 3rd largest population of affluent middle aged travellers. Prefer packages and short trips. The major trade show is the FlyAAway Vacation Supermarket.
- * **Baby Boomers (26-45 years):** Texas has 3rd largest population of baby boomers. Prefer packages with activities such as ski packages. The Fly Away Vacation Supermarket is the major show.

Business Travel

- * **Associations** - This territory contains the third largest concentrations of associations.
- * **Corporations** - the third largest concentration of corporate headquarters
- * **Incentive** - the third largest concentration of insurance companies.

*Note: 10% of Fortune 500 Companies and 11% privately held Corporations are headquartered in this territory.



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TOURISM PERSONNEL

Nick Della Valle, Consul and Senior Trade Commissioner.
Responsible for the delivery of the Tourism Program at the Post.

Martin M. Rice, Senior Commercial Officer (Tourism Program Manager). Supervises and is responsible for all promotional activities undertaken within the following customer segments: Seniors, Middle Aged, Baby Boomers, Media, Travel Trade and Business Travel. Coordinates federal/provincial/ and private sector liaison to deliver the Tourism Program. Responsible for special projects and field intelligence.

Vacant, Commercial Officer/Tourism. Responsible for development of the Media and Travel Trade Program activities for Middle Aged, Baby Boomers and Seniors segments.

Heather Phelps, Commercial Officer/Tourism. Responsible for Business Travel (including Meetings, Convention and Incentive Travel Program) and Outdoor-Skiing.

Cheryl Clark, Secretary to the Tourism Officers.

Territory The States of Michigan, Indiana, Ohio and Kentucky

Population 19.5 Million

OVERVIEW

Our proximity to Canada creates additional marketing opportunities for our suppliers. On an annual basis, 12 million U.S. residents enter Canada via Michigan.

Canada's potential for growth from our territory is increasing as travellers are now looking at your 3-5 day getaway packages, which are high yield, and include resorts and theatre weekends. Full service packages seem to be the trend, especially in the Baby Boomers and Middle Aged Travel segments.

With a high density of Seniors in our territory, tour operators have been quite successful in developing a strong following of senior and group leaders who will travel anywhere from 4-10 times a year. Ontario, Quebec, Western Canada and most recently, Atlantic Canada have become popular destinations for these groups.

The economy in our territory, is generally influenced by the auto industry which has commenced a turn around, resulting in significant increases in demand. The current weaker Canadian dollar also will play an important role in the selection of a destination this year.

ASSISTANCE AVAILABLE FROM THE POST

Tour operators,AAA lists	Media contacts
Program development	Travel trade profiles
Sales leads /referrals	Market intelligence
Co-op programs	FAM tours

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

The high density of Baby Boomers, Middle Aged and Seniors provide solid opportunities for Canadian destinations. Weekend packages to cities or resorts, which include arts, culture and theatre elements will be a major focus of visitors from this territory. Rubber tire, will still dominate mode of travel for this area, however the demand for motorcoach, rail and fly/drive packages are increasing.

Business Travel

Toronto, Montreal, Quebec city remain the prime destinations for Business Travel from this territory. Business Travel Influencers place on strong emphasis on competitive pricing. Approximately 60% of all Business Travel to Canada is under taken by the Association market. The average size of these groups are 500-1200 delegates. Corporate planners from this territory are very cost cautious and are seeking the best value for their dollars. Canada continues to compete effectively in the incentive market, especially in the automotive and insurance industries.



POST: CANADIAN GOVERNMENT TRADE OFFICE, CINCINNATI/TOURISM *

ADDRESS: 250 Fifth St., Suite 1120
Cincinnati, OHIO 45202

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TELEX: 4998834 (HQ CINN)

FAX: (513) 762-7802

TOURISM PERSONNEL

Jacques Desjardins, Consul & Trade Commissioner. Responsible for the delivery of the Tourism Program at the Cincinnati office.

Joseph Wellman, Commercial Officer (Tourism Program Manager). Manages all marketing programs directed at Seniors, Middle Aged, Baby Boomers, Travel Agencies, Tour Operators, Media, as well as Business Travel. Coordinates governmental and private sector efforts to effectively administer the tourism program.

Susan Lamont, Secretary to Senior Trade Commissioner and Commercial Officer/Tourism.

Territory South/Central Ohio and Kentucky

Population 5.5 Million

* Reports to Canadian Consulate General, Detroit

OVERVIEW

The Canadian Government Trade Office in Cincinnati is a Satellite office of the Consulate General in Detroit. The Cincinnati office is responsible for tourism promotion, for all marketing segments, in South/Central Ohio, and the entire state of Kentucky. This area encompasses the five major metropolitan markets of Dayton, Cincinnati and Columbus, Ohio, as well as Louisville and Lexington, Kentucky. These cities have a population base of approximately 5.5 million people. Due to the diversity of the economic base in the region, we are well prepared to benefit as the economy improves this year. Although the "rubber tire" market accounts for approximately 65% of all Canadian tourism revenues from the territory, additional growth should be fuelled by improving air service to Canada. The trend toward shorter vacations and cruises seems to hold true for our area, as these dominate advertising in the local territory. With a stronger economy, and well positioned tourism products aimed at the target markets we should see a marked improvement in travel to Canada.

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

- * The Cincinnati territory offers the most promise for the touring senior and middle-aged target markets. Most have been to Canada, have a favourable impression, and will go again. Interest is increasing in all areas of adventure travel. People seem to be looking for participative experiences.

Business Travel

- * The best opportunities in Corporate Travel, fall within the small meeting category of 50-250 attendees. There is significant interest in incentive travel with many insurance companies located in the area. Associations represent solid opportunities, and seem to have increasing interest in Canada.

POST: CANADIAN CONSULATE GENERAL, LOS ANGELES/TOURISM

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TOURISM PERSONNEL

Jack Kepper, Deputy Consul General & Senior Trade Commissioner.
Responsible for the delivery of the Tourism Program at the Post.

John Rasmussen, Senior Commercial Officer (Tourism Program Manager). Overall responsibility for the development and delivery of an integrated tourism marketing plan in conjunction with Commercial Officers at post, Tourism Canada, Canadian federal, provincial and territorial public and private tourism interests, tourism representatives and companies based within the post territory. Industry liaison and representational activities.

Jennifer Ruddick Clark, Commercial Officer/Travel Trade.
Development and execution of travel industry marketing activities focused on established customer segments.

Michael Zaretsky, Commercial Officer/Business Travel.
Responsible for the marketing of Canada as a premier Business Travel destination to selected travel planners and target corporations.

Monica Campbell-Hoppé, Commercial Officer/Media. Responsible for the development of a media and public relations program designed to promote Canada as a desirable travel and vacation destination to established customer segments.

Lisa Reeder, Assistant and Secretary to the Program Manager.

Josephine Lozano, Secretary to the Commercial Officers.

Territory California, Arizona, Nevada, Hawaii and Utah

Population 36.4 Million

OVERVIEW

The State of California is the largest manufacturing location in the United States and has an economy about equal to that of Italy. Leading industries include the manufacture of transportation equipment, machinery, and electronic equipment, agriculture, biotechnology, and tourism, while principal natural resources include timber, cement, petroleum and natural gas. Southern California generates approximately 65 per cent of the state's economic activity. The population of the greater Los Angeles metropolitan area (11.3 million), is the second largest in the United States, and also the second largest banking center (behind New York). Arizona's economy is also largely based on manufacturing, particularly in electronics and aeronautics. Agriculture and tourism are very important and the state produces more than half of the nation's copper. Southern Nevada's economy is based largely on tourism centred on the gaming "capital" of Las Vegas and increasingly, the city of Laughlin, Nevada.

The region serviced by this post generates some 800,000 visitors a year to Canada, many travelling for motor coach, fly-drive and skiing vacations. Most potential for growth is in the short getaway (3-5 days), featuring one or more of the following characteristics: resort, sporting, self-drive, and nature. The region has been particularly hard hit by the recession, but remains a huge economy with good growth prospects in the medium to longer term.

ASSISTANCE AVAILABLE FROM THE POST

Local Market Intelligence	Familiarization and Site
WIN Tourism Database	Inspections Tours
Promotional Assistance	Loan Of Film and Videos
New Tour Development	Media Contacts
List of Consumer & Travel Trade Shows	

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Middle Aged Travellers (46-54 years):
Fly-drive tours, short stay city/resort value added: packages, nature/native culture programmes.
- * Seniors (55 plus years):
Nature/native culture programmes.
- * Baby Boomers (26-45 years):
Fly-drive tours, adventure experiences.

Business Travel

- * Corporate Meetings:
Personal development programmes incorporating soft to medium adventure aspects.

POST: CANADIAN GOVERNMENT TRADE OFFICE SAN FRANCISCO/TOURISM *

ADDRESS: 50 Fremont Street
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San Francisco, CA 94105

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FAX: (415) 512-7671

TOURISM PERSONNEL

Judith Shelly Duffy, Commercial Officer (Tourism Program Manager). Directs and is responsible for all activities related to the Tourism Program within the San Francisco area. Coordinates federal/provincial/territorial and private sector liaison. Oversees all programs (Business Trade, Media, Travel Trade directed to our target audience).

Territory See Canadian Consulate General, Los Angeles

* Reports to Canadian Consulate General, Los Angeles

OVERVIEW

This office is a satellite of the Consulate General in Los Angeles. The area is rich in diversified industries, (computer and micro chip production, agriculture, gas and oil exploration and financial services). Major cities are: San Francisco, San Jose, Sacramento, Honolulu and Salt Lake City. Per capita income exceeds \$25K per year.

Population is generally well educated and multi-lingual and includes cross section of Baby Boomers, Affluent Middle Aged and Affluent Seniors. These people tend to be athletic, health conscious, and environmentally sensitive.

Canada is a popular destination due to good airline connections. The intermountain States have limited air service and need more exposure to our travel products and destinations.

ASSISTANCE AVAILABLE FROM THE POST

Marketing intelligence Sales leads/referrals
Travel industry counselling WIN Tourism Database

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Senior (55 + years) Strong interest in golf, tennis, and RV travel.
- * Middle Aged (46-54) Solid professional base for short stays and creative travel itineraries, many trips.
- * Baby Boomers (26-45) Highly paid, food/health conscious, environmentally sensitive and active. Adapts well to outdoor adventure programs.

Business Travel

- * Associations Strong interest in major centres of eastern and western Canada, as well as resort vacations.
- * Corporate Major centres of eastern and western Canada, as well as resort vacations.
- * Incentive Interest in western and eastern Canada and resort vacations.

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TOURISM PERSONNEL

Robert C. Lee, Consul & Senior Trade Commissioner. Responsible for delivery of the Tourism program.

Stephen W. Dowling, Senior Commercial Officer (Tourism Program Manager). Responsible for Media; Travel Trade Promotions and National Accounts; Airlines.

E.P. "Ernie" Konstas, Commercial Officer/Tourism. Responsibilities include Business Travel (Meetings, Conventions & Incentive Travel including Corporations); AAA Auto Clubs, Outdoor Adventure Market.

Carol R. Fox, Travel Trade Assistant. Responsibilities include Retail Travel Trade, Tour Operators/Wholesalers; Specialty Markets; and Administrative Support.

Territory Minnesota, Iowa (except Quad Cities), Nebraska, Montana, North Dakota, South Dakota, Colorado and Wyoming

Population 15.6 Million

OVERVIEW

This territory, while sparsely populated, is one of the strongest and best-balanced regional economies in the U.S. and hence represents an important market for Canada.

In area the territory represents 14 percent of the U.S. but it contains only 4.5 percent of the nation's population. Its density is only 21 people per square mile (compared with 64 for the entire country), ranging from 50 people per square mile in Minnesota and Iowa, to 5.5 in Montana. About a fifth of the total territory population is in the Twin Cities metro area of Minneapolis/St. Paul (population 2.45 million). Add Omaha/Lincoln (348,000) and Des Moines (260,000) and you have got nearly a third of the total territory population.

The region offers border access from 3 states to 5 provinces. Air access is significant from Northwest Airlines' hub plus Delta Airlines, United, American, US Air, Time Air and Bearskin Airlines. Most frequently visited provinces are Manitoba, Alberta, B.C., Ontario and Saskatchewan.

Agriculture, natural resources and high technology are the basis for the economy of the territory. The economy is flat but not as volatile as east and west coast areas.

Distributor Information:

There are approximately 1250 retail agencies, 80 AAA Clubs, 48 Wholesalers/Tour Operators, and 128 Group Leaders/Senior Citizen Clubs in our six-state territory. In 1991, 75 new or significantly-modified Canada packages were developed and, in total, there are 301 tour programs offering Canada product in this territory.

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 and Middle Age Touring/City

There has been an increase in new tours to Canada, particularly city packages to Montréal and Québec City. The Middle Aged market potential for short 3-4 day trips is high. With the Senior Citizens market now the second largest in the United States, many new opportunities to target this audience now exist in the territory. Two travel shows, GLAMER (Group Leaders of America) and Senior Options, (both held in the Twin Cities - fall), offer exposure to this emerging market segment. Motorcoach travel and independent over-the-road visits to Canada are high.

Middle Aged and Baby Boomers Outdoor Adventure

There are a significant number of major sports shows in our territory including those that also market boats, motors and fishing equipment, the largest being the Greater Northwest Sportshow each March in Minneapolis. In addition, the All-Canada Outdoor/Adventure Vacation Show features Canadian-exclusive product in the Midwest market. The Middle Aged Affluent and, to a lesser extent, the Baby Boomers are the primary customer base of potential.

Baby Boomers and Middle Aged Skiing

Destinations currently being offered most frequently are Jasper, Banff and Lake Louise. In the past, airfares have been the biggest obstacle to promoting Canadian ski destinations. Air travel by the Baby Boomer market is significant.

Business:

Business Travel

In this territory there are 26 Fortune 500 companies, 22 Fortune 500 service companies and 16 of Forbes' 400 largest private companies, including the largest, Carlson Travel Group

The Corporate and Associations

Our Business Travel Data Base, has profiles on 576 organizations, corporations and associations. Of these, 459 have the potential to meet in Canada and 177 will not or cannot meet in Canada.

The Incentive Travel

The Twin Cities area is a very important incentive industry center in North America. Of critical importance is The Carlson Companies, headquartered in Minneapolis -- one of the largest privately-held company and travel organization in North America. It includes such firms as Carlson Marketing Group (formerly, E.F. MacDonald travel -- the biggest incentive travel firm in the world), GTD (formerly GTU), Radisson Hotels, Carlson Travel Network (formerly, Ask Mr. Foster -- a major retail travel chain in the U.S.) and P. Lawson (the Canadian retail travel agency chain). Other significant meeting and incentive travel companies headquartered in the territory include Business Incentives, Northwestern Incentive Services, World travel and Incentives and Graham Marketing Group, all in the Twin Cities, and ITA in Des Moines. In addition to 25 such firms in the territory, there are many smaller, very productive companies.

Ski Clubs & Outdoor/Adventure Markets:

Skiing

The major ski market consists of 22 member clubs affiliated with the Minnesota Ski Council (MSC). Membership totals approximately 4,000.

Outdoor/Adventure

Mainly fishing and hunting, is very strong from this market. For example, based on a survey of visitors travelling exclusively for the fishing/hunting experience, one province reported that of 19,000 returns, 11,000 were from our territory.

Many TV and video production companies specializing in fishing and hunting reside in the area including North American Hunter & Fisherman, In Fisherman, Babe Winkelman Productions, Schara Productions, FairChase, etc.

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TOURISM PERSONNEL

Abbie Dann, Senior Trade Commissioner. Responsible for the delivery of the Tourism Program.

Harvey P. Davidson, Senior Commercial Officer (Tourism Program Manager). Responsible for the management of the Tourism Program. Responsible for travel agents, outdoor product (excluding outdoor media), seniors segment, auto clubs and special interest groups.

Patricia Boyer, Commercial Officer/Tourism and Deputy Program Manager. Also responsible for Business Travel (meetings, conventions and incentive travel).

Lois Gerber, Commercial Officer/Tourism. Responsible for media (including outdoor media).

Fionnuala Hodgins, Commercial Officer/Tourism. Responsible for travel wholesalers/operators, transportation companies and field intelligence reporting.

Zita Gabaldon, Secretary to Tourism Program Manager and Commercial Officer/Deputy Program Manager.

Didi Asistin, Secretary to Tourism Commercial Officers.

Territory Connecticut, New Jersey, Southern New York (Albany, south to the New York border) and Bermuda

Population 24 Million (estimated)

OVERVIEW

Almost as many people reside in the tri-state New York area as in all of Canada. The area is considered by many to be the business and media center of the world. The demographic of this highly industrialized and urban region consists of highly educated professionals and managers with a broad range of income and ethnic diversity.

This incredibly competitive market includes approximately 2,000 associations, 450,000 corporations with over 200 of the "Fortune 1,000" and about 50 incentive houses. There are approximately 250 tour wholesalers/operators, in addition to the 1,800 retail agents, 8 auto clubs with a membership of 2.2 million, 10 cruise companies, 10 on-line air carriers flying to Canada, one rail organization and one scheduled bus company that actively sell Canada. And, there are over 220 outdoor/recreation organizations, other than ski clubs, added to the above, all having the potential to promote, sell and visit Canada.

There are over 90 foreign government tourism agencies, and literally thousands of hotels resorts, airlines, cruises, etc., who are competing for the same eyes, ears and dollars of Canada's business and pleasure travel prospects. One look at the Sunday edition of The New York Times travel section one can see what Canada's competition does in this incredibly competitive market.

Sellers of travel products must approach markets in a new way; one cannot achieve business goals in the world class marketplace that is New York if it is approached in an "ad hoc" manner. A truly strategic collective effort, with fellow partners in travel, is needed to make an impact.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Sales leads/referrals
Counselling to travel industry

WIN Tourism Database
Use of office facilities

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

Seniors:

Significant number of affluent working and retired seniors reside in the Tri-State area. Rubber tire traffic to Ontario and Quebec, both as groups and individuals continues. Escorted tours (targeted to all income levels) are readily available from a large variety of operators based in territory. Outdoor, cultural and educational programs are of particular interest and have good growth potential.

Middle-Aged:

High percentage of Tri-State population are affluent, middle-aged consumers. Trend to shorter, more frequent trips apply. They seek convenience and high quality return for expenditures on service and amenities. City, touring, and resort packages to Ontario and Quebec remain in demand for both rubber tire and air travellers. Atlantic Canada has increased visibility in the market and continues to attract higher volume of passengers.

Outdoor market to British Columbia, Alberta, Ontario and Quebec is good with strong development potential. Lack of direct transportation and long travelling time to Western Canada limit significant growth. Promise of new bilateral agreements could greatly improve access to these markets.

Baby Boomers:

Like the middle-aged consumers in this region, baby boomers per capita income levels are among the highest in the nation. Leisure travel trends are to shorter, more frequent stays to convenient destinations that offer the activities and services specific to their needs. City, cultural, outdoor sports, eco-tourism are some of the programs with significant appeal to this segment. Ontario, Quebec and Atlantic Canada have continued strong growth potential and Western Canada remains less explored but of increased awareness and interest.

Business Travel

Corporate:

This market represents the greatest potential for Canada due to the sheer concentration of corporations located here. Major industries include; banking, finance, communications and retailing. Even though the economic recession has reduced the number of meetings held by corporations, Canada is in an excellent position to attract business. With every destination, hotel chain, cruise line, airline competing for the business, the key to being successful is directly related to how active one is in the market.

Association:

Very active and interested association market in the New York Territory. Even though a number of associations have chosen to relocate to Washington, D.C. to be closer to Government and to align themselves with other associations with similar interests, we have excellent association representation in this market. Market consists of a mix of large, medium and small associations willing to consider Canada as a meeting or conference site.

Incentive:

Insurance companies are the top users of incentive travel with the largest concentration of companies being located in the Eastern Corridor. In addition, incentive travel programs are now being expanded to departments within corporations who traditionally have not offered them to their employees. i.e. non-sales incentives and individual incentive programs. Although competing for incentives is quite fierce, increased opportunity for Canada exists in these newer categories.

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TOURISM PERSONNEL

Robin MacNab, Senior Trade Commissioner. Responsible for the delivery of the Tourism Program at the Post.

Robert Brown, Senior Commercial Officer (Tourism Program Manager). Responsible for the development and implementation of a comprehensive tourism program by overseeing all marketing activities undertaken within the travel trade, media and business travel sectors. Provides field intelligence information on the Post territory.

Ken Erickson, Commercial Officer/Tourism (Travel Trade). Initiates travel trade development by working with airlines, cruise lines, rail and motorcoach companies, tour wholesalers and operators, automobile clubs and retail travel agencies.

Jill Seidel, Commercial Officer/Tourism (Business Travel). Works with meeting planners, corporate executives, associations and special interest groups to develop business travel and meetings and conventions to Canada.

Hilda Cullen, Commercial Officer/Tourism (Media). Delivers a tourism media relations program by working with print and electronic media to increase exposure of Canada's tourism products through regional and national outlets.

Erinn Brennagh, Marketing Assistant. Provide administrative support to the Tourism Program and assists officers with research, planning and other technical activities.

Territory Washington, Oregon, Idaho, Alaska

Population 8.6 Million

OVERVIEW

The territory's population and economic focus is mostly concentrated along the I-5 corridor of western Washington and Oregon including metropolitan Seattle and Portland. This region has largely avoided the recession that has slowed much of North America with a relatively buoyant economy based on aerospace and high-technology. The rest of the territory, including eastern Washington and Oregon, Idaho and Alaska is thinly populated and dependent on struggling natural resource economies (logging, fishing, agriculture and oil).

Geography dictates that most Canadian tourism is to B.C. and Alberta. Significantly, these are the only provinces to show steady growth in visitors in recent years. There is little awareness of eastern Canada, however, and a lack of direct air links to the east impedes tourism to that region.

Competition for western Canada comes from similar destinations within the Pacific Northwest and from traditional "sun" destinations (Hawaii, Mexico). New and better packaging will help improve Canada's marketing advantages in the future.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence sharing	WIN Tourism database
Leads/referrals	Travel industry counselling
Site inspection assistance	Identify market opportunities
	Temporary office space

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * **Seniors (55 + years)**: Post has identified over 90 tour operators in territory that target affluent seniors, ranging from high-end national marketers (Holland America Westours, Princess Tours) to small companies with 1-2 tours. Proximity makes B.C. and Alberta major destinations for rubber-tire traffic. The large Pacific Northwest RV market is made up of affluent seniors/retirees free to travel further, longer and more frequently. Strong potential for off-season travel. Soft adventure products designed specifically for active seniors have considerable potential.

- * **Middle Aged (46-54 years):** Western Canada is well-suited to match the travel trend toward short getaway vacations from the Pacific Northwest. Packages to well known city (Vancouver, Victoria, West Edmonton Mall) and resort (Whistler) destinations are leading sellers. Eastern Canada destinations that this segment has the resources and time to visit need greater awareness in this market in order to sell. Improved air access is also essential.
- * **Baby Boomers (26-45 years):** The Pacific Northwest is a leader in the computer software industry and has seen an influx of a young, well-educated, high-income workforce which is interested in experiencing new and challenging opportunities. This segment has more demands on its leisure time so takes shorter but more frequent vacations. City and resort getaways are popular. Western Canada's outdoor tourism products appeal to the highly active, family-oriented lifestyle of this segment.

Business Travel

- * **Associations:** A growing regional orientation between the Pacific Northwest states and B.C. and Alberta has created a trend for U.S. associations to meet with Canadian counterparts and to routinely hold their meetings in Canada on a rotating basis. Some associations are cutting back meetings outside the territory because of cost but are still willing to go to western Canada. There are few large associations located in the Post territory, but the many small ones represent very good repeat business potential.
- * **Corporate:** Many corporate travel programs are on hold due to recessionary concerns. Those companies that do travel are looking for good value. Expensive frills are being eliminated. B.C. and Alberta have the opportunity to capitalize to some extent because their proximity means reduced transportation expenses.
- * **Incentive:** There are no major incentive travel houses located in the Pacific Northwest, but several travel agencies have been identified as key players in this fast growing market. A new SITE chapter is being formed in Seattle and it is hoped this organization will help to educate corporations about incentive travel. Western Canada has many getaway-style destinations that are attractive for the incentive market.



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TOURISM PERSONNEL

David Ryan, Minister-Counsellor & Senior Trade Commissioner.
Responsible for the delivery of the Tourism Program at the Post.

Susan Iris, Senior Commercial Officer (Tourism Program Manager).
Oversees program management, staff and budget administration and promotional activities. Active involvement with key accounts in business travel and travel trade sectors.

Christelle Naumann, Commercial Officer/Tourism. Primary contact for the Association meetings market. Coordinates marketing efforts of Canada's convention industry and organizes major trade shows to provide a marketplace for Canadian suppliers.

Frank LaFleche, Commercial Officer/Tourism. Primary contact for the travel trade, corporate travel, incentive meetings and media markets. Organizes activity promotions and travel trade shows.

Sally Cooke, Secretary to Tourism Program Manager and Travel Trade Officer.

Brigitte Boucher, Secretary to Business Travel Officer.

Territory District of Columbia, Maryland, Virginia, Delaware & 32 counties in Eastern Pennsylvania

Population 21.4 Million

OVERVIEW

The D.C. metropolitan area has the 2nd highest per capita income in the United States & its primary industries are government, associations, & hospitality. Greater Washington is considered America's association center, with 3,000 national & international organizations based here - making it the largest business travel market in the country. The territory also includes Baltimore, MD, Philadelphia, PA & its surrounding suburbs, and Richmond, VA.

The leisure market is strongest in the Philadelphia area, however more than 80 ski groups are organized throughout the territory, with a total membership exceeding 100,000. The recession strongly effected the region - however, pockets in Northern VA, Southern MD, as well as the Association Meetings Market, seem to be experiencing renewed growth. Therefore, after two years of a stagnant economy, increased consumer spending in the convention, middle-aged, seniors, and baby boomer markets is expected.

ASSISTANCE AVAILABLE FROM THE POST

Sales leads/referrals
WIN Account Profiles
Market Intelligence
Product Test Marketing

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Seniors (55 + years)

The largest percentage of senior travellers is based in the eastern Pennsylvania area. This region offers the strongest prospects for the senior group and package tour markets. Participation in recent travel shows in this location yielded high interest by senior group leaders in Canadian destinations, and excellent prospects for new business.

Baby Boomers (26-45 years)

As mentioned in the overview, there is a large population of skiers throughout the territory. Due to increasingly competitive airfares and favourable press reviews, western Canada and Quebec are becoming the destinations of choice for many of the ski groups. Given the relative affluence of the entire post region, the Canadian ski industry has a very healthy growth potential from this market segment.

Middle Aged (46-54 years)

While package tours have a more limited appeal in this group, there is still strong interest in individual travel, especially to Ontario and Quebec. One possible growth area is the golf/resort market, which has been successfully sold by other seasonal regions of the United States. Also, specialty trips, e.g. theatre packages have seen a rise in popularity, as have certain soft adventure packages, such as fishing and canoeing.

Business Travel

Associations

Greater Washington represents 32% of the nation's share of associations, with more than 1100 of these organizations able to meet in Canada. An additional 150 regional and national associations in the Philadelphia area can also meet in Canada. This is the most important market for this post, and the growing importance of a global economy is influencing more and more associations to become involved in international meetings. According to a recent survey, Canada is the international destination of choice to more than half of the associations who meet outside U.S. borders. However, there is strong competition, especially from Mexico and the Caribbean. The potential for new and repeat business is solid, however it will require a very concentrated sales and marketing effort by all Canadian hospitality companies.

Corporate

The greatest increase from the corporate meeting sector has come from Eastern Pennsylvania and Delaware. Currently the post has identified approximately 225 corporations that can meet in Canada. This is a potential market that is just now being researched, but the free trade agreements have given a new relevance to doing business in Canada.

Incentive

There are only a small group of incentive houses in the territory, consequently the development capacity is more limited. Best new source of business would be for the golf/resort facilities.



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GERMANY/TOURISM

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Germany

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TOURISM PERSONNEL

Karl-Heinz Limberg, Senior Commercial Officer (Tourism Program Manager). Supervises and is responsible for all promotional activities undertaken for all product segments. Coordinates federal/provincial/territorial and private sector liaison to deliver the tourism program as well as consumer travel counselling. Responsible for special projects and field intelligence.

Karen Robertson, Commercial Officer/Tourism. Responsible for special projects, trade shows and travel counselling.

Helga Mellin, Commercial Officer/Tourism. Responsible for private sector contacts, trade shows and travel counselling.

Territory Germany
Population 79.1 Million

OVERVIEW

With 79.1 million inhabitants the population of Germany is the largest in western Europe. Unlike other European countries, there is no one major city, but some 70 cities with a population in excess of 100,000. More typical, however, than the self-contained cities are the various conurbations forming the industrial regions. The Ruhr area, for example, is a conglomeration of cities housing over 11 million inhabitants.

Despite the economic recession Germany continues to be the world's largest international travel market. 1992 marked the overall record year for tourism. However, the perspectives for 1993 are less optimistic because of the recession which is, among other factors, due to the reunification.

Tourism to Canada increased in the last years after a period of stagnation. Some 300,000 Germans visited Canada in 1992. A continuing movement towards individually organized vacations has been noted. Increasingly, environmental considerations are becoming a part of the travel decision making process. In terms of holiday activities, sightseeing trips are accorded the highest priority, followed by outdoor activities such as golf. Tennis, surfing or diving. Canada is ideally placed to meet these priorities. Another fast growing segment is the incentive business which could be an interesting challenge for Canada on the German market.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Counselling to travel industry
and consumers

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Middle Aged (35-54 years)
- * Young Aged (18-34 years)

Business Travel

- * Incentive
- * Meetings and conventions

POST: CANADIAN EMBASSY, THE HAGUE, THE NETHERLANDS/TOURISM

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The Netherlands

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TOURISM PERSONNEL

Bob Logie, Minister Counsellor. Head Commercial Economic Section.

Paul Brettle, First Secretary Commercial. Responsible for the delivery of the Tourism Program at the Post. Coordinates federal/provincial, private sector liason and special projects.

Fred van Cleef, Commercial Officer/Tourism. Supervises and is responsible for all tourism promotional activities undertaken in territory. Responsible for special projects, field intelligence, media and travel trade contacts.

Oya Latupeirissa, Secretary to Tourism Program Officers and Tourism Information Assistant.

Territory The Netherlands

Population 15 Million

OVERVIEW

Dutch economy is structurally strong and has been performing well over past year. However, as a highly trade-dependent nation, Netherlands is very susceptible to developments in the international economy. Dutch economy growth is expected to be modest until world trade growth again accelerates. The Dutch are enthusiastic travellers. In 1991 holiday participation represented 76.2% of total population. 26.1 million holidays were taken of which 16.6 million were holidays of 4 days or more. Long holidays abroad (4 days) represented 9.36 million trips. The Dutch spent Dfl. 14.8 billion (Can.\$ 10 billion) on holiday expenditures, representing 4.6% of private consumption. 90% is spent on long holidays. Average expenditure and duration for holidays abroad is Dfl. 1,166 (Can.\$ 800) and 14.2 days. Largest portion of total Dutch travel to Canada (100,000 visitors) is from VFR market. Trends however indicate increase in combination VFR/leisure. Largest long haul competitors are USA with 350,000 Dutch visitors, followed by Caribbean and Far East. Dutch traveller is satisfied with clean, budget accommodation, prefers to travel independently and is looking for beautiful scenery, uncrowded surroundings, some outdoor activity and safe cities.

ASSISTANCE AVAILABLE FROM THE POST

Tourism contacts/leads	Briefing on local travel industry
Marketing Intelligence	
Media Liaison	

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Seniors (55 + years)
- * Middle Aged (45 - 54 years)
- * Double Income/No kids (25 - 45 years)

Business Travel

- * Associations
- * Special Interest Tours
- * Incentive

POST: CANADIAN HIGH COMMISSION, LONDON, ENGLAND/TOURISM

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TOURISM PERSONNEL

Roy Keane, Senior Commercial Officer (Tourism Program Manager). Responsible for the overall management and delivery of the Tourism Program at the post.

Christopher King-Walker, Commercial Officer/Tour Operators/Wholesalers. Responsible for the travel trade program with key responsibilities including developing the group tour market and managing the Joint Marketing Agreements. Coordinates all trade related activities.

Jill White, Commercial Officer/Public Relations & Business Travel. Responsible for all public relations and media relations activities with a view to increase consumer and trade awareness. Responsible for the Business Travel sector (MC&IT) and overall market research.

Mary Ellen Collins, Commercial Officer/Media. Responsible for planning, implementing and managing the Visit Canada Programme for journalists.

Jason Kee, Commercial Officer/Travel Trade. Responsible for retail travel trade sector and special interest group and for researching and analyzing the group tour market.

Sheila Smith, Executive Assistant. General administrative support to Tourism Program and assistant to Roy Keane.

Barbara Ulmer, Tourism Assitant. Program support to four commercial officers.

Territory United Kingdom & Republic of Ireland.

Population United Kingdom - 57 Million
Republic of Ireland - 3.5 Million

OVERVIEW

1992 was a year marked by recession and gloom in the UK. While economic analysts predict a GDP growth for 1993, unemployment continues to rise, investment continues to fall and business fails. However, early increases in retail expenditure tend to indicate a movement towards economic recovery. This includes the travel industry. Canada's traditional market of 55+ ABC1's and in VFR remains buoyant and continues to expand with annual increases in product. Increased competition by the Far East, Australia and the US will shift post's emphasis to product promotion as opposed to development.

Both summer travel and traditional touring product remain buoyant in the marketplace. We now need to focus on the 18-54 age group through appropriate product development and promotion. This should include sporting activities, short breaks with a menu of bolt-on activities and specialist activities. Hardest hit by the recession is corporate and business travel which will probably have a slower recovery period.

ASSISTANCE AVAILABLE FROM THE POST

Market Intelligence	UK product analysis
Counselling to travel industry	Tour operator profiles
Sales leads/referrals	Media database
	Business Travel (MC&IT)

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Seniors (55+ years), non-traditional regions, cities
- * 18-54 years, independent travel & outdoor activities
- * Special Interest Groups

Business Travel

- * Associations
- * Corporate
- * Incentive

POST: CANADIAN EMBASSY, PARIS, FRANCE/TOURISM DIVISION

ADDRESS: 35, avenue Montaigne
75008 Paris, France

PHONE: 44-43-29-00

TELEX: (42) 651 806 F

FAX: 44-43-34-94

TOURISM PERSONNEL

Bernard Couet, Senior Commercial officer (Tourism Program Manager). Responsible for the delivery of the Tourism Program at the Post.

Danielle Cordisco, Commercial Officer. Responsible for the products development undertaken with Canadian suppliers as well as with the French tours operators.

Alyre Jomphe, Commercial Officer. Responsible for the promotion directed to professionals and the public.

Anne Zobenbuhler, Press Attache. Responsible for VCP (Visit Canada Program) and press activities.

Agnès Raquet, Touristic Counsellor. Responsible for the Tourist Information Bureau.

Thierry Journe, Touristic Counsellor. Assistant at the Tourist Information Bureau and consumer show.

Raquel Driesch, Secretary. Responsible for accounting, secretarial work.

Territory France

Population 57 Million

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

POST: CANADIAN EMBASSY, SEOUL, REPUBLIC OF KOREA/TOURISM

ADDRESS: 10th floor
Kolon Building
45 Mugyo-Dong
Jung-Ku, Seoul 100-170
Republic of Korea

PHONE: (82-2) 753-2605

TELEX: K27425

FAX: (82-2) 755-0686

TOURISM PERSONNEL

Ken Sunquist, Minister Counsellor. Responsible for the Embassy Commercial/Economic Section and overseas the tourism program.

Duane McMullen, Second Secretary and Vice Consul. In charge of the tourism program.

J.H. Nam, Senior Commercial Assistant. Assistant to the Minister Counsellor and Second Secretary. Also responsible for day to day dealings with the Korean travel trade.

Territory The Republic of Korea

Population 43 Million

OVERVIEW

The continued rapid growth of the Korean economy and the removal of virtually all travel restrictions since 1989 have more than doubled Korean outbound since then. Overall Korean outbound continues to grow at double digit levels. For companies that wish they had been active in Japan earlier in their outbound growth cycle, now is the time to tackle the Korean market.

Koreans are also a lucrative market, with per person per night tourist spending ranking among the highest in the world.

Though known for beautiful scenery, Koreans do not think of Canada as a cities or culture destination. In the nature segment, vigorous promotion by Australia has succeeded in increasing Korean arrivals to Australia at over 50% in 1992 while arrivals to Canada have remained level. Canada will need to respond to such promotion efforts in kind if we are to retain our share of this growing market.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Customs clearance of
 promotional material

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * outdoors and comfort
- * sports and entertainment
- * 30-45 year old

Business Travel

- * Association
- * Corporate
- * Incentive

POST: CANADIAN CONSULATE GENERAL, SYDNEY, AUSTRALIA/TOURISM

ADDRESS: 5th Level, Quay West
111 Harrington Street
Sydney, N.S.W. 2000
Australia

PHONE: 011-612-364-3000

FAX: 011-612-364-3098

TOURISM PERSONNEL

Peter Belanger, Consul & Senior Trade Commissioner. Responsible for the supervision of the Tourism Program at the Post.

Julie Matson, Commercial Officer/Tourism. Responsible for the delivery of the Tourism Program at the Post.

Territory Australia

Population 17 Million

OVERVIEW

Australia is nearly 7.7 million square kilometres. Despite its size, the nation is highly urbanized, with over 70% of the population living in the capital cities and large towns. The major population centres are Sydney and Melbourne, followed by Brisbane, Perth, Adelaide and Hobart.

Major industries are: rural output (4% of production), mining (5%), manufacturing (17%) and the remainder is made up of various activities in the service sector.

Australia provides a stable, mature, well educated international travel market with generous annual leave provisions and good discretionary incomes. Its citizens are predisposed to long haul travel and there is no language barrier. The travel market is highly competitive and very price sensitive.

As a nation, Canada is viewed very favourably by Australians. For a number of reasons, notably pricing, and the lack of air competition, it does not receive the publicity and promotion of other overseas destinations (particularly the USA). It has however, enjoyed steady growth in Australian visitations, until 1991, when the Gulf war and recession affected visit or levels. There has been a good recovery in 1992.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence	News releases to travel trade and media
Counselling to travel industry	MC&IT/Tour Operator/Media database
Sales leads/referrals	Use of office facilities

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Seniors (55+ years)
- * Middle Aged (46-54 years)
- * Baby Boomers (26-45 years)

Business Travel

- * Incentive
- * Associations
- * Corporate

POST: CANADIAN TRADE OFFICE IN TAIPEI, TAIWAN/TOURISM

ADDRESS: 13th floor
365 FUH SING North Road
Taipei 10483
Taiwan

PHONE: (011-886-2) 713-7268

TELEX: 29484 CANTAI

FAX: (011-886-2) 712-7244

TOURISM PERSONNEL

Doug Ditto, Executive Deputy Director & Senior Trade Commissioner. Responsible for the direction and supervision of the tourism program at the trade office.

Helen Chen, Commercial Officer. Supervises and is responsible for all promotional activities at the trade office for tourism.

Territory Taiwan

Population 20.3 Million

OVERVIEW

Known as one of Asia's rising "dragons", Taiwan has achieved rapid and continued growth. In 1945, Taiwan was a war-torn island of seven million with scarce capital, technical expertise, and natural resources. From 1952 to 1990, the real gross national product (GNP) grew at an average annual rate of nearly 9 percent. International trade is the most important element of the Taiwan economy. In 1989, Taiwan was the world's 12th largest trading nation. Foreign Exchange Reserves figure edged up to US \$ 85 billion by September 1992.

In 1991, a total of 3,366,076 island residents made overseas trips, up 14.4 percent from the year before. This means that more than 15 out of every 100 Taiwan residents travelled abroad with spending around US \$5 billion during the year.

In 1991, 43,699 Taiwanese tourists visited Canada. This was an increase of 6.48 percent over the previous year.

ASSISTANCE AVAILABLE FROM THE CTOT

Market intelligence
Counselling to travel industry
Sales leads/referrals

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Age between 30-49, 47% out of the total outbound travellers
- * Age between 50-59, 12.5% out of the total outbound travellers
- * Seniors (60 and over), 14% out of the total outbound travellers
- * Students, 3.57% out of the total outbound travellers.

This is a very interesting segment and one that offers significant prospects as more Taiwanese students choose Canada.

Business Travel

- * Business & Investor - most of Taiwan businessmen visit Canada for business and investment to be related to immigration.

POST: CANADIAN EMBASSY, TOKYO, JAPAN/TOURISM

ADDRESS: 3-38 Akasaka 7-Chome
Minato-ku
Tokyo 107, Japan

PHONE: 81-3-3479-5851

TELEX: J22218 DOMCAN

FAX: 81-3-3470-7278

TOURISM PERSONNEL

Guy R. Simser, Counsellor-Commercial, (Tourism Program Manager). Responsible for advertising, PR and liaison with Association of National Tourist Office Representatives in Japan (ANTOR-JAPAN).

Tomio (Tom) Suzuki, Commercial Officer/Tourism, Deputy Program Manager. Responsible for office administration, research, market intelligence.

Osamu (Sam) Yokoyama, Commercial Officer/Tourism. Responsible for PR projects, trade promotion and product development.

Jun Saito, Commercial Officer/Tourism. Responsible for JATA Trade Show, World Travel Fair, Tour Expo, Big Ski Canada, Winter Wonderland, RVC and KANATA, trade promotion and product development.

Izumi Nukita, Secretary. Travel Information and tourism related Accounting.

Junko Nakata, Secretary. Travel Information.

Mayumi Suda, Information Clerk. Responsible for Mail House and Stocks.

Seiko Chiba, Information Clerk. Responsible for consumer inquiries.

Territory All of Japan

Population 122.61 Million

OVERVIEW

Japan is currently struggling to slip out of the economic "bubble burst" of 1991/92. Of the 130 tourism/travel related firms surveyed by the Ministry of Transport, 93% think that the economic recovery will happen only after FY 93/94. A little less than 10% (approximately 11 million) of the total Japanese population went overseas in 1992. The growth rate for 1993 will remain in the low single digit number. The majority of Japanese visitors to Canada travel in groups and have traditionally been and will undoubtedly continue to be of the general sightseeing variety. However, we are witnessing a steady growth in the FIT traffic, especially to Canada West. Specific tour product development will have to be negotiated with wholesalers and tour producers according to current market demands and trends in conjunction with established areas in Canada and airline carrier partners such as Canadian Airlines Int'l and Japan Airlines through the Vancouver and Toronto gateways.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence	Sales leads/referrals
Counselling to travel industry	Media relations

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

Generally speaking, there is no specific age group that is ahead of the other; likewise, there is no large gap in arrival figures between male and female visitors. Honeymoon traffic is gradually increasing and their preferred destinations in Canada are the West and the so called Maple Kaido (Niagara Falls, Toronto, Montreal and Quebec). Young Ladies and "Anne Fans" have discovered Atlantic Canada, especially, Prince Edward Island. The "Silver Age" or retired couples in early their sixties is a fast growing segment; this group has a propensity to turn into "repeaters". Students in senior high-schools and colleges are now moving in groups as the institutions they belong to have begun to establish individual relations with their Canadian counter parts. Although still very small family travel is gradually coming into the scene. A steady growth is expected in the FIT market as the Japanese travellers get accustomed to overseas destinations.

Business Travel

With the economic slowdown came the decline in the so-called "Business Travel" from Japan to all destinations. However, most major travel agencies have begun preparing for the "Incentive Travel" which is expected to follow the economic recovery.



GENERIC TITLES TO BE USED BY EAITC POSTS IN
THE U.S. FOR MAJOR TOURISM PROMOTIONS

During the fiscal year 1993/94, the U.S.A. Posts will be using generic titles for all their major promotions, marketplaces, shows, seminars and workshops, this will allow the Canadian Tourism Industry to better understand the audience our Posts are targeting for a specific event.

<u>Type of Activity</u>	<u>Generic Name</u>
Travel Trade Promotions	Spotlight Canada
Seniors Programs	Canada Salutes U.S. Seniors
Adventure / Outdoor Programs	Adventure Canada
Winter Programs	Canada's Winter Wonderland
Ski Programs	Ski Canada
Golf Programs	Golf Canada
Media Programs	Dateline Canada
Business Travel Programs	Showcase Canada



**ALL MAJOR TOURISM ACTIVITIES/EVENTS WITHIN
POSTS/TRADE OFFICES TERRITORIES**

**COVERING THE PERIOD
APRIL 1, 1993 TO MARCH 31, 1994**



POST: ATLANTA

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
PAL Tvl Productions	Boomers, Seniors	Travel Trade	Apr 01/93	West Palm Beach	Show Manager 305-443-3007
*-Showcase Canada	Corp./Assn.	Business Travel	Apr 19/93	Atlanta 404-577-6810	Steve Felahis
*-Showcase Canada	Corp./Assn.	Business Travel	Apr 20/93	Raleigh	Steve Felahis 404-577-6810
National Tour Association	All Segments	Tour Operators	Apr 21-24/93	Birmingham	NTA 606-253-1036
Vacation World	All Segments	Consumer	May 15-18/93	Atlanta	Carlson Tvl 617-253-1036
*-Educational Seminars	Boomers	Travel Trade	May 25-28/93	Charlotte Raleigh	Barbara Bach 404-577-6810
*-NEBS - Atlantic Canada	Seniors	Travel Trade Tour Operators	Jul 12-16/93	Tampa	Barbara Bach 404-577-6810
*-NEBS - Quebec Ski	Boomers	Travel Trade Ski Clubs	Sep 20-24/93	Miami	Barbara Bach 404-577-6810
Travel Centre,Ltd	All Segments	Consumer	Oct 30/93	Atlanta	Pam Tobin 404-386-0515
AAA Travel Shows Motor Club of the South	All Segments	Consumer	Jan/94	Florida Georgia Tennessee	Jen.McMutrie 813-289-5901
Brownell Travel	Boomers, Seniors	Travel Trade Consumer	Jan 14-15/94	Birmingham	Denise Stamps 205-323-8991
Spotlight Canada	Boomers, Seniors	Travel Trade Tour Operators	Feb 8-13/94	Florida West Palm/ Daytona (in conjunction with Suncoast Travel Show) Tampa/St. Pete	Barbara Bach 404-577-6810
Suncoast Tvl Show	Boomers, Seniors	Travel Trade Consumers	Feb 11-13/94	St.Pete	Kersi Katrak 813-544-5299
*-Spotlight Canada	Boomers, Seniors	Travel Trade of the Carolinas	Feb 17-20/94	North Carolina	Barbara Bach 404-577-6810
*TAC Convention	Boomers, Seniors	Travel Trade	Feb 17-20/94	North Carolina	TAC Office 919-836-0880
Annual Travel Show	All Segments	Consumer	Feb 26/94	Rome, GA	Martha Bryant 706-291-7041
Southern Spring Show	All Segments	Consumer	Feb 26/94 Mar 6/94	Charlotte	Robt.Zimmerman 800-849-0248
*-Seatrade	Boomers, Seniors	Cruise Industry	Mar 2/94	Miami	Barbara Bach 404-577-6810

* **INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.**

POST: BOSTON

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*Canada Salutes US Seniors	Seniors	Consumer	Jan/94	Boston	J. Aiton 617-536-1731
Vacation World	Boomers, Middle Aged Seniors	Trade/Consumer	Jan/94	Boston	D. Rodnicky 617-262-9200
Boating USA '94	Boomers, Middle Aged Seniors	Consumer	Jan/94	Springfield	Frank Sousa 413-594-2085
Golf & Tennis EXPO	Boomers, Middle Aged Seniors	Consumer	Jan/94	Boston	Lisa 508-777-2311
Sportsmen's Show	Boomers, Middle Aged Seniors	Consumer	Feb/94	Springfield	Frank Sousa 413-594-2085
Sportsmen's Show	Boomers, Middle Aged Seniors	Consumer	Feb/94	Boston	Frank Sousa 413-594-2085
Fishing & Outdoor EXPO	Boomers, Middle Aged Seniors	Consumer	Feb/94	Worcester	Paul Fuller 603-431-4315
*Adventure Canada	Boomers, Middle Aged Seniors	Consumer	Mar/94	Boston 617-536-1731	C. Treadway

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: BUFFALO

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Senior Travel Planers Marketplace	Seniors	Group Leaders	May 4/93	Buffalo	R.Gasparilla Hingham, Mass. 617-740-1185
N.Y. Buss. Travel Assn. Corp. Show	Corp.	Business Travel	May 13/93	Rochester	D. Schroeder 716-286-3324
"Women-In-Travel" Meet Your Rep Nights	Boomers, Middle Aged	Travel Trade F.I.T.	Jun 17/93	Buffalo	K. Knab 716-655-0155 Schlemmer 716-223-5980 Nickerson 716-433-5077
			Jun 16/93	Rochester	
			Jun 15/93	Syracuse	
Erie County Fair	Boomers, Middle Aged Seniors	Consumer	Aug 12-22/93	Buffalo	Oney Witt 716-649-3900
Glamer Show	Seniors	Group Leaders	Aug 25/93	Buffalo	Rose Conrad 800-628-0993
			Aug 27/93	Syracuse	
National Trade Shows, Inc.	Boomers, Middle Aged	Travel Trade	Sep 7-10/93	Syracuse	Bill Gardiner 201-835-1340
			Sep 27-30/93	Rochester & Buffalo	
*"Spotlight Canada"	Boomers, Middle Aged Seniors	Travel Trade	Sep 28/93	Syracuse	L. Niederlander 716-852-1247
			Sep 29/93	Rochester	
			Sep 30/93	Buffalo	
Seaway Travel Destinations Show	Seniors	Group Leaders	Oct 28-31/93	Buffalo	S. Rzepcki 716-892-0482
Niagara Scenic Bus Lines Show	Seniors	Group Leaders	Nov 3/93	Buffalo	T. Baker 800-695-1500
Syracuse Ski Show	Boomers, Middle Aged Seniors	Consumer	Nov/93	Syracuse	B. Wolfe 315-425-1468
North Coast Golf Show	Boomers, Middle Aged Seniors	Consumer	Nov/93	Buffalo	P. Patterson 614-228-5110
Blue Bird Coach Show	Seniors	Group Leaders	Nov/93	Buffalo	M. Burridge 716-693-6991
Empire Trailways Show	Seniors	Group Leaders	Jan 11/94	Rochester	D. Wolfe 716-232-4116
Great Northeastern Sport Show	Boomers, Middle Aged Seniors	Consumer	Jan 27-30/94	Syracuse	C. Hengst 315-824-3227
AAA of WNY Auto Travel Show	Boomers, Middle Aged Seniors	Consumer	Feb/94	Buffalo	S. Manfredo 716-633-9060
*"Showcase Canada"	Corp./Assn./Incentive	Business Travel	Feb 17/94	Buffalo	L. Niederlander 716-852-1247

POST: BUFFALO cont.

Brown Coach Travel Show	Seniors	Group Leaders	Feb 17/94	Schenectady	S. Brown 518-853-4412
Auto Club at Syracuse Tr. Fest	Boomers, Middle Aged Seniors	Consumer	Feb/94	Syracuse	S. Hartmyer 315-452-2666
Central NY RV Show	Boomers, Middle Aged Seniors	Consumer	Mar 2-6/94	Syracuse	A. Knorr 315-472-5431
WNY Outdoor Adventure Expo	Boomers, Middle Aged Seniors	Consumer	Mar 10-13/94	Buffalo	S. Concilla 814-725-3856
*"Spotlight Canada"	Boomers, Middle Aged Seniors	Travel Trade	Mar 22/94 Mar 23/94 Mar 24/94	Syracuse Rochester Buffalo	L. Niederlander 716-852-1247
Syracuse Sportsmen's Show	Boomers, Middle Aged Seniors	Consumer	Mar/94	Syracuse	B. Borchers 413-594-2085

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: PITTSBURGH

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*Spotlight Canada I	Middle Aged, Seniors	Travel Trade	Apr 1/93 Pittsburgh		V. Boehm 412-392-2308
Henry Davis	Boomers, Middle Aged	Travel Trade	Apr 16/93	Pittsburgh	V. Boehm 516-868-4178
*Showcase Canada	Corp./Assn./Incentive	Business Travel	Apr 28/93	Pittsburgh	V. Boehm 412-392-2308
*Spotlight Canada II	Middle Aged, Seniors	Travel Trade	Oct 11/93	Pittsburgh	V. Boehm 412-392-2308

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: CHICAGO

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*AD*venture 1993	All Leisure Segments	Consumers	Apr-May/93	Chicago	Bas Bouma 312-616-1860
Henry Davis Show	Middle Aged, Seniors	Travel Trade	Apr 19/93 Apr 20/93 Apr 21/93 Oct 18/93 Oct 19/93 Oct 20/93	Chicago Chicago Milwaukee Chicago Chicago Milwaukee	Henry Davis Corp. (800) 237-7452
CMSC Seminar	Boomers, Middle Aged	Ski Trip Planners	May/93	Chicago	CMSC (312) 346-1268
Ski Group	Middle Aged, Seniors	Travel Trade	May/93	Chicago	Jerry Simon Associates (702) 456-1119
CSAE Annual Meeting	Assn.	Business Travel	May 26/93	Chicago	CSAE (312) 236-2288
*Incentive NEBS	Incentive	Business Travel	July/93	Chicago St. Louis	Gary Churilla (312) 616-1860
*Assn Workshop	Assn.	Business Travel	Aug/93	Milwaukee	Ross Ament (312) 616-1860
Milwaukee Journal Sentinel Travel Show	Middle Aged, Seniors	Travel Trade	Sep/93	Milwaukee	Don Holland (612) 938-8526
Chicago Tribune Travel Show	Middle Aged, Seniors	Travel Trade	Sep/93	Chicago	Don Holland (612) 938-8526
IT & ME	Incentive	Business Travel	Sep 21-23/93	Chicago	Hall-Erickson (708) 850-7779
*IT & ME Canada Night	Incentive	Business Travel	Sep 22/93	Chicago	Gary Churilla (312) 616-1860
Golf Group	Boomers, Middle Aged	Travel Trade	Oct/93	Chicago	Jerry Simon Associates (702) 456-1119
Chicago Ski Show	Boomers, Middle Aged	Consumer	Oct/93	Chicago	Alaco Prod. (312) 622-4905
Central Illinois Trade Show	Middle Aged, Seniors	Travel Trade	Nov 4/93	Peoria	Greater Peoria Airport Authority (309) 697-8272
*Assn NEBS	Assn.	Business Travel	Dec 1-3/93	Chicago	Ross Ament (312) 616-1860
CSAE Holiday Showcase	Corp./Assn./Incentive	Business Travel	Dec/93	Chicago	CSAE (312) 236-2288

POST: CHICAGO cont.

All Canada Show	Boomers, Middle Aged	Consumer	Jan - Feb/94	St. Louis Milwaukee Chicago Madison Green Bay	Bay-Lakes Mktg. (414) 866-2323
*Adventure Travel NEBS	Boomers, Middle Aged	Consumer	Jan/94	Chicago	Bas Bouma (312) 616-1860
Int'l Adventure Travel Show	Boomers, Middle Aged	Consumer	Jan/94	Chicago	McRand Int'l (708) 295-4400
Chicagoland Sport Fishing & Outdoors Show	Boomers, Middle Aged	Consumer	Jan/94	Chicago	PEMCO (708) 260-9700
Chicago Golf Show	Boomers, Middle Aged	Consumer	Feb/94	Chicago	Golf Learning Centers of America (708) 773-6575
CSAE Winter Educational Seminar	Assn.	Business Travel	Feb/94	Chicago	CSAE (312) 236-2288
*Showcase Canada	Corp./Assn./Incentive	Business Travel	Feb/94	Milwaukee	Ross Ament (312) 616-1860
WFRV-TV Travel Show	Boomers, Middle Aged Seniors	Consumer	Feb/94	Green Bay	Brown County EXPO Center (414) 494-9507
Milwaukee Sentinel Sports Show	Boomers, Middle Aged	Consumer	Mar/94	Milwaukee	Mark Sabljak (414) 224-2419
CAMPI Educational Seminar	Corp./Assn./Incentive	Business Travel	Mar/94	Chicago	CAMPI (312) 661-1700
Canoecopia	Boomers, Middle Aged	Consumer	Mar/94	Madison	Rutabaga (608) 256-4303
Deer Show	Boomers, Middle Aged	Consumer	Apr/93 Mar/94	Madison Springfield	Target Communications (414) 242-3990
*Spotlight Canada	Middle Aged, Seniors	Travel Trade	Mar/94	Chicago Milwaukee	Don Holland (612) 938-8526
Kansas City Star Times Travel Show	Middle Aged, Seniors	Travel Trade	Oct/93 Mar/94	Kansas City	Don Holland (612) 938-8526
St. Louis Post Dispatch Travel Show	Middle Aged, Seniors	Travel Trade	Oct/93	St. Louis Mar/94	St. Louis Post Dispatch (314) 622-7325
Wisconsin Women in Travel	Middle Aged, Seniors	Travel Trade	Mar/94	Madison	Wisconsin Women in Travel (608) 277-7447

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: DALLAS

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Fish & Tackle	Boomers, Middle Aged Seniors	Outdoor/Adventure	Apr/93	Fort Worth	J. Poole 817-551-1219
TX Ski Council Ski Show	Boomers, Middle Aged Affluent	Pleasure Travel	Apr/93	San Antonio	V. Mallory 512-935-4491
All About Travel	Boomers, Middle Aged Seniors	Pleasure Travel	Apr/93	Oklahoma City	All About Tvl. 405-848-8517
*Showcase Canada	Corp./Assn./Incentive	Business Travel	Apr 21-22/93	Houston Dallas	S. Galloway 214-922-9816
Ski Group	Boomers, Middle Aged	Pleasure Travel	May 17-20/93	Dallas Austin Houston New Orleans	J.Simon 702-456-1119
Golf Show	Boomers, Middle Aged	Pleasure Travel	June/93	Ft. Worth B. Lux	818-831-1999
TSAE	Assn.	Business Travel	June 25-26/93	Austin	M.J. Casarez 512-444-1974
Hunt & Fish Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	July/93	Austin	R. Miller 713-589-7991
Summer Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	July/93	Dallas	Show Prod. 713-439-5890
Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Aug/93	Fort Worth	Jerry Hahn 817-335-1211
Sport, Boat & Travel Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Aug/93	Tulsa	Chas. Taber 214-742-2626
RV Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Oct 15-17/93	San Antonio	M. Coffen 409-295-9677
Canada Salutes US Seniors	Seniors	Pleasure Travel	Dec/93	Amarillo	Trailways Tours 806-372-8087
SW Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Jan/94	Dallas	D.Buchanan 214-212-5160
*Dan Dipert Travel World	Middle Aged, Seniors	Pleasure Travel	Jan/94	Little Rock Houston San Antonio Arlington	D. Ward 817-543-3720
Dallas Winter Boat Show	Boomers, Middle Aged Seniors	Pleasure Travel	Jan-Feb/94	Dallas	Show Prod. 713-439-5890

POST: DALLAS cont.

World of Cruises	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Dallas	EMM 800-692-1338
*Spotlight Canada	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Dallas Houston & TBA	S. Ellis 214-922-9806
D. Holland Tradeshow	Middle Aged, Seniors	Pleasure Travel	Feb/94	San Antonio Dallas Houston	D. Holland 612-938-8526
Sport, Boat & Travel Show	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Wichita	B. Shepherd 303-892-6800
World Golf EXPO	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Dallas	Events Mktg. 800-831-3976
RV, Van & Outdoor	Boomers, Middle Aged Seniors	Outdoor/Adventure	Feb/94	Oklahoma City	G. Motley 405-789-9168
Vacation Supermarket	Boomers, Middle Aged Seniors	Pleasure Travel	Mar/94	Dallas	M. Wells 817-967-3153
National Travel Exchange	Boomers, Middle Aged	Pleasure Travel	Mar/94	Houston Dallas	NTE 800-365-1221
Henry Davis Dinner Show	Middle Aged, Seniors	Pleasure Travel	Mar/94	San Antonio Houston Dallas Oklahoma City	H. Davis 800-237-7452

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: DETROIT

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Detroit News Travel Show	Boomers, Middle Aged	Travel Trade	Oct 2/93	Dearborn	J. West 313-222-2326
Glamer Shows	Seniors	Group Influencers	Apr 7/93 May 5/93 May 7/93	Indianapolis Lansing Southfield	J. Stoffer 216-337-1027
Don Holland	Boomers, Middle Aged	Travel Trade	Oct 11/93 Oct 27/93	Grand. Rapids Indianapolis	612-938-8526
Ski Shows	Boomers, Middle Aged	Ski Influencers	May 2/93	Troy	Joe Palazzolo 313-322-0424
Bavarian Ski Show	Boomers, Middle Aged	Ski Influencers	Oct/93	Pontiac	M. Watts 313-459-1771
Southeastern Mich. Golf/Sport Show	Boomers, Middle Aged	Golf/Sport Influencers	Nov/93	Novi	313-348-6942
Metro Detroit Golf Show	Boomers, Middle Aged	Golf/Resort Influencers	Feb 6-8/94	Southfield	313-582-8860
Central Mich. RV Show	Seniors	RV/Outdoors	TBA	TBA	517-458-2309
Ambassadair Travel Show	Middle Aged, Seniors	Travel Trade Consumers	Aug/93	Indianapolis	J. van Kirk 317-546-5141
Indy Outdoor	Middle Aged	Consumers	Aug/93	Indianapolis	317-546-4344
*Showcase Canada	Corp./Assn.	Meeting Planners	Oct 19/93	Indianapolis	313-567-2340
*Ski Canada	Boomers, Middle Aged	Ski Influencers	Jun/93	Flint Dearborn	313-567-2340
*Adventure Canada	Boomers, Middle Aged	Group Influencers	Feb/94	Southfield	313-567-2340
*Canada Salutes U.S. Seniors	Middle Aged, Seniors	Group Influencers	Feb/94	Southfield	313-567-2340
*Showcase Canada	Corp./Assn.	Meeting Planners	Mar 8/94	Dearborn	313-567-2340
*Spotlight Canada	Boomers, Middle Aged	Travel Trade	Mar 15-16/94	Southfield Lansing	313-567-2340

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: DETROIT cont.

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*Spotlight Canada I	Boomers, Middle Aged	Travel Trade	Apr 1/93	Cleveland	M. Rice 313-567-2340
*AAA Education Tour	All Segments	Travel Trade	May 3-7/93	Ont/Que	M. Rice 313-567-2340
Senior Tvl Days	Seniors	Group Leaders	May 20/93	Cleveland	R.Gasparello 617-740-1185
Kroger Senior EXPO	Seniors	Consumer	June 18/93 July 17/93	Toledo Columbus	Zimmerman Publishing 614-294-8878
*Spotlight Canada II	Boomers, Middle Aged	Travel Trade	Oct 21/93	Cleveland	M. Rice 313-567-2340
Cleveland Ski Fair	Boomers, Middle Aged	Consumer	Nov 12-14/93	Cleveland	T.Messersmith 216-678-4489
Golf Show	Middle Aged	Consumer	Nov 19-21/93	Cleveland	Joe Stegh 216-963-6963

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: CINCINNATI

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
PAL Travel Show	Boomers, Middle Aged	Travel Trade	Apr 20/93	Louisville	Deborah Boyd 305-443-3007
PAL Travel Show	Boomers, Middle Aged	Travel Trade	Apr 21/93	Lexington	Deborah Boyd 305-443-3007
PAL Travel Show	Boomers, Middle Aged	Travel Trade	Apr 22/93	Columbus	Deborah Boyd 305-443-3007
Group Leaders of America	Seniors	Senior Group Leaders	Apr 9/93	Cincinnati	Rose Conrad 800-628-0993
Ski Group '93	Boomers, Middle Aged	Ski Clubs Travel Trade	May 12/93	Cincinnati	Elaine Haas 702-456-1119
*Showcase Canada	Corp./Assn.	Business Travel	May 4/93	Cincinnati	J. Wellman 513-762-7655
D. Holland Trade Show	Boomers, Middle Aged	Travel Trade	Sep/93	Cincinnati	Don Holland 612-938-8526
D. Holland Trade Show	Boomers, Middle Aged	Travel Trade	Sep/93	Columbus	Don Holland 612-938-8526
Group Leaders of America	Seniors	Senior Group Leaders	Sep 8/93	Columbus	Rose Conrad 800-628-0993
Group Leaders of America	Seniors	Senior Group Leaders	Sep 10/93	Louisville	Rose Conrad 800-628-0993
Golf Group '93	Boomers, Middle Aged Seniors	Travel Trade	Nov/93	Cincinnati	E. Haas 702-456-1119
*Heritage/Culture	Seniors	Travel Trade	Sep 10/93	Ontario	J. Wellman Tour. 513-762-7655
Cincinnati Travel Boat & Sport Show	Boomers, Middle Aged Seniors	Consumer	Jan/94	Cincinnati	D. Hart 513-281-0022
KY Sport Boat & Vacation Show	Boomers, Middle Aged Seniors	Consumer	Jan/94	Louisville	W. King 502-454-0788
North Coast Golf Shows	Boomers, Middle Aged Seniors	Consumer	Jan/94	Cincinnati	P. Patterson 216-963-6963
North Coast Golf Shows	Boomers, Middle Aged Seniors	Consumer	Jan/94	Columbus	P. Patterson 216-963-6963
Sports, Vacation & Travel Show	Boomers, Middle Aged Seniors	Consumer	Feb/94	Columbus	T. Shutt 614-461-5257

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: LOS ANGELES

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
* AD*venture 1993	All Leisure Segments	Consumers	Apr 12-18/93	Los Angeles	TIAC
Los Angeles Times Travel Show	Middle Aged, Seniors	Consumers	Apr 17-18/93	Los Angeles	LA Times 714-639-3700
* Dateline Canada	All Leisure Segments	Tourism Media	Apr 21-23/93	Los Angeles	Ms M Campbell 213-687-7432
Focus West '93	Corp./Assn.	Meeting Planners	Apr 21/93	Anaheim	Ms Pam Hemann 818-449-5160
* Showcase I	Business Travel	Corporate Decision Makers	May 3/93	Los Angeles	Mr M Zaretsky 213-687-7432
* Spotlight Canada	Middle Aged, Seniors	Retail Travel Agents	May 7-10/93	Four Cities in S. California	Ms J Clark 213-687-7432
California Premium & Incentive Travel Show	Incentive	Meeting Planners	Jun 15-16/93	Anaheim	AMC Tradeshows 404-220-2218
Orange County Register Travel Show	Middle Aged, Seniors	Consumers	Feb 5-6/94	Anaheim	818-784-3036
* Canadian Collection I	Middle Aged, Seniors	Retail Travel Agents	Feb 10/94	Six Cities in S. California	Ms J Clark 213-687-7432
Metro Phoenix World Travel Show	Middle Aged, Seniors	Consumers	Late Feb/94	Phoenix Arizona	602-948-4442
* Showcase Canada	Business	Business Travel Planners	Mar 1/94 Los Angeles (T.B.C.)		Mr M Zaretsky 213-687-7432
California Bicycle, Sports, Adventure Fair	Boomers, Middle Aged	Consumers	Mar 27-28/94	San Diego	Dan Grindling 619-454-1717

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: SAN FRANCISCO

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
National Travel Exchange	Boomers, Middle Aged Seniors	Travel Trade	Apr 8/93 Apr 12/93 Apr 13/93 Oct 18/93 Nov 2/93 Nov 3/93 Nov 4/93	Denver San Francisco San Jose Denver San Francisco San Jose Sacramento	Gail Collins 818-888-8816
Frontier Tours Tradeshow	Seniors	Group Leaders	Aug/93	Concord Sacramento	Ann McMartin 702-882-2100
International Sportsman EXPO	Boomers, Middle Aged Seniors	Outdoor Consumer	Jan 6-10/94 Feb 17-21/94 Mar 10-14/94	Sacramento Denver San Mateo	Steve Doty 206-693-3700
S.F. Boat Show	Boomers, Middle Aged Seniors	Outdoor Consumers	Jan 29-31/94	San Francisco	Tom Randall 415-931-2500
*Spotlight Canada	Boomers, Middle Aged Seniors	Travel Trade	Feb/94	6 Bay Area Locations	Judith Duffy 415-495-6021
Sacramento Bee Travel Fair	Boomers, Middle Aged Seniors	Consumer	Feb 20/94	Sacramento 916-321-1795	Patti Padilla
S.F. Chronicle Outdoor Show	Boomers, Seniors	Adventure Consumers	Mar 5-7/94	San Francisco	Gary Reynolds 414-786-5600
Canadian Travel Seminar	Seniors	Group Leader	Mar/94	Lafayette	Jack Dold 510-789-3000
*Showcase Canada	Corp./Assn.	Business Travel	Mar/94	San Francisco San Jose	Judith Duffy 415-495-6021

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: MINNEAPOLIS

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Minnesota Sportsmen's Boat, Camping & Travel Show	All Segments	Consumer	Jan/94	St. Paul	612-755-8111
All Canada Shows	All Segments	Consumer	Feb/94 Feb/94 Feb/94	Omaha Des Moines Minneapolis	Dave Hutchison 800-325-6290
Greater Northwest Vacation, Camping & RV Show	All Segments	Consumer	Feb/94	Minneapolis	612-827-5833
Omaha Boat, Sports & Travel Show	All Segments	Consumer	Feb/94	Omaha	402-444-4750
Red River Valley Boat, Camping & Vacation Show	All Segments	Consumer	Mar/94	Fargo	701-241-1480
Eastern Iowa Sports, Boat, Travel Uni-Dome	All Segments	Consumer	Mar/94	Cedar Falls	319-232-0218
*Discover Canada (Consulate sponsored)	Boomers, Middle Aged	Travel Trade	Mar/94 Mar/94 Mar/94 Mar/94	Omaha Des Moines Cedar Rapids Minneapolis	Ernie Konstas 612-333-4641
Iowa Sports, Boat, Camping & Vacation Show	All Segments	Consumer	Mar/94	Des Moines	515-242-2946
Northwest Boat, Sports & Travel Show	All Segments	Consumer	Mar 26 - Apr 4 1994	Minneapolis	612-827-5833
Star/Tribune Shows	All Segments	Distributors	Apr 7/93 Oct 5/93	Minneapolis Minneapolis	Vic Zukanoff 800-827-8742 or 612-673-4828
*Showcase Canada	Corp./Assn./Incentive	Business Travel	Apr 27/93	Minneapolis	Ernie Konstas 612-333-4641
AD*venture 1993	All Leisure Segments	Consumers	Apr - May/93	Minneapolis	S. Dowling 612-333-4641
*Spotlight Canada I	Middle Aged, Seniors	Travel Trade	Sept/93	3 Shows in Territory	Ernie Konstas 612-333-4641
Don Holland Trade Shows	Boomers, Middle Aged Affluent	Travel Trade	Sep 27/93 Sep 28/93	Des Moines Omaha	D.Holland Trade Shows 612-938-7239
Glamer Shows	Seniors	Leisure Group Influencers	Aug 18/93 Oct 8//93	Minneapolis Omaha	800-628-0993

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: NEW YORK

ACTIVITY/EVENT	CUSTOMER SEGMENTS	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Saratoga Springs Hunting/Fishing Show	Boomers, Middle Aged	Consumer/Hunt & Fish	Jan 8-10/93	Saratoga Springs	Outdoor Sportsmen's Shows 717-676-9900
Gardent State Outdoor Sportsmen's Show	Boomers, Middle Aged	Consumer/Hunt & Fish	Jan 14-17/93	Edison	Outdoor Sportsmen's Shows 717-676-9900
Vacation EXPO '93	Boomers	Consumer	Feb 6-7/93	Secaucus	P & P EXPO Co. 516-868-4178
Greater NY Fishing and Hunting EXPO	Boomers, Middle Aged	Consumer/Hunt & Fish	Feb 11-14/93	Kingston	Outdoor Sportsmen's Shows 717-676-9900
*We Love NY Day	Association	Meetings/Convs.	Feb 18/93	New York City	P. Boyer 212-596-1600
Fishing EXPO	Boomers, Middle-Aged	Consumer/Hunt & Fish	Feb 19-21/93	Saratoga Springs	Outdoor Sportsmen's Show 717-676-9900
Nat'l Assn. of Senior Travel Planners	Seniors	Senior Travel Planners	Feb 25/93 Mar 4/93 Mar 5/93 Mar 17/93 Apr 14/93	Hanover Melville White Plains Cherry Hill Hartford	R. Gasparello 617-740-1185
The New York Times Trade Show	Boomers, Middle-Aged Seniors	Travel Agents	Mar 1/93	New York City	D. Holland 612-938-8526
Eastern Fishing & Outdoor EXPO	Boomers, Middle Aged	Consumer/Fish	Mar 3-7/93	Suffern	Paul Fuller 603-431-4315
National Trade Shows, Inc.	Boomers, Middle-Aged Seniors	Travel Trade	Mar 4/93	Cherry Hill	NTS, Inc. 800-526-0041
Henry Davis 1993 Int'l Travel EXPO	Boomers, Middle-Aged Seniors	Travel Trade	Mar 9/93 Mar 10/93 Mar 11/93 Mar 18/93 Mar 24/93 Mar 25/93 Apr 1/93 Apr 25/93 Oct 13/93 Oct 14/93 Oct 19/93 Oct 25/93 Oct 26/93 Oct 27/93 Oct 28/93 Nov 4/93	Northern NJ (3 locations) Northern NJ Southern NJ Greater Hartford Stamford New York City Albany Northern NJ (two Locations) Westchester County Long Island Long Island Greater Hartford New York City Albany	H. Davis Corp. 800-237-7452

POST: NEW YORK cont.

Corporate Travel World	Corp.	Meetings/Convs.	Mar 18-19/93	New York City	M. Freeman Inc. 212-869-1300
The Resorts & Incentive Travel Show/Small Meetings Show/Corporate Travel World '93	Incentive/Corporate	Meetings/Convs.	Mar 29-30/93	New York City	Gralla Publ. 212-869-1300
*Dateline Canada	Boomers, Middle-Aged Seniors	Media	Apr 14-15/93	New York City	Lois Gerber 212-596-1600
National Trade Show Inc.	Boomers, Middle-Aged Seniors	Travel Trade	Apr 12-15/93 Apr 19/93 Apr 20/93 Apr 21/93 Apr 22/93 Oct 7/93 Oct 18/93 Oct 19/93 Oct 20/93 Oct 21/93 Nov 8/93 Nov 9/93 Nov 10/93 Nov 11/93	Danbury Cranford 800-526-0041 NJ Shore Area Bergen County Cedar Grove Windsor Locks Nassau County Suffolk Stratford Rockland County Stratford Suffolk County Nassau County Rockland County	NTS, Inc.
Glamer	Seniors	Senior Group Leaders	May 14/93 May 28/93 Aug 19/93 Sep 1/93	Albany White Plains Hartford Parsippany	Glamer 800-628-0993
Meeting World	Corporate	Meetings/Convs.	Jul 14-16/93	New York City	Gralla Publ. 212-869-1300
*NEBS	Working Seniors	Pleasure Travel	Aug 25-27/93	Connecticut	F. Hodgins 212-596-1600
*Spotlight Canada	Boomers, Middle-Aged Working Seniors	Pleasure Travel	Sep/93	New Jersey New York Connecticut	212-596-1600
*SITE Convention	Incentive	Business Travel	Nov 7-11/93	St. Louis	Patricia Boyer 212-596-1600
*NEBS - Eco Tourism	Boomers, Middle-Aged	Pleasure Travel	Nov 17-19/93	New Jersey	F. Hodgins 212-596-1600
*Showcase Canada	Corp/Assoc/Incentive	Meetings/Convs.	Nov/93	New York City	Patricia Boyer 212-596-1800
*AD-Venture Education	Boomers, Middle-Aged Seniors	Pleasure Travel	To be announced	Throughout Terr.	F. Hodgins 212-596-1600
*AD-Venture	Seniors	Pleasure Travel	Spring '93 To be announced	New York City	F. Hodgins 212-596-1600
*AD-Venture	Boomers, Middle-Aged	Pleasure Travel	To be announced	Princeton	F. Hodgins 212-596-1600

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: SEATTLE

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION	CONTACT
National Travel Exchange	Boomers, Middle Aged Seniors	Pleasure Travel	Apr 14-15/93	Seattle Portland	G. Collins 818-888-0113
*NEBS Mission	Middle Aged, Seniors	Pleasure Travel	May/93	Seattle	B. Brown 206-443-1777
Western Conf. Assoc. Exec.	Assn.	Business Travel	May 29 - June 1 1993	Seattle	J. Seidel 206-443-1777
Ski Group 93	Boomers	Pleasure Travel	June/93	Seattle	J. Simon 702-456-1119
*Spotlight Canada	Boomers, Middle Aged Seniors	Pleasure Travel	Oct 25-29/93	Seattle Spokane Portland Boise	B. Brown 206-443-1777
National Travel Exchange	Boomers, Middle Aged Seniors	Pleasure Travel	Nov 8-9/93	Seattle Portland	G. Collins 818-888-0113
The Travel Show	Middle Aged, Seniors	Pleasure Travel	Jan/94	Seattle	M. Gaines 206-441-8828
Alaska Fly Out	Boomers, Middle Aged Seniors, Corp.	Pleasure Travel Business Travel	Jan/94	Anchorage	M. Jones 206-461-5820
Int'l Sportsman's Exposition	Middle Aged, Seniors	Pleasure Travel	Feb - Mar/93	Seattle Eugene Portland	E. Rice 206-693-3700

* **INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST**

POST: WASHINGTON, DC

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
BWI Passport	Middle Aged	Travel Agents	Apr/93	Baltimore	BWI Development 410-675-6458
Natl Trade Shows	Middle Aged	Travel Agents	Apr 1/93	Central PA	NTS, Inc 800-526-0041
Natl Assn of Sr. Travel Planners	Seniors	Group Influencers	Apr 2/93	Tysons	Ralph Gasparello 617-740-1185
Henry Davis Show	Boomers, Middle Aged	Travel Agents	Apr 28/93	Allentown	Henry Davis Corp 516-868-4178
Natl Assn of Sr. Travel Planners	Seniors	Group Influencers	May 4/93	Wilkes-Barre	Ralph Gasparello 617-740-1185
Glamer	Seniors	Group Influencers	May 19/93	Baltimore	Jennifer Stouffer 800-628-0993
Glamer	Senior	Group Influencers	May 21/93	Philadelphia	Jennifer Stouffer 800-628-0993
Springtime in the Park	Business Travel	Assn Mtg Planners	Jun 3/93	Washington, DC	GWSAE 202-429-9370
Meetings Quest	Business Travel	Corp./Assn. Mtg Plnrs	Sep 23/93	Washington, DC	Barbara Cox 301-627-7770
*Golf/Resort Canada	Group, Incentive	Group Influencers	Sep 28-29/93	Washington, DC Philadelphia	Susan Iris 202-682-1740
Glamer	Seniors	Group Influencers	Sep 29/93	Washington, DC	Jennifer Stouffer 800-628-0993
Golf Group	Group, Incentive	Meeting Planners Group Influencers	Oct/93	Washington, DC Philadelphia	Jerry Simon Inc. 702-456-1119
Henry Davis Trade Shows	Boomers, Middle Aged	Travel Agents	Oct 11/93 Oct 12/93 Oct 18/93 Oct 18/93 Nov 1/93 Nov 2/93 Nov 3/93 Nov 4/93	Washington,DC Baltimore Philadelphia Norfolk Richmond Baltimore Wilmington Harrisburg	Henry Davis Corp 516-868-4178
Natl Trade Shows	Boomers, Middle Aged	Travel Agents	Oct 27-28/93	Richmond Norfolk	NTS, Inc. 800-526-0041
*Showcase Canada	Business Travel	Corp./Assn. Mtg Plnrs	Nov 4/93	Washington, DC	Christelle Naumann 202-682-1740
Natl Ski EXPO	Boomers	Consumer	Nov/93	Arlington	Fred Zedek 703-553-9432
Estrn Fishing Outdoor EXPO	Boomers, Middle Aged	Consumer	Jan/94	Philadelphia	Paul Fuller 603-431-4315

POST: WASHINGTON, DC cont.

*Adventure Canada	Boomers, Middle Aged	Group Influencers	Jan/94	Washington, DC	Frank LaFleche 202-682-1740
Mid-Atlantic Show	Boomers, Middle Aged	Consumer	Jan/94	Timonium	Outdoor Sportsman 717-676-9900
Hunting & Fishing Shows	Boomers, Middle Aged	Consumer	Feb/94	Richmond	Outdoor Sportsman 717-676-9900
Estrn Sports Show	Boomers, Middle Aged	Consumer	Feb/94	Harrisburg	Outdoor Sportsman 717-676-9900
*Canada Night Eastern Travel Assn.	Middle Aged, Seniors	Travel Trade	Mar/94	Central	Frank LaFleche 202-682-1740

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: DUSSELDORF, GERMANY

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
** EIBTM I	Incentive Travel	Travel Trade	May 4-6/93	Geneva	Canadian Embassy, Berne
* International Golf Fair	Golfers	Travel Trade and Consumer	Oct 2-5/93	Dusseldorf	K. Limberg 49 211 1640173
* Canada Seminar	All Segments	Travel Trade	Nov/93	Seheim	K. Limberg
** Cologne Travel Market	All Segments	Travel Trade and Consumer	Nov 26-28/93	Cologne	K. Limberg 49 211 1640173
** Touristik & Caravanning Fair	All Segments	Travel Trade and Consumers	Dec 2-7/93	Leipzig	Tony Kervin Air Canada, Berlin
** Meier's Weltreisen Roadshow II	All Segments	Travel Agencies	Jan 5-11/94	Various	Meier's Weltreisen, Dusseldorf
** Caravan, Motor Touristik (CMT)	All Segments	Travel Trade and Consumer	Jan 15-23/94	Stuttgart	K. Limberg 49 211 1640173
** DER Roadshow	All Segments	Travel Agencies	Jan 16 - Feb 5 1994	Various	Deutsches Reisebüro, Frankfurt
Travel Market Hamburg III	All Segments	Travel Trade and Consumers	Feb/94	Hamburg	Canada Reise Dienst, Ahrensburg
*** Caravan, Boot & Travel (CBR)	All Segments	Travel Trade and Consumer	Feb 4-13/94	Munich	K. Limberg 49 211 1640173
International Tourism Bourse (ITB)	All Segments	Travel Trade and Consumers	Mar 5-10/94	Berlin	Tony Fagan, ITB Canada Committee, Toronto

* Arranged/co-ordinated by post.

** Intended for participation of provinces, territories, regional tourism rep. only.

*** Post participates by invitation only.

POST: THE HAGUE, NETHERLANDS

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
**SkiHapp	Boomers, Middle Aged	Consumer Wintersport	Oct 14-17/93	Rotterdam	Fred van Cleef 70-3614111
Caravan & Camping RAI '93	Middle Aged, Seniors	Consumers	Nov 26 - Dec 1 1993	Amsterdam	Fred van Cleef 70-3614111
*Breakfast Presentation	All Segments	Travel Trade	Oct - Nov/93	Various cities	Fred van Cleef 70-3614111
Vakantie Info Beurs	Boomers, Middle Aged Seniors	Consumer	Jan 6-9/94	Maastricht	Fred van Cleef 70-3614111
**Vakantie Utrecht	Boomers, Middle Aged Seniors	Travel Trade Consumer	Jan 11-16/94	Utrecht	Fred van Cleef 70-3614111
**Op Pad Adventure Fair	Boomers, Middle Aged	Consumer	Feb/93	The Hague	Fred van Cleef 70-3614111
*Educational Seminars	All Segments	Travel Trade	Mar/94	Noordwijkerhout	Fred van Cleef 70-3614111

* ARRANGED/CO-ORDINATED BY POST.

** ACTIVITIES/EVENTS WHERE CANADIAN EMBASSY, TOURISM SECTION WILL PARTICIPATE.

POST: LONDON, ENGLAND

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
National Angling Exhibition	Special Interest	Course & Game Anglers	Apr 3-4/93 Apr 17-18/93	Nottingham Esher	Tom Pckering Angling Promo 081 445-5842
+ ABTA Convention	All Segments	Travel Trade & Travel Media	Apr 25-30/93	Mallorca	ABTA 071 637-2444
+ European Incentive Business Travel Market (EIBTM)	Corp./Incentive	Business Travel Organizers	Apr/93	Geneva	Jill White 071 258-6478
*Canada Meeting Place	Corp./Incentive	Business Travel Organizers	Jun/93	London	Jill White 071 258-6478
CLA Game Fair	Special Interest	Angling & Hunting	Jul 23-24/93	Edinburgh	Country Landowners' Association 074 324-2127
Daily Mail British Ski Show	Students, Boomers, Middle Aged	Skiing	Oct 14-17/93	Birmingham	Pinnacle Events 089 567-7677
Daily Mail International Ski Show	Students, Boomers, Middle Aged	Skiing	Nov/93	London TBA	Pinnacle Events 089 567-7677
*Canada Travel Awards	Travel Awards	UK Ops, Travel MIT, Incentive, and Media Reps.	Nov 15/93	London	Jill White 071 258-6478
+ World Travel Market	All Segments	Travel Trade, M&IT Organisers & Media	Nov 15-19/93	London	613-954-3844
+ Scottish Passengers, Agents Trade Exhibition (SPATE)	All Segments	Travel Trade	Dec 7-8/93	Glasgow	SPAA 041 248-3904
+ BBC Holidays Live Show	All Segments	Leisure Travel	Jan/94 TBA	London	Newmarket
Holiday World	All Segments	Retail Travel Trade Leisure Travel VFR	Jan 28-30/94	Dublin	Holiday & Leisure Fair 3531 2954911
Bournemouth International Holiday & Travel Show	All Segments	Leisure Travel	Jan 28-30/94	Bournemouth	Premier Exhibitions 024 251-6738
+ Greater Manchester International Holidays & Travel Show	All Segments	Leisure Travel	Jan/94	Manchester TBA	John Fish Exhibitions 060 226-3171
Daily Star Holiday & Travel Fair	All Segments	Leisure Travel	Jan/94 TBA	Birmingham	Centre Exhibitions 021 780-4141

POST: LONDON, ENGLAND cont.

+ Air Canada Roadshows	All Segments	Retail Travel Agents	Feb - Mar/94	UK & Ireland	Air Canada 071 465-0090
Ideal Holiday Show (Ideal Homes Plus)	All Segments	Leisure Travel	Mar/94	London TBA	Pinnacle Exhibitions 089 567-7677
*Canada Meeting Place	Corp./Incentive	Business Travel Organizers	Mar/94	London TBA	Jill White 071 258-6478
*Media Lunches	All Segments	Travel Writers	All Year	UK & Ireland	Mary Ellen Collins 071 258-6596
*Canada Business Exchange (CUBE)	All Segments	Travel Trade	Apr/94	London	Roy Keane 071 258-6478
*Travel Trade Promotions	All Segments	Retail Travel Agents & Tour Operators	All Year	UK & Ireland	Christopher King-Walker 071 258-6583

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST
+ INDICATES ACTIVITIES/EVENTS THAT POST ARE PARTICIPATING IN

POST: PARIS, FRANCE

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*Consumers Evenings	Culture & Nature	Travel Trade	Mar - Apr/93	7 cities	B. Couet 144433200
*93/94 Winter Activity Guide	Outdoor	Press, Trade, Cons.	Sept/93	Paris	B. Couet 144433200
*Vendanges(Montaigne)	Culture & Nature	Travel Trade	Oct/93	Paris	B. Couet 144433200
*Atelier Canada	Culture & Nature Outdoor Activities Sport and Entertainment	Travel Trade	Nov/93	Paris	B. Couet 144433200

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: SEOUL, SOUTH KOREA

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Overseas Travel Fair	Consumer	All Segments	Jun/93	Seoul	82-2-755-0686
KATA World Congress	Trade	Wholesalers	Jun/93	Seoul	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Mar/93	Taegu	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	May/93	Taejon	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Jul/93	Kwachon	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Sep/93	Pusan	82-2-755-0686
*Discover Canada	Trade	All segments	Oct/93	South Korea	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Nov/93	Seoul	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Jan/94	Cheju	82-2-755-0686
*Experience Canada	Trade	All segments	Feb/94	South Korea	82-2-755-0686
ANTOR Travel Trade Show	Trade	Wholesalers	Mar/94	Taegu	82-2-755-0686

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

POST: SYDNEY, AUSTRALIA

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Experience Canada	General Touring	Travel Trade	Apr/93	Australia	J. Matson 612-364-3098
Brisbane Ski Show	Outdoor	Consumer	Apr 16/93	Brisbane	Bob Thacker 07 862-2201
Melbourne Ski Show	Outdoor	Consumer	Apr 30/93	Melbourne	Bob Thacker 07 862-2201
Sydney Snow Spectacular	Outdoor	Consumer	May 14/93	Sydney	Mike Petrie 02 913-3549
Melbourne Holiday & Travel Show	Travel Show	Consumer	Jun 11/93	Melbourne	Exhibitions & Trade Fairs 03 696-0666
Sydney Holiday & Travel Show	Travel Show	Consumer	Jun 18/93	Sydney	ATIA 02 360-3500
Destination Canada	General Touring	Travel Trade	Oct/93	Australia	J. Matson 612-364-3098
Canada Corroboree	General Touring	Travel Trade	Jan/94	Australia	J. Matson 612-364-3098
Asia Pacific CIBTEX	Travel Exhibition	Assn./Incentive	Feb/94	Sydney	Trade Fairs 02 357-7022
Experience Canada	General Touring	Travel Trade	Mar/94	Australia	J. Matson 612-364-3098
AIME	Meeting EXPO	Assn./Incentive	Mar/94	Melbourne	Exhib. Trade Fairs 03 696-0666
Adelaide AFTA	Travel Fair	Consumer	Feb/94	Adelaide	Phillip Styles 08 371-1700
Perth Holiday & Travel Fair	Travel Fair	Consumer	Mar/94	Perth	Pat Strahan 09 246-3192

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.

TRADE OFFICE: TAIPEI, TAIWAN

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATION(S)	Contact
*FAM Tour Participant Training	Boomers, Middle Aged	Travel Trade	Apr/93	Taipei/Taiwan	T. Brophy 613-996-7582
*Showcase Canada 1993	Boomers, Middle Aged	Travel Trade	Oct/93	Taipei	T. Brophy 613-996-7582
*ITF, International Travel Fair, 1993	Boomers, Middle Aged	Travel Trade Pleasure Travel	Dec 8-12/93	Taipei	T. Brophy 613-996-7582
*FAM Tour Participant Training	Boomers, Middle Aged	Travel Trade Pleasure Travel	Jan - Mar/94	Taichung Kaohsiung	T. Brophy 613-996-7582
*Canada Week	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Taipei	T. Brophy 613-996-7582
*Canada Week	Boomers, Middle Aged Seniors	Pleasure Travel	Feb/94	Kaohsiung	T. Brophy 613-996-7582

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY CTOT.

POST: TOKYO, JAPAN

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
* Tour EXPO 93	Office Ladies Silver Age, Family	Consumer	Apr 22/93	Osaka	Osaka Int'l Trade Fair 81-6-612-3773
* KANATA 93	Office Ladies Silver Age, Families Skiers	Travel Trade	Oct 4/93	Nagahama	Cdn. Embassy 81-3-3479-5851
Int'l Meetings	Assn., Academic Groups Societies, Corp.	Tour Organizers Travel Trade	Nov 25/93	Yokohama	Japan Conv. Promotion Assn. 81-3-3212-1371
* JATA Congress & Travel Show	Office Ladies, Silver Age Family, Skiers	Travel Trade	Nov 29/93	Tokyo	Cong. Sec. JATA 81-3-3592-1276

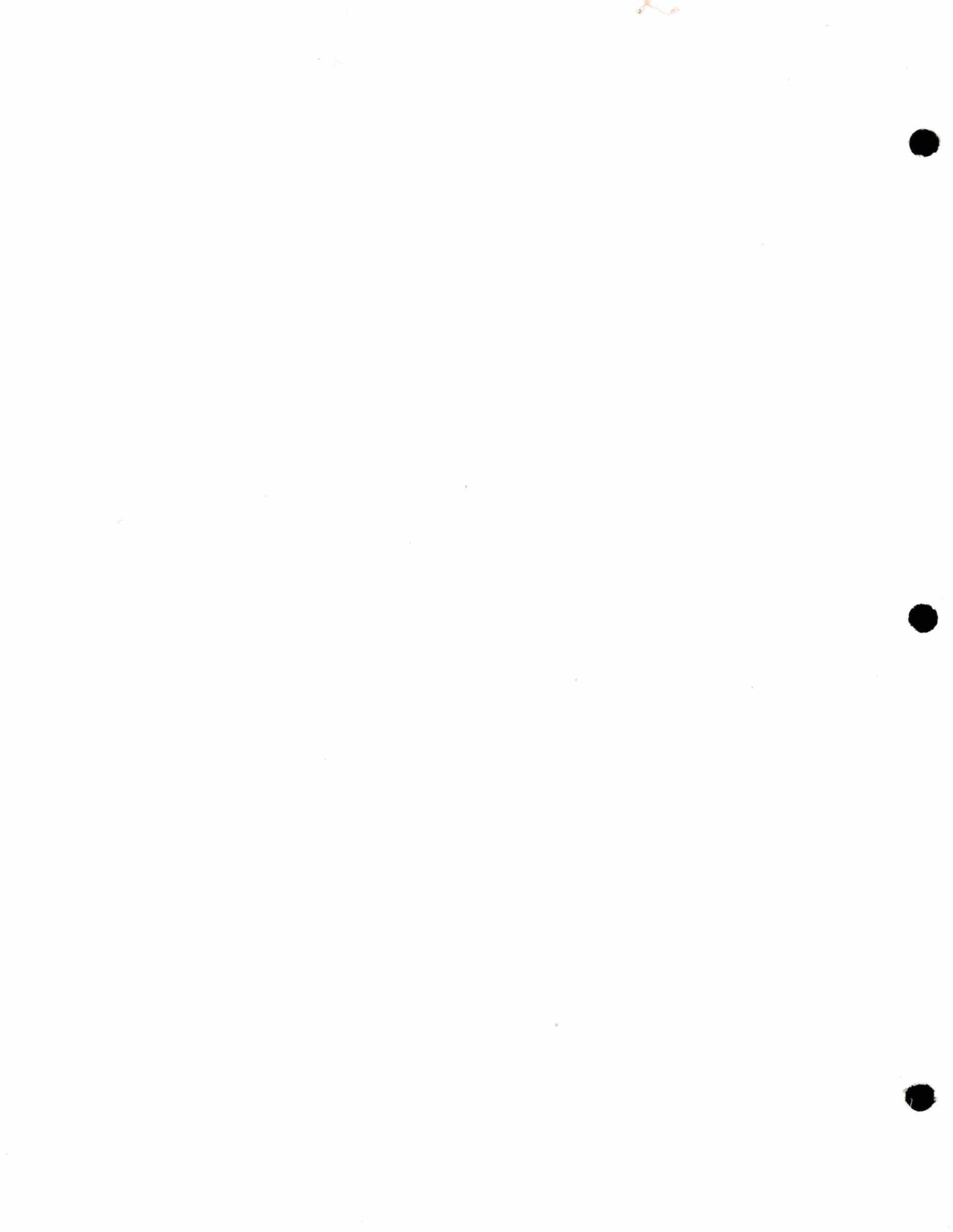
* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.













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