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Tourism personnel directory. --
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TOURISM PERSONNEL DIRECTORY

External Affairs and International Trade Canada

Dept. of External Affairs
Min. des Affaires extérieures

OCT 22 1993

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43-266-013

April 1993 Edition
(Cette brochure est disponible en français)

TOURISM: A MULTI-BILLION DOLLAR BUSINESS

Tourism is big business in Canada. In fact, it is a \$24.9 billion industry which stimulates economic growth, prosperity and cultural development in all provinces. The industry comprises over 60,000 firms offering a wide range of services from transportation and accommodation to recreation and entertainment. In 1991, foreign visitors spent more than \$8.1 billion while vacationing in Canada and, in the process, helped provide direct employment for nearly 560,900 Canadians.

Tourism is Canada's third largest export. External Affairs and International Trade Canada (EAITC) has responsibility for delivery of the tourism program abroad through its staff at Canadian Embassies and Consulates. Industry, Science and Technology (ISTC) - Tourism Canada establishes policy, provides direction and shares in the funding for the delivery of the federal tourism program. Other government departments, provinces, territories and municipalities are also partners in marketing Canada's tourism products and services in support of Canadian industry.

While all Canadian commercial offices abroad can assist firms in the tourism sector, 22 posts staffed with tourism-dedicated personnel initiate local promotional activities. Fourteen of these posts are located in the United States and four major offshore offices are located in Paris, London, Dusseldorf and Tokyo. The Canadian tourism industry can also draw on expertise at the Canadian Embassies in The Hague, and Seoul, the Consulate General in Sydney and the Canadian Trade Office in Taipei (Taiwan). EAITC employs a total of 60 officers and over 30 support personnel in its tourism operations abroad.

In EAITC Ottawa, coordination of the International Tourism Program is done through the U.S. Trade and Tourism Development Division (UTO) in close consultation with other geographic bureaus. UTO is the department's prime coordination link with Tourism Canada, provincial and territorial governments, municipal and regional administrations and the Canadian industry.

The promotion of Canadian tourism by EAITC & staff abroad includes:

- developing and implementing tourism market development plans;
- providing the Canadian tourism industry with market data such as reports on opportunities, business conditions and structures, local business customs and distribution channels;
- facilitating market access for the Canadian tourism industry; (such as assisting in identifying sales potential or arranging participation in a travel-show)
- organizing and implementing cooperative tourism marketplaces and promotions that bring together sellers from Canada's tourism industry with potential local buyers and distributors;
- identifying and qualifying leads for business meetings in Canada from the conventions and incentive travel industry; and
- disseminating information about new tourism product and industry developments through newsletters and mailings.

When contacting a tourism officer abroad, Canadian companies seeking marketing assistance should be prepared to fully describe their product or service, to explain the reasons for targeting a particular market segment and to provide a list of any marketing support such as familiarization tours, audio/visuals or display material they are willing to offer.

Canadian sellers can assist the department's tourism officers abroad in effectively marketing their product by providing the following information:

- the location of their facility or service and the time of operation
- the type of client sought (groups, inclusive tours, incentive, convention...)
- any support offered such as familiarization tours, audio/visuals, display material
- the markets in which the firm is presently active
- contacts and clients known from the area targeted

EXPORT DEVELOPMENT PROGRAMS OFFERED TO CANADIAN COMPANIES BY
EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA

Since 1990, the Canadian tourism industry can participate in export development programs to develop their sales opportunities in the United States and Overseas. Two of those programs are directed to the United States (NEBS - EDM) and one to the Western Europe (NEXOS).

NEBS

The New Exporters to Border States (NEBS) program is designed to be an educational activity and provide businesses that have not previously been exporters to the U.S. market with initial information on how to develop markets and sales in the United States.

NEBS programs consist of one or two-day seminars conducted by the staff at Canadian Consulates in the border states. Participants gain an understanding of all facets of shipping to and operating within the United States as well as customs procedures and regulations. NEBS mission are funded by EAITC and organized by Federal Tourism Offices Abroad with the cooperation of Provincial/Territorial Governments and the Regional Offices of Industry, Science and Technology Canada.

EDM

The Export Development Mission (EDM) program to the U.S. is a complementary program to NEBS, aimed at small to medium sized companies which have already demonstrated some success in their export efforts to border states. It is designed to assist these companies expand their export markets beyond nearby states.

EDMS differ from the NEBS program in that its primary focus is on developing an understanding of the market opportunities available for participants and the best means of gaining access to those new markets. EDM program missions, often coinciding with a visit to a trade show, are organized by Canadian Consulate tourism staff in response to emerging trends in the areas for which they are responsible.

Provincial/Territorial Governments and Regional Offices of Industry Science and Technology Canada also co-operate with this program.

NEXOS

The New Exporters to Overseas program (NEXOS) is aimed at the small and medium sized companies from every region of the country which have traded traditionally usually just with the U.S. as a logical extension of their Canadian operations. NEXOS is designed to lead these companies into expanding their activities overseas in Western Europe.

As Western Europe represents a completely new market direction for these companies, the program will emphasize strongly on areas such as customs procedures, market access, shipping, etc. The Posts will outline the market characteristics for the sector in question and work with the companies to develop a program to gain distribution and sales exposure for the companies.

EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA
TOURISM COORDINATION UNIT

To obtain market profiles, list of consumer and travel trade events in post territories abroad or a summary of the tourism program strategy in the U.S. and any other general information on the implementation of the tourism program abroad, you are invited to contact:

U.S.A. Trade, Tourism and Investment Development Bureau
Lester B. Pearson Building
125 Sussex Drive
Ottawa, K1A 0G2
Telephone (613) 944-7344
Fax (613) 944-9119
Telex 053-3745

- U.S.A. Trade, Tourism & Investment Development Bureau (UTD)

Mr. Allan J. Stewart
Director General

- U.S.A. Trade & Tourism Development Division (UTO)

Mr. Paul Desbiens
Director

Tourism Section

Mr. John H. Kern
Deputy Director, Tourism

Mr. Gilles Tassé
Marketing Officer, Tourism

Other Geographic Divisions at EAITC responsible for Tourism delivery:

- Western Europe Trade, Investment and Technical Division (RWT)
- Japan Trade Division (PNJ)
- Asia Pacific South Trade Division (PST)
- East Asia Trade Division (PNC)

U. S. POSTS

ATLANTA

Canadian Consulate General
400 South Tower, 1 CNN Center
Atlanta, GA 30303-2705
Tel: (404) 577-6810
Tlx: 54-3197 (DOMCAN ATL)
Fax: (404) 524-5046

Mr. James A. Elliott
Consul General

Mr. James E. Graham
Deputy Consul General and
Senior Trade Commissioner

Mr. Nigel Godfrey
Consul and Trade Commissioner

Tourism Section

Ms. Mary Louise Goodie
Senior Commercial Officer

Ms. Barbara Bach
Commercial Officer

Mr. Steven D. Felahis
Commercial Officer

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

BOSTON

Canadian Consulate General
Three Copley Place, Suite 400
Boston, MA 02116
Tel: (617) 536-1731
Tlx: 94-0625 (DOMCAN BSN)
Fax: (617) 262-3415

The Hon. Tom M. McMillan
Consul General

Mr. Terry Colfer
Deputy Consul General and
Senior Trade Commissioner

Tourism Section

Mr. Ralph Johansen
Senior Commercial Officer

Ms. Candee Treadway
Commercial Officer

Ms. Janet Aiton
Commercial Officer

Territory: Maine, Massachusetts, New Hampshire,
Vermont, Rhode Island, and St. Pierre-et-
Miquelon.

BUFFALO

Canadian Consulate General
3000 Marine Midland Center
Buffalo, NY 14203-2884
Tel: (716) 852-1247
Tlx: 620-14371 (DOMCAN BUF)
Fax: (716) 852-4340

Mr. Robert Mackenzie
Consul General

Mr. Jean-Guy Tardif
Consul & Senior Trade Commissioner

Tourism Section

Ms. Lynn Niederlander
Commercial Officer

PITTSBURGH

(Reports to Buffalo)

Canadian Government Trade Office
One Gateway Center
9th floor, South Wing
Pittsburgh, PENN 15222
Tel: (412) 392-2308
Fax: (412) 392-2317

Mr. Ronald J. McLeod
Consul & Trade Commissioner

Tourism Section

Ms. Viola Boehm
Commercial Officer

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

CHICAGO

Canadian Consulate General
2 Prudential Plaza
180 North Stetson Ave., Suite 2400
Chicago, IL 60601
Tel: (312) 616-1860
Tlx: 6161947 (DOMCAN CGO)
Fax: (312) 616-1877

Mr. George D. Valentine
Consul General

Mr. Gaëtan Bruneau
Deputy Consul General and
Senior Trade Commissioner

Tourism Section

Mr. Bas Bouma
Senior Commercial Officer

Mr. Larry Kogut
Commercial Officer

Mr. Ross Ament
Commercial Officer

Mr. Gary Churilla
Acting Commercial Officer

Territory: Illinois, Missouri, Wisconsin, The Quad
Cities region of Iowa, Five Northwest counties of
Indiana, and the counties of Wyandotte, Johnson
and Douglas in Kansas.

DALLAS

Canadian Consulate General
750 North, St. Paul St., Suite 1700
Dallas, TX 75201
Tel: (214) 922-9806
Tlx: 00732637 (DOMCAN DAL)
Fax: (214) 922-9815

Mr. Ted Gibson
Consul General

Mr. Warren M. Maybee
Consul & Senior Trade Commissioner

Tourism Section

Ms. Judy Love Rondeau
Senior Commercial Officer

Ms. Sandi Galloway
Commercial Officer

Ms. Sally Ellis
Commercial Officer

Territory: Arkansas, Kansas (Except counties of
Wounded, Johnson & Douglas), Louisiana, New
Mexico, Oklahoma & Texas.

DETROIT

Canadian Consulate General
600 Renaissance Center, Suite 1100
Detroit, MI 48243-1704
Tel: (313) 567-2086
Tlx: 23-0715 (DOMCAN DET)
Fax: (313) 567-2164

Ms. M. Anne Charles
Consul General

Mr. N.J. Della Valle
Consul and Senior Trade Commissioner

Tourism Section

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Ms. Heather Phelps
Commercial Officer

Vacant
Commercial Officer

CINCINNATI

(Reports to Detroit)

Canadian Government Trade Office
250 Fifth St., Suite 1120
Cincinnati, OHIO 45202
Tel: (513) 762-7655
Fax: (513) 762-7802

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Consul & Trade Commissioner

Tourism Section

Mr. Joseph Wellman
Commercial Officer

Territory: Indiana (except the Five N.W.
Counties), Michigan, Ohio and Kentucky.

LOS ANGELES

Canadian Consulate General
300 S. Grand Ave., Suite 1000
Los Angeles, CA 90071
Tel: (213) 687-7432
Tlx: 674-657 (DOMCAN LSA)
Fax: (213) 620-8827

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Senior Trade Commissioner

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Ms. Monica Campbell-Hoppe
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Mr. Michael Zaretsky
Commercial Officer

SAN FRANCISCO

(Reports to Los Angeles)

Canadian Government Trade Office
50 Fremont St., Suite 2100
San Francisco, CA. 94105
Tel: (415) 543-2550 : Ext 3110
Fax: (415) 512-7671

Tourism Section

Ms. Judith Duffy
Commercial Officer

Territory: Arizona, California, Nevada, Utah and
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MINNEAPOLIS

Canadian Consulate General
701 Fourth Ave. South, Suite 900
Minneapolis, MN 55415-1899
Tel: (612) 333-4641
Tlx: 29-0229 (DOMCAN MPS)
Fax: (612) 332-4061

Mr. Brian Buckley
Consul General

Mr. Bob Lee
Consul & Senior Trade Commissioner

Tourism Section

Mr. Stephen W. Dowling
Senior Commercial Officer

Mr. Ernie Konstas
Commercial Officer

Territory: Minnesota, Iowa (except the Quad
cities), Nebraska, North Dakota, South Dakota,
Montana, Colorado and Wyoming.

NEW YORK

Canadian Consulate General
1251 Avenue of the Americas
16th floor
New York, NY 10020-1175
Tel: (212) 596-1600
Tlx: 620-14481
Fax: (212) 596-1793

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Consul General

Mr. Archie D. McArthur
Deputy Consul General

Ms. Abbie Dann
Consul & Senior Trade Commissioner

Tourism Section

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Ms. Patricia Boyer
Commercial Officer

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Ms. Fionnuala Hodgins
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Territory: Southern New York State, Connecticut,
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SEATTLE

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412 Plaza 600, Sixth & Stewart
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Fax: (206) 443-5662

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Consul & Senior Trade Commissioner

Tourism Section

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Senior Commercial Officer

Mr. Ken Erickson
Commercial Officer

Ms. Jill Seidel
Commercial Officer

Ms. Hilda Cullen
Commercial Officer

Territory: Alaska, Idaho, Oregon and Washington.

WASHINGTON, D.C.

Canadian Embassy
501 Pennsylvania Ave. N.W.
Washington D.C. 20001
Tel: (202) 682-1740
Tlx: 0089664 (DOMCAN A WSH)
Fax: (202) 682-7721

Mr. John G.D. de Chastelain
Ambassador

Mr. David Ryan
Minister Counsellor (Commercial)

Tourism Section

Ms. Susan Iris
Senior Commercial Officer

Mr. Frank LaFleche
Commercial Officer

Ms. Christelle Naumann
Commercial Officer

Territory: District of Columbia, Maryland,
Virginia, Delaware and Eastern Pennsylvania.

OVERSEAS POSTS

DUSSELDORF

Canadian Government Trade Office
Immermannstrasse 65D,
4000 Dusseldorf 1, Germany
Tel: (49-211) 353471 - Trade line
Tlx: 8587144 (CANA D)
Fax: (49-211) 359165

Mr. Paul Heinbecker
Ambassador
(Resident in Bonn)

Tourism Section

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Senior Commercial Officer

Ms. Helga Mellin
Commercial Officer

Ms. Karen Robertson
Commercial Officer

Territory: Germany

LONDON

Canadian High Commission
MacDonald House
1 Grosvenor Square
London W1X 0AB, UK
Tel: (44-71) 629-9492
Fax: (44-71) 491-3968
Tlx: (Destination Code 51)
261592 (CDALDNG)

The Honorable Fredrik S. Eaton D.C.
High Commissioner

Mr. R.W. Burchill
Minister (Commercial/Economic)

Tourism Section

Canada House
Trafalgar Square
London SW1Y 5BJ, UK
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Mrs. Jill White
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Ms. Mary Ellen Collins
Commercial Officer

Mr. Jason Kee
Commercial Officer

Territory: United Kingdom, Ireland

PARIS

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37 Avenue Montaigne
75008 Paris, France
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Tlx: (Destination code 42) 280806
(CANAD A 280806F)
Fax: (33-1) 44 43 34 94

Vacant
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Minister-Counsellor
(Commercial/Economic)

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Mr. Bernard Couët
Senior Commercial Officer

Ms. Danielle Cordisco
Commercial Officer

Mr. Alyre Jomphre
Commercial Officer

Territory: France

SYDNEY

Consulate General of Canada
5th Level, Quay West
111 Harrington Street
Sydney N.S.W. 2000
Australia
Tel: (61-2) 364-3000
Tlx: (Destination code 71) 20600
(CAN GOVT AA20600)
Fax: (61-2) 364-3098

Vacant
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Mr. Peter Bélanger
Consul & Senior Trade Commissioner

Tourism Section

Ms. Julie Matson
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Territory: Australia

THE HAGUE

Canadian Embassy

Sophialaan 7
2514 JP The Hague,
The Netherlands
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31270 (DMCN NL)
Fax: (31-70) 356 11 11

Mr. Jacques G. Gignac
Ambassador

Mr. R. Logie
Minister (Commercial/Economic)

Mr. Paul Brettle
First Secretary (Commercial Tourism)

Tourism Section

Mr. Fred van Cleef
Commercial Officer

Territory: The Netherlands

TOKYO

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Minato-ku
Tokyo 107, Japan
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(DOMCAN J22218)
Fax (G3 System) (81-3) 3479-5320 or 3470-7278

Mr. Don Campbell
Ambassador

Mr. Mark H. Romoff
Minister-Counsellor (Commercial)

Tourism Section

Mr. Guy Simser
Counsellor (Commercial)

Mr. Tomio (Tom) Suzuki
Commercial Officer

Mr Osamu (Sam) Yokoyama
Commercial Officer

Mr. Jun Saito
Commercial Officer

Territory: Japan

SEOUL

Canadian Embassy

10th Floor
Kolon Building
45 Mugyo-Dong
Jung-Ku, Seoul
100-170
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Tlx:(CANADA K 27425)
Fax: (011-82-2) 755-0686

Mr. L. J. Edwards
Ambassador

Mr. Ken Sunquist
Minister-Counsellor and Consul (Commercial)

Tourism Section

Mr. Duane McMullen
Second Secretary (Commercial)
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Territory: South Korea

TAIWAN

Canadian Trade Office in Taipei*

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Mr. R.J.L. Berlet
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Tourism Section

Ms. Helen Chen
Commercial Officer

Territory: Taiwan

* This is an office of the Canadian Chamber of Commerce.

**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

**MAJOR ACTIVITIES ARRANGED OR COORDINATED BY THE POST
COVERING THE PERIOD: APRIL 1, 1993 TO MARCH 31, 1994**

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATION(S)
<u>ATLANTA</u>				
Showcase Canada	Assoc./Corp.	Business Travel	Apr 19/93	Atlanta
Showcase Canada	Assoc./Corp.	Business Travel	Apr 20/93	Raleigh
Educational Seminars	Boomers	Travel Trade	May 25-28/93	Charlotte Raleigh
NEBS Quebec-Ski	Boomers	Travel Trade Ski Clubs	Sept 20-24/93	Miami
Spotlight Canada	Seniors/Boomers	Travel Trade Tour Operators	Feb 8-13/94	Florida W/Palm/Daytona Tampa/St. Pete
Spotlight Canada	Seniors/Boomers	Travel Trade	Feb 17-20/94	North Carolina
Seatrade	Seniors/Boomers	Cruise Industry	Mar 2/94	Miami
<u>BOSTON</u>				
Canada Salutes U.S. Seniors	Seniors	Sr. Group Influencers	Jan/94	Boston
Adventure Canada	Boomers Middle Aged Seniors	Adventure Influencers Clubs & Affinity Groups	Mar/94	Boston
NEBS (Adventure)	Boomers Middle Aged Seniors	Canadian Private Sector Adventure operators	Mar/94	Boston
<u>BUFFALO</u>				
Spotlight Canada	Boomers Middle Aged	Travel Trade	Sept 28/93 Sept 29/93 Sept 30/93	Syracuse Rochester Buffalo
Showcase Canada	Corp./Assoc. Incentive	Business Travel	Feb 17/94	Buffalo
Spotlight Canada	Boomers Middle Aged Seniors	Travel Trade	Mar 22/94 Mar 23/94 Mar 24/94	Syracuse Rochester Buffalo

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
CHICAGO				
AD*venture 1993	All Leisure Segments	Consumers	Apr-May/93	Chicago
Showcase Canada	Corp./Assoc./Incentive	Business Travel	May 11/93	St. Louis
Spotlight Canada	Seniors Middle Aged	Travel Trade	Sept/93	Chicago Milwaukee
NEBS	Incentive	Business Travel	July/93	Chicago St. Louis
Assoc. Workshop	Assoc.	Business Travel	Aug/93	Milwaukee
Cda Night IT&ME	Incentive	Business Travel	Sept/93	Chicago
Assoc. NEBS	Corp./Assn./Incentive	Business Travel	Dec 1-3/93	Chicago
Adventure Tvi NEBS	Boomers Middle Aged	Soft Adventure	Jan/94	Chicago
CINCINNATI				
Showcase Canada	Corp./Assoc.	Meeting Planners	May 4/93	Cincinnati
Heritage/Culture on Site Tour	Seniors	Travel Trade	Sept 10/93	Windsor
DALLAS				
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Apr 21-22/93	Houston Dallas
Dan Dipert Travel World	Seniors	Pleasure Travel	Jan/94	Little Rock Houston San Antonio Arlington
Spotlight Canada	Middle Aged Affluent Travellers Boomers	Travel Trade	Feb/94	Dallas Houston & TBA
DETROIT				
Spotlight Canada	Middle Aged Boomers	Travel Trade	Apr 1/93	Cleveland
AAA Educational Tour	Seniors Boomers Middle-Aged	Travel Trade	May 3-7/93	Ontario/P.Q.
Spotlight Canada	Middle Aged	Travel Trade	Oct 21/93	Cleveland
Showcase Canada	Corp./Assoc.	Meeting Planners	Nov/93	Indianapolis

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>DETROIT cont.</u>				
Ski Canada	Boomers Middle Aged	Ski Influencers	June/93	Flint, Mi Dearborn, Mi
Adventure Canada	Boomers Middle Aged	Group Influencers	Feb/94	Southfield, Mi
Canada Salutes U.S. Seniors	Seniors Middle Aged	Group Influencers	Feb/94	Southfield, Mi
Spotlight Canada	Boomers Middle Aged	Travel Trade	Mar 15-16/94	Southfield Lansing, Mi
<u>LOS ANGELES</u>				
Dateline Canada	All Leisure Segments	Travel Writers and Publicists, Print and Electronic Media	Apr 21-23/93	Los Angeles
Spotlight Canada	Middle Aged Seniors	Retail Travel Agents and Tour Operators	May 7-10/93	Bakersfield San Luis Obispo Santa Maria San Bernadino
Spotlight Canada	Middle Aged Seniors	Retail Travel Agents and Tour Operators	Feb 7-10/94	Santa Barbara Ontario San Diego Santa Monica Orange County (2)
Showcase Canada	Corp./ Assoc./Incentive	Corporate Business Travel Planners and Decision	Mar/94	Los Angeles
Showcase Canada	Corp./Assoc./Incentive	Business Travel Planners	Mar 1/94	(T.B.C.) Los Angeles
<u>MINNEAPOLIS</u>				
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Apr 27/93	Minneapolis
AD*venture 1993	All Leisure Segments	Consumers	Apr-May/93	Minneapolis
Spotlight Canada	Middle Age Seniors	Travel Trade (Leisure & Soft Adventure)	Sept/93 (Tent)	Billings, Mt Great Falls, MT Bozeman, MT
NEBS	All Segments	Suppliers	Oct/93	Minneapolis
Spotlight Canada	Middle Aged Seniors	Travel Trade (Leisure & Soft Adventure)	Feb/94 (Tent)	Duluth, MN Fargo, ND Rochester, MN
Spotlight Canada	Boomers Middle Aged	Travel Trade	Mar/94	Minneapolis Omaha Des Moines Cedar Rapids, IA

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>NEW YORK</u>				
Dateline Canada	Seniors Boomers Middle Aged	Media, Pleasure Travel, Business Travel	Apr 14-15/93	New York City
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Nov 10/93	New York City
Spotlight Canada	Middle Aged Working Seniors Boomers	Pleasure Travel	Sept/93	NJ, NY, CT
NEBS (Ontario and Quebec)	Working Seniors	Pleasure Travel	Aug 25-27/93	Connecticut
NEBS (B.C. and Alberta)	Middle Aged Boomers	Pleasure Travel	Nov 17-19/93	New Jersey
AD*venture Promotions	All Segments	Pleasure Travel	All Year	N.Y., N.J.
WE LOVE NY DAY	Assoc.	Business Travel	Feb 18/93	New York City
<u>PITTSBURGH</u>				
Spotlight Canada	Middle Aged Seniors	Travel Trade	Apr 1/93	Pittsburgh
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Apr 28/93	Pittsburgh
Spotlight Canada	Seniors Boomers Middle Aged	Travel Trade	Oct 11/93	Pittsburgh
<u>SAN FRANCISCO</u>				
Spotlight Canada	Boomers Middle Aged Seniors	Travel Trade	Feb/94	6 S.F. Bay Area locations
Showcase Canada	Corp./Assoc.	Business Travel	Mar/94	SF/San Jose
<u>SEATTLE</u>				
NEBS	Seniors Middle Aged	Pleasure Travel	May/93	Seattle
Spotlight Canada	Middle Aged Boomers Seniors	Pleasure Travel	Oct 25-29/93	Seattle Spokane Portland Boise
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Mar/94	Seattle Portland

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
WASHINGTON				
Golf Canada	Group/Assoc./Incentive	Golf/Resort Influencers	Sept 28-29/93	Wash, DC Phil, PA
Showcase Canada	Corp./Assoc./Incentive	Business Travel	Nov 9/93	Washington, DC
Spotlight Canada	Middle Aged Boomers	Group/Leisure Travel	Jan/94	Washington, DC
Canada Night Eastern Trav/ass.	Seniors Middle Aged	Travel Trade	Mar/94	Central, PA

OVERSEAS POSTS

DUSSELDORF

* International Golf Fair	Golfers	Travel Trade and Consumers	Oct 2-5/93	Düsseldorf
* Canada Seminar	All	Travel Trade	Nov/93	Seeheim
** Cologne Travel Market	All	Travel Trade and Consumers	Nov 26-28/93	Cologne
** Caravan, Motor & Touristik (CMT)	All	Travel Trade and Consumers	Jan 15-23/94	Stuttgart
** Caravan, Boot & Travel (CBR)	All	Travel Trade and Consumers	Feb 4-13/94	Munich

* Arranged/co-ordinated by post.

** Intended for participation of provincial and regional tourism reps only.

THE HAGUE

Breakfast Presentations	Boomers Middle Aged Seniors	Travel Trade	Oct-Nov/93	Cities in Netherlands
Educational Seminar	Boomers Middle Aged Seniors	Travel Trade	Mar/94	Noordwijkerhout

LONDON


Canada Meeting Place	Corporate & Incentive	Meeting & Incentive Organisers	June/93	London
Canada Travel Awards	Awards Ceremony	Key UK Operators, Travel Agents, Meetings, Incentive & Media Reps, etc.	Nov/93	London

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>LONDON Cont.</u>				
Canada - US Business Exchange (CUBE)	All Markets	UK Travel Trade	Apr/94	London
Media Lunches	All Markets	Media Travel Writers	All Year	UK and Ireland
Retail Travel Trade Promotions	Retail Travel Trade	Leisure Travel	All Year	UK and Ireland
<u>PARIS</u>				
Consumers Evenings(7)	Culture & Nature	Travel Agents's Clients	Mar-Apr/93	7 cities
FAM Tour (100 agents)	Culture & Nature Outdoor Activities	Travel Trade	Spring/93	Canada
93/94 Winter Activity Guide	Outdoor Activities	Press, Trade, Cons.	Sept/93	Paris
Incentive Guide	Culture & Nature Outdoor Activities	Companies, Incentive	May/93	France
Vendanges(Ave Montaigne)	Culture & Nature	Age 35 to 55	Oct/93	Paris
Atelier Canada	Culture & Nature Outdoor Activities Sport and Entertainment	Travel Trade	Nov/93	Paris
<u>SEOUL</u>				
Experience Canada	Reverse Rendezvous	Travel Trade	Early Nov/93	South Korea
Discover Canada	Canada Travel Trade Show	Travel Trade	Late Feb/94	South Korea
<u>SYDNEY</u>				
Experience Canada	General Touring	Travel Trade	Apr/93	Australia
Destination Canada	General Touring	Travel Trade	Oct/93	Australia
Canada Corroboree	General Touring	Travel Trade	Jan/94	Australia
Experience Canada	General Touring	Travel Trade	Mar/94	Australia
<u>TAIPEI</u>				
FAM Tour Participant Training	Boomers Middle Aged	Travel Trade	Apr/93	Taipei
Media FAM	Boomers Middle Aged Students	Pleasure Travel	May/93	Canada

ACTIVITY/EVENT	CUSTOMER SEGMENT(S)	TARGET AUDIENCE	DATE(S)	LOCATIONS
<u>TAIPEI Cont.</u>				
RENDEZ-VOUS Canada 1993	Boomers Middle Aged	Travel Trade	May 16-19/93	Winnipeg, Man.
Travel FAM to Ontario/Quebec	Boomers Middle Aged	Travel Trade	Sept-Oct/93	Canada
Travel FAM to B.C./Alberta	Boomers Middle Aged	Travel Trade	Sept-Oct/93	Canada
Showcase Canada 1993	Boomers Middle Aged	Travel Trade	Nov/93	Taipei
ITF, International Travel Fair, 1993	Boomers Middle Aged	Travel Trade Pleasure Travel	Dec/93	Taipei
FAM Tour Participant Training	Boomers Middle Aged	Travel Trade Pleasure Travel	Jan-Mar/94	Taichung/ Kaohsiung
Canada Week	Boomers Middle Aged Seniors	Pleasure Travel	Feb/94	Taipei
Canada Week	Boomers Middle Aged Seniors	Pleasure Travel	Feb/94	Kaohsiung
<u>TOKYO</u>				
Tour Expo 93	Office Ladies Silver Age Family	Consumer	Apr 22/93	Osaka
KANATA 93	Office Ladies Silver Age Family Skiers	Travel Trade	Oct 4/93	Nagahama
JATA Congress & Trade Show	Office Ladies Silver Aged Family Skiers	Travel Trade	Nov 29/93	Tokyo

**FOR MORE DETAILED INFORMATION ON INDIVIDUAL ACTIVITIES
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