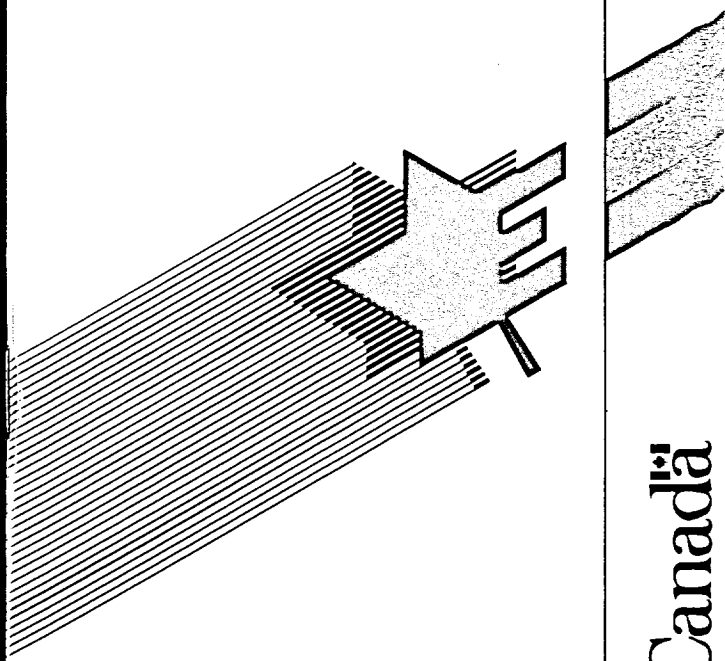


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ISM ONNEL TURY

External Affairs and
International Trade Canada



Canada

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ERRATA

**Please note the following amendments
to the Tourism Personnel Directory.
They are identified in bold characters.**

Page 6 - ATLANTA
Tourism Section
Vacant
Senior Commercial Officer

Page 10 - LOS ANGELES
delete
**Ms Denise Ulloa
Commercial Officer**

Page 13 - SEATTLE
Tourism Section
Mr. Robert (Bob) Brown
Senior Commercial Officer

Page 13 - WASHINGTON
Mr. David Ryan
Minister Counsellor (Commercial)

Page 17 - The Hague
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FAX: 070-356-2823

Page 19 - SEOUL
Tourism Section
Mr. D. McMullin
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Page 19 - TAIWAN
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**Ms. Helen Chen
Commercial Officer**

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

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CONSULTER SUR PLACE Dept. of External Affairs
Min. des Affaires extérieures

TOURISM: A MULTI-BILLION DOLLAR BUSINESS **MAR 27 1991**

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Tourism is big business in Canada. In fact, it is a \$ 25 billion industry which stimulates economic growth, prosperity and cultural development in all provinces. The industry involves over 60,000 businesses offering a wide range of services from transportation and accommodation to recreation and entertainment. In 1989, foreign visitors spent more than \$7.2 billion while vacationing in Canada and, in the process, helped provide direct employment for nearly 622,000 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 Embassies and Consulates. It is closely associated with Tourism Canada which establishes the policy and provides direction and funding for the delivery of the federal tourism program. In addition, other government departments, provinces, territories, municipalities and the private firm are partners in marketing tourism.

While all Canadian commercial offices abroad can assist the Canadian tourism industry, there are 25 posts which are staffed with tourism-dedicated personnel who administer a budget to initiate local promotional activities. Fifteen of these posts are located in the United States and four are located in Paris, London, Frankfurt and Tokyo. In addition, the Canadian tourism industry can also draw on local expertise at the Canadian Embassies in The Hague, Mexico and Seoul, plus the Canadian Commission in Hong Kong, the Consulate General in Sydney and the Canadian Trade Office in Taipei (Taiwan). EAITC employs a total of 66 tourism officers which represents 12% of commercial officers staff abroad.

43-259-262

In EAITC/Ottawa, the 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 prime coordination link between Tourism Canada and all U.S. and off-shore posts.

The promotion of Canadian tourism 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 federal 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 EAITC

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 – NEXUS) and one to the Western Europe countries (NEXOS).

▶▶ NEBS

The New Exporters to Border States (NEBS) program provides 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 missions are funded by EAITC and organized by Tourism offices abroad with the cooperation of provincial governments and the regional offices of Industry, Science and Technology Canada.

Markets of interest to NEBS programs include those covered by EAITC posts in Seattle, Chicago, Minneapolis, Detroit, Buffalo, Cleveland and Boston.

▶▶ NEXUS

The New Exporters to U.S. South (NEXUS) 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 to the American Southwest and Southeast.

NEXUS differs 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. NEXUS 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.

The region covered by consulate staff in San Francisco, Los Angeles, Dallas, Atlanta and New York are the primary market areas targeted by NEXUS.

▶▶ 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.

▶▶ EMERGING AND SECONDARY MARKET OPPORTUNITIES

The government is paying more attention to emerging markets through a new program entitled "Emerging and Secondary Market Opportunities". The main purpose of the program is to take advantage of tourism marketing opportunities where the federal government can likely make a positive and immediate impact in generating increased revenues for Canada. Emerging markets are defined as markets of demonstrated potential for increased revenue generation from high yield pleasure travel and meetings, conventions and incentive travel to Canada. The program is extended to a number of countries that meet certain criteria.

▶▶ EAITC 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. Trade and Tourism
Development Division (UTO)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, K1A 0G2
Telephone (613) 993-7344
Fax (613) 990-9119
Telex 053-3745

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Fax: (404) 524-5046

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▶ Mr. Doug I. Ditto

Deputy Consul General and

Senior Trade Commissioner

Tourism Section

Vacant

Consul & Trade Commissioner

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Commercial Officer

▶ Ms Barbara Bach

Commercial Officer

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- ▶ Mr. Ralph Johansen
Commercial Officer
- ▶ Ms. Janet Aiton
Commercial Officer

Territory: Maine, Massachusetts,
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Head of Post & Consul
- ▶ Mr. Carl A. Rockburne
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Consul & Trade Commissioner
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Commercial Officer
- ▶ Mr Ross Ament
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- ▶ Ms. Adrienne Delaquila
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- ▶ Ms. Judith Love-Bradley
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- ▶ Ms. Sally Ellis
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Territory: Arkansas, Kansas (Except
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Douglas), Louisiana, New Mexico,
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Commercial Officer

- ▶ Ms. Monica Campbell-Hoppe

Commercial Officer

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Commercial Officer

- ▶ Ms. Jill Seidel

Commercial Officer

- ▶ Ms. Hilda Cullen

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Territory: Alaska, Idaho, Oregon and Washington.

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- ▶ Mr. Donald Marsan
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- ▶ Mr. Gilles Tassé
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