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EVALUATION REPORTS **1990-91**

**USA TRADE, TOURISM AND INVESTMENT
DEVELOPMENT BUREAU
(UTD)**

BLc

External Affairs and
International Trade Canada



Canada

UNCLASSIFIED

EVALUATION REPORTS 1990-91

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**USA TRADE, TOURISM AND INVESTMENT
DEVELOPMENT BUREAU
(UTD)**

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EVALUATION REPORTS
US Branch Promotion Programs
FY 1990/91

Trade Development Highlights:

During FY 1990/91, 4519 Canadian companies participated in the US Trade, Tourism and Development program that consisted of 356 trade promotion events. The program cost \$18.2 million. As a result, for each dollar invested, the program generated \$89 in sales (on site plus 12 month forecasted) by the participating companies. These activities included some that were indirect and supportive to the program, but were difficult to quantify. This latter group included activities such as, directories of exporters, market studies, seminars, workshops, and guides to US trade shows.

For each dollar spent on the 178 trade projects (national stands and information booths), the program generated \$91 in direct exports. The 1,859 companies involved sold \$1.228 billion of Canadian products, for an average of \$630,000 per participant.

Of the 94 missions (incoming, outgoing, NEBS, and NEXUS) organized, approximately of 1,110 Canadian companies participated and generated \$57 million worth of sales.

Participants in the US Program came from all regions of the country. Western Canada provided 25% of participants, Atlantic Canada 10%, Quebec 27%, and Ontario 38%.

Investment Development:

With a total budget of over \$685 thousand, the Investment Development Program (IDP) consisted of 78 projects in FY 90-91. The program identified over 4,500 serious investment prospects. The budget came from two main sources: \$555 thousand from IDP funds specifically authorized by Treasury Board for fostering foreign investment in Canada, and approximately \$70 thousand from UTD's Free Trade Agreement promotional resources.

An important aspect of the IDP is the Corporate Liaison Program in which post personnel hold one-on-one contacts with corporate decision makers. US post personnel held such meetings with 5,000 prospective US corporate personnel in FY 1990-91.

A budget of \$60 thousand was also made available to the posts to cover activities under the Technology Inflow Program (TIP) in which posts proactively seek out technology for adaptation to Canadian firms.

Tourism:

The 15 posts in the US that delivered the tourism program generated \$339 million in incremental tourism revenue for Canada with a staff of 40 officers. With a budget of over \$1 million the program encompassed a full spectrum of promotional activities including:

- 480 promotions;
- 116 familiarization tours for 1,377 travel industry contacts;
- 339 individual site inspections for the business travel sector;
- 166 site inspection for the travel trade sector;
- 452 site inspections for the travel media contacts resulting in \$33 million of editorial coverage.

For each \$1 invested in the tourism program, approximately \$300 was generated for the industry. Of this amount, the Business Travel sector alone contributed \$217 million and shows a return of \$200 for every dollar invested.

The primary markets for the overseas tourism program are the UK, Japan, Germany* and France. Post activities in this sector generated a total of \$100 million in incremental tourism revenue for Canada. The \$1.7 million program budget was matched 1.5 times by Canadian and local partners resulting in a total spending of \$4.2 million. The return on investment amounted to \$60 for each federal dollar spent in these countries.

* 1990/91 figures for Germany (Dusseldorf) were not available at the time of completion of the report.

TABLE 1

U.S. TRADE, TOURISM & INVESTMENT DIVISION
 FY 1990-91 ANNUAL REPORT

Project Type	# of Events	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total
							ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
Missions	29	654,176	4,140,000	37,850,000	64	288,932	45	24	12	11	1	4	12	22	0	0	131
NEBS	49	447,561	0	0	0	0	117	299	91	102	18	26	60	34	16	63	826
NEXUS	16	237,617	120,000	14,700,000	62	70,335	57	47	24	32	10	21	13	4	1	0	209
National Stand + Info Booth	178	13,538,984	56,062,388	1,172,241,912	91	630,577	942	356	197	145	53	73	14	45	16	18	1,859
Studies / Workshops / Publication / Directory	35	772,030	0	0	0	0	30	144	29	11	0	0	2	4	1	1	222
Tourism Development	23	1,169,660	0	339,621,000	0	0	293	256	103	154	66	47	81	152	43	77	1,272
Investment Development	10	92,582	0	0	0	0											0
UTO/UTI - Management Projects	16	1,350,977	0	0	0	0											0
ALL PROJECTS	356	18,263,587	60,322,388	1,564,412,912	89	359,534	1,484	1,128	456	455	148	171	182	261	77	159	4,519

TABLE 2

**U.S. TRADE, TOURISM & INVESTMENT DIVISION
FY 1990-91 ANNUAL REPORT - ALL SECTORS**

#	Sector	# of Events	Budget (Actual)	On site Salos	12 months Salos	Salos/Budget	Salos/Participants	Participation by Provinces										Total
								ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
1	Agriculture and Food Products	34	1,442,459	1,038,450	84,250,667	59	147,815	228	168	52	27	24	33	12	9	12	12	577
2	Fisheries, Sea Products and Related Equipment	7	145,244	80,000	12,000,000	83	710,588	2	2					5	6	1	1	17
3	Defonco Programs, Products & Related Equipment & Services	33	1,231,670	2,457,100	150,920,000	125	723,477	99	36	16	6	4	4	13	34	0	0	212
4	Advanced Technology Products, Systems & Services	30	3,495,578	15,871,995	151,207,245	48	603,174	163	51	28	19	4	7	3	0	0	2	277
5	Power & Energy Equipment & Services	1	12,900	0	0	0	0											0
6	Transportation Systems, Related Equipment	19	1,752,070	7,155,050	348,080,000	203	1,879,551	98	33	28	14	2	2	1	7	2	2	189
7	Forost Products & Related Equipment & Services	1	14,949	0	0	0	0											0
8	Mining, Metal & Minorals & Related Equipment	2	119,322	240,000	3,900,000	35	318,462	9	0	2	2	0	0	0	0	0	0	13
9	Oil & Gas Products & Related Equipment	6	931,355	2,573,500	21,286,000	26	340,850	13	2	12	34	1	1	0	7	0	0	70
10	Chemicals, Petrochemicals & Related Equipment & Services	0	0	0	0	0	0											0
11	Consumer Products & Services	41	1,947,771	9,631,293	89,750,000	51	259,481	132	144	31	36	13	18	2	5	2	0	383
12	Educational & Training, Medical, Health Care & Related Products	8	237,219	24,000	30,500,000	129	897,765	22	9	1	0	0	1	0	0	1	0	34
13	Construction & Related Products	33	1,209,042	16,422,000	109,695,000	104	696,779	94	32	25	13	6	5	3	1	0	2	181

U.S. TRADE, TOURISM & INVESTMENT DIVISION
 FY 1990-91 ANNUAL REPORT - ALL SECTORS

#	Sector	# of Events	Budget (Actual)	On site Sales	12 months Sales	Sales/Budget	Sales/Participants	Participation by Provinces										Total
								ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
14	Industrial Machinery, Environmental Equipment & Related Equipment	25	1,867,752	4,709,000	178,803,000	98	777,593	144	46	21	13	2	8	0	2	0	0	236
15	Sector and Services Not Elsewhere Specified																	
	- Investment Development	10	92,582															
	- Tourism	23	1,169,660	0	339,621,000			293	256	103	154	66	47	81	152	43	77	1,272
	- Consulting and other services	0	0	0	0	0	0											0
	- Government non-defence procurement	18	795,476	0	23,280,000	29	136,941	68	41	37	15	2	4	1	2	0	0	170
	- NEBS	49	447,561					117	299	91	102	18	26	60	34	16	63	826
	- UTI/UTO Management projects	16	1,350,977															
TOTAL:		356	18,263,587	60,322,388	1,564,412,912	89	359,534	1,484	1,126	456	455	148	171	182	261	77	159	4,519

TABLE 3

TOP 20 TRADE SHOWS (on return per \$ invested basis)

<u>U.S. TRADE SHOW</u>	<u>LOCATION</u>	<u>BUDGET</u>	<u>R.O.I</u>
1-S.A.E. Automotive Show	Detroit	\$156,000	\$798
2-Sea-Air-Space Defence Show	Washington	120,672	796
3-All America Health Exhibit.	Tampa	32,003	750
4-Solo Food Show	Minneapolis	14,067	718
5-Paintoon 90	Philadelphia	80,000	688
6-Natl.Home Center Show	Chicago	154,091	392
7-Vendor Fair,Hill AFB	Utah	28,650	383
8-Florida Restaurant Ass.'90	Orlando	17,611	333
9-Solo Food Show	Boston	38,650	327
10-S.P.E. Petroleum Show	New Orleans	15,500	324
11-Great Lake Industrial Show	Cleveland	13,450	308
12-HAZMAT Environment Show	Atlantic City	18,403	276
13-Pacific C.Builders Conf.	San Francisco	11,700	257
14-Intl.Housewares Expo	Chicago	91,969	254
15-Intl.Congr.Clinical Chem.	San Francisco	12,129	247
16-Natl.Assn.of Broadcasters	Atlanta	25,836	245
17-Intl.Public Transit Expo	Houston	775,000	243
18-Solo Food Show	Syracuse	12,666	242
19-TABES Govt.Proc.Show	Huntsville	74,500	234
20-Ariz.Retail Grocers Show	Phoenix	3,962	232

TOP 12 U.S. TRADE SHOWS (Total 12 months projected sales)

		<u>(\$000)</u>
1-Intl.Public Transit Expo	Houston	\$188,000
2-S.A.E. Automotive Show	Detroit	124,000
3-Sea-Air-Space Defence Show	Washington	96,000
4-Natl.Home Ctr.Show(hardwr.)	Chicago	60,000
5-COMDEX Fall Computer Show	Las Vegas	56,000
6-Paintoon 90 (bldg.prod)	Philadelphia	40,000
7-ComDef'90 Defence Tr.Show	Washington	38,000
8-PC Expo'90 (computer)	New York	25,000
9-All America's Health Expo	Tampa	24,000
10-Intl.Houseware Expo	Chicago	23,000
11-ASHRAE Heat/Air Cond.Show	New York	21,000
12-COMDEX Spring Computer Sh.	Atlanta	20,000

SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Semi Process & Process Food & Beverages

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total	
									ON	QC	BC	AL	SK	MB	NB	NS	PE		NF
1	Apr 10	Minneapolis Solo Food Show	Minneapolis	14,067	0	10,105,000	718	306,212	10	1	3	4	3	10	2				33
2	Apr 23-25	Agroexport	Montreal, Ste-Hyacinthe	8,075						75									75
3	May Mar	Taste of Canada in-store Promotions	USA/Various	235,000	0	1,821,117	8												
4	May 1	Solo Food Show	Detroit	24,050	5,000	500,000	21	15,781	28	3							1		32
5	May 1-31	Canadian Beverage Promotion	New York	22,267	0	1,160,000	52	193,333	2	3					1				6
6	May 8-9	Nexus/Chicago	Chicago	24,931			0		9	11			1	10					31
7	May 17-20	Arizona Retail Grocers Association Show	Phoenix	3,962	0	920,000	232	131,429	1		2	2		2					7
8	Jun 4 Jul 4	In-store promotion Premier Cheese & Gourmet	Buffalo	16,345	0	150,000	9	5,769	15	5	1				1		4		26
9	Jun 10-12	Texas Retail Grocers Association Show	San Antonio	48,877	0	2,500,000	51	227,273	6	2	1				1	1			11
10	Sep 15-17	California Grocers Assoc.	Anaheim	13,974	3,000	1,485,000	106	186,000	1		4	2	1						8
11	Oct 4	Solo Food Show	Syracuse	12,666	71,000	3,000,000	242	95,969	15	7								10	32
12	Oct 14-15	Ohio Retail Grocers Association Show	Columbus	43,426	5,000	1,256,000	29	114,636	10	1									11
13	Nov 3-6	SE Hospitality and Food Service Show	Atlanta	21,455	52,000	942,800	46	142,114	4	2							1		7

SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Semi Process & Process Food & Beverages

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
14	Dec 8-10	National Food Brokers Show	Chicago	40,703	0	50,000	1	8,333	3	2		1									6
15	Feb 6	Boston Solo Food Show	Boston	38,650	130,000	12,500,000	327	161,923	36	26	2				7	4	1	2			78
16	Feb 12	Solo Food Show	Seattle	22,926	0	0	0	0	4		32	5	3	2							46
17	Mar 3-5	International Fancy Food Show	San Diego	32,003	446,000	6,695,000	223	595,083	4	1	3	2	1	1							12
18	Mar 9-11	Natural Foods Expo West	Anaheim	18,139	0	1,860,000	103	155,000	6		1		5								12
TOTAL:				641,516	712,000	44,944,917	71	105,443	154	139	49	16	14	25	9	7	8	12		433	

SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Institutional Food Handling & Processing Equipment

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	May 06-09	Food Marketing Institute	Chicago, IL	63,600	5,500	425,000	7	71,750	4	1		1									6
2	May 19-23	National Restaurant Ass. Show	Chicago, IL	122,870	100,800	13,500,000	111	755,600	13	3	1								1		18
3	Sept 07-09	Florida Restaurant Ass.'90	Orlando, FL	17,611	0	5,870,750	333	293,538	10	10											20
4	Oct 20-22	Michigan & Great Lakes Food Service Show	Lansing, MI	71,692	30,000	830,000	12	86,000	9										1		10
5	Jan 15-18	National Pizza Expo	New Orleans, L	77,207	57,000	400,000	6	38,083	5	4	1	1							1		12
6	March 31	1991 Nat'l Restaurant Ass. Show Prepayment	Chicago, IL	60,000	n/a	n/a	n/a	n/a													0
7	March 31	1991 Food Marketing Institute Show Prepayment	Chicago, IL	42,500	n/a	n/a	n/a	n/a													0
8	Apr 2-4	Garden State Restaurant Association Show	Ocean Port, NJ	11,002	0	0	0	0	3	3									1		7
9	Aug 25-28	Western Restaurant Ass. Convention & Expo	San Francisco,	21,092	50,000	500,000	26	68,750		2	1	3								2	8
10	Sept 12	Canadian Chef de Cuisine Demonstration	New York	46,595	n/a	n/a	n/a	n/a					1						1	1	3
11	Oct 15-17	NY State Restaurant Ass. Show	Buffalo, NY	19,653	60,000	2,000,000	105	108,421	12	5		2									19
TOTAL:				553,822	303,300	23,525,750	43	231,350	56	28	3	8	0	0	2	2	4	0		103	

SECTOR: FISHERIES, SEA PRODUCTS AND RELATED EQUIPMENT

Sub-sector: Fish, Shellfish and other Marine (Process or not)

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total	
									ON	QC	BC	AL	SK	MB	NB	NS	PE		NF
1	Apr 1	Boston Seafood Show Directory	Boston	22,050															
2	Apr 18-20	FCC/CAFE Annual Business Meeting	Halifax	2,750															
3	Apr 19	Frozen Lobster Promotion Workshop	Boston	17,582	0	0	0	0	2	1					2	3		1	9
4	Apr 25-26	Seafood Outlook Conference '90	St. John's, Nfld.	8,777															
5	Jun 17-23	Fish-Incoming Buyers fm Atlanta	Atlantic Canada	10,791	0	3,000,000	278												
6	Jul 26	Under utilized species seminar (ACT)	Boston	23,965															
7	Oct 31 Nov 1	Seafare Southeast 90	Orlando	59,329	80,000	9,000,000	153	1,135,000	1						3	3	1		8
TOTAL:				145,244	80,000	12,000,000	83	710,588	2	2	0	0	0	0	5	6	1	1	17

SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES

Sub-sector: Defence products

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE		NF	
25	Oct 1-30	DISC Missions to Canada	Edmonton/Toro Montreal/Halifax	19,600					7	7					12	21				47
26	Oct 15	"Good Neighbours" video	All US Posts	13,000																
27	Nov 27-29	ComDef '90 Trade Show	Washington, D	181,045	0	38,000,000	210	2,235,294	13	1		1				2				17
28	Mar 19-20	Food Service Equipment Mission	Richmond, Virg.	13,500					2	3						1				6
29	Mar 27-28	Visit of Canadian Industry R&D Representatives to Wright Laboratory	Dayton, OH	1,500					18	5	2	1		3						29
Total:				1,009,870	1,230,000	144,500,000	144	743,520	91	31	13	6	4	4	13	34	0	0		196

SECTOR: ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS & SERVICES

Sub-sector: Computer Hardware & Software

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total			
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF				
1	Apr 2	Data Base Maintenance	Ottawa, TPE	20,000																		
	Sep 30	Computing Prod.																				
2	Apr 30	1990 Accounting Show & Conference	New York	12,000	0	1,200,000	100	400,000		3												3
	May 2																					
3	May 5	Computing Products for World	Ottawa	24,690																		
	Dec 1	Markets (Direct)																				
4	Jun 3-6	Comdex Spring '90	Atlanta	610,000	398,200	20,072,700	34	524,895	24	6	3	3	1	1							1	39
5	Jun 19-21	PC Expo '90	New York	322,000	5,156,145	24,661,145	93	1,296,404	14	2	4	1		1	1							23
6	Jun 19-21	NEXUS-To PC Expo NY & to Boston	New York/Bosto	15,000																		
7	Aug 7-9	SIGGRAPH 90	Dallas	65,000	7,800	386,000	6	65,633	5		1											6
8	Sep	(ACI) Atlantic Cda. Software	Boston	11,000																		
		Mission to Boston																				
9	Sep 11-13	Rochester Computer Show	Rochester, NY	65,000	41,200	440,000	7	60,150	6	2												8
10	Sep 11-13	Networld	Dallas	300,000	1,023,000	8,800,000	33	517,000	12	5		2										19
11	Oct 3-6	UNIX Solutions	Anaheim	88,000	5,000	1,000,000	11	502,500	1		1											2
12	Oct 12	INFO 90	New York	164,000	5,700	4,500,000	27	500,633	6	2											1	9
13	Oct 31	UNIX Expo	New York	85,000	0	500,000	6	100,000	3	1		1										5
	Nov 2																					
14	Nov 12-16	COMDEX Fall 90	Las Vegas	900,000	8,508,150	56,312,400	72	875,953	40	15	10	6		3								74
15	Jan 22-24	UNIFORUM	Dalas	45,000	0	0	0	0	8	2	3											13
16	Mar 27	Computer Sector Strategy Meeting	Ottawa	10,000					2	2	2											6
			Total:	2,736,690	15,145,195	117,872,245	49	642,596	121	40	24	13	1	5	1	0	0	2			207	

SECTOR: TRANSPORTATION SYSTEMS & RELATED EQUIPMENT

Sub-sector: Marine Industries

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
1	Sep 26-28	Marine Tech. Society MTS '90	Washington	100,000	10,000	200,000	2	30,000	4		1					1		1	7
2	Nov 15-17	Work Boat Show	New Orleans	150,000	25,850	5,835,000	39	390,723	3		5	2				3	1	1	15
Total:				250,000	35,850	6,035,000	24	275,948	7	0	6	2	0	0	0	4	1	2	22

SECTOR: TRANSPORTATION SYSTEMS & RELATED EQUIPMENT

Sub-sector: Recreational Boats & Accessories

#	Date	Event	Location	Budget	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total	
									ON	QC	BC	AL	SK	MB	NB	NS	PE		NF
1	July 10-12	NEBS - Recreational Marine Mission	Seattle, WA	20,008					1	2	7	7							17
2	Aug 10-12	American Marine trades Expo	Atlanta, GA	50,919	161,500	3,120,000	64	364,611	6	1						2			9
3	Sept	Boating Industry Magazine Cdn Supplement	Chicago, IL	9,950															
4	Sept 25-30	NEXUS - Recreational Boat Mission to IMTEC	Chicago, IL	8,830					2	9	2			1			1		15
5	Oct 25-29	Fort Lauderdale Boat Show	Fort Lauderdale	81,838	285,000	1,990,000	28	189,583	5	4	2					1			12
6	Feb	Salon Nautique International de Montreal	Montreal, Qc	10,000															
7	Feb 14-20	Miami Intl Boat & Sailboat Show	Miami, Fl	112,165	735,000	4,500,000	47	402,692	9	2	1				1				13
Total:				293,710	1,181,500	9,610,000	37	163,508	23	18	12	7	0	1	1	3	1	0	66

SECTOR: OIL & GAS PRODUCTS, AND RELATED EQUIPMENT

Sub-sector: Equipment & Machinery

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	Apr 4-6	Society of Petroleum Engineers SPE '90	Ventura, Cal	15,500	1,020,000	4,000,000	324	800,065					5								5
2	May 7-10	Offshore Tech. Houston O.T.C.'90	Houston	500,000	0	3,095,000	6	71,977	8	2	9	17					7				43
3	Jun 12-14	National Petroleum Show, Calgary	Calgary	30,000																	
4	Sep 23-26	Society of Petroleum Engineers (SPE)	New Orleans	116,455	1,100,000	6,101,000	62	508,422	1		1	9	1								12
5	Oct 1-7	Oil & Gas/Marine Directories (Printing)	Ottawa	49,400																	
6	Oct 28-31	American Gas Conf. & Exposition	Boston	220,000	453,500	8,090,000	39	809,004	4		2	3		1							10
Total:				931,355	2,573,500	21,286,000	26	304,086	13	2	12	34	1	1	0	7	0	0	0	0	70

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Apparel & Footwear

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	Apr 1 Mar 29	ADVERTISING SUPPORT FOR CHILDREN APPAREL MFG	Ottawa	65,000						2	7	2									11
2	May 29-30	Coat Buyers to Winnipeg	Winnipeg	2,500																	
3	Jul 29-31	EXCLUSIVE (Men's Fine Tailored Clothing)	New York	45,560	2,000,000	2,000,000	88	200,009		3	7										10
4	Aug Oct	SMAC Cooperative Trade Promotion Program	Various	50,000																	
5	Sep 5-8	M.A.G.I.C. (Mens Apparel Guild of Calif.) Show	Las Vegas	90,000	191,000	13,000,000	147	1,083,346		4	5			2			1				12
6	Sept 11-14	Children's Apparel Show	Miami	27,500	550,000	550,000	40	91,673		1	4						1				6
7	Oct Mar	Atlanta Apparel Mart Promotions	Atlanta	60,000	14,800	3,010,000	50	501,675		4	1		1								6
8	Feb 24-26	CANADA MODE	New York	27,000	600,000	1,250,000	69	52,086		7	15	1		1							24
Total:				367,560	3,355,800	19,810,000	63	287,102	21	39	3	1	0	3	0	1	1	0		69	

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Sporting Goods and Clothing

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	Jul 26-29	American Fishing Tackle	New Orleans	56,055	20,300	1,095,000	20	101,391	3	2	4	1		1							11
2	Jul 29 Aug 2	NEXUS Sporting Goods Mission	Chicago, Illinois	10,422						4	7	4					1				16
3	Jul 30 Aug 2	National Sporting Goods Ass. World Sports Expo	Chicago, Illinois	96,730	109,200	3,525,000	38	173,057	4	7	3	4		3							21
4	Aug 13-15	Outdoor Retailer Expo West	Reno, Nevada	80,550	153,360	910,000	13	75,954	3	5	4	1		1							14
5	Oct 11-13	NSGA Fall Market	Anaheim, CA	81,235	258,833	1,520,000	22	148,236	3	4	3	2									12
Total:				324,992	541,693	7,050,000	23	102,590	17	25	18	8	0	5	0	1	0	0	0	0	74

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Furniture

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total	
									ON	QC	BC	AL	SK	MB	NB	NS	PE		NF
1	May 1 Oct 1	Promotion, Int'l Design Centre, NY	New York	4,000															
2	May 5-8	Incoming Buyers, Furniture West Trade Show	Vancouver	5,000															
3	May 16-17	Solo Furniture Show	Washington, D	25,000	100,000	1,000,000	44	66,670	11	4									15
4	Jun 17-20	Incoming Buyers, Montreal Furniture Show	Montreal	119,000	4,000,000	4,000,000	67	0											
5	Jul 15-18	Atlanta Furniture Show	Atlanta	25,000	30,000	100,000	5	12,501	4	3					1				8
6	Aug 8-10	American Society of Interior Designers Show	Atlanta	35,000	0	0	0	0	2	1									3
7	Sep 17-18	NEXUS-Contract Furniture	San Francisco	15,000					8	3	1	1							13
8	Oct 18-20	National Office Products Assn. Show	Chicago	75,000	120,000	500,000	8	55,556	7	2									9
9	Nov 15-18	Incoming Mission to IIDEX Furniture Show	Toronto	140,000	0	30,000,000	214	0											
10	Mar 10-12	Solo Residential Furniture Show	Naples, Fl.	25,000	50,000	50,000	4	5,000	7	3									10
Total:				468,000	4,300,000	35,650,000	85	614,657	39	16	1	1	0	1	0	0	0	0	58

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Giftware, Arts & Craft

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	Jun 12-13	Solo Giftware Show	Minneapolis	5,500	25,000	25,000	9	1,563	3	2	2	3	1	2	2	1					16
2	Jul 7-11	National Gift Show	Atlanta	25,000	10,000	50,000	2	5,556	3	3	1	1				1					9
3	Jul 25 Aug 5	Indian Arts/Crafts Buyers Mission	Vancouver	6,000	40,000	250,000	48	0													
4	Aug 28-30	Marketing Meeting with NWT Gov't	Yellowknife	15,000																	
5	Jan	National Gift Show	Atlanta	25,000	30,000	150,000	7	15,001	4	3		1				1	1				10
6	Feb 3-5	Incoming Mission, Atlantic Crafts Trade Show	Halifax	15,000	100,000	100,000	13	0													
Total:				91,500	205,000	575,000	9	16,429	10	8	3	5	1	2	2	3	1	0		35	

SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Pools, Spa and Accessories

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	Oct 31 Nov 2	National Spa & Pool Institute	Anaheim, CA	260,000	9,800	1,950,000	8	108,878	11	4	2			1							18
			Total:	260,000	9,800	1,950,000	8	108,878	11	4	2	0	0	1	0	0	0	0	0	0	18

SECTOR: EDUCATIONAL & TRAINING, MEDICAL, HEALTH CARE & RELATED PRODUCTS

Sub-sector: Pharmaceuticals & Biotechnology

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	May 14-16	American Society for Microbiology 90th Meeting & Exhibition	Anaheim, CA	54,000	0	1,900,000	35	237,500	6	2											8
2	July 22-26	Intl Congress of Clinical Chemistry	San Francisco,	12,129	0	3,000,000	247	1,000,000	2										1		3
3	Oct 23-25	Intl Biotechnology Exposition'90	San Mateo, CA	94,515	0	0	0	0	2	5	1				1						9
Total:				160,644	0	4,900,000	31	245,000	10	7	1	0	0	1	0	0	1	0	1	0	20

SECTOR: CONSTRUCTION & RELATED PRODUCTS

Sub-sector: Building Products (Converted wood products)

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
15	Jan 18-21	Nat'l Assoc. of Home Builders (NAHB)	Atlanta	190,000	350,000	8,000,000	44	379,545	10	3	5	1	2	1							22
16	Feb 18-20	ASHRAE Air Cond. Heat Refrig. Expo	New York	210,000	35,500	21,000,000	100	914,587	12	6	2	1	2								23
17	Feb 28 Mar 3	Nat'l Assoc. of the Remodeling Ind. (NARI)	Cincinnati	97,500	500,000	6,155,000	68	665,500	4	2	1	1		1						1	10
18	Mar 12-15	Nexus Mission to Harrisburg Pa. Housing Show	Harrisburg, Pa.	17,100					7		1	6	1		2						17
19	Mar 14-16	North East Construction Show	Boston	97,000	55,000	2,075,000	22	163,846	10	1		1			1						13
Total:				1,209,042	16,422,000	109,695,000	104	696,779	94	32	25	13	6	5	3	1	0	2		181	

SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT

Sub-sector: Materials Handling

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	May 16-18	Logstex'90 East	Atlanta, GA	108,000	20,000	14,120,000	131	1,414,000	6	4											10
2	Oct 30 Nov 01	Inter-Airport/Air Cargo/Airmec	Atlanta, GA	32,200		3,750,000	116	625,000	2	3					1						6
3	Nov 06-08	Great Lakes Industrial Show	Cleveland, OH	13,450	6,000	4,140,000	308	829,200	4	1											5
4	Feb 18 Jan 21	ProMat'91	Chicago, IL	160,000	530,000	10,455,000	69	549,250	14	5	1										20
TOTAL:				313,650	556,000	32,465,000	105	805,390	26	13	1	0	0	0	0	1	0	0	0	0	41

SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT

Sub-sector: Environmental Equipment

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	May 02-04	Waste Expo '90	Atlanta, GA	272,000	1,644,000	12,743,000	53	899,188	10	2	1	3									16
2	June 02-04	HAZMAT	Atlantic City, NJ	18,403	174,000	4,900,000	276	724,857	5	1											7
3	June 17-21	AWWA '90	Cincinnati, OH	89,315	320,000	7,155,000	84	747,500	6	2	1	1									10
4	June 26-29	AWMA - Air & Waste Management Association Expo	Pittsburgh, PE	83,589	27,000	18,445,000	221	1,847,200	7	1	2										10
5	Aug 01 Oct 31	Environment Trade Show Database	Ottawa, ON	3,200	0	0	0	0													
6	Sept 09-13	Expo-AIDIS'90 Environmental Congress	San Juan, Puerto Rico	70,000	200,000	2,800,000	43	250,000	8		2	1								1	12
7	Sept 10-11	NEXUS - Public Works Equipment & Services	St-Louis, MI	14,987	0	0	0	0	1		2	1	1	3							8
8	Oct 07-10	Water Pollution Control Federation Exposition	Washington, D	100,000	348,000	11,385,000	117	902,538	8	3	2										13
9	Nov 06-08	HazMat West '90	Los Angeles, C	15,000	50,000	2,450,000	167	625,000	2		1	1									4
10	Jun 25-27	Intervention '90, Vancouver	Vancouver	6,028	0	0	0	0													
TOTAL:				672,522	2,763,000	59,878,000	93	783,013	47	9	11	7	1	4	0	1	0	0	0	0	80

SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT

Sub-sector: Hardware, Lawn & Garden Equipment

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
1	July 29	Intl Lawn, Garden & Power Equipment Show	Louisville, KY	55,480	0	1,100,000	20	137,500	4	4											8
2	Aug 11-15	NEXUS - Hardware	Chicago, IL	17,284	n/a	n/a	n/a	n/a	10	7		2									19
3	Aug 12-15	National Hardware Show'90	Chicago, IL	145,775	508,000	12,175,000	87	396,344	20	6	4	1				1					32
4	Aug 18-26	Southern California Home & Garden Show	Anaheim, CA	10,500	0	600,000	57	100,000	1	1	2	1		1							6
5	March 24-26	National Home Center Show	Chicago, IL	154,091	342,000	60,000,000	392	2,413,680	14	3	3	1	1	3							25
Total:				383,130	850,000	73,875,000	195	830,278	49	21	9	5	1	4	0	1	0	0	0	90	

SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED

Sub-sector: Tourism Program (FTA-NTS)

#	Date	Event	Location	Budget	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces											Total	
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
16	Nov.	NEBS - Tourism	Detroit	3,000					9												9
17	Jan.	NEBS - Tourism	Buffalo	8,000					5	3											8
18	Jan.	NEXUS - Tourism	Chicago	9,000					6						3						9
19	Feb.	NEBS - Tourism	Cleveland	9,000					8												8
20	Feb.	NEBS - Tourism	Boston	10,000						5						2	3	1			11
21	Feb.	TIAC Annual Meeting	Halifax	25,000					50	25	20	15	5	5	15	50	5	5			195
22	Feb 15-20	Expearence Canada	Dallas/San Anto Austin	15,000					4	3	3	12									22
23	Mar 5-7	Dateline Canada	New York	21,500					12	11	4	1	1	2	3	3	1	2			40
24	April 01 March 31	TourCan Allocation	All Posts	615,000					100	75	40	40	20	20	30	50	15	15			405
Total:				1,169,660	0	0	0	0	293	256	103	154	66	47	81	152	43	77			1,272

SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED

Sub-sector: Government Non-Defence Procurement

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total		
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF			
14	Oct 30-31	Services Sector Mission to Energy Expo'90	Tacoma, WA	25,000																	
15	Nov 19-28	Gov't Procurement Seminars With CEA	Mtl/Calg/Vanco	65,000																	
16	Jan 29-31	Communication Networks'91 Show	Washington, D	145,000	0	1,900,000	13	135,714	8	3	1	2									14
17	Feb 22-23	NEXUS Mission: Geomatics Services	Washington, D	15,000																	
18	March 05-07	FOSE	Washington, D	110,016	0	1,760,000	16	195,556	5	1	1			2							9
TOTAL:				795,476	0	23,280,000	29	136,941	68	41	37	15	2	4	1	2	0	0			170

SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED

Sub-sector: NEBS

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces									Total
									ON	QC	BC	AL	SK	MB	NB	NS	PE	
30	Oct 2-4	Ind. Comm. - Atl. Cda. to Boston	Boston	19,600										10	11	5	5	31
31	Oct 4	Mult.-Sect. - Mtl. to Champlain	Champlain, NY	2,500						17								17
32	Oct 22-23	Food Products	Minneapolis	11,240								1	3	8				12
33	Nov 7-9	Mult - St. Johns to Boston	Boston	14,517													10	10
34	Nov 7-9	MITT - Multi-Sector to Buffalo	Buffalo	0						13								13
35	Nov 14-15	Multi-Mnctn & Atl. Cda. to Boston	Boston	8,229										9		3		12
36	Nov 14-15	Bldg. Materials	Seattle	11,300									15					15
37	Nov 29-30	Const. (NASCOM) - Mtl. to Boston	Boston	8,007						18								18
38	Dec 4-6	Computer Softwear Halifax to Boston	Boston	13,125										3	5		3	11
39	Jan 23-26	North Dakota Ag. Expo	Minot, ND	4,500									18	9	4			31
40	Jan 28-29	Apparel, Vanc. - Seattle	Seattle	7,061								32	10					42
41	Jan 30-31	MITT Ontario	Buffalo	0						25								25
42	Jan 30-31	Building Products	Minneapolis	10,860						4			2	2	1			9
43	Feb 5-6	Food - Halifax to Boston	Boston	8,050											6	1		7
44	Feb 18-19	Software - West. Cda to Minn.	Minneapolis	6,750									3	2	4			9
45	Feb 19-20	Gift - Western Cda - Seattle	Seattle	9,783								30	13					43

SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED

Sub-sector: NEBS

#	Date	Event	Location	Budget (Actual)	On site Sales	12 months Sales	Sales/ Budget	Sales/ Participants	Participation by Provinces										Total
									ON	QC	BC	AL	SK	MB	NB	NS	PE	NF	
46	Mar 5-7	Environmental Svcs.	Boston	12,650										3	3		3	9	
47	Mar 12-14	Seafood - Atl. Cda-Boston-Hlfx.	Boston	10,650					3						2	2	2	5	14
48	Mar 12-14	ACI - Seafood-Halifax to Boston	Boston	11,300					3						2	2	2	3	12
49	Mar 25-28	Crafts - Atl. Cda to Boston	Boston	14,767									8	6		2	3	19	
TOTAL:				447,561	0	0	0	0	117	299	91	102	18	26	60	34	16	63	826

INVESTMENT DEVELOPMENT PROGRAM

The value of the net inflow of foreign direct investment into Canada from the U.S. for 1990 was almost \$1.5 billion. Over half the number of investments subject to The Investment Canada Act (value of transaction in excess of a threshold of \$50 million in 1990) originated in the U.S. This represented a total of 495 new ventures established in Canada by U.S. firms during 1990. Given the primary importance of the USA as a source of direct investment in Canada, that country is a major target for investment promotion.

All Canadian posts in the USA are actively engaged in conducting the Department's Investment Development Program (IDP) aimed at encouraging further U.S. investment into Canada. UTI undertakes the coordination of the U.S investment program in close collaboration with TPE, Investment Canada and the International Affairs branch of ISTC. In New York and Los Angeles the program is delivered by dedicated investment counsellors. Elsewhere, posts and satellite offices deliver the IDP program as part of the complete commercial development program.

Last year initiatives were mainly oriented towards identifying and encouraging prospective investors in priority sectors (e.g., environmental technologies, biotechnology and medical and pharmaceutical products). ISTC and Investment Canada identified those sectors that should bring with them high levels of technology with good possibilities for creating jobs and enhancing Canadian labour skills and export capabilities. The types of deals especially sought after were new "greenfield" investments, joint ventures, strategic partnering and licensing arrangements.

In order to concentrate on these sectors a series of events primarily oriented towards business people were undertaken during the year. These were: seminars for targeted members of the U.S. business community on the Canadian business and investment climate and on Canadian industrial interests and capabilities; sector specific roundtables where C.E.O's of previously matched Canadian and U.S. companies met to explore strategic alliance possibilities; information booths at key U.S. industrial fairs and conferences; advertising placements to promote investments in priority sectors; and direct mail and telemarketing campaigns to selected prospects.

Another very important aspect of the IDP in the U.S lies in the Corporate Liaison Program that entails one-on-one contacts between post personnel and prospective corporate investors. The primary objective of these meetings is to provide information on Canada that will help in making decisions resulting in the establishment, expansion or retention of the firm's operations in Canada.

Because of the nature of the investment program, it is almost impossible to quantify precisely the investment resulting directly from our initiatives. However, those projects showing the best cost/benefit ratios, in terms of serious investment leads uncovered, were sector-specific events at which Canadian executives could interact directly with their U.S counterparts. This type of event, combined with the continued efforts of our posts in close collaboration with federal, provincial and municipal entities have lead to significant benefits for Canada.

Through the type of activities indicated above including the Corporate Liaison Program, post personnel are now in contact with over 8,000 prospective U.S. investors yearly. From these activities, US posts succeeded in identifying over 2,500 serious investment prospects during the FY. These were followed up through the provision of pertinent information on doing business in Canada, as well as, where appropriate, clarification of Canadian policies affecting investment. Other services included introductions to possible joint venture partners, licensees, and federal, provincial and municipal economic development authorities including ISTC regional offices.

These results were attained with a budget of \$625 thousand, with which the U.S posts have undertaken a total of 78 investment and technology promotional projects during the 1990-91 fiscal year. The budget came from two main sources: \$555 thousand from IDP funds specifically authorized by Treasury Board for fostering foreign investment in Canada, and close to \$70 thousand from UTD's Free Trade Agreement promotional resources.

TOURISM

Tourism in Canada is a \$25 billion industry that stimulates growth, prosperity and cultural development in all provinces. Since 1982, the delivery of the tourism program has been a shared responsibility between Tourism Canada and External Affairs and International Trade Canada (EAITC). Specifically, Tourism Canada is responsible for establishing the strategy, providing the direction and funding the delivery of the Federal Tourism Program. EAITC, through its Tourism Coordination Unit, geographic bureaus and posts around the world, is responsible for the delivery of the program abroad, the funding and the management of tourism offices.

In 1990/91, the Federal Government allocated close to \$7 million to the tourism program delivery abroad. \$2.3 million was allocated by Tourism Canada and \$4.7 million by EAITC. The EAITC tourism network comprises 62 officers dedicated to tourism development in 25 posts in eleven countries.

U.S. TOURISM PROGRAM

U.S. visitors, Canada's largest international market, generated revenues of \$3.6 billion in 1990, 58% of foreign tourism receipts. In the U.S., EAITC has 15 tourism offices with a dedicated staff of 40 officers to assist the Canadian travel industry promote its products and services. In FY 1990/91, Tourism Canada's program funding to the territory totalled \$600,000 while EAITC contributed a further \$555,000 in support of new promotional initiatives.

During the same period, U.S. posts generated \$339 million in incremental revenue for Canada. Posts also leveraged 4 times the \$1.170 million of EAITC/Tourism Canada program activities from 1,272 tourism industry partners. Activities included 480 promotional activities and marketplaces, 116 familiarization tours for 1,377 U.S. travel industry contacts and 957 site inspections for business travel, travel trade and media contacts. The return was almost \$300 in revenue to the benefit of the Canadian industry to \$1 of government funds spent. Under the first year of operation of the new tourism export development program (NEBS - NEXUS), EAITC has successfully organized 7 missions involving more than 100 Canadian tourism operators to facilitate market access to Border States and U.S. South.

The high-yield business traveller is a major marketing target for the 1990s. Post business travel specialists planned 339 site inspections and promotional events that generated an impressive \$217 million of tourism revenues for Canada, equivalent to a return of \$200 for every dollar invested.

OVERSEAS TOURISM PROGRAM

The European and Asian markets for Canadian tourism products are growing faster than the US market. Canada has four primary overseas posts with pro-active tourism programs; London (U.K.), Paris (France), Dusseldorf (Germany) and Tokyo (Japan). In addition, six other posts have tourism dedicated officers: Hong Kong, Seoul, Taipei, Sydney, The Hague and Mexico.

In FY 1990/91, Tourism Canada's program funding for offshore post programs totalled \$1.7 million. EAITC contributed approximately \$150,000.

In 1990, the largest offshore tourism market was Western Europe. That year, the number of trips to Canada from France increased by 5% while U.K. and Germany suffered a slight decline.

Also growing rapidly is the Japanese market. Canada represents an ideal destination for the Japanese tourist looking for diverse experiences in a clean and safe environment. In 1990, the Japanese market increased by 2.5% bringing the number of visitors to Canada to 475,000. Over the last decade, the Japanese market increased by 237%.

CANADIAN TOURISM RECEIPTS

The following statistics show the number of visitors and revenues generated by U.S. and overseas markets for 1989 and 1990.

CANADIAN TOURISM RECEIPTS*						
COUNTRY	1989		1990		DIFFERENCE %	
	Visitors	Revenue (Million \$)	Visitors	Revenue (Million \$)	Visitors	Revenue
UNITED STATES	12,184,000	3,589.9	12,267,000	3,614.3	0.68	0.68
JAPAN	387,000	296.5	412,500	316.1	6.58	6.61
U.K.	561,200	295.6	559,400	293.0	-0.32	-0.88
GERMANY	262,700	167.6	255,200	162.8	-2.85	-2.86
FRANCE	242,900	156.9	259,600	167.6	6.87	6.8
HONG KONG	117,900	101.5	125,100	107.6	6.1	6.0
AUSTRALIA	109,700	70.7	112,300	72.3	2.37	2.26
NETHERLANDS	87,500	45.9	87,000	45.6	-0.57	-0.65
MEXICO	63,200	44.0	63,900	44.4	1.1	0.9
TAIWAN	33,600	31.6	39,300	36.9	16.96	16.77
KOREA	30,600	23.2	35,500	26.9	16.0	15.9
OTHERS	1,030,700	713.9	1,041,000	721.0	0.99	0.99
TOTAL	15,111,000	5,530.0	15,257,800	6,254.0	0.97	13.0

**ESTIMATED RESULTS
(CANADIAN DOLLARS \$000)
FY 1990-91**

Post	1990/91 Budget	Levered Funds	Touring	City	Outdoors	Business Travel	Total Est. Revenue
Atlanta	50	250	5,000	3,000	1,500	250	24,000
Boston	44	263	3,190	2,350	2,350	4,050	9,600
Buffalo	28	229	2,880	1,020	483	2,050	6,433
Chicago	60	222	2,522	960	2,302	24,650	30,335
Cleveland	40	325	2,533	180	588	7,986	11,286
Dallas	40	178	6,838	2,347	2,615	46,127	57,927
Detroit	32	275	3,100	1,800	2,500	2,300	9,700
Los Angeles	56	108	8,721	978	3,895	37,700	51,294
Minneapolis	29	554	1,000	116	726	1,807	3,649
New York	80	650	13,800	1,000	6,100	30,000	50,900
San Francisco	40	264	9,190	7,810	2,360	2,860	22,220
Seattle	40	311	1,696	225	423	3,035	5,379
Washington	76	456	1,207	400	150	55,141	56,898
UTO/Tourism	554,660	---	---	---	---	---	---
TOTAL	1,169,660	4,085	61,677	22,186	25,992	217,956	339,621

**U.S. TOURISM POSTS
FY 1990-91**

Activities

Post	No. of Promos	No. of Fams	No. of Guests on Fams	Site Inspection Trade	Business Travel	\$ Media	Value of Editorial Coverage in (\$,000)
Atlanta	9	21	58	0	25	7	2,000
Boston	20	8	147	6	38	69	2,360
Buffalo	27	7	143	48	6	20	250
Chicago	53	19	4	4	16	5	3,200
Cleveland	40	16	138	17	18	31	1,240
Dallas	16	3	35	17	79	8	700
Detroit	28	9	172	19	10	14	2,900
Los Angeles	76	1	12	12	58	62	10,100
Minneapolis	29	3	60	12	17	21	2,000
New York	120	10	312	12	53	91	5,000
San Francisco	18	3	45	4	8	18	990
Seattle	26	10	131	12	6	25	2,330
Washington	18	6	120	3	5	81	n/a
TOTAL	480	116	1,377	166	339	452	33,070

**OVERSEAS TOURISM MARKETS
1990-91**

Activities

Post	Trade/Media Events/Act.	No. of Guests to Canada	No. of Partners	Tourism Resources	Partners Leverage	Media Coverage (\$,000)	Incremental Revenue (\$,000)
Dusseldorf	n/a	n/a	n/a	n/a	n/a	n/a	n/a
London	100	219	283	200,000	538,710	2,513	6,842
Paris	138	133	311	340,000	1,203,000	7,000	75,000
Tokyo	30	183	119	237,082	778,140	8,461	18,642
TOTAL	268	535	711	777,082	2,519,850	17,974	100,484

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