

BUYER'S PROFILES

Type of company

F.I.T.....	13 %	Online Travel Agency.....	7 %
Motorcoah Operator.....	5 %	Receptive.....	25 %
Online Tour Operator.....	3 %	Tour Operator.....	25 %
		Travel Agency.....	22 %

Point of origin of the company

Maritimes.....	1 %	Prairies.....	3 %
Ontario.....	22 %	Québec.....	45 %
Other countries.....	1 %	United States.....	18 %
		Western Canada.....	10 %

SELLER'S PROFILES

Type of company

Accomodation.....	28 %	Catering.....	25 %
Attraction.....	37 %	Destination.....	19 %
Carrier.....	3 %	Motorcoach Operator.....	1 %
		Tourism Offices.....	25 %

Point of origin of the company

Maritimes.....	4 %
United States.....	6 %
Ontario.....	14 %
Québec.....	75 %

Attendance goals

Maintain existing relationship.....	91 %
Make first contact.....	92 %
Make agreements on the spot.....	34 %
Present your rates.....	20 %