

BUYER'S PROFILES

Type of company

F.I.T.....	20 %	Online Travel Agency.....	10 %
Motorcoach Operator.....	9 %	Receptive.....	45 %
Online Tour Operator.....	6 %	Tour Operator.....	60 %
		Travel Agency.....	34 %

Point of origin of the company

Maritimes.....	1 %	Prairies.....	2 %
Ontario.....	24 %	Québec.....	37 %
Other countries.....	6 %	United States.....	20 %
		Western Canada.....	10 %

SELLER'S PROFILES

Type of company

Accommodation.....	33 %	Catering.....	11 %
Attraction.....	40 %	Destination.....	20 %
Carrier.....	5 %	Tourism Offices.....	11 %

Point of origin of the company

Maritimes.....	6 %
Ontario.....	13 %
Prairies.....	1 %
Québec.....	73 %
United States.....	7 %

Attendance goals

Maintain existing relationship.....	95 %
Make first contact.....	91 %
Make agreements on the spot.....	21 %
Present your rates.....	29 %
Securing contracts for 2025.....	28 %