

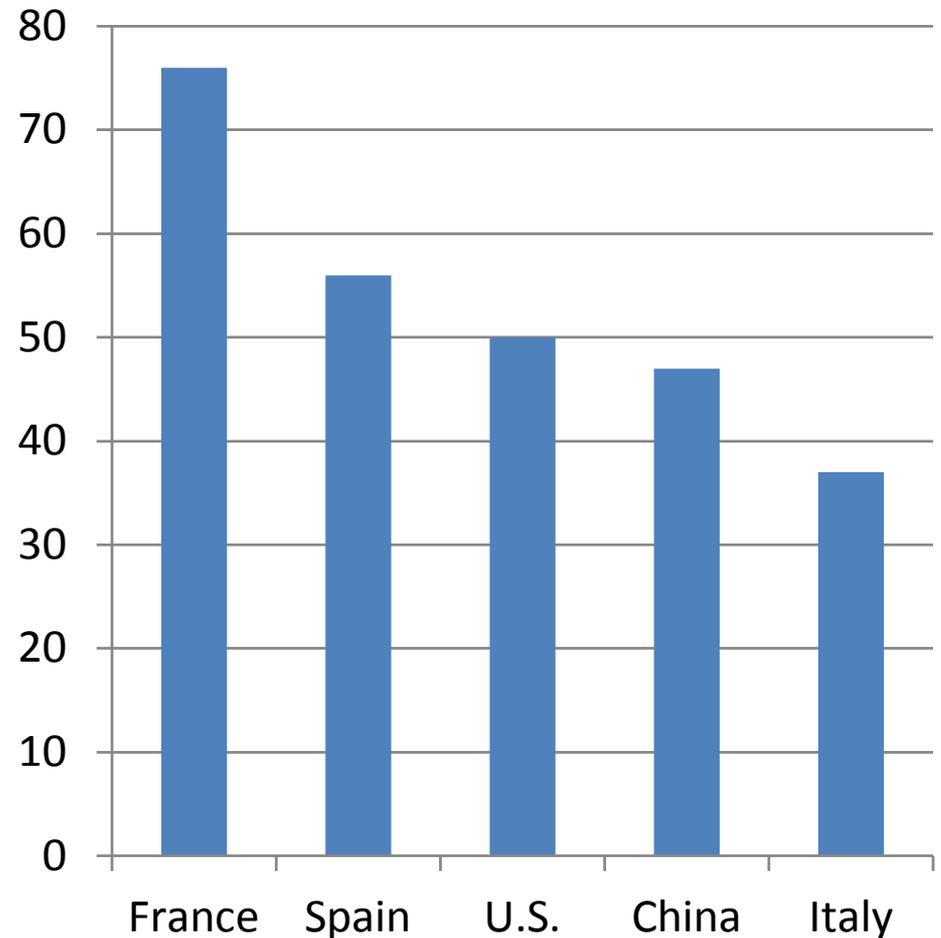


**North Shore Travel, Inc.**  
Annual Tourism Assessment

## Top Five Travel Destinations Worldwide

- Compared with last year, the top-five rankings this year remained virtually unchanged. China is on the rise, however, with a 14% increase over last year..
- Paris, France remains the world's top tourist destination, as evidenced by the country's overwhelming lead in number of foreign tourists.
- The United States actually ranks first in terms of receipts, but third in arrivals. France, on the other hand, ranks third in receipts but first in arrivals.

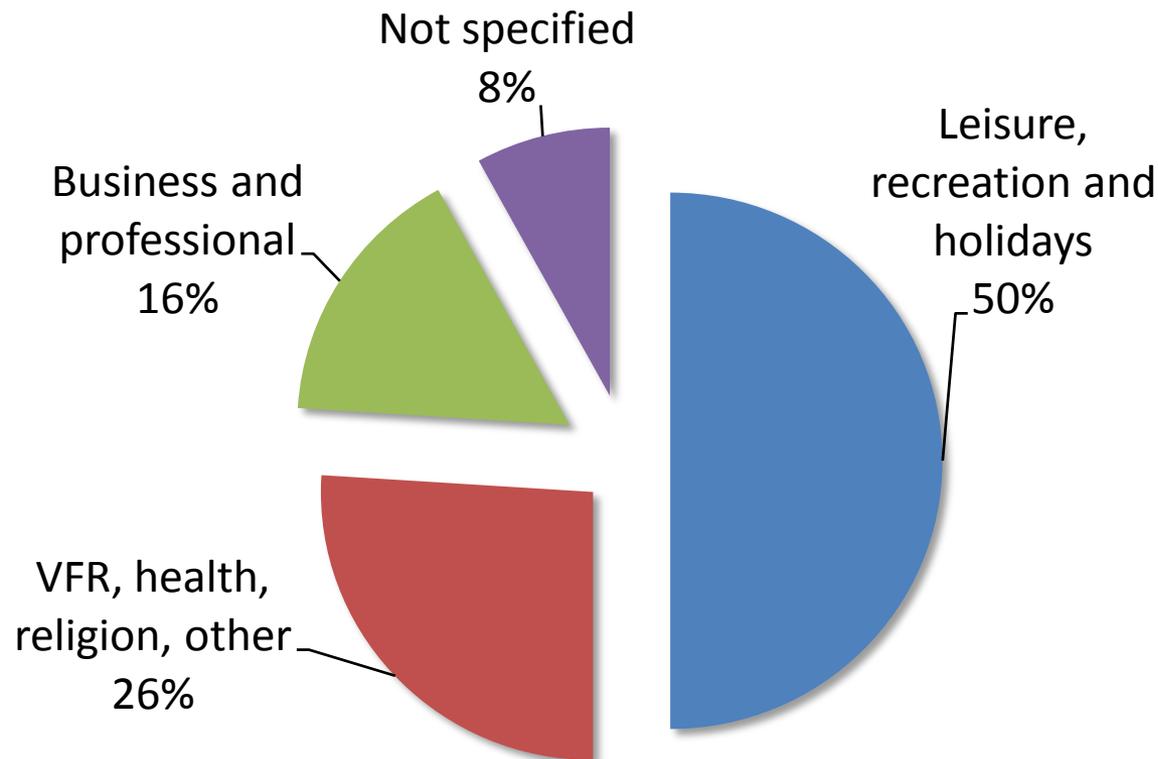
### Tourist Arrivals



## Tourism by Purpose of Visit

In 2005, the majority of tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays (50%), reaching a total of 402 million. Business

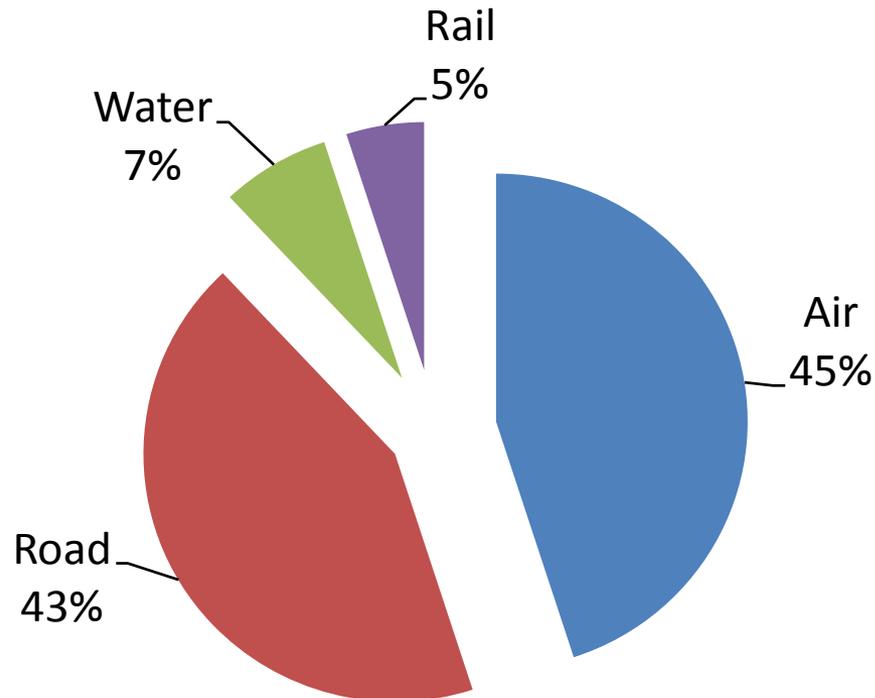
travel accounted for 16 percent of the total (125 million), while travel for other motives reached 26 percent, or 212 million.



## Tourism by Means of Transport

In 2005, the majority of tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays (50%), reaching a total of 402 million. Business

travel accounted for 16 percent of the total (125 million), while travel for other motives reached 26 percent, or 212 million.

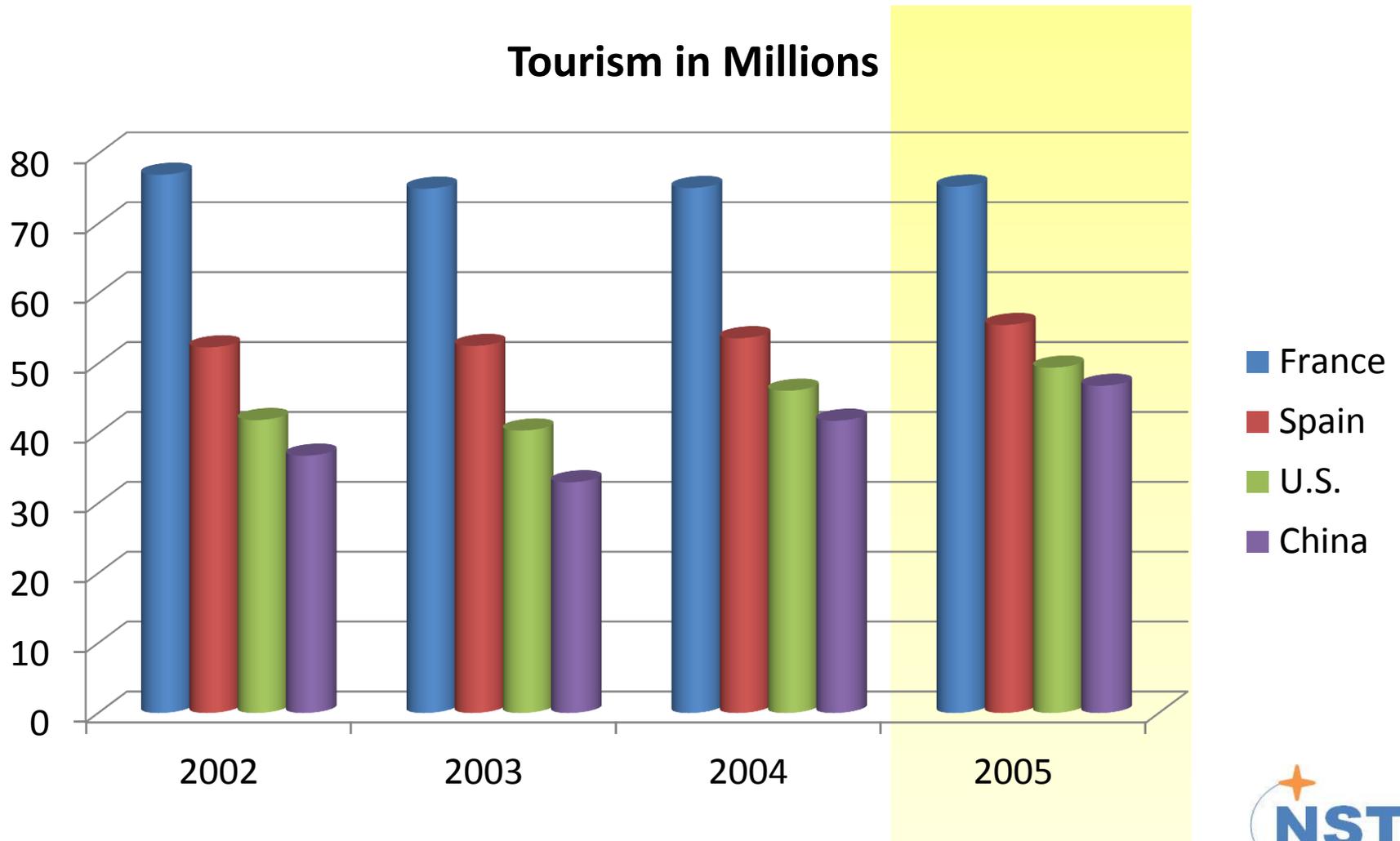


# North Shore vs. Competitors

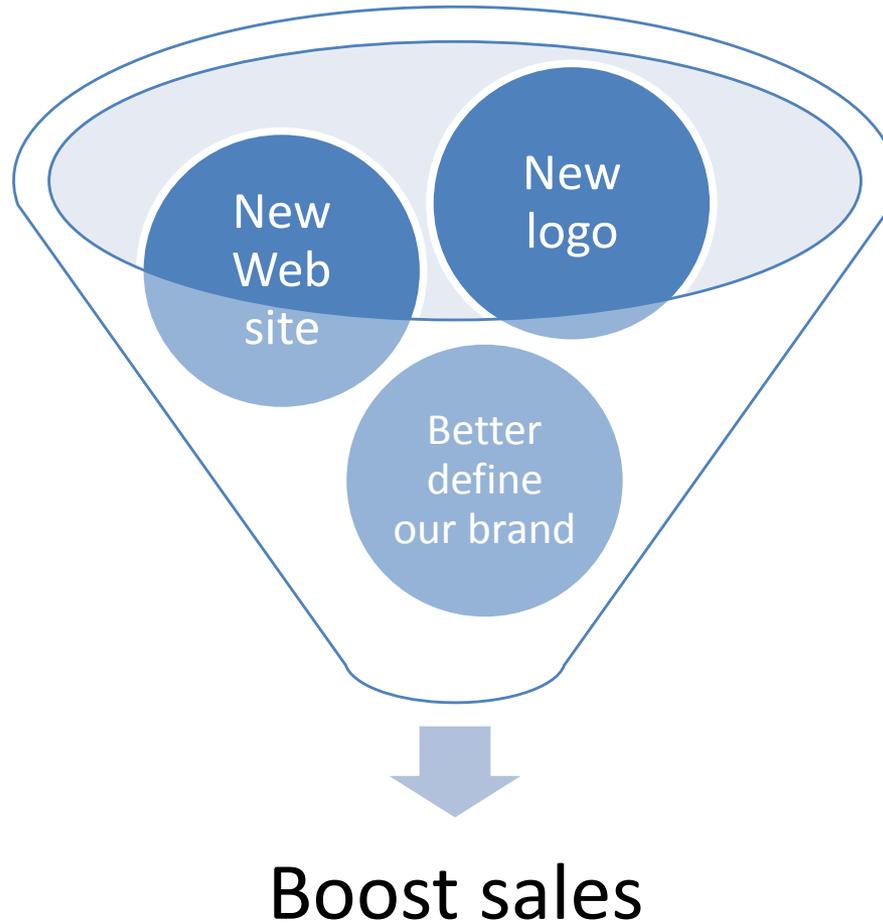
- Focus on product
- Many markets
- Many directions
- Short term approach
- No branding

- Focus on marketing
- One market
- One direction
- Long term approach
- Strong branding

While France and Spain's tourism levels have remained fairly consistent, tourism in the U.S. and China is on the rise.



# Goals for the Year



# Ongoing Goals

Focus on existing clients

Improve points of contact

Track marketing info