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**Successful Canadian Program Stimulates Increased Service
to the Mississippi Gulf Coast**

Mississippi Gulf Coast — Canada 3000 Holidays will operate an expanded air charter program to the Mississippi Gulf Coast from Toronto and Winnipeg October 1 – December 21, 2000. Semiweekly direct flights on Canada 3000 will arrive in Gulfport on Thursdays and Sundays from Toronto and Mondays and Fridays from Winnipeg.

Canada 3000 Holidays expects to transport more than 7, 000 passengers to the Mississippi Gulf Coast from Canada this fall aboard their 174-passenger aircraft. Projections are based on the successful spring program launched in April.

To increase awareness about the Mississippi Gulf Coast in the Canadian market, Canada 3000 will initiate an extensive advertising and promotional campaign that will include advertisements in Ontario and Manitoba newspapers, Canadian travel industry publications, outdoor signage, radio, and in-flight publications and programs. In cooperation with the Mississippi Gulf Coast Convention & Visitors Bureau and Coast tourism industry partners, familiarization tours will be hosted for key travel agents. Additionally, representatives from the Mississippi Gulf Coast tourism industry will be conducting sales missions in Toronto and Winnipeg to help

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promote the packages and educate the Canadian travel industry, consumers and media about the destination.

“The Mississippi Gulf Coast is a great value for the Canadian traveler because it is an affordable destination with so many different, exciting activities,” said Jim Pitts, director of tourism marketing at the Mississippi Gulf Coast Convention & Visitors Bureau. Attractions include 12 casinos, antebellum homes, sailing excursions, cultural museums, more than 20 golf courses and approximately 60 charter fishing operators. A few of the area’s most popular sites are Beauvoir, the estate home of Confederate President Jefferson Davis; the Biloxi Shrimping Trip; Ship Island and Fort Massachusetts; Stennis Space Center, home to NASA’s Rocket Testing Site; J.L. Scott Marine Education Center; and Tullis-Toledano Manor, one of the South’s finest antebellum homes.

Mississippi Gulf Coast packages feature accommodations at five hotels, including Beau Rivage, Grand Casinos Gulfport and Biloxi, Holiday Inn and Imperial Palace. An exciting variety of packaged activities are also offered, including golf, fishing, day trips to New Orleans, swamp tours and local sightseeing tours.

As the program progresses, additional markets will be considered for service, including Edmonton and Calgary in western Canada and Montréal and Halifax in eastern Canada.

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