

Rethinking Canada as a cultural destination



Richard McMillan as Scar & Eugene Clark as Mufasa. Photo by Joan Marcus.

For details on *The Lion King* see pg. 14

STORY ON PAGE 3

Tourism spending remains strong at \$54 billion

According to the most recent release by Statistics Canada of the National Tourism Indicators Quarterly Estimates Fourth Quarter 2000 and 2000 in Review, tourism demand in Canada continued to grow in 2000. Visitors spent over \$54 billion in Canada, an 8 per cent increase over 1999. Total tourism employment reached 546,400 persons in 2000, up 4.2 per cent over 1999. This increase outpaced the 3.7 per cent rate of growth of the total business sector.

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Best-ever Rendez-vous Canada re-visits Toronto

The organizers of Rendez-vous Canada are expecting the biggest year ever this spring, with over 1700 registered delegates that include the largest number of buyers ever. "The Canadian Tourism Commission is especially pleased with the results of our international sales effort to attract new buyers," says CTC President Jim Watson. "We have exceeded our target of recruiting 75 new buyer organizations and we are confident they will recognize the value of this annual event and the value of what Canada has to offer as a tourism destination."

This edition of Rendez-vous Canada (RVC) marks the 25th anniversary of Canada's major international tourism trade show, and is being held in Toronto, where it was born

in 1977. The CTC plans to have its entire international sales staff on hand for the event, which runs from May 12-16 at the Metro Toronto Convention Centre. As of the end of March, more than 290 buyers, 520 sellers and 85 Destination Marketing Organizations had registered to participate, and registrations were still coming in.

Rendez-vous Canada is managed by the Tourism Industry Association of Canada (TIAC) in collaboration with the CTC and provincial, territorial, municipal and regional tourism marketing organizations. Peter Elmhirst, of Elmhirst's Resort in Ontario, is a member of the TIAC Board of Directors and

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COMMUNIQUÉ

CANADA'S TOURISM MONTHLY
www.canadatourism.com

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Discover our true nature



Capitalizing on culture

Getting up close and personal with culture in Canada should be as easy as just getting here. For those of us who live in Canada, it's even easier – just waking up in the morning is a good start. Expressions of culture are everywhere.

From the Celtic music of the Newfoundland pubs to the Vancouver Symphony, from the Malanka celebrations across the prairies to a performance of the National Ballet in Toronto, from the exhibitions of the European Great Masters to the extraordinary creative works of Inuit artists, evidence of our passion for culture is spread before us like some vast smorgasbord.

Somehow, though, it seems that we fall short when it comes to inviting our visitors to partake of our abundance. By and large, our resident and non-resident markets alike do not visualize Canada as a cultural place. It is our natural heritage that dominates our image from abroad, and of ourselves. And this, in spite of recent statistical analysis that points out that travellers were "more likely to have participated in cultural and entertainment activities than outdoor activities during the past two years."

It's all about connections. It's about connecting our guests with our communities. It's about connecting our cultural richness to our natural heritage. It's about connecting our cultural organizations and institutions with the tourism industry.

Cultural experiences are all about human expression and, when authentic, are seldom motivated by profit. The cultural organizational infrastructure must often seem monumentally slow to respond to the needs of an industry that thrives or fails based on strategic positioning and competitive margins, all over a very short time-wave. Nonetheless, these two components of a successful cultural tourism industry need to figure out how to work better together if we are to maximize our potential.

There is evidence in this issue of *Communiqué* that this is starting to happen. The Cultural Tourism Awards in Newfoundland are an acknowledgement of the need to make the connection. Ontario's Arts in the Wild is a tourism product that epitomizes the duality of the Canadian experience: nature and culture bonded together across our vast landscape. Theatre companies are beginning to connect effectively with the tourism industry.

The industry vision says that Canada will be a place to "experience diverse cultures" and the mission statement says we will "deliver world class cultural experiences". It is evident that we need to make some connections if we are to reach our potential.

PGK

VISION – Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

MISSION – Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

LETTER TO THE EDITOR

What is *Communiqué* communicating?

Thank you for the fine job you're doing with *Communiqué*. I have a couple of observations on the magazine's communication function and suggestions for possible re-focussing.

I felt that the January/February issue, with its "crowning" of the Crown Corporation, got so wrapped up in public relations euphoria that little of substance was presented on what new visions or directions would

unfold at the CTC as a result of its new status. It seemed to present a rather disappointing endorsement of the status quo at CTC, especially in light of the discovery from preliminary research reports in the March *Communiqué* that Canada's position in international tourism performance slipped in 2000 (the best ever year world-wide for tourism) from seventh to eighth place, having been nudged out by Russia! Wasn't that country supposed to be an economic basket case? Makes one wonder what's going on in Canada... should the CTC be slapping itself on

COMMUNIQUÉ 2001 EDITORIAL SCHEDULE

MONTH	FEATURED THEME	DEADLINE
June	Learning vacations	Wed. May 2
July/Aug	Resorts	Wed. May 30
September	Meetings and incentive travel	Wed. Aug. 1
October	Exploring the countryside	Wed. Aug. 29
November	Canadian winter	Wed. Oct. 3
December	Wellness of body and spirit	Wed. Oct. 31

Communiqué welcomes contributions of editorial material from the tourism industry. For articles related to the monthly featured product themes, priority will be given to material that identifies and discusses what makes vacation packages and tourist experiences uniquely Canadian. We encourage our contributors to explore the characteristics of these experiences that present a strong 'sense of place' for Canada.

Contributions must be received by the publisher on or before deadline to be considered for publication.

The aforementioned themes are not supposed to preclude the submission of timely information about Canada's tourism industry.

the back so heartily? Indeed, should we be satisfied with the status quo?

Obviously, a certain amount of "PR" is necessary and perhaps even desirable. But it should be balanced with the un-fluffy, un-polished, un-doctored, hard-nosed, down-to-earth view of what's happening. For example, now that CTC is operating at arms' length from government, will there be less image spinning and more emphasis on productivity?

As a case in point, the March article on the exploits of the U.S. sales force would be more illuminating if the results of all the marketing activities were revealed. Similarly, Rendezvous Canada is a big, high profile CTC production, but has the productivity of this event ever been measured, and would *Communiqué* be interested in exploring the results? In the ecotourism and adventure area, I would like to see *Communiqué*

come up with some answers for the dubious performance of the Canada/U.S. adventure marketing campaign and web site.

I have been impressed with the overall increasing quality of the magazine. There still is the odd "bureaucratic bafflegab" type of article, but increasingly less so than before. If *Communiqué* really wants to be "an important communications tool for the tourism industry", as the publisher declared a half year or so ago, it will need to place an increasing emphasis on substance over image as it addresses industry issues.

Cliff Speer, owner

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2nd letter from:

Virginia A. Doucett, Exec. Director,
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Communiqué est disponible en français.

COMMUNIQUÉ

CANADA'S TOURISM MONTHLY

Communiqué is published by the Canadian Tourism Commission in cooperation with the Canadian tourism industry.

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Re-thinking Canada as a cultural destination

Culture and heritage are generally accepted as being the greatest motivators for travel in the world. The CTC has known this for years; every piece of market research in the last decade has showed the importance of these motivators in all of Canada's primary markets.

Two product segments in particular – "nature and culture", and "culture and comfort" – predominate for Canada as an international travel destination. One third of all travellers to Canada include culture and heritage-related activities as part of their trip, and nearly 40 per cent of all foreign travellers experience Canada through cultural activities.

Those figures are expected to increase because of demographic trends: an aging population and an increased demand for enriching travel experiences coincide with the movement away from mass travel toward more individualized and custom vacations that appeal to a more educated traveller with less time and a higher level of sophistication.

ARE WE REALLY "TOP OF MIND"?

Given these trends and the market information, is Canada really a top-of-mind destination known for its culture and heritage? Could our distinctive culture and heritage in their own right attract visitors and balance off the predominant image of Canada as a nature destination?

Certainly, the importance of this element is stated in CTC's mission and vision: "Canada will be the premiere four season destination...to experience diverse cultures and communities," and "Canada's tourism industry will deliver world-class cultural and leisure experiences..." All this points to an opportunity for Canada to showcase its diversity and authenticity, an opportunity to allow visitors to immerse themselves in our history, our arts, our celebrations, our communities



and our peoples.

CHARTING SOME NEXT STEPS

In February of this year, the committee met in Toronto to outline priorities for 2001-2002. These include a series of non-stop presentations by committee members to peers in both sectors, outlining the importance of this national strategy and the projects resulting from it. In addition, presentations are being planned for Members of Parliament, provincial ministers responsible for tourism and culture, and senior departmental officials to raise political profile and to enlist support for the initiative.

A website and a small brochure summarizing important statistics and market information will assist with communication. Already several thousand copies of the strategy have been distributed at tourism and cultural conferences across Canada. The first

run of fact sheets, produced for the travel trade on export ready product in each product line, has been exhausted. A second run is going to be distributed at Rendezvous Canada this spring in Toronto from a booth with a stronger presence in the destination marketing area than in previous years.

INVENTORY AND BRANDING

On the product side, a better inventory of market ready product is to be prepared for use as a sales tool for the travel trade, and to assist DMO's in their search for quality product. This will also be complemented by market readiness workshops for operators and cultural partners.

The next three years will see the strengthening of a cultural tourism brand, more integration with other mainstream products such as urban experiences and the merging of soft adventure with cultural, artistic and learning vacations. "A broadening of the definition is allowing us to really show our strengths. From the maturing of Canadian regional cuisine to the development of cultural corridors, vacations are becoming more and more a blend of experiences that encompass the varied interests of the traveller," emphasizes

Thiboutot, formerly Chair of the Cultural Tourism Sub-Committee and now Chair of the CTC's Industry Product Development Committee.

The creation of the strategy has been a first step. Canada has world class product that can be marketed but the important step is building the partnership between cultural and heritage product and the travel industry. The push from the market is so strong that at this year's ITB in Berlin there was an entire pavilion dedicated to cultural tourism. Could Canada be on the cusp of realizing this potential? Many players in the industry think so, and evidence points that way.

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by Heather MacDonald

BACKSTAGE

Performing arts associations and tourism industry associations are very active backstage these days. In regional meetings, at round-table discussions and in business development seminars, representatives from the tourism industry are meeting with representatives from performing arts groups and arts alliances to explore creative ways of bringing the performing arts to the centre stage of cultural tourism in Canada. Given the potential that is being identified for collaborative development, the results of these collective efforts promise to be dramatic.

Studies show that travellers are increasingly seeking cultural experiences as part of their vacation. Theatre has been identified as being among the cultural experiences that travellers enjoy and that they would be likely to include in future trips.

Nevertheless, there are numerous challenges that the theatre industry and the tourism industry are confronted with as they seek to link their resources and create new opportunities. As Lori Baxter, Executive Director of the Vancouver Alliance for Arts and Culture suggested, "the two industries function with fundamentally different business structures, and they operate on very different time lines". Her thoughts were echoed by those involved in facilitating the linkages between these sectors in different parts of Canada.

SCANT PROMOTIONAL RESOURCES

Marketing is one of several other issues that raises concerns. Typically, theatres and performing arts festivals spend their limited financial resources on mounting their productions, and there is rarely money left over for promotional activities that could be tied into tourism marketing initiatives.

Yet, despite the challenges, theatre is emerging as a strong cultural tourism experience in Canada that has appeal to both the domestic and international markets. Creative communities active in staging theatre and performing arts productions are recognizing the potential – and the needs – of this niche market, as are local and regional tourism organizations.

Lori Baxter and Scott Fraser of Vancouver, who spearheaded the "Arts in The City Product Club", have worked closely with Tourism Vancouver to identify ways to make cultural

Backstage and In Performance



Stratford Festival of Canada 2001 Season Image
Photo of Paul Guitard and Tracy Michailidis by Chris Nicholls.

activities more accessible to visitors. This year the Vancouver Entertainment Season will open with more accessible ticket purchase options for visitors seeking to attend a performance. A new ticket booth will be set up in the Vancouver tourist info centre. This is tangible proof of Vancouver's efforts to understand and service the needs of its cultural tourists.

According to Ms. Baxter, the Canadian Tourism Commission's Product Club initiative, with its financial assistance and product development support, has been extremely beneficial to the development of strategies, products and market measurement tools. And Tourism Vancouver is so enthused by the potential of cultural tourism that they have appointed Mr. Fraser to a newly created position dedicated to Product Development and Cultural Tourism.

Elsewhere in Canada, theatre is also becoming a significant focus of tourism attention. In Ontario alone, the commercial theatre sector is estimated to generate \$400 million annually in tourism. The Ontario Tourism Marketing Partnership, together with partners from the tourism industry and the performing arts communities, will soon be launching the first of two exciting initiatives as part of the Ontario Theatre

Development Project. Both projects have facilitators who have been appointed to help promote the links between the partners.

However, it is not only the Ontario based blockbuster city productions and the popular traditional stages that are drawing tourists. Edmonton's Fringe Festival is North America's largest fringe theatre festival. For 11 days in 2000 a record-breaking 526,000 festival-goers enjoyed the vibrant and creative atmosphere for which this entirely un-censored and un-juried festival is renowned.

In Newfoundland, in the historic town of Trinity, the Rising Tide Theatre uses the dramatic setting of the town to stage their performances of the New Founde Lande Pageant. The Rising Tide Theatre won a provincial cultural tourism award for its imaginative production and its contributions to cultural tourism.

In the province of Québec, a new theatrical phenomenon has arisen which is drawing thousands of tourists in regional urban centres during the summer. These "mega productions" are multi-media performances that tell regional stories and involve communities, professional actors, dancers and even horses on stage! These productions have been staged in places like La Baie (Saguenay) with

"La fabuleuse histoire d'un Royaume", in Drummondville with "Légendes fantastiques" and Shawinigan. The performances are packaged for tourists with the participation of attractions, restaurants, carriers and hotels.

IN PERFORMANCE

The Canadian theatre industry and the cultural tourism industry are already collaborating in numerous innovative and successful ways. Whether improvised or staged, these collaborative performances are strong indicators that the combination of theatre and tourism can work.

Canada possesses an abundance of creative talent, dramatic stories to recount, and spectacular settings in which to stage performances for audiences of all ages. As David Lough, Manager of Tourism Partnerships, Canadian Heritage / Parks Canada for Newfoundland and Labrador mentioned, "that which resonates most deeply for our visitors are the stories of the people and their relationships to the land and sea. Performances that bring to life the culture and heritage of the people and places they visit, whether it is through theatrical performances, historical reenactments, or anecdotes told by people whose real-life stories are woven into dramatic interpretations – these are the types of experiences that remain in the minds of our visitors."

Some theatres are applying their creativity to packaging their diverse resources in new forms. Both The Stratford Festival and the Shaw Festival Theatre have created a variety of fascinating behind-the-scenes tours, lectures and hands-on learning activities to offer to visitors seeking enrichment experiences.

The Shaw Festival Theatre in Niagara-on-the-Lake has taken the packaging concept one step further. Shaw is collaborating directly with local hotels, wineries, restaurants and regional attractions to offer single and multi-day packages that combine performances with the best cultural tourism products the region has to offer.

INDUSTRY BECOMING PROACTIVE

This sort of innovation is not limited to the theatre industry. The tourism industry is also demonstrating its creativity in developing innovative approaches to packaging theatre for its clientele.

Major theatre centres like Toronto,

THEATRE AND TOURISM CONTACT INFORMATION (IN ORDER OF APPEARANCE IN ARTICLE)

Vancouver Alliance for Arts & Culture:
Arts Hotline: 604-684-2787
www.allianceforarts.com

Tourism Vancouver:
604-683-2000
www.tourismvancouver.com

Edmonton Fringe Festival:
Fringe Theatre Adventures
780-448-9000
<http://fringe.alberta.com/fta>

The Rising Tide Theatre – Trinity Pageant
1-888-464-3377
Off-season Tel: 709-464-3847

Légendes Fantastiques:
1-800-265-5412
www.tourisme-drummond.com

La Fabuleuse Histoire d'un Royaume
1-888-873-3333

Stratford Festival of Canada
1-800-567-1600
www.stratfordfestival.ca

Shaw Festival Theatre
1-800-511-SHAW (7429)
www.shawfest.sympatico.ca

Tourism Toronto
1-877-342-4243
www.torontotourism.com

Tourism Montréal
1-800-363-7777
www.tourisme-montreal.org

Canadian Trails Adventure Tours
1-800-668-2453
www.canadiantrails.com

Canadian Cultural Landscapes
418-692-5737

Theatre Vacations
1-877-356-6385
www.niagarafallstours.com

for English productions and Montréal, for predominantly French productions, are using a progressive approach to providing ease of access to theatre information, tickets and packages through toll-free centralized reservation systems.

Canadian Trails Adventure Tours has been offering its Theatre by Bicycle package for 8 years, and it continues to be the company's most popular tour. Theatre enthusiasts enjoy actively exploring the cultural highlights of the region by day and

are treated to a choice of theatre performances most evenings. The itinerary goes to Niagara-on-the-Lake, Toronto and Stratford.

Canadian Cultural Landscapes/Baillairgé Cultural Tours composes multi-faceted learning travel packages customized to their clients' requests. Their programs in Québec City, Montréal, Ottawa, Toronto and Niagara-on-the-Lake often include theatre performances in the evening and behind-the-scenes seminars and tours at the theatres and other cultur-

al attractions during the day.

Theatre Vacations caters specifically to travellers seeking a theatre experience. They currently offer a selection of scheduled and customized packages for Stratford. Theatre Vacations President David Hyde commented, "we work collaboratively with The Stratford Festival to add value to the theatre experience by packaging it with accommodation, meals and a selection of other cultural attractions in the region. The package does not cost the customer more than what

they would pay if they were to book the components of their theatre vacation on their own. It is a true example of a win-win situation for all concerned".

If the tourism and theatre industries can continue to collaborate and grow this vibrant and creative aspect of the cultural tourism market, they will be certain to receive favourable reviews and requests for encores.

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By Melanie Scott

Anyone who works in the visitor market the world over knows that museums and cultural institutions draw throngs of visitors. Even though Canada has traditionally been thought of as a nature destination, the thousands who visit the Canadian Museum of Civilization in Hull are proof that we are also becoming a cultural destination of choice.

Our rapidly growing cultural tourism sector doesn't just result in visitors getting in touch with our cultural heritage: it also results in substantial amounts of currency being left on our shores. According to Statistics Canada, close to 27 million people visited art galleries and museums in 1997-98. These same museums enjoyed revenues of over 6.5 billion dollars-and a considerable amount of what goes into their tills comes from the sale of memorabilia, including exhibition mementos.

BROADENING REVENUE FROM TOURISM

The exact amount spent on "works of art" (paintings, sculpture, fine craft) is something of a mystery: one person's definition of art differs considerably from someone else's. But many involved in Canada's artistic community rely on revenues from visitors as much as the service industries do. For example, the market in Inuit art has never been stronger, and much of what gets sold leaves the country in the suitcases of visitors.

The market in "cultural souvenirs" isn't restricted to exhibition mementos and genuine art by any stretch-airport shelves are stocked with row upon row of reproductions of Inukshuk totems and bottles of maple syrup – but commercial galleries, museum gift shops and artist's cooperatives enjoy substantial revenues from the visitor market. What better way to experience a country than to spend some time with its artists-and what better way to remember a journey than with a work of art unique to the country visited?

Sourcing original art can be something of a challenge for visitors-those Inukshuk reproductions can be found in airports and shopping centres across the land. Many who



"Musk-ox" by Neevee Ipeellie, Frobisher Bay, Nunavut Territory.

**Picture this!
Art as souvenir**

work in the tourism sector are at a loss when asked for direction from visitors vis a vis buying art: Where can I buy an original Inuit carving? Why does this item cost ten times more than that one? What's the difference between the objects for sale in airport gift shops and those for sale in commercial galleries?

GETTING THE "REAL" STUFF

Visitors interested in purchasing the "Real McCoy" can find themselves lost in a quagmire of stuff. If Canada is to continue to attract tourists with a penchant for art, we need to get educated about what we have to offer commercially-art as a commodity is growing in appeal.

The Inuit Art Foundation is a non-profit cooperative that actively promotes the work of artists from across Northern Canada. In addition to organizing workshops and art festivals, the IAF operates two very busy galleries in Ottawa which carry myriad styles of Inuit art, from soapstone carvings to original prints. The workshops attract hundreds of serious art collectors, many of whom come from abroad specifically to experience Inuit art with the artists themselves: the workshops include carving, printmaking and fabric art demonstrations, along with drum

dancing and singing performances.

Many of those who attend leave with a new addition to their collections. It's been said that collecting Inuit art can easily become an obsession – and judging by the impact that Inuit art festivals have with visitors, this is not an overstatement. Where the IAF can be particularly helpful is helping those who work in tourism learn the avenues to genuine art.

PROFILING CONTEMPORARY ART

Although less well known internationally than Inuit art, contemporary Canadian art is making gains abroad – Canadian artist Janet Cardiff was recently awarded the much-coveted Canadian Heritage Millennium Prize for a sculptural installation that competed alongside works by artists from around the world. Our involvement in major art events such as the Venice Biennale proves that we are now playing on the international field.

Galleries that specialize in contemporary art can be found in every Canadian city, but, again, distinguishing between those that carry "real" art as opposed to curios is challenging for the uninformed. This is due, in part, to the notion that buying art can be an intimidating experience. Many also assume that it's financially

out of reach, and don't know that all galleries carry a selection of small, inexpensive works for the emerging collector.

The Professional Art Dealers Association of Canada (PADAC) was established over three decades ago in part to help art buyers distinguish between galleries which carry genuine fine art from those don't. Galleries which are not members of PADAC are not necessarily bad galleries, but buyers who are directed to PADAC members will get sound advice as to where they can source particular kinds of art.

As Canada's reputation as a cultural destination grows, so, too, will its image as a country rich with art of every description, from historic paintings to indigenous carving to cutting edge printmaking and painting. We are bound to see an increase in the sale of works of art as word spreads.

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FINDING THE GOOD STUFF
FROM REPUTABLE SOURCES FOR ART

Inuit Art Foundation:
www.inuitart.org/

Professional Art Dealers Association of Canada:
www.padac.ca/

Canadian Artists' Representation
(a non-profit artists' cooperative which promotes the work of contemporary artists):
www.carfac.ca/

Canadian Cultural Property Export Review Board
(division of Canadian Heritage which oversees exporting cultural objects):
www.pch.gc.ca/arts/

Canadexport On-line: The Arts and Cultural Industries
www.dfait-maeci.gc.ca/culture

Arts Canadian
(dedicated to the visual and performing arts, including information on public museums, artist-run centres and commercial galleries):
www.artscanadian.com/

Québec invests \$42M in festivals

by Margot Rumley

Festivals and events are noted for culturally connecting people. The festivals and events industry is also connecting nationally to support the industry and this has potentially huge benefits for tourism in all provinces.

The Canadian Tourism Commission's Cultural and Heritage Tourism Sub-committee is assisting this national networking effort for the sector. Michel Gauthier, Executive Director, Canadian Tulip Festival, took the lead with a first meeting in September 1999, and has been continuing to provide a leadership role with the CTC supporting communications through conference call meetings.

QUÉBEC INVESTS IN EVENTS

The province of Québec recently recognized that major international festivals and events make up an important industry sector. RÉMI – Le Regroupement des Événements Majeurs Internationaux – a group of 15 member organizations and 19 major international festivals and events, contributed to and successfully gained the support of Tourisme Québec to support a KPMG study evaluating their major international festivals and events that meet certain criteria.

The findings were significant – \$167M in economic impact and \$35-\$40M in provincial tax revenues, 83 per cent increased revenues between 1993-1998 and increased tourist attendance between 1990-1995. The study also noted that proper funding of program activities is key to the development and renewal of major events. With a sound and solidly-supported strategic vision, the Government of Québec recognized the economic and social value of major festivals and events and awarded \$30M to be administered over the next three years to the major international festivals and events.

An additional \$12M was announced in late March to compensate for the loss of the cigarette company sponsorship support. SÉMIQ – Société des Événements Majeurs Internationaux du Québec – administers the trust to the festivals and events for operational expenses, promotional activities on the international scene, studies on the creation of new products, and strategic assistance.

ONTARIO ANNOUNCES STUDY

During the Festivals and Events Ontario conference "Hall of Fame Luncheon" on March 24, 2001,

Frank Mazzilli, Parliamentary Assistant to the Ontario Minister of Tourism, Culture and Recreation, announced funding to support Ontario's festivals and events study. The purpose of the study is:

- To gain detailed knowledge of the business, industrial and public sectors involved in funding Ontario's festival and events,
- To determine the importance of financial support to the success of Ontario's festivals and events, and
- To identify the current trends in financial support for festivals and their possible outcomes.

The findings will assist both government and industry to identify the elements needed to maintain and enhance Ontario's festival and event offerings and to identify estimates of the economic impact on the provincial economy. Results of the study should be available by the end of the year.

- providing for a Festivals and Events Provincial Coordinator who works with the Festivals and Events Committee
- hosting an annual fall Tourism Conference and Trade Show Festivals and Events Program
- facilitating study tours to festivals and events conferences, and
- partnering with Metro Radio Group and the Nova Scotia Department of Tourism and Culture to market Nova Scotia's festivals and events to the Halifax Regional Municipality

The Festivals and Events Study Tours have proven to be an excellent "grass roots" approach to professional and product development. Participants are selected festival and event organizers who have the responsibility to work together to cover a conference, take session notes, include session handouts, build networks, apply new ideas and skills, and disseminate the information within their own festival and event and regional communities and at the annual fall Tourism Conference Festivals and Events Program. The results are:

- stronger networking provincially, nationally, internationally
- applied new ideas improving product

BTW Summer 97 pg.5

Stratford Festival of Canada 2001 Season Image
Photo of Paul Guitard and Tracy Michailidis by

Ontario currently includes a special event strategy in its Ontario More to Discover brand image through its Tourism Event Marketing Partnership Program. The \$1.6M budget in 2000/01 assists in marketing selected tourism festivals and events to strengthen the brand image, showcase the province, increase attendance and boost local and regional economies. This is in response to Ontario's recognition that events are one of the fastest growing consumer travel segments.

NOVA SCOTIA SUPPORTING STUDY TOURS

The Tourism Industry Association of Nova Scotia supports that province's festivals and events industry by:

- applied new skills strengthening organizers, boards, committees
- better business practices
- improved sponsorship and fundraising
- more effective marketing.

To date Nova Scotia Festivals and Events Study Tours have included:

- 1994 International Festivals Association Convention, Minneapolis, Minnesota
- 1997 International Festivals and Events Association Convention, Montréal,
- 1999 International Festivals and Events Association Convention, Phoenix, Arizona
- 2001 Festivals and Events Ontario Conference, Ottawa,

OPPORTUNITY KNOCKS ON FESTIVALS' DOORS

A wide range of imperatives motivate the festival industry, from community celebration through political expedience, to profit taking. In Canada, we are best known for the authenticity of our festivals, "people" events centred mostly around the cultural heritage of communities large and small.

As such, their audience has been local and regional, at least at the outset. It is only some events and festivals that seem to take on a larger-than-life aspect, and begin to appeal to a wider audience. Their potential as a tourism draw is not lost on regional marketing organizations, and as Margot Rumley points out in this issue (see Québec invests \$42 M in festivals) several provinces are getting into the act, in a big way.

The question remains, does Canada as a whole recognize the potential to grow tourism revenues, especially at the domestic level, through our festivals and events?

The Tourism Industry Association of Nova Scotia and the festivals and events industry are grateful to the Nova Scotia Department of Tourism and Culture and Atlantic Canada Opportunities Agency for supporting the study tours. The participating festivals and events contribute the remaining third of the costs.

Several marketing avenues for Nova Scotia's festivals and events industry are made possible by the Nova Scotia Tourism Partnership Council, a partnership of industry and government representatives which directs the planning and delivery of tourism programs. Marketing partnership opportunities are available in quarterly vacations ideas books, travel guide advertising, and destination marketing programs secured through the regions. Free listings are provided in the annual Nova Scotia Doers and Dreamers travel guide, the annual *Festivals and Events Guide*, the annual festivals and events wall map poster, and on the websites:

www.exploreNS.com
and
www.checkinnovascotia.com

Margot Rumley is Festivals and Events Coordinator Tourism Industry Association of Nova Scotia
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Garden tourism in full bloom?

by Heather Pengelley

Horticultural tourism is blossoming across Canada, but the industry needs to do more to showcase tours to hobbyists itching to dig up new gardening experiences, says Michel Gauthier, Executive Director, Canadian Tulip Festival, Ottawa.

Gauthier bemoans the lack of national and regional gardening tours. He relates how tourists who want to visit the gardens of Rideau Hall, Ottawa, and McKenzie King Estate in nearby Gatineau, Québec, have no tour to take them.

"In Ottawa, there's a turn-of-the-century garden at Maple Lane restaurant, but hardly anyone knows it's there," he says. In the City of Laval, home to Québec's greenhouse industry, thousands sign up for greenhouse tours every year. Montréal's Mosaiculture, which showcases the art of floral landscape architecture, has appealed to gardeners from Chicoutimi to Paris.

If the industry unites these horticultural gems into products that create a sense of discovery, Gauthier believes garden tourism will flourish. "We need to invest in this product, package it and market it efficiently."

EXPRESSION OF CULTURE

"There's no doubt Canadian gardens are distinct," says Alexander Reford, President, Québec Gardens' Association. "The seasonality of our gardens fascinates people abroad."

A dozen magazine articles in two years have spread word about Québec gardens throughout Europe, and Reford is seeing results. He is Director of Les Jardins de Métis, 600 km east of Montréal in Grand-Métis. Last year, its hip garden festival attracted over 127,000 visitors – more than many Montréal museums. "We appeal to people driving down the highway with a mountain bike on their roof," he says.

Uniquely Canadian gardens can attract the sophisticated European gardening crowd, he believes. "Our future is to be innovative rather than anachronistic. You can't invent an historic garden. I think it's best for us to play up the contemporary."

B.C. AT THE VANGUARD

With its airline partner, B.C. Tourism has promoted a provincial spring-blossom tour to Asian markets for six years. According to Cindy Friesen, Market Development Manager, it's attracting "huge waves" of tourists. Almost double last year's number of operators now offers the tour.

Gardening as a passion is spreading from Japan to Taiwan and Korea. And, she sees Australian and

New Zealand markets starting to bud. "Our biggest challenge is that people want to see more."

Anthony Everett of Tourism Victoria agrees. In Canada's city of gardens, the diversity of horticultural offerings is expanding. Interest in Victoria's Secret Gardens, a tour of three private gardens in upscale Uplands, has really taken off.

Meanwhile, the CanWest Horticulture Show and B.C. Landscape & Nursery Association hope to organize media tours for this September's Garden Writers of America meeting in Vancouver. About 1,500 writers are expected to attend.

The association plans to unite stakeholders in B.C. gardening industries to encourage the cultivation of regional gardening tours. "We want to promote travel alternatives for people who aren't active in sports," says Linda Maley. She hopes to encourage the evolution of "garden-and" tours that use horticulture to promote B.C. wine, theatre and more.

EXPANDING THE LOCAL MARKET

This year, Canada Blooms, the nation's premier garden show, attracted more than 117,000 from every province. "We had three times as many 'bums



Les Jardins de Métis, Pont et ruisseau Page. Photo: Michel Laverdière

in beds' as we did last year," states Executive Director Ted Johnson.

He reports that the average Canadian gardener is younger and wealthier than she – and he – used to be. According to his statistics, women between 54 and 60 come to the show mid-week on bus tours. But Fridays, 35-year-old women are cutting work to attend. On weekends, couples from 35 to 40 look for landscapers to stylize their gardens. And Canada Blooms has seen a dramatic increase in male visitors.

IS CANADA READY?

Are Canadian communities ready to sell garden tourism? "Many have worked hard to develop garden products," says Ann Carrière, national coordinator of Bloom and Garden Tours of Canada, a CTC product club. "Others are still in the inventory phase."

In its first year, the club has launched four regional tours. Three

will bus horticultural enthusiasts around Southern Ontario, Montréal/Ottawa and Eastern Québec/New Brunswick. They plan to market a fourth in Alberta/BC directly to horticultural societies.

Each tour combines floral sights with learning experiences. Groups visit public and private gardens, meeting with leading horticulturists from botanical and municipal gardens to share ideas. Winners of Communities in Bloom, a national floral and landscaping competition, are highlighted en route. "That gives visibility to municipalities that wouldn't otherwise see a lot of these tourists," says Carrière.

She hopes to see at least 30 buses on the road this summer. "Everyone has the intuition this is a good path to follow. We're seeing lots of interest."

Heather Pengelley is a Montréal-based freelance writer
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Cultural tourism gains momentum in B.C.

Across North America, the remarkable growth in cultural tourism has spawned a cultural tourism pilot project in B.C.'s Okanagan Valley. Dubbed the Okanagan Cultural Corridor Project, the Tourism BC funded initiative will package and market the Valley's 40-plus wineries in concert with other agri-tourism, arts, and heritage attractions – including museums, galleries, artist studios, festivals, and cuisine.

The project, conceived by executive director Steven Thorne, will capitalize on the interest of aging boomers in culturally oriented travel. According to Thorne, "Cultural tourism is the coming wave – in fact, it's already here. In Canada and the States, demand for cultural tourism products is robust. For example, among U.S. domestic travellers over the age of 55, visiting museums and historic sites is the second most popular travel activity. Attending cultural events is the third most popular. Only shopping eclipses them both."

AFFORDABLE VACATIONS

The Okanagan (a 250 kilometer Valley in the B.C. Interior) has long

relied on its hot, sunny summers to attract generations of Western Canadians seeking affordable family vacations. With the emergence of winery tourism in the late 1980's, the complexion of the Valley's tourism industry began to change.

In 1995, Thorne was hired by the City of Kelowna as its first arts development officer. Thorne was astonished by what he found: "The Valley had a growing wine tourism industry with enormous potential. But the Valley and its largest city hadn't developed the arts. Of course, what I saw was opportunity writ large."

Over the next four years, Thorne convinced Kelowna to open its wallet and invest in an ambitious vision to develop the city as a centre for arts and culture. In response to Thorne's vision, the city is now investing millions of dollars in arts facilities, arts grants, arts festivals, and public art projects, centered within an emerging cultural district on Kelowna's downtown waterfront.

The "Kelowna Initiative" did not escape the attention of Tourism BC. In a Tourism BC study on how the

province might capitalize on cultural tourism, the Okanagan was recommended for a valley-wide pilot project. Launched in the summer of 2000, the Cultural Corridor Project is creating an inventory of the Valley's cultural attractions, and assessing their market-readiness. In the second phase of the Project, a marketing plan will be devised in cooperation with Tourism BC and the Thompson-Okanagan Tourism Association. "We intend to have the Corridor up and running for the 2003 tourism season," says Thorne.

DEVELOPING LONG-HAUL BUSINESS

What does Thorne believe is the Corridor's potential? "By marrying wine with arts and culture, the Okanagan can build a lucrative, long-haul industry – far larger than wine tourism alone could possibly achieve. For its part, Kelowna can be Western Canada's answer to Niagara-on-the-Lake."

Ray LeBlond, director of communications for Tourism BC adds, "the Okanagan is now serving as a development model for British Columbia's other regions. We're looking at this as an investment."

Connecting land and culture

In earlier issues of *Communi qué*, we have examined Canada's National Historic Parks, urban as well as rural. Several of Canada's spectacular natural parks also offer visitors special opportunities to connect with the people of the region and their heritage.

Canada would not be Canada without its varied and astounding vistas – rugged seascapes, majestic mountains, rushing rivers, endless forests, sweeping prairies, eternal snow. These are the landscapes which greeted the first people to arrive

in this vast and powerful land – followed by explorers, fur traders and pioneers – and shaped the cultures of all who stayed to develop the nation which became Canada.

Today, national parks – established in a system carefully planned to represent Canada's outstanding natural areas – offer increasing opportunities to experience, learn about, and connect with the human history as well as the unique habitats and wildlife of these distinctive landscapes.

WHERE THE ANTELOPE PLAY

Grasslands National Park in Saskatchewan is a land of gently rolling hills, mysterious badlands, and river valleys with views stretching to distant horizons – the endless prairie, one of the pictures that typify the Canadian west.

The park, which protects one of the largest pieces of virtually undisturbed mixed-grass prairie in North America, is home to a unique blend of common and endangered species that have adapted to life on the prairie – from the pronghorn antelope and burrowing owl, to the prairie rattlesnake and eastern short-horned lizard.

Humans have also adapted to this harsh prairie world. From ancient tipi rings and bison drive lanes, to North West Mounted Police trails and the weathered remains of homesteads, the area has a remarkable human history.

Visitors can learn all about the land and its people through an interpretive walking trail, driving "ecotour," and educational hikes led daily by park interpreters in the summer.

"One of the best ways to connect with Grasslands National Park and its inhabitants is on horseback," says Colin Schmidt, Grasslands' Head of Client Services. "There's something very special and appropriate about experiencing the prairies with an animal that embodies a deep connection to this landscape."

THE LAND THAT NEVER MELTS

Nunavut's **Auyuittuq National Park**, meaning "the land that never melts," lies in the northeastern section of the Canadian Shield. The Ice Age still grips this region of jagged peaks, deep fjords, looming glaciers and massive ice caps – the characteristic "great white north."



Grasslands National Park.

But each summer, the land does melt, and it attracts visitors from far and wide who come to hike Akshayuk Pass, climb the mountains, take photographs, and study Arctic ecology and geology. At this park, visitors heading out into the land have a unique opportunity to learn about the environment they will be experiencing.

Visitor Centres offer additional opportunities to learn about Auyuittuq National Park and the people of the region. In Pangnirtung, books, videos and art exhibits provide information on the park environment, natural history, and Inuit history. At the

Angmarlik Visitor Centre – an elders gathering place, museum and library – visitors can make arrangements for guided tours of the community and the old whaling station.

"We are asking people to help us monitor park ecosystems," says Harry Dialla, Heritage Service Officer for Auyuittuq and Quttinirpaaq National Parks. "What we'd like them to do is gather and share observations about the park's natural and cultural resources – like details about plants they come across, or wildlife



© Parks Canada

they encounter, including offspring, nests or dens."

THE QUINTESSENTIAL CANADIAN LANDSCAPE

Endless forest, water, and rock, the very spirit of wildness. This is the Canadian Shield, the quintessential Canadian landscape so often depicted in Group of Seven paintings.

The fabled remoteness of Ontario's **Pukaskwa National Park**, along with the cooling effects of Lake Superior, have nurtured wildlife populations unusual to the area, including arctic plants left behind by

the ice age, and a relic population of woodland caribou which continues to survive in the park despite ongoing threats.

The Hattie Cove area provides various opportunities – from interpretive trails and day trips on the water to exhibits and films at the Visitor Centre – to learn about Pukaskwa's remarkable character. Pukaskwa's staff includes cultural interpreters who draw on the expertise of local elders from the neighbouring First Nation community to provide visitors with a chance to experience traditional Ojibway culture – a vital,

spiritual and social way of life very much alive today.

"Our cultural programs are very important to us," says Linda Chiupka, Park Presentation Coordinator. "They give us an opportunity to share the human history of the park with our visitors and to promote understanding between different cultures."

THE CHALLENGE

Everyone who visits a national park becomes an active participant in the landscape, or, in the case of national historic sites, a dynamic part of the cultural environment. As such, visitors have an impact on the places they are discovering and exploring.

Parks Canada's challenge is to help visitors become more aware, informed and sensitive, so that they can benefit from high-quality experiences while at the same time doing their part to ensure that future visitors will have the same opportunities.

The travel industry can help by communicating to their clientele the importance of appropriate and responsible behaviour, respect for habitats and cultural resources, and understanding for the dynamic nature of ecosystems and the sensitive nature of cultural areas. To find out what you can do, please contact individual national parks and national historic sites.

www.parkscanada.gc.ca

Connecting with people through hostels' programs

As a traveller to Alberta you've decided to explore the Icefields Parkway the rustic way, by staying in hostels, hiking, relaxing in wood burning saunas, and taking part in a variety of hostel programs. While participating in the Primitive Living Skills program at Rampart Creek Hostel, you find

yourself starting a fire with quartzite rock and a carbon steel knife, making a jute rope, carving an eating utensil from wood, assembling a tripod for cooking food over an open fire, and baking native flat bread.

"There aren't many opportunities to get back to the basics," says

Coralee Reynar, programming coordinator for Southern Alberta's rustic hostels. She attributes the program's success to the fact that it teaches participants useful skills unique to wilderness survival, while providing them with a group goal to work toward dinner. "It gives them skills,

Cultural Award winners reap rich rewards

something they can take away with them," she emphasizes.

In addition, travellers learn about the region's natural history, and the community effort encourages them to get to know one another, whether they are from Japan or Germany.

CONNECTING WITH PEOPLE

Such programs are as much a part of experiencing Canada's culture as travelling from city to city to see major sights like Toronto's CN Tower or Montréal's Old Port. Hostelling International-Canada realizes this, and offers guests a variety of opportunities to learn about Canada while meeting fellow travellers.

One such program is Walter's West End Walk, a walking tour based out of the Vancouver Downtown Hostel. The walk leads guests through the city's historic West End, past English Bay and finishes off in Stanley Park, where participants learn about the park's natural history.

"The idea of the tour is to acquaint people with the neighbourhood," explains Walter Kalyn, the Hostelling International volunteer for whom the program is named. As the group walks along, Kalyn talks about the history of the area, what it was like 50 years ago, and how it has changed.

Kalyn says that travellers are interested in experiencing Canada, but they are also keen to meet each other and compare travel notes. "The conversations usually start right away," he says.

FROM JAILS TO PUBS

Other Hostelling International hostel programs include Learning to Carve with Soapstone and Gastown tours in Vancouver, Ottawa Jail Hostel tours, various outdoor trips in Alberta, and assorted pub crawls across the country (always cultural eye openers!).

These programs all provide participants with uniquely Canadian experiences, while exposing them to how Canadians live with each other and their environment — in short, Canadian culture.

At the same time, hostels initiate cultural understanding among guests during the programs and also through interactions in common hostel facilities like lounges, self-service kitchens and dormitories. "The main difference between hotels and hostels, besides price, is that you get to meet people," says Greg Brockmann, Director of Marketing for Hostelling International-Canada. "All the shared facilities encourage meeting people from other cultures, often while experiencing another culture."

www.hostellingintl.ca

There is much to celebrate in Newfoundland and Labrador, and cultural tourism is another good reason why the industry has continued to "raise the bar" as it has competed for the coveted annual Cultural Tourism Award since its inception in 1997.

The Hospitality Newfoundland and Labrador (HNL) tourism industry association teamed up with corporate sponsor New Tel Communications, the provincial Department of Tourism, Culture and Recreation, and Canadian Heritage to recognize and promote the innovative pursuit of cultural expression within the tourism industry, thus creating the first Cultural Tourism Awards program in Canada.

Winners such as the archaeological site of the Colony of Avalon, the Viking Encampment in L'Anse aux Meadows National Historic Site, the Newfoundland Symphony Youth Choir, the Historic Sites Association of Newfoundland and Labrador, and Trinity Pageant/Rising Tide Theatre have been reaping the rewards.

DIRECT BENEFITS TO TOURISM

Donna Butt, Artistic Director of Rising Tide Theatre and Trinity Pageant, says, "the award gave us a heightened credibility and served as a contributing impetus in the creation of our overall strategic marketing plan." Butt continues, "we stand proud of our

by non-resident visitors increased 113 per cent the year of the pageant's inception and it continues to be a primary engine of economic growth in the region.

HNL President Roger Jamieson salutes the award as "a key opportunity to advance and profile our authentic products into the international marketplace and to ensure that our competitive edge is well positioned." Moreover, it has "served to inspire the advancement of cultural tourism and has contributed to overall economic and cultural growth within the tourism industry."

The award brings with it an opportunity to leverage increased profile within the marketplace, fostering private sector partnerships that might not have otherwise happened. This "win-win" situation has contributed to the synergetic approach to growing the business in a sustainable and authentic manner for all key stakeholders.

INSPIRING CREATIVITY

Viking Trail Tourism marketing Director Randy Letto credits the award for assisting his group to position its product and also for educating industry about the value of "delivering not only quality service, but more importantly, delivering enriched authentic experiences that reflect the inherent value of a community's culture, heritage

ANNUAL HISTORIC PAGEANT IN QUÉBEC CITY

The New France Celebrations will be back in Québec City for a fifth consecutive year from August 8 to 12 this summer transforming Old Québec with its festivities. This year fur traders, aboriginal peoples, farmers and city dwellers will come together in harmony, bringing alive important moments in history for festival goers.

The living theatre of the New France Celebrations will take over the streets of the Old City setting the tone for historical festivities planned with the whole family in mind. Parks, public squares and streets are closed to traffic in the main festival areas and over 350 inhabitants of New France will recreate life in the colony at thirteen sites, along with 400 artists, musicians, dancers, singers and actors who will display their talents in a fun-filled atmosphere.

New France Celebrations is a tourist event that is unique in Canada. The Festival combines tradition with modern life, culture, history and enjoyment to offer visitors a delightful, fun-filled and enriching experience.

www.nouvellefrance.qc.ca

tribute to the tourism industry.

The objective of the award is to recognize excellence in cultural tourism and to encourage the advancement of authentic, innovative and enriched cultural tourism experiences. The criteria also requires that nominations actively integrate the aspects and goals of the tourism industry association and adhere to the Code of Ethics and Guidelines of the Tourism Industry Association of Canada.

Details concerning the criteria, objectives, eligibility and method of operation for the Cultural Tourism Award are available to any Canadian tourism industry association or DMO that wishes to adapt this for its respective area.

Richard Alexander,
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Canadian Heritage/Ned Pratt/1996

achievements from the grassroots up, and when international media and tour operators take note of our distinctive products we know that there is direct benefit at the box office and to accommodations and other tourism services in the area."

Estimated revenues generated

and lifestyle." He goes on to say that the award serves to inspire the creation of skilled interpretive opportunities such as crafts, cuisine, the visual and performing arts, literature, the landscape, historic sites, outdoor adventure, festivals, accommodations, and special celebrations which con-

MARKETING

The Today Show... live from Canada!

The major project for the CTC Australia this year is "The Today Show Live in Canada". The Today Show is the only live national morning news and current affairs show in Australia. The show airs nationally via the Nine Network and its regional affiliates, reaching over a million viewers daily. The show will be broadcast live from Canada for five days airing Monday May 7-Friday May 11 throughout Australia. The show has previously broadcast live from Ireland, Hong Kong and the UK with all these countries receiving substantial increases in sales after the broadcast.

The main objective of this project is to show the many different and varied aspects of life in Canada. To achieve this, each day the show will be broadcast from a different location, incorporating live pictures and issues relevant to the location selected. Approximately 30 per cent of the show has been pre-recorded

and these segments will cover all angles from travel, entertainment, news and colour features from all over Canada. A crew of 20 will travel from Sydney to Canada for the live broadcast and will be joined by a further 25 Canadians who have been employed to assist with the broadcast.

The CTC is using the show as a vehicle to communicate our key messages to a captive audience. The messages we will be communicating throughout the broadcast include:

- Canada is a diverse four season destination.
- Canada has a large variety of active, soft adventure and seasonal product offerings.
- Canada is a value for money destination with the Australian dollar going further than in the U.S. or U.K.
- Canada is an easy destination to travel to – and travel around in.

The CTC, in return for its investment, will receive approximately 64 minutes of coverage on Canada per day, per show for five days. A week live on the Today Show is estimated to be worth \$4.5 million (AUD) in equivalent advertising rates.

The full article with location and partnership details is available on CTX

*Donna Brinkhaus,
CTC Australia
61 2 9364 3027*



Update on Australia market

The Australian market outlook for 2001 is positive due to a number of factors, not the least of which is that the Australian dollar is weak around the globe, buying around 50 cents in the US and 34 pence in Great Britain. The Australian dollar is holding value in Canada, being worth about 80 cents, which should entice travellers away from the US market.

The growth in Australian travel to Canada is expected to be more moderate in 2001. The CTC is aiming to increase receipts from Australian travellers by 5.0 per cent over 2000 to CDN \$257 million and tourist arrival numbers by 4.5 per cent. The program for 2001 will focus on the four key provinces: Québec, Ontario, British Columbia, Alberta and the Yukon. There will also be a focus on creating opportunities for Atlantic Canada.

This year the CTC is creating a platform to maintain its market share. Two major initiatives to keep Canada "top of mind" with consumers and the travel trade are the Today Show broadcasting live from Canada (see story elsewhere in *Communiqué*) and the production of a Great Drives of Canada publication.

"With the positive results of last year, we are confident of increasing visitation to Canada again in 2001," said Donna Brinkhaus, Managing Director, Asia Pacific for the Canadian Tourism Commission.

*Donna Brinkhaus,
CTC Managing Director,
Asia / Pacific
61 2 9364 3027*

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ARTS IN THE WILD SIDE SLIDE

Artist, Jack Lockhart, painting at the Canadian Ecology Centre.

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Imagine painting at a location made famous by the Group of Seven. Under the guidance of a professional artist, you will bring back a canvas of our lands, lakes and our skies.

Delight your camera lens with some of the most photographic sites in the province. A professional photographer will help you capture the light that falls on the land for you to remember forever. If you have longed to capture a magnificent landscape on canvas or film, sketch or sculpt wildlife in its natural habitat or learn the art of basketry, canoe building,

aboriginal arts or drum making, you will love Arts in the Wild.

Hanover Holiday Tours of Hanover, Ontario has been instrumental in developing an exciting outdoor arts program, with professional artists and teachers working with clients to improve artistic skills through a wide range of courses.

Arts in the Wild is a new alliance of Ontario-based art organizations and tourism operators. The alliance offers eclectic travelers the unique opportunity to combine their passion for the outdoors with their

passion for the arts. Over 60 types of getaway packages ranging from one to seven days are offered at northern lodges, art academies, parks, galleries, cultural sites and lakeside resorts across Ontario. The packages are set to specific dates in each of the four seasons and are designed to attract outdoor and art enthusiasts of all ages and levels. Some may include lodge or lakeside resort accommodation, others, in more remote settings, offer canoe camping with complete outfitting and meals.

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ACTA promotes “Dot.travel” concept

Domain names have become hot commodities. It seems that everywhere we look these days, Web site addresses figure prominently on all forms of advertising, including business cards right down to company letterhead.

With this “dot.com” proliferation in the marketplace however, it has become difficult to distinguish the nature of an organization and its business through its domain name alone. Is it a charitable organization, a trade association, an educational institution or a travel agency? All lumped together under the “dot.com” Top Level Domain name (TLD), specifics are often difficult to ascertain.

DIFFERENTIATING TRAVEL

The travel and tourism industry, with its numerous players worldwide, would greatly benefit from the assignment of a “dot travel” TLD, and the Association of Canadian Travel Agents (ACTA) has been working diligently with other like-minded organizations to ensure that the approval and subsequent management of this new TLD is carried out according to policies established by key stakeholders in the industry.

The assignment of domain names is currently carried out by a non-profit, private sector corporation created in October 1998 called the Internet Corporation for Assigned Names and Numbers (ICANN). Along with several other TLDs proposed last year such as “dot biz” and “dot museum”, dot travel was yet another under consideration. The International Air

Transport Association (IATA) applied to ICANN to oversee the assignment of a new dot travel TLD to interested parties. Concerns were raised by ACTA and several other organizations including the American Society of Travel Agents (ASTA) and the American Registry of Travel Agents (ARTA) as to the prudence in having the airline sector alone setting the criteria and approving applications for organizations in the travel industry wishing to use the dot travel TLD.

It was felt that the most appropriate approach would be the creation of a collaborative, representative group that included the airlines, destination marketing organizations, travel agency, accommodation, cruise and ground transportation industries to participate equally in the management of this important TLD.

GENEVA SUMMIT

As a result, an IATA dot travel summit was held in Geneva on February 21, 2001 to discuss a more collaborative approach. Following consultations with the European Council of Travel Agency Associations (ECTAA), the Universal Federation of Travel Agency Associations (UFTAA) and ASTA, the principles put forth by ACTA were agreed upon unanimously by all delegates from around the world, representing the various sectors of the travel and tourism industry.

Delegates agreed upon the desirability of a dot travel TLD for the travel and tourism industry with the following principles:

- The TLD must be chartered and restricted (i.e. minimum criteria must be met in order to use the name)
- The criteria must be established by sector peers (e.g. travel agents for travel agent applicants)
- The dot travel management process must not be dominated by one organization
- The TLD must foster consumer confidence
- Confidentiality of all data must be assured
- The consideration of applicants for the dot travel TLD will be done in an objective, non-discriminatory manner
- The dot travel TLD must be operated in a cost efficient, transparent manner
- Dot travel should be operated on a not-for-profit basis

A working group comprised of 13 people was established (including ACTA and two IATA staff) to work these principles into policies and report back at a second summit to be held in two to three months. With these founding principles, ACTA and its partners believe that the approval and assignment of this critical TLD, through this broad representation and consensus-based approach, will add tremendous credibility to the travel and tourism industry and instill confidence in the consumers seeking reliable information from your sites.

Randy Williams, president and CEO of ACTA comments: “ACTA still has concerns with IATA’s application to manage dot travel, but with IATA’s assurances that they will work with all stakeholders on a management and governance process that addresses everyone’s concerns, and because of the inevitability of the introduction of dot travel to the Internet, ACTA is hopeful that retail travel issues will be overcome through dialogue and collaboration.”

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“AIF” – tell me why, oh why, oh why?

by Bob Mowat

I’m not surprised that the Greater Toronto Airports Authority (GTAA) announced in mid-March that it would begin levying an airport improvement fee on passengers departing Lester B. Pearson International Airport beginning June 1.

Not surprised in the least. They’re spending \$4.4 billion on redevelopment and they need to ensure a steady flow of cash into the program. Besides, \$10 per departing passenger is pretty standard when compared to what other airports across the country are charging.

I am surprised, however, that along with the ten bucks for departing passengers, the GTAA has also seen fit to slap a \$7 charge on for connecting passengers. This makes absolutely no sense whatsoever when you consider the fact that Canada and the United States signed an expanded passenger pre-clearance

services agreement at the beginning of this year.

ADVANCING BACKWARD?

The pre-clearance services agreement is a deal that was designed to help Canadian airlines – a deal that Canadian carriers have been after for years – market a more streamlined service to passengers, particularly international passengers and particularly through Pearson.

“How?” you ask. Well part of the agreement addresses the thorny issue of in-transit pre-clearance which would allow passengers from third countries to bypass Canadian immigration and customs and report directly to U.S. customs and immigration as they travel to the U.S. through Canada.

Canadian carriers can pitch Pearson to European and other travellers as a good connecting point to

the United States – not to mention a host of Canadian destinations. They could probably also pitch it the other way – to U.S. travellers headed to Europe and beyond. Connect through Pearson, gateway to the world.

A Canadian government backgrounder on the deal states: “This process allows passengers to move more efficiently within Canadian airports, improves connection times for passengers and enhances the competitiveness of both airports and air carriers.”

So how does this relate to the GTAA’s AIF you say. Well I doubt that it’s the money so much as the impression it leaves.

CHEAP SHOT

Think of it this way, the airlines go out and sell consumers on connecting through Pearson for onward bound service and then when it comes time to pay the piper, they discover that privilege is going to cost them extra – maybe not that much extra but it’s the principle of the thing.

It’s like going into a restaurant

that sells the entrée and charges extra for the vegetables that go with it – who wants to pay \$12 for a dish of peas, no matter how ‘swanky’ the place is. If you’re paying \$30 for a steak you kind of expect to get some veggies and taters with it.

The same holds true for airfares. I mean, you’re already paying the fare which includes a whole whack of taxes, fees and extra charges and now the GTAA’s going to ding people for another \$7 to connect through Pearson.

Frankly, if the carriers are successful in pitching Pearson as the gateway to the world, I suspect the GTAA will make a bundle just charging the \$10.

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SELLING CANADA

Toronto's Harbourfront Centre to become a summer-long stage for Canadian and global cultural events

by Fred White

In a place that describes itself as "The world within a city," it is perhaps appropriate that Toronto be the setting for "Rhythms of the World." This summer-long series of cultural events will run from June 15 to Labour Day at the Harbourfront Centre and showcase global cultures through music, dance, film, theatre, visual arts, food, fashion and comedy.

Agents looking to add extra value to their Toronto bookings, at little or no cost to clients, need look no further than this truly spectacular program that will include the Canadian Opera Company, National Ballet of Canada and the Toronto

Symphony Orchestra.

A full spectrum of jazz music will kick off the event June 15 when the *JVC Jazz Festival* will feature international performers as well as new talent during this ten-day event. The Harbourfront location will become the festival's focus June 18. *Canada Day Celebration*, June 29 to July 2, will feature some of Canada's top comedians and theatrical comedy acts and as well as all 26 folk singers on the roster of Canada's only national folk record label, Borealis Records. The best in blues music by international and Canadian artists will be accompanied by the dishes of Toronto's top BBQ chefs during the *Great Canadian Blues & BBQ Festival*, July 6 - 8. *Kick Up Your Heels...* *Your Chance to Dance* promises a great participation and interaction event, July 13 - 15, when audiences can learn all the moves from the city's hottest dancers. Then, from July 20 to 22, *Rhythms of the World* will showcase local and international arts, culture and music from around the globe. Latin American culture is featured July 27 - 29 when theatre, film contemporary and folk dance, music and literature is celebrated during *Ritmo y Color: Latin American Arts Festival*. Harbourfront's popular

festival for Caribana weekend titled *Island Soul* offers the taste and rhythm of the Caribbean, Aug 3 - 6. Eleven countries of the Asia Pacific region take centre stage, Aug 10 - 12, with music, dance and traditional foods during the *Philippine & Asia Pacific Arts Festival*. It's the turn of Indian culture, Aug 17 - 19, when *Masala! Mehndi! Masti!* spotlights the youth of the community who are carrying forward the traditions of their cultural heritage within a Canadian environment. From Aug 24 - 26, the carnivals and foods of New Orleans, Brazil and Trinidad will be the big attraction during the *Hot & Spicy Food Festival*.

The Toronto Symphony Orchestra will perform in two outdoor performances on the evenings of July 3 and July 10. *The National Ballet of Canada* will perform outside at Ballet by the Water, Aug 21 - 23. The following week, Aug 28 - 30, brings *The Canadian Opera Company's* free concert series, *Altamira Summer Opera Concerts*. The season wraps up Labour Day weekend, Aug 31 - Sept 3, with a major festival that explores new *talent in the arts*.

And in addition to all this, feature films sponsored by Labatt Breweries will be shown during *Free Flicks*

on Wednesdays between July 4 and Aug 15. *The World Café* will be serving from a wide range of international menus from a rotating selection of restaurants and caterers. And on weekends from June 2 to Sept 4 craft lovers can browse the *International Marketplace* for hand-made treasures from the four corners of the world.

Most of the programs being offered during "Rhythms of the World" are free.

For more information or a free subscription to our e-mail newsletter *Music News @ Harbourfront Centre*, visit the music page of website:

www.harbourfront.on.ca

You can also e-mail info@harbourfront.on

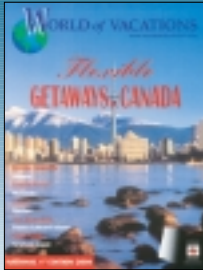
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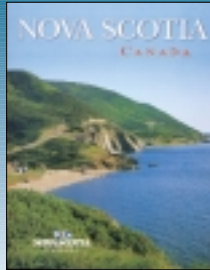
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Growing interest in alternative accommodation

by Karen Squires

Today's boomers are travelling more often, have more disposable cash for travelling but have less time available for each trip, according to The Economic Planning Group of Canada. When they arrive at the destination, they look for more activities on location or nearby. More and more, travellers are researching "off the beaten track" places where they can rejuvenate but also where they can learn about local culture through experience.

Traditionally, leisure travellers have stayed at hotels, motels, and even all-suite hotels for families. Over the past few decades, the all-inclusive resort has become the one-stop shopping concept for travellers and the idea is pay in advance to avoid surprises on location. This concept has become more popular in Canada as more resorts offer year-round activities such as Mont Tremblant in Québec and Roots Lodge on Vancouver Island.

Smaller properties such as the

Hills Health Ranch and Spa in B.C. offer a unique experience for the more active traveller in a beautiful natural setting. This is just a sample of Canadian resorts offering true four season destination packages with a focus on pampering, of course!

B&B STAYS HIGHLY POPULAR

According to a research report on "Targeting Travellers" by the Newspaper Association of America, there are almost as many American leisure travellers staying at B & Bs as compared to all-inclusive resorts from 1999 statistics. For a province like Newfoundland and Labrador where 55 per cent of all accommodation is made up of B & B rooms, this is very good news.

So why are smaller resorts and B & B's becoming more popular? One explanation may be that fami-

lies are becoming older and smaller and the family makeup is changing. We now have more singles, more couples with no children, more empty nesters and of course more seniors travelling.

In 1996, Strawberry Hill Resort in Western Newfoundland opened its doors to the more seasoned traveller wanting four-star amenities in a park-like setting with unlimited outdoor activities. A new upscale B & B minutes from St. John's called Dogberry Hill will open in May this year offering four and a half star accommodations with exquisite sea views and fine dining.

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U.K. journalist gives high marks to Canada

David Wickers, a travel columnist with the Sunday Times in London, England, thinks that Canada is just the place to spend a holiday for whale watchers with eclectic tastes. In an article published March 4, Wickers gave the nod to a Bay of Fundy holiday package that featured multi-species whale watching, cozy accommodations, and spectacular coastal drives.

The Canadian package was rated as a first option over packages in Alaska and California. The two-week excursion was highly competitive in price (quoted at 2,695 British pounds per person) and offered a broader blend of activities than the other packages. Wickers' column profiles specific clients and their needs before digging out the best deals.

Rolling out the new Canada image in the Asia Pacific

A new Canada brand image, launched last November in CTC domestic advertising and in the U.S. as of February 2001, is now rolling out in Asia Pacific markets. Recognizing the need to communicate a worldwide Canada brand with one voice and one message, the CTC is going forward with a common creative strategy across all markets, with a blend of image and tactical elements.

Communications plans for Japan, Taiwan, Australia and New Zealand were approved this April by the CTC's Asia Pacific Executive Committee. Chaired by Brian Richardson, VP Marketing for Fairmont Hotels, the Committee is made up of private and public sector tourism industry representatives from across Canada. Starting this year, Asian consumers and travel trade will begin to see the new look, slogan and logo applied across all regions where there are

core CTC communications programs, through advertising, direct marketing, internet and promotions.

AN ADAPTABLE CAMPAIGN

The new brand strategy was developed by the two main agencies which handle CTC marketing communications: Vickers & Benson Companies Limited for Asia Pacific, U.S. and Latin American markets; and BCP Advertising for domestic and European markets. Agency partners across Asia will use the slogan "Discover our true nature" in positioning Canada as the premier destination to find a genuine connection to nature and diverse experiences year-round.

According to John Burchell, Director of Asia Pacific Programs & Partnerships, this is not a cookie-cutter formula. "Within given parameters and guidelines, there is enough flexi-

bility to adapt the campaign to local market conditions and consumer needs," says Burchell. In Japan, the CTC will continue to leverage the awareness and brand equity of the "Colours of Canada" concept in magazine advertising and vacation guides. New Japanese creative, though adapted to the global brand guidelines, will maintain the strong four-season focus that has helped shift the peak arrivals season for Japanese travellers from summer to the fall.

While the English language slogan will be used in Australia, New Zealand and Japan, "Discover our true nature" has been translated into Chinese for the integrated communications campaign in Taiwan. In all markets, the brand logo incorporates the stylized maple leaf which

is synonymous with Canada across the Asia Pacific region. The new look and feel of Canada's brand will also be featured in the CTC's online marketing efforts, as Asian travellers continue to access the internet in growing numbers.

CTC marketing programs around the world will feel the positive impact of increased efficiencies in communications vehicles delivered through a global branding strategy. This is of particular importance in Asia, where Canada's short and long-haul competitors are drawing on significantly larger marketing budgets.

"The CTC is committed to the Asia Pacific region, which continues to be an important and lucrative market for the Canadian tourism industry," says CTC President Jim Watson. In 2000, Asian visitors made more than 1.4 million person-trips to Canada and delivered receipts in excess of \$1.8 billion.

*John Burchell
Director, Asia Pacific
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Global media outreach

The CTC's Global Media Outreach Program is doing exactly that: reaching out to our tourism markets with the good word on Canada. Every week Canadian travel stories, releases and images are e-mailed to editors and travel websites around the world. From Asia/Pacific, to far off Johannesburg, Jerusalem, Delhi and Dunedin and closer to home in Europe and the U.S., editors receive destination and partner product releases designed to appeal to their readers.

A recent survey of subscribers confirmed the material is 'striking a responsive chord' with editors who publish the stories and sometimes ask for more. "We provide newspaper editorial decision makers with a constant flow of Canadian and in-market partner product editorial, specifically selected for its potential to capture the imagination of editors and their readers," explained Richard Pennick, CTC Manager in New Zealand.

COMPELLING IMAGES

"User friendliness, instant availability, welcome recognition and the inclusion of compelling images are key

influencers of the 'Canada Calling' media program. And once useful contact is established, many editors are invited to visit Canada to see for themselves".

Material is either passed on to media by CTC offices and PR or e-mailed direct to editors. The CTC U.S. Communications Team provide the material to the massive second tier of U.S. media. Judy Love-Rondeau, CTC US National Director, Media Relations commented, "We use it all the time. We forward information to editors of smaller newspapers/magazines for possible inclusion. It works well because it has camera ready photos attached."

Some stories are destined for feature status, others fill a more immediate need, providing editors with an instant story for this week's travel section when the deadline is - now! The use of stories from other sources is influenced by this material. Within a week of receiving a release on Grizzly Bear viewing at Knight Inlet, The NZ Herald ran a wire service "Grizzly Bear" watching feature front page! Other recent distribution includes "Spring Skiing and Boarding at Lake Louise", "Tulip time is Ottawa

time", "Montréal is..." and "The Great Canadian Bathtub race".

In New Zealand, much of the Canadian editorial and imagery clipped is attributed to this program. The Travel Editor of a Wellington evening newspaper wrote, "I do use items from 'Canada Calling', about once a month on average; the pictures are great." Many editors save the material for later use and to support CTC advertising. The tour products and contact details of local operators are included in releases distributed in New Zealand.

INEXPENSIVE

In markets where the CTC has minimal resource commitment, the program will inexpensively raise consumer awareness and demand. These markets include Scandinavia, South Africa, India and other Asian markets, as well as South America and the Middle East; in fact, anywhere there is potential for market growth in tourism to Canada.

*For more information on this program and to receive a sample release, a list of material distributed in 2000/2001, to subscribe or to contribute to the service, please contact Richard Pennick at the CTC-Auckland
pennick:ctc@xtra.co.nz*



BEST-EVER RENDEZ-VOUS...

continued from page 1

Chair of that organization's sub-committee that looks after RVC. "We are very excited by the ratio of buyers to sellers this year," said Elmhirst during an interview from his resort over the Easter weekend. "Certainly it's the best we've seen for a number of years, and a lot of credit has to go to the CTC's incentive program for new buyers."

Because of consolidation in the buyer market, numbers have been falling off over the last few years. The CTC undertook to sponsor 100 per cent of the cost of attendance for first-time buyers this year, promising 50 per cent sponsorship for returning new buyers in 2002. "This recruitment process for qualified buyers is invaluable to Canada's tourism industry," Elmhirst said.

The CTC will be sponsoring market intelligence workshops for in-market sellers, and TIAC is sponsoring enhanced delegate programming in response to delegate surveys from last year, including a Tuesday night extravaganza of theatre and entertainment.

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RENDEZ-VOUS CANADA 2001

ONTARIO



Media coverage grows in Asia Pacific

Public relations has always played an important role in promoting Canada as a top travel destination in Asia Pacific. The year 2000 was no exception, as the CTC invested approximately \$1 million in public and media relations activities across the region. Return on investment was considerable - last year saw an estimated \$23 million of editorial coverage generated in five key markets: Japan, Taiwan, South Korea, Australia and New Zealand.

As part of the CTC's Visit Canada Program, media familiarization tours continued to attract top travel programs, writers and editors who featured new products and destinations in newspapers, television programs and lifestyle magazines.

In the absence of paid television advertising which, in Asia, can be prohibitively expensive, \$4.6 million in editorial television coverage in key markets was generated through CTC and industry partner efforts last year, up by 9 per cent over the previous year. Television coverage in Japan increased dramatically with the help of 15 CTC-aided crews visiting Canada. In Taiwan, television exposure valued at \$1.3 million grew by

over 150 per cent in 2000 compared to the previous year.

MEDIA INTERESTED IN THE NORTH

Online media coverage grew significantly in all markets, particularly in Taiwan and South Korea, where travellers have greater access to the internet and are using online sources of travel information more frequently.

As part of an integrated marketing strategy, the CTC's public relations efforts support a four-season approach with regional and cultural

diversity. The majority of measured editorial coverage in the region featured destinations in British Columbia (23%), Alberta (15%), Ontario (21%) and Québec. There was, however, a growing amount of media interest in 2000 for festivals and cultural activities in Canada's northern territories, which accounted for 6 per cent percent of total media coverage.

Public and private sector industry partners (including airlines, accommodations and attractions) work closely with the CTC on all PR programs and provide in-kind and cash support for CTC projects at a minimum 3:1 ratio.

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Air travel past the gateways An update

Air Canada appears to have responded after many complaints that agents and other airlines were unable to access domestic space in Canada last summer. Air Canada has been having ongoing discussions with Japan Airlines (JAL) to determine if an agreement can be reached to offer JAL domestic space during the summer months. Such an agreement could

assist to overcome the problem of agents not being able to secure space beyond the Vancouver and Toronto gateways.

Derek Hood, of the Japan office of the CTC, told *Communiqué* in March that the domestic space situation is "a work in progress" but said he was pleased that at least discussions are underway that could

resolve some problems for the tourism industry.

JAL has also had meetings with Westjet and it appears the two airlines have reached an agreement for passengers travelling between Vancouver and Calgary. There has also been some communication between JAL and Canada 3000, but the details of any discussions between these two carriers are unavailable.

Derek Hood
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Ontario: 365 days of the year

Tourism in Canada today is evolving rapidly from a primarily summer activity, and today's tourists are looking for focused, year-round activities and attractions. In response, the Ontario Tourism Marketing Partnership (OTMP) together with the Ontario Ministry of Tourism, Culture and Recreation (MTCR) have launched a new Four Seasons strategy designed to attract both domestic and international visitors to Ontario 365 days of the year.

According to OTMP chief operating officer Eugene Zakreski, their new marketing in 1999 led to 1.5 million additional visits to the province. "This year, the OTMP is broadening its focus with its new Four Seasons advertising and marketing strategy, which positions Ontario as a year-round destination," says Zakreski.

Advertising and promotional cam-

paigns showcase off-peak season experiences and highlight many new products and packages.

Building on Ontario's reputation as a premier outdoor destination, the OTMP has recently launched new products such as Arts in the Wild and Paddling Ontario.



Outdoor adventures and experiences account for about 14.7 million overnight, leisure visits and \$2.4 billion in revenue annually.

EXPANDING THE CITY EXPERIENCE

City tourism (overnight leisure visits to Toronto or Ottawa) currently accounts for about \$1.2 billion in spending and 5.2 million visits each year, but there remains significant growth

potential in these urban centres, as well as in secondary 'gateway' cities such as St. Catherine's and London. The new city campaign running in the United States displays Ontario's cities as being fast paced and cosmopolitan with great restaurants and entertainment. Ontario is positioning itself as having urban indulgence getaways with special events, theatres, cultural attractions and spas.

For many visitors, touring is often the defining element of an overall vacation experience. Currently, overnight touring accounts for about \$1.6 billion in spending and 12.8 million visits each year. The new touring campaign emphasizes creative and flexible travel packages, urging visitors to explore more unique areas of the province that are not always advertised.

With its new strategy, the OTMP wants to reinforce the message that no matter what the season, there is always something new to discover and explore in Ontario from the Ottawa Tulip Festival in May to the Niagara Grape and Wine Icewine Festival in January. The OTMP's focus is to attract foreign markets through positioning Ontario as a 'trophy' destination, ranked among the world's greatest tourism experiences.

www.tourismpartners.com

Regional quirks distress tourism industry

The Tourism Industry Association of Nova Scotia (TIANS) and the province's hotel association are "deeply disappointed" with the sudden decision by the provincial government to announce that the de-regulation of retail shopping hours will not occur. The industry representatives are even more disappointed to learn that the government has forced closure of discussion on this issue until 2005.

TIANS claims that "Shopping Choice" is a market driven concept, which operates in other jurisdictions where a free market economy flourishes and that in some part, the future growth of tourism depends on opening new doors to revenue opportunities for the province and new choices for visitors.

DIFFERENT PROVINCE, DIFFERENT TIME

Half way across the country in Saskatchewan, the tourism industry wrestles with the issue of daylight saving time. Saskatchewan is the only province in Canada that neither "springs forward" nor "falls back",

and not only are there reports of confusion on the part of visitors, especially those flying in from out of province, but also, as Tom Mullin of the Hotels Association of Saskatchewan puts it, "there is no doubt that Saskatchewan's tourism industry would benefit from an extra hour of daylight."

Mullin goes on to say that attractions, especially the recreation-based ones like golf courses and parks, need the added visitation and revenue that the extra hour would bring. He acknowledges that the topic is "not at the top of the list of concerns of his members," but he knows that adopting daylight saving time would be universally popular in the hotel sector.

Steve McLellan of Tourism Regina agrees. "The ability to keep the cash registers open for an extra hour can only only benefit Saskatchewan's tourism industry." McLellan goes on to say that daylight saving time is an issue of much debate across the province.

Making Toronto more accessible

Tourism Toronto has plans to create a barrier-free city both physically as well as attitudinally, and has asked its new Director of Product Innovation, Catherine Smart, to head up this new initiative.

There is more to moving in this direction than good intentions and a sense of social justice. Research shows that there are 800 million people with disabilities in the world and as the population increases this number will increase. This market has an aggregate income of \$1 trillion US

dollars. The new approach also fits well with the city's bid to host the 2008 Olympics.

Tourism Toronto will begin this initiative by informing and educating its tourism industry members of the opportunity and how to seize it. Universal accessibility affects all sectors of the tourism industry, including hotels, restaurants, tour operators, attractions and many areas of transportation.

Cathy Smart
smart@torcvb.com

Tax rebate program and proof of export

Commencing April 1, 2001, visitors to Canada who will be departing from specified airports and who wish to claim a rebate for GST/HST paid on goods bought in Canada must have their goods available for inspection and their receipts validated by Canada Customs staff before departure. The validated receipts must be included with the rebate claim. (These pro-

cedures already exist for visitors who leave Canada by private vehicle or charter bus tour.) Airports where this service is available are: Halifax, Dorval, Mirabel, Ottawa, Toronto (Pearson International), Vancouver, Calgary, Edmonton, and Winnipeg.

www.ccrax-adrc.gc.ca/tax/nonresidents/visitors/index-e.html



Acadia A star tourism product

Acadian tourism product and Acadian experiences available in the Atlantic provinces are growing in popularity. Acadia, a key part of Canada's history, is well positioned to attract travellers seeking to discover destinations that offer authentic products.

The "Atlantic Canada Acadian Tourism Strategy," a study conducted by the Economic Planning Group of Canada and Jean-Guy Vienneau Consultants Inc., revealed the enormous potential of the Acadian tourism product. The study also showed the importance to the Atlantic provinces of collaborating on product development strategies and joint promotions for Acadian tourism products in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland/Labrador. Acadian regions, communities and tourism stakeholders in Atlantic Canada recognize the important

potential of tourism to the promotion of Acadian cultural heritage.

A recent inventory of Acadian tourism products revealed that there are over 750 tourism businesses in Acadian regions of Atlantic Canada. Some have international, provincial and local awards of excellence.

PRODUCT CLUB UNDERWAY

In the fall of 2000, an Acadian tourism product club was established through the collaboration of the Canadian Tourism Commission, the four Atlantic provinces, the Atlantic Canada Opportunities Agency, Parks Canada, the Société Nationale de l'Acadie, and stakeholders in the tourism industry. The launch of this product club is well-timed to allow it to assume a leadership role in the development of the Acadian tourism product (ATP).

The club has an opportunity to become the ATP expert, thereby ensuring compatibility between product

development and marketing efforts. The establishment of an Acadian tourism product club will help increase the number of visitors and the length of stay of non-residents in the Atlantic provinces. As a result, the profile of Acadian culture and heritage will be enhanced at regional, provincial, national and international levels.

Guy Duguay
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Employee orientation and manuals are important

Think about a time when you started a new job. Remember how you felt the first day? Did your new boss take the time to explain things carefully to you, or were you left to find things out as you went along? Did you receive an orientation or an employee manual to assist you in getting a feel for the workplace?

Having an employee manual and orientation are essentials for any business hiring new staff, and often their importance is not stressed enough. Saving time, resources and money, employee manuals and orientations can benefit the entire company.

Employee manuals are often the first source of workplace information that new staff are given. Manuals can vary in form, size, style and focus, but should all provide some common piece of information. Job-specific information should outline areas such as position title, reporting structure, hours of work, minimum qualifications, and salary range should be included. It should go into detail on the general responsibilities, specific tasks, performance expectations, and the methods of evaluating performance

of the employee. Any special considerations should also be made clear. In filling all these requirements, a business can be certain that all employees are following the same mandates in these areas.

SAY WHO YOU ARE

Background information on the company itself should be included in the manual. Making clear the mission and vision of the company will ensure that all the staff are working towards the same goals. This is crucial if a business is to be successful. James Terry, Executive Vice President and Chief Operating Officer, of Rocky Mountaineer Railtours in Vancouver, BC, attributes their growth over the past twelve years to staff support of the company's vision. "The company's vision statement drives every member of the staff and the management team recognizes that having a trained and motivated staff is essential if the company is going to continue to be a tourism leader," emphasizes Terry.

Other essential items to include in the manual are the policy and procedures for the company, a code

of professional conduct, customer service expectations, and workplace safety guidelines. Overall, the manual should be simple, comprehensive and give the employee a good basis of the knowledge that they will need to fulfill their position and function in their workplace.

MORE THAN A WALK AROUND THE OFFICE

Of equal importance to the employee manual is the workplace orientation. Orientation is a process that helps new employees become part of the workplace team by giving them insight into the company. It helps build commitment and a feeling of belonging. The orientation process is generally thought of as a walk around the office with introductions to the various staff. However it could also include previous successes of the business, goals for the future, the employee's role, and/or what makes the business special and unique. These extra pieces of information will give the new employee a much better sense of the environment that he/she is entering. Keeping the sessions comfortable, short, interactive, and limited in the number of participants will assist in creating an effective orientation program. "We want to have the best training and orientation programs for our new and present employees. Superior training will be the competitive advantage of the future," notes Peter Armstrong,

President and CEO of Rocky Mountaineer Railtours. Rocky Mountaineer Railtours growth has resulted in a revamping of their orientation programs because they see the benefits of a functional employee orientation and manual program. "In order to help our staff meet expectations, we have standardized and expanded our orientation program. We have created orientation videos that are now shown to all new employees," adds Alia Morgan, Vice President of Human Resources for Rocky Mountaineer Railtours. Morgan concludes by saying, "The training and orientation programs help the company maintain an 80 per cent return rate of seasonal staff."

There are benefits to implementing an orientation program. By investing the time to offer these programs to your employees, you are creating another solution for the increasing labour shortage. For more information on employee manuals and orientation for this article was taken from the Performance First Series, a resource developed by the Canadian Tourism Human Resource Council (CTHRC).



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A “day in the life” of three sales people for Canada

In Seattle and Dallas, in Chicago and Boston, in London, Paris, Dusseldorf, Milan, Tokyo, Taipei and more than a dozen other cities in the US, Europe, and the Asia-Pacific, the Canadian Tourism Commission employs a global sales force of about fifty people.

Ken Erickson is the CTC's US Leisure man in Seattle. He covers a region that takes in the states of Washington, Idaho, Oregon, Montana, Alaska, the Dakotas, Wyoming and Nebraska. That's more than one-third of the entire geographic area of the United States.

Lucia Vimercati is the CTC's woman in Milan, Italy. Her sales region stretches from the Alps to sunny Sicily.

Maria Yang is the CTC's sales person in Taipei, Taiwan. Taiwan may be compact, but the island is home to more than 22 million people and a strong outbound tourism industry.

Recently we interviewed these members of Canada's global sales force and asked them to describe their jobs. Ken, Lucia, and Maria ripped out a recent page from their agendas and summarized highlights of a day at work.

In Seattle and Dallas, in Chicago and Boston, in London, Paris, Dusseldorf, Milan, Tokyo, Taipei and more than a dozen other cities in the US, Europe, and the Asia-Pacific, the Canadian Tourism Commission employs a global sales force of about fifty people.

Ken Erickson is the CTC's US Leisure man in Seattle. He covers a region that takes in the states of Washington, Idaho, Oregon, Montana, Alaska, the Dakotas, Wyoming and Nebraska. That's more than one-third of the entire geographic area of the United States.

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8:00 A.M.

Seattle - Ken Erickson starts the day on the phone, in his home office, recruiting Canadians for a travel trade show promoting Vancouver Island. Eighty tour operators, agents and receptives will attend the event at the Vancouver's Aquarium. From Canada, there will be representatives from resorts, parks, and golf, scuba diving, and fishing.

Ken chose the aquarium for a reason. He wants to point out the octopus in its glass tank. Then he'll tell everyone that the east coast of Vancouver Island has the best diving in the world. (Actually Jacques Cousteau rated the Red Sea and Vancouver Island the two best diving sites, but Vancouver Island is a lot closer to the Pacific Northwest!)

Italy - For Lucia Vimercati it's day four of the week-long Canada Road Show. Seminars and workshops in five cities over five days. Bologna. Padua. Pescara. Florence. Brescia.

If it's Thursday, it must be Florence. Lucia is travelling by bus from Pescara on the Adriatic Coast to Florence, five hours away. She's accompanied by CTC colleague Johanne Larivière. Also aboard are Québec's representative in Italy and representatives from Air Canada, the Rocky Mountaineer, and five Italian tour operators. They plan to reach Florence in good time to set up for the afternoon's activities.

9:00 A.M.

Seattle - Ken meets with the new sales manager of Horizon Airlines, a regional carrier with flights from U.S. Pacific northwest cities to Victoria, Vancouver, Kelowna and Calgary. The winter ski season is a busy one – five flights a day between Seattle and Kelowna. Four years ago Horizon Airlines Holidays largely neglected Canada during the winter. Now the airline flies to Banff/Lake Louise and Whistler as well as Big White/Silver Star. Ken wants to see more Canadian packages. He's filling the new manager in on details of April's familiarization trip to the Rockies' new ski resort, Kicking Horse.

Taipei - Maria Yang meets with Taiwanese tour operators to discuss the itinerary and print advertising campaign for a new group tour to southern Alberta, scheduled to begin in May. The tour includes visits to

Waterton National Park, Drumheller, and aboriginal and cowboy attractions. It's the result of more than a year's work with Travel Alberta, Air Canada, and others.

11 A.M.

Seattle - Ken attends a meeting with Jill Greenwood, of Whistler Resort, to discuss plans to develop Whistler's Web site. Earlier in the week he met with staff at Expedia, owner of the Travelocity Web site. (Seattle-based Microsoft is the parent company of Expedia).

Whistler hopes to work out a deal with Expedia. Ken thinks there may be potential for eastern Canadian ski resorts to come aboard.

Florence, Italy - The Canada Road Show bus arrives at the hotel. Lucia and the others set up for the afternoon's seminars and workshops: displays, Canada Travel Guides, slide projector, seating.

12 NOON

Taipei - Maria has a working lunch with Tourism B.C.'s representative in Taipei. They discuss a recent media fam tour, the advertising program to promote the Spring Blossom tour to Victoria and Vancouver, and new products.

2:30 P.M.

Seattle - Ken meets with representatives of a large German receptive tour operator, FTI North America. It's a company that brings 150,000 German tourists a year to the U.S. In the year 2000, they brought 6,000 Germans to Canada. Ken wants to see that number grow to 15,000 a year.

Today they work out details of a site inspection trip to Ottawa in early April. This is the third such trip in recent months: there have been recent site inspection trips to Montréal and Québec City.

Florence - Lucia welcomes fifty local Italian travel agents and introduces them to Canada: basic information about the geography, major cities and attractions, climate and four seasons. The agents divide into groups for seminars and workshops. In the seminar session, the Québec rep, the tour operators and the Air Canada and Rocky Mountaineer representatives talk for 15 minutes each about Canada's provinces and territories.

The tour operators work from scripts that Lucia and Johanne have prepared. In the workshop, agents circulate to meet every tour operator and discuss their particular package tours to Canada.

Taipei - Maria meets with producers at a cable television network. They discuss Canadian content on the popular travel show "Wonderful World," with an audience of one million. Over the past year the show has broadcast several segments about Canada. Today Maria pushes new story ideas and offers material about



CTC STAFFER NAMED CITIZEN OF THE YEAR

Ken Erickson, Manager, Leisure Travel Sales at the Canadian Tourism Commission's Seattle, Washington, office, has been named Citizen of the Year at the Tourism Nanaimo (Vancouver Island) awards banquet and annual meeting.

Jack Bernard of Tourism Nanaimo is quoted as saying that Erickson has "enthusiastically embraced ideas... to market Nanaimo to the Pacific Northwest of the U.S. market... although he does not make our city his home, it is as though it is in his heart." Ken Erickson is originally from B.C., but has been at home in Seattle for 27 years, of which the last 12 he has spent working for Tourism Canada and now the CTC.

Ottawa's Tulip Festival, the Citadel fortifications at Québec City and Halifax, Canadian souvenirs, and Canadian seafood and cuisine.

3:30 P.M.

Seattle - Ken meets with Jack Bernard of Tourism Nanaimo and the Canadian Consul General. They're preparing for discussions with Horizon Airlines. Subject: New flights to Nanaimo.

Early talks with Horizon senior managers have been promising.

Florence - Seminars and workshops are in full swing. A slide show of the autumn foliage in eastern Canada, the mountains and wildlife of the West, and all of Canada's cities impresses the agents.

After two hours, the groups take a coffee break. (It was a deliberate decision not to serve lunch or dinner, Lucia says. The agents who are attending today's seminar are motivated by the opportunity to learn about Canada, not a free meal.)

Taipei - Maria attends a meeting at the Air Canada office to discuss the joint spring promotion. Air Canada is offering FIT tours to several Canadian destinations for a total of twenty different products. There will be a print campaign for newspapers and travel and computer magazines. (The Internet and computers are very popular in Taiwan). Ads will carry the new global branding images.

7:30 P.M.

Seattle - With a local travel agent, Ken attends the monthly meeting of the Boeing Travel Club. The club has several hundred members, most of them retired Boeing employees.

They give an illustrated talk with slides about the attractions of Eastern Canada, the cross-country VIA rail trip to Jasper, and the Rocky Mountaineer rail tour. The presentation



goes well. Thirty-four club members sign up for trips that cost up to \$3600 (US) each.

Florence - After five hours, the Canada seminar and workshops are complete. Lucia delivers closing remarks and awards a grand prize, a trip to Canada, to one of the agents. The agent is ecstatic, jumps out of her seat, screaming for joy. By the end of the week, hundreds of travel agents will have attended the seminars and workshops. According to Lucia's calculations, during the entire month of March, Canada's educational efforts reach some two thousand agents in cities across Italy.

This is a typical day. Ken Erickson, Lucia Vimercati, and Maria Yang work at a hectic pace. Their agendas are packed with meetings, sales calls, negotiations, presentations. Weekends are frequently as busy as week days.

Ken Erickson claims he wouldn't trade jobs with anyone in the world. In any three month period he gets to deal with every province and territory. He loves the variety, the challenge, the people he meets.

Lucia Vimercati and Maria Yang agree. They're members of a team, committed to their jobs. And they are confident that they are acting on behalf of a first-class tourism destination - Canada.

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Travel industry dealing with livestock disease issues

Global travel and Foot and Mouth disease are less than perfectly compatible. Livestock producers in Canada are understandably worried that travellers from Europe – particularly from the United Kingdom – may inadvertently bring the disease-causing organisms to Canada on airlines, and set off an outbreak of the disease in North America that could devastate the cattle, sheep, and swine industries.

Jim Saville, who has operated Spring Valley Guest Ranch in Saskatchewan's Cypress Hills for over a dozen years, is concerned. The prairie provinces are big livestock producers, and Saville's neighbours – and family – all make their living from beef ranching. The stock growers' association has requested that all tourism properties in cattle-producing areas refuse to accept bookings from British and European clients until the problem has been cleaned up across the Atlantic.

At the Denaut Mansion Country Inn in Delta, Ontario, David Peets is concerned as well. While he has felt no pressure from his small-farm neighbours, he acknowledges that he will be ensuring that any European visitors booking into the Inn take every precaution to ensure that the disease is not imported. He will be relying on Canada Food Inspection Agency (CFIA) information to make

sure that the regulations and guidelines are followed.

Elmhirst's Resort at Rice Lake south of Peterborough, Ontario has built up a small herd of picturesque Highland cattle. In response to the threat of Foot and Mouth disease, owner Peter Elmhirst made the difficult decision to sell the herd and move all domestic livestock off the resort's property. "Tourism is indeed an important industry, but we cannot allow our business to threaten Canada's vital livestock industry," said Elmhirst. "I felt it wise to take every possible precaution to diminish the possibility of introducing Foot and Mouth into Canada's herds."

THE CFIA PROVIDES THE FOLLOWING INFORMATION TO TRAVELLERS:

After travelling to affected countries:

- Make sure that the clothing and footwear you wore during your visit are free from soil and manure, especially if you visited a farm while abroad.
- Declare any and all meat, dairy and animal products you want to bring back into Canada. There is no penalty for declaring these items, but a severe penalty exists for failing to do so.

- Stay away from Canadian farms for 14 days. If you must visit a farm, machine wash all clothing in hot water or have it dry-cleaned, and disinfect all personal effects (especially footwear) that were abroad with you in a solution of 50% water and 50% vinegar.
- If you plan to visit a zoo or a national/provincial park, please follow similar disinfectant measures.

TOURISM OPERATIONS WHICH ARE FARM-BASED SHOULD TAKE THE FOLLOWING PRECAUTIONS:

- Prevent farm or ranch visits by anyone who has been to countries affected by Foot and Mouth Disease in the last 14 days.
- If visitors must come to the farm, they should take additional sanitary precautions such as washing and disinfecting all personal effects and equipment before they arrive. "We want to reassure travellers planning to visit Canada that they will continue to receive the level of hospitality that Canada has become internationally known for", said Jim Watson, President of the Canadian Tourism Commission. "These measures are being put into place at points of entry and there is no reason to expect that visitors will be unduly inconvenienced by these measures."

1-877-227-0677
www.inspection.gc.ca

Opening of China office auspicious for Canada

The Honourable Judd Buchanan, chairman of the Canadian Tourism Commission, officially announced the opening of the CTC office in China at an inaugural event in Beijing on April 3rd. The occasion was auspicious for Canada's tourism industry: during the ceremony, China National Tourism Administration (CNTA) Vice Chairman Zhang Xiqin made it known that Canada will be the first North American country to receive Approved Destination Status (ADS).

Canada has been working for some time to acquire the special status which would afford a facilitated process for Chinese people to visit and experience this country. Opening the market to Chinese tourists requires close cooperation with the Chinese tourism industry to eliminate some of the problems (such as illegal immigrants and overstays) of concern to both governments.

As signs point to China's designation of Canada, steps are currently being taken to prepare for that eventuality. This includes the establishment of criteria for the selection and appointment of tour operators in China and receptive ground operators in Canada who will be officially appointed to deal with the inbound Chinese visitors. As well, tour

CHINA BROCHURE

itineraries including appropriate destinations, attractions, accommodations and other components, at the right price levels for the Chinese consumer market, need to be worked-out in consultation with industry partners both in China and Canada.

At an April meeting in Toronto, the CTC Asia/Pacific Executive Marketing Committee recognized the need to accomplish these tasks and directed that a small planning committee be established in Canada to recommend on and oversee these next steps. As well, with the assistance and support of partners – Air Canada, Tourism British Columbia, the Ontario Tourism Marketing Partnership and Tourism Toronto – a small group of carefully-selected senior Chinese tour operator representatives will be brought to Canada in May to provide them with an orientation of Rendezvous Canada in Toronto, and some destination and product familiarization in anticipation of Canada's Approved Destination Status designation by the Chinese government.

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RESEARCH

January numbers up over last year

The preliminary international travel numbers for Canada indicated that international travel to Canada is up by 7.7 per cent in the month of January this year compared with the same month in 2000. The number of international travellers reached 810,000 overnight trips during the month of January 2001. This is the highest monthly percentage increase recorded for international travel to Canada since March 1999.

Preliminary results also show that US travel to Canada is regaining strength. For the month of January 2001, US overnight tourist entries reached 620,000 overnight entries, an increase of 7.6 per cent on a year over year comparison. Overnight auto travel was up by 4.5 per cent in January 2001, while non-auto travel (mainly air travel) was up by 12.0 per cent.

TRAVEL FROM OVERSEAS

Asia led the growth in overseas travel with Hong Kong recording a 47 per cent increase. In January 2001, overnight entries from overseas countries were up 7.8 per cent (reaching 189,000 tourists). The following CTC markets recorded double-digit growth in the month of January 2001: Australia, Brazil, China, Hong Kong, Philippines, Singapore, Taiwan and United Kingdom.

CANADIAN OUTBOUND GROWS TOO

Preliminary January statistics show a surge in overseas travel by Canadians of 23.9 per cent. In January 2001, overseas travel by Canadians

reached 1.6 million overnight trips, up 12.2 per cent over the same period in 2000. Canadian outbound travel to overseas destinations was up 23.9 per cent during the month of January 2001, reaching 573,000 overnight tourists. Canadian travel to overseas destinations has been rising strongly every month since last spring. The number of Canadian tourists to the US was up by 6.4 per cent in January 2001, reaching 996,000 overnight trips – travel by car was up by 5.3 per cent while non-auto travel (mainly air travel) was up by 7.3 per cent. Source: International Travel Survey, Statistics Canada

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TAMS HIGHLIGHTS

Cultural and entertainment activities while travelling

The Traveller Activities and Motivation Survey or TAMS was a comprehensive survey commissioned by the CTC, Tourism Ontario and various other tourism partners. The study focused on Canadian and American travellers' vacation habits and trip motivators. The following highlights are from this study and discuss cultural and entertainment activities while on vacation and what specific information is available from the study in regards to this subject.

frequent cultural and entertainment pursuits. At least in part, the high incidence of these sorts of activities reflects the fact that they are readily available at most destinations.

- Americans were more likely to have pursued 26 of 57 cultural activities including visiting zoos, aquariums, and theme parks, visiting historical sites, museums and aboriginal cultural attractions and events,

ities that are more likely to be pursued in the next two years than the past two years are often unique

market, professional sporting events, concerts, carnivals and festivals appeal most to younger

NIAGARA CD TO COME

- Travellers were more likely to have participated in cultural and entertainment activities than outdoor activities during the past two years. Dining, shopping and leisure reading were the most frequently pursued forms of entertainment while travelling. Going to movies, visiting museums, art galleries and zoos, attending local festivals or fairs and seeing natural wonders were also

attending professional sporting events and visiting casinos and horse races. The types of cultural and entertainment activities pursued by Americans (relative to Canadians) suggest that Americans are more interested in (their) history and are often attracted to types of entertainment that provide excitement.

- Cultural and entertainment activ-

Festival Shot

to a given area (e.g., seeing natural sites such as Niagara Falls, experiencing French Canadian culture, visiting amusement and movie theme parks), or distinctive events (e.g., attending national or international sporting event, attending musical festivals, carnivals, literary festivals, film festivals). This suggests that there is strong, emerging desire for novelty in future cultural and entertainment attractions.

- The types of cultural and entertainment attractions which were pursued vary widely across the twelve market segments. For example, educational attractions (e.g., museums, art galleries) and fine arts (ballet, opera) tend to appeal to the better educated and more affluent sectors of the

sectors of the market, theme parks, aquariums, zoos and planetariums appeal most to the young families (those with children under 13) and casino gambling and horse racing appeal most to the mature and senior segments of the market.

More in-depth information on this study will be available at www.canadatourism.com under "Market Research". Please see next month's issue of Communiqué for highlights on Learning Vacations and Wine and Cuisine from TAMS

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China has great market potential

Chinese overseas travel has increased rapidly since the early 1990s, a natural growth of China's reform, open policy, economic prosperity and improving standard of living and cultural interest. China is currently ranked as one of the top ten origin markets for many Asian countries and emerging as a fast-growing market world-wide. Although there are still severe travel restrictions in place (which are eased when travel destinations have been granted approved destination status) the sheer size of the populace (1.3 billion people) makes this an important market to watch. While less than 1 per cent of the population took an outbound trip in 2000, it still amounted to over 10 million outbound trips, making China one of the largest source markets of outbound travellers in the Asia-Pacific region, exceeding markets like

Australia, Korea and Taiwan.

A recent forecast from World Tourism Organization projects China will become the fourth most important tourism generating market by the year 2020. Travel to Canada from China has rebounded in the last two years, outpacing the total Chinese long-haul outbound travel. Qualitative and quantitative research has been undertaken to evaluate China's market potential and to measure the level of awareness in, and interest of, the Chinese travel trade.

As the qualitative component of the research is still ongoing, the following is a brief overview of the preliminary findings of the quantitative research which consisted of a representative sample omnibus survey in Shanghai, Beijing, Guangzhou, Wuhan, Chengdu and Shenyang. These cities were qualified as being representative of the major non-

agricultural cities from which the approximate adult population (15 to 59 year old) could potentially travel and was estimated at over 46.5 million people.

The estimated potential for Chinese long-haul pleasure travel was 2.9 million. This is based on an incidence rate of 6.4 per cent of the potential adult population of China to travel. The incidence rate includes those adults who had taken a long-haul pleasure trip in the last three years and those planning such a trip in the next three years. Of the 2.9 million potential Chinese long-haul pleasure travellers, on average 64.6 per cent indicated an interest in visiting Canada in the next five years, or a potential of 1.9 million pleasure travellers.

The socio-demographic characteristics of Chinese travellers interested in visiting Canada were similar to the long-haul pleasure travellers: predominantly male (58%), more likely to be married (76%), more likely (62%) to be middle-aged (25 to 44 year old), better educated with college or university (68%), and

having lower annual incomes of \$13,000 or less (73%).

Of the general travel motivators for which Canada was highly rated, there were dominant impressions by the Chinese travellers such as wanting to visit places that are safe and clean, with outstanding scenery and an eagerness to increase their knowledge and to experience different culture. However, there were certain weak attributes including doing sports, outdoor activities, package tours, and staying at a resort.

This does not mean that Canada does not have high quality products in these areas. This simply represent areas that would be a "hard sell" in China, since they are only important to a small part of the market and Canada was not renowned in the minds of Chinese for these attributes. A detailed report with all findings including results from the quantitative travel trade research will be available in the near future.

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Southeast Asia's market potential

The boom in Asian travel and tourism in the last decade has been phenomenal. Generated by great economic prosperity, tens of millions of people entered the middle-class and started to travel internationally for business and leisure purposes and to increase their global perspectives, leading to improved awareness of other countries and their cultures.

A significant travel origin region was Southeast Asia, which the CTC defines as Malaysia, Singapore, Thailand and the Philippines. These economies have enjoyed a boom in foreign direct investment, with business expansion increasing at a dramatic pace supported by rapid privatisation and greater economic integration among each other. This strong economic growth in the region has created a dynamic consumer society with higher levels of disposable income, where Southeast Asians pursued more sophisticated lifestyles including a growing trend toward holiday travel.

However, the economic and financial turmoil in Asia during 1997 created a dramatic turnaround. Until early 1999, the political, economic and social upheaval had a detrimental impact on long-haul outbound travel from Asia, including Southeast Asia. In 1999, the financial crisis bottomed out and outbound travel from Asia rebounded, but was slower

than anticipated in Southeast Asia, resulting in the closing of the CTC Singapore office. Since then, the CTC and its partners have maintained limited efforts to continue to build on the previously established presence.

SINGAPORE

- Singapore is one the world's most prosperous countries and the region's financial and high-tech hub.
- It has a highly developed and successful free-market economy, with a stable political climate and is a market that has recovered strongly from the Asian economic crisis. The population is relatively affluent by Asian standards where personal wealth and disposable incomes have been rising. It has the highest average household income as well as highest discretionary income.
- The Singapore outbound travel market has grown dramatically since the early 1990s, slowing during the economic crisis, but bounced back in 1999. Despite the smallest population, it's has the second highest level of outbound travel volumes.
- Long-haul travel is becoming more popular; travellers are more sophisticated and moving from group tours to independent travel
- The total estimated potential for Singaporean long-haul travel is 938,700 travellers.
- Based on the percentage of long-haul pleasure travellers interested in visiting Canada in the next five years (50.9%), this translates into a market of 477,800 potential Singaporean visitors to Canada.

The CTC Asia-Pacific Executive Committee recommended that market research be undertaken to assess the current economic conditions to determine if the market potential in Southeast Asia had regained its pre-crisis momentum. The preliminary key findings from that research, by

MALAYSIA

- Malaysia was one of the world's fastest growing economies, but suffered one of the worst collapses in the region.
- Travellers are sophisticated, demanding better quality packages and products with options.
- Long-haul group package tours are still generally popular, but independent travel is growing.
- The peak travel period is during Nov/Dec/Jan and May.
- The total estimated potential for Malaysian long-haul travel is 2,989,100 travellers.
- Translates into a market of 1,554,300 potential Malaysian visitors to Canada.

THAILAND

- The economy recovered in 1999, but still lags behind Singapore and Malaysia.
- Severe downturns in outbound travel occurred for two consecutive years, but recovered in 1999, with volumes in 2000 set to exceed the 1996 peak.
- Group package travel still dominates, but some are moving to independent travel with small groups of family and friends.
- Travel peaks in April and during school holidays in April/May and October.
- The total estimated potential for Thai long-haul travel is 1,917,900 travellers.
- Translates into a market of 792,000 potential Thai visitors to Canada.

market, are available on CTX.)

In summary, it is estimated that there is a potential long-haul pleasure travel market from the region, interested in visiting Canada in the next five years, of 3.5 million travellers. And this is certainly not an estimate to disregard. However, while many agree that the Asian economic crisis is over, we have to remain cautious as the economic recovery remains fragile.

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THE PHILIPPINES

- The Philippines is the largest of the four markets with a population of over 75 million people. It is a poor country with over 70% of the population in the agricultural sector and 40% living below the poverty line.
- Their economy was fairly resilient during the crisis and began expanding again in 1999. Despite reasonable growth in 2000, the economy is not performing as well as in the other three markets.
- The Philippines has the lowest travel propensity of the four markets.
- Special interest tourism is starting to become popular among the elites and religious travel is a major motivation. Environmental awareness is high as a result of the country's serious ecological problems.
- Travel peaks in April/May while January is also high.
- The total estimated potential for Filipino long-haul travel is 1,144,800 travellers.
- Translates into a market of 719,000 potential Filipino visitors to Canada.

Sustainable tourism is paying off

By Andrea Dixon

Most tourism operators in Canada would agree that conducting business within the principles of sustainable tourism is a worthy goal. But is it of any real value to the average Canadian tourism business? A small group of industry leaders think the principles of sustainable tourism are valuable. They recognize two things: that sustainable tourism—especially as it relates to environmental issues—is relevant to the success of their organization and that taking action benefits all stakeholders.

Engaging in sustainable tourism makes good economic sense. Earth Rhythms, a company in Manitoba that provides high-end customized packages and outdoor experiences for groups has incorporated sustainable tourism principles into every aspect of its business—but not in an overt way.

FOCUS ON QUALITY

The focus of the business is on providing a quality product. Aspects of sustainable tourism—examples include cuisine featuring local ecosystem foods or gift baskets made entirely from locally crafted or produced goods are introduced continually. Presenting these concepts allows the company's guests to deepen their appreciation and understanding of sustainable tourism. While Earth Rhythms may be subtle in its methods of educating both suppliers and clients, using sustainable tourism is the company's way of differentiating itself from the competition. And it's paying off.

BIG BUSINESS TOO

It's not only small businesses that are looking to incorporate sustainable-tourism practices. Larger businesses such as the Great Canadian Railtour

Company (GCRC), operator of Rocky Mountaineer Railtours, have actively considered and implemented these practices with positive bottom-line results.

Rocky Mountaineer Railtours, the largest privately owned passenger-rail operator in North America, is recognized for its leading-edge sustainable tourism efforts—notably its commitment to voluntarily implement an onboard waste-disposal management program. Peter Armstrong, GCRC's President and Chief Executive Officer, told Business Enterprises for Sustainable Tourism (BEST) that "our guests are increasingly aware of environmentally responsible practices and we know this also influences their decision to recommend us to friends and family."

ORGANIZING FOR SUSTAINABILITY

In response to interest from the public, many organizations in Canada and the United States are creating policies and programs to help businesses become active in sustainable tourism. BEST is the recent creation of The Conference Board, Inc. (United States) and was formed in association with the World Travel and Tourism Council. Its purpose is to be a resource for the tourism industry and its customers in the area of sustainable tourism. BEST is rapidly becoming an information hub where businesses can share experiences, connect with local partners and get resources and materials.

One organization in Canada developing and promoting best practices and standards for the tourism industry is the Oceans Blue Foundation located in Vancouver and Seattle. As its mission statement states, "the Oceans Blue Foundation uses cooperation and integration to achieve its goals. By working with communities, govern-

A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
TOURISTS TO CANADA			
From the U.S.	January-February 2001	1,372,436	4.8
By Auto	January-February 2001	815,041	4.4
By Non-auto	January-February 2001	557,395	5.3
From Overseas - Total	January-February 2001	386,423	3.3
United Kingdom	January-February 2001	83,464	4.7
Japan	January-February 2001	40,149	12.3
France	January-February 2001	39,431	-8.2
Germany	January-February 2001	22,285	-6.1
Hong Kong	January-February 2001	22,595	8.4
Australia	January-February 2001	15,061	-5.0
Taiwan	January-February 2001	14,606	11.3
Mexico	January-February 2001	12,469	-7.3
Korea (South)	January-February 2001	10,677	4.2
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January-February 2001	1,871,252	0.2
By Auto	January-February 2001	785,455	-0.6
By Non-Auto	January-February 2001	1,085,797	0.7
To Overseas - Total	January-February 2001	1,058,022	17.3
EMPLOYMENT IN TOURISM			
Total Activities	Fourth Quarter, 2000	552,400	5.3
Accommodation	Fourth Quarter, 2000	154,400	8.7
Food and Beverage	Fourth Quarter, 2000	145,000	2.0
Transportation	Fourth Quarter, 2000	102,200	4.2
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income	Fourth Quarter, 2000	\$20,719	2.1
GDP at market prices (current, \$B)	Fourth Quarter, 2000	1,058.9	7.4
GDP at market prices (1992, \$B)	Fourth Quarter, 2000	933.4	4.0
CPI (1992=100)	February 2001	115.2	2.9
EXCHANGE RATES (in Cdn\$)			
American dollar	March 2001	1.5585	6.7
British pound	March 2001	2.2511	-2.5
Japanese yen	March 2001	0.0128	-6.7
French franc	March 2001	0.2158	0.5
German mark	March 2001	0.7237	0.5
EURO	March 2001	1.4154	0.5

Note: All tourist estimates deal with trips of one or more nights. All data on this table is not seasonally adjusted. Source: Statistics Canada and the Bank of Canada.

ments, the environmental community and the tourism industry, Oceans Blue Foundation has the greatest potential to initiate real and lasting results." Oceans Blue puts this theory into practice through community programs, education and communication as well as by helping companies develop strategic tourism plans.

Resources such as BEST and the Oceans Blue Foundation raise awareness of sustainable tourism practices throughout North America. This raised awareness, in turn, boosts the demand

for sustainable-tourism products and services as consumers begin to request them. And because consumers are starting to understand the concept of sustainable tourism and are buying from companies that incorporate these practices, businesses that aren't incorporating these practices risk alienating customers.

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TOURISM SPENDING REMAINS...

continued from page 1

"These figures show that people and government need to change their perception of tourism as a secondary industry. They need to understand that tourism is one of the engines that drive the economy and should not be neglected", said Jim Watson, President of the Canadian Tourism Commission (CTC).

Domestic spending on tourism reached \$37.9 billion, up 8.8 per cent or \$3.1 billion from 1999. Foreign visitors spent an estimated \$16.2 billion in Canada or 30 per cent of the total tourism expenditures, 5.9 per cent compared with 7.7 per cent growth in 1999, and 11.4 per cent

TOURISM SPENDING IN CANADA BY KEY COMMODITIES THIRD QUARTER, 2000

CATEGORIES	Total Tourism Demand		Domestic Tourism Demand		Tourism Exports	
	\$million	% change over previous year	\$million	% change over previous year	\$million	% change over previous year
COMMODITIES						
Passenger air transport	12,881	11.1	10,533	11.7	2,348	8.2
Passenger rail transport	250	7.8	158	9.7	92	4.5
Interurban bus transport	637	3.9	431	4.6	206	2.5
Vehicle rental	1,060	4.5	381	5.5	679	4.0
Total transportation	22,417	11.6	18,177	12.4	4,240	8.2
Accommodation	7,460	5.7	3,794	4.3	3,666	7.1
Food & beverage services	8,524	5.2	4,841	6.1	3,683	4.0
Recreation & entertainment	3,554	7.9	2,182	10.0	1,372	4.7
Travel agencies services	1,767	5.6	1,702	5.7	65	3.2
Convention fees	111	4.7	54	-1.8	57	11.8
Total tourism commodities*	43,833	8.7	30,750	9.8	13,083	6.3
Total tourism expenditures**	54,076	7.9	37,881	8.8	16,195	5.9

Source: National Tourism Indicators, Statistics Canada. All data is not seasonally adjusted.

Note: *Total Tourism Commodities includes total transportation, accommodation, food & beverage services, and other tourism commodities (i.e. recreation & entertainment, travel agency services and convention fees).

**Total Tourism Expenditures includes tourism spending on all Canadian produced goods and services in both tourism and non-tourism commodities

in 1998.

For the past 11 years, the share of total tourism spending by Canadian residents has fallen substantially from 78 per cent in 1990, levelling off at around 70 per cent between 1998 and 2000. Canadians spent far more outside the country on tourism than foreign visitors spent in Canada in 2000. As a result, the travel deficit rose to \$2.2 billion, from \$1.7 billion in 1999.

Adjusting for inflation (including higher fuel costs), total tourism spending in Canada amounted to \$44.3 billion, up 3.2 per cent, the same growth rate as in 1999.

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Just what is a learning vacation anyway?

A new publication from the CTC will help you answer that question, and many more: the first volume of *Canadian Ed-ventures: Learning Vacations in Canada* is now available.



For example, have you ever wondered if learning travel includes a tourist taking an intensive ski lesson in a ski school (the answer is yes), or are the terms "Learning Travel", "Learning Vacations", "Enrichment Travel", and "Experiential Travel" synonymous? (The answer is no, they are not.)

Information covered in the report includes:

- Definitions and Clarifications
- Markets, Products, Pricing
- Packaging
- Statistics and trends
- A list of contacts in Canada

Remember, the June issue of *Communiqué* will focus on learning vacations in Canada!

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PEOPLE

Alberta's new Minister of Economic Development responsible for tourism is **Mark Norris**, a newly elected member of the Alberta legislature. The previous Minister, **John Havelock**, did not seek re-election. **Barry Mehr** is the new Deputy Minister of Economic Development, replacing previous Deputy Minister **Bob Fessenden**, who has moved to a portfolio in the newly created Department of Sustainable Resource Development. Fessenden also represents the Alberta/NWT/Nunavut public sector seat on the CTC's Board of Directors.

The Canadian Tourism Commission's new Manager, Sales and Promotion in Hong Kong is **Ms. Allyson Ko**, effective April 17th. Ko has worked

with the New Zealand Tourism board in Hong Kong for the past 6 years and is well connected with trade and media contacts in Hong Kong.

Marsha Andrews has been appointed Executive Director of the newly created Tourism Division with Nova Scotia Tourism and Culture. She has recently served as acting/Executive Director of Marketing for the department, and spent six years working with the Nova Scotia Marketing Agency.

Anne-Marie Hince has accepted a two-year contract with the World Tourism Organization in Madrid beginning in April. She will be recognized by *Communiqué* readers for her regular contributions of monthly travel statistics.

Board member appointed to Yukon post

Geraldine Van Bibber, a former member of the Board of Directors of the Canadian Tourism Commission, was sworn in as Administrator (Deputy Commissioner) of the Yukon Territory on March 15. She is Assistant to the Commissioner, Jack Cable, whose post is the territorial equivalent of Lt. Governor of a province.

Van Bibber has had to relinquish her appointment to the CTC's Board of Directors, and has stepped down as Vice Chair of Aboriginal Tourism Team Canada (ATTC). She told *Communiqué* in a March interview that she was excited by her new federal appointment, and while she regrets being no longer able to work directly with her colleagues on the CTC Board, she looks forward to a new way to serve the territory and communities of which she has been such an active supporter through her business and public service career.

Games people play – going for the gold!

Three Canadian cities are going for the gold this decade, hoping to capitalize on both tourism revenues and the other direct and indirect economic benefits of hosting international sporting events.

Toronto, as is well known, has bid for the 2008 Summer Olympics. It is up against some strong competition from Beijing, China, which is counting on an Olympic event to strengthen China's profile worldwide.

On the winter side, Vancouver-Whistler is bidding for the 2010

SPECIAL PEOPLE MAKE PRODUCTS SPECIAL

Communiqué began to publish this special monthly feature in September 2000; special people, indeed, do operate special products all over Canada that contribute in special ways to Canada's unique blend of tourism experiences. We invite our readers to submit their special story to *Communiqué*; tell us who you are, where you operate, where your markets are, how long you have been in business (3 years minimum), and what makes your product distinctly Canadian

Send to:

gaudreault.ghislain@ic.gc.ca

THIS MONTH'S FEATURE...



Jack Kelly is the Official Greeter for the Province of British Columbia and the City of Victoria. Known to tourists from the word over as "Captain George" (a reference to historical figure Capt. George Vancouver), he can usually be seen at his post at the Royal London Wax Museum in Victoria.

Captain George is a story teller in the costume of a sea captain from the era of his namesake, and entertains visitors with tales from the history of the west coast. Jack Kelly has been at it for three years, and says that he is probably the most-photographed individual in the Pacific Northwest. Although he has been invited to make appearances as a guest speaker all over Canada and the U.S., he has declined all offers to date. He loves his job right where he is.

He knows his position as official greeter is important to the tourism industry because he has the opportunity to treat visitors as individuals, and often assists them with specific personal quests, such as helping a man who collected military uniforms to get the information he needed to augment his collection.

Jack says that the market for his museum, city, and province is world-wide, and is convinced that the internet will play a big role in reaching these markets.

www.waxworld.com

Olympics. Both Vancouver-Whistler and Toronto have recently benefited from a \$2.5 million contribution from the Federal government toward to support the bid campaigns. The government contribution involves several government departments as well as the Canadian Tourism Commission.

In a joint press release issued April 6, CTC President Jim Watson said "tourism is one of the driving industries of the 21st century and the Olympics and Paralympics have always been recognized as significant boosts to tourism." Watson goes on to say that the federal support for the bids will be used to help market

Toronto and Vancouver "and indeed Canada as an ideal site to host the 2008 and 2010 Olympics."

On April 10, Montréal Mayor Pierre Bourque officially launched that city's bid to be host city for the seventh Gay Games. Held every four years, the Gay Games is considered the largest sport and cultural event in the world, in terms of participation. The games are planned for Montréal from July 29 to August 5, 2006 if Montréal's bid is accepted.

The Montréal bid, too, has Federal government support, from Economic Development Canada and Sports Amateurs Canada.

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