

TOURISM

CANADA'S TOURISM MONTHLY

March 2002

**Tourism travel deficit
lowest since 1986**

Industry Minister
announces investment
in Aboriginal tourism

Feature issue:
Ecotourism



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Editorial

by Peter Kingsmill



On the cover: Sea kayakers connect with nature in one of the many sheltered coves that are part of British Columbia's coastline, an ecotourism paradise.

Ecotourism: In Canada it comes naturally

Well-known Canadian broadcaster Rex Murphy once called ecotourism "travel with a Yuppie conscience". Perhaps he's right: Saskatchewan-based canoe operator Ric Driedeger remarks that "our guests used to legally catch a fish for lunch; now we are supposed to import a canned fish from anywhere else, as long as it isn't from here."

Ecotourism is touted as an alternative to mass tourism, and massive tourism business investment, in so-called "third world" countries. It reaches out to a growing tourism market that seeks a more in-depth experience in nature than sitting at a beach resort, and a deeper cultural experience than being served a tall cold drink by an underpaid local waiter.

Finding a definition of ecotourism has become akin to arguing how many angels can dance on the head of a pin. Every academic expert has a pet definition. Destination planners, tour operators, and conservation groups and agencies pick and choose and manipulate the definitions to fit their product development and management priorities. Most definitions, though, address two laudable goals: tourism should somehow contribute to the conservation of natural environments, and to the well-being of local people.

Laudable indeed. Few of us would care to be left alone for an hour, let alone a whole vacation, with someone who did *not* think these were noble goals. Whether or not these goals are being *met*, however, is quite another matter, and one that will be the source of much debate at Quebec City in May, during the *International Year of Ecotourism* (IYE) conference. Not every tourism destination, not every environmental group, and certainly not every cultural group, is very happy with the unrealized promises of ecotourism.

It is appropriate that Canada is the host country for the decade's major international conference on nature-based tourism. We have "coast to coast" nature product in a land with vast natural diversity and scant population. Whatever the perceived flaws, Canada's social, political, and economic structure involves a sharing of decision-making, and revenue. Whatever the shortcomings, Canada has long been a world leader in the protection of natural areas.

The archetypal ecotourist (if indeed there is such a critter) will be very much at home in Canada. 🍁

Peter Kingsmill, Editor-in-Chief

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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.



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The Great White (and Green) North

One of the many gems in the Canadian tourism industry's crown is Canada's North and near-North. Our three territories and the cities and towns of the northern parts of our provinces are filled with beautiful landscapes and hundreds of places to visit and explore. Over the course of the past several months, I have had the pleasure of visiting several northern cities and towns, and have come away with an even greater appreciation for this part of our beautiful country.

Last summer, I spent part of my vacation in Yukon when I flew to Whitehorse and drove up to Dawson City. Visiting Dawson City has been one of my travel dreams for years. Walking down the wooden sidewalks was like walking back in time. The beautifully preserved and restored buildings capture the imagination and spirit of this gold rush town.

From the *Gaslight Follies* to *Diamond Tooth Gertie's*, this is a tourism destination that should be visited by every Canadian who loves adventure and history. I look forward to talking to our new Yukon/B.C. Board Representative, **Nancy Huston**, about the exciting initiatives that are going on in the Yukon.

Later on in the summer, business took me to Yellowknife where I hosted a breakfast with the local tourism industry and was treated to a wonderful fishing trip on Great Slave Lake thanks to **David Grindlay** of NWT Arctic Tourism. I was joined by the CTC's Vice-Chair, **David Morrison** and I managed to catch two Northern Pike – not bad for a “city slicker”. Yellowknife is literally a gem of a city – the diamond capital of North America. The hospitality and friendliness of this city is still with me today, and I can see why our CTC Board member from the NWT, **Bob McLeod**, is so proud of his homeland.

From there, I travelled East to our newest Territory, Nunavut, and spent time with industry members in Iqaluit. The real thrill for me was to head north of the capital city to Pangnirtung, and explore a 19th century whaling station. The tranquility of Nunavut, coupled with the beauty of its unspoiled landscape is exactly why so many Europeans and Asians will soon discover our newest territory.

Finally and most recently, I had the pleasure of visiting Northern Ontario to speak to the first ever *Ecotourism Conference* in Sudbury. I then

travelled to Espanola and addressed over 100 tourism operators as a guest of the local M.P., **Brent St. Denis**. It was a wonderful exchange of ideas and suggestions on tourism marketing and product development and it was capped off with my first snowmobile ride in over 25 years through the beautiful woods of the near north. Again, the friendliness and generosity of my hosts were unmatched.

Every year, thousands of Asians and Europeans visit the North to snowmobile, dog sled, pan for gold, fish, view the northern lights or just take in the breathtaking scenery. My hope is that more Canadians make the effort to visit the great white and green North this year and discover its majesty.

My sincere thanks and farewell to retired CTC Board Members **Pat Corbett, Susan Bartlett-Nelson, Lucille Daoust, Craig Farrell, Grant Hooker** and **Donald Ziraldo**.

I would also like to extend a hello and welcome to our newest Board Members – **Charles Lapointe, Nancy Huston** and **Susan Leblanc-Robichaud**. 🍁

Jim Watson, President and CEO



Northward bound Jim Watson with hosts (left to right): Greg Logan (Nunavut Tourism); Joavee Alivaktuk (Alivaktuk Outfitting); and Sckayi Pswarayi (Nunavut Tourism).

Letters to the editor

Whale of a shot

What a great photo of Jack Hanna up close with a beluga whale (*CTC, Tourism BC lure film crew back to Canada*, December 2001 issue). But where can you find beluga whales in BC? Only at the Vancouver Aquarium, which is where Jack Hanna was in that photo.

You don't have to be “Jungle Jack” to get wild with the animals. Everyone can enjoy this unique and amazing experience with the *Vancouver Aquarium's Beluga Encounter Program*. Winner of Tourism BC's *Outside of the Box Award*, a Beluga Encounter allows visitors to wade in with the belugas.

We wanted *TOURISM* to be among the first to know that come July, one of our resident beluga whales, Aurora is set to give birth to a calf. We'll be sure to keep you posted!

Angela Nielsen
Public Relations Manager
Vancouver Aquarium
Marine Science Centre
Vancouver, British Columbia.

True underdogs

I received a copy of *TOURISM* the other day. The article on snowmobiling is twice as big as the article on mushing (November 2001). This is not by chance. Snowmobiling is the only winter tourism product that is considered legitimate.

Dogsledding has no multinational manufacturers employing thousands, who have the weight to influence government. Millions of taxpayers' dollars have been put into the development of trails. If a dogsled tour operator seeks funding for trails from the NOHF they are turned down because they are a business. Banks don't consider them a business because they are self-employed. Unlike snowmobiles, our 144 dogs cannot be stuck in the garage and forgotten until next winter. They cost thousands of dollars to maintain during the summer. Many obstacles, financial and otherwise, prevent dogsled tours from becoming more than a quaint distraction.

The most serious problem is that the tourism industry does not consider us a serious player. With the emphasis on filling the shoulder seasons, I cannot understand why. We have been providing dogsled tours for 10 years and have not seen any change in that attitude. 🍁

Doug Bruce
Raven's Watch Dogsledding/Eco Tours
Sundridge, Ontario
www.ravenswatch.on.ca

We welcome your letters.
Write to us at: tourism@ctc-cct.ca

Tourism travel deficit lowest since 1986

According to the international travel account preliminary estimates released by Statistics Canada, Canada's international deficit fell in the fourth quarter to its lowest level since the third quarter of 1986.

"Not only is Canada's tourism industry recovering more rapidly than expected from the aftermath of the September 11 events but it's also generated a record amount in foreign spending in Canada in 2001," said CTC President and CEO Jim Watson. "Furthermore, the country's international travel deficit in the last quarter is the lowest it has been in the last 15 years."

This drop is mainly attributable to a combination of factors, including a record of \$16.3 billion in total foreign spending in Canada for 2001, up 2.8 percent from the previous year. At the same time, Canadians spent \$17.6 billion on international travel, down 2.2 percent, and made 8.4 percent fewer trips outside the country. Additionally in 2001, travel spending by Americans increased by 5.9 percent compared with 2000, while Canadian travellers spent 5.4 percent less south of the border.

Fourth quarter results show the impact of September 11 events, reflecting the sharp decline in

spending by foreigners during this quarter. Further, on a seasonally adjusted basis, during the first three quarters the balance of payments decreased consistently, mainly due to a reduction in outbound travel. On an annual basis, Canada's international travel deficit reached \$1.3 billion in 2001, a decline of 38 percent (from a revised \$2.1 billion in 2000). This is the lowest annual travel deficit since 1986, when the World Expo was held in Vancouver.

"The CTC's ongoing marketing efforts along with its various initiatives to provide timely in-depth information and analysis, as well as

its prompt and comprehensive marketing and information programs following last fall's tragic events, are helping the industry weather difficult times and prosper," added Watson. "Our objective is to bring more Canadian and foreign travellers to discover and rediscover the splendour and wealth of our country and Canadians and Americans are responding to the CTC's invitation to live the myriad of experiences Canada has to offer." 🍁

For more information, Statistics Canada data is posted on www.canadatourism.com.

Industry Minister announces investment in Aboriginal tourism



Photo: Canadian Tourism Commission

Aboriginal tourism: Worldwide interest.

Industry Minister Allan Rock has announced that the Aboriginal Business Canada program is investing \$499,000 in Aboriginal Tourism Team Canada (ATTC), the national organization dedicated to developing and promoting Canada's Aboriginal

tourism sector. "There is great potential for Aboriginal cultural and eco-tourism in Canada," said Rock. "Today's investment helps reach that goal and is an excellent example of partnership between government and the private sector to build capacity and foster business growth in our growing tourism industry."

The funding supports a variety of initiatives, including completing a major study on the state of the Aboriginal tourism industry, amalgamating the business and marketing plans of Regional Aboriginal Tourism Associations and hosting the annual National Aboriginal Tourism Conference.

"Throughout the world, there is considerable interest in Canada's Aboriginal peoples and our diverse cultures," said Constance Jamieson, ATTC Chairperson. "This investment demonstrates that the Government of Canada is working with Aboriginal peoples to develop and maximize the potential of the Aboriginal tourism industry in Canada." 🍁

Concert Director to be tourism ambassador



Photo: Denis Drever, Canadian Tourism Commission

Pinchas Zukerman, Music Director of the National Arts Centre Orchestra (NACO), has been appointed Honorary Canadian Tourism Ambassador by CTC President Jim Watson. The world-renowned performer and conductor had earlier approached Watson and offered to help promote Canada during his many international visits. "I want to share the great story about how wonderful Canada is, and if I can talk to some of the leaders in the tourism community during my tour, I will be able to let them know first-hand the wonders of Canada as a premier tourist destination," Mr. Zukerman said.

"These guest appearances on the podium of many celebrated concert halls around the world will provide unparalleled opportunities to speak out on behalf of Canadian tourism," says Watson. During the various stops in his upcoming tour, Mr. Zukerman will meet with tour operators and travel writers and invite them to his concerts along with officials from the CTC's local offices.

Whenever possible, Mr. Zukerman will also invite those special guests back stage. The current tour of the newly appointed Honorary Canadian Tourism Ambassador will take him to Japan, Germany, the Netherlands, the United States and Italy. 🍁

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Canada hosts world ecotourism conference in Quebec City

Delegates from around the globe will gather in Quebec City for the *World Ecotourism Summit*, May 19-22, 2002. It is expected to be the largest-ever gathering of stakeholders in ecotourism development, and will be the key global event for the 2002 *International Year of Ecotourism (IYE)*. The event is an initiative of the World Tourism Organization (WTO) and the United Nations Environment Programme (UNEP); the Canadian Tourism Commission and Tourisme Québec are co-hosts of the Summit.

The Summit program will focus on reviewing the potential contribution of ecotourism to sustainable development. Delegates will have the opportunity to exchange information on best practices and lessons learned in sustainable planning, development, management and marketing of ecotourism.

UNEP and WTO have defined and adopted four discussion themes for the IYE. Workshops and discussions throughout the Summit will focus on:

- Ecotourism Policy and Planning: The Sustainability Challenge
- Regulation of Ecotourism: Institutional Responsibilities and Frameworks
- Product Development, Marketing and Promotion of Ecotourism: Fostering Sustainable Products and Consumers

- Monitoring and Costs and Benefits of Ecotourism: Ensuring Equitable Distribution Among all Stakeholders

A number of Canadian organizations will present a fifteen-minute address on each of the themes, ensuring a Canadian perspective for conference delegates.

All types of stakeholders – including central and local governments, ecotourism trade associations and businesses, non-governmental organizations involved in ecotourism and environmental affairs, academic institutions and experts and inter-governmental organizations and development agencies – are welcome to present their views and statements to the summit.

Registrants for the conference will receive an updated version of the Summit's final program including the names of all speakers, moderators and panelists of each plenary session and working group. In addition to the main conference program, delegates will be able to participate in exhibitions, intensive training courses, professional and academic meetings, and technical tours to ecotourism sites. 🍁

For information, visit www.ecotourism2002.org or contact the CTC's Frank Verschuren, Coordinator- Outdoor Tourism Product Development by email: verschuren.frank@ctc-cct.ca.



Quebec City: Host to largest-ever *World Ecotourism Summit*.

Whales online produces real ecotourists

by Patrice Corbeil



Whales Online: A hit with ecotourism industry.

The whales of the St. Lawrence River are a major Canadian heritage resource and constitute the foundation of a flourishing ecotourism industry. Less than a three hours drive east of Quebec City, the town of Tadoussac is the capital of this industry that attracts more than 300,000 tourists (50 percent Canadians, 40 percent Europeans and a growing number of Americans) each year.

Whales returning to the Gulf of St. Lawrence and its marine estuary each summer draw ecotourism enthusiasts into these regions of Quebec. Recently, *USA Today* lists the St. Lawrence as one of the top ten whale watching destinations in North America.

There is no lack of advertising, both by government agencies and the private sector, to promote this industry. To better prepare tourists for this experience and turn them into "real ecotourists", the Group for Research and Education on Marine Mammals (GREMM) created the *Whales online* web site.

This initiative by GREMM, a non-profit organization, was made possible by support from the Saguenay – St. Lawrence Marine Park, Alcan, Canada Economic Development,

and Le Québec maritime. *Whales online* has become the number one source of news and reference material about whales in the St. Lawrence, receiving 500 visitors daily.

Links to the *Whales online* home page can now be found on more than 500 tourism and nature web sites. St. Lawrence tourism operators, hotels, restaurants and cruise companies are making increasing use of this tool to enhance service to their clients.

Users can consult the *Whale News Network* map for recent sightings, identifying the exact location of various species. Information is provided by an observers network recruited from tourism operators. Also, more than 1,500 subscribers worldwide receive the *Whale News Network* electronic bulletin every week.

The web site makes it possible for travellers to maintain a lasting link to this unforgettable experience. *Whales online* is a successful partnership that enhances the quality of the St. Lawrence whale watching ecotourism experience. 🍁

Patrice Corbeil is Director of Educational Programs, GREMM. For more information, visit www.whales-online.net.

Montreal host to outdoor tourism festival

Over the last ten years, the North-American ecotouring and adventure-touring industries have expanded significantly. The province of Quebec is certainly no exception and is a trail-blazer in the field, through its tourism product offering and its significant number of enthusiasts.

It is in this context that the scene is set for the first *Outdoor, Adventure, and Ecotourism Festival*, May 18-20, 2002. The event is created specifically for nature lovers to satisfy their passion for the outdoors and ecotouring.

Organizers claim that the festival reflects a dynamic cross between a trade show and a festival.

To suit the interests of participants and exhibitors alike, the festival is

being held in a natural setting at the Îles-de-Boucherville park. The park is a peaceful archipelago of greenery on the St. Lawrence River just outside Montreal. This environment offers a magnificent setting for meeting people and for accessing hiking and biking trails and even marine circuits.

Other than the park's usual admission charge, there is no extra cost for festival-goers to attend the event. Visitors may compare and even test sports gear used in hiking, canoeing, kayaking, camping, and biking. Organizers say the event will offer festival-goers an interactivity which they just cannot find at indoor shows. 🍁

For more information contact Stéphane Corbeil by email: stephane@espaces.qc.ca.



Photo: Canadian Tourism Commission

Riding a new wave in ecotourism.

Biosphere Reserve champions ecotourism ideals

by Daryl Adair

Few areas in Manitoba can boast having the large number of diverse ecotourism and nature experience attractions available at Riding Mountain Biosphere Reserve. The biosphere reserve was created in 1986 when all of the 18 municipalities that surround the Riding Mountain National Park applied for biosphere reserve designation under the United Nations Educational Scientific Cultural Organization (UNESCO).

Residents of the area felt it was important to work together for the development of a sustainable economy and to protect the biodiversity of the region. Today, Riding Mountain Biosphere Reserve Chairperson John Whitaker is proud of the work they do. "Operating on a \$5000 per year budget from Parks Canada, we are able to organize everything from one-day seminars on farm chemicals and beaver dam management, to a landscape change classification project," says Whitaker. "Our national association (the Canadian Biosphere Reserve Association) has been promoting the sustainable management of tourism through a CTC Product Club it began almost three years ago."

The Parkland Tourism Association office has worked with the biosphere reserve to compile a diverse list of tourism providers in the region. According to coordinator Kelly Swan, there are some 15 ecotourism and nature experience attractions that visitors can enjoy. A stay at

Jim & Candy Irwin's Riding Mountain Guest Ranch features tours to photograph the area's moose, elk, bears and other wildlife. Visitors can learn about how the First Nations lived off the land at the Anishinabe Village Camp and Cultural Tours at Lake Katherine. Birdtail Valley Outfitters take horse-guided tours into the park.

Earth Rhythms, created by former manager of visitor activities at the national park Celes Davar, is a company that stresses learning experiences rather than traditional visitor experiences. No guided tours or typical presentations here: partnering with the nearby Elkhorn Resort and a number of outdoor adventurers, the company offers customized corporate team building and incentive group travel with unique learning adventures.

Davar says that nearby Winnipeg is currently the primary market for Earth Rhythms products, but he is working hard to promote the region as a year-round destination into international markets (especially Mexico) through fam tours that have involved a number of partners including Air Canada and CTC sales representatives. 🍁

For information on Earth Rhythms email: earthrhythms@techplus.com. Writer Daryl Adair, a frequent contributor to *TOURISM* magazine, can be reached at daryla@mts.net.



Photo: Canadian Tourism Commission

The B.C. debate: Whose wilderness is it anyway?

British Columbia is famous for the untouched beauty of its back country, and now the provincial government is opening it up to dozens of applications from tourism companies that aim to capitalize on the untouched mountaintops, river valleys and glacier-fed lakes.

Provincial cabinet minister Stan Hagan said the government is acting on a campaign promise to untangle the red tape that once threatened to strangle small business. The provincial government has said it wants the backlog of applications eradicated by the end of the fiscal year and it has ordered all new applications to be fast-tracked. Hagan said his job is to strike a balance between protecting the environment and developing B.C.'s stagnant economy, claiming that voters in last spring's election campaign told him that previous governments have put too much emphasis on environmental protection.

Some hunters, anglers, small-resort owners and environmentalists are opposed to these new ventures and warn that B.C.'s prized frontier "could resemble a parking lot" unless motorized recreation is curbed. Most of the new applications offer motorized recreation, such as helicopter and caterpillar skiing and snowmobile and all-terrain-vehicle trips. Even the B.C. Wildlife Federation and its former "enemy" in resource access issues, the B.C. Guide Outfitters Association, have joined a coalition opposing unbridled development. 🍁

Celebrating Canada's mountains

by R.W. Sandford

Canada is a mountainous nation. Major mountain ranges exist in Eastern, Northern and Western Canada. The Laurentians, Appalachians and Long Range Mountains are among the oldest ranges of mountains on the planet. Spectacular mountain ranges are also found in the eastern Arctic on Baffin Island. Mount Barbeau, on Ellesmere Island in Nunavut is the highest mountain in North America east of the Rockies. Canada's tallest peak, Mount Logan, is part of the St. Elias Range that forms the boundary between the Yukon and Alaska.

During the *Earth Summit* conference in Rio de Janeiro in 1992, mountain areas were recognized as important planetary water towers and repositories of biodiversity and cultural heritage. The year 2002 was declared *International Year of Mountains* by the United Nations with the hope that countries all over the world would promote the conservation and sustainable development of mountain regions.

Canada is making a significant commitment to the celebration of the *International Year of Mountains*. This celebration is being mounted by Parks Canada and more than a hundred partners in and around national parks in Western and Northern Canada. Through this celebration, partners who support Parks Canada's heritage tourism strategy will have the opportunity to translate UN global objectives into messages that will engage Canadians and their guests in the understanding and appreciation of our mountains. These messages include the importance of mountain places to global ecological and cultural heritage, the role that predators like grizzly bears play as indicators of ecosystem health in mountainous areas, the fragility of mountain environments and resources, and the necessity of sustainable approaches to development in mountain areas.

This initiative will also celebrate how Canadians are working to ensure ecological integrity in our mountain



Photo: Canadian Tourism Commission

Canadian Rockies: Sustainable approaches to mountain areas.

communities, in and around our national parks and in surrounding provincial parks, protected areas and multiple-use provincial and territorial forest lands. 🍁

For information visit Canada's IYM website at www.yearofmountains.ca, or contact Bob Sandford, email: sandford@yearofmountains.ca.



Photo: Canadian Tourism Commission

Tourism security on Yukon agenda

Tourism security expert Dr. Peter Tarlow will be returning to the Yukon to be keynote speaker at the Tourism Industry Association of Yukon Annual Conference, April 18 - 20, 2002. Tarlow is the author of several books and publications on tourism safety; and is head of security for the U.S. Bureau of Reclamation, Department of the Interior. This is the Texas A&M University professor's second appearance in the Yukon in two years; in 2000, Tarlow presented a workshop on "Enforcement and Security in a Tourism Environment" to law enforcement agencies including Parks Canada, the RCMP, and conservation and fisheries officers.

Following the terrorist attacks in September 2001, the RCMP and the Canadian Tourism Commission together arranged for Tarlow's message on safety and security to be delivered to Product Club managers from across Canada at their annual meeting in November in Ottawa. His message underscored the need to provide visitors with safe and secure destinations, especially in unsettled times which, in his view, are not about to "normalize" in the near future. 🍁

Ecotourism in Toronto

The Green Tourism Association in Canada's largest city is the first to focus on the development and promotion of urban green tourism (ecotourism in the city). Proponents of urban green tourism are not found only in Toronto. Rachel Dodds, manager of marketing and business development for the association, was a keynote speaker at the world's first urban ecotourism conference held in Israel this past December, in preparation for the *International Year of Ecotourism* in 2002.

The Association's mission is to "develop and cultivate a green tourism industry within the Toronto region; an industry which is ecologically sound, fosters appreciation of and respect for diverse cultural and natural heritage and strengthens local economies and communities". 🍁

For more information about Toronto's Green Tourism Association visit www.greentourism.ca.

EcoAdventures logo and promotional text. The logo features the word "EcoAdventures" in a stylized font with a circular graphic element. Below the logo, the text reads "FIND YOUR SELF HERE". There are four small images showing outdoor activities: a person hiking, a person on a bicycle, a person on a boat, and a person's face. The background is a scenic view of a lake and forest.

Discover the natural beauty and diverse cultures of northern Quebec and Ontario. Experience our high-quality outdoor and learning adventures and you will be amazed by what you find.

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Ice climbing: Mountains not included.

Superior ice climbing

Ice climbing is growing in popularity as a winter adventure product. The second annual *Montreal River Ice Festival* offered some 35-ice climb opportunities to over 50 participants. Following the release in 2001 of the new "Superior Ice" guidebook from Granite publishing, many climbers are visiting the area from Michigan, Ohio, Indiana and Illinois.

and attracted over 800 climber/days. This area, where a total of 86 ice climbs have formed on the granite cliffs between Batchawana Bay and the Agawa River, is quickly gaining a reputation as the "Promised Land for Ice Climbing".

For information visit www.climbingcentral.com.

The 2001 ice climbing season was the first for climbing in the region,

Marine conservation areas add to park inventory

More than a century ago, the federal government created the first national parks system in the world. Today, Canada's national parks exemplify the country's commitment to nature and now legislators have moved forward to protect and promote the extraordinary marine heritage of Canada's ocean coasts and the Great Lakes.

Legislation passed in November, 2001 permits the establishment of a representative system of marine conservation areas to help maintain marine biodiversity, to promote world class ecotourism, and to provide opportunities for all people to understand, respect and enjoy Canada's majestic marine life and seascapes. A system of 29 marine conservation areas, when completed, will stretch from the Strait of Georgia and the Queen Charlotte Shelf through the Arctic Basin and Hudson Bay, through the Grand Banks and the Bay of Fundy and throughout the five Great Lakes.

Once created, a new national marine conservation area cannot be undone without a public vote in Parliament. According to Heritage Minister Sheila Copps, "The creation of each new marine conservation area will require consensus building and a partnership with provinces and territories, Aboriginal peoples, local communities, resource industries, and tourism operators."

Canadian Sport Tourism Alliance

SPORT EVENTS CONGRESS

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Technology connects people with nature

One of Canada's newest tourism centres has educated and entertained thousands of visitors with an innovative application of technology while connecting people with nature. The Canadian Ecology Centre (CEC), an educational and forest research facility situated within Samuel de Champlain Provincial Park near North Bay, Ontario, has designed a nocturnal "experience" combining state-of-the-art night vision and parabolic sound technology with a walk through the woods.

The hike features a hands-on, experiential use of these technologies. Participants search the forest for life-size cut-out animals, while a CEC programmer explains various ecological messages related to habitat, species characteristics and conservation. "We have discovered that these exciting and entertaining technologies help people to connect with nature," said Bill Steer, Director of Education and Ecology.

"Programming doesn't stop at the end of the day. People are 'wowed' by the night vision. Most say it's better than TV."

Digital cameras are also employed during the day. "Visitors have the ability to share their experiences daily with home through the fast internet connection and computers that are found in every cabin. Our video cam allows them a visual connection with home. Most people can't believe this exists in the middle of a natural environment park. We have a full-scale computer lab with 21-inch screens where the would-be photographers can modify their images, print or save them."

Global Positioning System (GPS) programs are another popular program with visitors. "GPS and digital maps are becoming part of our lives," said Mr. Steer. The CEC has not forgotten about the cultural component of its location on the



Connecting people with nature.

Mattawa, a Canadian Heritage River. An evening drumming program offers a hands-on musical experience, and participants can create and take away with them their own work of art (a paddle).

Secondary school science and environmental credits, children's camps, and programs for business meetings

and small conferences round out the Centre's services. It takes advantage of partnerships with Elderhostel, Arts in the Wild, the Canadian Tourism Commission and the Ontario Tourism Marketing Partnership. 🍁

For more information visit www.canadianecology.ca.


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A new frontier for sustainable tourism? by Allen Edzerza



Photo: Terry Parker, courtesy Northwest Territories Arctic Tourism.

Sustainable tourism in Yukon and Northwest Territories key issues.

'*Kayeh nan*', which translates into "traditional homeland of the Kaska Dena", offers an exceptional opportunity to practice time-honored, traditional values and customs while living with the contemporary social

and economic benefits of a sustainable economy. I have been taught that both activities are compatible, mutually supportive and essential to our survival as a people.

This traditional Kaska Territory is a vast 145,000 sq. km. treasure that includes some of the most distinctive biodiversity on Earth. It is also home to the biggest concentration of large animals in the world, including 22,000 moose, 4,000 caribou, 15,000 elk, 7000 stone sheep and Canada's highest density of grizzly bears.

In the center of the Kaska Nations' territory is the 4.4 million hectare (the size of Nova Scotia) *Muskwa-Kechika Management Area*, the largest publicly administered district in North America. Scientists have also told me that this land could eventually support a \$500 million/year oil and gas sector, as well as exceptional mining and forestry development.

This is the remarkable, yet challenging mosaic on which the Kaska

Dena must protect their culture, maintain a lifestyle, conserve communities and build a stable economy for future generations.

I am Tahltani. However, over the past 3 years I have had the honour to work under the leadership of the Kaska Dena and in particular, Mr. Dave Porter, former Yukon Minister of Tourism and Renewable Resources, to shape a strategic eco-development initiative that will benefit the 5 communities of '*Kayeh nan*' as well as the economies of B.C. and Yukon. Sustainable tourism, including ecotourism, educational and adventure travel and aboriginal culture tourism have become a founding principle to our economic future.

This spirit of cooperation and partnership has recently extended to the launch of our integrated *Kaska Sustainable Tourism Planning And Development Model*. This Kaska initiative has captured the attention of several important partners including the governments of Canada, B.C. and Yukon, local industry

(Foothills Pipeline) and the Canadian Tourism Commission. Unlike the typical, or what we call 'mainstream' planning and development models, our approach is based on the traditional knowledge of the Kaska Dena as it applies to the contemporary responsible business practices that we intend to implement throughout '*Kayeh nan*'.

At the core of our tourism program will be an "eco-village" (Liard Hot Springs) planned, constructed and operated on green management practices and using current energy and water conservation technologies. Located on the Alaska Highway, it will become our operational showcase for sustainable business within the context of our traditional ecological values. The Kaska intend to share this visionary, yet practical sustainable tourism development process with Aboriginal and non-native communities across the Americas. 🍁

If you wish to follow our progress over the coming year please feel free to contact allen.edzerza@yt.sympatico.ca.

Ecotourism in Quebec

Interview with Richard Legendre, Minister responsible for Youth, Tourism, Recreation and Sport

TOURISM - Mr. Legendre, the City of Quebec will be hosting the first *World Ecotourism Summit* from May 19 to 22, 2002. Can you talk to us about the importance of the ecotourism industry for Quebec?

Richard Legendre - Quebec has always drawn tourists with its many scenic beauties and attractions. Tourists are fascinated by the size and beauty of our great outdoors. The management and development of our park system bears witness to the importance Quebec places on this.

The concept of ecotourism as such, consisting of educational and interpretive activities focusing on natural resources, is as new to Quebec as it is to the rest of the world. The concept really got off the

ground with five regional tourism associations in Québec Maritime, which have devoted considerable efforts to it over the past few years. Since then, a real movement and synergy have grown up around the concept.

TOURISM - What about product diversity?

Richard Legendre - For the time being, the product is concentrated in the islands and on the banks of the St. Lawrence. Whale watching and the movement to conserve this resource immediately come to mind. The Saguenay – St. Lawrence Marine Park is a fine example of cooperation bringing together education, conservation and local spinoffs for shoreline residents.

As well, there is a growing trend on the part of Quebec parks to organize educational and interpretive activities in the areas they administer. This is becoming a major preoccupation. The ecotourism concept also encompasses a major natural and cultural



Photo: Tourisme Québec

Richard Legendre

heritage preservation component. I am thinking particularly of Aboriginal cultures which have a major presence around the world where ecotourism is developing. The 11 Aboriginal nations living in every part of Quebec, the majority of whom have retained their language and Aboriginal culture, are a major attraction for ecotourists.

TOURISM - What role has Tourisme Québec played in developing ecotourism in Quebec?

Richard Legendre - It has played a leading role, and I can assure you

that we will continue to do so in cooperation with other industry players. In the past few weeks we have adopted a Quebec definition of ecotourism and an "ecotourism" quality standard that will enable our tourism operators to meet clients' continually rising expectations. I will also ensure that Tourisme Québec draws up an ecotourism development strategy over the next year.

The announcement of the first *World Ecotourism Summit* has proved to be an extraordinary motivator for Quebec ecotourism promoters and for Tourisme Québec, and also a catalyst for stakeholder cooperation. The prospect of promoting Quebec's scenic beauties and working with world leaders in the industry is an unprecedented opportunity for Quebec. Our expectations are high that the Summit will help position Quebec as an exceptional, unique ecotourism destination. 🍁

Guides enhance the adventure tourism experience by Arden Redfern



Photo: Canadian Tourism Commission

The tourism experience: Guides needed.

With all of nature's bounty, the great outdoors is increasingly becoming the "vacation of choice" for tourists seeking escapism from the hustle and bustle of the "urban jungle." The number of nature and adventure tourists, as well as ecotourists, is growing significantly throughout the world. In terms of numbers of visitors, this form of tourism accounts for a larger proportion of international clients than any other Canadian tourism product.

With this significant growth comes the demand for knowledgeable and skillful guides who can ensure this form of tourism is rewarding, safe and enjoyable. The Canadian Tourism Human Resource Council (CTHRC) is helping to fulfill the demand for qualified guides by providing guidelines for the Outdoor Adventure Guide occupation. Set by industry professionals, the guidelines describe the necessary performance, skills, experience and knowledge required to be an effective guide. They include professionalism and leadership skills, environmental awareness and responsibility, knowledge of survival techniques, the ability to provide skilled cultural interpretation and/or animation, and knowledge of safety and risk management.

The guidelines and professional certification programs are being used across Canada to enhance the adventure tourism product. In Saskatchewan, 250 Freshwater Angling and Hunting Guides have registered for certification over the last five years through the Saskatchewan Tourism Education Council, a founding partner of

CTHRC. And in Québec, the Conseil québécois des ressources humaines en tourisme and Aventure Ecotourisme Québec are working together to offer a Professional Certification program to Outdoor Adventure Guides. These programs are based on national standards.

After retiring as a military police officer, Howard Hennessey enrolled in the Discovery North – Centre for Business and the Ontario Tourism Education Corporation's Outdoor Guide Training Course, which incorporates CTHRC's Outdoor Adventure Guidelines. Upon completion of the course, Mr. Hennessey went on to become proprietor of Paradise North Guide Service, which offers wilderness adventure as well as "stress buster" packages in Elliot Lake, Ontario. The *Paradise Discovery* package provides "hands-on learning" with camping, orienteering (use of map and compass), wilderness survival, resource management, water purification instruction, basic fishing techniques, wildlife/track identification and wilderness cooking. Hennessey believes the success of his company is a result of its unique offering and his knowledge of the area, which he interprets for guests. "Elliot Lake has a rich history of First Nations, mining and logging which I'm able to share with my guests in combination with the outdoor activities and wilderness instruction. This is particularly attractive to international guests who embrace Canadian culture and history." 🍁

For further information visit www.cthrc.ca or telephone 613-231-6949.

Market programs merge

The CTC Europe and Latin America marketing programs have been merged. The decision was made following a business case review and with the approval of the CTC Board; CTC operations drew to a close in Argentina at the end of 2001, and the new Europe/Atlantic program includes the United Kingdom, Germany/Switzerland, France, Italy and the Netherlands, (Mexico and Brazil). Sylvie Lafleur of CTC's Ottawa staff is now responsible for the Europe/Atlantic program.

The merger has resulted in changes to the Europe and Latin America Working Committees (formerly known as Executive Committees). Chaired by Sylvie Bourget (Vice-President Marketing at Air Transat), the main committee is called the "Europe/Atlantic Working Committee" and has 11 members from different sectors of the Canadian tourism industry. What was the Latin America Committee is now the "Europe/Atlantic Sub-Committee", with six members, and is chaired by Alfredo Rost (President of Incentours).

"Our goal is to maintain Canada's market share at 7.7 percent, level of visitors at 2.6 million and receipts at 2.9 billion, as well as to continue to promote Canada as a four-season destination," says Sylvie Bourget.

The new Working Committee Members are: Réjean Lafleur, Director for the overseas markets at Tourism Quebec, Eugene Zakreski, President and COO of the OTMP, Steve Del Bosco, Vice-President, Marketing at Via Rail Canada, and Pierre Germain, Director of Marketing at Yukon Tourism.

Dayna Lembecke, Manager Market Development, Leisure Travel at Tourism Vancouver, Michel Gagné, Market Manager at Tourisme Québec, and Roz Casey, Director, Destination Awareness Overseas at Tourism Whistler have all accepted the invitation to join the sub-committee. 🍁

Adventure and alpine risk management

The Canadian Tourism Commission has released a publication aimed at risk management for operators offering high-risk tourism products. The *Risk Management and Insurance Guide For the Adventure, Ecotourism and Alpine Skiing Industries* was developed by RM Solutions in conjunction with Cameron and Associates Insurance Consultants.

The CTC hopes that this guide will provide a better understanding of risk management and insurance

concepts for tourism operators and thereby assist them in obtaining insurance coverage that is both responsive and cost effective. The publication has been reviewed by operators in these businesses who have been very positive about the content. 🍁

To obtain a copy, contact the CTC Distribution Centre at 613-954-1724. Email: ctcdistributioncct@ctc-cct.ca. The guide is also posted on the CTC website at www.canadatourism.com.

Preparing a green management strategy

One of the characteristics that differentiate an ecotourism operation from a conventional nature-based travel company is the degree of "green" procedures and practices. Most would argue that, by definition, an ecotourism supplier must have a functional environmental policy, which is supported by a variety of environmentally responsible practices.

One such company, *ECOadventures*, a northern Quebec ecotourism and adventure travel operator, realized the importance of preparing a corporate Environmental Policy and Green Management Strategy. With financial support from a regional school commission, *ECOadventures* retained the services of ecotourism planning consultant James MacGregor to design and deliver a 5-day strategic planning workshop for its staff and regional partners. "I wanted to offer a training program that provided our company with an 'Action Plan' for green management as well as instill in the par-

ticipants an understanding of the knowledge and practices that constitute environmental stewardship in the travel industry," said MacGregor.

"The crucial element in the preparation of a green or sustainable tourism development plan is to identify all the various opportunities throughout the company where the practice of environmental awareness, education and responsibility can achieve the desired results, over a defined time frame, and within the established budget," said MacGregor.

The workshop, delivered at the Norwood Environmental Education and Conference Center, was part of a 40-day training program that also included search and rescue and visitor safety. 🍁

For information contact James MacGregor at ecoplannet@sympatico.ca or visit www.ecoplannet.com.

International meeting planners coming to Toronto by Martha Plaine

Meeting Professionals International (MPI) has scheduled the popular *World Education Congress* for July 21-24 in Toronto, and 3000 delegates are expected to attend. MPI is a network of 19,000 meeting planners from the United States and Canada, Latin America, Europe, and Japan. Based in Dallas, Texas, MPI is known for its dedication to education and high standards of professionalism. There are seven MPI chapters in Canada.

While MPI frequently schedules smaller events in locations outside the United States, it is unusual for MPI to pick a non-American destination for the *World Education Congress*. The choice of Toronto is an expression of MPI's confidence that Canada has the strength and capability to manage a large scale meeting and to do it flawlessly. A large gathering of influential decision-

makers from the meeting sector is a golden opportunity for Toronto, Ontario, and all of Canada, according to Barry Smith, President and CEO of the Metro Toronto Convention Centre. "An event such as this is really the largest familiarization trip in the meetings industry," he explains. "This is a chance to showcase Canada and demonstrate why we are such an attractive choice as a meeting destination."

The benefits of hosting an event of this magnitude extend beyond Toronto's borders, and Bruce MacMillan knows this from experience. MacMillan is Vice-President for Marketing and Digital Services for MPI, and until recently he worked with Tourism Vancouver which hosted smaller MPI conventions in 1994 and 1999. In the years following the MPI events in Vancouver, the city and the

CTC EVENT HIGHLIGHTS APRIL-MAY 2002			
DATE	EVENT	LOCATION	CONTACT
April 11	CTC Media Events in USA Media Dinner	San Francisco USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com
April 28-30	Canada Media Marketplace, 2002	Pasadena, CA USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com Judy Love-Rondeau judy.rondeau@ctc-us.com
May 16	U.S. Leisure & Media Calendar Media Dinner	Boston USA	Ralph Johansen ralph.johansen@ctc-us.com
May 21-23	CTC-Events in Europe European Incentive and Business Travel and Meeting Exhibition with Conferences (EIBTM)	Geneva Switzerland	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca



Toronto: An attractive choice as a meeting destination.

entire province of British Columbia gained. They recorded a significant amount of new business that directly resulted from contacts made during the events. MacMillan says that Canada as a whole profited: "The majority of delegates came from the U.S. and many had never visited Canada before. They had the chance

to really touch and experience Canadian product." 🍁

For more information, visit www.mpiweb.org, www.mpiweb.org/education/wec/, or contact Leslie Wright, Executive Director MPI Toronto office, at 905-567-9591.

Tourism spending in parks: The Algonquin Park example

by Margaret E. Bowman and Paul F. J. Eagles

Sources of Economic Impact	Labour Income	Gross Domestic Product (GDP)	Employment (FTE)
Infrastructure	\$0.7 million	\$0.9 million	15
Wages and Salaries	\$3.4 million	\$3.9 million	111
Goods and Services	\$0.8 million	\$1.2 million	23
Visitors	\$8.1 million	\$11.9 million	301
Total	\$13.0 million	\$17.9 million	451

Increasing interest exists in developing widely-accepted standards for assessing the contribution of parks to Canada's economy.

A standardized tool to assess the provincial economic impacts of parks in Canada was developed by Parks Canada and refined by the Department of Canadian Heritage in collaboration with the Federal Provincial Parks Council. The *Provincial Economic Impact Model* (PEIM) is a user-friendly computer model intended for trained analysts as well as managers of heritage sites or cultural events. The main inputs required for the model are park budget data and visitor spending data. The model generates direct and indirect impacts for labour income, gross domestic product and employment.

The PEIM was applied in a study by Bowman (2001) in Algonquin Provincial Park, Ontario. The Canadian Tourism Commission, the Department of Canadian Heritage and Ontario Parks provided funding for the study. Expenditure data for five distinct visitor types to the park were collected through detailed visitor surveys in 1999 and 2000. Average amounts spent per person-night for each visitor type were multiplied by yearly park visitor numbers to generate estimates of total annual spending for each visitor type. Annual spending for five visitor types studied was estimated at approximately \$20 million.

Day visitors contributed most to the total spending (38 percent) with an estimated \$7.7 million spent (\$710 per group per trip, or \$208 per person-day). Next closest were car campers at 24 percent whose spending totalled \$4.8 million (\$540 per group per trip, or \$28 per person-night). Similarly, interior visitors spent \$4.1 million, or 20 percent of the combined total (\$450 per group per trip, or \$29 per person-night). Lodge visitors had the highest average per person-night expenditures (\$1,600 per group per trip, or \$118 per person-night) of these four visitor groups, but only contributed to 14 percent of total annual spending (\$2.8 million) due to smaller numbers.

Budget data for the park and for the *Friends of Algonquin* were also collected for this study. The table summarizes the combined direct and indirect provincial economic impact generated by organizational and visitor spending.

The provincial economic impact generated by park expenditures, *Friends* expenditures and expenditures by five visitor types was \$13 million in labour income, almost \$18 million in GDP and 451 person years of full-time employment. This is a conservative estimate. Cautious figures were used in calculations, and assessing the impacts generated by dozens of concessions that operate within the park boundaries was beyond the

scope of this study, as was measuring spending by bus visitors and summer camp users.

The process of calculating total annual visitor spending estimates

raised some important issues associated with sampling procedures, consistent decisions for data treatment, park visitor counting and different units of measurement. Numerous complexities associated with generating results in a consistent and accurate manner were explored. This is the first time precise calculations have been conducted for Algonquin Provincial Park, and it is hoped that other parks will follow suit. 🍁

For more information contact Dr. Paul F. J. Eagles (email: eagles@healthy.uwaterloo.ca) or Margaret E. Bowman (email: mebowman@healthy.uwaterloo.ca).

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September 2002	Autumn Fairs	July 29, 2002
October 2002	Airports: Gateways to Tourism	August 26, 2002
November 2002	Cultural and Show Tours	Sept. 30, 2002
December 2002	Canada's Shopping Destinations	October 28, 2002

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TOURISM

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Travel industry report released

Travel agencies and tour operators have critical distribution network roles in the tourism industry. Gross revenue increased by 3.8 percent in 1999 to reach \$11.4 billion. The results are based on the latest figures from the *Annual Survey of Travel Arrangement Services*, released by Statistics Canada.

Over 5000 travel agencies provided multiple services to travellers, such as ticket sales, travel planning, and reservations for accommodation and transport services. Net revenue came from supplier commissions (airlines and tour operators). In 1999, net travel agency industry revenue declined by 2.8 percent from the previous year to \$1.72 billion. Significantly, 46 percent came from airline ticket sales. Tour package commissions represented 33 percent of total revenue. Service fees collected (1.2 percent), although small, increased by nearly 20 percent.

Ontario and Quebec generated nearly 67 percent of the industry's total revenue. Over half (60 percent) resulted from pleasure travel sales

to households, while 37 percent was derived from business and government travel.

In 1999, there were close to 1,000 establishments in the tour operators/wholesalers industry. Tour operators purchase a range of tourism products (hotel rooms, airline tickets, bus tours, entry to attractions, etc.) and organize packages for resale to consumers either directly or through travel agencies. Heavily consolidated in the top 20 companies, they account for more than 63 percent of industry revenues.

Tour operator revenues grew by 10 percent in 1999 to reach \$4.7 billion. Tour operating activities produced 56 percent of revenues. Income from wholesaling activities was 44 percent. The industry is concentrated in Ontario, Quebec and British Columbia. These provinces generated 91 percent of total revenue. 🍁

For more information contact Adib Farhat at adib.farhat@statcan.ca.

Annual Survey of Traveller Accommodation

In 1999, the traveller accommodation industry generated \$11.4 billion, an increase of 2.5 percent over the previous year. A low dollar and favourable economic conditions contributed to continued industry growth. These findings, contained in the *Annual Survey of Traveller Accommodation* and released by Statistics Canada, represents the most up to date research available.

Hotels and motor hotels accounted for almost 80 percent of all traveler accommodation revenue. Almost one-third came from Ontario. British-Columbia was next at 20 percent, while Quebec and Alberta followed at 17 percent and 16 percent, respectively.

The profit margin (before taxes) for all establishments combined was 11.8 percent. Newfoundland experienced the greatest increase in profits from 6.3 percent in 1998 to

9.9 percent in 1999. This was largely due to strong economic growth in Newfoundland and a boost in tourism related to 50th anniversary events celebrating the province's entry into Confederation.

Room and guest accommodations generated the largest share of total revenue (59 percent), followed by food and non-alcoholic beverages (17 percent) and alcoholic beverages (14 percent). The most significant operating expense item continued to be salaries, wages and benefits at 30 percent of total revenue. 🍁

For more information contact Veronica Utovac at veronica.utovac@statcan.ca.

A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
TOURISTS TO CANADA			
From the U.S.	January-December 2001	15,528,846	2.0
By Auto	January-December 2001	9,889,006	4.6
By Non-auto	January-December 2001	5,639,840	-2.2
From Overseas - Total	January-December 2001	4,109,209	-7.4
United Kingdom	January-December 2001	849,048	-3.4
Japan	January-December 2001	418,445	-17.6
France	January-December 2001	360,661	-10.8
Germany	January-December 2001	341,118	-11.9
Hong Kong	January-December 2001	126,929	-10.4
Australia	January-December 2001	165,208	-5.3
Taiwan	January-December 2001	116,915	-28.6
Mexico	January-December 2001	150,292	5.1
Korea (South)	January-December 2001	142,843	6.8
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January-December 2001	13,518,159	-7.7
By Auto	January-December 2001	7,593,486	-4.7
By Non-Auto	January-December 2001	5,924,673	-11.3
To Overseas - Total	January-December 2001	4,832,116	7.0
EMPLOYMENT IN TOURISM			
Total Activities	Third Quarter, 2001	584,700	3.5
Accommodation	Third Quarter, 2001	174,300	7.7
Food and Beverage	Third Quarter, 2001	153,400	2.2
Transportation	Third Quarter, 2001	92,200	-1.4
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income per person	Third Quarter, 2001	\$21,139	0.5
GDP at market prices (current, \$ billion)	Third Quarter, 2001	1,077.7	-1.4
GDP chained (1997, \$ billion)	Third Quarter, 2001	1,022.9	-0.2
CPI (1992=100)	January 2002	116.2	1.3
EXCHANGE RATES (IN CDNS\$)			
American dollar	January 2002	1.6003	6.5
British pound	January 2002	2.2925	3.2
Japanese yen	January 2002	0.0121	-6.2
EURO	January 2002	1.4136	0.3

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.

NEW PUBLICATIONS

The following Asia market publications are now available from the CTC:

Southeast Asia : an overview of the outbound travel market and potential for Canada (2001) 0806

Research on the Chinese outbound travel market report (2001) 0805

The full text of these publications is available at: www.canadatourism.com under Industry Resources/Publications or contact the CTC Distribution Centre at: ctcdistributioncct@ctc-cct.ca Tel.: 613-954-1724

On April 15, 2002, the **Tourism Industry Association of Canada (TIAC)** will facilitate an *Air Travel Issues Forum* for tourism stakeholders. The forum's objective will be to inventory all air travel issues and define them. Participants will then discuss next steps and perhaps look at possible options for resolution. The *Air Travel Issues Forum* will be held in Ottawa and will involve tourism representatives, industry experts and government officials. Information on this timely and relevant initiative will follow shortly.

event is conducted in partnership with Tourism British Columbia and the Canadian Tourism Commission. Conference details are available at www.cariboo.bc.ca

In a survey of over 220 travel managers conducted by the **National Business Travel Association (NBTA)** this month, 74 percent say they are using new measures to reduce travel expenditures, targeting air travel (58 percent) and hotel costs (57 percent) as well as reducing non-essential travel and booking flights on "discount" airlines (51 percent).

Industry Association of America's (TIA) latest *Travel Confidence Survey* shows that 57 percent of Americans plan to take a leisure trip during the first six months of 2002.

National Tour Association (U.S.) roster of tour operator companies now totals 639. These members have passed strict guidelines to become eligible for NTA membership, including holding a minimum of \$1 million in errors

Almost one in five (18 percent) leisure travellers still say their future

As many as 6000 young **Australians** may be participating in the *2002 Australia Working Holiday Program in Canada*. The **Working Holiday Program** enables 18- to 30-year-old Australians to visit Canada on a *Working Holiday Visa* and work for up to 12 months while they are here.

Organizations and businesses specializing in adventure and ecotourism in the province of Quebec have joined together under one banner as **Adventure Écotourisme Québec**. The new organization has pulled together 130 businesses that represent a sector employing as many as 3,000 people, and will benefit from \$230,000 and \$195,000 contributions from the provincial and federal governments respectively. The combined adventure and ecotourism sectors in Quebec are growing at a rate of 10 percent per year.

According to an article in *The Yellowknifer*, **Yellowknife's** economy will still get a huge boost from Japanese visitors despite a possible slowdown in this year's numbers. Annually, the city hosts over 13,000 Japanese tourists. **Aurora tours** (northern lights viewing) account for 30 percent of the territory's tourist visitations. "There is a fairly large operation in town that people don't know about," said **Raven Tour's Bill Tait**. "We often get 150 (Japanese visitors) per night." Each tourist pays between \$1,500 and \$3,500 to visit the north, taking in dog sledding, snowmobiling, caribou-viewing tours, drum-dance trips and aboriginal experiences as well as the famous lights.

The **University College of the Cariboo's** third annual national conference devoted to adventure tourism will take place April 26 to 28, 2002 in **Kamloops**. The three-day

and omissions and professional liability insurance coverage and adhering to a strict code of ethics. All NTA tour operator companies also participate in the NTA's *Consumer Protection Plan*, which covers qualified deposits for packaged travel up to \$250,000 per member in the unlikely event of bankruptcy.

plans for leisure travel continue to be affected by the September 11 terrorist attacks in New York. The overall percentage of leisure travellers who agreed that the terrorist attacks were likely to influence their future travel plans showed only a slight decline from the level recorded in November (18 percent versus 22 percent), according to a national (U.S.) survey by **Yesawich, Pepperdine & Brown**. Nonetheless, the **Travel**

Simon Hudson, a professor of tourism at the **University of Calgary**, is writing a new book called *Marketing Tourism & Hospitality in Canada* and is looking for contributions to the book – from you. The book's target market will be mainly tourism and hospitality students and he would like to augment traditional marketing theory by including many real-life Canadian cases and examples of marketing in practice. Those interested can contact him at shudson@mngmt.ucalgary.ca

CHIP Hospitality's hotels across Canada will donate more than \$113,000 to help fight homelessness in their communities as a result of the success of the hotel management company's *Friends in Need* holiday season initiative. Thirty-five CHIP Hospitality-managed hotels in 29 cities across Canada offered special holiday season rates of up to 75 percent off, with \$10-12 per room sold going to local charities to fight homelessness.

For the second consecutive year **Metropolitan Hotels in Toronto** and **Vancouver** have received *Four-Star* designation in *The Mobil Travel Guide*. The highly regarded *Mobil Four-Star Award* honours properties for exceptional achievement in guest accommodation and attention to detail. 🌸

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Grant DeMarsh has been named president of the Signature Group. He is currently in charge of the company's tour operations and will continue to handle that in his new role, but will also be responsible for Encore Cruises and the company's retail divisions. He takes over for **John MacNeill** who is retiring to the United Kingdom.

In a recent cabinet shuffle, Premier Pat Duncan of the Yukon appointed the **Hon. Dale Eftoda** as Minister of Business, Culture and Tourism.



Stuart Belkin, chairman of Canadian Hotel Income Properties Real Estate Investment Trust (CHIP REIT), has announced that **Minaz Abji** will replace **Steven Bellringer** as president, effective March 1. Abji is currently executive vice-president and chief operating officer of CHIP REIT & CHIP Hospitality, the company's hotel management subsidiary.



Heather Lawson has been named president of Travel Choice, Signature's full-service retail travel chain; **Rita Churchill** becomes the company's group human resources director; and **Mary Heron**, vice-president of business development, takes on the responsibility for the company's agency service centres and customer relations.



Susannah Cross has been appointed Marketing Manager for the University Golf Club in Vancouver. Susannah's strong marketing background includes positions held at 7-Eleven Canada, Cascadia Brands – Granville Island Brewing and Furry Creek Golf & Country Club.



Terry Thorsteinson has been appointed Business Development Manager of Cascadia Destination Management's new Vancouver office. Formerly National Sales Manager with Carlson Incentives Meetings Conventions, Terry has over 18 years experience in the meetings and incentive travel industry. The Canadian Institute

of Travel Counsellors welcomes **Ballu Thakur** as Seminar & Events Coordinator the institute's Toronto office. He has worked for over 13 years in the hotel industry in places such as Orlando Florida, Osaka Japan and Geneva Switzerland.



The Canadian Tourism Commission continues to expand its service to the

ranging from Public Works Canada to JDS Uniphase.

Christine Deschamps has joined the CTC Ottawa staff as Administrative Assistant for the offices of the Senior Vice-President, Marketing and Sales, and the Chief Operating Officer. **Patrick Pichette** has been engaged to the newly created position of E-Marketing Officer. Patrick has been working with the

include ensuring the production of the annual strategic plan, the operational plans, the corporate plan, and the annual report. He will also advise on the planning cycle regarding the submissions of any memoranda to cabinet, treasury board and other planning documents. Tom will continue to assist Patrick Gedge, Senior VP Marketing and Sales, on various projects such as China, and the major media-public relations exercise in the US.

Susan Kussow is the new Director of Meeting & Incentive Travel Sales. Susan brings to the CTC more than 25 years of experience in the tourism industry, including seven years as Director of Sales for Sheraton Hotels and two years in the same position for Hyatt Hotels and Resorts. For the past three years she directed the sales efforts in the Los Angeles office for Starwood Hotels and Resorts. She will continue to be based in that city, operating from the CTC's L.A. office.

After serving as the CTC's Director of Communications, which included guiding the transformation of *Communiqué* to *TOURISM* magazine's current format, **Pierre Gauthier** has accepted the challenge as the Crown corporation's new Executive Director, Business Development. In this crucial role, he will be responsible for developing traditional and non-traditional partnerships. A critical part of his duties will be to ensure that the CTC continues to achieve the 1:1 (CTC:Industry) ratio established since the Commission's creation.

Charles Jamieson has joined the CTC as Executive Director, Human Resources. Charles has been working in the Human Resources profession for the past sixteen years in both the public and private sectors. Previously, he was a labour relations specialist with Canada Post Corporation and a senior staff relations advisor and senior policy analyst with the House of Commons. Most recently, Charles was Director - Labour Relations/Human Resources with First Air, which was named one of Canada's 50 Best Managed Companies. 🍁



Photo: Tourisme Québec

Hiking in Gaspé.

industry and has made a number of staff announcements.

Yolaine Dupont has joined the CTC's U.S. marketing team based in Ottawa. She comes to the Commission from Turkel Schwartz & Partners in Miami, where she has worked on accounts such as the Greater Miami Convention and Visitors Bureau and the Peabody Hotel Group. Yolaine is originally from Quebec, where she studied at Bishops University and Université Laval. **Normand LeVoguer** and **Monique Pitre** have joined the CTC's Procurement team. LeVoguer brings over 15 years of experience in Federal Government communications procurement and is a Marketing graduate from Algonquin College. Pitre has over 20 years of experience contracting for both goods and services for organizations

CTC web programs for several months, carries a Bachelor of Commerce degree and a post graduate diploma in Applied Information Technology.

Joanne Richard has been selected as the CTC's Manager, Board Affairs. Joanne joins the organization from the Royal College of Physicians and Surgeons of Canada, National Specialty Societies Management and Liaison Office. Over the course of the past five years, she has worked with the Boards of national medical specialty societies, providing management services for all aspects of their operations.

Moving from Marketing and Sales, **Tom Penney** becomes the CTC's Vice President Planning, responsible for managing the CTC planning cycle and all its elements. These

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