

TOURISM

CANADA'S TOURISM MONTHLY

May 2002



Industry recovers from fourth quarter decline

Marine Liability Act concerns operators

Features – Canada's waterways

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Editorial

by Peter Kingsmill



On the cover: Banff Alberta is an example of the richness of our vast waterways resource.

Water-more than a drink

A prominent footnote on the menu reads: "In order to conserve earth's resources, we only serve water when requested by the customer." Within moments, a server arrives and cheerfully splashes more than full servings of ice water into two glasses and the tabletop. With a smile, I called her attention to the menu footnote, and was thenceforth labelled as "difficult customer du jour"!



Water. Clearly one of the earth's most precious resources, and one for which Canada is widely known and envied. Canada's water resources have been so abundant in her lakes, streams and rivers that it is only recently that we have been paying any real attention to caring for this plentiful resource.

The tourism industry is in the forefront of some of these initiatives. This issue of *TOURISM* features several articles that reflect this leadership. The Ontario Marine Operators Association's *Clean Marine Partnership* has been established to encourage marina owners to be "eco-friendly" in their operating procedures. On the prairies, the three-province group that promotes the north and south Saskatchewan rivers as a tourist destination has its roots in watershed stewardship. The United Nations has proclaimed 2003 to be the *International Year of Fresh Water*, and the Canadian celebration for this is being spearheaded under a heritage tourism model that recognizes the value of water as a tourism resource.

And, of course, there is much more to our water resources than natural heritage. Inland waterways are part of our cultural heritage, providing food and transportation routes to Aboriginal people and settlers alike. Rivers, lakes, and canals have defined how we fought our wars, moved our produce, and built our communities. Some of Canada's most notable waterway attractions are National Historic Sites, and include the Rideau Canal from Kingston to Ottawa and even North America's earliest canal at Coteau-du-Lac, forerunner to the mighty St. Lawrence Seaway.



Meanwhile, back at the restaurant, the meal and coffee were excellent and I never did touch the cheerfully provided water glass. It made me realize how much we in the tourism industry still have to learn about conserving one of our most significant attractions – our water. 🍁

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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Bienvenue à tous les participants à Rendez-vous Canada!

Rendez-vous Canada (RVC), qui revient pour la 26^e année, est devenu la principale vitrine de l'industrie canadienne du tourisme, et la Commission canadienne du tourisme (CCT) est fière de travailler avec l'Association de l'industrie touristique du Canada (AITC) pour réunir sous un même toit vendeurs et acheteurs de produits touristiques.

Depuis cinq ans, RVC est confié « sous licence » à l'AITC, et a connu une expansion de près de 25 p. 100. Chaque année, comme les nouveaux acheteurs et vendeurs se rendent compte que les réunions et les possibilités de réseautage qui leur sont offertes dans le cadre de RVC constituent d'excellentes occasions d'affaires pour ceux qui font connaître et vendent le Canada, cet événement s'améliore.

La CCT a récemment prolongé de cinq ans le contrat conclu avec l'AITC au sujet de RVC, et nous savons que cette entente continuera d'être avantageuse pour les deux parties concernées. L'entente permet au secteur privé de diriger le salon, à l'AITC d'en tirer un revenu et à la CCT de demeurer un participant actif de cet événement.

Cette année, plusieurs de nos employés travaillant outre-mer et à Ottawa seront présents pour

rencontrer les fournisseurs et pour organiser des réunions personnelles auxquelles participeront plusieurs de nos groupes clients. Les membres du conseil d'administration de la CCT seront également présents puisqu'une réunion du conseil aura lieu à Halifax, à la fin de RVC.

Je félicite les provinces de l'Atlantique pour ce qui promet d'être un RVC des plus réussis!

N'oubliez pas votre bavette pour déguster du homard!



Au cours des derniers mois, j'ai eu le plaisir de conférer à plusieurs artistes canadiens bien connus le titre d'**ambassadeurs honoraires du tourisme canadien**. Ces personnes ont toutes en commun le désir de partager les merveilles du Canada, et de le faire connaître comme destination de choix au reste du monde. Pour répandre cette nouvelle, la CCT ne peut trouver mieux que de faire appel à des artistes canadiens réputés, tel **Pinchas Zukerman**, directeur musical de l'Orchestre du Centre national des Arts, notre premier ambassadeur honoraire du tourisme.

Récemment, le ministre de l'Industrie **Allan Rock** a attribué le même

statut honoraire à la star canadienne de la musique, **Jam Arden**. Sa composition remarquable *Waiting in Canada* était au cœur de notre campagne **Voyage Canada – On est vraiment bien chez nous**, laquelle a connu un immense succès.

En avril, j'ai eu l'unique privilège de conférer le titre d'ambassadeur du tourisme canadien à **Paul Anka**, artiste originaire d'Ottawa, connu à l'échelle internationale. M. Anka mérite bien cette nomination. Je sais qu'en sa qualité de grand artiste musical du Canada, il représentera admirablement bien l'esprit de notre industrie.

Nos ambassadeurs du tourisme s'engagent à « faire l'éloge » du Canada sur la scène internationale. Nous comptons bien rendre hommage à d'autres artistes dans nos démarches visant à assurer que le Canada soit toujours présent à l'esprit des voyageurs. 🍁

Jim Watson
Président-directeur général



Photo : Bill McCarthy, Commission canadienne du tourisme.

Fier d'être Canadien : Paul Anka reçoit la veste d'ambassadeur Roots du président de la CCT Jim Watson et de l'honorable Peter Milliken, président de la Chambre des communes.

Courrier des lecteurs

Le segment du tourisme en milieu sauvage du secteur touristique a récemment appris l'existence de la nouvelle **Loi sur la responsabilité en matière maritime**, adoptée en août dernier par le gouvernement fédéral. Nous venons d'examiner cette loi, qui a été adoptée sans consultation de notre secteur, et nous avons de graves inquiétudes à formuler.

Ma propre exploitation, qui est typique du secteur, comptera au sommet de la saison environ 100 clients par jour sur l'eau, dans des canoës et sur des radeaux. Selon

l'information reçue, j'aurai besoin d'une couverture d'assurance-responsabilité de 35 millions de dollars, au lieu de la couverture actuelle de 2 millions de dollars. Et la nouvelle loi m'oblige à trouver un assureur qui n'exige pas que j'utilise un formulaire de décharge de la responsabilité signé par le client, tandis que nos assureurs considèrent l'utilisation d'un tel formulaire comme la norme industrielle.

À l'heure actuelle, les gouvernements fédéral, provinciaux et territoriaux exigent que les exploitants possèdent une assurance au montant de

1 million de dollars pour les activités de pourvoirie. La nouvelle exigence ne concorde pas avec les normes et pratiques courantes de nos exploitations, et elle modifie le prix de notre produit en conséquence. Une augmentation de 3,500 p. 100 est intenable et ne reflète ni une connaissance de la réalité de l'industrie ni une connaissance des conditions dans lesquelles les exploitants exercent leur métier de bonne foi.

À titre de président du sous-comité du tourisme d'aventure de la CCT et en tant que président de la Wilderness Tourism Association

du Yukon, je suis alarmé de constater que nous n'avons pas été consultés ni informés de la prise de ces mesures. Au moment où toute exploitation touristique subit les répercussions du 11 septembre, cette nouvelle loi provoquera la disparition de nombreuses entreprises et une crise nationale de l'industrie touristique. 🍁

Neil Hartling
Nahanni River Adventures

Nous sommes toujours heureux de recevoir vos lettres. Écrivez-nous à : tourisme@ctc-cct.ca

Industry recovers from fourth quarter decline

Amid the turbulence of a gruelling year marked by an ailing economy and the tragic events of September, the Canadian tourism industry was heavily impacted in the fourth quarter of 2001.

According to the *National Tourism Indicators Quarterly Estimates Fourth Quarter 2001* released by Statistics Canada, total tourism expenditures, on an unadjusted basis, reached \$10.1 billion during that period. This is the worst quarterly decline (6.3 percent) registered in 15 years. For the first time, fourth quarter tourism expenditures were below that of the first quarter.

Adjusted for seasonality and inflation, real tourism expenditures for the fourth quarter 2001 dropped by 1.2 percent from the previous quarter. This decline results in part from the aftermath of the September 11 events, which contributed to a 7.8 percent decrease in the number of visitors, and a 3.1 percent decrease in foreign expenditures. The overall drop in expenditures is also attributable to other factors, including the global economic slowdown.

Despite these unfavourable conditions, the industry generated an impressive \$54.6 billion in total tourism expenditures for 2001, an increase of 0.9 percent over 2000.

After adjusting for inflation, this amounted to just a 0.1 percent decline.

“Tourism was affected world-wide last year,” said Jim Watson, President and CEO of the Canadian Tourism Commission (CTC). “The CTC’s prompt intervention in providing the industry with accurate, in-depth and timely information and analysis as well as in launching a successful marketing campaign to invite Canadians and Americans to travel to and within Canada was instrumental in stimulating tourism in Canada.”

Overall, international tourist travel to Canada in 2001 was down a modest 0.1 percent, reaching 19.6 million overnight tourists.

However, the travel sector is rebounding and recovering more rapidly than expected. Statistics Canada confirms that Canada’s international travel deficit fell in the last part of the year to its lowest level since 1986.

“Month after month, results are coming in indicating the appropriateness of our focussed actions in bringing more tourists to Canada. The CTC will rise to the challenge of promoting our country as the premier destination in an environment that is increasingly more competitive than ever,” stated Watson. 🍁



Photo: Wilderness Newfoundland Adventures.

Wilderness Newfoundland Adventures: Kayaks a different risk factor than passenger ships.

Marine Liability Act concerns operators

Canada’s water-based adventure tourism operators are worried that the new federal *Marine Liability Act (MLA)* may have serious implications for their sector. The Act, which came into law in August last year, precludes the use of waivers to “contract out” liability, and will set liability insurance requirements on a per-passenger basis. Transport Canada has recently engaged the Mariport Group, an Ontario-based consulting firm, to assess industry response to the legislation.

“Companies like ours use waivers as part of a proper risk management program,” says Stan Cook Jr., owner of Wilderness Newfoundland Adventures. “I worry that this new legislation may nullify their value (to prevent unwarranted insurance claims and lawsuits).”

There is also concern about the cost of obtaining per-passenger liability insurance for the adventure sector. While Steve Robillard of Argee Boat Cruises on Lake

Huron, and President of the Canadian Passenger Vessel Association, acknowledges that it has been the long-standing position of his association that insurance should be mandatory for operators of commercial passenger vessels, Cook points out that there is quite a different risk factor between a 40-passenger ship on a scheduled run, and 40 people in 20 different boats, often in different areas. “Perhaps Transport Canada doesn’t understand the huge numbers of small vessels like kayaks, canoes, and fishing skiffs that are out there, and the number of small operators that make up this whole adventure sector,” says Cook.

“I am concerned that Transport Canada has passed this legislation without broadly consulting the industry,” says Cook. “On balance, though, if properly implemented the new legislation could – and should – help substandard operators develop their product and adopt proper risk management procedures.” 🍁



Photo: Denis Drever, Canadian Tourism Commission.

Celebrating the Canadian Tulip Festival’s 50th Anniversary: CTC Chairman of the Board, Hon. Judd Buchanan (centre), made special presentations to (left to right) Canadian Tulip Festival President Joan O’Neill, Barbara Karsh, wife of the late Malak Karsh, the Festival’s founder, and Festival Executive Director Michel Gauthier.



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Celebrating the wonder of water

The United Nations has proclaimed 2003 as the *International Year of Fresh Water*. Canada's national parks and their tourism partners are already making plans to celebrate this important event.

The subject of water is of particular importance to Western Canada. Its management is becoming a potentially controversial subject nationwide. The Canadian celebration, to be called *The Wonder of Water*, will be guided by the organizing principles established in the heritage tourism strategy currently being applied in and around the Rocky Mountain National Parks.

The Wonder of Water is a learning initiative that will give partners tools to formulate water

management strategies in Canada or elsewhere. A heritage tourism strategy is being developed to establish goals and develop an expanded partnership that will allow Canada to show the world how much we care about where and how we live. 🍁

To become a partner in the Canadian celebration of the U.N. International Year of Fresh Water, or to sponsor a Wonder of Water event, please contact the coordinator, Bob Sandford at 403-678-4488 or sandford@yearofmountains.ca.



Photo: Canadian Tourism Commission.

Lake Louise Alberta: Water particularly important to Western Canada

Ontario waterways have it all



Photo: Canadian Tourism Commission.

Whitewater rafting: Ontario has highest concentration of freshwater in the world.

Whether your cruising preferences are lazy, active, or wet and wild, the Ontario Tourism Marketing Partnership Corporation (OTMPC) and its industry partners provide a diverse array of packages to make Ontario a tourist's 'nautical' destination. With more than 250,000 lakes and rivers and the highest concentration of fresh water in the world, Ontario is a refreshing cruising alternative.

"Our waterways are one of our biggest tourist draws," said Anne Marshall, spokesperson of the OTMPC. "Cruising Ontario's rivers and lakes provides countless opportunities for visitors to discover this wonderful province."

Every region of the province provides opportunities to cruise Ontario's waterways while experiencing the many cultural and leisure-based local attractions. The Rideau Canal extends from the National Capital region – where visitors can take in the Byward Market, the museums, and the Parliament buildings – to historic Kingston, home of Sir John A. Macdonald and Old Fort Henry.

The Trent-Severn waterway, which features 386 kilometers of rivers, channels and lakes spanning central Ontario, offers a variety of pre-packaged and customized cruises.

With *Paddling Ontario*, an outdoor/touring product, some of Ontario's top outfitters pool their resources to offer adventure traveller's a unique and active way to explore Ontario's waterways. *Just the Ticket*, a new theatre getaway product, features a Gananoque package that includes Thousand Islands Theatre tickets, one night's accommodation and a romantic dinner cruise.

For the adventure-seeking tourist, Ontario's waterways offer chances to get wet and enjoy the scenery. Visitors can brave a whitewater rafting adventure through twelve kilometers of roaring waves and tumbling currents in the 'Rocher Fenda' rapids of the Ottawa River. For a more relaxing ride, families can take part in a scenic Family Float Trip on the Madawaska River. 🍁

For more information, visit www.ontariotravel.net.

Inland Waterways

Product Club by Stephen Burnett

The inspiration for inland waterways cruising came from Rob Berry, economic development officer in Toronto, and Mike Doran, general manager of the Port of Toronto. Together they visualized international passenger cruise ships once more plying the waters of the Great Lakes, calling at Toronto, Little Current, Midland, Sault Ste. Marie, Collingwood, Parry Sound and Owen Sound.

The vision is becoming a reality. In 2001, no fewer than eight international passenger ships actually graced the Great Lakes, delivering several thousand visitors. Notable amongst these ships were the German owned *Christopher Columbus*, the French owned *Le Levant* and the American owned *Cape May Light*.

The Canadian-based Inland Waterways Product Club has a working relationship with the

Great Lakes Cruising Coalition (GLCC) which includes 25 U.S. and Canadian destinations. Recently, both groups attended *Seatrade* in Miami, Florida. This joint excursion to the world's largest and most significant passenger cruising trade show was used to showcase the region to cruise companies and tour operators. 🍁

For more information visit www.greatlakescruisingcoalition.com.



Photo: Rob Stimpson.

Inland waterways: Showcasing the Great Lakes.

Really wild boating! by Shannon H. Elliott



Photo: Temiskawa Waterway.

Temiskawa Waterway: A historic water route.

Picture the open waters, the freedom to explore or just nose up on shore for a peaceful picnic. Imagine travelling the same route as early explorers, pioneers, and traders with the landscape virtually unchanged since their time. Along the scenic Temiskawa Waterway there is a unique experience for everyone.

The Temiskawa Waterway offers 500 km of navigable waters, past towering rock cliffs, sandy beaches and waterfalls. One of the most historic water routes in Canada, boaters can travel from New Liskeard, Ontario and Notre-Dame-du-Nord, Québec on Lake

Temiskaming, down the Ottawa River to Arnprior. It will eventually reach Britannia Bay in Ottawa and Gatineau on the Quebec side.

Unlike the voyageurs, who had to portage their boats around various dams and rapids, boaters on the Temiskawa can use five by-pass sites where boats are transferred safely using state-of-the-art system of marine hydraulic trailers. They can handle powerboats up to 30 feet in length and 15,000 pounds displacement. Special bunk trailers can also move pontoon boats with a maximum length of 28 feet.

Shoreline communities on the waterway provide boaters with places to stop, fuel-up, and purchase supplies. These marinas, often situated in the heart of the community, are close to shopping, great restaurants, exciting attractions, and comfortable lodging. 🍁

For more information, visit www.temiskawa.com.

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Marketing cuisine and shorelines

Each spring in Atlanta, Georgia, the CTC organizes a *Showcase Canada MC&IT* marketplace. The event draws some 200 meeting planners and 50 Canadian partner organizations. In 2002, *Eau Canada – A Discovery of Canadian Cuisine and Shorelines*, promotes the fact that virtually all major meeting and incentive destinations in Canada are located next to large bodies of water – rivers, lakes, or oceans.

The event highlights cuisine with special recipes and “liquid cuisine” from Canada, including beer and

ice wines. Activities at the *Showcase* include those that occur on “Eau” – boating, fishing, swimming, and those that occur on “Frozen Eau” like skating, hockey, and curling. “Healing Waters of Canada” promotes Canada’s mineral springs and spas.

“Eau What A Deal” emphasizes the favourable exchange rate for U.S. clients. It reinforces the business case for holding meetings or incentive programs in Canada, where even the tightest budget can enjoy value-added features of a world-class destination. 🍁

Cleaner waterways

The Ontario Marine Operators Association (OMOA) has undertaken a \$750,000, three-year *Clean Marine* certification program to encourage marina owners to be eco-friendly in their operating procedures.

The OMOA, in conjunction with other marine partners including the provincial and federal governments, have established the *Clean Marine Partnership*. The partnership has developed a manual for operating an environmentally friendly marina by avoiding fuel and antifreeze spills, properly disposing of waste oil and other wastes, and recycling materials such as plastic shrink



Clean Marine Partnership: Encouraging marina owners to be eco-friendly.

wrap used to protect boats. Marinas completing the *Clean Marine Eco-Rating* program are entitled to fly a white and green *Clean Marine* flag that lets visitors know the marina uses the best environmental practices. 🍁

Cruising by rail! by Daryl Adair

For those who have described rail travel as “land cruising”, day two of Via Rail Canada’s westbound *Skeena* certainly fits the description.

This tri-weekly service begins in Jasper, Alberta or Prince Rupert, B.C. for a spectacular 2-day journey. Ali Macaraeg, manager of Via Rail Canada’s Market Development West describes the route as “Canada’s best kept scenic secret enjoyed by locals, and visitors from Europe, United States and other parts of the world.” Departing Prince George in the morning, the views from the dome car windows include the Kathleen

Glacier and the rugged Bulkley Canyon. With lush forests and coastal mountains rising out of the river’s shores, passengers can understand why the people of Nisga’a First Nation named it the Skeena River, or the “River of Mists”.

After a stop in Terrace for some departing adventure tourists and fishermen, the train travels so close to the river you can almost feel your feet getting wet. The train makes a brief visit to the North Pacific Cannery, which opened in 1889. Situated on stilts, the cannery comprises

Oldest canal in North America

Coteau-du-Lac National Historic Site celebrates the first lock-canal in North America. Built many years before the historic Lachine Canal some 40 km further east on the St. Lawrence River at Montreal, Coteau-du-Lac too was a forerunner of the St. Lawrence Seaway.

Travellers on the river needed to avoid the rapids above Coteau-du-Lac. Aboriginal people portaged for thousands of years, followed by French settlers and traders who built a “rigolet” canal (a channel) up which they could manoeuvre their “batteaux”. In 1761, the British army opened the lock canal and, during the War of 1812, built a fort to protect it.

Remnants of the canal and military buildings are preserved at the site. Visitors are invited to take part in a guided tour of the archaeological garden and walking trails. Thematic exhibits displaying original artefacts, and other activities take place on weekends in July and August. 🍁

For more information, visit www.parkscanada.gc.ca/coteau.

Shorelines steeped in artistic inspiration

Expedition leader Rob Stimpson, a talented photographer and professional instructor, leads cruises aboard the 18-passenger cruise ship *MV Georgian Clipper* along the shores of Georgian Bay on Lake Huron. This vast expanse of fresh water is home to the quaint fishing village of Killarney, famous for the brilliant white quartzite ridges of the La Cloche mountain range and the thousands of pink granite islands of Georgian Bay. The area around Killarney is a kayaker and photographer’s paradise, and was the raw material for the paintings of the talented Group of Seven Artists.

Stimpson’s local knowledge rivals that of the Group of Seven, and his passion for the outdoors inspires photographers and artists alike. These cruises cater to a more visceral palate. The ship’s resident chef and crew provide gourmet meals featuring freshly caught fish and other local favourites.

Heritage Cruise Lines, Killarney Mountain Lodge & Outfitters and Rob Stimpson Photography are members of Arts in the Wild, a coalition of Ontario artists, photographers and tour operators. 🍁

23 heritage buildings connected by boardwalks along 18 waterfront acres. It operated until 1981 and has been reserved as a National Historic Site. It attracts over 15,000 visitors annually.

A few miles down the track the train arrives at Prince Rupert. Fittingly, the end of the line is at the B.C. Ferry terminal where travellers can transfer from this land cruise to an ocean cruise to view the waterways of the Pacific coast. 🍁

For more information, visit www.viarail.ca.



The North Pacific Cannery.

Canada's largest river valley

Born in the high glaciers of the Rockies the rivers that form the Saskatchewan River Basin make up the largest watershed in Canada, and the second largest on the North American continent.

When it comes to waterways, this system has a fascinating settlement history. The last naval battle in Canada was fought at Batoche, north of Saskatoon, in 1885 when the paddlesteamer *Northcote* was fired upon and disabled by Louis Riel's Métis forces. National Historic Parks like those at Fort Battleford and Batoche, tell the story of this exciting, if turbulent, piece of Canada's heritage.

The Saskatchewan River system has proven to be challenging for navigation, and while all the major cities in the prairie provinces offer passenger boat tours, most of the recreational activities and tourism adventures focus on canoeing, rafting, and, in the foothills – jetboat excursions. The exception is Lake Diefenbaker on the South Saskatchewan River

near Saskatoon, where the vast Gardener Dam has created a 200-mile lake that is perhaps one of the best-kept secrets in Canada. Sailing and power cruisers, houseboats, sport-fishing and excursion boats can be found at several well-sheltered harbours, with the largest at Elbow, Saskatchewan.

On the Northern Great Plains, cities with river access celebrate with gusto. Dragon Boat racing is a highly popular event almost everywhere. The Sourdough Raft Race during Edmonton's Klondike Days in July is marvellous fun for spectators, and Saskatoon hosts the only Formula One professional powerboat races in Canada.

The Saskatchewan River Basin was one of the earliest of the CTC's product clubs and has gone on to effectively market the unique qualities of rivers through partnerships in all three provinces. 🍁

For more information, visit www.saskriverbasin.ca.

Extending the tourist season by sea



Photo: Le Québec Maritime

The Grande Flotterie: Youngsters set boats adrift.

The real high season in the maritime regions of Quebec does not start until mid-July. *Le Québec Maritime*, a CTC product club, has created a major event to start the season, *Les Fêtes du Québec maritime*.

For the inaugural version of *Les Fêtes du Québec maritime*, the Manicouagan, Duplessis, Magdalen Islands, Gaspé Peninsula and Lower St. Lawrence regions will have more than 160 activities in 45 towns and municipalities from June 21 to July 10, 2002.

Activities include involving visitors in counting whales and seals, the *Grand Triangle* (a "friendly" sailboat race from Matane to Baie Comeau and then Rimouski) and the *Grande Flotterie*, an innovative event in which 5,000 little numbered wooden boats, each assigned to a virtual captain via the Product Club's Website, will be set adrift by youngsters all along the St. Lawrence.

Le Québec Maritime has set up *PIAST*, an incentive program to promote the extension of the tourist season by offering activities outside the high season. This program, the first of its kind in Canada, will keep doors open until mid-October through joint efforts by the government and the hotel industry. 🍁

For more information, visit www.fetesduquebecmaritime.com.



Photo: Parks Canada, P.E. Cadorette, 1998.

Lachine Canal: Cradle of Canada's industrial revolution.

Grand old canal comes back to life

by Gary Lawrence

Known and loved by all Montreal cyclists, the Lachine Canal has recently undergone a major facelift. This initiative has breathed new life into south-west Montreal, and the canal now attracts recreational boaters.

Inaugurated in 1825, the Lachine Canal was built to enable merchant ships to reach the Great Lakes by circumventing the Lachine Rapids, opposite the Island of Montreal. A vital transportation route in the industrial development of Montreal, the canal and its approaches were home to Canada's first manufacturing centre, until the opening of the St. Lawrence Seaway in 1970 which lead to its gradual decline.

This splendid man-made waterway, the cradle of Canada's industrial revolution, became the subject of a major revitalization project in the early 1990s. "The primary goal of this project is socio-economic: at that time, they wanted to foster the development of a region with a faltering economy and to create jobs," said Claude-Armand Piché, Parks Canada Revitalization Project Director for the Lachine Canal National Historic Site.

The project required \$100 million in public funding (63 percent municipal and 37 percent federal) and

attracted private sector investment of \$160 million over five years. "When you know from the outset that the private sector is willing to spend \$200 million over 10 years, you can only imagine the full economic impact that this revitalization initiative will have," says Piché.

The site's cultural and commemorative potential, steeped in 300 years of history, has been enhanced by extensive landscaping work and real estate development. The centrepiece of the undertaking is the reopening of the canal waterway to marine traffic. Accomplishing this feat required kilometres of walls to be strengthened, three locks and their weirs put back into operation, bridges raised, and new footbridges installed. Any vessel (excluding foot-pedal craft) with a maximum vertical clearance of 2.4 metres can now sail the 14.5 km between Lachine and the Old Port of Montreal just like tens of thousands of merchant ships in times past. Recreational boaters can also sail from the Old Port and dock in Gatineau near Ottawa by evening, with stops in Lachine and Montebello. 🍁

For more information, visit www2.ville.montreal.qc.ca/canallachine/ or www.parcscanada.gc.ca/parks/quebec/canallachine/en/index.html.



Golf industry shoots for U.S. market

The Canadian golf industry will spend an additional \$1 million this season to expand marketing activities in the United States. In partnership with the CTC, a joint-marketing campaign will be launched by the Canadian Golf Tourism Alliance to stimulate American travel to Canada. This augments the Alliance's \$1.2-million *Golf. It's In Our Nature* campaign launched last September.

Other partners include the Ontario Tourism Marketing Partnership and the golf tourism sector. Under the program, the Canadian Golf Tourism Alliance, ClubLink Corporation and Niagara Tourism will launch *Ontario Golf Trails*, a major new golf tourism product involving courses in Toronto, Niagara and Muskoka. The Alliance will expand significantly its consumer marketing in the U.S. Northwest and Northeast markets.

Central to the strategy are spring consumer advertising campaigns (especially in the Seattle, Buffalo and Rochester markets), a new

12-page *Golf Ontario Guide* distributed to 100,000 consumers in major urban areas within a 4-hour drive of Ontario, and a direct mail campaign into Washington and Oregon states. A series of four 30-minute golf travel programs will air on Sportsnet and Fox Sports International. The television shows feature fabled Canadian golf resorts, plus a few hidden gems in British Columbia, Alberta, the Canadian Rockies, Ontario and Quebec.

Reaching offshore for the first time, the Canadian Golf Tourism Alliance will also launch an overseas marketing campaign aimed at U.K. duffers, Canada's second largest international golf market after the U.S. 🍁

An updated web site (Canadagolf.com) and a new Canada Golf toll-free visitor info line (1-866-894-5729) make it easy to plan and book a Canadian golf vacation. Travellers can reserve tee-times on-line and shop for special package deals available only over the Internet.



Photo: Niagara Parks Commission.

Battlefield Golf Resort: Marketing Canada's hidden gems.

Website links Canada's capitals

Canada's 14 capital cities are prime targets for domestic and international tourism. Members of Canada's Capital Cities Organization (CCCO) were very aware of that fact when they launched their new website.

Ottawa has nearly a century and a half of official status behind it, while Iqaluit, the youngest member of CCCO, has less than three years. As capitals, they face many of the same issues and opportunities. Both are seeking more effective and innovative ways to represent and communicate the historic, cultural, economic and symbolic heritage.

The CCCO is a pan-Canadian organization that brings

decision-makers together with tourism planners, municipal staff, a variety of experts and members of the private sector to consider the special issues and opportunities of Canada's Capitals. The objective is to learn from each other and to launch joint projects that will help to plan and promote the capitals as key tourism destinations.

Founded in 1995 as an initiative of the National Capital Commission (NCC), it has since launched a number of important joint projects. These include a national travel exchange, publications and a broad-based annual conference. 🍁

Visit www.ccco-occ.ca to find out about the power of partnership.



Photo: City of Ottawa Communications and Marketing.

Doors Open Ottawa: Celebrating architectural heritage.

Doors Open Ottawa

Following the success of *Doors Open Toronto*, the Nation's Capital will present *Doors Open Ottawa*, a weekend celebration of local architectural heritage May 25 & 26, 2002. Close to 90 historic and architecturally significant buildings will "open their doors" to the public, free of charge. Most participating buildings are not normally open to the public.

The idea for *Doors Open* originated in Europe, and today over 40 countries host "Doors Open Days". In 1998, 19 million people visited heritage properties world-wide. In 2001, *Doors Open*

Toronto attracted 71,000 visitors to 91 buildings. Ottawa's event is being organized by the City's Office of Cultural Affairs, in partnership with The Ottawa Citizen, CBC Radio, Heritage Ottawa, and the Council of Heritage Organizations of Ottawa.

Doors Open Ottawa is an outstanding opportunity to celebrate and promote a collective awareness and appreciation of our unique blend of urban and rural heritage. 🍁

For more information, visit www.city.ottawa.on.ca/dooropen.



Tourism Industry Association of Canada
 Association de l'Industrie Touristique du Canada



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Forging a future for TIAC An interview with CEO Randy Williams



Photo: Canadian Tourism Commission.

Randy Williams.

TOURISM: What are your priorities as the new President and CEO of Canada's national tourism industry association?

WILLIAMS: Our priorities can be summarized into three areas. The first is to build awareness of the tourism industry as a key economic contributor to Canada's growth and prosperity. This awareness has never been greater, but it is still a very misunderstood and largely unappreciated sector. TIAC must be a leader in influencing improved awareness of the industry's value to the economy and quality of life of Canadians.

TIAC also needs to build awareness of the Association itself as the leader and representative body of the whole tourism industry. We

must be more visible and responsive to all issues that have the potential to increase or decrease travel by Canadians, visitation to Canada, the costs of travel to consumers, profitability of tourism businesses, and the appreciation (or depreciation) of the asset value of tourism businesses.

We must grow our membership and increase involvement and participation, developing a value proposition for members and effectively communicate that value. We must also effectively communicate that TIAC is an investment by a business in managing the external influences that affect their business' ability to survive and prosper. We will be credible because we are responsive, relevant and provide a return on investment.

TOURISM: How do you see TIAC's role vis-a-vis provincial industry associations and organizations?

WILLIAMS: TIAC is the sum of its parts. If there is an issue affecting only one or two provinces then it affects Canada. If there is a national issue everybody is affected. Many national issues had their roots as a provincial or regional issue; the beachhead for tackling the problems is at the source. If we wait

for TIAC (to deal with them) when they have become national – it's too late! We are in the tourism industry together. The objectives for the membership-based provincial and territorial associations are the same as ours – to represent the tourism industry to governments, the public, and the media. The provincial and territorial industry associations, I hope, will communicate and collaborate with us often. Our industry's success depends upon us working together.

TOURISM: CTC and TIAC have two different mandates, yet they have common objectives. How do you manage this?

WILLIAMS: TIAC and CTC have been very cooperative on many initiatives before my arrival and since. I understand the confusion that exists about the roles each organization plays with the tourism industry itself, let alone the government, public and media. There is no question that both organizations must do a better job of communicating their roles. My discussions with senior officials at CTC have confirmed that they understand the different mandates of our respective organizations. The CTC is responsible for promoting and

marketing Canada as a destination to domestic and foreign markets, with additional mandates for research and industry development. TIAC is responsible for advocacy and lobbying and providing the tourism industry's voice to issues and concerns affecting our industry and travellers. There is some overlap on CTC's research and industry development side and on TIAC representing travellers' concerns, but I don't feel that this is problematic or of concern to industry.

TOURISM: What do you see in the future for *Rendez-vous Canada* (RVC) and its importance to TIAC?

WILLIAMS: RVC is Canada's signature marketplace that is highly successful in presenting excellent Canadian tourism products in front of qualified international buyers. It has a long history of success and was one of the first of its kind.

TIAC can bring to RVC a "tourism industry managed and owned" approach, and RVC can bring to TIAC a connection with its constituency and a current understanding of the issues related to marketing Canada that need to be presented to government. 🍁

Investing in the tourism industry by Melissa Johnston

The Tourism Industry Association of Canada (TIAC) has been shepherding Canada's tourism industry since its establishment in 1931. Today, it serves as the national advocacy body representing the interests of its members and tourism businesses nation-wide.

Membership in TIAC is an investment by a business in managing the external influences that affect its ability to survive and prosper. Through membership with TIAC, businesses' voices are heard at all levels of government – regional, provincial and federal.

The Association's role is to ensure that government actions and policies provide the strongest possible foundation upon which members can plan for growth and return on investment. Its lobbying efforts focus on the removal of restrictive legislative and regulatory barriers to the growth and cultivation of the Canadian tourism industry.

Canada's \$54 billion tourism industry is diverse and widespread – it is big business and small business. The awareness level for the value of tourism as an economic sector has never been greater, but it is still misunderstood and largely unappreciated.

Many businesses today are focussed on measuring return on investment for each cost decision. Purchasing membership in a national industry association falls into this evaluation. Measurement in quantitative terms is important to members, but it is impossible to measure advocacy. How do you determine the net difference between what is, and what could have been?

Members of any association must believe that they have a say, that they are heard, and that their principles are captured in the organization's stated

principles and policies. They must also trust the leadership of the association to work hard at representing those principles and policies professionally and proactively. Once members believe this is in place, they should – and generally will – support the association.

TIAC is dedicated to ensuring the tourism industry is recognized as a key economic contributor to Canada's growth and prosperity. Through the Tourism Industry Association of Canada, the industry's voice will be heard! 🍁



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From the Research Director's desk

Measuring impacts across the provinces by Scott Meis

In the CTC research program we recognize that we have not done a lot of the work necessary to properly explain the significance of what we do. One of our objectives over the coming two years is to make our work more accessible to potential users of this information.

There are several reasons why this is so. Frankly, one of them is that it is not always easy to explain the significance of columns of numbers and pages of statistics to non-experts. When it comes to the Tourism Satellite Accounts (TSA), though, we feel that the issue is clearer. Here is a very significant body of work in which Canada has led the rest of the world, and which forms one of the main cornerstones of tourism research in Canada.

Last month we released the new system of provincial tourism satellite accounts – the PTSAs.

Using the data-integrating powers of the TSA, we have estimated the size of the total tourism supply and demand and the combination of all industries in the tourism sector in all provinces and regions. Besides being a world-first, this also reflects the unique nature of Canada's diversity. For the first time we are able to see the rank, size and share of each province in the national tourism economy.

We can also see, for the first time, the same things in terms of equivalent measurements, for each province/territory. The Yukon (4.8 percent), British Columbia (3.5 percent) and Prince-Edward Island (3.6 percent) generate a significantly large part of their gross domestic product from tourism, but the central provinces are demonstrating a high level of tourism activity as well.

This information is invaluable to all in the tourism sector, and especially those concerned with making public policy and the allocation of resources. Now we have equivalent specific numbers for the provincial and regional levels all across the country.

As well, if we needed any more proof that tourism is a significant economic force in the economy here it is: as of last month the partnership of the CTC and Statistics Canada released the aggregated economic results on the evolution of tourism in the national economy for the last quarter of 2001 and the summary of the whole year. Using one of our analytical tools (the National Tourism Indicators) the new results for 2001 demonstrate that, among other things, tourists spent \$10.1 billion in total in the last quarter of 2001 and \$54.6 billion in total that

year, an increase of 0.9 percent. Of those totals, foreign visitors, bringing new international currency to Canada, represented 29 percent of the tourism demand – a total of \$16.2 billion. These are substantial numbers, despite the global economic and political events of 2001 and they are also numbers that many can, literally, take to the bank.

Finally, I would like to point to a new direction we are taking at the CTC research program to better serve the industry – we are increasing the frequency of our forecasts of future trends to four times a year, once each season. I will go into greater depth when the figures are released, but keep your eyes out for the upcoming release of the new summer forecasts and summer business outlook, which will be released shortly by CTC research. 🍁

Performance benchmarks report released

The CTC has recently released a report entitled *Towards Financial Performance Measures and Benchmarks for the Canadian Tourism Sector* (Research Report 2002-3). This is the first in a three-part series exploring the feasibility of developing and applying financial performance measures for Canada's tourism sector. The project was originally conceived with the goal of extending the benefits of the Tourism Satellite Account from the macro level industry-wide information it currently provides to the micro level of individual business decisions.

The report gives an overview of the presentation on this work in progress made in Vancouver last May, within the context of the conference *Tourism Satellite Accounts: Credible Numbers for Good Business Decisions*.

The report also explains the structure, contents and benefits of the *Road Map to Tourism Financial Planning Guide* (the proposed second report in the series). The proposed third report in the series details financial spreadsheets to be available to operators of business establishments. These will help calculate their own financial performance measures compared to industry averages and financial benchmarks. 🍁

Copy of the report, written by Professor Pierre G. Bergeron, Faculty of Administration at the University of Ottawa, is available from the CTC's Distribution Centre at 613-954-1724 or cct@cct-ca.ca. It is also available at www.canadatourism.com.



Inbound forecast looking brighter

Forecasts: Overnight trips from major international markets to Canada (Volume in 000s; percent change from previous year)

	2000	2001	2002	2003	2004	2005
United States	15,229 (0.3%)	15,529 (2.0%)	15,970 (2.8%)	16,289 (2.0%)	16,534 (1.5%)	16,699 (1.0%)
United Kingdom	866 (10.9%)	837.2 (-3.4%)	855.6 (2.2%)	886.4 (3.6%)	919.2 (3.7%)	965.2 (5.0%)
France	404 (-2.4%)	358.7 (-10.8%)	366.6 (2.2%)	391.2 (6.7%)	418.5 (7.0%)	451.2 (7.8%)
Germany	381 (-1.9%)	344.1 (-11.9%)	351 (2.0%)	375.6 (7.0%)	405.6 (8.0%)	425.9 (5.0%)
Japan	500 (-3.1%)	425.2 (-17.6%)	425.2 (0.0%)	449.9 (5.8%)	481.4 (7.0%)	517.5 (7.5%)

Forecast highlights for 2002 to 2005 covering the major international travel markets to Canada are now available. Prepared by the Canadian Tourism Research Institute (CTRI) for the CTC, the forecasts are based on the most recent economic projections and market intelligence.

In the six month period since September 11, the tourism industry world-wide appears to be demonstrating new signs of life, with the improving global economic conditions led in part by a U.S. recovery. Although fear of terrorism is subsiding, these latest forecasts reflect the reality that the events of 2001 will continue to have an impact on travel through the first half of 2002.

Based on an gradually improving American economy in 2002, backed by the currently favourable Canada-U.S. exchange rate (and no further terrorists attacks), overnight travel from the U.S. to Canada is expected to increase by 2.8 percent over 2001 levels. While travel angst and inconvenience still represent a big deterrent for air travel, it is expected that in the short-term, travellers will continue to use substitute modes of travel, primarily automobile and buses.

Most European markets, except the United Kingdom, are not expected to rebound strongly in 2002 due to slower economic recoveries, a weaker euro, and air seat capacity constraints. The U.K. economy

has fared better than most of mainland Europe. However, the strong pound has made many destinations attractive. Overall, overnight travel from the U.K. to Canada will remain weak in the first half of 2002, rebounding particularly in the last quarter and increasing by 2.2 percent for 2002 over 2001 levels.

Both France and Germany, no immediate travel rebound is expected. Germany is currently in the grips of a recession. The 2002 presidential election will keep French travellers more at home. Forecasts are for growth of 2.2 and 2.0 percent respectively and a stronger recovery in 2003.

The outlook for inbound travel from the Asia-Pacific region is also mixed, with visitation continuing to decline through the first half of 2002 but rebounding later in the year. Japan's economy continues to be weak. Japanese travellers continue to view the U.S. as a potentially dangerous destination. Unfortunately, the forecast suggests no growth for 2002, with a recovery only in 2003.

The current environment is very challenging for producing forecasts. The CTC will be closely monitoring the situation and producing updated forecasts every quarter. ❄️

For more information, visit www.canadatourism.ca.



Photo: Canadian Tourism Commission.

Niagara Falls: Overnight travel from the U.S. to Canada expected to increase over 2001 levels.

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 - February 2002	1,389,272	1.2
By Auto	January - February 2002	884,825	8.6
By Non-auto	January - February 2002	504,447	-9.6
From Overseas - Total	January - February 2002	348,333	-9.9
United Kingdom	January - February 2002	76,485	-8.4
Japan	January - February 2002	31,004	-22.8
France	January - February 2002	34,061	-13.6
Germany	January - February 2002	19,513	-12.4
Hong Kong	January - February 2002	15,456	2.6
Australia	January - February 2002	18,376	-18.7
Taiwan	January - February 2002	10,624	-14.8
Mexico	January - February 2002	10,360	-3.0
Korea (South)	January - February 2002	17,126	17.3
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January - February 2002	1,582,485	-15.1
By Auto	January - February 2002	752,386	-4.2
By Non-Auto	January - February 2002	830,099	-23.1
To Overseas - Total	January - February 2002	912,749	-13.7
EMPLOYMENT IN TOURISM			
Total Activities	Third Quarter, 2001	554,400	0.4
Accommodation	Third Quarter, 2001	160,800	4.2
Food and Beverage	Third Quarter, 2001	147,300	1.6
Transportation	Third Quarter, 2001	94,500	-7.5
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income per person	Fourth Quarter, 2001	\$21,205	3.2
GDP at market prices (current, \$ billion)	Fourth Quarter, 2001	1,073.9	-0.2
GDP chained (1997, \$ billion)	Fourth Quarter, 2001	1,027.8	0.5
CPI (1992=100)	Fourth Quarter, 2001	116.9	1.5
EXCHANGE RATES (IN CDN\$)			
American dollar	March 2002	1.5870	1.8
British pound	March 2002	2.2584	0.3
Japanese yen	March 2002	0.0119	-5.5
EURO	March 2002	1.3917	-1.7

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.



Halifax has joined a number of cities in Canada that are collecting hotel room taxes. A 1.5 percent levy has been put on rooms at hotels with more than 20 rooms in the Halifax region, and Nova Scotia's tourism minister has indicated that the money will go to the municipality and the local tourism industry.



In March, the **Tourism Industry Association of Canada** made a presentation to U.S.-based tour operators at the *National Tour Association (NTA) Grassroots Symposium* in Washington DC. At this forum, held at the Canadian Embassy, TIAC spoke about the state of the tourism industry in Canada and highlighted industry concerns with air travel, including the Air Travellers Security Charge, and several customs and immigration issues that impact Canadian businesses.



Jim Fox of the Canadian Press reports that, at a time when Canada's passenger rail system is undergoing a renaissance, **Amtrak** in the United States could be nearing the end of the line. Amtrak is threatening to cut 18 long-distance trains in October if it doesn't receive massive government financial support, while **Via Rail** has benefitted from a federal commitment of \$402 million for capital improvements. Via has also unveiled its new *Renaissance* passenger cars and locomotives to expand the fleet by one-third.



The **International Ecotourism Society** is holding a series of training courses at the *World Ecotourism Summit* in **Quebec City**. Topics range from planning to business development, community issues, Internet marketing and ecolodge design. Course instructors include **Judy Karwacki**, a Canadian consultant who specializes in Internet marketing for tourism. For more information, contact education@ecotourism.org.



Off the coast of **Newfoundland**, iceberg watching has become a big draw for tourists from the world over. Now the watchers are getting some competition; entrepreneurs are "harvesting" the bergs for processing into vodka, beer and drinking water. Although commercial harvesting

designed to offset the effects of the Sept. 11 terrorist attacks. The campaign will target travellers in Alaska who, like their southern compatriots, are expected to fall back on vehicle touring to destinations that may be closer to home or viewed as safe.



The **National Tourism Foundation** will award more than \$140,000 to selected scholarship applicants for the fall 2002 semester. Thirty-five scholarships are aimed at assisting students in the travel and tourism field. For more information, visit www.ntfonline.org.



The **Royal Ontario Museum** will receive \$30 million from the Government of Ontario to support the museum's planned expansion project *Renaissance ROM*. The museum's CEO William Thorsell expects that the federal government will match the provincial contribution dollar for dollar, towards the projected \$200 million cost of the two-phase, 40,000 square-foot expansion.



Concert Properties Ltd. of B.C. plans to develop 220 new resort condominiums in the **Village at Silver Star** in the Okanagan. Concert's president and CEO David Podmore says that the \$52 million development will combine with a \$75 million upgrade planned for Silver Star to "enhance the success of Silver Star as one of B.C.'s premier ski and recreation destinations." ❄️



*Within Ontario and Quebec weeknights 6pm to 6am and weekends (Friday 6pm to Monday 6am). Plus applicable taxes. All calls are subject to a \$1 connection fee. Additional 10¢ a minute for calls originating from Canada (excluding Ontario and Quebec), and the United States. Rates are subject to change without notice. **For calls made to the following overseas destinations: Germany, Belgium, France, UK and Switzerland. †Low summer rates available from June 1 to August 31, 2002 after which time, the rates to rest of Canada, United States and major European countries becomes 35¢ a minute. ‡Rate applies to local calls made from Bell Canada payphones.



began only in the past decade, iceberg products are rapidly evolving from a novelty to a commodity. The province's tourism operators are keeping a wary eye on this growing industry and its potential negative impact on visitor experience.



The **Yukon** government will be focused on convincing Alaskans to visit their next-door neighbour this summer. The government has announced it will put \$303,000 into tourism marketing



Outside Magazine has named three Canadian lodges among the ten best adventure lodges in North America: **King Pacific Lodge** (B.C.), **Pavillon de St. Jean** (Gaspe, Quebec) and **Sentry Mountain Lodge** (Glacier National Park, Alberta).



For people-watchers, *People* magazine has listed **Whistler** as a "Top Celeb Hangout" in its Hollywood *Va Va Voom* section on the Internet.

Last call

Industry Canada is no longer automatically forwarding email addressed to Canadian Tourism Commission staff members using the old "ic.gc.ca" domain name. Individuals who contact CTC personnel regularly should update their electronic address books to: @ctc-cct.ca. For example, the old address for lafleur.sylvie@ic.gc.ca should be changed to lafleur.sylvie@ctc-cct.ca to ensure email delivery.



Marc-André Charlebois has been appointed president and CEO of the Association of Canadian Travel Agents (ACTA). Charlebois has previously held several senior management positions with major national trade associations, including CEO of both the Canadian Newspaper Association and the Canadian Urban Transit Association.

Shelley Sharpe is the new general manager of sales at Whistler Blackcomb. In her previous role at the resort as ski and snowboard sales manager, she had developed innovative sales and service training techniques that continue to be used.

Noreen Schembri has been appointed chief financial officer for Choice Hotels Canada. Schembri recently held a five-year position as the director of finance for the TDL Group Ltd. (operators of Tim Hortons). Choice Hotels Canada has also named **Felice Anne O'Neill** as its new vice-president of operations.

Scott Lannan has been brought into the fold as hotel manager for the Metropolitan Hotel Toronto. He was most recently with the Delta Toronto East as the director of operations.

John Williams has been appointed Chair of the Ontario Tourism Marketing Partnership. Williams is the owner of Williams Hotels Ltd. and operates three hotel franchises in Trenton and Belleville.

Don Monsour (president of Hospitality Associates) has been re-elected president of the Council of Tourism Associations (COTA) of B.C. Elected to the COTA board for a two-year term are: **Eddie Wood** (Mount Seymour Ski Resort), **Michael Campbell** (Best Western Inn at Penticton), **Petrus Rykes** (Eagle's Nest Resort at Anahim Lake). **Dianne Lawson**, Cariboo Chilcotin Coast Tourism Association, was elected to the board for a one-year term.

Montie Brewer, formerly senior vice-president planning at United Airlines, joins Air Canada as executive vice president, responsible for all commercial aspects of Air Canada including Tango, Air Canada Jetz, and Air Canada Vacations. **Allister Paterson**, formerly executive general manager commercial at Air New

Zealand, lands at Air Canada as president and chief operating officer of the airline's wholly owned subsidiary, Air Canada Vacations. **Kevin Howlett** is now Air Canada's vice president labour relations, having held the same position at the airline's wholly owned regional airline subsidiary, Air Canada Regional.

Travel Alberta has named **Daniel Cayer** as manager, web operations. **Bruce Eaton**, director of hospitality operations for Cheung On Investments Group, has been elected chair of the board of directors of Tourism Saskatchewan.

After 5 years with Ski-Banff-Lake Louise-Sunshine as the resort's international director of sales and media relations, **André Fabbri** is moving to Douglas Fir Resort.

Robin Cumine, previously the director of franchise services and operations with Travelodge Canada has now extended his portfolio to include a new position with Royal Host Corp. as director of operations. **Dan Gulin**, who has been with the Travelodge brand as franchise services manager for the past 2 years is now taking on the role of director of franchise services and operations. **Susan Strain** has been appointed director of marketing and communications. **Marc Fournet** has been promoted to manager of marketing from his previous position as senior marketing coordinator. Winnipeg Airports Authority president and CEO **Murray Sigler**, who also headed the Winnipeg Chamber of Commerce and its city image task force, has resigned and plans to return to Calgary for family reasons. **Barry Rempel** has been appointed as his successor.

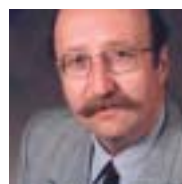
Newfoundland and Labrador's new minister of tourism, culture and recreation is **Julie Bettney**, who previously held the portfolio of minister of health. **Kevin Aylward**, former minister of tourism and culture is now minister of environment.

Cameron Jackson is once again Ontario's Minister of Tourism and Recreation. He returns to the portfolio after serving a term as Minister of Citizenship with responsibility for Seniors. Mr. Jackson was appointed

Ontario's first-ever Minister of Tourism in June 1999.

Iain Klugman has assumed the newly created position of president and CEO of the Ontario Tourism Marketing Partnership Corporation. Over the past decade, Klugman has served in senior positions in branding, marketing and communications with Nortel Networks and the federal and Ontario governments.

Rosemary Wrong has joined the Canadian Tourism Commission's e-marketing team as web content manager. She brings to the CTC expertise in developing and implementing website content and web marketing strategies. Most recently, Rosemary was marketing and employee communications manager at Nortel Networks. 🍁



Frank Butler

TOURISM Profiles:

Over the coming months, *TOURISM* will introduce its readers to the key decision-makers who represent the industry on the Canadian Tourism Commission's Board of Directors. Each profile highlights the personal vision of these business leaders as they voice their views on the wide range of important issues facing the tourism sector.



Frank Butler is a regional Public Service representative for Atlantic Canada (Prince Edward Island and New Brunswick) on the board of directors of the Canadian Tourism Commission.

In 1995, after a 20-year career with the Federal Public Service, Butler joined the provincial government. His present position as Deputy Minister and CEO of Tourism PEI gives him significant responsibility in the province's second biggest industry. During his tenure at Tourism PEI, the industry has enjoyed phenomenal growth, with significant increases both in visitations and revenue. Under his leadership, Tourism PEI has established a strong relationship with tourism operators in the province and the Tourism Marketing Authority, an industry-lead marketing group, has served as a model for other jurisdictions.

A native Islander, Butler holds Bachelor's and Master's degrees in economics from the University of Prince Edward Island and Dalhousie University respectively. He has also been a part-time member of the Economics Faculty at UPEI for the last 15 years. Along with his wife Rosemary, he owns and operates a seasonal cottage rental business just outside the National Park in Stanhope Beach on PEI's north shore. Active in his community, he continues to be involved in many charitable, sport and community organizations.

Butler says that tourism is an integral part of Canada, its people and its economy, and that it is an industry that is strong, and offers significant, sustainable opportunities for the future. "Competition in the tourism industry grows stronger every day, with more and more destinations competing for our traditional markets. I see the CTC's role as one creating cohesiveness across the country, working hard to capture the interest of potential travelers, maintaining Canada's position as a premiere vacation destination, and ensuring that all areas of the country benefit from this great industry."

In his view, the CTC must continue its leadership role in the provision of quality research, world-class marketing and superior product development. "Our number-one priority has to be creating an environment which will facilitate growth in this industry." 🍁

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