

# TOURISM

CANADA'S TOURISM MONTHLY

July - August 2002

Overnight travel to Canada held up in 2001

How is your summer so far?

Feature - Sport tourism



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# Editorial

by Peter Kingsmill



**On the cover:** Spruce Meadows near Calgary, Alberta, is recognized as the world's leading venue for international show jumping. For information on their summer activities, visit [www.sprucemeadows.com](http://www.sprucemeadows.com).

## Challenge and change

This summer season will not be without its challenges for Canada's tourism industry. Our check-up with a variety of properties and operators across the country reveals a certain buoyancy, although it is not always easy to tell if that buoyancy is generated by relief (it could have been so much worse) or genuine optimism.

After all, we were all pretty scared about what might happen in our industry. Would September 11 angst simply keep our customers at home, paying off the mortgage? It appears not – the highways, hotels, and motels are busy, according to the operators we talked to for our snapshot.

If the numbers are holding up for visitors, and even expenditures, the same may not be true for profits. New, and sudden, increases in costs have been beating many operators over the head since early this year. Fuel prices are up considerably, and security measures (and taxes) are taking their toll.

Insurance, all on its own, could well be the Grinch that stole summer from the tourism industry. Air shows have been cancelled, the new *Marine Liability Act* has many water-based adventure businesses scared silly, and pretty well every business seems to be buying bricks for New York through premium increases, as insurers try to recover some of the costs of September 11. To paraphrase the song by Bruce Cockburn, if a building falls in the concrete jungle, everybody pays.

Last year's crisis often begets this year's change, and indeed we are witnessing many changes to the way our industry does business. We are placing more emphasis on addressing the market demand for safety, and genuine experiences. Of course, for this year at least, tourism destinations are investing heavily to court resident and nearby markets, often at the expense of long-haul market development. The accommodation sector seems to be undergoing a frenzy of consolidation and re-branding.

Even at TOURISM, things are changing! We owe a debt of thanks to acting publisher John Yan, who has contributed heavily to the transition process the magazine has recently undergone. John leaves his temporary assignment with the CTC at the end of June; his expertise and professionalism have been much appreciated. We now officially welcome back publisher Ghislain Gaudreault after an extended leave of absence. 🍁

We wish our readers and colleagues a salutary summer!

Peter Kingsmill, Editor-in-Chief

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**Vision:** Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

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



#### ■ Publisher

Ghislain Gaudreault  
Canadian Tourism Commission  
55 Metcalfe Street  
Suite 600  
Ottawa ON K1A 0H6  
gaudreault.ghislain@ctc-cct.ca

#### ■ Editor-in-Chief

Peter G. Kingsmill  
112 – 2nd Ave. East  
Hafford, SK, S0J 1A0  
Tel.: 306-549-2258  
Fax: 306-549-2199  
kingsmill.peter@ctc-cct.ca

#### ■ Circulation

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tourism@ctc-cct.ca

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Séguin Labelle Communication  
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St. Joseph Printing  
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#### ■ Media/Advertising

APR Ltd.  
Tel.: 416-363-1388  
Fax: 416-363-2889  
**Atlantic Canada/Ontario**  
Lindsey Wright – lwright@aprcanada.com  
**Québec**  
Erika Veh – eveh@aprcanada.com  
**Western Canada/North**  
Julie Bell – jbell@aprcanada.com

#### ■ Contributors

Daryl Adair, Mylène Deneault,  
Denisa Georgescu, Tony Glynn, Roger Laplante,  
Gary Lawrence, Scott Meis, Arden Redfern,  
Pat Shewchuk, Chris Thody, Rick Traer.

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# From the President's Desk



Photo: Canadian Sports Tourism Alliance.

The CSTA is instrumental in increasing awareness of the importance of sport tourism.

With the convergence of sport and entertainment with tourism, we have seen a major shift in the tourism environment in the last five years. Travelling to attend sport events, from skating championships to kayaking races, has been increasing as consumers blend travel plans with their interest in sport.

Another emerging trend has been the growth in the outdoor experiences and adventure tourism

sector of the industry. This sector in Canada has grown 15 percent per year over the past five years and there are now over 2000 outdoor tourism operators in Canada.

In early April, I had the opportunity to speak at the Canadian Sport Tourism Alliance (CSTA) conference in Ottawa. The CSTA, an organization in the product club program of the Canadian Tourism Commission (CTC), has

been instrumental in increasing awareness of the importance of sport tourism to provinces and municipalities across Canada.

Following this conference, I had the opportunity to speak again on the issue of sport tourism, this time at the Tourism London annual meeting in May. The City of London has been at the forefront of developing an aggressive marketing campaign to bring sporting events to the city, particularly medium and large scale women's sporting events.

There is no question that sport tourism is a major economic generator for provinces and municipalities. Evidence of the federal government's support for sport tourism, among other initiatives, has been its financial contribution to the 2010 Vancouver Olympic Bid, of which the CTC is also a proud partner.

With continued cooperation between the CSTA, municipalities, provinces, the private sector and the CTC, Canada has the potential to become a prominent sport tourism destination.



On another note, I am pleased to announce that the CTC Road Show went extremely well this year. The new format and timing were an excellent change to this year's show and allowed us at the CTC to meet with the industry well ahead of the hectic fall business season.

We had the opportunity to travel to 18 cities across Canada and meet with a comprehensive collection of government and private sector tourism organizations and businesses. We are cognizant this was the first Road Show in the new format and welcome any comments or suggestions that you may have. 🍁

Have a great summer,

Jim Watson, President & CEO  
Canadian Tourism Commission

## Letters to the editor

Dear Sir:

I find that your magazine is well laid out and looks very nice, but it's too bad its focus is almost exclusively on large scale tourism enterprises (major hotel chains, major festivals, big city attractions, airlines, Via Rail, etc.) and indicative of the Canadian Tourism Commission's (CTC) very narrow view of the industry in Canada.

As a tourism industry professional, I have read the current as well as previous versions of the magazine and have long wondered why the CTC seems to almost completely ignore small and medium sized tourism businesses in Canada. As the Executive Director of a regional Travel Association in Ontario, I have yet to see an affordable co-op opportunity from the CTC that is targeted to our markets.

Obviously, fishing and hunting are perceived negatively and as not

being "politically correct" by the CTC. However, the fact remains they constitute the major component of the tourism industry in northwest Ontario. There are over 650 lodges located west of Thunder Bay which promote these activities. Hunting and fishing, are sustainable and legal activities that generate tens of millions of dollars of tourism revenues and thousands of jobs annually in this part of Ontario.

I see a lot of good in what the CTC does. I would encourage the CTC to expand its horizons and include activities and marketing dollars to promote small and medium sized tourism enterprises as well as tourism experiences based on activities like fishing and hunting. 🍁

Gerry Cariou  
Sunset Country Travel Association  
Kenora, Ontario



**Editor's note:** We at *TOURISM* magazine receive many comments and letters from the SME sector, and this month's letter is one of them. We feel that it is appropriate that the CTC respond to our readers' concerns whenever possible. The Canadian Tourism Commission (CTC) recognizes the important role of small and medium enterprises (SMEs) in the industry and the significant contribution of all tourism activities, including niche outdoor products like hunting and fishing. Board members representing SMEs work together with other SME operators as a special committee of the board to ensure that CTC policies and the full range of programs apply, and are accessible, to everyone. Here are some examples:

- marketing programs such as the Regional Tourism Marketing Initiatives
- low cost marketing opportunities on the Internet

- Product Clubs
- Best Practices reports (i.e. Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators)
- studies undertaken by Industry Development on issues ranging from financing to risk management
- published results of marketing and industry research.

For further information on CTC programs and initiatives, contact Murray Jackson, executive director for product development [jackson.murray@ctc-cct.ca](mailto:jackson.murray@ctc-cct.ca).

We encourage our readers to submit letters on any topic or issue covered in *TOURISM* magazine. Please include your full name, address, and telephone number. The editorial board reserves the right to select and edit letters for publication.

## Watson heralds Niagara meetings as successful

Niagara is a key Canadian tourism destination, and Canadian Tourism Commission (CTC) president Jim Watson spent two days in early June to ensure that tourism industry and destination representatives in Niagara learned all about the CTC. The visit was a business development mission, planned in consultation with Niagara Falls Tourism president Noel Buckley and with the three Members of Parliament for the region to coincide with the CTC Road Show.

"We are a strong supporter of the model of the CTC," Buckley told

St. Catharines *Standard* reporter Alison Langley. "It is a model we have put in place for our own (tourism) agency." Buckley has been involved with CTC initiatives for some time, and currently serves as vice-chair of the CTC's U.S. committee.

"We are here to show the CTC's commitment, and offer our assistance in continuing to develop the Niagara region as an international and domestic four-season tourist destination," said Watson. "The Niagara region is one of the most frequented tourist

destinations in North America," he continued.

Watson pointed out to his Niagara audience that "\$83 million dollars is not enough" when it comes to

marketing Canada. "Last year, Las Vegas alone spent \$191 million on marketing the city as a premier tourist destination," Watson said. "That is \$108 million more than we have available to market all of Canada." ❖



Photo: courtesy of The Leader

Jim Watson with (from left to right) John Maloney, MP (Fort Erie-Lincoln), Vance Badawey, mayor of Port Colborne and the chair of the Roselawn board of directors, Jim Railton.

## How is your summer so far?

There are ski resorts and winter festivals, excellent dogsledding and snowmobile product, a myriad of other marvelous four-season vacation opportunities and of course the meetings and convention circuit. But, even though the industry mission for the Canadian Tourism Commission is that Canada will be "the premier four-season destination..." it is still the summer season that looms largest as Canada's make-or-break tourism season.

So how do Canada's accommodation, resort, and summer tourism operators feel about the summer after September 11, 2001? Well, feelings are mixed but on balance, the mood out there is pretty upbeat. The most predominant concern is the weak U.S. economy, and the soft bookings and cancellations that arise from that reality. That glum economic outlook south of the border generates some price sensitivity. Further, we heard concerns that some Canadian operators, who responded to that sensitivity by chopping prices, may wind up in worse trouble after the dust settles this autumn and when lower per unit revenue meets higher per unit costs.

### West Coast

If your name is Gaetan Babin, and you are the director of Pacific Shores Nature Resort in charge of sales and development for your

company, you are feeling very good about this summer. "It's hard to be down when I look across the water from where I am sitting and see a new boat on a warm sunny day, with happy clients just getting their first glimpse of seals in the wild," says Babin. "Business looks great – it's on the up-swing in every way."

### East Coast

Kendra Wedge, an owner of the 13-unit Cairns Motel in Summerside, P.E.I., hasn't noticed much change either. Her summer is shaping up well, she feels, with 50 percent of her seasonal motel business booked up in advance. "We normally rely on seasonals anyway," she says. "We haven't seen any real change in how this year is unfolding, and we expect to be pretty busy."

General manager Penny Dowden at the Hotel St. John's in the capital of Newfoundland and Labrador does acknowledge that things seem a little slower than normal. However, Dowden says that there is a substantial increase in motor-coach business, her hotel's stock-in-trade. The coaches are coming mostly from Canada (Toronto and Québec), with only limited U.S. and European clientele.

### In the middle

At the Hotel Fort Garry in Winnipeg, marketing and sales director

Sherraine Christoperson wishes for stronger conference business this year, but says her property – and her city – are holding their own. It is not a banner year for conventions in Winnipeg, says Christoperson, but there is no "doom and gloom" either.

Peter Elmhirst, a member of the executive of the Tourism Industry Association of Canada and owner of well-known Elmhirst's Resort in southeastern Ontario, says that his summer "will be strong, but we will certainly need to work at it." His resort draws heavily from the U.S., and that market is down about 15 percent so far.

Near Rocky Mountain House in Alberta, the 64-bed Terratima Lodge is a four-season, multi-faceted resort, offering everything from horseback riding in the summer to cross-country skiing in the winter. Marketing and development manager Tony Goodall sees a good summer before him. The resort's major markets are Alberta and the Pacific Northwest region of the U.S. Goodall's property has scarcely felt the effects of either the U.S. economic downturn or September 11.

### Northwest

In the Yukon, general manager Larry Watling of the Westmark Whitehorse Hotel and Conference Centre says he is definitely seeing the

effects of a cooler economy – and resistance to travel – on the part of the American market. Occupancy is down 1.2 percent, and rates are down just over 5 percent.

It's tougher in the experience sector. Neil Hartling, who operates Nahanni River Adventures from Whitehorse, has seen 30 percent of his trade evaporate this year. The hardest-hit market is the U.S., but the U.K. and Europe markets are hurting him as well. Hartling attributes a multiplier effect between a soft economy and nervous travellers. He expects that the decision by enthusiasts to book his high-end river packages is often vetoed by a friend or family member who may opt for a closer-to-home, less expensive holiday.

Perhaps Sherraine Christoperson in Winnipeg said it best: "Some events don't live up to their expectations, because the expectations are over-pumped. Mostly we just need to pay attention to business."

Certainly, the news in the tourism business across Canada is not as bad as some feared, and neither is it as wonderful as some would have us believe. Canada's tourism operators are taking it as it comes, and working from their strengths. ❖



## Alliance for sport tourism

The Canadian Sport Tourism Alliance (CSTA) is a national organization that currently has 40 municipalities as its membership base. The CSTA was formed in November, 2000 at the initiation of the Canadian Association of Convention and Visitors Bureaus (CACVB) and is a member of the Canadian Tourism Commission's (CTC) Product Clubs Program. The organization's mandate is to increase the capacity of communities across Canada to hosting sport events, and it has been focussing on developing leading edge industry tools and communication vehicles to facilitate and encourage active participation in the industry.

For example, the Events Database & Search Engine, launched in April 2001, is a web-based intranet platform designed for matching national, continental and world championship sport events with potential host communities across Canada. It features secure access to CSTA members and includes a variety of query and search functions to assist in the product matching process. The database currently contains over 150 events and is poised to surpass the CSTA's goal of 200 events by year-end. There are plans to extend the reach of the database to include provincial level events on a pilot basis.

"The Events Database has already provided information on several events which we are currently pursuing and at least one which has been recently awarded to our city," stated Todd Brandt, CEO of Tourism Saskatoon. "The database

is an outstanding strategic planning tool that saves time and delivers the information I need to help me stay on top of opportunities which represent the best fit for our community."

Another significant industry initiative under the leadership of the CSTA is the development of the Sport Tourism Economic Assessment Model (STEAM). The tool, based on the Conference Board of Canada's TEAM model, represents a standardized approach to economic impact assessment for use in the sport tourism industry throughout Canada. The North American Indigenous Games (July 25 – August 4, Winnipeg), a multi-sport festival involving over 7,000 participants, has been identified as the first event to which the model will be applied.

"STEAM will allow, for the first time, the comparative analysis of economic impacts of sport events to occur. It will also allow us to build a solid economic case for sport in relation to the return on investment of government resources at all levels," stated Michel Pellerin, Senior Program Officer at Sport Canada, a key federal partner in the project and the leading public sector investor in sport.

The CSTA conducts an annual Sport Events Congress during the month of April in Ottawa. The 2002 Congress attracted a sold-out gathering of over 120 delegates, a 250 percent increase over 2001. 🍁

For more information, visit [www.canadiansporttourism.com](http://www.canadiansporttourism.com).



Photo: courtesy of Tourism London.

CSTA: building a solid economic case for sport tourism in Canada.

## Sport tourism impact

Recent data suggests that sport tourism is a high-impact and emerging segment of the tourism industry. The Canadian Tourism Commission's research division estimates that sport travel in Canada is valued at approximately \$1.3 billion annually or 4 percent of the tourism market. The Federal Sub-committee on the Study of *Sport in Canada* estimated that there are currently over 200,000 sport events that occur annually in this country, while the Canada Travel Survey (1998) indicates that 37 percent of travellers participated in, or were spectators at, a sport event.

Sport tourism is gaining international attention. Last year, the World Tourism Organization (WTO) and the International Olympic Committee (IOC) collaborated on the first *World Congress on Sport Tourism* in Barcelona, Spain, attended by approximately 600 delegates from over 100 countries. The second World Congress was hosted on May 14-15, 2002 in Seoul, Korea in what is being positioned as an annual event in cities that have hosted previous Olympic Games. Canada qualifies as a future host by virtue of having hosted the summer Olympics in Montreal (1976) and the Winter Olympics in Calgary (1988). 🍁



Sport tourism is an emerging segment of the industry.

## Brantford: Ontario's tournament capital

by Pat Shewchuk

"Brantford is the Tournament Capital of Ontario for obvious reasons. It's a wonderful city to live in," says Canada's most famous hockey father and Brantford booster, Walter Gretzky. Five years ago a group of volunteers pursued the concept of branding and marketing the city as the Tournament Capital of Ontario (TCO), and in 1998 their vision became a reality.

In 1999 Brantford's tourism division supported the work of the TCO committee and secured a federal grant to pursue the concept. New services were developed for tournament organizers, business partnerships were secured, and in 2002 the Brantford city council supported the TCO initiative by officially including it in the city's Economic Development and Tourism Department. The city is a founding member of the

Canadian Sport Tourism Alliance and now has a seat on its board of directors.

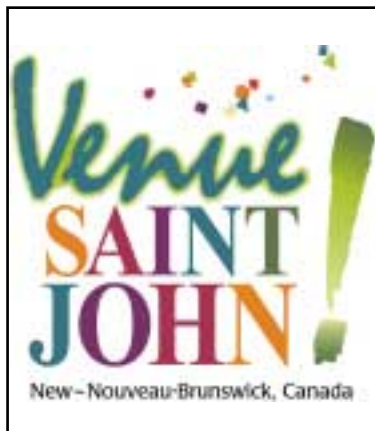
Brantford hosts a growing number of regional, provincial, national and international sporting events each year that attract thousands of participants, coaches, and spectators. Organizers credit dynamic leadership, dedicated volunteers, excellence in customer service, strong business, community, and political support, and a positive vision for the future as the keys to success.

Of course, it doesn't hurt that Brantford has its number one ambassador Walter Gretzky, along with the rest of the Gretzky family, supporting its efforts! 🍁

For more information, visit [www.city.brantford.on.ca/tco](http://www.city.brantford.on.ca/tco).

# Saint John gets in the game

The Venue Saint John team is leading communities across Canada in making sport a major driver of tourism and economic activity. The public-private sector partnership works in Saint John to attract and host events. The group, which began as the *Major Tournaments Committee* after the 1985 Canada Games, formalized into an event marketing partnership with the city three years ago.



“Sport tourism is the fastest growing tourism sector in Canada,

with over 200,000 sport events each year, worth about \$1.3 billion. Yet, most tourism departments still do not recognize it as a priority,” says Sally Cummings, Venue Saint John chair. “We’ve put a major emphasis on sporting events by contacting hundreds of local ‘Community Leaders’ to encourage them to host events in our own backyard, and it seems to be working! The number of sport events has increased by 156 percent over the last two years.”

Venue Saint John’s full time sport development officer, Kevin Carson, is representing the group on the Canadian Sport Tourism Alliance’s national board of directors for the next two years. “I’ve not only played sports, but I’ve also helped organize them, which is a major asset when assisting local sport leaders submit bids,” says Carson.

One highly successful event in Saint John is Marathon by the Sea. It has grown from 270 entrants to over 1200 participants from across

North America, bringing in over a quarter of a million dollars in direct expenditures to the local economy. It now involves over 300 volunteers and encompasses a 3-day festival-like atmosphere amidst the city’s other popular annual cultural event, Festival by the Sea.

Venue Saint John has a very aggressive marketing plan, which includes the launch of a colourful and informative Website ([www.venuesaintjohn.com](http://www.venuesaintjohn.com)). The city itself has agreed to waive all sports rental fees for teams hosting national, regional and provincial championship events

as a way to entice more events. Recently Venue Saint John rolled out the red carpet to 15 provincial sport organizations on a familiarization tour to give sport planners a chance to inspect first-hand the city’s world-class facilities.

“Hopefully we can convince sport leaders to think more about tourism by offering more pre and post tours,” says Cummings. “To continue to attract top notch events in the future, we have to market better, do more research into our sport travellers, and look at updating many of our aging facilities.”

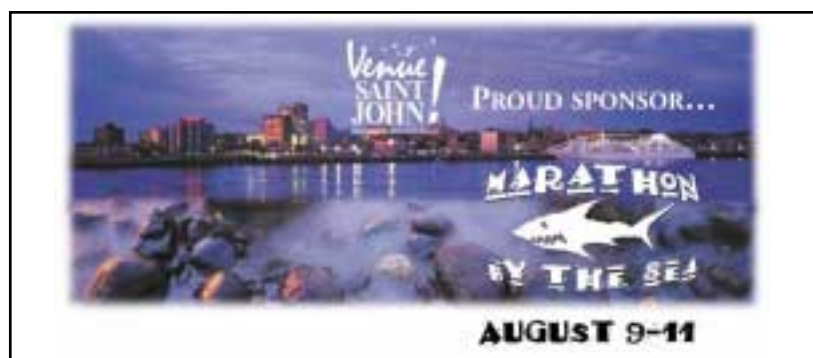


Photo: courtesy of Venue Saint John.

The launch of a new Web site is part of an aggressive marketing strategy.

The Ottawa office of the Canadian Tourism Commission is on the move

Go Far... not really  
Stay Close... you bet  
There's no place like home... but we're moving

Our new home, effective Monday July 15th 2002, will be at:

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The best news of all is that there will be no change to our phone numbers or e-mail addresses!

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CANADIAN TOURISM COMMISSION  
COMMISSION CANADIENNE DU TOURISME

Canada

# A matter of performance by Gary Lawrence

In Québec and the rest of Canada, the impact of major sporting events on the economic vitality of a city is well known. In addition to generating impressive local benefits, a World Cup or similar championship event can be an opportunity to renovate aging infrastructure and acquire new facilities.

of *Internationaux du Sport de Montréal (ISM)*, an organization devoted to promoting the assets of Montréal on the international sport scene.

“We have succeeded in securing half the events we applied to host,” states ISM President Marc

and Games in 2004, the *World Swimming Championships* in 2005 and the *2006 Gay Games*. According to Tourisme Montréal, these 14 events – not including the Grand Prix auto race and the Masters tennis tournament – will generate \$250 million in spinoffs and create 4,500 jobs between now and 2012. Québec City too has long recognized the value of sport tourism. “This sector yields a high return on investment,” according to Pierre Labrie, Director of the Greater Québec Area Tourism and Convention Bureau. Labrie added that, “the vast majority of visitors attracted by a world championship are from outside the country, and the participants often travel with their families.”

A pre-eminent tourist destination, Québec City can afford to be selective. “Ideally, we prefer events that generate as much money for the city as possible while having a minimal impact on the face of the city,” Labrie states. One example of this is the *World Police & Fire Games*, which will attract 10,000 participants and 5,000 spouses in 2005.

Other destinations, lacking the visibility of Québec City and Montréal, are nevertheless successfully banking on sport tourism. Sherbrooke, a

small university city known to very few people outside the province of Québec, will be hosting the *2002 AAA World Junior Baseball Championship*, the *World Youth Championships in Athletics* in 2003 and the *2006 Gymnasiade*. Sherbrooke beat out bids from Egypt and Venice, Italy to win the right to hold the 2006 edition of this international swimming and athletics competition. Previous Gymnasiades have been held in Shanghai, Barcelona, Nice and Florence.

With its rich sports tradition, Sherbrooke strives to incorporate sporting events into its tourism product offerings. To improve its chance of hosting such events, it has chosen to concentrate specifically on youth events. “So we don’t have to compete with Calgary or Edmonton, for example,” notes Lynda Généreux of the *Société de développement économique de Sherbrooke* (Sherbrooke economic development corporation). There are other necessary ingredients, according to Généreux, such as “a solid infrastructure base, strong expertise, a good background and plenty of experience, a well-mounted bid, people who are active in the community, lots of volunteers and, especially, a real desire to host a particular event.” ❁



Photo: Scott Grant, courtesy of Skate Canada.

Canadian figure skating star Elvis Stojko: Incorporating sporting events into tourism product offerings.

And yet, after the 1976 Olympics, it took the city of Montréal twenty years to begin recognizing the true potential of such events, through the establishment in 1996

Campagna. In addition to last year’s Grey Cup, Montréal will be hosting 14 major sporting events in the coming years, including the *World Festival of Traditional Sports*

## Giving the fans what they want! by Daryl Adair

Ten years ago Dave Guenther started “Roadtrips” as a small regional tour operation in Winnipeg, taking clients to sporting and entertainment events with an emphasis on National Hockey League games. Shortly after running his first tours, he had a vision of how numerous sporting events could be made available to average fans who might not have the knowledge to plan their own comprehensive sports tour.

Today, his vision has grown Roadtrips into a recognized world leader in the sports tourism market, offering sports entertainment packages in Canada and around the world. The company’s growth is due in part to its reputation for providing a high level of customer service. A milestone was the 95-96

NHL season (the last year games were played at the Montréal Forum) when clients from Canada and around the world wanted to see their teams play opposite Les Canadiens in this classic NHL arena. Individual packages were available for all home games featuring great seats (often next to season ticket holders) and first-class hotels. This attention to detail and customer satisfaction is part of Roadtrips’ philosophy for success.

Roadtrips continues to offer a growing range of sport tours. These include Baseball Hall of Fame Tours, World Cup Soccer packages, and the always-popular Air Canada Grand Prix in Montreal. Roadtrips is also heavily



Photo: Courtesy of Tourism Toronto

The Air Canada Center, in Toronto, a popular destination in sports entertainment packages.

involved in incentive tourism, recognizing that sport packages are great motivators for individual sales or corporate hospitality. Says Guenther: “One company we have worked with had an ambitious sales goal for its dealer network, with the incentive being a trip to the NHL All Star Game in Toronto. The company had hoped 40 to 50 dealers would qualify and was more than pleased when officials had to work with Roadtrips to secure space for more than 75 successful dealers, leading to one of their best sales years ever!”

Taking its sport tour product to yet another level, Roadtrips has launched AT-YOUR-SERVICE-DESK™. Now the company’s clients, no matter where they are, can call a toll-free number to get detailed information on area attractions, tickets to extra events, or even to reserve a tee time. This is akin to having one’s own personal concierge close to hand, an innovation intended to deliver the high level of service customers expect. ❁

For more information, visit [www.roadtrips.com](http://www.roadtrips.com).



# Vancouver: an Olympic venture

For many years, British Columbia has been quietly earning a solid reputation for attracting international events. Vancouver and Whistler have hosted *Expo 86*, *APEC summits*, *World Cup downhill skiing* and more recently, the *2001 World Figure Skating Championships* which brought thousands of visitors and millions of dollars of economic benefit to the province.

In the late nineties, B.C. tourism leaders mounted a bid for the right to host the *2010 Olympic Winter Games* and *Winter Paralympic Games* in Vancouver and Whistler. The benefits were too obvious to ignore. The bid, and subsequent hosting of the Games if successful, would help to build immediate and future business for the province, elevate tourism to a new level, generate international exposure for the destination, attract new visitors to Vancouver, Whistler and other parts of B.C., and be the catalyst for a number

of infrastructure improvements. The Games are expected to benefit the arts and culture community and provide significant legacies for generations of residents and visitors to enjoy. To strengthen community and partner support for the bid, the 2010 Bid Corporation has cited several studies that show the benefits and impact the Games have had on host destinations. In Sydney, Australia, for example, the 2000 Summer Games were said to have created the single biggest promotional opportunity in 100 years. The \$12 million (Australian), four-year program was expected to generate an additional \$6.1 billion in revenues from increased international visitation between 1997-2004. However, that projection was shattered, with \$6 billion of inbound visitor spending in 2001 alone!

The *2010 Vancouver Whistler Bid* has earned strong support to date from all levels of government, as well as from the corporate sector. While British Columbia stands to



Photo: Courtesy of 2010 Bid Corporation.

Support for the 2010 Vancouver-Whistler Bid is growing.

gain the most in economic benefit, it will also be positioned as a major gateway to the rest of Canada, providing a significant boost to national tourism and

business opportunities. Vancouver 2010 is Canada's Winter Games Bid and is fast becoming a rallying point for national community pride and spirit. 🍁

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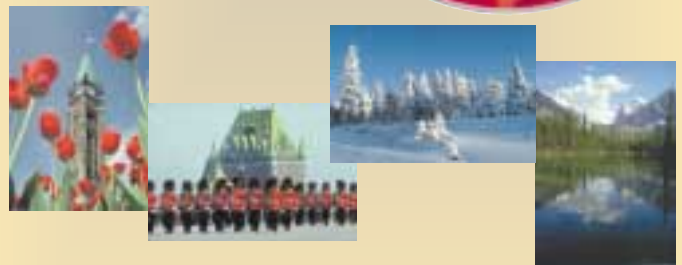
# TOURISM

Coast to coast. Cover to cover.

## IMAGES CANADA 2002

The *Images Canada 2002* photo CD contains approximately 100 images from the Canadian Tourism Commission Photo Library and links to a searchable database on the photo website of over 800 images ([www.canadatourism.com/photolibrary](http://www.canadatourism.com/photolibrary)).

Both the CD and the website contain some free high resolution images which may be used to promote Canada as a tourism destination within the guidelines stated in the Conditions of Use found on the CD and website.



Copies of the CD are available from the CTC's Distribution Centre at 613-954-1724 or [distribution@ctc-cct.ca](mailto:distribution@ctc-cct.ca)



## Summer games: London's legacy

The City of London in southwestern Ontario understands the value of sport tourism and the vital role sports and recreation play in a city's quality of life; some even consider sport to be one of the most significant contributors to the city's promotion and growth.

London played host to the *2001 Canada Summer Games*, reaping the benefit of spending by athletes and spectators as well as for the construction and redevelopment of sport infrastructure in the region. The Canada Games also created an important legacy through the development of skills, talents and initiative within the London community itself, leading to a marketing strategy to sell London as a venue for other major sport events.

This strategy has proven successful: London is slated to host international events like the *2004 Can-Am Police-Fire Games* and the *2005 World Transplant Games*. The Province of Ontario has awarded London the *Ontario Senior Winter Games*, the *Ontario Winter Games* and the *Ontario Summer Games*. Local and area sport clubs have been busy too, securing the *Canadian Swim Championships*, *Canadian Cycling Championships*, and other major tournament events, all as a direct result of London's involvement in hosting the 2001 Canada Games.

The *Can-Am Police-Fire Games* and the *World Transplant Games* are each expected to bring in over \$5 million in revenue to the London community, and bring between 2,000 to 3,000 visitors to the city. "Hosting a sport event is more than operating a sport tournament," says London's sport tourism manager Bob Graham. "It brings the spotlight to your community: visitors check you out - visitors spend money - visitors market your community. Sport tourism is a huge economic generator: the investment is worth millions." 🍁



Photo: Courtesy of Tourism London.  
London, a leading venue for major sport events.



Photo: Island Cruising Yacht Charters & Sailing School.

Charter companies offer learn to cruise programs.

## Sport sailing in luxury

by Chris Thody

A relatively unknown yet thriving sport tourism industry has been steadily growing on Canada's west coast since the early sixties when a few small companies began chartering out pleasure craft to cruising enthusiasts. Now ten companies, which comprise the *B.C. Bareboat Charter Association*, manage over 250 yachts ranging in sizes from 28 to 55 feet worth a total value of over 50 million dollars.

Bareboat charter vessels are equipped with top-of-the-line navigation equipment and many of the amenities of home. Some even include microwaves, CD players, TVs and VCRs. Bareboat only means that the vessel does not come with a skipper. The program is designed for families and

friends to charter the vessel of their choice and take themselves cruising on their own.

For those people with little or no sailing experience most charter companies also offer learn to cruise programs. They are generally live-aboard style courses in which four students board a boat with one instructor and head off through the islands for a week of *Cruising and Learning*. All the courses lead to recognized certification to qualify students to charter vessels locally or internationally on their own. 🍁

*Chris Thody owns Island Cruising Yacht Charters & Sailing School. For more information, visit [www.islandcruising.com](http://www.islandcruising.com).*

## Sports management from participant to consumer

CSTT Sports Management International is a comprehensive sports travel and event management firm with its head office in London, Ontario, a second office in Kelowna, B.C. and U.S. branches in Maine and Washington states. Having worked with nearly 200 tournaments worldwide, CSTT has helped to streamline tournament processes and increase the revenue that these tournaments generate. CSTT works with a great number of sporting associations and governing bodies to ensure that provincial, national and international championships are run in a timely and profitable manner, increasing tourism revenue. CSTT has also designed training camps for the likes of Sweden's Bronze Medal Women's Hockey Team and the Netherlands' Women's National Softball Team. 🍁

*For more information visit: [www.sport-travel.com](http://www.sport-travel.com).*



## Labour shortages will challenge the industry by Arden Redfern

The Canadian tourism industry is being challenged with increasing labour shortages as the economy continues to grow, resulting in recruitment and retention issues. The Canadian Tourism Commission is projecting 3.5 percent to 5 percent growth rates for the tourism industry over the next several years, and 1998 Canadian Tourism Human Resource Council (CTHRC) employment growth projections indicated that 90,000 new jobs in tourism could be created between 2002 and 2005 at a 2 percent

rate. However, the overall growth for Canada's labour force is projected to decline from 1.4 percent to 0.4 percent by 2016.

According to the Conference Board of Canada, there will be a shortfall of 950,000 workers in the Canadian economy by 2020. Tourism businesses are already finding it increasingly difficult to attract, hire and retain qualified staff. The CTHRC recently commissioned a study in the accommodation and foodservice sectors,

showing that labour shortages have increased substantially over the past two years in most occupations, with this past year proving to be particularly difficult.

A cook/chef position in the food-service sector is the most difficult to fill, with an average 41-week recruitment time. Management and supervisory positions in both the foodservice and accommodation sectors have also been challenging, with a 12 to 38 week average recruitment time, while housekeepers, food & beverage servers and front desk agents require an average of 5 weeks.

Survey respondents suggested that shortages were occurring because of a strengthening economy coupled with a perception that other sectors offer better opportunities.

They also felt that better promotion of career opportunities in the industry, and more competitive employment packages, could help remedy recruitment problems.

The CTHRC will be working with its public and private sectors partners to find ways to resolve what it believes will be a continuing, and potentially deepening, labour shortage for the tourism industry. There are strong indications that attention should be focused on recruitment and retention strategies, while CTHRC president Wendy Swedlove also recognizes the need for a greater emphasis on training. "Investing in employees will support retention and enhance productivity," says Swedlove. 🍁

*For further information on tourism labour studies, contact [cthrc@cthrc.ca](mailto:cthrc@cthrc.ca)*

Photo: Canadian Tourism Commission.



Investing in employees will support retention and enhance productivity.

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Culinary tourism is a four-season product.

## Good food, good experiences

When the Canadian Tourism Commission (CTC) commissioned Pricewaterhouse Coopers to conduct an impact study to better understand the impact of September 11 events on U.S. travellers, the study revealed that the top motivating factor among U.S. travellers is local cuisine. That is good news: culinary tourism in Canada has tremendous variety, quality and value, and is a four-season product that can easily be associated with other Canadian tourism products.

The CTC has organized nine regional round tables across the country and a first *National Tourism & Cuisine Forum* (June 2001). These initiatives were first steps towards positioning Canada as a cuisine tourism destination; the recently-released *Acquiring Taste for Cuisine Tourism: A Product Development Strategy* responds to issues identified by industry stakeholders and sets the stage for significant contributions to the development of this new “trendy” product.

This document outlines five different strategies along the lines of research, product development, marketing, training and education, and industry stakeholder communications. Specific actions include creating formal partnerships with federal, provincial and territorial governments and industry stakeholders such as Cuisine Canada.

Other potential initiatives include the development of quality-based national standards; the organization of a second National Tourism & Cuisine Forum; assisting in the development of provincial/territorial brand images; developing market-ready products; focussing on packaging and enhancement of existing products; targeting U.S. and domestic markets; creating awareness in regards to culinary products; facilitating business level training; and developing and distributing information materials on cuisine tourism. 🍁

*For more information, contact [deneault.mylene@ctc-cct.ca](mailto:deneault.mylene@ctc-cct.ca).  
To obtain a copy of the report, [distribution@ctc-cct.ca](mailto:distribution@ctc-cct.ca).*

### CTC EVENT HIGHLIGHTS OCTOBER 2002

DATE	EVENT	LOCATION	CONTACT
October 1	8th Canada Japan Tourism Conference	Matsumoto City, Japan	<a href="mailto:toyoda.yukido@ctc-cct.ca">toyoda.yukido@ctc-cct.ca</a>
October 11-13	TTG Riva del Garda	Italy	<a href="mailto:vermicatti.lucia@ctc-cct.ca">vermicatti.lucia@ctc-cct.ca</a>
October 14-18	Showcase Canada	Bangkok	<a href="mailto:brinkhaus.donna@ctc-cct.ca">brinkhaus.donna@ctc-cct.ca</a>
October 21-25	Kanata 2002	Tokyo and Osaka	<a href="mailto:hood.derek@ctc-cct.ca">hood.derek@ctc-cct.ca</a>
October 19-22	Tourism Research Committee Meeting	Mont Tremblant, Québec	<a href="mailto:meis.scott@ctc-cct.ca">meis.scott@ctc-cct.ca</a>

## Québec launches industry council

Québec’s travel industry launched The *Travel Industry Council of Québec (TICQ)* at a founding meeting in May, 2002. The new Council is to be chaired by Charles Lapointe, president and CEO of Tourism Montréal.

The TICQ membership will represent the various industry sectors as well as major travel companies active in Québec. The Council’s mission is to foster cooperation among travel industry organizations and companies with a view to defending and promoting the economic and professional interests of the industry. The TICQ seeks to become a credible advocacy organization, speaking with government authorities on matters of collective industry interest.

According to Chairperson Charles Lapointe, “The formation of the Council will undoubtedly make it possible to position the travel industry as one of the driving forces of the Québec economy. The travel industry is indeed one of the most dynamic economic sectors in Québec, and to ensure optimal development and to enhance our competitiveness as a travel destination, it is essential that we enjoy effective stakeholder cooperation.”

The board of directors is currently focussing efforts on a number of key issues such as the problems associated with school schedules, the boycott of extracurricular activities by Québec teachers and the resulting negative impact on the industry, and the shortage of qualified manpower in regions across the province. 🍁

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## Product Club success story

Bay of Fundy tourism businesses are better prepared than ever to welcome the influx of visitors expected in the region this season, thanks to a new program sponsored and coordinated by the Bay of Fundy Tourism Partnership.

Thirty-three tourism businesses around the bay from St. Andrews, New Brunswick, to Yarmouth, Nova Scotia, have just been designated as “*Bay of Fundy Recommended Experiences*”. In order to receive the designation, these operators voluntarily completed an extensive three-phase tourism quality assurance program which included mentoring sessions, a “best practices” tour of tourism businesses in the inter-provincial Bay of Fundy region, and a mystery shopping exercise.

“Through participation in this program, these businesses have shown their commitment to

delivering safe, high-quality vacation experiences,” said the Honourable Gerry Byrne, Minister of State for the Atlantic Canada Opportunities Agency (ACOA).

The “*Bay of Fundy Recommended Experiences*” program is cost-shared by the participating tourism businesses and the Bay of Fundy Tourism Partnership. It is promoted by the organization through certification, brochures and a Website. The partnership was created in 1998 as part of the Canadian Tourism Commission’s Product Clubs program and is now supported by ACOA, the New Brunswick Department of Tourism & Parks, the Nova Scotia Department of Tourism & Culture, and tourism associations in the Bay of Fundy region. 🍁

*For more information, contact Bay of Fundy Tourism Partnership (902) 254-2772.*



Kayaking the Hopewell Rocks in New Brunswick.

## Get the facts!

“Fact Sheets” containing brief but comprehensive information on a specific topic will be published from time to time as issues or topics of interest arise. For example, the new *Air Travellers Security Charge (ATSC)* on April 1, 2002, has raised many questions. The fact sheet on the ATSC includes detailed, reader-friendly information on what every traveller, tour operator, travel agent, etc., needs to know. There is also a current fact sheet on *Highway 407 Express Toll Route Charges*, and upcoming fact sheets include one on entry into Canada for foreign nationals with criminal convictions, and on the GST Visitor Rebate Program.

These “Fact Sheets”, a new initiative of the Canadian Tourism Commission, are available through the CTC’s Website [www.canadatourism.com](http://www.canadatourism.com) under the Industry Resources – Publications section. Should our readers wish to suggest topics or issues, please contact Irenka Farmilo, Program Director of Industry Development at: [farmilo.irenka@ctc-cct.ca](mailto:farmilo.irenka@ctc-cct.ca). 🍁



## One-stop rail travel initiative announced

Canadians spend 16 percent of their annual disposable income on transportation. The \$262 million tourists spent on passenger rail in 2001 makes a substantial contribution to the Canadian economy in terms of revenue, business creation, jobs and regional development.

Bill Rowat of the Railway Association of Canada (RAC), a group which represents 95 percent of Canada’s railways, points out that a new partnership with the Canadian Tourism Commission (CTC) as the *Canada by Rail Product Club* will promote rail tourism both domestically and internationally.

*Canada by Rail* will develop a series of new partnerships between those Canadian railways which offer tourist services and other sectors of the Canadian economy. A one-stop-shopping Website ([www.canadabyrail.ca](http://www.canadabyrail.ca)) will offer tourists information on all rail-related opportunities.

Rowat says this is the first time Canadian tourist, commuter, and



Photo: Courtesy of The Railway Association of Canada.

Travelling by train through the Rocky Mountains.

intercity passenger railways have joined together to develop products intended to enhance rail awareness and tourist accessibility in all regions of the country. Not only does tourist rail provide exciting adventures throughout Canada, he says, but the passenger and commuter components are fundamental transportation to innumerable other tourist venues. The partnerships will expand beyond rail service providers, into any sector where cross-promotional opportunities exist. 🍁



## Observations from the travel trade

National Opinion Polls Inc. interviewed 400 Canadian travel agents for its annual survey of Canadian travel agents some three months after September 11. Responses revealed that despite the industry taking a major hit in the immediate aftermath of September 11, the gut feel of those on the front line of the agency sector was that travel industry volumes would move to assume earlier levels and they would do so sooner rather than later. The mood of the agency sector is upbeat and those who speak on its behalf are confident of resuming profitable operating levels.

Here are some survey results which support these conclusions:

- Two out of three agents reported a loss of business.
- The average loss of business over previous year was 38 percent.
- In response, one in four agencies increased marketing effort; one in five reduced staff.
- Two out of three agents believed that travel volumes would return to normal within six months.
- Three out of four agents are confident that their agencies will turn in a reasonable profit during the next twelve months. 🍁

## Measuring regional impact

*The Provincial and Territorial Tourism Satellite Accounts (PTSA), 1996* released by Statistics Canada, is the first ever study of its kind in Canada or elsewhere and demonstrates the significance of tourism for the economy of the provinces and territories, illustrating how its importance varies significantly across the regions.

The PTSA, a joint project between the Canadian Tourism Commission (CTC), Statistics Canada, and the provinces of Alberta and Québec, were created as a response to the demand for information on the relative importance of regional tourism in the national economy.

“For the first time, we are able to accurately measure the value of tourism in Alberta relative to other industry sectors. In addition, the PTSA allows us to measure the relative importance of tourism to other provinces and territories on a consistent basis,” says Sid Nieuwenhuis, manager, tourism research, Alberta Economic Development.

The PTSA results are based on a combination of the provincial *Input – Output*, the *Canadian Travel Survey (CTS)*, the *International Travel Survey (ITS)*, the *Labour Force Survey (LFS)*, the *Survey of Household Spending (SHS)*, and the *Survey of*

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*Employment, Payroll and Hours (SEPH)*. The methodological treatment of data sources is also different from existing provincial/territorial models and analyses.

The research unit of the CTC has created a table using several Statistics Canada sources to generate current estimates of various

related measures of the “comparable” provincial and regional economic aspects of tourism for the 2001 reference year. These derived figures illustrate the relative contribution of each province to key national measures of the economic significance of tourism in Canada, and they are consistent with nationally published figures for the total Canadian economy.

“We understand that the new numbers are a challenge to the industry in the short run. They could create confusion because of different sources of data used, as well as different methods of analysis from the variety of sources and methods used previously by individual provinces and territories,” says Scott Meis, director of research at the CTC. “In time, however, the various sets of numbers should move towards convergence, and we will all be able to agree on the rank, size and share of each province in the national tourism economy,” says Meis. 🍁

Regions/Variables	Tourism Expenditures			Tourism GDP <sup>1</sup>			Tourism Employment <sup>2</sup>		
	\$Millions <sup>3</sup> 1996	% 1996	CTC 2001 Estimates (\$millions)	\$Millions <sup>3</sup> 1996	% 1996	CTC 2001 Estimates (\$millions)	Thousands <sup>3</sup> 1996	% 1996	CTC 2001 Estimates (thousands)
Newfoundland	570	1.4	764	205	1.2	264	6.8	1.3	7,326
Prince Edward Island	187	0.5	273	78	0.5	110	2.7	0.5	2,818
Nova Scotia	1,151	2.9	1,583	435	2.6	572	16.5	3.3	18,596
New Brunswick	712	1.8	983	287	1.7	374	11.3	2.2	12,397
Quebec	7,869	19.9	10,865	3,379	20.0	4,400	104.0	20.5	115,518
Ontario	14,547	36.7	20,038	6,177	36.5	8,030	189.0	37.3	210,186
Manitoba	1,304	3.3	1,802	557	3.3	726	17.8	3.5	19,723
Saskatchewan	1,120	2.8	1,529	442	2.6	572	16.0	3.2	18,032
Alberta	4,447	11.2	6,115	1,981	11.7	2,574	56.2	11.1	62,549
British Columbia	7,503	18.9	10,319	3,283	19.4	4,268	84.6	16.7	94,105
Yukon	120	0.3	164	50	0.3	66	1.2	0.2	1,127
NWT & Nunavut	119	0.3	164	50	0.3	66	1.2	0.2	1,127
<b>Canada</b>	<b>39,650</b>	<b>100</b>	<b>54,600<sup>4</sup></b>	<b>16,924</b>	<b>100</b>	<b>22,000<sup>5</sup></b>	<b>507.5</b>	<b>100</b>	<b>563,500<sup>4</sup></b>

Note: Totals may not add up due to rounding.

<sup>1</sup> Tourism GDP is calculated at factor cost as opposed to market prices.

<sup>2</sup> Tourism Employment is based on an estimate of jobs rather than a full time equivalent. It includes both part time and full time employment.

<sup>3</sup> Source: Statistics Canada, *The PTSA, 1996*, Technical series number 38, Cat. No. 13F0063XPE

<sup>4</sup> Source: National Tourism Indicators, Quarterly Estimates, Fourth Quarter 2001, Catalogue no. 13-009-XPB

<sup>5</sup> Source: Statistics Canada, Tourism Economic Impact Model



# The Research Viewpoint

In search of foresight for a stronger industry by Scott Meis

As you read this, you will most likely be experiencing a resurgence in the tourism market, led by Canadians on leisure trips within Canada, along with U.S. residents visiting by car. We had a feeling it would be like this; it was predicted in April, in the summer *Business Outlook* – a new seasonal foresight that promises to become one of the most useful tools for tourism business decision-makers, and may indeed be the Canadian Tourism Commission's (CTC) best-kept secret.

The *Short-Term Business Outlook*, as it is properly titled, is a comprehensive scenario of the upcoming season's tourism demand. It covers all the Canadian tourism industry's major markets around the world, and includes an economic round-up of each geographic area as well as tourism trends, a market overview, a report on advance bookings and market intelligence, a look at air capacity,

and a summary outlook for the next season.

We relied on the CTC's foreign offices for quarterly and weekly reports and surveys of tour operators, which were invaluable in the production of this forecast. The numbers from this unique combination of industry intelligence, field reports and qualitative information are crunched to produce the scenarios. It is, quite simply, the best available assessment of the upcoming season.

This spring's report predicted that domestic travel, as well as short-haul visitors from the U.S., will continue to lead the way out of the tourism downturn. It also suggests a world moving into tourism trading blocks, with more visitors predicted from North America and fewer from Europe. A notable exception is a higher number of visitors expected from South Korea and China.

As I mentioned recently when introducing the international travel forecast, it is important to keep in mind that forecasts need to be interpreted in the context of the new travel reality. We have presumed that no major events or catastrophes will interrupt the travel trends we have illustrated.



Following a review of the CTC research program over the past two years, we have adopted many changes in order to make ourselves more forward-looking and able to produce the type of foresight the industry needs. The *Business Outlook* is a prime example of how the CTC can provide information that adds value to the Canadian tourism industry, and is in response to requests for information that industry leaders could use when planning for the upcoming season.

We began to work on the *Business Outlook* in the summer of 2001, with much input and help from CTC board member David Morrison, president and CEO of Brewster Transportation of Banff. The *Business Outlook* was prepared for the CTC by the Canadian Tourism Research Institute of the Conference Board of Canada and will be published regularly and made available at [www.canadatourism.com](http://www.canadatourism.com). It will be available as a tool for tourism operators across the country and, if the initial response is any indication, it is already on its way to being perused as avidly as the horoscopes – except readers know that we have a much more reliable margin of error! 🍁

*Next month – Fine-tuning the machine: important changes to the way the CTC gathers information through the Canadian Travel Survey and the International Travel Survey.*

## Australian market update underway

Australians are inveterate travellers with a high propensity for outbound travel. The Canadian Tourism Commission (CTC) is aware that its current knowledge of the Australian market is dated, drawn from a 1994 study and does not properly capture recent developments in the market.

Canada's competitive position in Australia has eroded in favour of other destinations such as the U.S. and the U.K. Since 1995, total long-haul outbound travel from Australia has grown by 25 percent, while the number of overnight trips to Canada has increased by only 7.6 percent. As a result, Canada's market share has dropped from 7.2 percent to 6.2 percent, representing an estimated opportunity cost of over \$20 million. This drop raises concerns, particularly regarding Canada's price competitiveness.

Not only was 2001 marked with a global economic slowdown and the September 11 tragedies, it appears that there is potential for continued erosion, with outbound travel from Australia to Canada declining by



6.2 percent. The CTC Asia/Pacific working committee has requested primary consumer research of the long-haul outbound travel market from Australia to better understand its behavior, purchasing patterns, travel decision-making processes, activity/product preference, and future travel intentions.

The research will provide the CTC and its partners with information that can be used to influence advertising and marketing communication instruments targeted at both consumers and the travel trade. *Roy Morgan Research* of Australia has been engaged to undertake this project on behalf of the partners: CTC, Tourism British Columbia, Travel Alberta, the Ontario Tourism Marketing Partnership and Air Canada. Work is currently underway and preliminary results are expected in the autumn of 2002. 🍁

For more information, contact [laplante.roger@ctc-cct.ca](mailto:laplante.roger@ctc-cct.ca).



# Overnight travel to Canada held up in 2001



Despite the slowdown in the global economy and the impact of September 11, foreign visitors travelled to Canada in record numbers in 2001. The sharp decline in travel from overseas markets and the collapse of business travel from the United States in the last six months were offset by an increase in leisure travel from the same market.

## All markets

For the year as a whole, overnight travel to Canada was up a modest 0.5 percent, totaling 19.6 million overnight trips. This matched the record high set in the previous year.

The year-end total was influenced by the fall-off in travel in the fourth quarter (-7.2 percent), which was triggered by the events of September 11. The negative response was driven primarily from overseas markets where travel was down 21.3 percent in the last quarter. Overall travel was up 1.4 percent through the first nine months of 2001.

On the positive side, spending by international tourists in Canada was up 6.0 percent to \$13.3 billion.

## The United States

Tourists from the United States took 15.6 million overnight trips to Canada in 2001, an increase of 2.3 percent over 2000. Travel was flat in the third quarter and down 3.0 percent in the fourth quarter, as economic and safety concerns took effect. U.S. tourists spent \$8.1 billion dollars in Canada, a gain of 9.0 percent.

The strong performance from the U.S. was attributable to strength in the leisure travel market. American leisure travel to Canada reached 13.5 million overnight trips in 2001, surpassing the previous year's record of 12.9 million. Following rapid growth in the first six months (+8.0 percent), it advanced by 4.0 percent in the third quarter and slowed to 2.0 percent in the last quarter.

American leisure travellers to Canada spent \$6.5 billion, an impressive

14.0 percent above the 2000 level. Business travel to Canada was down 13.5 percent in 2001. Travel was flat in the first quarter and down 7.0 percent in the second, ahead of the events of September 11. But the combination of a weakening economy and the terrorist attacks led to drastic declines in the latter half of the year. Travel to Canada was down 21.8 percent and 23.6 percent in the third and fourth quarter respectively. The decline was confined largely to travel by air. In line with the collapse in overnight trips, spending was down 6.9 percent to \$1.66 billion.

## Overseas markets

Overnight travel to Canada from overseas markets was more influenced by the weakening global economy and the events of September 11, declining by 8.2 percent and returning to pre-1996 levels. This setback was primarily driven by declines of 9.7 percent from Asia and 7.5 percent from Europe.

About 4.0 million tourists came to Canada from overseas market in 2001, spending \$5.1 billion, a modest decline of 0.8 percent over 2000. While overseas travel receipts to Canada had increased by 2.5 percent in the first nine months, the situation worsened following September, with receipts dropping significantly by 19.4 percent in the last quarter of 2001.

Spending on overnight trips from the Asia/Pacific region amounted to \$1.8 billion, up modestly (0.2 percent) while spending on overnight trips from the European/Latin America region reached \$3.3 billion for a drop of 1.2 percent, primarily led by the Latin America markets, declining by 12.6 percent.

Among the top overseas market to Canada, Mexico (+4.6 percent), South Korea (+5.2 percent), and China (+10.6 percent) were the only markets to display growth in overnight trips. The largest drops in travel were recorded by Taiwan (-27.0 percent), Japan (-18.0 percent) and Italy (-17.0 percent). 🍁

## A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
<b>TOURISTS TO CANADA</b>			
From the U.S.	January - April 2002	3,180,732	0.3
By Auto	January - April 2002	2,036,704	7.7
By Non-auto	January - April 2002	1,144,028	-10.7
From Overseas - Total	January - April 2002	791,340	-11.8
United Kingdom	January - April 2002	172,118	-11.4
Japan	January - April 2002	85,905	-15.1
France	January - April 2002	66,369	-14.1
Germany	January - April 2002	45,311	-16.2
Hong Kong	January - April 2002	28,993	-11.0
Australia	January - April 2002	34,711	-18.8
Taiwan	January - April 2002	24,835	-27.6
Mexico	January - April 2002	31,715	-3.9
Korea (South)	January - April 2002	35,377	11.8
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January - April 2002	3,899,601	-13.1
By Auto	January - April 2002	2,062,713	-3.2
By Non-Auto	January - April 2002	1,836,888	-22.0
To Overseas - Total	January - April 2002	1,888,237	-10.7
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Fourth Quarter, 2001	554,400	0.4
Accommodation	Fourth Quarter, 2001	160,800	4.2
Food and Beverage	Fourth Quarter, 2001	147,300	1.6
Transportation	Fourth Quarter, 2001	94,500	-7.5
<b>SELECTED ECONOMIC INDICATORS</b>			
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)	May 2002	118.6	1.0
<b>EXCHANGE RATES (IN CDN\$)</b>			
American dollar	May 2002	1.5497	0.5
British pound	May 2002	2.2623	2.9
Japanese yen	May 2002	0.0123	-3.1
EURO	May 2002	1.420	5.4

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



## Sportfishing is big sport tourism business!

The Sports Fishing Institute of B.C. estimates that some 750,000 people will purchase saltwater and freshwater fishing licences this year, and that will include thousands of Canadians and Americans willing to spend more than \$1,000 a day to fish at one of B.C.'s trademark luxury lodges. Three quarters of a million people fishing in B.C. means that there are more of them than there are season ticket holders in the entire National Hockey League, according to the Institute. The freshwater and saltwater fishing industries contribute about \$800 million to the B.C. economy each year. 🍁





The Atlantic Canada Opportunities Agency will provide \$145,000 for the **2003 Bathurst-Campbellton Canada Games** Host Society to set up a marketing campaign to promote the games. The campaign will involve television segments and Webcasts.



Visiting Canada should now be a little easier for Americans who have committed offences such as driving while impaired – providing there was only one such offence. Under the federal **Immigration and Refugee Protection Act** in effect since June 28, immigration officials at the Canadian border may deem foreign nationals rehabilitated, providing there was only one such offence and the sentence was completed over 10 years ago. There is no fee for this "deemed rehabilitation." For those with sentences completed less than 10 years ago, immigration officials may agree to issue a Temporary Residence Permit, for which there remains the administrative cost of \$200 Cdn.



Developers Phil Denyes and Terry Guibault have high hopes for an Ottawa sport tourism product that would feature live athletic demonstrations, interactive displays, and a sport-themed restaurant. The proposed attraction would be located in the **Byward Market**, a popular Ottawa tourist hangout. Denyes, who recently resigned from his job as president and CEO of Canada's Sports Hall of Fame, says this project could exist in harmony with the national museum should it be relocated to Ottawa.



**Spain** has joined the countries that have introduced a **Tourism Satellite Account** (TSA) system. Canada and France first developed this system and were followed by Austria, Switzerland, Singapore, Australia and the United States. The European Union recently adopted a resolution to back the development of the TSA in each member country.



The federal and provincial governments have committed to spending a total of \$232 million on the **Royal Ontario Museum**, the **Art Gallery of Ontario**, a long-awaited opera house, and four other cultural institutions in the greater **Toronto** region.



If one needed proof that upgraded tourism infrastructure begets tourism business, look no further than **Seattle, Washington**. This year, cruise ships are paying 79 visits to Seattle's new \$38 million cruise terminal, and it is expected that next year 490,000 cruise ship customers will be visiting Seattle. That's about half of the one million passengers that **Vancouver** now sees on cruise ships, and growing!



The **Attractions Canada Awards** contest recently honoured in Edmonton the excellence of 15 attractions or events from across the country. The national prize-winners were chosen from 103 provincial and territorial finalists. For information about the contest and winners, visit: [www.attractionscanada.com](http://www.attractionscanada.com)



Northeastern Alberta, specifically **Fort McMurray**, is home to Canada's largest energy resource, the Alberta Oil Sands. However, tourism and group tours to this area have increased more than 200 percent in recent years. Fort McMurray Tourism recently won the prestigious **Travel Alberta "Alto" award** for partnership in conjunction with the **Oil Sands Discovery Centre** and the participating oil sands plants. There is a thirst to see the largest mining machines in the world and learn about the energy that will shortly supply more than 50 percent of Canada's energy needs. For information visit: [www.oilsandsdiscovery.com](http://www.oilsandsdiscovery.com)



The American Automobile Association (AAA) has awarded **Four Diamond ratings** to **Haddon**

**Hall Inn** (Chester) and the **Sheraton Halifax Hotel** (Halifax), both in Nova Scotia. It is the fifth straight year for Haddon Hall, and the sixteenth for the Sheraton.



Andrew Thomson, Saskatchewan's minister responsible for information technology, has announced his government will contribute \$867,000 to updating the technology of tourism Websites in the province, under the Canada-Saskatchewan Western Economic Partnership Agreement. "We think it's a good opportunity for us to profile Saskatchewan and to have a good first class product on the Web," said Thomson. **Tourism Saskatchewan** will receive \$672,000 of the funding with the remainder going to **Tourism Regina** and the five rural tourism regions.



**Seventy percent of Canadians** planned to spend their summer vacation in Canada this year, compared with 12 percent whose destination was the United States, an opinion poll says. A Leger marketing survey found that 44 percent of respondents would stay in their own province, while 26 per cent said they would visit another province. Québécois appeared the biggest homebodies, with 65 percent saying they would remain in their own province this summer. Albertans were at the other end of the scale, with just 29 percent opting to spend their vacation at home.



Hong Kong and Munich are growing in popularity as summer destinations, but **Toronto**, **Vancouver** and New York remain the top booked destinations for the upcoming holiday season, according to a recent online poll of travellers by Travelocity.ca. Although 77 percent of those surveyed are planning to travel this summer, taxes and fees on flight tickets are becoming an increasing barrier to travelling for Canadians.



**Atlantic Canada Showcase** (ACS) is scheduled for Halifax, Nova Scotia, October 15-17, 2002. ACS is a trade exchange/reverse marketplace designed especially for the motorcoach, group, F.I.T., and specialty travel industry.



**Lufthansa** airlines wanted to do something special to thank **Gander** and **Halifax** for taking care of German airline passengers stranded by the terrorist attacks last autumn. The airline broke from its tradition of naming its planes after German cities, to christen the latest addition to its fleet the "Gander Halifax". Forty people from the Newfoundland and Nova Scotia municipalities travelled to Germany for a ceremony to honour them for their role in feeding and housing about 2,000 Lufthansa passengers when their flights were diverted to Canada on September 11.



Cooking getaways are all the rage these days. Celebrity chefs such as Nigella Lawson, Emeril, Bobby Flay and Ken Kostick have made cooking cool. Torontonians are flocking to weekend gourmet cooking classes with seasoned chefs in gorgeous settings outside the city. Gastronomic adventure packages are proving so popular that many places, like the pretty **Butternut Inn** in **Port Hope**, Ontario are booked up to two months in advance



The 2002 **American Express Leisure Travel Index** has found that more than half of survey respondents say they plan to travel at least as much this year as last year, and another quarter expect to travel more. Nearly two-thirds of Americans say the events of September 11th will have little or no effect on their vacation planning this year. The ideal vacation for the American involves spending quality time with family and relaxing. Other vacation preferences include sight-seeing and enjoying historical and cultural activities, an outdoor adventure or sports-related leisure trip, great entertainment and great shopping. 🌟



**Tim Tullis**, general manager of Surfside RV Resort in Parksville B.C., will lead Tourism Vancouver Island through the next year as President. Tullis is joined on the board by **Richard Hudson**, (Tourism Nanaimo), **Mike Carter** (Carter Communications), **Lana Denoni**, (Oak Bay Marine Group) and past president **Bill Bouchard** (BC Ferries).

**Mika Ryan** has been appointed as manager, travel media relations for Tourism BC, effective immediately. Ryan has been with Tourism BC in various media relations capacities since 1999, most recently as acting manager, travel media relations.

Jade Tours has named **Lorna Gaweco** to the position of sales account manager. She will be based at the company's corporate office in Markham, Ont.

**Matt Mosteller** has been appointed senior director, business development for Resorts of the Canadian Rockies of Calgary. He will oversee and develop RCR West's business relationships.

Tourco, an inbound receptive tour operator serving Eastern Canada and the Eastern U.S., has retained **Penn Lewis** as its Canadian representative. Lewis will be responsible for enhancing the development of the Canadian product.

**Wade Harper**, director, marketing and travel media relations of Travel Alberta International, has left to pursue personal interests.

**Lori Weir** of Marathon by the Sea has received the Venue Saint John Sport Planner of the Year Award.

Navigant International has announced the appointment of **Dallyce Macas** as vice-president and

general manager for Navigant Meetings & Incentives (NMI) as well as vice-president and general manager, Navigant Vacations.

**Mark Wojcik** has joined the management team at Escape Routes in the capacity of general manager business development. Prior to assuming this new post, Wojcik has held various management positions within the travel industry.

Transat A.T. has named **Denis Jacob** to the newly created position of senior vice-president, air transportation. The Montréal-based company has also appointed **Al Graham** to the post of president and chief executive officer. Both appointments are effective immediately.

**Nigel Jenkins** has been appointed president of the Signature Vacations group, comprising Signature Vacations, Encore Cruises, Travel Choice Retail, Dream Vacations and Sun Holidays. **Grant DeMarsh** will continue to head up Signature Vacations in Canada.

Delta Media announced that **Geneviève Ménard** joined the company as leader of the arts, culture and tourism practice. Ménard comes to Delta Media following the successful completion of the *IV Games of la Francophonie*, where she served as Director of Tourism.

The Canadian Association of Convention & Visitors Bureaux has elected **Mike Buist** as chair at a meeting in St. John's, Newfoundland. Buist is General Manager of the Avalon Convention & Visitors Bureau in St. John's and replaces outgoing chair **Steve McLellan** from Regina.

**Rose Mitsou** has joined the CTC in a contract position to assist during the relocation of the office.

**Doug Fyfe**, a former president of the CTC, has tendered his resignation from the position of president of Tourism Toronto, effective July 31. Fyfe joined the city's convention and visitor bureau as president in early 1999.

**Donald Obonsawin** has left his position with the government of Ontario to pursue personal interests,

and is no longer the public sector representative for Ontario on the CTC Board of Directors. **Ursula Thiboutot** has taken a senior position with Swim Canada and has withdrawn from her role as chair of the CTC Industry and Product Development Committee. Replacements for these positions will be announced in a future issue of *TOURISM* magazine. 🍁



Yvon Milette

## TOURISM Profile

To keep our readers informed about key decision-makers in Canada's tourism industry, *TOURISM* is introducing the members of the Canadian Tourism Commission board of directors. Each profile highlights the personal vision of these industry leaders as they voice their opinions on important issues facing the tourism sector.



Yvon Milette is the national private sector representative for distribution channels on the Canadian Tourism Commission (CTC) board of directors. He chairs the nominating committee and is a member of the executive committee, reflecting his ownership and hands-on involvement with the Marina du Vieux Pont at Grand Mère, Québec.

Milette is owner and operator of the specialized tool manufacturing firm Milette & Puri Enterprises, which is situated in New Delhi, India, president of Boisvert and Milette Enterprises, which manufactures wood grinders, and owner-operator of a pharmacy in his hometown.

He completed his B.A. in pharmaceutical science in 1964 and graduated with his pharmaceutical license from Université de Montréal a year later. From 1990 to 1995, Milette was president of the Regional Health and Social Science Council of the City of Trois-Rivières and vice-president of the provincial chapter of the Québec Council. He was named by the prime minister as the Québec representative on the National Council on Aging. He is also active on a variety of local and regional boards, including the Grand Mère Economic and Development Board and the expansion project for Mauricie National Park.

He is enthusiastic about the huge potential for the CTC and places no limit on the possibilities, since Canada has so much to offer tourists and the Commission itself is a model to other tourism destinations. He feels that it is the responsibility of the CTC to take a leadership position in Canada's tourism industry, working closely and in harmony with industry, provincial, and territorial partners.

Milette told *TOURISM* that the CTC will have to work hard to continue to promote existing products and to create and promote new ones. To do so, the Crown Corporation must ensure that it becomes better known. Good communication with the whole tourism industry will be of key importance, he feels. 🍁



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