

DECEMBER 10, 1999

# Note-worthy



## RECORD YEAR FOR TOURISM

Newfoundland and Labrador enjoyed a record tourism year in 1999. Tourism, Culture and Recreation Minister Charles Furey said non-resident visitation will top 400,000 for the first time ever. That translates into growth in non-resident visitation of eight per cent over 1998 and 31 per cent since 1996.

The report *Trends in the Canadian Hotel Industry* by Pannell Kerr Forster shows that the province's occupancy rate reached 69.6 per cent for the first nine months of

this year, up 10 per cent over 1998 levels. According to the report, Newfoundland and Labrador continues to lead the country in growth in hotel occupancy rates at a time when the overall national rate declined by one per cent.

"Newfoundland and Labrador is a leader in this country as we enter the new millennium, and I am confident that the momentum will continue during *Vikings! 1000 Years: Make the Journey*," said Minister Furey. ☞

## PROVINCE LIGHTS THE WAY FOR Christmas

For the 13th year in a row, the province is participating in the National Capital Commission's Christmas Lights Across Canada program. Some 70,000 lights illuminate the Prince Philip Parkway including 45,000 lights on Confederation Hill and Christmas lights and displays at the College of the North Atlantic, Memorial University and Health Sciences Centre. This year Signal Hill is also aglow with Christmas lights. This year's total is the most

lights ever placed along Prince Philip Parkway.

Works, Services and Transportation Minister Rick Woodford said the celebration is twofold this year. "We are celebrating the beginning of Christmas. We are also celebrating unity with the rest of Canada. That is especially relevant, given that we are commemorating our 50th anniversary of Confederation." ☞

## FOCUS on TOBACCO

People die from tobacco use, and government wants to stop it. That's why the province has committed \$900,000 to develop and implement its first-ever comprehensive Provincial Tobacco Reduction Strategy in partnership with the Alliance for the Control of Tobacco (ACT). The Government of Newfoundland and Labrador is committed to working hard over the next three years to implement the plan so that people who are smoking stop, and others don't start at all.

The Provincial Tobacco Reduction Strategy has four main goals: prevention, protection, cessation and denormalization. Education and communication are seen as key strategic directions to ensure all sectors are aware of the benefits of a healthy lifestyle and the negative consequences of tobacco use. The strategy also outlines directions concerning legislation, enforcement, and community support programs, among others.

An important part of an overall tobacco strategy for the province is the youth component. That is why the province has established a new Teen Tobacco Team. Who better to tell us how to tackle the tobacco problem among youth than our own teens.

Team members are:

Josh Furneaux (St. John's, age 13), Victoria Burry (Clareville, age 15), Jennifer Graham (Burin, age 13), Tara Young (Springdale, age 15), Jeremy Babstock (St. John's, age 17), Craig Loder (Sop's Arm, age 14), Shirley Hill (NorthWest River, age 17), Kathy Reddy (St. John's, age 16), Rachel Luther (St. Lewis, Labrador, age 17), and Christopher Sheppard (Postville, age 14)

Thanks to many community organizations for helping choose the members of the Teen Tobacco Team! ☞

