

PACKAGING THE POTENTIAL

Canada: Destination Culture



***A Symposium on Cultural and
Heritage Tourism Products
May 1st, 2004***

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME

***A Discussion
Paper***

Canada: Destination Culture

A Symposium on Cultural and Heritage Tourism Products

A Discussion Paper

May 1, 2004

(In conjunction with Rendez-Vous Canada 2004)

Photo Credits

Photo (Main): 2003 Québec City Summer Festival, Québec. Performers: CHAMADE friches théâtre urbain.
Credit: ©Louise Leblanc

Photo (Top): Field trip to Lunenburg, Nova Scotia, a World Heritage Site (UNESCO).
Credit: Heritage Canada Foundation.

Photo (Middle): Bradley Hunt, carver. Sunshine Coast (BC).
Credit: Photo by Dean Van'tSchip.

Photo (Bottom): *Yukon Hotel*, Dawson
a component of the Dawson Historical Complex National Historic Site of Canada.
Credit: Heritage Canada Foundation.

Canada: Destination Culture

A Symposium on Cultural and Heritage Tourism Products

**A project of the Cultural Tourism Subcommittee of the
Canadian Tourism Commission Product Innovation and Enhancement Committee**

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Canada: Destination Culture

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A Discussion Paper

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Foreword

“... the image we have promoted around the world fits our industry vision statement ... Looking at this, I find it good; our unspoiled spaces and lakes and rivers and so on are what is (top of mind) with our potential clients.

But... we also have a responsibility to make the modern Canada known. We need to look more closely at our cities and at our cultural products. When I say cultural products I am not only thinking of ballet and symphonies and visual arts – I am also thinking of the (modern) entertainment industry.

One of my first objectives in the coming years is to build better connections between the tourism world and the cultural world.”

Charles Lapointe, Chair of the Canadian Tourism Commission, January 2002

Vision and Mission statements of the Canada’s Tourism Industry and of the Canadian Tourism Commission

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.

Discussion Points for the May 1st, 2004 Meeting

On May 1st, you will be joining a small, select group of international buyers and Canadian packagers (receptives) to discuss three topic areas, presented below. Your contributions, ideas, observations and suggestions will be most welcome.

Canada may be a small country in terms of population count, but its impact on the global cultural and entertainment scene has been phenomenal in the last decade. Canada is truly a destination of culture. Not only does it offer tourists extraordinary opportunities for direct contact with nature, it boasts a very rich cultural heart and soul, incredible creativity and a history (as well as stories) linked with that of many other countries.

Creating cultural products* of interest to international buyers and consumers is vitally important. Ensuring that Canada's travel suppliers offer relevant and engaging market-ready products contributes to a mutually beneficial future.

Canada's cultural tourism* initiative goes back to 2000, when the Canadian Tourism Commission (CTC) launched a business strategy, called *Packaging the Potential (Faire fructifier les atouts)*¹, designed to guide the growth of cultural and heritage tourism through a variety of initiatives. (This strategy takes into account the results of many round tables held on this subject across Canada in 1998-1999).

*(*For a definition of cultural tourism and for a list of cultural product categories, please refer to Section 1, page 2.)*

The time has now come to engage key trade stakeholders (buyers and packagers) in a discussion to identify the next steps to increase both the product offering and demand for cultural travel in Canada.

As we look forward to discussing this with you, we have one simple desire:

“To ensure Canadian cultural heritage products meet the needs of your company and the interests of your travellers.”

As you reflect on the cultural travel needs and interests of your organization, it is important to keep in mind that *product-market match validation, priorities, communication opportunities and developmental possibilities* may enhance the effectiveness of the discussion.

1) Topic #1: Visitor Demand

What types of cultural heritage experiences are in demand among your travellers?

- Does Canada offer enough cultural and heritage products corresponding to your customers' needs and requests?
- Are experiences available when, where and how your company needs them?

2) Topic #2: Building Canadian Cultural Travel Itineraries

- International Buyers: How can Canadian receptive operators work with you to ensure your travellers have access to enticing packages and itineraries?
- Canadian Receptives: What do you need from international buyers in order to create innovative cultural travel packages and itineraries that meet the needs of their customers?

3) Topic #3: Supporting Future Growth

Canada is committed to growing its cultural tourism product and believes that a wide range of benefits will result for businesses, travellers and cultural organizations alike.

- What can Canada do, over the next two to four years, to help you grow your company's cultural heritage product lines (e.g.: product development, FAM tours, literature, trade shows, best practices, etc.)?
- How can we increase travellers' perceptions that Canada is truly an interesting, authentic and multifaceted cultural travel destination?
- Which of the eight themes presented in Section 3 offers the greatest medium-term potential (two to five years)?

We are confident that this discussion will increase our understanding of each other's needs and interests, and yield a list of tentative initiatives that will lead to increased cultural travel opportunities.

With a view to enhancing the depth, breadth and availability of Canadian cultural product, facilitating its packaging and generating benefits for the cultural sector, the Canadian tourism industry's product development teams from federal, provincial-territorial and municipal jurisdictions could share the proposed initiatives with various stakeholders – cultural and heritage organizations, travel suppliers, receptive operators and destination marketing organizations.

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1. Setting the Stage for the Discussion

Cultural tourism is a growing and lucrative sector of the travel industry. The number of people enjoying cultural activities while travelling has grown so significantly that it is now recognized as a high-profile, mass-market activity.ⁱⁱ

The travel trade has not been indifferent to this trend. Since 2002, ITB Berlin – the largest tourism trade show in the world – has featured an increasingly popular **Hall of Cultural Tourism**¹, a unique area of exhibitors such as theatres, museums and "art cities" designed to showcase the colourful spectrum of cultural tourism opportunities. (Note: 55 exhibitors and more than 300 cultural facilities and institutions were present in March 2004.)

In Canada, the **Bienvenue Québec Marketplace** has taken the lead with a three-year project (2002-2004) to make cultural products the event's central theme², an initiative that won a 2003 *Innovator of the Year Award* from the Tourism Industry Association of Canada (TIAC).

In the United States, a 2003 study by the Travel Industry Association of America (TIA) and *Smithsonian Magazine* indicated that 81% of the American adults who had travelled in 2002 (146.4 million adult travellers) had included at least one cultural activity or historic event on their trip.ⁱⁱⁱ

As well, historic/cultural travellers:

- tend to stay longer and spend more;
- want to enrich their lives with new travel experiences;
- say a specific historic/cultural activity was a main reason for taking a historic/cultural trip;
- will often extend their stay to participate in specific cultural activities; and
- are well-educated and affluent; are key markets, a strong match with the baby-boom market.

As home to many acclaimed writers, performers and artists who have had a great impact on the world's cultural stage, **Canada is a natural for offering visitors a diversity of high-quality cultural and historic experiences.**

Section 3 presents a sample of market-ready or emerging products, packages and itineraries. Visitor experiences are clustered into themes. Some of the themes are currently under scrutiny and could be further modified into sellable future products.

¹ ITB: Under the management of Art Cities in Europe (www.artcities.de/itb/index.html).

² Bienvenue Québec: www.apaq.qc.ca/english

Definitions of Cultural and Heritage Tourism

“Cultural and heritage tourism occurs when participation in cultural or heritage activities is a significant factor for travelling.”^{iv}

“This includes visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution.”^v

Activities and experiences packaged as cultural and heritage products in Canada include:

- Performing arts (e.g.: theatre, dance, music, circus);
- Visual arts (e.g.: painting, photography, sculpture, etc.) and crafts;
- Museums and cultural centres;
- Historic sites, villages, built heritage, interpretive centres, re-enactments; and
- Arts and cultural festivals.

Three complementary “product lines” are key adjuncts to these experiences: *cultural Aboriginal tourism, English or French as a second language (ESL/FSL), and wine and culinary tourism.*

2. Market Realities: Growing Your Business with Cultural Experiences

Cultural and heritage tourism is immensely important to the tourism industry.

US Market Research

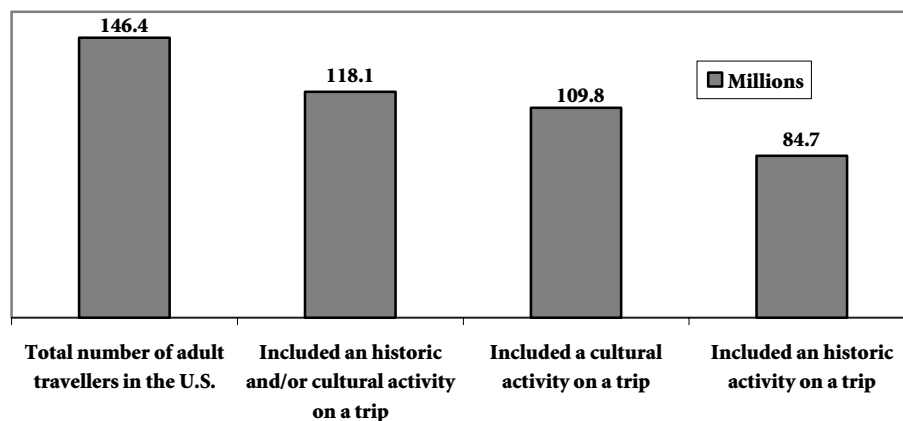
In the United States alone the number of historic/cultural travellers has jumped 13% since 1996. This is twice the overall growth in the travel industry.²

In 2003, *Smithsonian Magazine* and the Travel Industry Association of America (TIA) published a report on the cultural heritage traveller in the U.S.³. Key findings included:

- 109.8 million travelling adults participated in at least one cultural activity (e.g. live theatre, dance, classical music, opera, art museums and galleries, antique shops, shows, auctions, festivals, or ethnic cultural exhibits);
- 84.7 million travelling adults participated in at least one historic activity (e.g. historic sites, memorials, sites with a history of music component, designated historic sites, towns or communities);
- 69% agree that trips where they can learn something new are more memorable, particularly Generation X and Y's, aged 18 to 34; and
- 53% want to visit places that are popular with local residents.

Additionally, as Figure 1 shows, a significant number of Americans included an historic activity (84.7 million), a cultural activity (109.8 million), or both (118.1 million) while 50 miles (80 kilometres) or more away from home.

Figure 1: Size of the Adult Historic/Cultural Travel Market

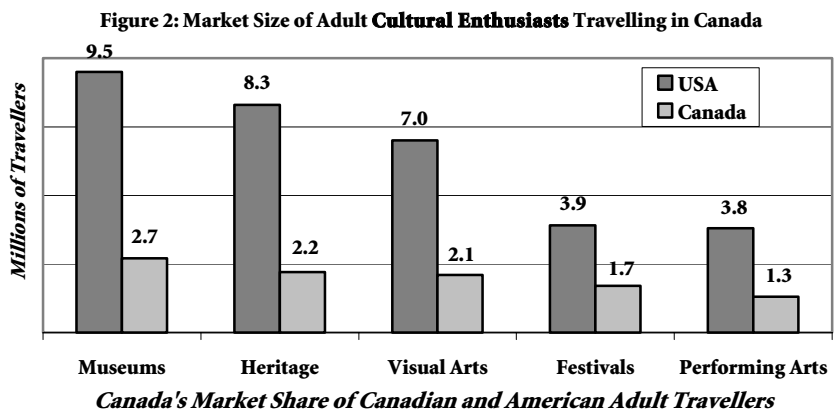


Market Research in Canada and the U.S.: Cultural Tourism Enthusiasts

The Canadian Travel Activities and Motivations Survey (TAMS)³ provides information on five niche cultural travel markets including:^{vi}

- Heritage tourism enthusiasts;
- Performing arts tourism enthusiasts;
- Visual arts tourism enthusiasts;
- Festival tourism enthusiasts; and
- Museum tourism enthusiasts.

Museum enthusiasts represent the largest market of cultural travellers to and within Canada (9.5 million Americans, 2.7 million Canadians). These travellers engaged in at least two activities: art galleries, history/heritage museums, Aboriginal-themed museums, children’s museums, and science/technology museums. They also visited at least one: botanical garden, zoo, planetarium, or aquarium.



Heritage enthusiasts make up the second-largest group (Figure 2). They included at least four of 10 activities while vacationing in Canada: local festivals/fairs, rural Aboriginal experiences, Aboriginal attractions, powwows or celebrations, French-Canadian cultural experiences, carnivals, western-theme events, farmers’ fairs or markets, u-pick farms/harvesting, local festivals, general history, science/technology or children’s museums, historic sites, or historical replicas of cities or towns.

While niche markets represent individual segments for targeting, there is also a great deal of potential for cross-packaging and cross-marketing, since some travellers participate in more than one type of cultural heritage visitor experience.

Why the Increased Interest?

The World Tourism Organization reports a shift from active holidays to holidays as an experience.^{vii} Increasingly, visitors want a complete participatory experience, providing new knowledge and authentic experiences. This can be achieved through the arts, cultural entertainment, folklore, festivals, cultural institutions, history, architecture and landscapes, cuisine, local traditions and language – the cornerstones of cultural, learning and experiential travel.

³ The TAMS is conducted by a partnership of Canadian tourism ministries and organizations. This survey offers a comprehensive assessment of travel behaviours and motivators. It is an authoritative database used to development marketing strategies and travel product to attract visitors to Canada.

Success in Cultural Heritage Tourism

Organizations that have successfully transformed culture and heritage assets into tourism products share five common features.¹ They:

- Focus on quality and authenticity.
- Tell a story.
- Make the cultural/heritage asset come alive (e.g. a place or building).
- Create participatory experiences.
- Make the experience relevant to the traveller.

Packaging Implications

The market potential of cultural-heritage travel is significant, as are the niche markets within. Careful customer profiling coupled with an understanding of pre-trip motivations and enroute interests will increase the ability to develop and market innovative travel packages and itineraries that meet the needs of a wide range of travellers.

3. Rethinking Canada as a Cultural Destination

Canada is worth discovering, not only for its nature and wide-open spaces, but also for its cultural “heart and soul,” its incredible creativity, its diversity and its history, intertwined with that of so many other countries.

Eight themes profiled in this section provide a sample of some of Canada’s finest market-ready and emerging cultural travel opportunities.

(Note: In order to keep this discussion paper and this section to a manageable size, we have attempted to provide a selection of existing or emerging examples that would best illustrate each theme. This sampling is by no means comprehensive as there are many other valid examples throughout Canada.

Samples were selected through a careful process under the guidance and advice of a project team, which conducted interviews with product development officers in each province and territory, with CTC product clubs and with various other stakeholders.)

Canada may be a small country in terms of population, but its impact on the global cultural and entertainment scene has been, and still is, phenomenal. Excellence is at the heart of these successes. French-, English- and



Aboriginal-language cinema and television are exported around the world. Several Canadian authors and books have garnered a great variety of international awards. Canadian museums are recognized internationally for their architecture and the quality of their exhibits. Canadian circuses, actors, musicians, composers and dancers are seen and heard worldwide and often win top international awards.

It is therefore not surprising that the Canadian destination offers such an amazing range of four-season opportunities for quality cultural travels...

Read on to learn about the ...

- Jewels of Canada, Canada’s Best Kept Secrets
- Spirit of Canadian Cities: New Programs and Tools
- Capitals of Culture
- Canada’s Underground
- One-of-a-Kind Heritage Trails
- The “Arts & Craft” of Shopping
- Canadian International Icons
- Live and Learn

Jewels of Canada – Canada’s Best-Kept Secrets!

New or unique, these lesser-known “Jewels of Canada” offer authentic visitor experiences that enrich travellers’ discovery of local traditions and culture and make a compelling reason to visit a new community. These “jewels” can be easily added to an itinerary and are offered by travel suppliers eager to meet the needs of travellers.

The Canadian West

Kalyna Country (AB). Located west of Edmonton on the Saskatchewan River, Kalyna Country Ecomuseum offers Aboriginal and Eastern European cultural experiences in 10 local counties. Each community showcases its prominent ethnic culture through a variety of events, festivals and self-guided tours like the Iron Horse Trail, which follows the region’s original railway line

Contact: Kalyna Country (Kevin Kisilevich)
888.452.5962 www.kalynacountry.com

Wanuskewin Heritage Park (SK). Honouring and celebrating the Northern Plains First Nations peoples, Wanuskewin Heritage Park in Saskatoon captures and exhibits the region’s culture and history through archaeology digs, celebratory powwows, an internationally recognized dance troupe and much more.

Contact: Wanuskewin Heritage Park (Hugh Tait)
306.931.6767 www.wanuskewin.com

Unique Itineraries: Living Skies Tours (Vickie Clark)
206.227.7764 www.livingskies.net

Fabulous and French

From History to Culture to ... Prison! A full day of unique experiences in Trois-Rivières, Québec, halfway between Québec City and Montréal, including a journey along the 1700s-era King’s Road, local cuisine, creating your own print in an artist’s workshop, a behind-the-scenes tour of the one-year-old Museum of Folk Culture and a compelling tour of the Old Prison, where former inmates share stories of life “inside.”

Contact: Tourisme Trois-Rivières (Marilie Laferté)
819.375.1122 ext. 222 www.v3r.net/international

A Manitoban French Quarter (St. Boniface), Winnipeg, MB. Including the home of internationally renowned author Gabrielle Roy, designated as a *Historic House* and a *Provincial Heritage Site*, this itinerary provides wonderful opportunities to get acquainted with Manitoban French-Canadian (and Métis) culture and history through a specialized tour of St. Boniface sites.

Unique Itineraries: O’Tours (Michelle Gervais)
204.254.3170 www.otours.net

Unique Far and Wide

St. John’s, Newfoundland. With *The Rooms* (the future new home of the multifaceted Provincial Museum of Newfoundland and Labrador, opening in 2005), the *Fluvarium* (a view of a river from the riverbed... one of the very few such attractions in North America) and the award-winning Spirit of Newfoundland Dinner Theatre (dedicated to NL stories), St. John’s offers cultural, nature and heritage experiences that convey the spirit of the land and its people.

Contact: Tourism St. John’s (Margaret Donovan)
709.576.8106 www.stjohns.ca

The Exotic North of Nunavut! Join Canada’s most experienced travel planner and area experts for a once-in-a-lifetime opportunity to connect with the special places and people of Canada’s Far North.

Contact: Adventure Canada (Carol Heppenstall)
1.800.363.7566 www.adventurecanada.com

The Reford Gardens and International Garden Festival (QC). These Gardens, unique by their location and history, are conducive to an innovative dialogue “nature-culture”. The Reford Gardens also stage an award-winning summer venue for the creation of contemporary gardens by designers from Canada and abroad. First of its kind in North America. Located in Grand-Métis, on the south shore of the St. Lawrence River, a four-hour drive from Québec City.

www.jardinsmetis.com/english/index.htm

The Great Northern Arts Festival, Inuvik, NWT. A unique gathering of up to 80 visual artists and 40 performers from across the north.. Visitors from Canada, the United States and a host of other countries like Japan, Germany and Denmark travel to Inuvik annually to enjoy this nine-day celebration of Canada’s diverse north.

Contact: GNAF (Lynn Feasey) 867.777.3536 www.gnaf.ca

The Spirit of Canadian Cities: New Programs and Tools for the Trade

Several Canadian cities, big and small, offer residents and visitors year-round cultural treasures and top-flight live cultural entertainment.

Culture...à la Montréal! (QC)

Experience the astounding creativity of one of the most culturally rich cities anywhere. Year-round, Montréal offers top-quality entertainment by internationally renowned institutions and performers like the **Montréal Symphony Orchestra**. Montréal's vibrancy and diversity are also reflected in countless festivals, such as the **Montréal Jazz Festival** (the largest jazz fest anywhere) and the **Just for Laughs Festival**. So many, in fact, that ... "Life is a Festival!"

New, for the travel trade, 35 themed itineraries (many cultural), www.tourisme-montreal.org/B2C, and Montréal Arts Experience programs, www.sntourismeculturel.com, available year-round.

Unique Itineraries: SN Tourisme culturel
(Sylvie Nadeau)

1.888.569.4040 www.sntourismeculturel.com

Edmonton (AB) A Festival City

Summer Festival City. From May to September, Edmonton is alive with festivals, including the **Jazz City** festival, **Klondike Days** (celebrating Edmonton's gateway location) and the **Heritage Festival** (devoted to the city's diverse cultures).

Contact: Edmonton Tourism (Ken Fisk)
780.426.4715 www.festivalcity.ca

Unique! *The Works Art and Design Festival.* In its 19th year, The Works takes over 30 venues across Edmonton to exhibit unique Canadian art and design.

Contact: Linda Wedman
780.426.2122 www.theworks.ab.ca

Toronto (ON)

Awash in art and home to internationally renowned, nationally cherished and little-known treasures alike, Toronto (and the Ontario Tourism Marketing Partnership) offers innovative niche cultural packages.

Interested in Winter Ballet? Jazz? Theatre?
www.nutchrackerneighborhood.com
www.torontojazzlive.com

Look for *Just The Ticket* www.ontariotravel.net

Learn more about cultural opportunities at
www.torontotourism.com

Winnipeg's Unique Cultural Heritage (MB)

Packaging cultural icons such as the Royal Winnipeg Ballet, the Winnipeg Symphony Orchestra's New Music Festival and the Winnipeg Art Gallery's highly regarded Inuit art, along with the new **Canadian Human Rights Museum**, will be Travel Manitoba's focus in the future.

Contact: Travel Manitoba (Lilian Tankard)
204.945.1522 www.travelmanitoba.com

New Tools, New Ideas for the Cultural Tourist

Québec City (QC). "Where culture is capital!" Newest DMO cultural satellite web site:
www.capitaleculture.com

PEI and Charlottetown. College of Piping and Celtic Performing Arts (Summerside) celebrates Celtic culture and storytelling in nightly performances, June through September. www.collegeofpiping.com Also in summer, the Confederation Centre for the Arts stages the uniquely Canadian musical "Anne of Green Gables" and a variety of other entertainment. www.confederationcentre.com

Unique Itineraries: Atlantic Tours (Dennis Campbell) 800.565.7173 www.atlantictours.com

The Kingston Experience (ON). Thirty-four festivals in an historic, picturesque city celebrate jazz, dance, trees, sheepdogs, the military and more! www.kingstonculture.com Unique Itineraries: www.canadiandiscoveries.ca

Are you aware of the recent Canada's Capitals of Culture Program?

Inspired by Europe's well-known Capitals of Culture program, this recent initiative has thus far designated 10 cities as Cultural Capitals of Canada. The designation recognizes and supports Canadian municipalities undertaking special activities that harness the many benefits of arts and culture in community life. Canada's Capitals of Culture for 2003-2004 are Vancouver (BC), Rivière-du-Loup (QC), Owen Sound (ON), Powell River (BC), Kelowna (BC), an alliance of Lethbridge, Canmore, Drumheller, Crowsnest Pass (AB) and Fernie (BC) and...

Red Deer (AB): A Community Celebration

Activities in Red Deer (AB) highlight cultural diversity and break new ground with cultural exchanges involving the Aboriginal community. Planned events will draw tourists and feed the community's growing diversity.

www.tourismreddeer.net

Regina (SK): The Arts Commission's 25th Anniversary

Events surrounding the Regina Arts Commission's 25th-anniversary celebration include initiatives such as Art at Work, which will encourage the development of artworks by professional artists using materials produced by local businesses; the new Regina Art Awards; and Talking Circles, a summer-long multimedia exhibit featuring young Aboriginal artists. A heritage-awareness project will highlight Regina's rich diversity of natural, built, and social heritage. www.tourismregina.com

Caraquet (NB): Promotion of Arts, Culture and Cultural Tourism

Located on the south shore of *la Baie des Chaleurs*, Caraquet (fewer than 5,000 residents) is a model within New Brunswick as a centre for Acadian culture and an artistically vibrant community. *Promotion des arts, de la culture et du tourisme culturel* will include an anniversary event, expanded cultural tourism, and creation of a new facility that will bring together arts organizations from around the Acadian peninsula. www.ville.caraquet.nb.ca

Thunder Bay (ON): The Greatest Rendezvous Celebration

Marking the 200th anniversary of the historically significant First Rendezvous at Fort William (ON), the celebration will encompass Thunder Bay's Scottish, Aboriginal and French-Canadian heritage in an ambitious program of performances, exhibitions and events showcasing local artists and musicians. Visitors and residents will be entertained and educated by an impressive array of multidisciplinary projects. www.thunderbay.ca

Interested in Canada's Capitals of Culture?

Is the Capitals of Culture concept of interest to your business as a theme for future itineraries?

How can Canada's receptive operators help you develop this theme for future visitors?

What information on designated Capitals of Culture do you need to consider adding these destinations to your tours?

http://www.pch.gc.ca/progs/ccc/index_e.cfm

Canada's "Underground"

Intriguing places, unique hands-on experiences, palaeontology, archaeology, geology and even genealogy! Visit subterranean sites to relive the days when people worked underground or were forced to hide there for safety reasons. Explore ruins, fossils and artefacts that tell the story of the nation's past. Underground Canada features a wide range of unique tourism offerings that will fascinate cultural tourists.

A Sneak Peak Underground

Storjeum, Vancouver (BC). A unique historical perspective of Canada's west coast, told through a live performance set in a spectacular new underground theatre in Vancouver's historic Gastown district. Based on historical fact, this mix of education and entertainment provides guests with a "sense of place" and insight into the people of Vancouver.

Contact: Kathleen Harvey, 604.685.8133

www.storjeum.com

The Underground Railroad (ON) was neither a railway nor literally underground. Rather, it was a network of escape routes snaking from the American south to Upper Canada. Believed to have helped 40,000 escape slavery, the Underground Railroad today lets visitors retrace the journeys of 19th-century freedom-seekers

Contact: Heather Jordan, 877.877.0253

www.ontariosfunconnection.com

The Tunnels of Moose Jaw (SK). Hidden beneath this prairie town is the tale of Al Capone and his gangster Chicago connections! Fact or fiction? Across the street, the intriguing and moving story of Chinese immigrants, a hidden people, and their fight to stay in Canada. Definitely fact! Character tour guides, interaction, a multimedia presentation and more await those who venture "below".

Contact: Jeff Grayjzv, 306.693.5261

www.tunnelsofmoosejaw.com

Did You Know?

Canada's Coal Culture. The coal mining history of Alberta and British Columbia was recognized by the federal government via the Year of the Coal Miner. As a theme for arts and heritage development in large and small communities, a variety of exhibitions and touring productions portray aspects of the coal-mining life and, in particular, the lives and labour of Italian immigrant miners in Lethbridge, Drumheller, Canmore, Crownsnest Pass (all in AB), Fernie and Sparwood (both in BC).

Contact: Tread Softly, 403.562.8944

www.treadsoftlycanada.com

The Great Canadian Fossil Trail (a CTC product club) is currently being developed as a network; it offers more than 40 fossil sites, host communities and heritage attractions across Canada. A truly inviting heritage experience with an educational twist that connects the paleontological past to the present.

Contact: Deborah Griffith, 250.334.0686

www.fossiltrail.org

Also: (Alberta) Dinosaur Experiences
(incl. the Royal Tyrrell Museum):

www1.travelalberta.com/content/Learning/

Coming Soon – More from Archéo-Québec! Adding to the "Archéo-Dimanches" ("*We dig Sundays*") program, taking place over five Sundays, the opportunity to meet archaeologists in the field, observe a dig and explore a laboratory where finds are analyzed. A personalized interpretation guide is being developed for 2004, along with new "Archéo-Extreme Adventures!" programs geared to families.

Contact: Anne Durocher 450.225.4352

www.archeo-dimanche.com

One-of-a-Kind Heritage Trails: Ready for A Journey!

Themed trails enrich touring! They help visitors explore unique places, such as lighthouses, and experience fascinating discoveries about time-honoured industrial skills, local traditions and bygone lifestyles. For tour operators, heritage trails provide a variety of options “along the route,” letting them “mix and match” venues and suppliers in order to cater to various audiences.

The Great Plains

The Cowboy Trail (AB). Follow the Canadian cowboy heritage route through 13 communities in the foothills of Alberta’s Rocky Mountains. Stop at unique sites like the Remington-Alberta Carriage Centre in Cardston, Bar U Ranch National Historic Site in Longview, Head-Smashed-In Buffalo Jump (a UNESCO World Heritage site) in Fort Macleod and the Calgary Exhibition and Stampede.

Unique Itineraries: Trail of the Great Bear <A CTC Product Club> (Beth Russel-Towe) 403.859.2663
www.trailofthegreatbear.com

Horseback Riding Across Two Worlds (SK). Discover the Great Plains through the relationship First Nations and ranchers have developed with the horse. An extended stay at a family ranch in Cypress Hills and an authentic Aboriginal camp in the Qu’appelle Valley.

Unique Itineraries: Great Excursions (Claude-Jean Harel) 306.569.1571
www.greatexcursions.com

Lighthouse Trails and Tales

Lighthouses are fascinating to thousands of travellers! Beyond being beacons that guide sailors to safety, they offer enthralling tales of lighthouse-keepers and lots of insight into local traditions and lifestyles. As technology replaces these icons, some are being converted into bed & breakfasts or museums, but all provide wonderful photo ops and time for quiet contemplation.

For regional lighthouse tour planning in **Atlantic Canada**, call Rick Welsford, 902.543.3925 www.atlantic-lighthouses.com (a CTC product club); in the **Québec Maritime area**, call Louise Nadeau, 418.724.7889 www.quebecmaritime.qc.ca (a CTC product club); and for two real gems – on opposite coasts – visit Fisgard Lighthouse National Historic Site in Victoria, BC, and Cape Spear National Historic Site in St. John’s, NL. www.parkscanada.ca

Unique Itineraries: Routes to Learning Canada (Victoria Pearson) 613.530.2222 www.routestolearning.ca

On the Horizon!

The Okanagan Cultural Corridor (BC). Clusters of Okanagan Valley experiences, including the Kelowna cultural district, the outdoor Caravan Farm Theatre in Armstrong, the Historic O’Keefe Ranch in Vernon, and the Osoyoos Desert Centre. www.okanaganculturalcorridor.com (itinerary-planning assistance available).

A Voyage Through History (QC). Journey through the Bas-Saint-Laurent and Gaspésie, visiting local museums and interpretation centres and learning about the amazing diversity and vitality of the early settlers in this picturesque region. www.quebecmaritime.qc.ca (itinerary-planning assistance available)

Acadian Trails <A CTC product club>. Atlantic Canada. A great opportunity to explore L’Acadie and the Acadians, whose compelling history is well-known in Canada and abroad. A full range of culture-nature itineraries in the four Atlantic provinces. Filled with *joie de vivre* and creativity that say much about the Acadians’ past, present and aspirations for the future. www.acadievacances.com

David Thompson Explorers’ Trail (2007-2012). On his famous 1806-08 expedition, Thompson, considered one of Canada’s most significant explorers, travelled up the North Saskatchewan River, discovered the Athabasca Pass and crossed the Continental Divide. The trail ends at the Icefields Parkway between Banff and Jasper, AB. Celebrations of Thompson’s bicentennial are in development for future product opportunities. www1.travelalberta.com

The “Arts and Craft” of Shopping

Where can you combine art finds with a love of shopping and the chance to meet world-renowned artists and craftspeople in their studios, boutiques and galleries? Where can you turn up terrific opportunities to take home a wonderful work of art?

Learn about traditional or contemporary art forms, engage in hands-on learning experiences ...

A Northern Light of Artistic Delight

Yukon Artists @ Work, Whitehorse (YK). A fabulous consortium of 30 of the Yukon’s finest and most famous artists! In the industrial area of town, housed in a building with a tin exterior, lies a first-class gallery where eight artists-in-residence create a welcoming environment. Visitors are encouraged to chat with the artists, learn about their work, take part in special workshops and purchase unique northern art. This must-see gallery and studio is home to a knife-maker, potter, fabric artist, furniture-maker, mask-maker, antler-carver, sculptor and more!

Contact: Harreson Tanner 8673934848 www.myartclub.com

Discover, Shop and Learn

Heritage that Earns its Keep! Unique in the world, a network of 36 economuseums throughout Québec and Atlantic Canada that showcase traditional trades and skills in authentic settings. Meet craftspeople, learn about the ancient origins of their techniques, watch them at work, take part in workshops, and purchase their wares (boutiques).

www.economusees.com

Amos Pewter EconoMuseum (NS). Just 60 minutes west of Halifax in Mahone Bay, pewter craftsmen use traditional techniques to create unique products available in the gift shop.

Contact: Susan Amos, 902.624.9547
www.amospewter.com

The Olivier Soapery EconoMuseum (NB). Near Moncton, the Olivier Soapery presents an historical account of the evolution of soap and skin care since ancient times. It offers unique skin- and body-care products. Also onsite is the Olivier SoapArt Collection.

Contact: Pierre Pelletier, 1.888.775.5550
www.oliviersoaps.com

Art en Route

Studio Tours! Canada’s artists invite visitors into their studios. Unique studio routes across the country.

Vancouver Art Galleries (BC). Special artist-driven tours of Vancouver art galleries are available, culminating in a behind-the-scenes tour of the Emily Carr Institute of Art and Design.

Contact: George Bell, 1.800.665.8488
www.belltours.ca

Studio Rally (NS). A year-round guide to arts and crafts studios in Nova Scotia, Studio Rally lists studios that are open to visitors.

Contact: Adriane Abbott, 902.889.9000
www.studiorally.ca

Purple Banner Tour (BC). On BC's Sunshine Coast, the Purple Banner Tour identifies studios and artists in a range of disciplines who welcome visitors throughout the year.

Contact: Wendy Charters 604.740.8288
www.suncoastarts.com

Charlevoix: Painters and Arts & Crafts Trails (QC). East of Québec City, the beautiful Charlevoix region (a World Biosphere Reserve) offers themed itineraries providing access to outstanding artworks in painters’ studios and a wide array of art galleries. Don't miss the unique Domaine Forget Academy and its International Music Festival, on throughout summer.

www.tourisme-charlevoix.com/en/accueil/index.asp#

Canadian International Cultural Icons

Canada boasts a surprising range of sites and events renowned the world over. The 13 UNESCO-designated World Heritage Sites in Canada are protected areas offering unique visitor experiences. And major theatre festivals and art events welcome experts and visitors alike from countless countries.

UNESCO World Heritage Sites

Historic District of Québec City (QC)

An Old World atmosphere pervades this unique walled city, recognized in 2004 by *National Geographic Traveler* as one of the world's top 10 destinations (out of 115), because of its well-preserved cultural integrity.

Upcoming in 2008, a major event – the celebrations marking the 400th anniversary of the founding of the city. Fascinating tours led by experts in history shed light on the city's heritage treasures. Special activities and opportunities abound, including Governor's Park, Holy Trinity Anglican Cathedral, the Old Seminary, National Battlefields Park and Place Royale. Eat in a fine French restaurant or at a private club, then enjoy behind-the-scenes tours, a themed afternoon program at an archaeology site, an historic arts tour focusing on sculpture, gold leaf and embroidery, and more.

www.capitaleculture.com

Unique Itineraries: Canadian Cultural Landscapes

(David Mendel) 418.692.5737 www.culturaltours.ca

Old Town Lunenburg (NS)

The second urban community in Canada to be designated as a UNESCO World Heritage Site. Discover the historic treasures of this quaint coastal village.

Wonderful interpretive guides make this town a must-visit cultural and heritage destination. Included: The famous *Bluenose* schooner! www.town.lunenburg.ns.ca

L'Anse aux Meadows National Historic Site (NL)

Declared a UNESCO World Heritage Site in 1978 – A key to understanding the first contacts between European and Aboriginal peoples in North America. History is revealed at this archaeological site. Begin your journey by viewing the awe-inspiring fjords of Gros Morne National Park before travelling north along the Viking Trail to L'Anse aux Meadows. Exhibits highlight the Viking lifestyle, artefacts, and archaeological finds unearthed at the site.

www.parkscanada.ca or www.vikingtrail.org

World-Acclaimed Performances

Stratford Shakespeare Festival (ON)

From April through November, the Stratford Festival of Canada presents 13 professional plays in a Canadian version of Stratford-upon-Avon. Visitors and performers mingle in a number of community experiences, from farmer's markets to regional art galleries. www.stratfordfestival.ca

Shaw Festival (ON). In the historic town of Niagara-on-the-Lake near Niagara Falls, the Shaw Festival presents 12 professional plays from April through November. Evening performances can be combined with afternoon wine tastings along the Niagara Escarpment for a memorable experience. www.shawfest.com

Banff Centre Summer Arts Festival (AB)

The Rocky Mountains are the backdrop for an annual multidisciplinary summer arts festival that features world-renowned artists and students performing in a variety of unique venues in Banff National Park.

www.banffcentre.ca

Folklorama (MB). Experience the largest and longest-running multicultural event of its kind in the world, with more than 45 cultural groups proudly showcasing their distinctiveness through food and entertainment. Winnipeg hosts this celebration of Canadian cultures every August.

www.folklorama.ca

Unique Itineraries: Odyssey Adventures

(Anna Kovachis) 1.800.263.0050

www.odysseylearningadventures.ca

More UNESCO Sites (www.parkscanada.ca)

- Head-Smashed-In Buffalo Jump, Dinosaur Provincial Park, and Waterton/Glacier International Peace Park – Alberta
- Canadian Rocky Mountain Parks – Alberta and British Columbia
- Wood Buffalo National Park – Alberta and Northwest Territories
- Gros Morne National Park – Newfoundland
- Miguasha Park – Québec
- Nahanni National Park Reserve – Northwest Territories
- Klwane / Glacier Bay – Yukon Territory
- S_Gaang Gwaii – Anthony Island, British Columbia

Live and Learn: A Passport to Canada

Canada is the fourth preferred destination of foreign students looking to improve their English language skills in another country. More and more American and British citizens view Canada as an alternative destination for learning French. The travel trade can now access language-learning programs packaged with cultural immersion opportunities, and for short stays. Whether the primary motivation is to learn a language while also experiencing Canada, or the reverse – experiencing Canada while also learning a language – hundreds of opportunities await.

Canadian Studies Language Institute (CSLI)

Located in the heart of downtown Vancouver. Immerse yourself in a cultural mosaic while learning English in an urban environment. Vancouver's new **Golden Experience** is especially designed for people aged 50+, Other visitors can enjoy a half-day of learning with an afternoon of culture and recreation. **Free Fridays** let you experience special places like Granville Island, TV studio tours, botanical gardens, the planetarium, festivals, museums and more!

Contact: Lori-Ann Keenan, Owner, 604.683.2754
www.csli.com

Language Study Canada (LSC)

Take your pick – Montréal, Vancouver, Calgary, or Toronto – French or English!

Programs of two weeks to one year increase the language skills of all participants. At the end of each day of instruction, students get to enjoy a wide range of cultural travel and recreational activities throughout the city. At least once in each program, students take a two- or three-day excursion to a major Canadian destination such as Niagara Falls, Québec City, Ottawa, Whistler or Lake Louise. ESL is available in all schools, FSL in Montréal only.

Contact: Gabriela Facchini,
Director of Admissions, 416.488.2200 ext 412
www.lsc-canada.com

Study Abroad Canada

Located in picturesque Charlottetown, PEI. A complete range of year-round programs that provide opportunities for intensive language training. Innovative one- to four-week study tours combine language learning with tours of the famous Anne of Green Gables historic site, Founders Hall, PEI National Park, parades and special July 1st and Remembrance Day celebrations. Or for a unique winter experience, learn English and participate in Canadian Christmas traditions.

Contact: Vie MacKinnon, Admissions, 902.628.2379
www.eccl.ca

International Language Schools of Canada (ILSC)

Toronto, Montréal and Vancouver City Life!

Meeting the cultural-travel and language-learning needs of people aged 15 to 50+ through **English or French in Action** and a **Masters Program**. Emphasizes unique cultural and community experiences, from First Nations to Chinatown, museums and the Burnaby Heritage Village. Gain intimate exposure to various Canadian social contexts via language and cultural travels. Half-day field trips and multi-day excursions enhance the experience! ESL is available in all schools, FSL in Montréal only.

Contact: Paul Zysman, President, 604.689.9095
www.ilsc.ca

And for a Truly Unique Language-Learning Opportunity...

An English-as-a-second-language learning adventure that takes you over the Chilkoot Trail and hiking through history. Follow in the footsteps of thousands who trekked to the Klondike gold fields as you learn a new language, hear the history of the gold rush and escape into the pristine wilderness of the Canadian north. Year-round, college-based ESL programs are available for students who would like to learn English in a northern setting.

Contact: Yukon College (Yoshie Kumagai) 867.668.8897 www.yukoncollege.yk.ca

Appendix I: Web sites for an Intro to Culture in Canada

Although not comprehensive, the following websites make a good starting point for anyone who wants to know more about Canada's cultural scene or dig a little deeper into cultural travel opportunities across the country.

Note: Several of the websites have links to other activity-based, provincially-based or DMO-based websites. It is worth bookmarking such sites, as many DMO and provincial and territorial tourism agencies are gradually adding more arts, culture and heritage content to their websites.

Canada's Cultural Scene

www.culture.ca
www.pch.gc.ca
www.francoculture.ca (French only)

Diverse Travel Opportunities

www.letacanada.com
(learning/experiential travel)
www.travelcanada.ca
(cultural travel opportunities)
www.gazel.ca (in French only)

Performing Arts, Visual Arts and Crafts

www.culture.ca
www.padac.ca
www.economusees.com
www.virtualmuseum.ca

Museums and Cultural Centres

www.virtualmuseum.ca

Festivals and Special Events

www.festivalseeker.com
www.travelcanada.ca
(information by markets)
www.culture.ca

Historic Sites, Villages and Reconstructions

www.parkscanada.ca
www.virtualmuseum.ca

Aboriginal Cultural Tourism

www.attc.ca
www.virtualmuseum.ca

Language Learning and Cultural Travel

www.langcanada.ca
www.studyincanada.com
www.capls.com
www.cslp.com
www.c-l-c.ca/index.html

Appendix II: Federal-Provincial-Territorial Cultural Tourism Contacts (with a Product Development Focus)

For additional information on cultural tourism opportunities in Canada, please contact:

<p><u>Canadian Tourism Commission: Ernest Labrèque</u> Cultural and Heritage Tourism Specialist 55 Metcalfe St., Suite 600 Ottawa, ON K1P 6L5 Tel: (613) 946.9221 Fax: (613) 954.3964 labreque.ernest@ctc-cct.ca www.canadatourism.com</p>	<p><u>Alberta: Jim Vincent <Travel AB In-Province></u> President 10318 – 111 Street Edmonton, AB T5K 1L2 Tel: (780) 425.8914 x18 Fax: (780) 423.6722 Jim.Vincent@travelalberta.com www.travelalberta.com</p>
<p><u>British Columbia Laura Plant <Tourism BC></u> Manager, Industry Development 12th floor, 510 Burrard Street Vancouver, BC V6C 3A8 Tel: (604) 666.3754 Fax: (604) 660.3383 lplant@tourism.bc.ca www.tourism.bc.ca</p>	<p><u>Manitoba: Lillian Tankard <Travel MB></u> Regional Development Consultant 700-155 Carlton Ave Winnipeg, MB R3C 3H8 Tel: (204) 945.1522 Fax: (204) 945.2302 ltankard@gov.mb.ca www.travelmanitoba.com</p>
<p><u>New Brunswick: Cindy Creamer-Rouse <Tourism NB></u> Director of Product Development Box 6000, Fredericton, NB E3B 5H1 Tel: (506) 444.4097 Fax: (506) 444.2323 Cincy.creamer-rouse@gnb.ca www.tourismnewbrunswick.ca</p>	<p><u>Newfoundland and Labrador: Juanita Keel-Ryan</u> Director, Tourism Product Box 8700 St. John's, NL A1B 4J6 Tel: (709) 729.7433 Fax: (709) 729.1100 jkeelryan@gov.nl.ca www.gov.nl.ca/tourism</p>
<p><u>Northwest Territories: Barb Dillon</u> Manager of Tourism Planning and Marketing Development, NWT Box 1320 Yellowknife, NT X1A 2L9 Tel: (867) 920.8767 Fax: (867) 873.0163 Barb_Dillon@gov.nt.ca www.nwttravel.ne.ca www.explorenwt.com</p>	<p><u>Nova Scotia: Darlene MacDonald <Tourism NS></u> Manager of Tourism Development 1800 Argyle Street #603 Halifax, NS B3J 2R5 Tel: (902) 424.4021 Fax: (902) 424.0723 macdarm@gov.ns.ca www.novascotia.com</p>
<p><u>Nunavut: Elisabeth Hadlari <Nunavut Tourism></u> Cultural Tourism Specialist Box 1198 Cambridge Bay, NU X0B 0C0 Tel: (867) 983.3225 Fax: (867) 983.2154 ehadlrldi@polarnet.ca www.nunavuttourism.com</p>	<p><u>Ontario: Lori Walkbrook <Ontario Tourism Marketing Partnership></u> Manager of Market Development 300 Water Street 2nd Floor South Tower Peterborough, ON K9J 8M5 Tel: (705) 741.6885 Fax: (705) 755.2631 Lori.Walkbrook@mczcr.gov.ca www.ontariotravel.net</p>
<p><u>Prince Edward Island: Jill Richardson <Tourism PEI></u> Major Events Coordinator Box 2000 Charlottetown, PEI C1A 7N8 Tel: (902) 368.5508 Fax: (902) 368.4438 jarichar@gov.pe.ca www.peiplay.com www.festivalspei.com</p>	<p><u>Québec: Lise Lambert <Tourisme QC></u> Cultural Tourism and Learning Travel Specialist 1255, rue Peel, Bureau 400 Montréal, QC H3B 4V4 Tel: (514) 864.2918 Fax: (514) 973.2762 lambert.lise@tourisme.gouv.qc.ca www.bonjourquebec.com</p>
<p><u>Saskatchewan: Darryl McCallum <SK Tourism></u> Director, Industry Development 1922 Park Street Regina SK S4P 3V7 Tel: (306) 787.2313 Fax: (306) 787.0715 Darryl.mccallum@sasktourism.com www.sasktourism.com</p>	<p><u>Yukon: Dennis Zimmerman <Tourism YK></u> Tourism Product Development Officer Box 2703 Whitehorse, YK Y1A 2C6 Tel: (867) 667.8723 Fax: (867) 667.3546 Dennis.zimmermann@gov.yk.ca www.touryukon.com</p>

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- ^{iv} From *Packaging the Potential*, the CTC Cultural and Heritage Tourism Business Strategy, (2000), www.canadatourism.com
- ^v Lord, B. (2002). *Cultural Tourism and Museums*. A paper presented at the International Conference on Cultural Strategy and Museum Architecture for Urban Activation, South Korea.
- ^{vi} Travel Activities and Motivations Studies (2001 – 2003). A selection of specialty reports, analyzing subsets of the culture and entertainment segment of the market, were produced to examine the characteristics of specific segments. Those relating to Visual Arts, Performing Arts, Festivals, Heritage and Museums represent the data source for this report
www.canadatourism.com/ctx/app/en/ca/publication.do?catId=home.catalog.publications.research
- ^{vii} Klancnik, R. (2002). *A Year after “11-S”: Climbing towards Recovery*. The World Tourism Organization.

