



The Stratford Theatre Festival (ON)



The Works Visual Arts Festival, Edmonton (ALTA)

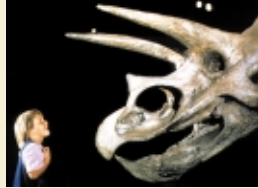
Trinity Pageant, Rising Tide Theatre (NF). Photo : Parks Canada/Ned Pratt/1996

Encouraging Market Trends for Canada

Cultural tourism is growing around the world. Canada is no exception.

- In 1999, Canadians took over 14 million trips within Canada that involved a cultural event or attraction.
- A survey of Canadian and American travellers in Canada found that 34% cited culture as a primary motivation for travel in Canada. "Travellers were more likely to have participated in cultural and entertainment activities than outdoor activities during the past two years." (TAMS survey, 1999 – 2000)
- 15.2M American tourists visited Canada in 2000. And 45 % of adult American travellers include at least one cultural activity while on a trip. That is 92.7 million people! (The Historic/Cultural Traveler Study – TIA-2001)
- In 1999, 90% of long-haul travellers from France interested in visiting Canada identified 'experiencing a different culture' as a preferred future trip type.

This brochure is brought to you by the Canadian Tourism Commission's Cultural Tourism Sub-committee, in collaboration with Canadian Heritage.



CULTURAL AND HERITAGE TOURISM IN CANADA

"PACKAGING THE POTENTIAL"



An invitation to discover why Cultural and Heritage Tourism offers so many partnership opportunities for you...

Discover our true nature

Canada

Recommended Reading

Canadian Tourism Commission. *Packaging the Potential: A Five-Year Business Strategy for Cultural and Heritage Tourism in Canada*. (1999). CTC. Ottawa, Ontario.

Canadian Tourism Commission. *Travel Activities & Motivation Survey, Profiles: Culture & Entertainment*. www.canadatourism.com, CTX (log in or register)/Research and Statistics/Market Research/TAMS/Culture

Canadian Tourism Commission. *Canadian Ed-ventures – Learning Vacations in Canada: an Overview*. (2001). CTC. Ottawa, Ontario.

Culture et Communications (Québec). *Culture et tourisme en ville: une affaire de créativité*. (1998). www.unites.uqam.ca/tourisme. Go to "réalisations". (In French only)

For additional resource information, contact the *CTC Tourism Reference and Documentation Centre* (reference@ctc-cct.ca, 613-954-3943) or *Distribution Centre* at ctcdistributioncct@ctc-cct.ca, 613-954-1724.

Web sites

For more inspiration, visit the following websites:

www.canadatourism.com

Education and training:
www.cthrc.ca

For a list of culture and tourism courses, click on "Career Planning", enter "culture".

www.culturecanada.gc.ca

www.virtualmuseum.ca

www.attractionscanada.com

www.parkscanada.gc.ca

www.langcanada.net

www.festivalseeker.com

www.francoculture.ca

(in French only)

www.gazel.ca

(Go to "Tourisme" – in French only)

Contact Information

To learn more about markets, audiences and packaging or to form strategic alliances, simply contact your regional or provincial tourism office (also called Destination Marketing Organization – DMO), your provincial/territorial department responsible for culture or heritage, Canadian Heritage or the CTC.

Expand and enrich your business with year-round cultural and heritage tourism opportunities...



Historic re-enactment, Historic District, Québec City

What is our Objective?

To increase collaboration between cultural and tourism organizations in order to stimulate the growth of cultural tourism.

What is Cultural Tourism?

... Could it be Northern Art under the midnight sun, baroque music in acoustically perfect concert halls or perhaps a dance workshop? Is it the recreation of a New France atmosphere or a retrospective exhibit of the paintings of the Group of Seven?

Cultural tourism is made of experiences sought by tourists pursuing an authentic destination and a sense of personal enrichment.

"Cultural tourism involves visits by persons from outside the host community motivated wholly or in part by interests in historic, artistic, scientific, or lifestyle/heritage offerings of a community, region, group, or institution." (LORD Cultural Resources Planning and Management Inc.)

Canada's cultural scene is mature and innovative.

It offers cultural activities with strong market appeal to tourists:

- Performing Arts (Theatre, Dance, Music)
- Art Galleries and Schools, Gardens and Crafts
- Historic Sites, Villages and Reconstructions
- Museums and related Attractions
- Festivals and Events
- Literary Arts
- Aboriginal Culture
- Learning English and French
- Cuisine

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La fabuleuse histoire d'un royaume, City of Saguenay (La Baie), QC

Tangible Economic Benefits

According to Statistics Canada, spending by Canadians on cultural tourism in Canada amounted to \$3 billion in 1999. Thus, the economic benefits are significant, from job creation to increased spending on tourism products (such as hotels & restaurants) to additional government tax revenues. Here are a few examples:

- The Celtic Colours International Festival is an annual celebration of heritage and music throughout Cape Breton Island, Nova Scotia, in the autumn. In the 2000 season, the festival brought in \$4.8 million to the region.
- In 1998, the Rodin sculpture exhibition at the Musée du Québec (in Québec City) attracted 524,273 viewers. Nearly 76% of them were tourists. Tourism-related spending amounted to \$56.4 million.
- In 1999, Edmonton welcomed over 590,000 visitors (21% of all patrons) to arts and culture activities offered by some 101 arts organizations; the visitors spent an estimated \$57.7M.
- In 2001, with more than 600,000 tickets sold, the overall economic impact of the 6 month-long Stratford Theatre Festival on this small Ontario community of 28,000 was estimated at \$179 million.
- Located in Bouctouche, a New Brunswick community of 2,500, an Acadian attraction inspired by the novels of Antonine Maillet, *Le Pays de la Sagouine*, has seen between 1995 and 1998 the number of Canadian and foreign visitors increased from 64,000 to 84,000 per season.
- Revenues generated for the federal and provincial governments by 13 Québec major international festivals were estimated at more than \$43,7 million in 2002. Most of these festivals have a significant cultural component.



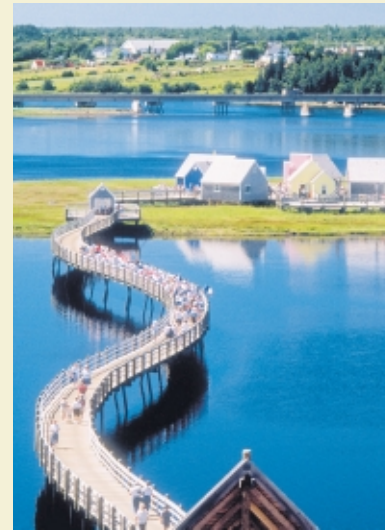
Aboriginal Arts Program, Banff Centre (Alta). Photo: Donald Lee

Significant Cultural Value

Arts and culture make an enormous contribution to the quality of life of communities. The contribution of culture to tourism is also very significant as it encourages tourists to discover the destinations' heart and soul.

This is why the principles of *authenticity, sustainability* and *integrity* constitute solid grounds for successful cultural tourism partnerships.

- The importance of culture to the tourism sector is recognized by this industry, as enunciated in the mission statement of the Canadian Tourism Commission (CTC):
"Canada's tourism industry will deliver world-class cultural and leisure experiences year-round..."
- At present, all departments of culture in Canada are collectively taking action to build better bridges between tourism and culture.
- Municipal and provincial governments or agencies such as in Québec City, Halifax, Kingston, Vancouver, Saskatchewan, Manitoba are bringing the tourism and culture sectors together to develop cultural tourism initiatives. Newfoundland's annual "Cultural Tourism Award" is also a good example.
- At regional and sectoral levels many organizations have partnered to develop programs, itineraries packaging arts and heritage attractions, such as: the Okanagan Cultural Corridor (B.C.), the Québec Maritime Lighthouse Trail (Eastern Québec), the Banff Centre (Alberta), the Northern Learning Travel (Yukon), Ontario's *Arts in the Wild* and *Just The Ticket*, the Economuseum® Network (in 5 provinces).



Le Pays de la Sagouine, Bouctouche (NB)



Celebrating Mi-Carême (Half-Lent), Isle-aux-Grues (QC). Photo: Patrice Halley.

Tourism businesses and agencies also stand to gain from cultural tourism by:

- Increasing business opportunities for the shoulder season and short getaway travel;
- Benefiting from the higher spending levels and longer visits typical of cultural tourists;
- Responding to the growing demand for cultural and learning travel experiences;

The Power of Partnerships

Cultural tourism is based on a mutually beneficial partnership.

In recent years, organizations from both sectors have forged innovative partnerships. Here are a few examples of their achievements:

- Mentoring programs
- Tourism market-readiness workshops
- Development of quality standards
- Market research
- Marketing alliances
- Cultural representation on tourism boards of directors and vice versa
- Regular formal communication between cultural groups and tourism agencies
- Cooperative product development, multi-activity packaging
- On-site training and education
- Reservation services to make tickets more accessible to tourists

Success Stories and Testimonials

Recent collaborations between cultural groups and tourism businesses have brought creative solutions to the challenges of working together, such as:

In Inuvik, Northwest Territories, *Arctic Nature Tours* and *Mack Travel* joined forces to offer tours linked to the popular *Great Northern Arts Festival*. The tour packages highlight the best the North has to offer: the arts, rich community experiences and the Arctic's natural history. *"Cultural and heritage tourism initiatives require community involvement to be successful. We strive to involve (...) the peoples, communities and cultures of the North in our festival."*
 – Tanya Van Valkenburg, Former Executive Director, *The Great Northern Arts Festival* (NWT)-

The International Garden Festival – Reford Gardens premiered in 2000 to international praise. Located at the Jardins de Métis, near Grand-Métis in Gaspésie (Québec), the festival (with its horticultural, arts and heritage components) has been a runaway success, attracting over 100,000 Canadian and international visitors in each of its first two seasons.

The Theatre by Bicycle Tour, offered by Canadian Trails Adventure Tours in Ontario, combines cycling with attendance of theatre productions of Shaw, Shakespeare and modern playwrights. *"Our company has been offering this Tour package for 8 years and it continues to be the company's most popular tour."*
 – John Sigurjonsson, President.

Vancouver Island is home to the Gourmet Trail package tours, by First Island Tours, which successfully showcase regional food and culture (12 scheduled packages in 2001). *"The Gourmet Trail isn't so much a tour; rather, it became a mutual partnership that evolved. We started with a strong base of recognized partners and we built on it."*
 – Patricia Hatchman, President.



Festival du voyageur, Saint-Boniface (MB)

Photo credits

Cover:

- Alberta Ballet
- The Amos Pewter Economuseum®, Mahone Bay (NS)
- Évangéline, a musical drama®, Church Point (NS)
- *Festival international de Lanaudière*, Joliette (Québec)

Back Cover:

- Bradley Hunt, carver. Photo: Dean Van'tSchip. Sunshine Coast (BC)
- Sculpture of a bull by Neevee Ipeellie, Frobisher Bay, (NWT)
- Royal Tyrrell Museum (ALTA). Photo: Travel Alberta

Realize Your Potential

Cultural organizations and tourism businesses both benefit from cultural tourism, but in different ways.

Arts and cultural organizations and the professionals from this milieu benefit directly from the growth of cultural tourism:

- Increased audience size and revenues;
- Enlarged potential market for artistic cultural productions to a more international group of tourists;
- Increased awareness of Canada's creative talent both at home and internationally, thus bettering opportunities for support, sponsorship and cost-sharing marketing initiatives.