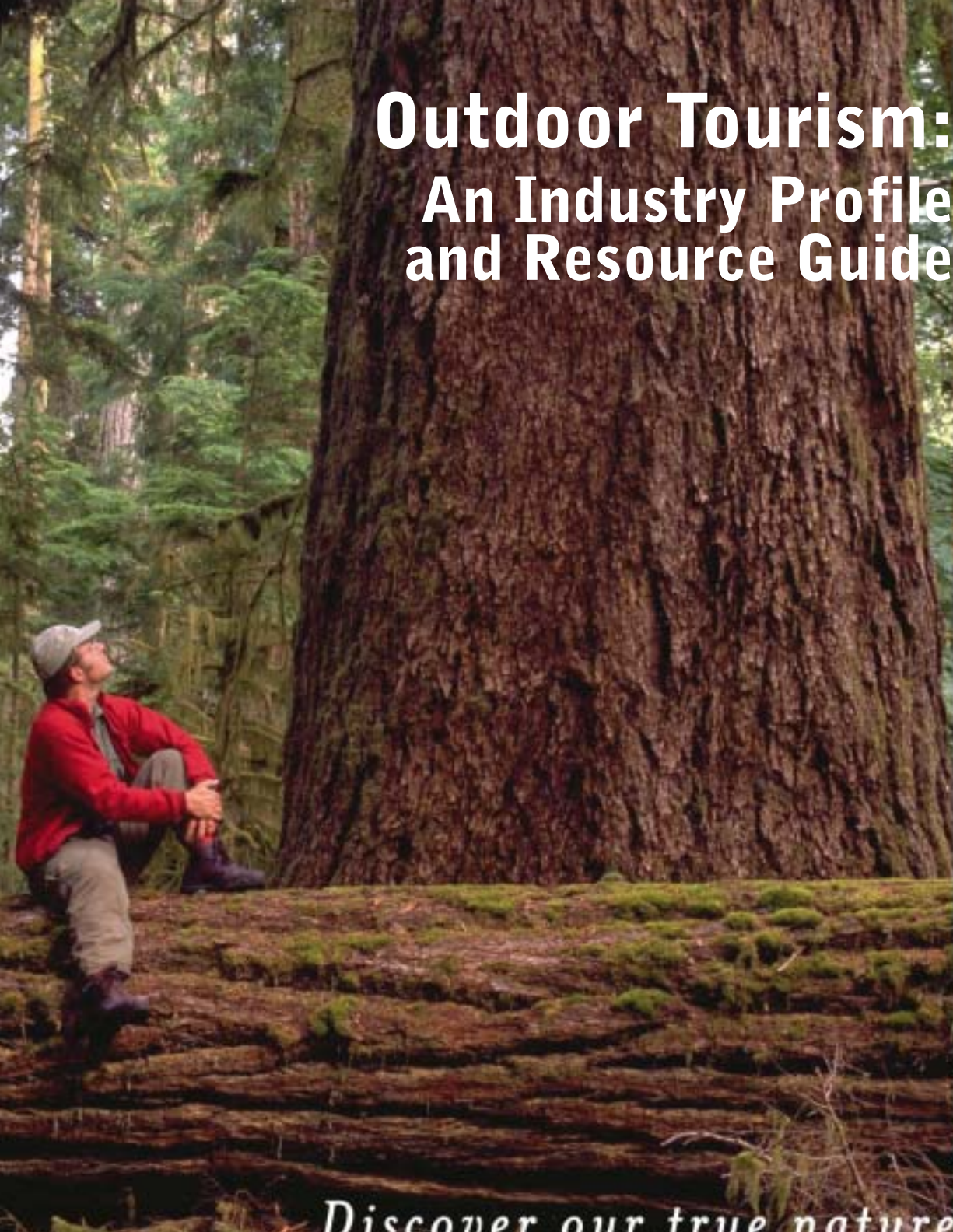


# Outdoor Tourism: An Industry Profile and Resource Guide



*Discover our true nature*

CANADIAN  
TOURISM  
COMMISSION



COMMISSION  
CANADIENNE  
DU TOURISME



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# **Outdoor Tourism: An Industry Profile and Resource Guide**

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Canadian Tourism Commission

in collaboration with

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# Introduction

Outdoor Tourism is the one of the fastest growing segments of the Canadian tourism industry. It has generated a high degree of interest from travellers in recent years as they seek more and more learning and challenging outdoor experiences. Canada's abundant wildlife, open space and beautiful landscapes are considered some of the key factors that motivate foreign tourists to visit Canada.

In response, Canada is experiencing a strong increase of new businesses in this sub-sector, increasing the range of established outdoor-based products that have been providing memorable experiences for years. To succeed, emerging owners/operators (and the guides they employ) will need to sharpen their business and management skills, develop good business contacts and partnerships, as well as access resources that can assist them in market research, training and human resources development.

This new on-line publication has been created for that purpose, acting as a tool for contacts and information that can be of assistance to outdoor tourism operators for developing their business. It is intended to help ensure that product development in the sector is characterized by operations that respect principles of sustainable development at the same time as being financially sound.

The Resource Guide is divided in two parts: first, **a short profile of the sector** (Sections 1-5), describing the scope of the industry; the issues and challenges that need to be overcome in order to be able to compete internationally; second, the trends and opportunities that need to be recognised and seized by the industry in order to become successful. The second part of the publication includes a **list of useful resources** (Section 6) and a **directory of outdoor tourism associations and organizations** that serve in this sector (Section 7). These organizations can provide business contacts for individuals in similar activities as well as information on technical skills standards (e.g. canoeing, climbing, etc.) for outdoor adventure guides. Finally, a **list of useful contacts for operators** is listed in Section 8.

The CTC does not claim that this Resource Guide and Directory is comprehensive. It is a first edition and can be improved with the collaboration of the industry. We welcome your suggestions, comments and additional information. Please send them by email to CTC Product Development Unit, [verschuren.frank@ctc-cct.ca](mailto:verschuren.frank@ctc-cct.ca).

## **Acknowledgements**

This guide and directory was produced by the Canadian Tourism Commission, in collaboration with the Canadian Tourism Human Resources Council (CTHRC). The original concept was developed by Terry Hood, now with the Centre of Curriculum and Technology Transfer in BC and representing the CTHRC. The initial directory research was undertaken by Greig Gjerdalen from Outdoor Recreation Management Program at Capilano College in North Vancouver. It was further enhanced with the collaboration of André Villemaire, former Product Specialist in Outdoor tourism at the Canadian Tourism Commission.

Caroline Castro did additional research and preparation of the publication under the supervision of André Villemaire at the CTC.

Some information in this publication is drawn from articles published in the CTC's Communiqué industry magazine and other CTC documentation. We wish to acknowledge the authorship of some of these articles that were written by Neil Hartling, Pam Wight, Dr. Peter Williams, Peter Kingsmill, and André Villemaire.

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# Industry Profile

## Section 1

### A Global Perspective and Challenges for Canadian Operators

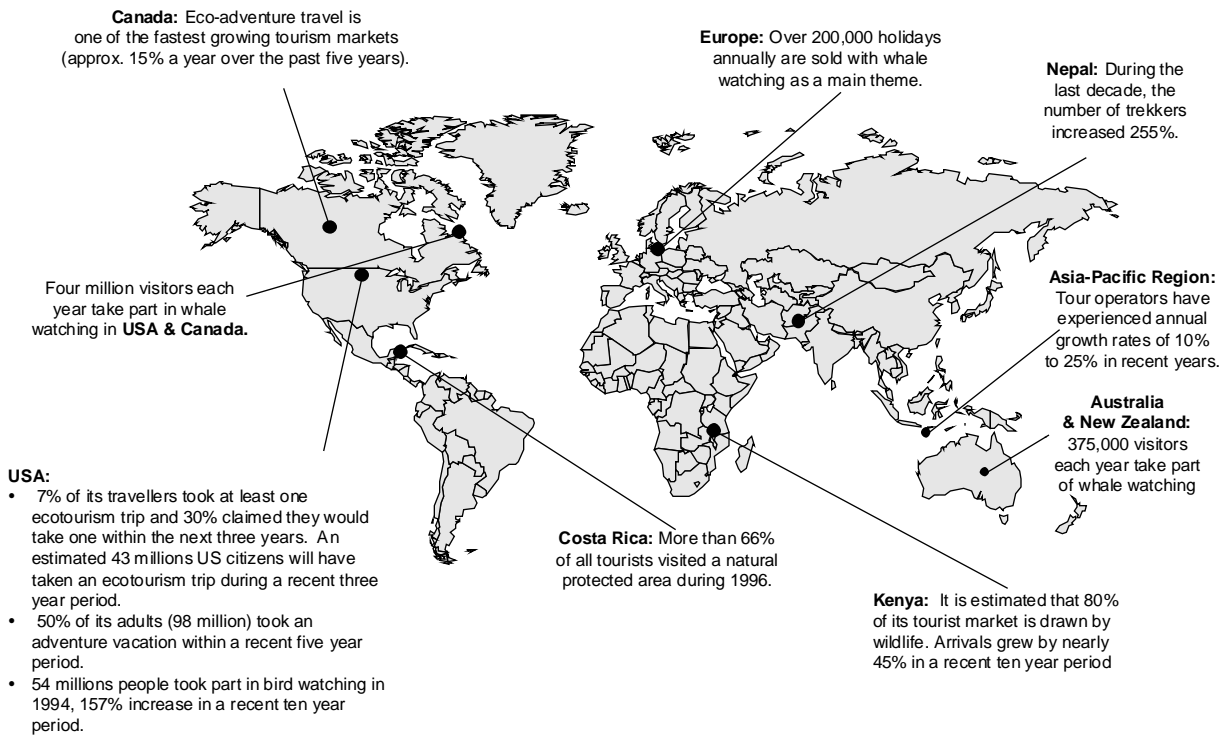
Canada has a wealth of natural and human resources to support a thriving and competitive outdoor tourism industry. Every province and territory presents a unique series of opportunities and tourism products, which appeal not only to our domestic, but also to important international markets. Nature and adventure buffs are more interested in all-season travel, and are the fastest growing of any tourism market segment.

Canada has benefited from this increased international interest in outdoor tourism, and is receiving a greater profile as a major outdoor tourism destination similar to Costa Rica, Belize, Australia, United States, Nepal and Kenya. There is increased opportunity in attracting those visitors who have enjoyed outdoor tourism experiences in these well-established destinations and who would enjoy similar experiences in a Canadian setting.

Acknowledging this international demand, the supply side of outdoor tourism industry (operators, the core of the industry) are now striving to provide a range of high quality products demanded by internationally experienced and knowledgeable travellers. This involves being conversant with a number of key success factors, including:

- Effective marketing
- Provision of an appropriate menu of activities
- Quality of interpretation
- Value for money
- Desire of guests for an engaging and learning experience
- Quality customer service
- Effective guide training
- Environmentally and culturally sensitive operations, (All conveniently packaged within the context of effective business management.)

## INTERNATIONAL PERFORMANCE INDICATORS



Since the bulk of the outdoor tourism sector is comprised of very small operations, this presents a significant challenge.

To compete internationally, the Canadian outdoor tourism industry needs to be responsive to a number of relevant issues, from national and international trends to the above factors for success; from new marketing strategies to operational efficiencies; from sustainability issues to best business and environmental practices. It takes time for professionals in the industry to keep on top of these issues.

This publication has been developed with the intent to provide a one-stop reference manual of key contacts in associations as well as professional development and training resources available for outdoor operators. We believe it will save time for operators and professionals in identifying the right resources to help develop their business. As an on-line publication, new resource information will be added as it becomes available.

## Section 2

### The Canadian Situation: Opportunities and Challenges

Canada's outdoor tourism market is now one of the fastest growing tourism sectors as the world's large baby-boom generation seeks out opportunities for new and different experiences involving outdoor, excitement and fun. All regions of the country offer outdoor travel opportunities and there are now an estimated 2,600 businesses (mostly small and medium sized) offering such experiences, ranging from sea kayaking on the east and west coasts to heli-skiing in the Rockies of BC and Alberta. A greatly increased array of activities is now available to the outdoor travel-seeking client including:

- All Terrain Vehicles
- Bird Watching
- Bungee jumping
- Charter Boat Excursions
- Camping expeditions
- Canoeing
- Caving
- Cross country skiing
- Dog Sledding Excursions
- Scuba-Diving
- Heli Hiking
- Heli Skiing
- Horseback Riding
- Sea Kayaking
- Fly fishing
- Mountain Biking
- Hiking/ Back packing
- Rock/Ice Climbing
- Sailing
- Skiing
- Snowshoeing
- Snowmobiling
- Storm Watching
- Wildlife Viewing
- Whale Watching
- White water Kayaking
- Rafting

Many of these activities are now being combined with a significant learning component and/or opportunities of being exposed to authentic cultures (e.g. Aboriginal Tourism).

### Definitions Vary

Outdoor Tourism in Canada consists of products/experiences provided by operators who are involved in ecotourism and/or in adventure travel. There is currently much discussion amongst industry operators and academics surrounding the legitimate use of the word "ecotourism" and "adventure travel". These definitions (amongst many available) help to explain the differences / connections between ecotourism and adventure travel which when combined constitute outdoor tourism.

#### *Ecotourism*

Ecotourism is travel that creates a high level of understanding and interpretation of cultural and natural history, while safeguarding the integrity of ecosystems. It produces economic benefits to local communities that encourage resource preservation and sustainable tourism development practices.

## *Adventure Travel*

An outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, usually involving some form of unconventional means of transportation, and tending to be associated with low or high levels of physical activity. The activity may entail some element of risk.

### **Trends**

Today, the largest and fastest growing travel markets (young seniors and baby boomers in the 35-55 years old bracket) are wealthier, better educated and want to travel. They are seeking new and more enriching experiences related to adventure, nature and culture.

Recurrent research suggests that they expect to stay longer and to extend their vacations. They are prepared to spend money to get good quality experiences and they demand personalized service. Their use of air travel is increasing rapidly; this is supporting the growth of shorter destination trips (fly and drive). In addition to this, the trends indicate that a growth in off season travel is being noted and that visitors are more and more looking for excitement; an “authentic” outdoors experience and in some cases, an element of risk. Aboriginal and cultural tourism products are of high interest amongst this group.

Current research is also showing that women are now playing a more important role in all travel decisions. Operators need to market to their needs and interests more effectively than in the past.

### *Internet Marketing*

Another major trend is an exponential growth in Internet use. The number of American online travellers has grown by 190%, from 29 million in 1996 to 85 million in 1999. Of this total in 1999, 52.2 million people use the Internet for travel planning, a 1,500% increase during the period 1996-1999, and, 16.5 million American travellers actually made travel reservations online (a 206% increase since 1997). An rapidly increasing number of outdoor travel related operators are now attracting potential customers, allowing them to plan and book their trips through well designed and marketed websites.

### **Market Opportunities**

#### *European Market*

- There is an interest from this market in soft adventure and nature viewing experiences, including visiting Canada’s national and provincial parks, and experiencing the cultures of Aboriginal peoples and others that comprise the cultural fabric of Canada.
- Research tells us the three major markets are the United Kingdom, France and Germany.
- The majority of outdoor tourism visitors from Germany are single, from 18 to 35 years of age, fairly well educated and interested in visiting Canada’s national and provincial parks, camping and hiking, and more physically challenging experiences.
- U.K. nature lovers, and fans of wide open spaces (ages 45 to 65 and over) are a market segment offering real growth potential with approximately 1.9 million travellers in this group. Individuals opt for vacations, which include outstanding scenery, wildlife, national parks, forests, lakes, rivers, small towns and environmental sites.

### *Japanese Market*

- The Japanese market is much smaller. The 484,000 Japanese visitors in 1998 accounted for \$520 million in tourism receipts.
- Japanese travellers are interested in touring Canada's cities, as well as national and provincial parks, including Banff and Jasper. They are primarily interested in experiencing soft adventure, such as hiking and nature viewing (polar bears in Churchill, MB). Young Japanese couples are flocking to Northern Canada to experience the aurora borealis (northern lights).

### *US Market*

- Of the 18.8 million visitors to Canada in 1999, 14.9 million were Americans, representing \$6.7 billion in tourism receipts. Of this number 5.4 million visited the country's national and provincial parks, and 4.5 million participated in sports and outdoor activities, including adventure experiences, a 12.6% increase over the past four years.
- In 1996, 1.1 million U.S. tourists came to Canada for wildlife viewing or recreational fishing. They spent nearly twice as many days as Canadians did visiting the U.S., a grand total of 6.0 million. A comparison of the surveys also reveals that, while in Canada, the U.S. tourists spent three times as much money as the Canadians visiting the U.S.; \$705.3 million in contrast to \$236.1 million (in 1996 Canadian dollars). Other highlights of the 1996 survey results for U.S. visitors who came to Canada for wildlife viewing or recreational fishing include:
- Wildlife viewing attracted 526,000 U.S. visitors to Canada and recreational fishing attracted 542,000 visitors. About half of the days and expenditures were spent on wildlife viewing and half on recreational fishing in Canada.
- Most of the U.S. visitors travelled two provinces — Ontario (50.0%) and British Columbia (20.9%). Ontario was a particularly attractive destination for recreational fishing.
- Three categories of expenditure accounted for 85.6 % of the \$705.3 million spent by U.S. visitors: Lodging (38.9%), food and beverages (25.2%) and transportation (21.5%). The remaining 14.4 % includes guide fees, packages and land access, costs boating for anglers, equipment rental and purchases, and other items.

### *Canadian Market*

The 1996 Survey on the Importance of Nature to Canadians (See Section 7) shows that:

- 20 million Canadians (84.6% of the population aged 15 years and over) took part in one or more nature-related activities in Canada.
- 191.0 million trips were taken; 75% of them were same-day trips and 25% overnight trips.
- Canadians spent over \$11.0 billion on nature-related activities in Canada. This amount included \$6.0 billion for trip-related items including transportation, accommodation and food, \$3.1 billion for special equipment and \$1.8 billion for other items needed to pursue nature-related activities.
- About 43.7% of Canadians 15 years of age and over participated in one or more of 17 specified outdoor activities in natural areas in Canada, such as sightseeing, camping, and boating
  - Nearly one in five Canadians (18.6%) participated in wildlife viewing in Canada

- Nearly three-quarters of Canadians (74% of the population) indicated great or some interest in participating in outdoor activities in natural areas such as camping, picnicking, hiking, riding, cycling, skiing, snowshoeing, off-road vehicle use, swimming or boating

This high interest represents significant potential for attracting domestic visitors to properly positioned and marketed outdoor travel products.

### **Wholesale Buyer Interest**

(Results of the 2001 Rendez-Vous Canada Buyers Survey and other available research.)

This survey shows that the most popular outdoor activities in demand by buyers are whale watching, hiking/walking tours, snowmobiling, golf, kayaking, dog sledding, alpine skiing, floatplane tours, and heli-sightseeing and northern lights tours. Other popular adventure activities holding interest are rafting, horseback riding, canoeing, nature viewing, bird-watching, visiting national and provincial parks, scuba diving, canoe/camping expeditions, mountain biking, catch-and-release fly fishing, rock climbing/rappelling, storm and iceberg-watching, and snowshoeing.

Buyers at RVC 2001 continue to favour FIT packages. They are interested in winter non-ski packages and, despite concerns about the cost of Canadian products, they want to see more high end speciality products such as trips to the Arctic. Regardless of the season, packages focusing on adventure travel and/or ecotourism are among the top travel products being sought by buyers.

Activities often have different levels of interest amongst the marketplace. Note these examples showing country preferences for activities:

- **Heli-skiing:** Austria, Switzerland, Germany and Japan
- **Snowmobiling and Dog Sledding:** France, Germany, Switzerland and Austria
- **Cross country skiing:** France, Germany and Austria
- **Canoeing:** France, Switzerland and Austria
- **Kayaking:** Netherlands, France and Switzerland
- **Rafting:** Netherlands, Switzerland, France and Austria
- **Whale Watching:** Western Europe and Japan

Some key findings for each of the following markets:

- **Netherlands:** Keen campers, hunters and rock climbers, but not as interested in winter activities
- **Germany and Austria:** More self-directed, Alpine and Flatland in Winter and Land, Water and Wildlife in Summer
- **British Isles and Japan:** Outdoors Through the Window (touring); National Parks, Whale Watching, Horseback Riding
- **France:** More budget conscious, into all-season outdoor activities
- **USA:** National Parks, Whale Watching, Horseback Riding, summer activities and fixed accommodation preferred

Canada is well positioned to take advantage of opportunities in this sector with these and other markets. A huge range of top quality products, the country's diverse and remote wilderness, national and provincial parks, beautiful scenery and our reputation as a safe and friendly destination are key factors that motivate foreign visitors.

## **Industry Associations and their Roles**

(See Directory, Section 7)

Several industry associations have been established to represent and to effectively deal with both sustainability and market development issues. The *Quebec Adventure and Ecotourism Operators Association*, the *Nova Scotia Adventure Tourism Association*, the *Wilderness Tourism Association of British Columbia*, the *Adventure Tourism Association of Newfoundland and Labrador*, and the *Wilderness Tourism Association of the Yukon* are examples. Membership in these associations provides operators with a chance to stay on top of current industry trends and issues and to contribute to the overall future successes of the outdoor tourism sector.

Networking and professional development opportunities are also found in the many activities of other associations serving this sector. Examples include the *Association of Canadian Mountain Guides*, *Ontario Recreational Canoe Association*, *PEI Sailing Association*, the *Alberta White Water Association*, etc. Many of these organizations are involved in technical skills training and certification for outdoor adventure guides.

Some of the areas these associations focus on include the development of codes of ethics for resource sustainability and "leave-no-trace" policies, group liability insurance plans providing lower premiums for individual operators, risk management programs and guidelines for professional business principles. Associations in Ontario, Newfoundland and Quebec have also encouraged new alliances between operators to develop packages and undertake joint marketing, and to develop quality and accreditation programs.

As well, educators and industry association leaders are now working together to ensure a more co-ordinated approach to outdoor recreation, adventure and guide training programs, as illustrated by the new BC Adventure Programs Framework (training standards for programs at different levels) currently in development.

## **Challenges**

Canada is improving its competitiveness in this sector. The offer of a true wilderness outdoor experience has been one of Canada's best competitive advantages and must be maintained. Most operators recognise how important it is to prevent over-capacity, to ensure ecological integrity and preserve our habitat for future generations. (See Section 3)

Challenges that the Outdoor Travel industry now needs to address include:

- Development of operator business skills in:
  - Strategic business planning
  - Market Research and Product Development
  - Effective product marketing
- Development of more comprehensive packages offering outdoor tourism activities mixed with cultural and learning experiences.

- Better use of professional development resources available to this industry (for both management and guides).
- Improvements in the quality of current products that are not “export ready”.
- Diversification into off-season (41% of the Canadian sector’s capacity is unused).
- Development of new packages tailored to the ageing population and their expectations.
- More focused and coordinated efforts with outdoor adventure guide training.
- Updating of statistical information related to the economic impact of this sector.

The recent CTC Best Practices Tour Reports entitled “On the Path to Success: Lessons learned from Canadian Outdoor Tourism Operators” and “Best Practices Tour 2000” as well the CTC Catalogue of Exemplary Practices in Adventure Travel and *Ecotourism*, widely distributed to Canadian outdoor tourism operators, have been well received. These documents provide insight on how some Canadian operators are responding successfully to these challenges. See the Resource Guide in Section 6 for more useful resources that will be of help to associations/operators who are ready to tackle these challenges.

With the efforts undertaken by the industry in recent years, the signs are pointing in the right direction and we believe that the Canadian outdoor tourism industry is paving the way for success as an effective sustainable Canadian tourism sector.



## Section 3

### Outdoor tourism and Sustainable Development

To remain viable, outdoor tourism must also be sustainable. However, a number of operations are already showing signs of overuse and might not last without careful management. In many areas, outdoor tourism is often in conflict with other resource users such as wildlife, hunting and fishing businesses, forestry, mining, urban development and Native Land Claims.

#### *Sustainability as a concept*

It is a simple one: it means living in material comfort with other people and species within the means of nature. However, translating this concept with its associated values and principles into accepted “on the ground” practices for an operator is a challenging and ongoing process. This is particularly the case for tourism with its wide range of product and service suppliers, varying consumer markets, diverse geographical constraints, and stringent operating cost realities.

#### *Initiatives are being taken*

Despite these challenges, many initiatives are being pursued in an effort to put the tourism industry firmly on the road to sustainability. In a Canadian context, these practises are being pursued by a variety of innovative businesses, communities and organizations. While no tourism sector or organization has completed its trip along the sustainability highway, several provide good navigational charts and practises for achieving this end point. For the most part, their efforts can be linked to specific stages in the evolution of sustainable tourism from concept to practise to monitoring.

The first stage in this process involves the development of principles, often expressed in **codes of conduct** or **environmental policies**. The second phase entails the translating of principles into practice. The “**greening**” of the operational activities of certain sectors of the industry provides excellent examples of this phase. The final stage concerns the creation and implementation of **environmental auditing, accreditation**, or monitoring programs (e.g. Green Globe). In Canada, for example, Quebec has developed a comprehensive ecotourism “label of quality” program. In this third stage, tourism companies and organizations begin to ask themselves, “How are we doing?” and “What measures and standards can we use to assess our progress?” All three stages are integral to a systematic approach to sustainable development

#### *Resources and Current Efforts*

The CTC’s recently published *On Route to Sustainability (Best Practises in Canadian Tourism)* highlights some of Canada’s most initiative and emerging “best practices” that are leading the push for more sustainable forms of tourism. While numerous examples of “best practices” can be identified across the country, the cases presented in this book were selected to illustrate what can be done in a variety of different tourism contexts.

The Outdoor Tourism sector needs to continue its efforts in ensuring that activities of operators lead in resource protection and sustainable development. Steps are also needed to reduce conflicts between sector activities and with other resource users (including ongoing communication and mechanisms for litigating potential conflicts). In order to facilitate this, individual industry associations and operators can now refer to a number of resources relating to environmental codes of conduct and guidelines for sustainable development. Some of these resources can be found in Section 6: *Useful Resources Available for Outdoor Tourism Operators*.

As the industry looks at sustainability, it is impossible not to consider the role of parks and the complex interrelationship with outdoor tourism operations. Many implications for the industry can be found in the recent National Parks policy paper, *Minister of Canadian Heritage Action Plan in Response to the Report of the Panel on the Ecological Integrity of Canada's National Parks*. It is available through the Parks Canada website at <http://parkscanada.pch.gc.ca/>. This issue is also raised in the CTC's new publication entitled "*Best Practices in Natural Heritage Collaborations: Parks Agencies and Outdoor Tourism Operators*."

Canada is playing a major role internationally as these issues are addressed. The CTC has presented a paper on this theme at a recent meeting on sustainability hosted by the United Nations – World Tourism Organization (WTO). 2002 was recently designated by the UN as the international year of ecotourism and Québec City has been selected to host the 2002 World Summit on Ecotourism. Information on the World Summit can be found at [www.ecotourism2002.org](http://www.ecotourism2002.org).

## Section 4

### The Role of the CTC and CTHRC in supporting this Sector

*The Canadian Tourism Commission (CTC)* is a public-private sector partnership established to “ plan, direct, manage and implement programs that generate and promote tourism in Canada”. The CTC has created a Vision and Mission Statement that has been fully and widely endorsed by the Canadian tourism industry:

#### ***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 values of respect, integrity and empathy.**

The CTC has several programs that promote outdoor tourism and assist the industry in its efforts to develop this sector and become more competitive internationally:

- **The Canada and U.S. Marketing Units** include specific marketing initiatives for promoting outdoor tourism in its 2002-2003 agenda: a 48-page guide with operator packages, Internet exposure on the CTC’s consumer website [www.travelcanada.ca](http://www.travelcanada.ca), targeted print advertising, e-marketing promotion, themed direct mail programs, editorial coverage in a major Canadian travel magazine, and a unique Internet/TV partnership with VIA Rail. See the CTC’s business to business website at [www.canadatourism.com](http://www.canadatourism.com), “Partnerships” for details.
- **The Research Department** is looking at the different national tourism indicators in order to measure the performance of this sector.
- **The Product Development Group** has two major thrusts: sectoral product development initiatives and the Product Club Program: a core CTC-Industry partnership program.
- **The Sectoral Product Development Initiatives** focus in three areas: Outdoor Tourism, Cultural Tourism and Winter Tourism.

Visit the CTC’s business website at [www.canadatourism.com](http://www.canadatourism.com) for details.

#### ***Product Development Initiatives in Outdoor Tourism:***

- In 1997, the CTC prepared a strategic framework for developing outdoor tourism in Canada. Following the release of the document, a series of industry meetings to validate the findings and map out an action plan took place in the fall of 1997. It resulted in the creation of a sub-committee on outdoor tourism comprised of leading outdoor tourism operators who would review the action plan and assist the CTC in developing initiatives in this sector.
- The CTC Product Development Group organized and delivered a Best Practices Tour in late March 1999. Twelve operators from Eastern Canada visited six successful operators from Western Canada to gain insights and discuss the practices of these successful businesses. It

commissioned the Economic Planning Group of Canada, a consulting firm, to organise the Tour and deliver a series of workshop touching on various aspects of the business. The CTC published the tour report entitled *On the Path to Success, Lessons from the Canadian Adventure and Ecotourism Operators*. At the same time, the CTC contracted Pam Wight & Associates to prepare a complementary report that would document the exemplary practices of some 67 leading Canadian outdoor tourism operators. This second report is titled *Catalogue of Exemplary Practices in Adventure Travel and Ecotourism*.

- The CTC Product Development Group repeated a second successful Best Practices Tour in 2000. A total of 14 emerging operators from Western, Northern and Atlantic Canada as well as an additional 75 Ontario and Quebec operators visited nine leading outdoor tourism businesses in Ontario and Quebec to learn about and discuss their business practices. A report on the 2000 Best Practices Tour is also available.
- The Canadian Tourism Exchange [CTX], which currently has more than 10,000 members, is a free business-to-business website for the Canadian tourism industry. Its purpose is to connect the tourism industry- to bring buyers and suppliers together, to put forth information and knowledge quickly and extensively, to allow for collaborative marketing initiatives, and to enable business-to-business transactions. About 2100 outdoor tourism businesses are profiled in CTX.
- Registered members have access to a business-to-business directory allowing searches through the ever-expanding database of industry products and services to reduce search time and improve business operations. Those who become CTX members automatically have their contact information [website URL, telephone number, address, etc.] made accessible to consumers on the CTC's business-to-consumer website, [www.travelcanada.com](http://www.travelcanada.com), through the site's search engine. CTX also features Tourism News that gives users, via email, daily tourism related news from newswires, magazines, newspapers and trade publications. It's Business Connections feature allows users to post messages and to join or create discussion forums. Finally, CTX allows registered users to access CTC publications, surveys, research studies, market profiles, statistics and sectoral analyses.
- The CTC has produced an additional set of resources of interest to all those in this sector. (See Section 6)
- Currently, it is undertaking a series of unique market development and partnership connections workshops designed for established outdoor tourism operators interested in taking their business to the next level of development and in expanding their market base. It is anticipated that these workshops will be delivered at least once in every province of Canada.

The CTC has also prepared a discussion paper entitled *Best Practices in Natural Heritage Collaborations*, that documents the best practices of collaboration between the outdoor tourism industry and provincial/national parks. It will serve as a basis for discussing opportunities for mutual beneficial links during industry-parks meetings to be organized by the Product Development Group of the CTC.

The CTC is assisting in the organization of an annual national adventure tourism conference in Kamloops BC, designed to provide a venue for the industry to discuss issues and challenges as well as to set new directions for its development.

The CTC prepared a guide on financing entitled *Roadmap to Financing: A Guide for small and medium-size tourism businesses*. Similarly, the CTC has produced a *Risk Management and Insurance Guide*, geared specifically to the outdoor tourism and alpine skiing industries.

Questions about the Canadian tourism industry, or specifically on the outdoor tourism sector can be directed to the CTC's *Tourism Reference and Documentation Centre [TRDC]* located in Ottawa. The Centre provides reference services, interlibrary loans, tourism statistics, and bibliographic searches. The

collection includes over 5,000 books, reports, and conference proceedings as well as over 400 journal titles, and publications. The clientele of the Centre includes CTC staff, academics, government departments, tourism associations and people from the industry in Canada and throughout the world. The Centre can be accessed on-line at [www.canadatourism.com](http://www.canadatourism.com), by email at [trdc@ctc-cct.ca](mailto:trdc@ctc-cct.ca) or by telephone at 613-954-3943.

The CTC is currently updating the national study for adventure tourism published in 1995.

The CTC's Product Club Program was created to ensure that effective product development is an essential element of our national tourism strategy. This program provides partnership funding to tourism consortia for the development of a greater diversity of market-ready tourism products. It currently supports 35 Product Clubs, with nine of these related to outdoor tourism:

- Adventure, Outdoor and Ecotourism Product Club
- Bay of Fundy Product Club
- Conservation Lands Product Club
- Ecotourism Product Club
- Northern Wilderness Adventure Product Club
- Ontario East Adventure Product Club
- Quebec Maritime Product Club
- Saskatchewan River Basin Product Club
- Trail of the Great Bear Product Club
- Cross-Country Ski Product Club

*To contact the Product Development Group for further information, see Section 8.*

**The Canadian Tourism Human Resource Council (CTHRC)** is a national non-profit organization. It facilitates and co-ordinates human resource development activities which support a globally competitive and sustainable Canadian tourism industry. It promotes and enhances professionalism in the industry through the development of occupational standards, training support resources and Professional Certification.

Tourism Education Councils (TEC) in each province and territory represent the Council. Each TEC distributes CTHRC products and resources and can provide outdoor tourism operators with a wide range of staff development assistance.

Products include **Outdoor Adventure Guide Occupational Guidelines** (see section 5) and a range of similar occupational standards (amongst 50 available for the entire tourism industry) such as Heritage Interpreter, Marina Operator, Freshwater Angling Guide, Tourism Small Business Operator and Ski Occupations. Self-Directed training workbooks for front line staff and owners/operators (e.g. the new *Performance First* series) are all designed to help create a more professional tourism workforce.

*To contact the appropriate Tourism Education Council (TEC) for information and training resources, see section 8.*

These two public agencies have been created to provide services to the industry. The CTC focuses on product and market development while the CTHRC focuses on human resource development. Make sure that you are fully aware of the services and resources now available through these organizations.

## Section 5

### Professional Development and Guide Training

Today's changing industry environment and increased visitor expectations require a well-trained and committed outdoor workforce. Owners/operators and front-line staff must be prepared to constantly develop their skills and to utilise existing resources to do so.

Industry professionals are encouraged to familiarize themselves with the many resources listed in section 6 and to be constantly on the lookout for new management tools that will help them develop more effective customer-service and guiding skills.

The Canadian Tourism industry has recently developed a large number of occupational standards/guidelines that highlight the detailed knowledge, skills and attitudes one needs to do a job effectively. They can be obtained from your provincial Tourism Education Council. They have been developed by industry professionals and have many uses including the writing of effective job descriptions, training guidelines and employee performance reviews. Two in particular are of interest to this sector: Tourism Small Business Owners/Operators Competency Guide and the Outdoor Adventure Guide. Their tables of contents are outlined below.

### Tourism Small Business Owners/Operators Competency Guide (105 Pages)

#### Preface

#### Introduction

#### Guidelines Overview

#### A. Tourism Awareness

1. Promote Tourism Industry

#### B. Professionalism

1. Exhibit Professional Skills
2. Communicate Effectively

#### C. Business Planning

1. Define Business Planning Terms
2. Evaluate Status of Business
3. Implement Business Plan
4. Describe Strategic Alliances

#### D. Finance

1. Prepare Budget
2. Manage Accounting and Cash Control

#### E. Marketing

1. Prepare Marketing Plan
2. Use Promotional Activities

#### F. Human Resource Management

1. Evaluate Human Resource Plan
2. Hire Employees
3. Train Employees
4. Manage Employee Performance
5. Dismiss/Lay Off Employees

#### G. Operations

1. Manage Office Operations
2. Manage Risk
3. Manage Products and Services
4. Manage Projects

#### H. Sales and Service

1. Maintain Positive Business Image
2. Manage Products and Services

#### Glossary

#### Appendices

#### Directory

## **Outdoor Adventure Guide – Occupational Guidelines / Core Skills (30 pages)**

### **Preface**

### **Introduction**

### **Guidelines Overview**

### **Professionalism**

- Skill 1. Be Professional
- Skill 2. Use Communication Skills
- Skill 3. Develop Good Guest Relations

### **Leadership**

- Skill 1. Provide Leadership
- Skill 2. Respond to Other Resource Users

### **Environmental Awareness and Stewardship**

- Skill 1. Minimize Impact

### **Animation/Interpretation**

- Skill 1. Provide Animation/Interpretation

### **Operations**

- Skill 1. Prepare for Trips
- Skill 2. Conduct Trips

### **Safety**

- Skill 1. Follow Safety Procedure

### **Survival**

- Skill 1. Use Survival Techniques
- Skill 2. Signal for Help
- Skill 3. Obtain Water and Food

### **Legal and Risk Management Issues**

- Skill 1. Comply With Legislation
- Skill 2. Prevent Violations
- Skill 3. Identify Content of Employment Agreement
- Skill 4. Use Risk Management

## **On the Path to Success, Lessons from Canadian Adventure and Ecotourism Operators**

(Available through the CTC)

### **A. Introduction**

### **B. Best Practices Learned in the Following Core Areas of Business:**

- Administration
- Operations
- Product Development and Market-Readiness
- Human Resources
- Marketing Strategies
- Market Research
- Packaging
- Working with Suppliers and the Travel Trade
- Customer Service
- Interpretation
- Environmental Practices
- Other Insights

### **C. Seven Seminars Delivered During the Tour Cover the Following Topics:**

- Best Practices Seminars
- Product Development
- Marketing Strategies
- Marketing Research
- Partnering with the Travel Trade
- Packaging



## **Catalogue of Exemplary Practices in Adventure Travel and Ecotourism**

(Available through the CTC)

**A. Introduction**

**B. Business Management**

**C. Product and Delivery**

**D. Customer Service and Relations**

**E. Training & Human Resources  
Development**

**F. Resource Protection and  
Sustainability**

**G. Social and Community Contribution**

**H. Packaging**

**I. Marketing and Promotion**

**J. Product Development**

**K. Conclusions**

**L. Appendices**



# Resource Directory

## Section 6

### Useful Resources Available for Outdoor Tourism Operators

Many of the following resources are available through the Tourism Reference and Documentation Centre (TRDC) of the Canadian Tourism Commission [trdc.ctc@ctc-cct.ca](mailto:trdc.ctc@ctc-cct.ca), and the CTHRC [www.cthrc.com](http://www.cthrc.com)

#### *Business Development / Risk Management*

- **Aboriginal Tourism Business Development Guide**, Aboriginal Tourism Team Canada, Canadian Tourism Human Resource Council, 2000, 33 p.
- **Adventure Tourism Series: Level One- Starting in Adventure Tourism**, Workbook one of three levels, Open Learning Agency. Burnaby, British Columbia: Open Learning Agency, 1995, 133p.
- **Adventure Tourism Series: Level Two- Guiding and Operating Skills**, Workbook two of three levels, Open Learning Agency. Burnaby, British Columbia: Open Learning Agency, 1995, 173p.
- **Adventure Tourism Series: Level Three- Managing Your Operation**, Workbook three of three levels, Open Learning Agency. Burnaby, British Columbia: Open Learning Agency, 1995, 170 p.
- **A Road Map to Tourism Financing: Guide for Small and Medium-sized Businesses**, Canadian Tourism Commission, 1998, 82 p.
- **Catalogue of Exemplary Practices in Adventure Travel and Ecotourism**, Canadian Tourism Commission, Ottawa, Ontario, March 1999, 86p. [www.canadatourism.com](http://www.canadatourism.com)
- **Ecotourism / Tour Operators Small Business Sourcing Guide**, Canada / BC Business Service Centre, Phone: 604-775-5525, Fax: 604-775-5520, [www.sb.gov.ba.ca](http://www.sb.gov.ba.ca)
- **Environment Culture and Heritage Best Practice Papers 2000** (and 1999), Pacific Asia Travel Association, Office of the Environment and Culture, Monaco; Phone: 377 92 05 61 32; [www.pata.org](http://www.pata.org)
- **Insurance and Risk Management Guide for Tourism Operators in the Adventure Tourism, Ecotourism, and Alpine Skiing Sectors**, Canadian Tourism Commission Report, 2001
- **Legal Liability and Risk Management in Adventure Tourism**, Cloutier, Ross, Kamloops
- **British Columbia**, Bhudak Consultants, 2000, 209p.
- **Nova Scotia Guide to Starting an Adventure Tourism Business**, Tourism Nova Scotia, Nova Scotia Economic Development and Tourism 1997
- **On the Path to Success, Lessons from Canadian Adventure Travel and Ecotourism Operators**, Canadian Tourism Commission, Ottawa, Ontario, March 1999, 68p. [www.canadatourism.com](http://www.canadatourism.com)
- **Outdoor Adventure Guide Occupational Guidelines**, Canadian Tourism Human Resource Council, 2000, 30 p.
- **Pacific Asia Travel Association**, order online at [www.pata.org](http://www.pata.org)

- **Strategic Management in Tourism**, Moutinho, Luiz ed., Oxon, UK: CABI Publishing, 2000, 349 p.
- **The Business of Adventure: Developing a Business in Adventure Tourism**, Cloutier, Ross, Kamloops, British Columbia: Bhudak Consultants, 1998, 132 p.
- **The Business of Ecotourism: The Complete Guide for Nature and Culture-Based Tourism**, Patterson, Carol, Rhinelander, Wisconsin: Explorer's Guide Publishing, 1997, 196 p.

### *Market Development*

- **Adventure Travel in Canada: An Overview of Product, Market and Business Potential**, Canadian Tourism Commission, Canada Directorate. Ottawa, Ontario, February 1995, 106 p, (sum.16 p.)
- **Adventure Travel & Ecotourism: The Challenge Ahead**, Canadian Tourism Commission, Ottawa, Ontario: CTC, October 1997, 24 p.
- **Adventure Travel and Ecotourism Implementation Workshops: Summary Report**, Canadian Tourism Commission, Ottawa, Ontario: CTC, December 1997, 28 p.
- **Adventure Travel and Ecotourism in Canada: Strategic Framework for Development, Final Report**, Canadian Tourism Commission, Ottawa, Ontario, January 1997.
- **A Market Segmentation Analysis of Desired Ecotourism Opportunities**, Northern Forestry Program, Natural Resources Canada, 1997, 52 p.
- **Arctic Ecotourism Market Research Study, Final Report**, Robert J. Higgins Consulting, Boulton & Associates, Panarctic Consulting, prepared for: Unaaq Inc, Northwest Territories, 1995, 111p.
- **Colloque National sur l'Écotourisme**, Collection Colloques et Congrès, Téoros, no 4, Février 1993, Université du Québec à Montréal, 58 p.
- **Ecotourism, A Guide for Planners and Managers Vol. 2 (EDS)** Linderg, Wood, Megan Eplor, Engeldrum, David, The Ecotourism Society, N.Bennington, Vermont, 1998
- **Le Tourisme d'Aventure Vers la Maturité**, Téoros, Vol.13, no.3, Automne 1994, Université du Québec à Montréal, 59 p.
- **Newfoundland and Labrador Product Market Match Study: Starting an Adventure Tourism Business in Newfoundland and Labrador**, The Economic Planning Group of Canada, prepared for: Department of Tourism, Culture and Recreation Government of Newfoundland and Labrador, March 1996
- **Nova Scotia Guide to Starting an Adventure Tourism Business**, Nova Scotia Economic Development and Tourism, April 1998, p.30
- **Realizing Nova Scotia's Tourism Potential for the Benefit of All Nova Scotians**, Nova Scotia Tourism Partnership Council, November 1999, 40 p.
- **The Importance of Nature to Canadians: The Economic Significance of Nature-related Activities**, Federal-Provincial-Territorial Task Force on the Importance of Nature to Canadians, Ottawa: Environment Canada, 2000, 49 p., <http://www.ec.gc.ca/nature/survey.htm>

- **The Importance of Nature to Canadians: Survey Highlights**, DuWors, Elaine, Villeneuve, Michel, Fillion, Fern L., etc., Federal-Provincial-Territorial Task Force on the Importance of Nature to Canadians, Ottawa: Environment Canada, 2000, 49 p., <http://www.ec.gc.ca/nature/survey.htm>
- **The "Greening" of Tourism: Ecotourism and its Potential for Canada**, Macdonald, Catherine L., Toronto: York University, June 1993, 153 p.

#### *CTC Communiqué Articles*

- **Adventures Abound Across the Country**, Stalker, Ian, CTC Communiqué. Vol. 3, Issue 7 (Sept. 1999), p.9-12
- **Adventure is the Name of the Game**, Stalker, Ian, CTC Communiqué. Vol. 4, Issue 3 (April 2000), p.10
- **Adventure Operators Learn from Western Counterparts**, Villemaire André, CTC Communiqué. Vol.3, Issue 4 (May 1999), p.15
- **Adventure Tourism: The Debate Continues**, Plaines, Martha, CTC Communiqué. Vol.2, Issue 9 (Sept. 1998), p.1-36
- **Adventure Travel, Ecotourism on Path to Success**, Villemaire André, CTC Communiqué. Vol.4, Issue 3 (April 2000), p.3-5.
- **Adventure Travel / Ecotourism Product**, Villemaire André, CTC Communiqué. Vol.2, Issue 5 (May 1998), p.10
- **Birds of a Feather Flock Together on these Specialty Programs**, Stalker, Ian, CTC Communiqué. Vol. 3, Issue 4, (May 1999), p.9
- **Bird Watching is a Contact Sport**, Kingsmill, Peter, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.6-8
- **Diving in Canada Spectacular**, Bernard, Jack, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.8
- **Outdoor Tourism Coastal Tourism**, Murray, Craig, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.5
- **Ecotourism A Missed Opportunity**, Mike Robbins, CTC Communiqué, Volume 3 Issue 8 (October 1999)
- **Emergency Response Plans**, Cloutier, Ross, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.16
- **Land Adventure in Quebec**, École Adrénaline, CTC Communiqué. Vol.4, Issue 3 (April 2000), p.7-8
- **How Did Plain Old Fun Get so Complicated**, Kingsmill, Peter, CTC Communiqué. Vol.4, Issue 3, (April 2000), p.3
- **Mission Imperative: Tourism and Sustainable Development**, Plaine, Martha, CTC Communiqué. Vol.3, Issue 4 (May 1999), p.14
- **More Than Meets the Eye to Puffing Tagging, While Watching**, Snow, David, CTC Communiqué. Vol.4, Issue 2 (March 2000), p.5.

- **National Parks and Tourism Industry Finding Common Ground**, Plaine, Martha, CTC Communiqué, Volume 4 Issue 4 (May 2000), p.18
- **Open Skies/ New Meaning for Manitoba Adventure**, Davar, Celes, CTC Communiqué, Volume 4, Issue 3 (April 2000), p.6
- **Packaging Canada's North**, Hartling, Neil, CTC Communiqué, Volume 4, Issue 3 (April 2000), p.5-6
- **Risk Management in Adventure Tourism**, Cloutier, Ross, CTC Communiqué. Vol.4, Issue 3 (April 2000), p.13.
- **Saskatchewan Forest a "Battleground"**, CTC Communiqué. Vol.4, Issue 3 (April 2000), p.17
- **Water a Major Canadian Attraction**, Hartling, Neil, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.4
- **Water Journeys Offered**, Stalker, Ian, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.11
- **Whales, `Bergs` & Birds, Snow**, David, CTC Communiqué. Vol.4, Issue 4 (May 2000), p.9
- **Yukon Wilderness Tourism Sector Supports New Law**, CTC Communiqué. Vol.3, Issue 3 (April 1999), p.5

#### *Articles in Other Publications*

- **An Evaluation of Deep Ecotourism and Shallow Ecotourism**, Acott, T.G., La Trobe, H.L., Journal of Sustainable Tourism, Vol.6, No 3 (1998), p.238-253
- **An Evaluation of the Utility of a Whale Watching Code of Conduct**, Tourism Recreation Research, Vol. 25 (2), 2000, p.27-37.
- **Definitely not Monkeys or Parrots, Probably Deer and Possibly Moose: Opportunities and Realities of Ecotourism in Northern Ontario**, Boyd, Stephen W., Butler, Richard W., Current Issues in Tourism, Vol.2, n.2&3, 1999, p.123-137.
- **Developing and Implementing a Company's Ecotourism Mission Statement**, Herremans, Irene M, Welsh, Cameron, Journal of Sustainable Tourism, Vol. 7, No1 (1999), p.48-76
- **Ecosystem Tourism: A Resource-Based Philosophy for Ecotourism**, Tyler, Duncan, Dangerfield, J Mark, Journal of Sustainable, Vol. 7, No 2 (1999), p.146-158
- **Ecotourism and Ethics: Moral Development and Organizational Cultures**, Fennell, David A., Malloy, David Cruise, Journal of Travel Research, Vol. 36, Spring 1998, p.47-56
- **Eco-tourists: Not a Homogenous Market Segment**, Wight, Pamela A., Encyclopaedia of Ecotourism, UK, 2000
- **Ethics and Ecotourism: A Comprehensive Ethical Model**, Fennell, David A., Malloy, David Cruise, Journal of Applied Recreation Research, 20(3), p.163-183, Ontario Research Council and Leisure, 1995
- **How Green is my Vacation: A Call for Higher Standards in Ecotourism**, Shores, John N., PATA Compass, July/August 2000, p.28-33
- **How to Choose an Eco-tour Operator**, Ecotourism Society, PATA Compass, December 1999-January 2000), p.22

- **Market Segments: The Adventure Travel Industry in North America**, Loveseed, Helga, Travel & Tourism Intelligence, Travel & Tourism Analyst, No 6., 1997, p.87-104.
- **Redefining Ecotourism: The Need for a Supply-Side View**, Sirakaya, Ercan, Sonmez, Sevil, Journal of Travel Research, Vol. 38, No 2 (November 1999), p.168-172
- **Targeting the CANZUS Baby Boomer Explorer and Adventurer Segment**, Cleaver, Megan, Muller, Thomas E., Journal of Vacation Marketing, Vol. 6, no.2, 2000, p.154-169.
- **The Concept of Ecotourism, Evolution and Trends**, Dimitrios Diamantis, Current Issues in Tourism, Vol. 2, n 2&3, 1999, p.93-123.
- **Why We Need Standards in Adventure Travel and Ecotourism**, Hood Terry, The Outdoor Network, Vol.9, Issue 4 (Winter 1998&99), p.10

## Product Club Publications

### *Adventure, Outdoor and Ecotourism Product Club*

- **Définir et mettre en marché des forfaits d'aventure**, Club de Produit d'Aventure, Plein Air et Écotourisme, DMC Transat, Michaud, Brigitte, 2000, 53 p.
- **Guide en Gestion des Risques: Normes d'encadrement des activités pour les Producteurs de Tourisme d'Aventure et de Plein Air**, Service Pro Action, APTAQ, 1999
- **Le Tourisme d'Aventure et de l'Écotourisme dans les Parcs Provinciaux et Nationaux et dans les Réserves Fauniques du Québec: Contraintes et Propositions d'Ajustements Relatives aux Procédures de Réservation et aux Règles d'Accès**, Tardif, Gaétane, 1994
- **Le Tourisme d'Aventure et de l'Écotourisme dans les Parcs Provinciaux et Nationaux et dans les Réserves Fauniques du Québec: Contraintes et Propositions d'Ajustements Relatives aux Procédures de Réservation et aux Règles d'Accès**, APTAQ, January 2000
- **Plan Stratégique Marketing du Secteur Aventure et Ecotourisme**, Desjardins Marketing Stratégique and Service Pro-Action, 1999
- **Rapport dans le Cadre d'un Sondage Réalisé auprès des Grossistes Nord-Américains et Européens Spécialisés en Aventure/Écotourisme**, La Chaire de Tourisme, 1999, 18 p.
- **Sondage auprès des Intervenants de l'Industrie du Tourisme d'Aventure et de l'Écotourisme du Québec: Rapport Final**, Couture, Maurice, Mars 1999, 66 p.,

### *Northern Wilderness Adventure Product Club*

- **Risk Management and Emergency Response Planning**, Bhudak Consulting, Cloutier, Ross, November 1999
- **Northern Wilderness Adventure Product**, 1998/1999 Marketing Strategy, Panald Strategie, November 1998, 18 p.
- **Wilderness Tourism Association of the Yukon: Market Research Segmentation Studies, Final Report**, Data Path Systems, April 1999
- **Bay of Fundy Product Club, Bay of Fundy Inventory**, Resource Management Associates, November 1998

- **Nature Tourism: The Bay of Fundy Region**, Baseline Market Survey, Resource Management Associates, November 1998

#### *Trail of the Great Bear Product Club*

- **Review of Data Base & Potential Future Application**, Western Management Consultants, 1999

#### *Ontario East Adventure Product Club*

- **1997 Product Club**, Consumer Market Survey, Ontario East Tourism Association, 1997
- **1997/1998 Product Club**, Product Development and Packaging Report, Ontario East Tourism Association, 1998

#### *Saskatchewan River Basin Product Club*

- **Developing your Wildlife Viewing Site**, Saskatchewan Watchable Wildlife Association, 1997
- **Guidelines and Practices for Ecotourism Businesses & Attractions**

### **Sustainable Tourism/ Guidelines and Codes of Ethics**

(See Section 3)

#### *Sustainable Tourism Development*

- **On Route to Sustainability; Best Practices in Canadian Tourism**, The Canadian Tourism Commission, Industry Competitiveness, The Centre for Tourism Policy and Research, Simon Fraser University, Williams, Peter W., Budke, Isabel, Ottawa: CTC, February 1999, 116 p. [www.canadatourism.com](http://www.canadatourism.com)
- **Sustainable Development and Tourism: A Paper Summarising Keys Issues, Opportunities and Challenges for Canada**, January 1999, link: [www.canadatourism.com/en/ctc/partner\\_centre/about/about\\_ms.html](http://www.canadatourism.com/en/ctc/partner_centre/about/about_ms.html)
- **Sustainable Tourism Management**, Swarbrooke, John, CABI Publishing, New York, 1998, 371.p
- **The Development of Sustainable Tourism in Natural Areas in North America: Background, Issues and Opportunities: A Discussion Paper**, Commission for Environmental Co-operation, Montreal: CEC, 1999, 144 p.
- **The Links Between Sustainable Tourism and Ecotourism: A Definitional and Operational Perspective**, Diamantis, Dimitrios, Ladkin, Adele, The Journal of Tourism Studies, Vol 10, n. 2, Dec.1999, p.35-46

#### *International Guidelines*

- **A Collection of Ecotourism Guidelines**, The Ecotourism Society, 1997 Includes Guidelines for the Environmental and Cultural Travellers, for Tour Operators and Business, for Viewing Wildlife, for Eco-tourist Activities and specific sites.



- **An Evaluation of the Utility of a Whale Watching Code of Conduct**, Tourism Recreation Research, Vol. 25 (2), 2000, P. 27-37
- United Nations Environment Programme Industry and Environment, **Environmental Codes of Conduct For Tourism**, United Nations Publications, 1995, ISBN 92-807-1470-8 Environmental codes of conduct from different countries and associations. This document is a summary of what is known about these codes, and provides guidance for those developing new codes.
- **Managing Sustainable Tourism: Indicators For Better Decisions**, Manning, Dr. Edward, 1992 World Congress on Adventure Travel and Ecotourism, List of effective sustainable tourism indicators, which can aid decision-makers.
- **What Tourism Managers Need to Know: A Practical Guide to the Development and Use of Indicators of Sustainable Tourism**, World Tourism Organization, Consulting and Audit Canada, Manning, Ted, etc., Madrid: World Tourism Organization, 1995, 77 p.
- **Beyond the Green Horizon: Principles For Sustainable Tourism**, A discussion paper on Principles for sustainable tourism, World Wild Life UK, 1992. Principles for sustainable tourism development, aimed primarily at the tourism industry, followed by a series of case studies that highlights various attempts to put such principles to practice.
- **Code of Practice for Ecotourism Operators and for Eco-tourists**, from the Ecotourism Association of Australia (EAA), found at [www.bigvolcano.com](http://www.bigvolcano.com).
- **Alaska Wilderness Recreation & Tourism Association's Ecotourism Guidelines**, Adopted by the membership in April 1995, found at [www.awrta.org](http://www.awrta.org)
- **Environmental Management Guide for Ecotourism and Adventure Tourism Operations**, Jaques Whitford, Available late 2000, [www.jaqueswhitford.com](http://www.jaqueswhitford.com)

#### *National Guidelines*

- **Code of Ethics and Guidelines for Sustainable Tourism**, Tourism Industry Association of Canada, National Round Table on the Environment and the Economy, Ottawa: TIAC, NRTEE, 1995 *Includes a code of ethics for tourists, for the Industry and a set of recommended guidelines*
- **“Sustainable Tourism Development”**, Macgregor, James R, Travel and Tourism, p.781-789 Principles of Sustainable Development
- **Canada’s report on government initiatives of sustainable tourism**, Tourism Canada, August 1992

#### *Provincial/Territorial Guidelines*

- **Code of Conduct for Whale Watching**, Whale Watch Operators Association Northwest (British Columbia)
- **Guidelines and Practices for Ecotourism Business and Attractions**, The Ecotourism Society of Saskatchewan (Saskatchewan)
- **The Yukon Wilderness Tourism Licensing Act**, Tourism Yukon (Yukon)
- **Programme de Qualité-Norme de Qualité** (in development), l’Association des Producteurs de Tourisme d’Aventure du Québec (APTAQ) and Tourism Québec (Québec)

- **Sustainable Tourism Self-Audit Workbook**, Tourism Industry Association of Nova Scotia (TIANS) (Nova Scotia)

## Some Outdoor Tourism Related Websites

### *National*

- Canadian Tourism Commission: [www.canadatourism.com](http://www.canadatourism.com) (link to the Canadian Tourism Exchange and Canadian Outdoor Tourism Operators)
- Parks Canada: <http://parkscanada.pch.gc.ca/>

### *International*

- Adventure Travel Links: [www.adventuretravel.about.com](http://www.adventuretravel.about.com)
- Adventure Travel Society: [www.adventuretravel.com](http://www.adventuretravel.com)
- Ecotourism Links: [www.ecotourism.about.com/travel/ecotourism/](http://www.ecotourism.about.com/travel/ecotourism/)
- New Zealand Adventure Tourism Council: [www.tianz.org.nz](http://www.tianz.org.nz)
- Outdoor Network Magazine: [www.outdoornetwork.com](http://www.outdoornetwork.com)
- Planeta.com: Clearing house of environmental news and ecotourism information for the Americas; [www.planeta.com](http://www.planeta.com)
- The Ecotourism Society: [www.ecotourism.org](http://www.ecotourism.org)
- The Eco-travel Centre (A service of Conservation International) [www.ecotour.org](http://www.ecotour.org)
- The World Tourism Organization (Global Codes of Ethics for Tourism) [www.world-tourism.org](http://www.world-tourism.org)
- Travel Industry Association of America: [www.tia.org](http://www.tia.org)
- World Travel and Tourism Council: [www.wttc.org](http://www.wttc.org)
- World Wildlife Federation: [www.wwf.org](http://www.wwf.org)

## Major Events and Tradeshows

Tradeshows (for both operators and consumers) play a significant role in the marketing of outdoor tourism related products. Some events, of particular interest to this sector, are noted below. Most are held annually. Use the contacts provided below to obtain upcoming dates.

### Tradeshows

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**The International Adventure Travel Show – Outdoor Adventure Sports Show**

Timing: February  
Location: Vancouver, BC, Canada  
Contact: National Event Management  
Toll Free: 1-800-891-4859  
Email: [info@momentumevents.com](mailto:info@momentumevents.com)

**The International Adventure Travel Show – Outdoor Adventure Sports Show**

Timing: February  
Location: Toronto, Ontario, Canada  
Contact: National Event Management  
Phone: (905) 477-2677  
Toll Free: 1-800-891-4859  
Email: [ronc@nationalevent.com](mailto:ronc@nationalevent.com)

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**The International Adventure Travel Show – Outdoor Adventure Sports Show**

Timing: Spring  
Location: Calgary, Alberta, Canada  
Contact: Maureen Henderson  
Phone: (403) 246-7276  
Toll Free: 1-800-891-4859  
Email: [maureenhenderson@sprint.ca](mailto:maureenhenderson@sprint.ca)

**The International Adventure and Outdoor Show**

Timing: February  
Location: Chicago, Illinois, USA  
Contact: Bob Ball  
Toll Free: 1-877-604-2867

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**Rendez-Vous Canada**

Timing: Early Spring  
Contact: Tourism Association of Canada  
Phone: (613) 238-4080  
Fax: (613) 230-2580  
Email: [rvc@tiac.ca](mailto:rvc@tiac.ca)

**International Travel Bourse - ITB Berlin**

Timing: Spring  
Location: Berlin, Germany  
Contact: Leroux & Associates, Ottawa  
Phone: (613) 741-9397  
Fax: (613) 741-9906

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**World Travel Market – UK**

Timing: Autumn  
Location: London, UK  
Contact: Leroux & Associates, Ottawa  
Phone: (613) 741-9397  
Fax: (613) 741-9906

**Salon Mondial du Tourisme**

Timing: March, October, November respectively  
Location: France  
Contact: Danielle Cordisco  
Phone: 33-1-44-43-25-02  
Email: [dcordisco@cct-paris.com](mailto:dcordisco@cct-paris.com)

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**Vakantiebeurs 2001**

Timing: Winter

Location: Utrecht, Netherlands

Contact: Fred Van Cleef

Phone: 31-70-311-1667

[fred.vancleef@canadatourism.nl](mailto:fred.vancleef@canadatourism.nl)

**Reisrevue Workshop Experiences**

Timing: Winter: Late August, 1 day

Summer: Late November, 2 days

Location: Netherlands

Contact: Fred Van Cleef

Phone: 31-70-311-1667

[fred.vancleef@canadatourism.nl](mailto:fred.vancleef@canadatourism.nl)

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**Borsa Internazionale Del Turismo (BIT)**

Timing: Winter

Location: Milan, Italy

Contact: Leroux & Associates, Ottawa

Phone: (613) 741-9397

Fax: (613) 741-9906

**Feria Internacional de Turismo (FITUR)**

Timing: Winter

Location: Madrid

Contact: Leroux & Associates, Ottawa

Phone: (613) 741-9397

Fax: (613) 741-9906

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**Kanata**

Timing: Autumn

Location: Tokyo & Osaka, Japan

Contact: Canadian Embassy (Japan)

Phone: (813) 3408-2101

Fax: (813) 3470-7278

CTC Tokyo – Derek Hood

**JATA**

Timing: Winter

Location: Tokyo, Japan

Contact: Canadian Embassy (Japan)

Phone: (813) 3408-2101

Fax: (813) 3470-7278

CTC Tokyo – Derek Hood

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**Canada Corroboree**

Timing: Winter

Location: Sydney, Melbourne, Brisbane  
and Perth, Australia

Contact:

**Ski Canada / USA Travel Shows –  
Consumer and Trade**

Timing: Summer

Location: Booth participation in  
Christchurch, Wellington and Auckland,  
New Zealand

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## Conferences

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### **World Ecotourism Summit**

Timing: May 2002

Location: Quebec City, QU

Contact: Ecotourisme 2002 – JPdL  
Secretariat

51, rue d'Auteil, Québec, Quebec

Fax: 418-692-5587

Email: [ecotourisme2002@jpdL.com](mailto:ecotourisme2002@jpdL.com)

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### **Annual Adventure Tourism Conference**

Timing: Winter/Spring

Location: Kamloops, British Columbia

Contact: Gilles Valade, University College  
of the Cariboo, Adventure Travel Program

Phone: (250) 371-5843

Fax: (250) 371-5845

Email: [gvalade@cariboo.bc.ca](mailto:gvalade@cariboo.bc.ca)

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### **Annual NOTO Convention**

Timing: Autumn/Winter

Location: varies

Contact: Jin Antler

Phone: (705) 472-5552

Fax: (705) 472-0621

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### **Congrès de L'Aventure-Écotourisme Québec**

Timing: Autumn

Location: Québec, Canada

Contact: Pierre Gaudreault

Phone: (514) 278-5923

Fax: (514) 278-2885

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### **Annual Alaska Wilderness Recreation and Tourism Association Conference**

Timing: Varies

Location: Alaska

Contact: [www.awrta.org](http://www.awrta.org)

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### **10<sup>th</sup> Annual World Congress on Adventure Travel & Ecotourism**

Timing: Autumn

Organizer: Adventure Travel Society

Location: Various

Contact: Robin Nejame

Phone: (719) 530-0171

Fax: (719) 530-0172

Email: [ats@adventuretravel.com](mailto:ats@adventuretravel.com)

[www.adventuretravel.com/2000wc\\_home.  
htm](http://www.adventuretravel.com/2000wc_home.htm)

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### **Trends: Annual Outdoor Recreation and Tourism Trends Symposium**

Timing:

Organizer: Michigan State University,  
Department of Park, Recreation and  
Tourism Resources

Travel and Tourism Research Association.

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### **CenStates Chapter**

Location: Lansing, Michigan, USA

Contact: Phone: (517) 353-5190 ext. 103

Fax: (517) 432-3597

Email: [trends@msu.edu](mailto:trends@msu.edu)

[www.prr.msu.edu/trends2000/](http://www.prr.msu.edu/trends2000/)

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## Section 7:

### Directory of Canadian Outdoor Tourism Associations

*(Including information on outdoor technical skills standards, training and certification)*

This directory includes organizations, associations and federations that provide services and/or information to the Canadian outdoor tourism industry.

Some of these organizations develop technical skills standards (canoeing, climbing, etc.) and provide related training and certification. Certification in these technical skills, noted in the directory, is an important part of ongoing professional development. They complement the generic skills requires as outlined in the Outdoor Adventure Guide Occupational guidelines. Some of these organizations deal primarily with the recreational activity and less so on outdoor tourism issues.

#### *Directory Index (National and Provincial Associations)*

- Canoeing
- Caving
- Cycling
- Horseback Riding
- Mountain Climbing / Hiking
- Rafting
- Sailing / Charter Boats
- Scuba Diving
- Sea Kayaking
- Skiing
- Snowmobiling
- Whale Watching
- Whitewater Kayaking
- Wilderness and Nature Tourism
- Wilderness First Aid

Changes? Associations missing? Please let us know of any suggestions you have for the next edition:  
CTC Product Development Unit c/o Frank Verschuren, Product Specialist, email: [verschuren.frank@ctc-cct.ca](mailto:verschuren.frank@ctc-cct.ca)

## National and Provincial Associations

### Canoeing

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#### Alberta Recreational Canoeing Association

1111 Memorial Dr. NW, Calgary, Alberta, T2N 3E4

Phone: (877) 388-2722

[arca@ab.canoeekayak.org](mailto:arca@ab.canoeekayak.org)

<http://www.abcanoeekayak.org>

To support recreation paddling in Alberta

#### TRAINING/CERTIFICATION

- CRCA Basic Instructor
- ARCA Basic River Instructor
- CRCA Basic Flatwater Instructor
- CRCA Moving Water Instructor
- CRCA Canoe Tripping Instructor
- CRCA Lake Water Instructor
- CRCA Moving Water Kayak Instructor

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#### British Columbia Recreational Canoeing Association

4782 Fernglen Dr., Burnaby, British Columbia, V5G 3V7

Terry Robson, President

Phone: (604) 437-1140

Fax: (604) 437-1140

[rcabc@telus.net](mailto:rcabc@telus.net), [www3.telus.net/CanoeBC](http://www3.telus.net/CanoeBC)

#### CERTIFICATION

- Lake water
- Moving Water
- Ocean
- Tripping
- Poleing

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#### Canadian Recreational Canoeing Association

Box 398, 446 Main St. West, Merrickville, Ontario, Canada, K0G 1N0

Paul Graner, Executive Director

Kathy Tallor-Hallick

Phone: (613) 269-2910

Fax: (613) 269-2908

[staff@crca.ca](mailto:staff@crca.ca), <http://www.crca.ca/>

To promote and teach safe, enjoyable paddling for all Canadians regardless of abilities, culture or age. Develop positive attitude towards a healthy environment, and to provide an understanding of an appreciation for the canoe and kayak in our Canadian heritage.

#### CERTIFICATION

National body that provides certification in Canoeing, Sea Kayaking and River Kayaking

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#### Canadian River Council

C.P. 212, Bryson, Québec, J0X 1H0

Sean Mannion

Phone:(819) 648-5200

Fax: (819) 648-5050

[rafting@qouest.net](mailto:rafting@qouest.net)

CRC is organized for the purpose of advancing the welfare and general interest of its memberships, for promoting and safeguarding the profession of outfitting, and for the advancement of safety on the river

#### Training and Certification:

##### TRAINING

Provided by the certified operators

##### CERTIFICATION

The prerequisites to issuance of the license are:

- First Aid Certificate (min.) 20hrs with Level "C" CPR
- River Guide Certification Examination (Common Skills and Appropriate Module.
- Minimum of 20 familiarization trips on the river that guide intends to run
- Swift water rescue course



<p><b>Canoe Kayak Nova Scotia</b>          PO Box 3010 South, 5516 Spring Garden Road,          Halifax, Nova Scotia, B3J 3G6          Ike Whitehead          Phone: (902) 425-5450 ext. 316          Fax: (902) 425-5606  <a href="mailto:canoens@sportns.ns.ca">canoens@sportns.ns.ca</a></p>	<p>To promote safe recreational canoe &amp; kayaking          in Nova Scotia  <b>CERTIFICATION</b>          Instructor and Paddler Certification:</p> <ul style="list-style-type: none"> <li>• Lake Water</li> <li>• Moving Water</li> <li>• Ocean</li> <li>• Tripping</li> <li>• Poleing</li> </ul>
<p><b>Canoe New –Brunswick</b>          PO Box 243, Moncton, New Brunswick,          E1C 8K9          Goerge Geldart          Phone: (506) 859-3548          Fax: (506) 854-7492  <a href="mailto:goerge.geldart@nbtel.nb.ca">goerge.geldart@nbtel.nb.ca</a>  <a href="http://www.canoenb.org">www.canoenb.org</a></p>	<p>To provide recreational canoeing and kayaking          for the public          Standards Offered: CRCS national Standards</p>
<p><b>Canoe Nova Scotia</b>          5516 Spring Garden Road, Halifax, Nova          Scotia, B3J 3G6          Scott Merry          Phone: (902) 462-5949  <a href="mailto:smerry@atcon.com">smerry@atcon.com</a></p>	<p>Provincial canoeing governing body  <b>TRAINING</b>          Instructor and Paddler Certification:</p> <ul style="list-style-type: none"> <li>• Lake Water</li> <li>• Moving Water</li> <li>• Ocean</li> <li>• Tripping</li> <li>• Poleing</li> </ul>
<p><b>Fédération Québécoise Du Canot-Kayak</b>          4545, ave. Pierre-De Coubertin, PO Box 1000,          Stn. M, Montréal, Québec, H1V 3R2          Pierre Trudel, General Director          Phone: (514) 252-3001          Fax: (514) 252-3091  <a href="mailto:info@canot-kayak.qc.ca">info@canot-kayak.qc.ca</a>  <a href="http://www.canot-kayak.qc.ca">www.canot-kayak.qc.ca</a></p>	<p>Develop canoe activities in flatwater,          whitewater, canoe-camping and Kayaking  <b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• Pratiquant: 5 levels in flatwater</li> <li>• 3 levels in canoe-camping</li> <li>• 3 levels in whitewater</li> </ul> <p>Teaching: Guide training (3 levels): leisure,          excursion and expedition</p>

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**Manitoba Recreational Canoeing Association**

PO Box 2663, Winnipeg, Manitoba, R3C 4B3

Gerry Hirose

Phone: (204) 985-5949

Fax: (204) 985-5956

[gthirose@escape.ca](mailto:gthirose@escape.ca)

[www.paddle.mb.ca](http://www.paddle.mb.ca)

The MRCA is a non profit organization with the objective of promoting safe paddling in the province of Manitoba

**TRAINING/CERTIFICATION**

The MRCA offers canoe instruction to Canadian Recreational Canoeing Association standards, including certification for flatwater and moving water

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**Newfoundland Canoeing Association**

Provincial canoeing governing body

**CERTIFICATION**

- CRCA certification

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**The Ontario Recreational Canoe Association**

1185 Eglinton Ave, North York, Ontario,

M3C 3C6

David Goldman, President

Phone: (416) 426-7016

Fax: (416) 426-7363

[canoeont1@osrc.com](mailto:canoeont1@osrc.com)

[www.canoeontario.on.ca](http://www.canoeontario.on.ca)

Provide instruction to develop safe, knowledgeable and competing paddlers

**TRAINING/CERTIFICATION**

- Flatwater Level I, Level II
- Lake water, Moving Water, Canoe
- Safe canoeing

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**Paddling Ontario**

Outdoor Product Facilitator

Ontario Tourism Marketing Partnership

Steve Bruno

Phone: (519) 622-6469

Fax: (519) 629-2709

[Sbruno@golden.net](mailto:Sbruno@golden.net)

<http://www.PaddlingOntario.com>

Paddling Ontario is collective of some of the top canoe/kayak outfitters in the Province of Ontario

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**Yukon Canoe and Kayak Club**

PO Box 5546, Whitehorse, Yukon, Y1A 5H4

Cindy Underhill, President

Phone: (867) 633-5261

Fax: (867) 633-8657

To promote paddling within the Yukon

**TRAINING/CERTIFICATION**

- CRCA instructors
- Training in youth program is available

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**Wilderness Canoe Association**

PO Box 48022, Stn Davisville, Toronto, Ontario, M4S 3C6

Bill Stevenson, President

[bryanbt@icam.net](mailto:bryanbt@icam.net)

[www.wildernesscanoe.org](http://www.wildernesscanoe.org)

Publishes journal four times a year Nastawgan

## *Caving*

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**Cave Guiding Association of British Columbia**

544 Springbok Road, Campbell River, British Columbia, V9W 8A2

Karen Griffiths, Director

Phone: (250) 923-1311

Fax: (250) 923-6211

[kgriff@island.net](mailto:kgriff@island.net)

[www.island.net/~subterra](http://www.island.net/~subterra)

**TRAINING**

- Intro. Caving, vertical techniques
- Different levels of cave guiding
- Working on offering certification

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**Société Québécoise De Spéléologie**

4545, ave. Pierre-De Coubertin, PO Box.1000, Stn M., Montréal, Québec, H1V 3R2

Jacques Kirouac, General Director

Alain Goupil, Technical Director

Helene Dion, Secretary

Phone: (514) 252-3006

Fax: (514) 252-3201

[info-sqs@speleo.qc.ca](mailto:info-sqs@speleo.qc.ca)

[www.speleo.qc.ca](http://www.speleo.qc.ca)

The society has for mission to favour the development of speleology as well as the preservation of caves and their environment

**TRAINING/CERTIFICATION**

- Guide training

## Cycling

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### **Bicycle Newfoundland and Labrador**

PO Box 2127, Stn C, St John's, Newfoundland,  
A1C 5R6

John French, President

Fax: (709) 754-2701

[bnl@bnl.nf.ca](mailto:bnl@bnl.nf.ca)

[www.bnl.nf.ca](http://www.bnl.nf.ca)

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Provincial cycling association for Newfoundland,  
responsible for competitive and recreational  
cycling organization.

### **Cycling BC**

332-1367 W. Broadway, Vancouver, British  
Columbia, V6H 4A9

Candace Shadely, Program Manager

Phone: (604) 737-3142

Fax: (604) 737-3141

[office@cycling.bc.ca](mailto:office@cycling.bc.ca)

[www.cycling.bc.ca](http://www.cycling.bc.ca)

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### **TRAINING**

- NCCP Level 1 Technical for Mountain Bike
- NCCP Level 1 Technical for Road Bike

### **Cycling PEI**

PO Box 302, Charlottetown, Prince Edward  
Island, C1A 7K7

Ian Rodd, President

Karen Cameron, Executive Director,

Phone: (902) 368-4110

Fax: (902) 368-4548

[cyclingpei@pei.sympatico.ca](mailto:cyclingpei@pei.sympatico.ca)

[www3.pei.sympatico.ca/cycling.pei](http://www3.pei.sympatico.ca/cycling.pei)

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Cycling PEI is the official regulating and  
operating body for the sport in Prince Edward  
Island

### **TRAINING/CERTIFICATION**

- NCCP Certification

### **Manitoba Cycling Association**

200 Main St., Winnipeg, Manitoba, R3C 4M2

Sharron Bettess: President

Mike McKee: Executive Director

Phone: (204) 925-5686

Fax: (204) 925-5703

[cycling@escape.ca](mailto:cycling@escape.ca)

[www.cycling.mb.ca](http://www.cycling.mb.ca)

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The Manitoba Cycling Association governs the  
sport of all aspects of cycling in Manitoba from  
the grassroots level up to the most elite

### **Standards Offered:**

- Recreation & Transportation
- Mountain Bike Racing
- Road Racing

### **TRAINING/CERTIFICATION**

- All coaches are a minimum of NCCP Level  
2 Certification
-

<p><b>Ontario Cycling Association</b>  1185 Eglinton Ave. E., Suite 408, North York,  Ontario, M3C 3C6  Nina Snyder, Office administrator  Phone: (416) 426-7244  Members: (416) 426-7416  Fax: (416) 426-7349  <a href="mailto:info@ontariocycling.org">info@ontariocycling.org</a>  <a href="http://www.ontariocycling.org">www.ontariocycling.org</a></p>	<p>To make Ontario Cycling environment safe, fair,  and accessible for all.  <b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• NCCP coaching clinic, CAN BIKE</li> </ul>
<p><b>Saskatchewan Cycling Association</b>  2205 Victoria Ave., Regina, Saskatchewan,  S4P 0S4  Warren Lister  Phone: (306) 780-9289  Fax: (306) 525-4009  <a href="mailto:cycling@ucommet.unibase.com">cycling@ucommet.unibase.com</a>  <a href="http://www.unibase.com/~cycling/">www.unibase.com/~cycling/</a></p>	<p>Organize racing and recreational cycling in  Saskatchewan  <b>Training and Certification</b></p> <ul style="list-style-type: none"> <li>• Coaching Certification</li> </ul>
<p><b>Velo New-Brunswick</b>  PO Box 3145, Fredericton, New Brunswick, E3A  5G9  Aron Hershof, President  Phone: (506) 773-7542  <a href="mailto:editor@velo.nb.ca">editor@velo.nb.ca</a>  <a href="http://www.velo.nb.ca">www.velo.nb.ca</a></p>	<p>Provincial sanctioning body for bicycling in New  Brunswick. Represents the province's cyclists  and provides cycling information  <b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• Coaching Certification Cycling Workshops  (casual and competitive)</li> </ul>
<p><b>Vélo Québec</b>  Maison du Cycliste, 1251, Rachel Est, Montréal,  Québec, H2J 2J9  Jean-Francois Pronovost, General Director  Phone: (514) 521-8356  Fax: (514) 521-5711  Email of partners: Groupe Vélo:  Tour de l'île de Montréal: <a href="mailto:tour@velo.qc.ca">tour@velo.qc.ca</a>  Vélo Québec: <a href="mailto:veloquebec@velo.qc.ca">veloquebec@velo.qc.ca</a>  La Route verte: <a href="mailto:routeverte@velo.qc.ca">routeverte@velo.qc.ca</a>  Vélo Mag: <a href="mailto:velomaq@velo.qc.ca">velomaq@velo.qc.ca</a>  Géo PleinAir: <a href="mailto:geopleinair@velo.qc.ca">geopleinair@velo.qc.ca</a>  <a href="http://www.velo.qc.ca/">http://www.velo.qc.ca/</a></p>	<p>Encourage and facilitate the free and safe  practice of bicycling in leisure, tourism and  transport  <b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• Bicycle mechanic</li> <li>• Support training on location</li> </ul>

## Horseback Riding

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### **Alberta Equestrian Federation**

#403, 8989 Macleod Trail SW, Calgary, Alberta,  
T2H 0M2

Robert Young, President,  
[roberty@equestrian.ab.ca](mailto:roberty@equestrian.ab.ca)

Phone: (403) 253-4411, 1-877-463-6233

Fax: (403) 252-5260

[admin@equestrian.ab.ca](mailto:admin@equestrian.ab.ca)

[www.equestrian.ab.ca](http://www.equestrian.ab.ca)

Foster the connection between Horses and people and education.

#### **TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

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### **Fédération Équestre du Québec**

4545, ave Pierre-de-Coubertin, PO Box 1000,  
Stn M, Montréal, Québec, H1V 3R2

Marie Géroux, President

Phone: (514) 252-3053

Fax: (514) 252-3165

[infocheval@feq.qc.ca](mailto:infocheval@feq.qc.ca), [www.feq.qc.ca](http://www.feq.qc.ca)

To teach safe horseback riding

#### **TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

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### **Manitoba Horse Council**

#207,200 Main St., Winnipeg, Manitoba,  
R3C 4M2

Phone: (204) 925-5718

Fax: (204) 925-5737

[mhc@escape.ca](mailto:mhc@escape.ca), [www.escape.ca/~mhc/](http://www.escape.ca/~mhc/)

Foster and promote all aspect of horse related activities in Manitoba

#### **TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

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### **New Brunswick Equestrian Federation**

566 Broad Rd., Geary, New Brunswick,  
E2V 3W3

Deanna Phelan

Phone: (506) 446-3305

Fax: (506) 357-3011

[horses@nbnet.nb.ca](mailto:horses@nbnet.nb.ca)

[www.equestrian.nb.ca](http://www.equestrian.nb.ca)

The NBEA is an umbrella organization for all equestrian activity in the province of NB. We are contacted regarding sport government issues and agriculture issues, with a membership of 800.

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### **Newfoundland Equestrian Association**

PO Box 372, Stn C, St Johns, Newfoundland,  
A1C 5J9

Will Small, President

Phone: (709) 576-1317

Residence: (709) 753-9984

Fax: (709) 754-2411

[nea@webpage.ca](mailto:nea@webpage.ca), [www.webpage.ca/nea/](http://www.webpage.ca/nea/)

The NEA is the umbrella organization committed to equine welfare, and providing leadership and support to the individuals, associations and industries in Newfoundland's equine community.

#### **TRAINING/CERTIFICATION**

- Instructor Program
  - English and Western Rider Program
  - Coaching Program
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**Nova Scotia Equestrian Federation**

PO Box 3010, Stn PLC, Halifax, Nova Scotia,  
B3J 3G6

Executive Director

Phone: (902) 425-5450 ext.333

Fax: (902) 425-5606

[nsef@sportns.ns.ca](mailto:nsef@sportns.ns.ca)

[www3.ns.sympatico.ca/mordred/nsefm.html](http://www3.ns.sympatico.ca/mordred/nsefm.html)

Foster and promote all aspect of horse related activities in Nova Scotia

**TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

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**Ontario Equestrian Federation**

Suite 103, 1185 Eglinton Ave. East, North York,  
Ontario, M3C 3C6

Alan Ehrlick, President

Phone: (416) 426-7232

Toll Free: 1-877-441-7112

Fax: (416) 426-7355

[horse@horse.on.ca](mailto:horse@horse.on.ca)

[www.horse.on.ca](http://www.horse.on.ca)

An umbrella organization committed to equine welfare and provincial leadership and support to the individual, associations and industries in Ontario's horse community

**TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

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**Québec à Cheval: Association Québécoise pour le tourisme équestre et d'équitation de loisir**

4545 Pierre-de-Coubertin, PO Box1000, Stn M,  
Montréal, Québec, H1V 3R2

Pierre Lefevre, General Director

Phone: (514) 252-3002

Fax: (514) 252-0361

[quebec@cheval.qc.ca](mailto:quebec@cheval.qc.ca)

[www.cheval.qc.ca](http://www.cheval.qc.ca)

Oversee the promotion of equestrian tourism in Québec and represents the organisers and horseback riders practising leisure equestrian activities

**TRAINING/CERTIFICATION:** (courses are given in French)

- Cliniques / Clinics
- Maréchalerie de secours
- Attelage de loisirs
- Secourisme équin
- Techniques de randonnée équestre de compétition
- Stages / Internships
- Cavalier-randonneur
- Moniteur de tourisme équestre
- Accompagnateur

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**Saskatchewan Horse Federation**

2205 Victoria Ave., Regina, Saskatchewan,  
S4P 0S4

May Smith, Executive Director

Phone: (306) 780-9244

Fax: (306) 525-4009

[sk.horse@sk.sympatico.ca](mailto:sk.horse@sk.sympatico.ca)

[www.saskhorsefed.com](http://www.saskhorsefed.com)

Promoting equine excellence in horse sports, recreation and industry

**TRAINING/CERTIFICATION**

- Instructor Program
- English and Western Rider Program
- Coaching Program

## Mountain Climbing / Hiking

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### Association of Canadian Mountain Guides

Box 8341, Canmore, Alberta, T1W 2V1  
Linda Heywood  
Phone: (403) 678-2885  
Fax: (403) 609-0070  
[acmg@telusplanet.net](mailto:acmg@telusplanet.net)  
[www.acmg.ca](http://www.acmg.ca)

Represent professional mountain guides in Canada, including rock-climbing guides, back country ski guides, alpine guides, hiking guides and climbing gym instructors

#### TRAINING/CERTIFICATION

- See Mountain Guide Training and Certification Program

### Federation of Mountain Clubs of British Columbia

47 West Broadway, Vancouver, British Columbia  
Brian Jones, Manager  
(Contact for Canada West Mountain School)  
Pat Harrison, Executive Director  
Phone: (604) 878-7007  
Toll Free: 1-800-892-2266  
Fax: (604) 876-7047  
[cwms@mountainclubs.bc.ca](mailto:cwms@mountainclubs.bc.ca)  
[www.mountainclubs.bc.ca](http://www.mountainclubs.bc.ca)

#### TRAINING

A variety of courses are offered through the Canada West Mountain School. These courses vary from a 1-day map and compass course to a 5-month leadership program.

#### CERTIFICATION

- Back-country Hiking
- Leader Certificate
- Rescue Program

### Fédération Québécoise De La Marche

4545, Pierre-De Coubertin, PO Box 1000, Stn M, Montréal, Québec, H1V 3R2  
Daniel Pouplot, General Director  
Phone: (514) 252-3157  
Fax: (514) 252-5137  
[fqmarche@fqmarche.qc.ca](mailto:fqmarche@fqmarche.qc.ca)  
[www.fqmarche.qc.ca](http://www.fqmarche.qc.ca)

Promotion and development of walking and pedestrian network

#### TRAINING/CERTIFICATION

- In Process

### Fédération Québécoise De La Montagne Et De L'Escalade

4545, ave. Pierre-De Coubertin, PO Box 1000 Stn M, Montréal, Québec, H1V 3R2  
Louis Bergeron, General Director  
Johanne Trudel, Secretary  
Elaine Bernier, Chief Editor of Le Mousqueton  
Phone: (514) 252-3004  
Fax: (514) 252-3201  
[fqme@fqme.qc.ca](mailto:fqme@fqme.qc.ca)

Preserve and support the development of hiking and mountain activities. To contribute to the development and the protection of hiking sites and their access while preserving our natural environment

#### TRAINING/CERTIFICATION

- Internship training for Rock and Ice Climbing

### Hike Ontario

To promote walking, hiking and trail development in Ontario

#### TRAINING/CERTIFICATION

- Hike leader certification program available (3 levels) through Hike Ontario



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**Mountain Guide Training and Certification Program (Association of Canadian Mountain Guides)**

University College of the Cariboo, Box 3010,  
Kamloops, British Columbia, V2C 5N3

Kathy Richardson

Phone: (250) 372-0118

Fax: (250) 371-5845

[acmg@cariboo.bc.ca](mailto:acmg@cariboo.bc.ca)

[www.acmg.ca](http://www.acmg.ca)

The program provides training in five distinct streams of study. Upon completion of the Mountain Guide qualifications (which includes the Alpine Guide and Ski Guide streams), the candidate is eligible for ACMG and IFMG memberships.

Recognised by the international federation of Mountain Guides Association (FMGA/UIAGM)

**TRAINING/CERTIFICATION**

- Offers certification for hiking guides, climbing gym instructors, rock climbing guides, alpine guides and ski guides.

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**The Alpine Club of Canada**

PO Box 8040, Canmore

Alberta, T1W 2T8

Phone: (403) 678-3200

Fax: (403) 678-3224

[alpclub@telusplanet.net](mailto:alpclub@telusplanet.net)

[www.alpineclubofcanada.ca](http://www.alpineclubofcanada.ca)

ACC is Canada's national mountaineering organization

**TRAINING**

- Mountaineering leadership training
- General Mountaineering training

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*Rafting*

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**Canadian River Council**

C.P. 212, Bryson, Québec, J0X 1H0

Sean Mannion

Phone: (819) 648-5200

Fax: (819) 648-5050

[rafting@qquest.net](mailto:rafting@qquest.net)

CRC is organized for the purpose of advancing the welfare and general interest of its memberships, for promoting and safeguarding the profession of outfitting, and for the advancement of safety on the river

**TRAINING**

- Provided by the certified operators

**CERTIFICATION**

The prerequisites to issuance of the license are:

- First Aid Certificate (min. 20hrs with Level "C" CPR)
- River Guide Certification Examination (Common Skills and Appropriate Module).
- Minimum of 20 familiarization trips on the river that guide intends to run
- Swift water rescue course

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**Registrar of Commercial River Rafting, Province of British Columbia**

Ministry of Environment, Lands and Parks, P.O.  
Box 9398 Stn Prov Govt, Victoria, British  
Columbia, V8W 9M9

Madeline Blackborow

Phone: (250) 356-0585

Fax: (250) 356-0509

[Madeline.blackborow@gems8.gov.bc.ca](mailto:Madeline.blackborow@gems8.gov.bc.ca)

[www.elp.gov.bc.ca/bcparks/protect/protect.htm](http://www.elp.gov.bc.ca/bcparks/protect/protect.htm)

**CERTIFICATION**

- Class I Guide License
- Guide License
- Senior Guide License
- Trip Leader License
- Registers and Certifies new Businesses<sup>1</sup>

## Sailing/Charter Boats

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### Alberta Sailing Association

Percy Page Centre, 11759 Groat Road,  
Edmonton, Alberta, T5M 3K6  
Krzyszto Machnowski, Executive Director  
Judy Wallace, President  
Phone: (780) 427-8169  
Fax: (780) 422-2663  
[Absail@telusplanet.net](mailto:Absail@telusplanet.net),  
[www.albertasailing.ab.ca](http://www.albertasailing.ab.ca)

Governs the sport of sailing in the province of Alberta; its mandate is to promote and coordinate the sport of sailing throughout the province and to continually improve the skills of the athletes involved in the sport

**Standards Offered:** As a provincial division of the Canadian Yachting Association, they offer the same standards, training and certification

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### Association Québécoise De L'industrie Du Nautisme (The Québec Marine Trade Association)

4545, avenue Pierre-de Coubertin, PO Box  
1000 Stn M, Montréal, Québec, H1V 3R2  
Claire Lucchesi, General Director  
Phone: (514) 252-3330  
Fax: (514) 252-3331  
[claire@aquin.org](mailto:claire@aquin.org)  
[www.exponautique.com](http://www.exponautique.com), [www.aquin.org](http://www.aquin.org)

Promote, develop and encourage the marine industry in the province of Québec.

Promoter of Expo Nautique: Montréal International Boat Show

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### BC Sailing

304-1367 West Broadway, Vancouver, British Columbia, V6H 4A9  
Stephen Tupper, Executive Director  
Phone: (604) 737-3126  
Fax: (604) 737-0677  
[sailing@infomatch.com](mailto:sailing@infomatch.com), [www.bcsailing.bc.ca](http://www.bcsailing.bc.ca)

- Basic Cruising Instructor
- Intermediate Cruising Instructor
- Advanced Cruising Instructor
- Advanced Navigation Instructor
- Coastal Navigation Instructor
- Celestial Navigation Instructor
- Basic Keelboat Racing Instructor
- Offshore Instructor
- Powerboat Instructor
- Basic Powerboat
- Intermediate Powerboat Instructor
- Outboard Instructor
- Powerboat Instructor

### TRAINING

- Cruising
- Basic Crew
- Basic Cruising
- Intermediate Cruising
- Basic Keelboat Racing
- Coastal Navigation
- Advanced Navigation
- Celestial Navigation
- Basic Outboard
- Basic Powerboat
- Intermediate Powerboat
- CYA Certification
- CYA Instructors Award Certification

Instructors must attend an Instructor Development Clinic at least once every 48 months. Clinics are offered periodically throughout year. The three clinics offered are:

- Basic Cruising Instructor Development Clinic
  - Intermediate Cruising Instructor Develop. Clinic
  - Advanced Cruising Instructor Develop. Clinic
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**Association Des Croisières Excursions Du Québec (The Québec Tour Boat Association)**

150, Dalhousie, C.P. 2268, Québec, Québec, G1K 7P7

Claude Mailloux, Coordonnator

Phone: (418) 648-4572

Fax: (418) 648-4627

[sodes@st-laurent.org](mailto:sodes@st-laurent.org)

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The QTBA is a non-profit organization mandated to promote and protect the Québec tour boat industry. It represents companies and organizations involved in this line of tourism, members include tour boating specialized in whale watching.

**Canadian Yachting Association**

53 Younge St., Kingston, Ontario, K7M 6G4

Phone: (613) 545-3044

Fax: (613) 545-3045

Mary Anne Davis, Executive Director

[sailcanada@sailing.ca](mailto:sailcanada@sailing.ca)

[www.sailing.ca](http://www.sailing.ca)

The CYA acts as the national authority for sailing in Canada.

The CYA provides leadership, co-ordination and training to meet the needs of all sailors.

**TRAINING / CERTIFICATION**

- “Spark Start” Canadian Coast Guard Accredited Boating
  - Safety Course (meets Coast Guard standards for Pleasure Craft operator card)
  - Basic Crew Standard
  - Basic cruising standard
  - Intermediate cruising standard
  - Advanced cruising standard
  - Coastal Navigation
  - Offshore cruising standard
  - Advanced and electronic navigation standard
  - Celestial navigation standard
  - Yachtmaster coastal award
  - Yachtmaster ocean
  - Basic, Intermediate and advanced cruising instructor certification
  - Offshore cruising instructor certificate
  - Instructor evaluator
- 

**Fédération de Voile du Québec (Québec Sailing Federation)**

4545 Ave Pierre Coubertin, PO Box 1000, Stn M, Montréal, Québec, H1V 3R2

Marc Wilson, Technical Director

Phone: (514) 252-3097

Fax: (514) 252-3158

[fvq@voile.qc.ca](mailto:fvq@voile.qc.ca)

[www.voile.qc.ca](http://www.voile.qc.ca)

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To promote sailing in Québec

**TRAINING/CERTIFICATION**

- As a provincial division of the Canadian Yachting Association, they offer the same standards, training and certification

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**International Sail & Power Association And  
Young Mariner Adventures**

**CERTIFICATES AND ENDORSEMENTS**

- Canadian Coast Guard Pleasure Craft Operator Card
- Young Mariner Adventures Program
- Competent Crew Certificate Sail or Power
- Day Skipper/Operator Certificate Sail or Power
- Coastal Navigator Certificate
- Coastal Skipper Certificate Sail or Power
- Advanced Skipper Certificate Sail
- Advanced Navigator Ocean Certificate (electronic)
- Yachtmaster Ocean Award
- Offshore Crew Certificate
- Offshore Mate Certificate
- Offshore Watch Captain Certificate
- Offshore Navigator Certificate
- Yachtmaster Offshore Award
- Instructor Certification
- Instructor Development
- Instructor Endorsements and Certificates
- Instructor Evaluator

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**Manitoba Sailing Association**

200 Main Street, Winnipeg, Manitoba, R3C 4M2  
Brigitte Smutny, Executive Director  
Phone: (204) 925-5650  
Fax: (204) 925-5624  
[mbsailing@pangea.ca](mailto:mbsailing@pangea.ca)  
[www.sailmanitoba.com](http://www.sailmanitoba.com)

**TRAINING/CERTIFICATION**

Promotes and governs sailing in the province of Manitoba. As a provincial division of the Canadian Yachting Association, they offer the same standard, training and certification

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**New Brunswick Sailing Association**

105 Bird Ave., Fredericton, New Brunswick,  
E3A 2H8  
Sharon Mills, Executive Director  
Phone: (506) 472-2117  
Fax: (506) 472-2116  
[smills@nbsailing.nb.ca](mailto:smills@nbsailing.nb.ca)  
<http://www.nbsailing.nb.ca>

**TRAINING/CERTIFICATION**

To promote all facades of competition and recreational sailing in New Brunswick  
**Standards Offered:** As a provincial division of the Canadian Yachting Association, they offer the same standards, training and certification

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**Nova Scotia Yachting Association****TRAINING/CERTIFICATION**

As a provincial division of the Canadian Yachting Association, they offer the same standards, training and certification

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**Ontario Sailing Association**

65 Guise St. E., Hamilton, Ontario, L8L 8B4

Al Will, Executive Director

Phone: (905) 572-7245

Toll Free: 1-888-672-7245

Fax: (905) 572-6056

[info@sailon.org](mailto:info@sailon.org)

[www.sailon.org](http://www.sailon.org)

To foster interest in sailing & promote & encourage proficiency in the sport particularly among young people in the province, to promote sailboat racing event & to encourage the development of skill in sailboat handling & seamanship

**TRAINING/CERTIFICATION**

As a provincial division of the Canadian Yachting Association, they offer the same standards, training and certification

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**PEI Sailing Association**

Box 6708, York Point, Prince Edward Island,  
C1A 1H0

Brian Scales

Phone: (902) 628-6134

[ellen@isn.net](mailto:ellen@isn.net)

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**Saskatchewan Sailing Clubs Association**

510 Cynthia Street, Saskatoon, Saskatchewan,  
S7L 7K7

Marc Lammens

Phone: (306) 975-0833

Fax: (306) 242-8007

[sasksail@home.com](mailto:sasksail@home.com)

[www.members.home.com/sasksail/main.htm](http://www.members.home.com/sasksail/main.htm)

To promote all facades of competition and recreational sailing in Saskatchewan

**TRAINING**

- Run and instruct training programs
- Safe boating
- Pleasure craft operator's card
- Race management and jury

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*Scuba Diving*

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**Manitoba Underwater Council**

200 Main St., Winnipeg, Manitoba, R3C 4M2

Ron Kimmel, President

Phone:(204) 632-8508

Representative body for sport scuba diving within the province of Manitoba

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**Ontario Underwater Council**

Suite 104, 1185 Eglinton Ave. East, Toronto,  
Ontario, M3C 3C6

Beth Cornwell, President

Phone: (416) 426-7033

Fax: (416) 426-7336

[ouc@ofrc.com](mailto:ouc@ofrc.com), [www.underwatercouncil.com](http://www.underwatercouncil.com)

Provincial sport organization of scuba diving in Ontario. Promoting scuba education and safety.

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**Underwater Council of British Columbia**

c/o 334 - 1367 West Broadway, Vancouver,  
British Columbia, V6H 4A9

Karl Fellenius, Director

Tom Beasley, President

Phone: (604) 464-9140

Fax: (604) 294-4882

[karlf@sfu.ca](mailto:karlf@sfu.ca)

[tbeasley@intergate.bc.ca](mailto:tbeasley@intergate.bc.ca)

[www.ucbc.bc.ca](http://www.ucbc.bc.ca)

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UCBC is an advocacy council representing the dive community. Promoting underwater safety, environmental awareness and conservation. They have many links for training in marine education.

**The Artificial Reef Society of BC**

c/o 1905 Ogden Street, Vancouver BC, V6J 1A3

Howard Robbins, Public/Media Relations  
Director

Phone: (604) 733-1217

[publicrelations@artificialreef.bc.ca](mailto:publicrelations@artificialreef.bc.ca)

[www.artificialreef.bc.ca/](http://www.artificialreef.bc.ca/)

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- ARSBC is a non-profit society. Their mission is to create environmentally and economically sustainable "artificial reefs" in BC and in the world for the enjoyment of scuba divers everywhere (and for the protection of environmentally and historically sensitive marine habitats)

**Underwater Archaeological Society of BC**

c/o 1905 Ogden Street, Vancouver BC, V6J 1A3

Dave Stone, Executive Director

Michael Paris, Vice President

Phone: Dave (604) 980-0354

Phone: Michael (604) 731-1251

[blackcat@portal.ca](mailto:blackcat@portal.ca)

[Michaelparis@bcx.sysmpatico.ca](mailto:Michaelparis@bcx.sysmpatico.ca)

[www.uasbc.com/](http://www.uasbc.com/)

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UASBC is one of the largest advocational, underwater organizations in Canada. The society, made up of 200 members, is the largest diving club in BC.

## *Sea Kayaking*

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**Association of Canadian Sea Kayak Guides**

P.O. Box 1840, Victoria, British Columbia,  
V8W 2Y3

Dugald Nasmith, President

Heidi Krogstad, Secretary

Phone: (250) 384-6103

Fax: (250) 361-2686

[skguides@islandnet.com](mailto:skguides@islandnet.com)

[www.sagewild.com](http://www.sagewild.com)

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**TRAINING**

- Basic Leadership courses are offered by a number of commercial companies as ACSKG endorsed Leadership Courses. All Leadership Courses follow the ACSKG Core Curriculum. taught by an ACSKG certified Instructor
- Followed by an apprenticeship program of 100 days with a certified ACSKG instructor guide the Assistant Guide becomes a Full Guide

**CERTIFICATION**

- Assistant Guide
  - Full Guide
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**Association of Eastern Canadian Sea Kayaking Outfitters (AEC SKO)**

c/o Box 5, Site 13, Whitefish Ontario, P0M 3E0

Rick Wise, President

Phone: (705) 866-2345

Fax: (705) 866-2004

[horizons@isys.ca](mailto:horizons@isys.ca)

<http://www.aecsko.on.ca/>

Non-profit/volunteer association of Sea Kayak outfitters and Guides with membership from Thunder Bay to Newfoundland. Approx. 26 outfitters committed to excellence and safety in teaching, leading, outfitting and renting sea kayaks and sea kayak trips.

**Standards Offered**

- Guidelines for day and overnight trips, Staff Training and Rental standards.

**TRAINING/CERTIFICATION**

Guide and Assistant Guide training and certification for Sea Kayaking

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**Canadian Federation of Ocean Kayak Educators**

Box 1674, Squamish, British Columbia,

V0N 3G0

Bruce Wilson

Phone: (604) 892-3900

Fax: (604) 892-3950

Toll Free: 1-877-792-3900

[sagewild@direct.ca](mailto:sagewild@direct.ca)

**TRAINING**

- Guiding component
- Harmonic wilderness travel skills
- Educating component
- Soft and hard skills component

**CERTIFICATION**

- Professional Full Wilderness Guide-Educator
  - Professional Assistant Wilderness Guide-Educator
  - Apprenticing Assistant Guide
  - Associate Member
- 

**Fédération Québécoise de canoe kayak d'eau vive**

4545, ave Pierre-de-Coubertin, PO Box 1000, Stn M, Montréal, Québec, H1V 3R2

Donald Norman, Executive Director

Phone: (514) 252-3099

Fax: (514) 252-3094

[fpaq@plongeon.qc.ca](mailto:fpaq@plongeon.qc.ca)

[www.kayak.qc.ca](http://www.kayak.qc.ca)

Administrate all whitewater, competitive or recreational clubs

**TRAINING/CERTIFICATION**

- Monitor Training
- 

**Sea Kayak Association of BC**

P.O. Box 751 Postal Station A, Vancouver, British Columbia, V6C 4M3

Phone: (604) 290-9653

[gramon@dowco.com](mailto:gramon@dowco.com)

[www.members.tripod.com/~Skabc/index.html](http://www.members.tripod.com/~Skabc/index.html)

The association offers instruction in other disciplines. Check the website for further information

**TRAINING**

- **BASIC**
  - Boat Knowledge
  - Boat Safety Requirements
  - Kayak Skills
  - Rescues
  - Paddling Strokes
  - **INTERMEDIATE**
  - Rescues
  - Strokes
  - **ADVANCED**
  - Rescues and Strokes
-

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**Sea Kayak Guides Alliance of British Columbia**

Box 1005 Station A, Nanaimo, British Columbia, V9R 5Z2

Liam Edwards, President

Phone: (250) 247-9895

[geofilia@island.net](mailto:geofilia@island.net)

**TRAINING**

- SKGABC Guides' Exchange

**CERTIFICATION**

- Professional Full Guide/Leader
- Professional Assistant Guide/Leader
- Professional Day Trip Guide/Leader

SKGABC endorses both private operators & post secondary schools to present Guide Training Courses that meet Sea Guide Instructor Certification.

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### *Skiing/Avalanche Awareness*

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**Association Des Centres De Ski De Fond Du Québec**

300, rue Longpré, bureau 110, Saint-Jérôme, Québec, J7Y 3B9

Gilles Parent, President

Jacques Allard Executive Secretary

Phone: (450) 436-4051

Fax: (450) 436-2277

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**Association Des Stations De Ski Du Québec**

7875, boul. Louis-Hippolyte-Lafontaine, bureau 104, Anjou, Québec, H1K 4E4

Claude Peloquin, General Director

Martine Lizotte, Manager of Communications

Phone: (514) 493-1810

Fax: (514) 493-3975

[ski@assq.qc.ca](mailto:ski@assq.qc.ca)

[www.quebecskisurf.com](http://www.quebecskisurf.com)

Represent and defend the interest of members, to favour the practice of alpine skiing and improve the quality of the product as well as the performance of the ski areas.

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**Atlantic Ski Area Association**

RR#3, Windsor Nova Scotia, B0N 2T0

Joey O'Brien, President

Phone: (902) 798-9501

Fax: (902) 798-9510

[pres@martock.com](mailto:pres@martock.com)

The association of all Atlantic Canadian ski and snow resorts

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**BC Helicopter and SnowCat Skiing Operators Association**

c/o Canada West Ski Areas Association

102- 810 Waddington Drive, Vernon, British Columbia, V1T 8T3

Mark Kingsbury, President

Inquiries to be directed to Mrs. Andy Spencer at CWSAA office

Phone: (250) 542-9020

Fax: (250) 542-5070

[cwsaa@junction.net](mailto:cwsaa@junction.net)

[www.skiindustry.com](http://www.skiindustry.com)

**TRAINING**

- Training is offered through certifying bodies (ACMG), and (CSGA) and certified operators and individuals.

**CERTIFICATION**

- The association is closely affiliated with the Association of Canadian Ski Guides (ACMG) and The Canadian Ski Guides Association (CSGA). All certification is handled through these two associations.
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**Canada West Ski Areas Association**

102 - 810 Waddington Drive, Vernon, British Columbia, V1T 8T3

Jimmie Spencer, Executive Director

Phone: (250) 542-9020

Fax: (250) 542-5070

[cwsaa@junction.net](mailto:cwsaa@junction.net)

[www.skiindustry.com/cwsaa/](http://www.skiindustry.com/cwsaa/)

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Voice of the ski industry in Western Canada, representative body for the ski areas and helix- and snowcat operations of BC, Yukon, Alberta, Saskatchewan and Manitoba

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**Canadian Association of Nordic Ski Instructors (CANSI)**

3525 Beckstead Road, Chesterville, Ontario, K0C 1H0

Michel Lauriault

Phone: (613) 448-2888

Fax: (613) 448-2820

[cansi.national@sympatico.ca](mailto:cansi.national@sympatico.ca)

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CANSI certifies cross-country ski instructor

**CERTIFICATION:**

- Cross Country (4 levels)
  - Telemark (2 levels)
- 

**Canadian Avalanche Association**

P.O. Box 2759, Revelstoke, British Columbia, V0E 2S0

Evan Manner

Phone: (250) 837-2435

Fax: (250) 837-4624

[canav@avalanche.ca](mailto:canav@avalanche.ca)

[www.avalanche.ca](http://www.avalanche.ca)

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**TRAINING**

- Introductory
  - Professional Training
  - Ski Operations - Level 1 - Avalanche Safety
  - Transport and Industry - Level 1 - Avalanche safety
  - Snowmobile Operations - Level 1 - Snowmobile Safety for leaders
  - Ski Operations - Level 2 - Avalanche Safety
  - Recreational Avalanche Course
- 

**Canadian Ski Council**

2800 Skymark Ave, Suite 32, Mississauga Ontario, L4W 5A6

Colin Chedore, President

Phone: (905) 212-9040

Fax: (905) 212-9041

[info@skicanada.org](mailto:info@skicanada.org), [www.skicanada.org](http://www.skicanada.org)

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Non profit ski and snowboard organization that promote participation of recreational alpine and nordic skiing and snowboarding in Canada

**Cross Country Alberta**

Percy Page Centre, 11759 Groat Rd. NW, Edmonton Alberta, T5M 3K6

Vaughn McGrath, President

Phone: (780) 415-1738

Fax: (780) 427-0524

[cca@xcountry.sport.ab.ca](mailto:cca@xcountry.sport.ab.ca)

[www.xcountry.sport.ab.ca](http://www.xcountry.sport.ab.ca)

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Governing body for cross country skiing in Alberta

**TRAINING/CERTIFICATION**

- Coaching Certification Instructors
  - Jackrabbit
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<p><b>Cross Country British Columbia</b>  #106, 3003 - 30th St., Vernon, British Columbia,  V1T 9J5  Georgia Manhard, Executive Director  Phone: (250) 397-2525  Office: (250) 545-9600  Fax: (250) 545-9614  <a href="mailto:ccbc@junction.net">ccbc@junction.net</a>  <a href="http://www.ccbc.junction.net">www.ccbc.junction.net</a></p>	<p>To develop and maintain support structures for the delivery of cross-country skiing programs (recreational through to competitive) to a broad cross section of the community.</p> <p><b>TRAINING</b></p> <p>Trail and facility management course</p> <p><b>CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• National Coaching Certification Program</li> <li>• CCC official certification Program</li> <li>• CCBC leader training program</li> </ul>
<p><b>Cross Country Canada</b>  #100, 1995 Olympic Way, Canmore, Alberta,  T1W 2T6  Phone: (403) 678-6791  Fax: (403) 678-3644  <a href="mailto:cccanada@telusplanet.net">cccanada@telusplanet.net</a>  <a href="http://canada.x-c.com/">http://canada.x-c.com/</a></p>	<p>National Sport Organization for x-c skiing  Some clubs members are linked to tourism</p> <p><b>TRAINING</b></p> <ul style="list-style-type: none"> <li>• Coaching and officiating course</li> </ul>
<p><b>Cross Country New Brunswick</b>  PO Box 20012, Bathurst, New Brunswick,  E2A 4V7  Luc Arseneau, General Director  Phone: (506) 546-3525  Fax: (506) 548-8531  <a href="mailto:xski-nb@direction-lr.com">xski-nb@direction-lr.com</a>  <a href="http://xski-nb.direction-lr.com">xski-nb.direction-lr.com</a></p>	<p>To promote cross-country skiing among the general population of New Brunswick, provide sense of leadership, and to offer a variety of programs and services</p> <p><b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• Jackrabbit and National Coaching Certification Program</li> </ul>
<p><b>Cross Country Ontario</b>  1120 Roxborough Drive, Sudbury, Ontario,  P3E 1J7  Maureen Kershaw, Administrative Director  Tom Sears, Chair  Phone: (705) 674-4741  Fax: (705) 674-3513  <a href="mailto:mkershaw@cyberbeach.net">mkershaw@cyberbeach.net</a>  <a href="http://www.xco.org">www.xco.org</a></p>	<p>Promote cross-country skiing, including communities ski clubs and racer development in the province of Ontario</p> <p><b>CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• National Coaching Certification Program</li> <li>• CCC Official Certification Program</li> </ul>
<p><b>Cross Country Québec</b>  4545 Pierre-de-Coubertin, PO Box 1000, Stn M,  Montréal, Québec, H1V 3R2  Stéphane Barrette, Program Director ext.3907  Phone: (514) 252-3089  Fax: (514) 254-1499  <a href="mailto:info@skiquebec.qc.ca">info@skiquebec.qc.ca</a>  <a href="http://www.skiquebec.qc.ca">www.skiquebec.qc.ca</a></p>	<p>Not for profit corporation dedicated to the development of competitive cross country skiing and cross country skiing in general</p> <p><b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• National Coaching Certification Program</li> <li>• CCC Official Certification Program</li> <li>• Jackrabbit Ski League</li> </ul>

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**Cross Country Saskatchewan**

1860 Lorne St., Regina, Saskatchewan,  
S4P 2L7

Kim Mack, Executive Director

Jeff Whiting, President

Phone: (306) 780-9240

Fax: (306) 780-9462

[ccs@sk.sympatico.ca](mailto:ccs@sk.sympatico.ca)

[http://members.tripod.com/sask\\_ski/saskski](http://members.tripod.com/sask_ski/saskski)

Promote and develop the sport and culture of cross country skiing in Saskatchewan

**CERTIFICATION**

- National Coaching Certification Program
- CCC official certification Program

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**Cross Country Ski Nova Scotia**

PO Box 3010, Stn S, Halifax, Nova Scotia,

B3J 3G6

Ike Whitehead, Administrator

Phone: (902) 425-5450 ext. 316

Fax: (902) 425-5606

[canoens@sportns.ns.ca](mailto:canoens@sportns.ns.ca)

To promote the sport/recreation of Cross Country Skiing in Nova Scotia

**TRAINING/CERTIFICATION**

- National Coaching Certification
- Canadian Association of Nordic Ski Instructors

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**The Canadian Ski Guides Association**

Box 73155, WPO, Calgary, Alberta, T2W 6E4

Mike Wiegle

Phone: (250) 673-8381

Fax: (250) 673-8464

[mail@wiegle.com](mailto:mail@wiegle.com)

[www.canskiguide.ab.ca](http://www.canskiguide.ab.ca)

**TRAINING**

- Level 1, Pre-course
- Level 2, Pre-course
- Glacier Snow and Ice

**CERTIFICATION**

- Level 1
- Level 2
- Level 3
- Professional Ski Guide

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*Snowmobiling*

\* Snowmobile Operator Occupational Standards are available through your Tourism Education Council.

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**Alberta Snowmobile Association**

11759 Groat Road, Edmonton, Alberta,

T5M 3K6

Trent Law, President

Phone: (780) 427-2695

Fax: (780) 415-1779

[asa@altasnowmobile.ab.ca](mailto:asa@altasnowmobile.ab.ca)

[www.altasnowmobile.ab.ca](http://www.altasnowmobile.ab.ca)

The ASA is made up of many clubs that actively work to improve snowmobiling in the province of Alberta; it is dedicated to the preservation and promotion of safe, responsible, recreational snowmobiling in Alberta.

**TRAINING/CERTIFICATION**

- Snowmobile safety courses for industry and recreational

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**British Columbia Snowmobile Federation**

234 Trincomali Heights, Saltspring Island,  
British Columbia, V8K 1M9

Clayton Prince, Executive Director

Phone: (250) 537-8716

Fax: (250) 537-5944

[prince@saltspring.com](mailto:prince@saltspring.com)

[www.islandnet.com/~sledding/](http://www.islandnet.com/~sledding/)

**TRAINING**

- Snowmobile operators course
- Commercial operators snowmobile course
- Avalanche awareness

**CERTIFICATION**

- Level I Safety
- Level II Safety Instructor
- Level III Commercial

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**Canadian Council of Snowmobile Organizations**

9 Antares Drive, Suite 246

Nepean, Ontario K2E 7V5

Robert Walsh, President

Phone: (613) 225-0202

Fax: (613) 225-5315

[ccso@bconnex.net](mailto:ccso@bconnex.net)

<http://www.ccso-ccom.ca>

CCSO is dedicated to providing leadership and support to organized snowmobiling in Canada

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**Fédération des Clubs de Motoneigistes Du Québec (The Québec Federation of Snowmobile clubs)**

4545, Pierre-De Coubertin, PO Box 1000, Stn M, Montréal, Québec, H1V 3R2

Normand Besner, Director of Operations and Government Affairs

Yves Watier, Vice-President, Executive Director

Phone: (514) 252-3076

Fax: (514) 254-2066

[info@fcmq.qc.ca](mailto:info@fcmq.qc.ca)

[www.fcmq.qc.ca](http://www.fcmq.qc.ca)

The FCMQ is a non-profit organization, dedicated to the development of the sport of snowmobiling throughout Quebec.

**TRAINING/CERTIFICATION**

- Training is offered to become a warden on the trails in association with the Québec provincial police.
- Race supervisor (safety)

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**Klondike Snowmobile Association**

Box 9034, 24 Wann Road, Whitehorse, Yukon, Y1A 4A4

P.J. Greenlaw, President

Phone: (867) 667-7680

Fax: (867) 667-7684

[klonsnow@yknet.yk.ca](mailto:klonsnow@yknet.yk.ca)

[www.ksa.yk.ca](http://www.ksa.yk.ca)

Non profit territorial association that encourages and promotes outdoor recreation

**Standards Offered**

- Agent for Trans Canada Trail in Yukon
- Multi-use trail building
- Tourist referral to KSA corp. members for guiding and accommodation

**TRAINING/CERTIFICATION**

- Snowmobile safety training

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**New Brunswick Federation of Snowmobile Clubs**

147 Houlton Rd, Unit B, Woodstock, New Brunswick, E7M 1Y4

Carl Smidt, President

Ross Antworth, General Manager

Phone: (506) 325-2625

Fax: (506) 325-2627

[nbfsc@nb.aibm.com](mailto:nbfsc@nb.aibm.com)

[www.nbsfc.com](http://www.nbsfc.com)

Promote safe snowmobiling in New-Brunswick

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**Newfoundland/Labrador Snowmobile Federation**

P.O. Box 1389, Deer Lake, Newfoundland,  
A0K 2E0

Bob Penton, President

Phone: (709) 635-4395

Toll Free: 1-877-635-4395

Fax: (709) 635-4396

[nlsf.marketing@nf.sympatico.ca](mailto:nlsf.marketing@nf.sympatico.ca)

[www3.nf.sympatico.ca/nlsf.marketing](http://www3.nf.sympatico.ca/nlsf.marketing)

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It is dedicated to providing strong leadership and support to safe, organized family oriented snowmobiling in the province through a network of well-marked and maintained groomed trails and to promote the Province of Newfoundland and Labrador as Canada's newest snowmobiling destination.

**Ontario Federation of Snowmobile Clubs**

12-106 Saunders Rd, Barrie, Ontario, L4N 9A8

Denis Burns, President

Ron Purchase, General Manager

Phone: (705) 739-7669

Fax: (705) 739-5005

[info@ofsc.on.ca](mailto:info@ofsc.on.ca)

[www.ofsc.on.ca](http://www.ofsc.on.ca)

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The O.F.S.C. is dedicated to provide strong leadership and support to member clubs to establish and maintain quality snowmobile trails, which are used in a safe and environmentally responsible manner to further the enjoyment of organized snowmobiling.

**TRAINING/CERTIFICATION**

- Driver training program

**Prince Edward Island Snowmobile Association**

PO Box 2526, Charlottetown, Prince Edward Island, C1A 8C2

Gerry Martin, President

Phone: (902) 882-2011

Fax: (902) 882-2849

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**TRAINING/CERTIFICATION**

Seminars for

- Instructors
- Warden programs
- Police programs

**Saskatchewan Snowmobile Association**

Box 533 – 116 Centre Street, Regina Beach, Saskatchewan, S0G 4C0

Jeanie Brewer, Office manager

Phone: (306) 729-3500

Fax: (306) 729-3505

[sasksnow@sk.sympatico.com](mailto:sasksnow@sk.sympatico.com)

[www.sasksnowmobiling.sk.ca](http://www.sasksnowmobiling.sk.ca)

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SSA is dedicated to providing strong leadership and support to members and member clubs, to establish and maintain quality snowmobile trails, and to further the enjoyment of organized recreational snowmobiling

**TRAINING/CERTIFICATION**

- Groomer operator workshop

**Snowman (Snowmobilers of Manitoba) Inc.**

628 St. Anne's Road, Unit F, Winnipeg, Manitoba, R2M 4W3

Harold Mattausch, President

Phone: (204) 940-7533

Fax: (204) 940-7531

[snoman@escape.ca](mailto:snoman@escape.ca)

[www.snowman.mb.ca](http://www.snowman.mb.ca)

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Snowmobile Association of Manitoba develops, maintains and promotes safe and environmentally responsible snowmobile trails through the Keystone Province.

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**Snowmobilers Association of Nova Scotia**

Box 3110 South, 5516 Spring Garden Rd.,  
Halifax, Nova Scotia, B3J 3G6

Jamie Wolberton, Provincial Co-ordinator, ext.  
324

Phone:(902) 425-5450

Fax: (902) 425-5606

[sans@sportns.ns.ca](mailto:sans@sportns.ns.ca)

[www3.ns.sympatico.ca.sportsns/sans](http://www3.ns.sympatico.ca.sportsns/sans)

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Snowmobiling Association of Nova Scotia  
provides a range of programs and promotes  
great snowmobiling in Nova Scotia

## *Whale Watching*

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**Whale Watch Operators Association  
Northwest**

c/o Springtide Charters, V4336 Crownwood  
Lane, Victoria, British Columbia, V8X 5E4

Dan Kukat, Vice President

Phone: (250) 658-6016

Toll Free: 1-800-740-3474

Fax: (250) 658-0779

[springtide@coastnet.com](mailto:springtide@coastnet.com)

[www.springtidecharters.com](http://www.springtidecharters.com)

WWOANW has guidelines and standards for the  
conduct of commercial vessels around marine  
wildlife.

Business Website to include future link to  
association.

**Guidelines**

- Whale Watching Best Practices  
Guidelines.
- Race Rocks Marine Protected Areas Best  
Practices

**Standards**

- Vessel Operators Proficiency Standards
  - Vessel Safety Equipment & Standards
  - Vessel Construction Standards
  - Transport Canada Small Passenger Vessel  
Requirements
- 

## *Whitewater Kayaking*

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**Alberta Whitewater Association**

Percy Page Centre, 11759 Groat Rd. NW,  
Edmonton, Alberta, T5M 3K6

Kara Berriault - Technical Director

Phone: (780) 427-6717

Fax: (780) 427-0524

[kayakawa@telusplanet.net](mailto:kayakawa@telusplanet.net)

[www.abkayaker.com](http://www.abkayaker.com)

The Alberta Whitewater Association is a not for  
profit organization dealing with competitive and  
recreational kayaking in the province.

**TRAINING/CERTIFICATON**

- AWA Basic and River Instructor, NCCP I  
and II Technical, River Rescue and Safety
-

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**Ontario Whitewater Association**

1185 Eglinton Ave. East, North York, Ontario,  
M3C 3C6

Phone: (416) 426-7016

Fax: (416) 426-7363

[canoeont1@osrc.com](mailto:canoeont1@osrc.com)

[www.canoeontario.on.ca/oww\\_crs.htm](http://www.canoeontario.on.ca/oww_crs.htm)

OWWA is the Ontario whitewater sport affiliation, which co-ordinates and sanctions whitewater kayak intro. clinics, river rescue course, instructor and coach training and certification, and competition

**TRAINING/CERTIFICATION**

- Introductory Kayak Clinics
- Level 1 - Recreational Instructor
- Level 2 - Advanced Whitewater Instructor
- Rodeo Endorsement
- Level 3 Coach, Slalom, WW & Rodeo
- Rodeo Instructor
- Certification is offered for all courses successfully completed.

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**Whitewater Kayaking Association of BC**

c/o Sport BC, 1367 W. Broadway, Vancouver,  
British Columbia, V6H 4A9

Clive Roberts: (604) 515-6376

Morna Fraser, Treasurer: (604) 980-1381

Phone: (604) 731-1758

[admin@whitewater.org](mailto:admin@whitewater.org)

[www.whitewater.org](http://www.whitewater.org)

**CERTIFICATION**

- We certify assistant and senior instructors in BC and have taken the lead in Canada in bringing our sport into the National Coaching Certification Program

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*Wilderness First Aid*

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**Divers Alert Network**

*(Provides service to Canadian members)*

The Peter B. Bennett Center, 6 West Colony  
Place, Durham, NC, USA, 27705

Dan Orr, Chief Operating Officer

Peter Bennett, President

Phone: (800) 446-2671

Fax: (919) 490-6630

[www.diversalertnetwork.org](http://www.diversalertnetwork.org)

**TRAINING/CERTIFICATION**

- Oxygen First Aid for scuba diving injuries

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**International Wilderness First Aid**

Box 95050, Vancouver, British Columbia,  
V6P 6V5

Anna Christensen, President

Mary Day, General Manager

Phone: (604) 263-1432

Toll Free: 1-800-298-9919

Fax: (604) 263-1492

[wildernessalert@home.com](mailto:wildernessalert@home.com)

<http://members.home.net/wildernessalert>

International Wilderness First Aid Associates Inc. provides first aid and safety training and risk management consulting services.

**Standards Offered**

- International Wilderness First Aid

**TRAINING**

- Standard Personal Training
- Specialty Educational Seminars
- Instructor Training

**CERTIFICATION**

- Level I: Essential for Leaders
- Level II: Advanced Training
- Annual Skills Update
- Re-Certification Courses

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**Safety Search and Rescue**

Contact: Gerald Edwards

Phone: (403) 932-3689

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**SIRIUS Wilderness Medicine**

300, Chemin de la Rivière Rouge, Harrington  
Québec, J8G 2S7

Phone: (819) 242-2666

Fax: (819) 242-4597

[info@siriusmed.com](mailto:info@siriusmed.com)

[www.siriusmed.com](http://www.siriusmed.com)

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**Wilderness First Aid**

- Course responding to the industry, recognised nationally

**TRAINING/CERTIFICATION**

- Wilderness first aid,
  - Wilderness first aid for outdoor leaders
  - Wilderness first responder
  - Avalanche safety and rescue
- 

**Yamnuska Mountain School**

David Begg, President

Phone: (403) 678-4164

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*Wilderness and Nature Tourism*

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**Adventure Tourism Association of  
Newfoundland and Labrador (ATANL)**

c/o HNL, 107 LeMarchant Road, St. John's,  
Newfoundland, A1C 2H1

Mary Smyth, Co-ordinator

Phone: (709) 722-2000

Fax: (709) 722-8104

[msmyth@hnl.nf.net](mailto:msmyth@hnl.nf.net)

[www.HNL.nf.net](http://www.HNL.nf.net)

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ATANL stands as the focal point of professionalism, conservation, ethics, standards, certification and business development of the Adventure Tourism Industry in Newfoundland and Labrador.

**Alberta Wilderness Association**

12 St. NW, PO Box 6398, Stn D, Calgary,  
Alberta, T2P 3E1

Ava Morasch, Office manager

Phone: (403) 283-2025

Fax: (403) 270-2743

[a.w.a@home.com](mailto:a.w.a@home.com)

<http://AlbertaWilderness.ab.ca>

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Defending wild Alberta through awareness and action.

Wilderness resource library

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**Aventure Écotourisme Québec**

PO Box 56, Stn. R, Montréal, Québec, H2S 3K6

Pierre Gaudreault, Executive Director

Phone: (514) 278-5923

Fax: (514) 278-2885

[info@aptaq.qc.ca](mailto:info@aptaq.qc.ca)

<http://www.aptaq.qc.ca/>

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Represent, defend and promote the interests of professional operators in adventure tourism in Québec

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<p><b>Conseil Québécois du loisir</b>  4545, ave. Pierre-De Coubertin, PO Box 1000,  Stn M, Montréal, Québec, H1V 3R2  Daniel Caron, General Director  Sonia Vaillancourt, Development Coordonator  Phone: (514) 252-3132  Fax: (514) 253-7156  <a href="mailto:infocql@loisirquebec.qc.ca">infocql@loisirquebec.qc.ca</a>  <a href="http://www.loisirsquebec.qc.ca">www.loisirsquebec.qc.ca</a></p>	<p>Promote the benefits, the volunteering and the associative organization as well as working at the development and accessibility of a quality leisure experience.</p>
<p><b>Manitoba Lodges and Outfitters Association</b>  Box 399, Beausejour, Manitoba, R0E 0C0  Jim Ticknor Executive Director  Vance Hrechkosy, President  Phone: (204) 268-1968 Fax: (204) 268-1928  <a href="mailto:mloa@mloa.com">mloa@mloa.com</a>, <a href="http://www.mloa.com">www.mloa.com</a></p>	<p>Advocacy organization acting on behalf of the lodges, Outfitters and Ecotourism operators of Manitoba</p>
<p><b>Northern Ontario Tourist Outfitters Association</b>  269 Main Street West, Suite 408, North Bay, Ontario, P1B 2T8  Jim Antler, Executive Director  Phone: (705) 472-5552 Fax: (705) 472-0621  <a href="mailto:noto@onlink.net">noto@onlink.net</a>, <a href="http://noto.net">http://noto.net</a></p>	<p>Advocacy organization works with resource base tourism operators throughout Ontario</p>
<p><b>Nova Scotia Adventure Tourism Association</b>  c/o Tourism Industry Association of Nova Scotia, Suite 201, 1099 Marginal Road, Halifax, Nova Scotia, B3H 4P7  Tom Goodwin, President  Phone: (902) 423-4480 Fax: (902) 422-0184  <a href="mailto:nsata.tians@tourism.ca">nsata.tians@tourism.ca</a>  <a href="http://www.adventurenovascotia.com">www.adventurenovascotia.com</a>  <a href="mailto:tians@tourism.ca">tians@tourism.ca</a></p>	<p>NSATA is a collection Nova Scotia adventure tourism operators.  TIANS is the secretariat</p>
<p><b>Outdoor Recreation Council</b>  Suite 334, 1367 W. Broadway Ave., Vancouver, British Columbia, V6H 4A9  Norma Wilson, Executive Director  Blaine Chisholm, Assistant Executive Director  Phone: (604) 737-3058 Fax: (604) 737-3666  <a href="mailto:orc@intergate.bc.ca">orc@intergate.bc.ca</a></p>	<p>ORCBC is the only non-profit umbrella organization of its kind in Canada representing over 40 provincial outdoor recreation organizations and conservation groups that together have more than 120,000 members.</p>
<p><b>Outward Bound Ontario</b>  #302, 150 Laird Dr., Toronto Ontario, M4G 3V7  Phone: (416) 421-8111  Toll Free: 1-888-688-9273 Fax: (416) 421-9062  <a href="mailto:obcanada@netcom.ca">obcanada@netcom.ca</a>  <a href="http://www.outwardbound.ca">www.outwardbound.ca</a></p>	<p><b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>• Professional Development program</li> <li>• Wilderness First Responder</li> <li>• Wilderness First Aid</li> <li>• Swiftwater rescue technician level.1</li> <li>• Instructor development program (teaching wilderness experiential education)</li> </ul>

<b>Partners in Ecotourism and Adventure Travel</b>	<ul style="list-style-type: none"> <li>Outdoor tourism Association of Sudbury and Region</li> </ul>
<p>Town of Walden, 25 Black Lake Rd., Walden, Ontario, P3Y 1J3</p> <p>John Schroder, PEAT Co-ordinator</p> <p>Phone: (705) 691-3982 Fax: (705) 692-3225</p> <p><a href="mailto:info@peat.om.ca">info@peat.om.ca</a></p>	
<b>The Ecotourism Society of Saskatchewan</b>	<p>Assists ecotourism operators and develop ecotourism through consultation and accreditation</p>
<p>3831 Gordon Road, Regina, Saskatchewan, S4S 5X3</p> <p>Joseph Hnatiuk</p> <p>Phone: (306) 751-0120 Fax: (306) 585-0614</p> <p><a href="mailto:hnaj@sk.sympatico.ca">hnaj@sk.sympatico.ca</a>, <a href="http://www.ecotourism.sk.ca">www.ecotourism.sk.ca</a></p>	<p><b>TRAINING/CERTIFICATION</b></p> <ul style="list-style-type: none"> <li>Accreditation given</li> </ul>
<b>Union Québécoise Pour La Conservation De Nature</b>	<p>National body aiming for the protection of the environment and conservation of natural habitats</p>
<p>1085, Ave de Salaberry, bur. 300, Québec, Québec, G1R 2V7</p> <p>Harvey Mead, President</p> <p>Phone: (418) 648-2104 Fax: (418) 648-0991</p> <p><a href="mailto:courrier@uqcn.qc.ca">courrier@uqcn.qc.ca</a>, <a href="http://uqcn.qc.ca">http://uqcn.qc.ca</a></p>	
<b>Wilderness Tourism Association of BC</b>	<p>Represents BC wilderness tourism operators with a primary focus on resource use/legislation issues and policy.</p>
<p>Brian Gunn, c/o Strathcona Park Lodge, Box 2160, Campbell River, BC V93 5C5</p> <p>Phone: (250) 286-3122 Fax: (250) 286-6012</p> <p><a href="mailto:mbg@oberon.ark.com">mbg@oberon.ark.com</a>, <a href="http://www.strathcona.bc.ca">www.strathcona.bc.ca</a></p> <p>Or Rod Burns, <a href="mailto:bph@conneced.bc.ca">bph@conneced.bc.ca</a></p>	
<b>Wilderness Tourism Association of the Yukon</b>	<p>WTAY is a non-profit organization primarily concerned with the Yukon and issues affecting wilderness and adventure travel operators in the territory.</p>
<p>PO Box 3960, Whitehorse, Yukon, Y1A 3M6</p> <p>Rosanne Konrad, Co-ordinator</p> <p>Neil Hartling, President</p> <p>Phone: (867) 668-3369 Fax: (867) 667-7379</p> <p><a href="mailto:wtay@yukon.net">wtay@yukon.net</a></p> <p><a href="http://www.yukonwild.com/members">www.yukonwild.com/members</a></p> <p>(guests may access the site by using &lt;guestuser&gt; as Username and Password.</p>	

## Section 8:

### Key Contacts for Outdoor Operators National Contacts

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#### Canadian Tourism Commission

235 Queen St.,  
8<sup>th</sup> Floor West Tower  
Ottawa, Ontario  
K1A 0H6

Phone: (613) 946-1000

Website: [www.canadatourism.com](http://www.canadatourism.com)

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#### Product Development

Executive Director: Murray Jackson

[Jackson.Murray@ctc-cct.ca](mailto:Jackson.Murray@ctc-cct.ca)

Product Specialists:

Frank Verschuren, Outdoor Tourism

[Verschuren.Frank@ctc-cct.ca](mailto:Verschuren.Frank@ctc-cct.ca)

Ernest Labrèque, Cultural Tourism

[Labreque.Ernest@ctc-cct.ca](mailto:Labreque.Ernest@ctc-cct.ca)

Mylène Deneault, Cuisine, Agro-tourism and  
Rural Tourism and Winter Tourism

[Deneault.Mylene@ctc-cct.ca](mailto:Deneault.Mylene@ctc-cct.ca)

Product Club & Partnership

Terry Ohman, *Manager*

[Ohman.Terry@ctc-cct.ca](mailto:Ohman.Terry@ctc-cct.ca)

Judith S-Ouellette, Program Officer

[Samuels.Judith@ctc-cct.ca](mailto:Samuels.Judith@ctc-cct.ca)

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#### Sales

Vice President: Thomas C. Penney

[Penney.Tom@ctc-cct.ca](mailto:Penney.Tom@ctc-cct.ca)

#### United States

Managing Director: Susan Iris

[susan.iris@ctc-us.com](mailto:susan.iris@ctc-us.com)

202-682-7705

Ralph Johansen,

Leisure (Adventure Tourism, East US)

[ralph.johansen@ctc-us.com](mailto:ralph.johansen@ctc-us.com)

781-895-4869

#### Research

Director: Scott Meis

[Meis.Scott@ctc-cct.ca](mailto:Meis.Scott@ctc-cct.ca)

#### Industry Issues & Corporate Secretary

Vice-President: Chantal Péan

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#### Marketing and Sales

Executive Vice President: Patrick Genge

[Genge.Patrick@ctc-cct.ca](mailto:Genge.Patrick@ctc-cct.ca)

Canada Market

Scott Patterson, *Director* [Patterson.Scott@ctc-cct.ca](mailto:Patterson.Scott@ctc-cct.ca)

USA Market

Mark Schwilden, *Director*

[Schwilden.Mark@ctc-cct.ca](mailto:Schwilden.Mark@ctc-cct.ca)

Europe Market

Sylvie Lafleur, *Director*

[Lafleur.Sylvie@ctc-cct.ca](mailto:Lafleur.Sylvie@ctc-cct.ca)

Asia/Pacific Market

John Burchell, *Director*

[Burchell.John@ctc-cct.ca](mailto:Burchell.John@ctc-cct.ca)

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#### Europe

##### Germany

Director: Karl-Heinz Limberg

[kh.limberg@ctc.germany.de](mailto:kh.limberg@ctc.germany.de)

49-211-172-17-20

##### France

Director: Bernard Couet

[bcouet@cct-paris.com](mailto:bcouet@cct-paris.com)

33-1-44-43-25-00

##### U.K.

Director: Ian Harrower

[ianharrower@ctc-uk.org](mailto:ianharrower@ctc-uk.org)

44-171-258-6595

##### The Netherlands

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[Peau.Chantal@ctc-cct.ca](mailto:Peau.Chantal@ctc-cct.ca)

**CTC Publications Distribution Centre**

Phone: (613) 954-1724

Fax: (613) 952-2320

Email: [ctcdistribution@ctc-cct.ca](mailto:ctcdistribution@ctc-cct.ca)

Director: Fred Van Cleef

[fred.vancleef@canadatourism.nl](mailto:fred.vancleef@canadatourism.nl)

31-70-311-1667

**Italy**

Director: Lucia Vimercati

[lucia.vimercati@turismo.canada.it](mailto:lucia.vimercati@turismo.canada.it)

39-02-2057-2423

**Asia/Pacific**

Managing Director: Donna Brinkhaus

[dbrinkhaus@ctc-australia.com](mailto:dbrinkhaus@ctc-australia.com)

612-9364-3052

**Japan**

Managing Director: Derek Hood

[dhood@ctc-cct.ca](mailto:dhood@ctc-cct.ca)

81-3-5412-6268

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**Canadian Tourism Human Resource Council**

170 Laurier Ave. West, Suite 1104, Ottawa, Ontario, K1P 5V5

Phil Mondor

Phone: (613) 231-6949

Fax: (613) 231-6853

Email: [cthrc@cthrc.ca](mailto:cthrc@cthrc.ca)

Website: [www.cthrc.ca](http://www.cthrc.ca)

**Développement Économique Canada**

DEC- Régions du Québec

Tour de la Bourse, 800 Square Victoria Bureau 3800 C.P. 247 Montréal, Québec, H4Z 1E8

Claude Valade, Gestionnaire, Interventions stratégiques et développement des produits

Phone: (514) 283-0134 Fax: (514) 283-4131

[Claude.valade@dec-ced.gc.ca](mailto:Claude.valade@dec-ced.gc.ca)

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**Western Economic Diversification Canada**

Canada Place 15<sup>th</sup> Floor, 9700 Jasper Avenue, Edmonton, Alberta T5J 4H7

Phone: (780) 495-4164

Toll Free: 1-888-338-WEST (9378) (Western Canada only)

Fax: (780) 495-4557, [www.wd.gc.ca](http://www.wd.gc.ca)

**Tourism Industry Association of Canada (TIAC)**

130 Albert Street, Suite 1608, Ottawa, Ontario K1P 5G4

Phone: (613) 238-3883

Fax: (613) 238-3878

E-mail: [info@tiac.ca](mailto:info@tiac.ca)

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**Atlantic Canada Opportunities Agency**

ACOA Tourism Atlantic, Pan Atlantic Tourism

Main Office, P.O. Box 6051, Blue Cross Centre, Moncton, New Brunswick, E1C 9J8

Phone: (506) 851-2271

Toll Free: 1-800-561-7862

Fax: (506) 851-7403

[www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

**The Centre for Tourism Policy and Research**

School of Resource and Environmental Management

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[www.rem.sfu.ca/tourism/index.htm](http://www.rem.sfu.ca/tourism/index.htm)

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**Provincial Contacts**

\*Includes Tourism Education Councils (TEC)

*Alberta*

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*British Columbia*

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## Québec

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## Nova Scotia

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*Prince Edward Island*

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*Newfoundland and Labrador*

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## *New Brunswick*

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## *Yukon*

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## *North West Territories*

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## *Nunavut*

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## CTC Product Clubs

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### **Adventure, Outdoor and Ecotourism Product Club**

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### **Conservation Lands Product Club**

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### **Ecotourism Product Club**

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## *Outdoor Travel Education and Training*

There are now an estimated 40 programs in Canada offering wilderness guide training, outdoor recreation, and outdoor tourism management education. Contact your provincial/territorial Tourism Education Council for current information on programs in your area.