



CANADIAN
TOURISM COMMISSION
COMMISSION CANADIENNE
DU TOURISME

Terry Francis CTC president

Terry Francis, former vice president and COO, marketing and sales of the Canadian Tourism Commission has been appointed by Industry Minister John Manley to head the organization as interim president, replacing Doug Fyfe, who is now president and CEO of Tourism Toronto.

His appointment became effective February 1, and will last for six months, or until such time as a permanent president is appointed by the Governor in Council, based on the recommendation of the CTC's board of directors.

His appointment is not as acting president, but as interim president, which means that he will have the power to take action on behalf of the CTC's board of directors.

Mr. Francis said his priorities include getting ready for the CTC's Crown corporation status, which is expected when the legislation is passed by Parliament to change the commission from a special operating agency of the federal government.

"On the business front we're continuing with the objectives we had before, that is to get a lot more satisfied partners, and increase our presence in the marketplace," he told *Communiqué*. He said he would take a few weeks to consider what the

organizational structure should look like, determine whether it reflects what needs to be done in the changing marketplace, and make decisions as to what positions need to be filled to meet those objectives.



The new CTC president said his style and priority is to make sure the organization has a satisfied workforce who are able to do their jobs with the least amount of interference. "They will also have the autonomy,

and the accountability that goes with it, to enable them to do their jobs, and get satisfaction out of performing those duties," he said. Mr. Francis added he expects them to continue to be very customer and marketplace-focused, and to "get rid of those activities that do not add value to our core function, which is to attract more partners and increase our share of people coming to Canada."

He said he will continue to work with the industry to form joint ventures and "perhaps take a longer-term view of partnerships than we have in the past, going beyond one year and trying to find long-term programs with our partners that will span two or three years."

Mr. Francis said he intends to manage the CTC "as someone who has the job forever. I don't consider this a baby-sitting role, I consider this a role to get the organization on the path it needs to follow."

Commenting on the appointment, CTC chairman, Hon. Judd Buchanan said, "I am delighted that Terry has accepted the position. He brings a wealth of tourism experience to this task, which I am sure will work very much to the benefit of the CTC and all its partners."

COMMUNIQUE

CANADA'S TOURISM MONTHLY
www.canadatourism.com

TRAVEL TRADE
SECTION Pg. 9

Swinging into spring with golf and learning

The whirling winds of March may cause Canadians to think winter is eternal and wish they'd taken that sun-and-fun getaway in February, but spring is just around the corner,

and so are all the possibilities it heralds.

In this issue of *Communiqué* we are celebrating Canada's golf product and learning vacations.



Both are becoming increasingly popular as vacation escapes, among Canadians and international visitors. Both offer a great variety of choices in spectacular settings, the opportunity to meet new and interesting people, and the thrill of unique experiences. Only in Canada?

Look inside and see if you agree.



Now that's big, but what's your point?

Is there an industry out there that is more fond of claiming how big or how rapidly-growing it is than tourism?

Certainly you don't hear these claims from the undergarment sector: it's much too busy seeking ways to shore up its support mechanisms.

Case in point: In the papers recently we learn that a ship is being built that bills itself as "a floating American city." It's going to be half a kilometre long, hold 6,200 passengers, have 13 restaurants, 30 bars, a 2,000-seat

theatre, a shopping mall, a planetarium, and conference centres, to mention only a few of its amenities. The architect's full-colour drawing of the ship with all these gimcracks bears a remarkable resemblance to Atlantic City.

DMOs across the country should panic at this news. It could render their jobs obsolete, unless they want to take up new occupations as cruise ship directors – really big ones, of course, that keep growing and growing and growing.....

If they keep building these things bigger and bigger, pretty soon they will touch the edges of the continents and we will have to relinquish such traditional seagoing rituals as having captains marry people, walking the plank, cheap booze in "international" waters, guilt-free gluttony and, of course, the ever-popular "mal de mer."

Picture this – North America joined at the hip by the European continent, not through social, military or economic alliances, but by a cruise ship. The airlines should be furious.

It makes one wonder what the point would be of leaving home,

A report about people who travel often is an advertising opportunity that's offered just once a year.

It's the *Frequent Traveller report* in *The Globe and Mail* on **Wednesday, April 26.**

Catering to the needs of the intrepid road warriors – with editorial content that will help them better cope with the high-powered, demanding, "go-go" nature of their jobs. If your business benefits in any way from these corporate clients with large expense accounts, this is an advertising opportunity you can't afford to miss.

To be seen by more of your best customers – the people who will be reading this year's *Frequent Traveller report* in *The Globe and Mail* – contact:

NOTE: Space reservations close on April 12.

- Mark Iker at (416) 585-5440 or E-mail: miker@globeandmail.ca
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- Kathleen O'Halloran at (403) 245-6571 E-mail: kohalloran@globeandmail.ca

THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER • WWW.GLOBEANDMAIL.COM

Think where it will take you.

MONTH SPOTLIGHT

April	Nature vacations (adventure, ecotourism, national/provincial parks, heli-hiking)
May	Water (marine parks, cruises, whitewater rafting, boat tours, whale watching, fly-in resorts)
June	Festivals and attractions (world heritage sites, major events, aquariums, zoos, natural wonders)
July/Aug.	Countryside (touring – automobile, RV, train, bus, bicycle, walking, wine, food tours, agri-tourism)
Sept.	Cities, culture (arts, museums, restaurants / cuisine, shopping)
Oct.	Skiing/snowboarding/heli-skiing, spas
Nov.	Winter non-ski – Xmas (winter festivals, snowmobile, cross country skiing, snowmobiling)
Dec.	Heritage, Aboriginal (heritage, historical sites and experiences)

The aforementioned product groupings are not meant to be exhaustive lists, but serve to offer some examples. Follow *Communiqué* for more details in coming months.

unless one has an insatiable desire to spend the children's and grand-children's inheritances for ten days on board somebody's home town.

Maybe tourism should stop taking so many growth hormones in this new century. Bigger isn't always better and faster doesn't always get you there. It may behoove us to remember the gentleman of rather substantial proportions (to use the politically correct terminology) in the famous Monty Python television skit. He ate so quickly and sumptuously in a restaurant, that finally.... ..he exploded!

Catch you in April...

...from Sunset Rock

VISION – Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

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

ON THE WEB

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Year-round Canadian 'ed-ventures'

by Nancy Arsenault

Learning vacations hold tremendous year-round promise for the Canadian tourism industry. They enable visitors to discover the natural, cultural, musical, historical and artistic wonders of Canada in ways that respect our heritage resources and enhance understanding. Recently, The Banff Centre reported a 13 per cent growth rate in learning vacations, making it one of the fastest-growing niche markets in the world!

Educational-travellers value life-long learning. They are well-educated, financially secure adults who are curious about the world. As informed, articulate consumers, they seek, demand, and are willing to pay for authentic, high quality learning activities led by expert educators.

Whether it's discovering Vancouver's innovative architecture, exploring Churchill's arctic terrain, or venturing behind the scenes of a theatre company, consumer choice is influenced by a desire for personal enrichment and unique, novel, or once-in-a-lifetime experiences.

Creating opportunities to socialize and dialogue with people who share a common zest for life and learning, are key elements of successful tours.

Demand for specialized tours that offer opportunities to expand personal knowledge and increase cultural awareness continues. A recent Rendez-vous Canada (RVC) study revealed that 33 per cent of the USA and 20 per cent of the Asia/Pacific markets want more educational packages; high-end specialty packages are favoured by 29 per cent in the USA, 22 per cent in UK/Europe, and 39 per cent in Asia/Pacific.

LOOKING TO PARTNER

Increasingly, museums, arts centres, zoos, aquariums, parks, historic sites, botanical gardens, and educational institutions are looking to partner with the tourism industry to develop products.

By catering to this niche, educational mandates are satisfied, participant learning needs are served, and educational resources are shared with the world. Innovative programs, such as Le Québec en musique is just one example of how cultural tourism specialists and professional musicians bring to life the musical history, art, and culture of a people and province.

Canada's parks and natural wonderlands present an endless array of possibilities, particularly for visitors from France. Tours such as

the Art and Science of Managing a National Park could be marketed to this audience since 95 per cent express an interest in scenery.

The CTC's Five-Year Business Strategy for Cultural and Heritage Tourism in Canada reports that tours should focus on Canadian and American markets. With a trend towards shorter cultural programs, Canada's thousands of heritage attractions and non-profit performing arts companies become ideal venues for mini ed-ventures.

Familiar with developing product for the inbound Japanese senior market, Judy Swedburg, of ELDER-HOSTEL Canada, believes the potential is exponential. She describes Canadian learning-travel venues as 'good hosts' who make hostellers feel welcome, comfortable, and safe.

To shed light on the market dynamics, a North American review of 142 non-profit provider and 145 tour operator and supplier corporate profiles revealed that 65 per cent of the tour operators and travel suppliers identified seniors as their priority market. For non-profit providers, 55 per cent target adults. And, while these businesses represent only one segment of the market, a total of 15,328 worldwide departures were offered, servicing 366,251 passengers, in groups of six to 55.

WIDE PRICE RANGE

Depending on the tour, Canadian packages range from US\$400 to \$2,200+ in price. Packages typically include accommodations, meals, and all fees. Popular advertising methods include brochures (83%), in-house publications (78%), and the internet (63%).

At the leading edge of networking planners and suppliers, the Non-profits in Travel Conference provides the latest in product innovations, market distribution, and new audiences. This event which was held February 8-13, in Washington, attracts more than 180 nonprofit Canadian and American institutions, 50 international DMOs and 100 domestic and international tour operators providing special interest and educational tours and related services.

OBSTACLES

Building Canada's reputation as a quality provider of learning-vacations is not without its obstacles.

One of the greatest challenges is uniting the predominantly public sector educational organizations and

attractions with the private sector tourism industry in ways that enhance mutual understanding, appreciation, respect, and sustainable business ventures.

There is a need to identify the full range of Canadian players in the market, commit resources to develop tools and training, and conduct research to monitor market activity and measure the economic impact.

Learning-vacations are an ideal way to present Canada's heritage. The product harmonizes well with the CTC's mission.

*Nancy Arsenault
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Heritage learning travel innovations

by Nancy Arsenault

Canada's National Parks and National Historic Sites are icons of heritage tourism, protected ecosystems, and important historical places. As such, they are ideal venues for hands-on learning vacations.

Aware of the growing consumer interest for authentic animated heritage experiences, Parks Canada developed a national Learning Travel Program and a flexible service development strategy for partnering with tour operators, suppliers, and other public sector attractions.

As Parks Canada's CEO, Tom Lee stated, "We are entering into an era of specialty programming that wasn't possible 10 years ago."

The 1999 Rendez Vous Canada Buyers and Sellers study reported that 83 per cent of the buyers are interested in Canada's parks and conservation areas, and confirmed that the demand for new products persists.

Learning vacations present an opportunity for organizations with an educational mandate, such as a university or conservation association, to join forces with Parks Canada and Canada's tourism industry to develop products targeted to the educational-traveller.

Through learning-vacations, visitors can participate in a wide range of special experiences, whether it's rolling up their sleeves in the Rocky Mountains and contributing to the ecological health of the park, or venturing 'behind-the-scenes' to learn how specialists restore and preserve the historical artifacts of a nation.

Parks Canada, through its innovative learning travel program, is looking for industry partners to develop and deliver high quality, heritage learning experiences that invite people to discover the unique aspects of Canada's 39 national parks,

four marine conservation areas, thirteen UNESCO World Heritage Sites and more than 140 National Historic Sites.

N.B. heritage award winner to offer educational vacations

Regular visitors to the Village historique acadien, in Caraquet, New Brunswick, are familiar with what the attraction has to offer – a return to centuries past featuring 26 original buildings dating from between 1770 and 1890, and the friendly hospitality of the village's interpretation staff.

In 1997, this historical reproduction of an Acadian village won the Society of American Travel Writers' prestigious Phoenix Award for its concerted efforts to ensure authenticity.

The attraction already offers a popular educational vacation program for children, but starting in July 2000, visitors will have the opportunity to participate in village life at the



Château Albert. The hotel restaurant will offer foods typical of the period, and visitors will be able to quench their thirst at the bar on the ground floor. The new building, a faithful reproduction built from original plans dating back to 1907, will have 17 hotel rooms available for tourists who are looking for unusual experiences.

A covered bridge will soon be built at the end of the road. Visitors crossing to the other side of the bridge will travel in time to the early days of the 20th century. Presentations of this period include a cooperage, a tinsmithing shop, a farming operation and, dominating the surroundings, the Château Albert hotel.

By the spring of 2002, apprenticeship packages will give tourists the opportunity to acquire knowledge and learn old-time techniques.

The Village historique acadien, with packages including meals and accommodation, will provide an opportunity for visitors to enjoy 19th and early 20th century living.

Wearing traditional period costumes, tourists will accompany the village's master craftspeople and assist them in their daily tasks.

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Study English or French in Canada!

They may simply pass as students as they stroll along Vancouver's Robson Street, congregate in cafes near Eglinton and Yonge in Toronto, or snap photos on the Terrasse Dufferin, overlooking Quebec's bustling old Town.

But many of these young people are also tourists. They arrive from all over the globe not only to learn English or French, but also to enjoy the pleasures Canada has to offer them.

This is big business. Figures for 1996 show that the total expenditure by all foreign students to this country was \$2.7 billion. According to preliminary estimates of a Statistics Canada study conducted last year, there are 113,000 students who came from abroad to study languages in 1998. Although the majority are from Asia, as well as Central and South America, they are drawn from practically every country on the globe. And why do they choose Canada over such powerful competitors as the United Kingdom, Australia, France, and the United States?

Elaine Armstrong of Canadian Heritage points to a key factor. "Canada's unique domestic experience in teaching the two official languages has built up training expertise and quality standards recognized internationally," she says. She adds that other attractions include the country's reputation as a safe environment and the value that our dollar offers to this market. Then there is the travel dimension, long understood by our competitors, but only recently being developed as a marketing angle by Canadian players.

490 INSTITUTIONS OFFER LANGUAGE TRAINING

With some 490 public and private institutions scattered across ten provinces now offering language training to foreign students, marketing is no small task.

Three industry groups contribute substantially to addressing the challenge. The long-established Council of Second Language Programs in Canada (CSLPC) is presided over by

Damien Ferland of the Université du Québec à Chicoutimi. Mr. Ferland reports that his 52 public sector members collaborate in marketing, professional development, and liaison with government and other industry partners.

More than forty of the numerous private language providers are grouped under two industry associations. Current head of the 12-member Private English Language Schools Association (PELSA), Stephen Cassells is optimistic. He predicts rapid changes which will see Canada take its rightful place on the world stage as a major supplier of language instruction for international students.

The Canadian Association of Private Language Schools' (CAPLS) 34 members include those offering both French and English training. Present head Chris Musial notes that foreign students choose schools not only to fill their educational needs, but also for social and recreational offerings. Both groups are present at many of the world education fairs.

A GROWING INDUSTRY

Language training is a growing industry with enormous potential.

Eleven years ago an Economist Intelligence Unit (Economist Magazine, London) study estimated the world market for English-language training alone, excluding expenditures by public authorities, at close to CDN\$15.00. Add in the short-term spinoffs, such as student home stay expenditures, retail purchases, family travel to visit children, and travel within the country by students. Include the incalculable long-term economic, cultural, and political benefits of study by foreigners in Canada.

The challenge of drawing more students to Canada to learn English or French involves creative multi-activity packaging to ensure creativity and fun in the learning process. Immersion in the cultural ambiance, experiences in gastronomy, contact with nature and environment are all ingredients of this packaging.

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Tourists learn to cook

Previous editions of *Communiqué* have reported that the CTC is working on a strategy to develop Canadian cuisine as a tourism product.

Interest in food and wine is increasing not only in France, England and Italy, but also in Canada.



Photo: Max Photography, Ottawa

Canadian chefs, producers, and wineries have put their expertise together to develop regional cooking classes for tourists. From the Atlantic to the West Coast, visitors are invited to come and experience Canada's culinary heritage.

The Good Earth Cooking School, located in Beamsville, Ontario on the Niagara Peninsula, is one example of schools offering classes to visitors. You can join their demonstration cooking classes led by one of the many talented chefs that helped put Niagara on the map as an exciting culinary region – Michael Olson of On the Twenty restaurant.

Guests will have the chance to cook with the best products Niagara has to offer: strawberries, cherries, sun-ripened peaches, and dew-kissed pears and plums. Cooking classes vary from "The Inn Side Story" for all B&B owners, to "Grains of Sense" where visitors can explore the novelty of unusual grains.

The cooking school has been in operation since October 1998. It hosts 12 people per class, about 200-250 people in total.

The client base are upper income individuals from the Greater Toronto area and upstate New York. They tend to be 40 and up in age. About 20 per cent of clients are men.

The school also hosts corporate and private cooking experiences and caters off site.

Hands-on classes are being added to the school's repertoire, increasing the potential to more than 600 students this spring.

For more information
Tel: 905-563-7856
Fax: 905-563-9143
goodearthcooking.com

Discovering museums through learning vacations

The National Gallery of Canada has reaped the rewards of developing programs for the growing learning travel market.

Beginning in 1997, the Gallery worked with the Smithsonian Associates in developing unique day-long and three-day programs in exploring the national collection along with private lectures and tours

of the Renoir's Portraits exhibition.

The National Gallery has since developed more than 17 special thematic tours, including art and music, Canadian art and literature.

Partnerships with other organizations and receptive operators specializing in areas such as soft adventure, culinary arts, and walking tours offer lively, educational and enriching experiences. This year the Gallery, in collaboration with Canadian Cultural Landscapes, Canadian Discoveries and ElderHostel, among other operators, will be hosting several learning travel tours for the major Monet, Renoir and the Impressionist Landscape exhibition.

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Helping the learning vacations product grow

New Brunswick is helping learning vacations from project development and trade relations perspectives.

On the trade side, Tourism New Brunswick reviewed the incredible potential for provincial products in the affinity/learning vacation market over two years ago, and the results were overwhelming.

After presenting the Bay of Fundy ecological product and Acadian Coast cultural product to the Smithsonian Institute, Audubon Naturalist Society, National Geographic World Traveler and Academic Travel Abroad, it became clear that non-profit organizations and academic institutions were looking for a new destination to offer to their members and associates.

The process began by contacting New Brunswick receptive operators to submit proposals to the tour planners of the interested organizations, including unique educational experiences and learning vacation itineraries.

In year two, New Brunswick's Bay of Fundy was one of the hottest-selling programs in the Smithsonian Associate's 1998-1999 catalogue. The July/August tour was in a sold out position by January of 1999.

The expanded program was a success and will run again in 2000.

In the fall of last year, New Brunswick hosted 17 influential organizations on a six-day educational visit to the province. The itinerary included a helicopter ride over the Bay of Fundy, whale watching off

Grand Manan Island, a lobster boil and New Brunswick entertainment at the Algonquin Resort, kayaking around the Hopewell Cape Rocks at high tide, viewing more than 100,000 semi-palmated sandpipers at Mary's Point, and lectures on New Brunswick history and culture.

Eight organizations have confirmed programs for 2000. The Audubon Naturalist Society, as part of a separate initiative this past summer, confirmed a program for this year.

On the product development side, in 1999 New Brunswick launched a new cultural/adventures initiative with a strong educational component. Suppliers of cultural products are eligible for special funding from Tourism New Brunswick if they agree to add an adventure component to their program.

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A view from Western Canada: multi-activity learning vacations

Vacations are changing.

Visitors to British Columbia are seeking experiential vacations, and a Vancouver Island company targets only this market. Guests want vacations that provide bountiful tastes, sounds and sites which are readily available on Vancouver Island. B.C. Tours feature food, wine, beer, natural history, Native culture, contemporary art and much more to occupy the mind and body.

The resurgence of the cottage craft industry of beer making has prompted the creation of tours featuring Victoria's microbrew pubs. Guests sample specialty beers and foods prepared with lagers & ales and learn the brewmaking process from brewmasters with academic degrees in science and microbiology, who share their philosophy, not just their techniques.

Taking a standard bus tour does not always provide the experiential learning desired by today's tourists. Victoria's history is explored with a downtown walk enticing the senses with chocolate, teas, fortune cookies and a relaxing aroma therapy foot-bath.

Travellers to this region are looking for encounters with Native culture.

Hands-on learning approaches include carving, paddling a giant canoe, rubbing petroglyphs, creating a First Nations shopping basket in an Old Growth Forest. Eyes, ears and mouths are richly rewarded by works of art, music, dance and traditional feasts.

Gourmet food and wine, long a favourite among many, can be a new and surprising experience for those not aware of the bounties of Vancouver Island. Learning first hand from chefs offering meal demonstrations and discussions; gardeners, farmers, balsamic vinegar and cheese-makers sharing their knowledge and challenges of being entrepreneurs provides a new view on a vacation. The explosion of vineyards on Vancouver Island are a surprise and delight to many who visit.

Recognizing these changing trends and for balance between leisure and work has prompted tours aimed at women who look for vacations offering luxury and exercise. Women's refresher programs offering golf lessons, lectures, tai chi, massage and esthetics for the mind, body and soul provide a much desired escape.

First Island Destinations & Travel Ltd. is a British Columbia company that has grown enormously because it created these experiences.

For more information
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First Island Destinations & Travel Ltd.

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More than meets the eye to puffin tagging, whale watching

After summers of tagging puffins, counting seabirds, and helping with whale entrapment research, Dave Snow, a field biologist interested in sharing his working experiences with others, formed Wildland Tours in 1984 and started offering holiday packages to Newfoundland.

"I found folks were most interested in the up-close and personal



stuff – how a puffin reacts while your tagging it or how you manipulate a humpback caught in a cod

trap so that you untangle the whale and save the fisherman's gear." says Snow.

Over the years, Wildland Tours grew and started offering regularly-scheduled holiday packages with a strong local knowledge content. In 1995, Wildland Tours met a representative of the Smithsonian Institution at the MC&IT show in Chicago. According to Snow: "Wildland Tours' corporate philosophy meshed well with the Smithsonian's study tour program, and we put together an exclusive program for them. Our programs always had a strong local flavour and knowledge content, but our ongoing work with the Smithsonian really provided some focus."

GUEST PARTICIPANTS

Wildland Tours uses local and world leaders in the field of natural history as guest participants and combines them with Newfoundland's local sites and resources to offer a unique learning experience.

For example, the Smithsonian has spent millions of dollars in – so far unsuccessful – expeditions to find giant squid. Snow had helped with dissecting the last giant squid to wash ashore in Newfoundland; and working with the local museum, he was able to give the study tour participants a hands-on introduction to this amazing creature, which happens to be the world's largest and most mysterious invertebrate. Says Snow, "To my knowledge, no other holiday product in the world has included a hands-on encounter with a real, ten-metre-long giant squid."

WHALE STUDY WEEKS

This commitment to hands-on life experiences is also reflected in Wildland Tours' own Whale Study Weeks.

The company coordinates the census of the world's largest gathering of humpback whales, which is found off Newfoundland and Labrador. Anyone can participate in a Whale Study Week, but an essential part of the holiday is photographing whale tails and making other observations as part of this world-wide census effort.

Whale Study Weeks are a dramatic alternative to traditional tours where folks watch whales for 40

minutes out of a two-hour boat trip. Superior trip leadership and an appreciation of local resources is key to the learning holiday concept.

When cruise ships visit Newfoundland, they often carry members of a particular learning society. Over the summer of 1999 a group of astronomers interested in eclipse watching and several Audubon groups discovered Newfoundland that way.

CUSTOMIZED PROGRAMS

Learning holidays and excursions require in-depth knowledge of client interests and local resources. Wildland Tours' products are sold through specialized organizations like the various Audubon Societies, but they are also sought after by alumni groups and learning holiday organizations. Wildland Tours puts together customized programs for these groups plus the company offers its own learning holidays. As Snow puts it, "Once people talk to us, we have no trouble convincing them that we do indeed have the knowledge and experience to provide enriching, exciting learning holidays. And of course, these educational programs are also great fun. Some guests even come back to repeat their favorite holiday!"

For more information

Tel: 709 722-3123
Fax: 709 722-3335

www.wildlands.com

Tour and learn with Aboriginal peoples

Mikuan Adventure II... the ultimate learning vacation with Aboriginal people as your guides! This magnificent location is in the Ashuapmushuan Game Reserve, about 100 km north of Roberval, in the Lac St-Jean region of Québec.

Owner and guide Gordon Moar developed the facility, where discovering Native culture is a central part of all visitor activities.

Visitors take part in a series of fascinating and inter-related activities. Benefiting from Mr. Moar's specialized skills, visitors will learn a wide range of wilderness techniques, like trapping, small game hunting, snowshoeing, river canoeing, picking berries, and preparing traditional foods (bannock). They can watch demonstrations of Native crafts, learn wilderness survival skills, listen to a unique interpretation of plants and wildlife, and soak up some of Gordon Moar's encyclopedic knowledge of his culture.

Mikuan Adventure II offers all-inclusive packages. This product is

marketed mainly by the wholesaler Innu Tours in Québec and Europe, and by the incoming agency Jonview. Mr. Moar takes groups ranging from one to 40, and length of stay is very flexible. All ages, school groups, and other organized groups from Canada and Europe are welcome.

Friendly atmosphere, tent accommodation, traditional meals: all the ingredients for an unforgettable experience!

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Holidays with a learning curve

The Banff Centre, one of North America's leading professional development institutions, offers a number of learning vacations for visitors to the scenic town nestled in the Alberta Rockies.

Short-stay packages include public performances, concerts, think tanks, readings and gallery exhibitions. From April 28-30, The Feminine Face of Power is a women-only experience billed as "a weekend of personal discovery" that offers a new level of risk-taking with outdoor challenges, leadership development and sessions on yoga, meditation and more.

Price \$340 (not including taxes) includes accommodation, breakfast and lunch both days, and the full use of recreational facilities.

Longer-stays this summer include:

"Emerging Explorers" – a chance to climb and shoot pictures with some of the new millennium's hottest adventurers – June, 2000. Price \$1,115.

"Exploring the Art of the Canadian Rockies" – retraces the legacy of distinguished painter Walter J. Phillips on spectacular hikes inspired by many of his works. – August 2000. Price \$1,115.

"Body and Spirit" – learn how to integrate the sacred into your busy life, with workshops on yoga and meditation, as well as daily hikes into the mountains. Inspirational speakers, seminars on stress-busters, nutrition and massage – an all-inclusive holistic hideaway. September 2000. Price \$989.

For more information
The Banff Centre
Tel: 1-800-422-2633



Photo: Royal Tyrrell Museum of Paléontology

Dinosaur digs in Alberta's Badlands

If you've always wanted to be a paleontologist, this is as close as you'll get, without going back to university.

Field Experience with the Royal Tyrrell Museum of Paleontology in Alberta lets you work side-by-side with some of Canada's top scientists. Spend a week or more prospecting for and collecting dinosaur fossils and other ancient creatures, knowing your work will help provide data for scientific studies and new exhibits at the museum, near Drumheller.

Best of all, Field Experience is all-inclusive. Accommodation, meals, tools and training are all provided for only \$800 a week. You can opt to stay at Dinosaur Provincial Park where the Royal Tyrrell Museum has a permanent field camp, or try the more rustic "tent camp" in southeastern Alberta.

Now in its sixth season, Field Experience has attracted people from across Canada and the U.S. – some who return year-after-year for the thrills and camaraderie.

DAY DIGS

People who don't want to devote a week to field work but do want to give it a try can sign up for the Museum's one-day program.

Unlike Field Experience, which is designed for adults 18+, Day Digs allows anyone (ages 10 and up) to take part in a real dinosaur dig. In just a day you can learn all of the steps necessary to getting fossils from the field to the lab. The digs are limited to July and August, and only 12 people can participate each day.

The Tyrrell's Day Digs program has been enthusiastically subscribed to since 1993. In '99, more than 600 people took part in a one-day dig – up slightly over the previous year, even with the wet weather experienced in early July.

Field Experience, which began

in 1995 operating one camp, has grown to two and occasionally three camps per season with occupancy rates at about 85 per cent.

For more information
Royal Tyrrell Museum
Drumheller, Alberta
Call toll free in Alberta
Tel: 310-0000 - 403-823-7707
or toll free outside Alberta
Tel: 1-888-440-4240
Fax: 403-823-7131
info@tyrrellmuseum.com

Learning vacations invade the musical sector

The Conseil québécois de la musique (CQM), through its Le Québec en musique tourism program, is offering educational tourism products that explore the musical, artistic and cultural life and history of the province.

Packages have been developed for international groups and are available year-round, providing specialized professional training in cultural tourism.

The program includes:

- The music of modern Québec, its composers and its influence abroad.
- The history of music in New France, as illustrated by its instrument makers and performers.
- The history of Québec, as illustrated by its heritage sites and churches, places of worship and places of musical interest.

Accompanied by a professional musician, groups visit unique sites, tour stringed-instrument makers' workshops, meet musicians, composers and leading instrument makers; private concerts and lectures further highlight the package. The package relates music to the history of Québec: it also focuses on the architecture of Québec as well as its painting and sculpture; fine dining is featured as well as luxury accommodation.

This clientele is interested in unique value-added packages. The musical components of the package are supplemented with exclusive visits to museums or heritage sites according to the stated wishes of each group.

Travelling extensively year-round, they provide an attractive focal point for development of the fall and winter tourist seasons, when the tourism industry is slow. Our exploration of the various markets enabled us to record strong growth (400 clients) in the first year, and we attracted a six times greater number of clients in 1999.

A NEW NICHE

This CQM initiative makes it possible for the tourism industry, with this product, to reach a new niche in

the well-to-do international traveller market.

This success could not have been possible without the support of the 175 members of CQM and the financial support of the Québec department of culture and communications, the Québec department of international relations, the Québec department of municipal affairs and greater Montréal, Canada Economic Development (CED), the Montréal Island regional development council, and Tourisme Québec.

For more information
Sylvie Nadeau
Tourism Consultant
Tel: 514 849-4040
sylvie.nadeau@citenet.net

BULLETIN!

We have just learned that Le Québec en musique, is among the finalists for the Montréal-2000 regional awards (development and innovation category). This marks the first time that a cultural organization is being considered for these awards. The winners will be announced in May at the Gala National du Québec. Good luck to CQM!

Economuseums a universe of discoveries!

The Economuseum™ network, offering products of very high quality, already has 25 members in Québec and four in the Atlantic provinces. Each site is a special treasure to be discovered by hundreds of thousands of visitors each year.

A visit to an economuseum is more than just browsing through a crafts workshop or store. This innovative concept takes visitors one step further by exposing them to a unique and highly educational guided learning experience in which visitors have the opportunity to test their skill with various techniques and try their hand at making craft items.

Using museum elements, such as exhibits of craft objects from the past and the interpretation of the history of a particular craft to describe its evolution through the ages, the economuseum seeks to perpetuate the traditions handed down to us by past generations of artisans and craftspeople.

To receive the network's brochure or for additional information
Société internationale des entreprises ECONOMUSEE®
Tel: 418 694-4466 in Québec or
Tel: 506 854-2933 in the Atlantic provinces
www.economusees.com

Golf booming, offers tourism benefits

Much has happened in the golf industry in the last decade. Buoyed by a strong economy and increased participation rates, Canada's golf industry has experienced a boom in development which is now poised to reap benefits for the tourism industry.

It is estimated that the number of golf courses in Canada exceeds 2000. Based on 1999 figures from the National Golf Course Owners Association (Canada), there are 1,727 public, semi-private and resort courses across the country. The average number of rounds per golf course in Canada is 34,500.

On average, a golf facility enjoys usage factors of 85 per cent of its capacity. In 1996 there were 67,300,000 rounds of golf played in Canada at all types of facilities. Total rounds played on public facilities in Canada were 59.9 million.

\$4.2 BILLION REVENUE, GROWTH EXPECTED

KPMG Management Consultants estimates that another 20 to 30 new courses are added every year in Canada.

Toronto has the highest number of courses per capita anywhere in North America, except Chicago. The industry's combined revenues (from green fees, pro shops, driving ranges etc.) totals \$4.2 billion a year. The industry directly/indirectly employs 334,500 people.

Growth in new development is expected, particularly in residential development and practice facilities. Public and resort golf operations are emerging as excellent opportunities, due to changing demographics and more retiring baby boomers.

Resort operations consider golf an important amenity in developing their four-season character.

Golf courses are changing from "Ma and Pa" operations to substantial businesses run by professional managers. Regardless of the type of facility, the focus is on maximizing revenues from tee times.

PLANNING, A PROBLEM

Strategic planning in the golf industry has been a major problem.

Lack of planning continues to plague many courses, even in the midst of a buoyant economy. The golf industry is now looking at improving the financial bottom line by running golf courses in a more businesslike manner.

Aging membership profiles show that people are no longer lining up

to get into a private club, so the need to find or improve upon other streams of course revenue has become necessary.

CONSOLIDATION HAPPENING

Consolidation is happening in the much-fragmented public golf market, and is being driven by the popularity of the game and by real estate development opportunities.

Clublink and Intrawest are among the more notable corporations engaged in this emerging trend in Canada, as are ClubCorp, National Golf Properties and Cobblestone Golf in the US. However, only six per cent of North America's 17,000 golf courses are held by companies that own multiple golf courses.

Golf is expected to be Canada's most popular sport by 2001. But it is no longer exclusive to affluent,

ments to golf course quality and experience because of the improvements in course operations, management, maintenance and investment. But the cost of golf is increasing, as the effects of consolidation have shown a 10-15 per cent rise in green fees in 1998 over 1997.

This may lead once again to having a substantial portion of the population [juniors and lower income individuals] effectively excluded from the sport, although the popularity of corporate golf is mitigating this trend.

2015 AND BEYOND

KPMG has some interesting predictions for the golf industry in 2015 and beyond.

More courses (executive and par 3 courses) with revenue-generating amenities are needed as demographics change. Despite increased construction costs public courses will increase in numbers, with more short courses being built. More tees will be made available, with course maintenance being completed at night. Smaller clubhouses will prevail and green fee rates will increase greater than inflation.



older men. Women golfers represent 40 per cent of all new players, thanks to golf leagues and business reasons. And, Junior golfers are increasing in numbers because of the popularity of young golf professionals like Tiger Woods.

Changing demographics also predict a brighter future for golf. As golfers age, more rounds are played due to increased leisure time and higher disposable incomes.

Consolidation also results in many accrued operational advantages, such as costs savings in management, purchasing and labour; increased revenue streams through creative advertising; market leadership on green fee pricing; promotion of multi-course packages that influences traffic between facilities and; leverage to increase golf fees, which forces the competition to follow.

GOOD AND BAD IMPACTS

There are positive and negative impacts of consolidation on the average public golfer.

There are significant improve-

ments to golf course quality and experience because of the improvements in course operations, management, maintenance and investment. But the cost of golf is increasing, as the effects of consolidation have shown a 10-15 per cent rise in green fees in 1998 over 1997.

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RESORTS, GATEWAYS, TRAILS

The CGTA's current membership consists of more than 70 golf courses located in 18 regions across the Western provinces, Québec and Ontario, and Atlantic Canada.

Three product categories have been defined - Golf Resorts, Gateway Golf, and Golf Trails.

Golf Resorts include well-known courses found in Whistler, Banff and Jasper, the Okanagan, Muskoka, Mont Tremblant and PEI. Canada's Gateway Golf destinations are Montréal, Toronto, Edmonton and Vancouver. Canada's Golf Trails are based on smaller urban centres, or regions such as Vancouver Island, Kamloops, and the B.C. Rockies.

The CGTA has taken great steps to clearly define a set of partner eligibility criteria to ensure correct product-market matching, to protect partner investment, and to ensure quality standards of service. In addition to export readiness the CGTA has identified more market research and more partners and partner investment as areas on which to focus.

Based on the strides the CGTA made in identifying and developing export market ready golf travel products, and aware of its investments in golf-related initiatives, the CTC undertook its own internal analysis to explore ways of developing a golf marketing partnership between the CTC and golf tourism partners.

CANADA HIGHEST GOLF PARTICIPATION RATE

In the process the CTC uncovered some interesting demand-related information.

In 1998, 4.8 million Canadians played golf, giving Canada the highest golf participation rate in the world, at 20.8 per cent. The number of golfers has consistently increased at four per cent per year, which has helped contribute to a 10 per cent increase in the average number of rounds played at public courses since 1993.

About 39 per cent of Canadian golfers are from Ontario, followed by 14 per cent in B.C. and 23 per cent in the Prairie Provinces.

The Royal Canadian Golf Association, in conjunction with the National Golf Foundation in the U.S. has produced extensive research on golf participation in Canada. The 1999 report offers valuable insight to participation trends and demographic attributes of Canadian golfers.

More research is needed on Canadian golf travel habits, as the

Solidifying golf and tourism through product club

While the golf industry was enjoying significant growth in the popularity of the game in the 1990s, and recognizing the economic benefits to be derived from golf travel, Western Canada took a significant step forward towards in solidifying the golf and travel marriage.

The Tourism Alliance for Western and Northern Canada approached the CTC in 1997 with a product club proposal. Originally called the Western Canada Golf Alliance, the product club sought to increase the range of available golf travel products.

In 1998, Ontario and Québec joined and the product club became the Canadian Golf Tourism Alliance (CGTA). As part of its three-year product development program, the CGTA developed a golf industry

RGCA report does not reflect such statistics. The CGTA, through its market research effort is beginning to capture some critical data in this area that will be available shortly.

U.S. market, Canadian share

There are 23.3 million golfers in the U.S., about 81 per cent (18.9 m) of which are public golfers.

Fifty percent are core or avid golfers. Of the 4.4 million private club golfers in the U.S., 55 per cent are core/avid golfers (8 to 24+ rounds of golf/yr.). While the sport experienced substantial increases in participation from 1986 to 1991, the overall participation has remained at 12 per cent of the population.

The U.S. generates about 1.1 million international golf person-trips annually. Canada's share of the market is 30.5 per cent or 355,500 trips. In 1997, golf tourism generated about US \$312 million from U.S. international golf travellers.

California, Texas, New York and Florida are the four top producing states for international golf person-trips. Of note for Canada, the six northern-tier states – New York, New Jersey, Michigan, Massachusetts, Minnesota and Washington – are among the top ten origins for U.S. international golf travellers, combining for 34.8 per cent.

Other notable U.S. golf traveller origins are California (22.8%), Texas (4.3%) and Florida/Georgia (6.6%).

The top ten U.S. demographic market areas of origin in terms of international golf travellers are Los Angeles, New York, Seattle, San Diego, Spokane, Buffalo, San Francisco, Minneapolis, Boston and Miami. When avid golfer population concentrations are considered, Chicago, Philadelphia, Washington, Detroit and Cleveland are the notable cities to add to the overall golfer population mix.

Summer (June to August) is the favourite period for U.S. international golf travellers, although interestingly – and of note for Canada – the shoulder seasons are also popular [Spring (March-May = 17.1%) and Fall (Sept.-Nov. = 25.4%).]

GOLFER PROFILE

The American international golfer has an interesting profile.

He or she has median age of 44 years and a average household income of US \$70,900. He or she is likely to be married and have a college education. Sixty per cent of this group are male. Seventy-five per cent of golfers in this defined group are gainfully employed while 25 per cent are either retired or own their own business.

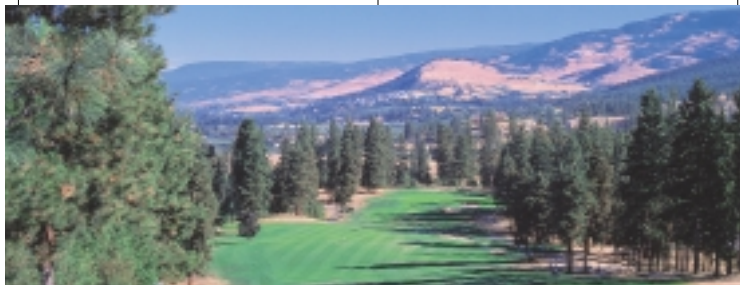
About 40 per cent of American

golfers travel as couples. About 26 per cent travel alone and 16 per cent travel in groups of three or more. Family golf travel accounts for 14 per cent.

Air travel is by far the most preferred mode of transportation to an international golf destination (60%). The average per person per day expenditure of an American golfer in Canada is US\$186.00 and he/she will spend on average five nights while on a trip.

About 87 per cent of all golfers in the U.S. are defined as core golfers, those playing eight or more rounds a year. These 11.4 million golfers played 416 million rounds of golf in 1997. As a sub set of core golfers, moderate golfers (playing 8-24 rounds per year) represent only 18 per cent of the rounds of golf played, while avid golfers (likely golf travellers) represent 69 per cent of rounds played.

Core American golfers are also avid snow skiers, tennis players and/or recreational boaters; invest in stocks/bonds/real estate; are members of frequent flyer programs and travel extensively on business; enjoy fine wines; and like to watch TV sports.



They describe themselves as being competitive, popular and witty, well-educated, street smart, smart investors, and technologically receptive.

IDEAL DESTINATION

There are a number of factors which tourists look for in a golf destination, including the ease of arranging tee times on an ample number of high quality courses that offer a challenge to both low and high handicappers.

These courses have generally held major events, feature well-known holes, or were designed by a top architect. Superior instruction and quality on-site facilities such as upgraded practice areas, locker rooms, and reasonable dining facilities are important, as is friendly, courteous staff and prompt service.

Local scenery, attractions, good restaurants and top quality accommodations are sought as well.

CANADIAN COURSES FIT THE BILL

Based on an Internet search conducted in 1999, the CTC discovered there are 19 travel companies in Canada and the United States that actively package and sell Canadian golf travel products.

While all areas of Canada are featured, when taking an aggregate look at product offerings, Western Canadian golf packages (ie. B.C. and Alberta) are more prominently represented by the majority of these 19 travel companies. For the most part they have on-line Internet reservation services and offer toll-free numbers for more information.

Packages can be purchased as put together by these companies and some instances customized packages can be put together for clients.

Europe a market

Europe also represents a potential golf tourism opportunity to Canada.

In 1998, there were an estimated 2.89 million golfers in Europe. England (860,000), Sweden (453,000), Germany (318,000), France (269,000), Scotland (230,000), Ireland (177,000), Spain (137,000), and Holland (130,000) are the countries with the largest concentrations of golfers.

The CTC's office in Germany has uncovered some interesting golf travel-related data on the German market. Germany has witnessed an explosion in golf participation in the last decade. In 1990 there were about 142,000 golfers, increasing to just over 318,000 in 1998. The majority of golfers are between 22 and 55+ years of age, are university educated, are self-employed or hold management positions, have played golf less than 10 years, prefer to travel with only one other person and are high handicappers.

Among their favourite travel destinations are Spain, the USA, and Portugal. North America, Portugal and Great Britain are the favourite choices for future golf travel vacations. Within North America, Germans prefer Florida, Arizona, California and Hawaii. Interestingly, Canada ranks equal to Hawaii as a favourite future destination for golf, ranking ahead of North and South Carolina.

German golfers like to participate in golf tournaments while on a golf vacation (34%). Those less than 40 years old seek golf pro assistance, the availability of golf schools and green fees that are included in the hotel rate when they travel. While

these attributes are not that important for golfers over age 40, golfers in this age group do seek green fee discounts, golf packages, and advance tee time reservations.

Golf demand, 2015 & beyond

KPMG has predictions for golf demand through 2015 and beyond.

The baby boom generation will be reaching retirement age within five to ten years. Golf participation should see increased levels. A significant number of baby boomers will have inherited greater wealth than previous generations as they reach retirement age. This generation has also saved for retirement. They will be the healthiest generation to retire, will live longer, and be more active than previous groups. After retirement, weather is not an issue, given increased leisure time and a propensity to travel to play golf.

Those participating in other sports like tennis, squash, downhill skiing will look to golf for recreational activity as they age, as the other sports become more difficult to participate in. With an increase in age, the number of rounds played per person increases.

Golf is becoming more universally accessible and is increasing in popularity with lower income earning groups. Research by the National Golf Foundation in 1997 indicates the numbers of U.S. golfers with incomes between under US\$30,000 rose 16 per cent. Meanwhile, wealthier players, with incomes between US\$30,000-50,000 declined by five per cent, and those in the US\$50,000 to \$75,000 bracket declined by seven per cent. Notably, participation by golf's 'upper crust,' with incomes in excess of US\$75,000, rose 32 per cent, though private club golf is on the decline.



National golf marketing program

Back in the early 1990s, a small group of tourism professionals from across Canada met in Ottawa to discuss the

continued on page 12



Ski destinations look to golf market

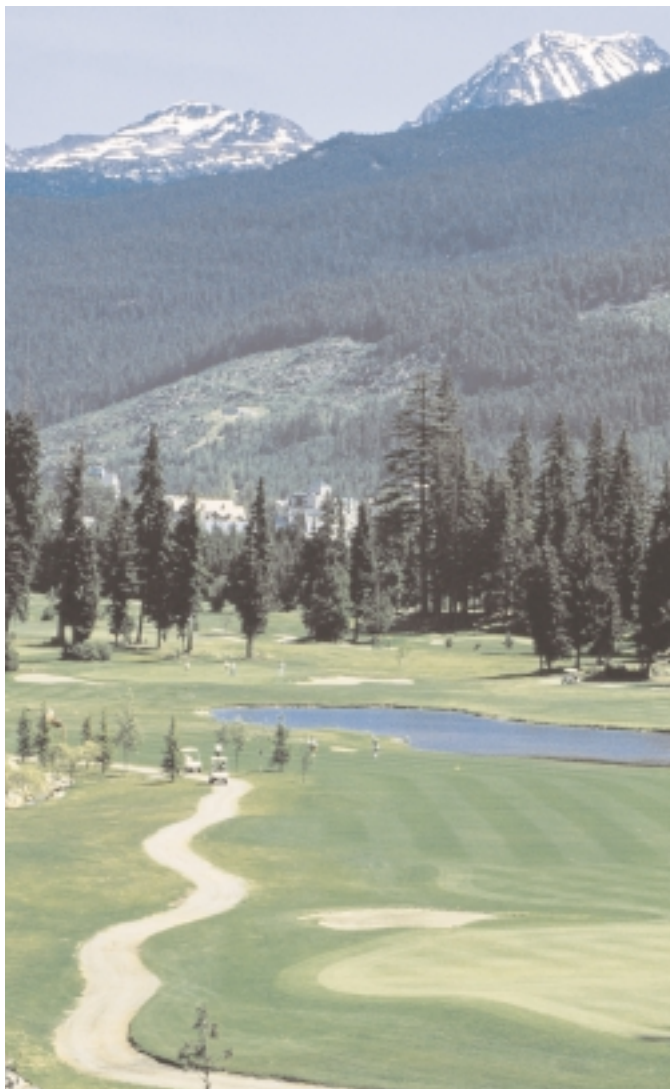
by Ian Stalker

Two prominent resort destinations say they want to be as well known for putting, driving and chip shot opportunities as they are for schussing.

The Rockies resort of Banff and the Laurentians destination of

Tremblant both have long been seen as Meccas for the skiing crowd, but spokeswomen for both retreats say they can easily accommodate the golfing set as well.

The townsite of Banff gained a golf course in 1928, when the 18-hole Banff Springs Golf Course



opened. That course added another nine holes in 1989 and those who play it are certain to be dazzled by Rocky Mountains scenery, promises Melody Kultgen, spokeswoman for the Banff-Lake Louise Tourism Bureau.

"The real challenge is to keep your eye on the ball," she says of a course that can be overshadowed by towering mountains and also may have elk and other wildlife strolling the fairways. "It's a very popular course," Ms. Kultgen continues. "It's very hard to get tee times. They recommend booking tee times in advance."

"The people who use the golf course come for the golf course. They've heard about it and want to say they've golfed it."

Ms. Kultgen adds the Banff Springs Golf Course – open from May into mid-October – attracts Canadians and foreign tourists. The championship course is flanked by the Bow and Spray Rivers and is right below the famed Banff Springs Hotel.

Those who aren't able to get a tee time on the Banff Springs Golf Course might instead consider the SilverTip Golf Course, an 18-hole, par 72 course that opened two years ago just outside Banff National Park boundaries. It, too, has the Rockies as a backdrop.

Ms. Kultgen reports SilverTip has some 165 metres of elevation changes, adding to its appeal. Both SilverTip and Banff Springs Golf Course host tournaments.

Farther east, Tremblant decided several years ago to cater to golfers in a major way, with the Québec resort having moved from being seen as a skiing destination to a true four-seasons retreat, says Tremblant spokeswoman Isabelle Blanchet.

Tremblant used to have a nine-hole course but a radical redesign led to its becoming an 18-hole course in 1995 and a second 18-hole course opened in 1998, giving Tremblant the championship Le Géant and Le Diable courses.

Last year saw Tremblant host the Export A Skins Game, which drew top names from the PGA tour.

Tremblant will further strengthen its ties with the golfing community when a golf academy opens in May. Academy visitors will find a non-competitive environment in which they can practice their game while receiving tips from a professional instructor.

"In addition to providing visitors



with excellent-quality golf courses, our market studies show that visitors want to make maximum use of their stay here to improve their game. We studied similar facilities in the U.S. before deciding on the final concept for our academy. The Tremblant Golf Academy will be a combination of the best elements you have ever seen," promises Michel Aubin, president of Tremblant.

"Golf is the biggest activity in the summer," Blanchet adds. Tremblant officials like to note that their courses are found in a setting of lofty mountain and lake and forest.

The Le Géant course has 52 "strategically placed" sand traps, while Le Diable – has sand traps as the Devil – has red sand traps that Tremblant warns are "devilishly placed." Other Le Diable Features include fairways that work their way through a pine forest and by artificial lakes, while the Le Géant course also features artificial lakes and fairways cut from rock.

*Ian Stalker is a writer for the Canadian Travel Press and a Communiqué contributor
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TRAVEL AGENTS REPRESENT CONSUMERS, NOT AIRLINES

by Randy Williams

Let's be very clear about who travel agents represent in advocating and monitoring the change occurring in the global retail travel environment.

Canadian travel agents represent travel consumers!

From coast to coast and from small community to major city, travel agents provide an invaluable service in offering travel products that best meet the needs of their customers. Goodbye and good riddance to the notion that travel agencies are merely agents for airlines!

The time has come to celebrate the value travel agencies provide in distributing travel products to consumers in an unbiased and professional manner. Tourism is the number one industry and continues to be the fastest-growing economic sector in the world. Like any product looking for consumers, particularly

an export product like travel, an effective and consumer-oriented distribution system offered by travel agencies will be required for at least the next half century.

In today's marketplace, suppliers, like airlines and tour operators, must work cooperatively and in partnership with travel agents more than ever before. Without mutual respect and a positive working relationship between the supplier and the retailer, both will suffer. Businesses embracing this spirit of cooperation and understanding will outgrow their competitors.

The opportunities presented by the Internet for building closer and more effective bonds to consumers exist for the benefit of travel agents, and is not the exclusive domain of suppliers of travel products. The Internet offers another vehicle to communicate with and attract clients, but does not remove the

requirement consumers have for informed and unbiased consulting on travel decisions, which involve discretionary spending and which are quite often emotionally driven.

As well, where consumers are sensitive to price and time issues,



travel agencies provide needed and valued service – one reason why travel agents still handle 80 per cent of all airline tickets issued.

CONSUMER PROTECTION

The Association of Canadian Travel Agents (ACTA) has called for changes to legislation and regulations that

protect the consumer in the dominant air carrier scenario that has evolved in Canada. ACTA has also lobbied for the legislated right to negotiate fair compensation for the work travel agents do in producing and distributing tickets on behalf of the airline industry.

Where a virtual monopoly exists, the establishment of this right is critical to ensure the future of a viable retail distribution system to meet the needs of Canadian travel consumers.

The trust consumers have in 5,000 travel agencies, employing 35,000 Canadians, cannot be easily replaced. Why should it?

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Canada's courses among the world's best, visitors say

"We played St. Andrews in Scotland last year and met a couple there who had just returned from a golf trip to Canada. They told us about Canada's spectacular scenery and think the courses there are some of the best in the world – that's where we want to go this year." This is what InterGolf, a golf vacation tour packager located in Atlanta, Georgia, hears from their recent passengers.

With signature courses like Mt. Tremblant's Le Diable, host to the 1999 Export A Skins Game, and Whistler's Nicklaus North, one of Jack Nicklaus' latest creations, Canada has become one of InterGolf's most prominent destinations for avid golfers looking for signature courses and luxurious accommodations

outside the United States.

"In response to client demands to link two of our most popular Canadian golf regions, this year we added two new departures which connect Alberta with British Columbia," said Mike McHenry, InterGolf's vice president of operations. Upholding InterGolf's reputation of servicing their clients to the max, they did just that... by adding a white-glove rail segment on Rocky Mountaineer's GoldLeaf service to and from Banff.

InterGolf hosts 14 other summer departures in 2000, including golf at the new Manoir Richelieu Golf Course in the Charlevoix region of Québec, and Whistler's Big Sky in British Columbia.

In addition to their traditional

packages to Canada, InterGolf is seeing a marked rise in requests for customized groups and FITs to all regions of Canada for championship golf this year. "We are filling requests for proposals for golf packages as far east as Prince Edward Island's Crowbush Cove, and as far west as Vancouver Island's Cordova Bay," said Blair Leburn, InterGolf's vice president of sales and marketing.

InterGolf's golf packages include deluxe accommodations such as the Château Frontenac in Québec and the Chateau Whistler in British Columbia, along with meals, transportation, services of a host at every check-in point, and starting times and green fees at all five courses played during its nine day trips.

For further information about InterGolf's Canadian packages and customized trips
Bonnie Montgomery
at InterGolf

Tel: 770 518-1250 ext 237

Golf in Canada good value, great quality

by Greg Coates

Good value and top quality courses are starting to put Canada on the map with golfers from around the world.

Until recently, the quality of golf in Canada has been one of the country's best-kept secrets, but according to Robert Warrington of Ultimate Golf Vacations in Toronto, the word is out and more and more travellers are packing their clubs when visiting Canada.

"The quality of the courses has improved tremendously over the last 15 years and with the exchange rate, golf in Canada is very good value," said Warrington. "We have outstanding courses and very good rates, especially when compared to what they (Americans and Europeans) are paying at home."

He added that one of the country's current 'hot spots' for golf

is Prince Edward Island. "It's very inexpensive, but outstanding quality of golf," he said.

Ultimate Golf Vacations offers a golf package to P.E.I., featuring three night's accommodation at the Rodd Brudenell River Resort and three rounds of golf. Players can choose between the resort's 36 holes and the nearby Crowbush Cove course, rated as one of the top 10 in Canada. The package costs \$329 per person, double occupancy.

British Columbia is another popular area with golfers, particularly Whistler and Panorama.

Showcasing the mountains as a backdrop, Panorama's Grey Wolf Golf Club was voted as the country's number one new course in 1999 by Golf Digest. While a little off the beaten path, Dan Langevin of GolfPlus Vacations in Toronto said Panorama and Grey Wolf are well worth a visit.

"It's priced accordingly. For the extra hour's drive it's really, really worth it," said Langevin. "Almost every hole offers a huge change in altitude."

GolfPlus' domestic program features courses across Canada, including Whistler and Panorama in B.C., Banff in Alberta, Deerhurst and Cranberry resorts in Ontario, Tremblant in Québec and Prince Edward Island.

Langevin said Canada has some wonderful golf courses available, which are just starting to get international attention.

"Canada is known as a ski destination. We've never told the world that Canada is a great place to golf," he said. "When you compare what they're paying in the U.S., Canada is the best deal around."

He added that last year's "Export A Skins Game" in Tremblant opened a lot of eyes as to the calibre of golf in Canada. "It raised the bar and really introduced Canada as a great golf destination," said Langevin.

Greg Coates is a writer for the Canadian Travel Press and a Communiqué contributor
gcoates@baxter.net

Lucrative golf packages provide early season commission opportunities in British Columbia

by Fred White

The market for golf in Canada is growing by leaps and bounds. And whatever male/female demographic you look at golfers are all in the high income bracket. It's a commissions opportunity not to be ignored. And nowhere is that more true than in British Columbia. There are now 237 first-class courses in the province, with many bearing the signature of course designers like, Arnold Palmer, Jack Nicklaus, Lee Trevino and Robert Trent Jones. And 95 per cent of those courses are open to the public.

Add spectacular scenery and a moderate climate and it's no wonder that B.C. has become one of the most desired golf destinations in the world. In the greater Vancouver area and on the southern part of Vancouver Island the golf season is virtually year round then is quickly followed by Thompson Okanagan, Cariboo country, the Rockies, and northern B.C. And with these regions all offering so many other attractions, tour operators have been quick to develop packages that combine golf with other activities like whale or wildlife watching, touring wine country or the Rockies, river rafting and guest ranch stays. The following is just one of many golf combination packages offered by GolfPlus Vacations in B.C. Price per person for double occupancy is \$1,869.

- Four-nights accommodation at the world-famous Whistler Resort including four rounds of golf.
- Return air fare from Vancouver to Campbell River.
- Three days of spectacular salmon fishing at the Salmon Capital of the World.
- Three-nights accommodation at Painter's Lodge which, over the years, has hosted international statesmen and movie stars.
- Five-day car rental from Hertz.

Contact GolfPlus Vacations toll free
Tel: 1-877-284-GOLF or
sales@golfplusvacations.com
www.golfplusvacations.com

For more tourism information
Tel: 1-800 HELLO BC
www.HelloBC.com

The B.C. Golf Association's web site is
www.bcga.org

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SELLING CANADA

DMOs and trade relations managers! Help us help you sell your destination to the trade.

With the domestic demand for Canada product increasing we would like to help get your message out to tour operators and every travel agents across Canada. We can highlight your story, and without obligation, expand your page presence with your own and/or co-op ad messages.

Call Fred White at 416-515-2787 or e-mail landrytcg@aol.com

NATIONAL GOLF MARKETING...

continued from page 8

opportunity for golf tourism marketing on a national basis. This interest was prefaced by the existence of several small and successful regional golf marketing efforts across Canada. Facing limited budgets and high marketing costs, partnership marketing was catching on and was becoming increasingly popular.

In May 1999 the CTC hosted a two-day industry meeting with key golf industry stakeholders from across Canada to seek their interest in a joint national approach for developing and promoting Canada as a golf destination. Approximately 30 representatives from both private industry and the CTC attended the meeting in Toronto.

Consensus was reached on a go-forward plan. Canada already captures one-third of all U.S. international golf tourists without having a national golf tourism marketing program. If golf in Canada is properly serviced and properly marketed to tourists a large economic impact for the country will be the result, including in shoulder seasons.

It was also agreed that a national consensus on a program for product development and promotion of Canadian golf tourism was needed. The implementation of a national awareness campaign in the U.S. was identified as a key strategy. Other marketing strategies include the implementation of cooperative marketing and sales programs based on product lines and the development of a research program.

Armed with the consensus to move forward, the CGTA undertook the lead role in developing a national golf marketing program.

By November 1999 the CTC and the CGTA agreed to become partners in a \$1.2 million dollar national cooperative marketing program for golf. More than 70 courses are in the program, along with Air Canada, Fairmont Hotels, MasterCard, Tourism Québec, Tourism Ontario the Tourism Alliance of Western and Northern Canada, and Golf Atlantic Canada. About 75 per cent of the overall investment will be made employing partnership marketing initiatives offered through CTC programming.

U.S. TARGETED

Primarily targeted to the U.S. market, the national program has adopted a comprehensive mix of tactics and initiatives.

These include a national branding lure brochure on golf in Canada, two national and two regional direct mail programs, a U.S. television media buy, a U.S. newspaper campaign, a U.S. media relations program, attendance at golf shows, tour operator support programs, trade



magazine advertising and market research. Investments in developing both the Canadian and European golf travel markets are also under development.

Noted U.S. geographic markets include New England, Mid Atlantic, Ohio, New York, Georgia, Florida, Texas, Arizona and California

TOUR OPERATORS HELP

The Partnership has engaged three tour operators to assist with the sales effort in the U.S. Golf Holidays, Keller Golf (Texas) and GolfCan (a division of SkiCan) will act as the call to action for enquiries on golf package information received from U.S. consumers.

Each will be supported by the partnership in developing in-market promotional opportunities and direct mail programs.

"One of the positive things from the CGTA's perspective is the 'snowball' effect that has been generated. The mere fact that we exist and can coordinate things has led to new opportunities for exposure and increased marketing partnerships with both provinces, the CTC and the private sector."

*Jim Lee,
CGTA Executive Director*

SELL CANADA FIRST

Like Canada's global marketing effort golf travel marketing will employ

messages to sell Canada first, and then golf, since vacation trips account for the largest segment of golf-related travel.

The U.S. advertising effort will appeal to golf travel motivators such as scenic beauty, the quantity/quality/reputation and condition of golf courses, advanced tee time bookings, golf package availability and ease of booking, value and price, weather/climate, other travel experiences such as accommodation, fine dining, culture/heritage, and other attractions and destination access.

The strategy reinforces Canada's authenticity as a travel destination among Americans as a place of unspoiled natural wilderness, and geographical diversity. There is something for every golfer whether its ocean-side, links-style, traditional, mountain or desert-like golf courses.

Advertising will convey the message that Canada's cities are vibrant and culturally rich, that Canada's summer climate is perfect for golf and long summer days mean longer golf playing time, that a Canadian golf vacation is excellent value for money, and that Canada is an international trip, but right next door.

Over the next few months, there will be a flurry of marketing activity associated with the campaign. Full page ads in Private Club Magazine in the U.S. will feature Canada in the March/April and May/June editions. A 16-page special section on Golf in Canada will be inserted into Golf and Travel Magazine in its March/April issue reaching 190,000 U.S. subscribers. Overprints will be produced for two national direct mail campaigns to be coordinated through tour operators.

A U.S. newspaper buy reaching audiences in Boston, Atlanta, Dallas, Phoenix, and San Francisco will be executed in April. Total circulation/exposure will be 750,000 people.

Two ads will also be placed in Successful Meeting Magazine and the CTC Directory of Meetings Destinations as part of the CTC's M&IT Program.

The CGTA and the tour operators will be attending several golf shows throughout the U.S. promoting Canadian golf packages.

As well, 30-second ads will be carried on the Golf Channel in the U.S. and these will be also featured to support the *Score Magazine* TV show on the Golf Channel. The CGTA will also participate in the CTC's Media Marketplace in Los Angeles in April. A media relations program designed to bring golf media to Canada is also being developed in conjunction with CTC media relations staff based in the United States and United Kingdom.

AC GOLF CHAMPIONSHIP

Air Canada, in conjunction with the CTC, Tourism Ontario, Tourism Toronto, and the Niagara Falls Visitors and Convention Bureau will host up to 34 top publishers/editors from the U.S. and Europe for a seven-day golf tour of Southern Ontario in June 2000.

The group will play top quality golf courses in the Niagara, Toronto and Muskoka regions. The Championship's goal is to garner favourable editorial coverage on golf and travel in Canada, and will build awareness of the country as a premier golf destination.

OUTLOOK BRIGHT

The outlook for golf into the foreseeable future looks bright and the future for golf tourism in Canada looks very promising.

All trends in participation factors and demographics clearly indicate sustained growth for the game, both as a sport and a lucrative travel product.

Partnerships have been forged and are destined to be expanded as further opportunities are identified and measurable results are garnered. Canada's golf product is a well-kept secret and huge potential exists for attracting tourists in the near future.

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P.E.I. a golf success story



Prince Edward Island is a prime example of the success that can come from developing a golf tourism strategy. Golf has had a large economic



impact on the Island province by attracting a substantial number of tourists.

After the Links at Crow Bush Cove opened in 1993. Tourism PEI developed a strategy to make Prince Edward Island a golf destination. First the Island's golf product was objectively reviewed for quality, price/value, location and market position, and the strengths and weaknesses of the total golf experience.

Tourism PEI's partnership marketing efforts paid off. Results from 1994 to 1998 showed a 55 per cent increase in the number of courses, rounds played increased by 351 per cent (increases ranging from 5 per cent to 20 per cent per course), and the percentage of tourist rounds increased.

In 1994, tourists accounted for 50 per cent of rounds played, but by 1998 this increased to 68 per cent.

The number of pleasure visitors to Prince Edward Island increased by 75 per cent over the period and the golf participation of visitors increased from 10.5 to 12 per cent.

In 1999, about \$70 million was accrued to the P.E.I. economy, as compared to \$12.2 million in 1994.

For 2000, Fox meadows and Red Sands are new courses. Delta Hotels and Resorts will open a 186-room full service resort at the Links at Crowbush Cove in 2001. PEI will host the Lori Kane Island Challenge, this August, featuring Canada's Lori Kane and her LPGA competitors, Se Ri Pak, Nancy Lopez and Annika Sorenstam in a golf 'skins' event.

For more information
 Carol Horne - Tourism P.E.I.
 Tel: 902 368-6332
 Fax: 902 368-4438

Golf, tourism, sustainable development

GreenLinks Eco-Efficiency Services of Ottawa, in conjunction with the Canadian Tourism Commission and Environment Canada have recently entered into a partnership to promote and develop an eco-efficiency rating system for Canadian golf courses.

The program was created to evaluate and rate the environmental performance of golf courses, thereby

providing economic, environmental and market benefits and opportunities. This includes an evaluation of the entire business operation of a golf course, including chemical and fuel storage and management, pesticide and fertilizer management, restaurant, club house and pro shop management.

More than 100 Canadian golf courses are expected to participate in a national pilot project over the next three years. The project will introduce golf course owners and managers to sound eco-efficiency and environmental management practices and techniques. Improved energy efficiency and efficient use of resources are also objectives of the project and benefits of participation.

Participating courses are rated by GreenLinks during the first year (based on their existing environmental management practices) and provided with a report which includes specific recommendations for improvement. GreenLinks and their associates will work with the participating courses during Year 2 to implement changes and improve performance. Courses will be rated in Year 3 and the ratings will be compared for measurable improvements.

ENVIRONMENTALLY FRIENDLY

Golf courses will be able to demonstrate to their customers, members, suppliers and their local communities that they care about the impact their facilities have on the surrounding environment and are taking steps to maintain a healthy sustainable environment.

This project supports the CTC's mandate for sustainable tourism development policies and practices. Subject to a successful national GreenLinks pilot project, there is scope to add the GreenLinks course rating system into the national golf tourism marketing effort, thereby Canada an advantageous position in the highly competitive golf tourism marketplace.

For more information
 Brian Allen at GreenLinks
 Tel: 705 730-0284 or
 info@greenlinks.net
 www.greenlinks.net

Learning links partners with top Canadian resorts

Learning Links has announced partnerships that will allow its unique educational programs to be available at a selection of Canada's finest resort facilities.

Learning Links Inc. is an Ottawa-based firm that provides integrated corporate learning and golf programs, transferring knowledge through fast-moving activities in the classroom, on the golf course and on the practice tee. Key program concepts are reinforced and highlighted through experiential activity allowing participants to practice and test new knowledge. Participants are hosted by a three-person team made up of a presenter, a coach and a guide.

The unique programs will now be available at Whistler Golf Club, Whistler, B.C., Hockley Valley Resort, Orangeville, ON, The Briars Resort, Jackson's Point, ON and Brudenell Resort Golf Academy, Montague, PEI. The partnerships will bring Learning Links from coast to coast beginning in the spring of 2000.

"These partnerships will give corporations better access to our popular programs", said John Haime, president, Learning Links Inc.

"Although Learning Links will continue to travel to facilities of the client's choice, our main focus will be building relationships with partners. Our clients will enjoy all the benefits these facilities have to offer."

Says Linda Gilroy, director of conference sales, Tourism Whistler, in B.C., "Whistler's four award-winning golf courses, have boosted the resort to world-class golf destination status. We believe Learning Links can take golf and experiential learning to a new level for our destination golf clients."

Hugh Sibbald, vice president, The Briars Resort and Conference Centre, explains: "This partnership is a timely one".

The challenges felt by the human resource, sales and marketing or operations divisions, faced with the daunting task of combining and developing team networks, may be overly stressful.

Enter Learning Links. They have the products to quickly and effectively "break the ice" and get all the new team players, often from differing backgrounds and corporate cultures, on track and up to speed. We look forward to our association with Learning Links as we start this new & exciting millennium."

Current programs available include: Building Effective Teams, Leadership for the 21st Century, Promoting Innovative Thinking, and Achieving Your Personal Best.

For further information
 www.learninglinks.org
 Dr. Ron Brown
 Tel: 613 291 3575
 golfink@magi.com

Canadian Golf Facts

- In 1998 Canada had 1,940 golf courses with 20 to 30 new ones opening each year.
- Toronto has more courses per capita than any other North American city except Chicago.
- Combined revenues from the golf industry total over \$4.2 billion a year.
- In 1990 there were 3.9 million golfers – compared to 4.7 million in 1996 and 5.1 million in 1998.
- The golf industry labour force in 1998 was 334,500 people.
- Seniors (age 55+) make up 20% of Canadian golfers.
- Canadian golfers are 72% male and 28% female.
- Saskatchewan has the most highest participation rate but Ontario has the largest number of golfers (4 out of 10 people golf).
- The number of junior golfers (age 12-17) has increased almost 19% since 1996.
- The senior golfer (age 55+) has played an average of 28 years.
- The average age of the Canadian golfer is 39.
- One in three Canadians with household incomes of \$75,000 or over are golfers.
- Women represent 40% of all new golfers.

For further information about the Canadian golf market
 Judy Cameron
 Tourism Reference and Documentation Centre of the CTC
 Tel: 613 954-3943
 trdc.ctc@ic.gc.ca

SME committee meets in B.C.

As part of the ongoing efforts of the CTC to provide partnership opportunities and relevant services to small and medium-sized enterprises (SMEs), the newly-formed board committee that has been tasked to study the issue and make recommendations, met recently at The Hills Health Ranch near Williams Lake, B.C.

In preparation for the meeting each of the committee members canvassed SMEs in their regions. Committee members found that although a number of SMEs are aware of the CTC and have participated in programs, a larger number remain unaware of the CTC and of partnership opportunities available.

To address the information gap the committee will work with the CTC to develop targeted communications efforts directed to owners and operators of smaller businesses through existing communications tools, such as *Communiqué* and the CTC's electronic vehicles such as the Internet and Web sites.

DMOS, PROVINCES, TERRITORIES IMPORTANT

It was emphasized that provincial and territorial industry associations, along with regional DMOs remain the most important and effective "service providers" for smaller tourism enterprises, and that the CTC's relationship with these

groups is crucial to improving SME communication.

The potential importance of the new CTC TravelCanada consumer Web site was a priority topic of the meeting. Members of the group unanimously agreed that the new Web site should be a key tool for SMEs to market their businesses within Canada and internationally. As well, the committee feels the CTX Web site should be a practical source of usable information for smaller tourism operations.

MARKETING PRESENTATION

Karen Squires, director of the CTC's domestic marketing program gave a presentation on how CTC marketing committees do their work.

In addition, a number of regional tourism executives met with the committee to offer a better understanding of the workings of British Columbia's provincial and regional tourism structures. Among them were Rod Harris, president and CEO

of the three-year old provincial Crown corporation, Tourism British Columbia; Grant MacKay, vice president, marketing and sales, Tourism British Columbia; Jim Lee, consultant and manager, CTC Spa marketing initiative and the Canadian Golf Tourism Alliance Product Club; Chris Dadson, managing director and CEO, BC Rockies Tourism Association, and; Jennifer Case, managing director, Caribou Tourism Association.

The committee plans to hold "listening sessions" with provincial and regional tourism leaders as part of each of its meetings across the country.

CTC board member Grant Hooker, of BeaverTails Canada Inc., in Ottawa, was confirmed as co-chair of the SME committee, along with Pat Corbett, owner of The Hills Health Ranch.

The committee's next meeting will be held at the Château Montebello, Québec, March 30 to April 2, 2000.



Northern Wilderness Adventure Product Club

The eco/adventure sector is said to be the fastest growing segment of the global tourism industry.

More importantly - it is the "sizzle in the steak", providing a reason for people to visit a destination and stay longer. As baby boomers age (and increase leisure travel spending) their tastes are shifting dramatically to eco/adventure in many forms. The selection ranges from bird watching to trekking and sea kayaking with hundreds of variations and combinations. The best news is that they want to do it right and in style.

This trend has swelled the sector in Canada's north. Both the number and size of operators have increased dramatically in recent years. Northern



eco/adventure operators have faced many challenges and questions as they plot business plans for a successful and sustainable future. The timing was perfect for the Northern Wilderness Adventure Product Club (NWAPC).

Spearheaded by the Wilderness Tourism Association of the Yukon in partnership with Yukon Tourism and supported by Yukon First Nations Tourism Association and TIA Yukon, the product club quickly identified key needs for sector development and implemented a three-year plan.

Sharing "Best Practices" is a hallmark of the product club program and the successes of the NWAPC are shared electronically via an extranet site at www.yukonwild.com/members, which requires a user name and password for user/guest.

Any interested operator or agency in the country can register with the site and view the library and bulletins.

The site promises to outline the NWAPC and provide a conduit for communication within the sector for years to come.

Much-needed market research was conducted early in the program. The resulting Wilderness Tourism Market Segmentation study (in the extra net library) was very revealing. Pointing the way to the "high yield" consumer segment and indicating preferences, concerns, demographics and trends to assist the operator in targeting these clients, it clearly dispelled the "beer commercial" or "weekend warrior" image of young, sexy, people doing

scary things. Instead it confirmed that the high-yield eco/adventure consumer averages 50 years, men and women, is concerned about image, appearance, safety and comfort, but wants high-quality wilderness product.

To assist operators in reaching this market efficiently, the NWAPC has conducted Internet marketing and Web site seminars which have proven very popular and have spring-boarded the sector into one of the more Internet-savvy in the industry.

Other seminars such as wildlife viewing, leave no trace, bear safety, market segmentation, packaging and risk management, have served to raise the standard of the sector and provide a better chance of attracting and keeping that high-yield consumer.

A quarterly newsletter has served as an communication conduit and is now featured on the extra net site, providing information to which operators would not have access otherwise. Past copies are in the "library".

The NWAPC evolved at the same time that the Wilderness Tourism Association was implementing Wilderness Tourism Legislation in the Yukon. The tools provided by



the product club have assisted with the smooth introduction of the legislation.

Nearing the end of its second year, the NWAPC has attracted additional funding from the Yukon Community Development Fund, and hired a coordinator who shares an office with TIA Yukon.

The momentum gained by the product club program should continue to serve the eco/adventure sector well into the future as the segment continues to grow and thrive in a profitable and sustainable direction.

Visit the extra net site at www.yukonwild.com/members

For more information
Neil Hartling
Nahanni River Adventures
"Eco River Expeditions
from Alaska to Nunavut"
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nahanni@ykn.net
Tel: 867 668-3180
Fax: 867 668-3056
Reservations 1 800 297-6927

Outside the Box

More than 300 hoteliers and suppliers gathered January 31 and February 1 at the Royal York Hotel in Toronto at the Hotel Association of Canada's 8th Annual Conference and Trade Show, themed "Outside the Box."

Conference speakers stressed the importance of rethinking, reinvesting and reenergizing to attract, maintain and surpass their RevPar, or revenue per room available.



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

Speakers included Peter Yesawich, president of Yesawich, Pepperridge and Brown, who reinforced that:

- 'time poverty' is the biggest problem for people today
- hoteliers are in the entertainment business
- 41 per cent of people want to take a vacation while 57 percent want a complimentary breakfast
- most people would avoid air travel if they could do business through technology
- 61 per cent indicated that their primary source of satisfaction comes from their family (i.e. cater to the kids)
- branding continues to be among our biggest trends
- leisure travel will continue to be the engine that drives demand.

Rick Broadhead, one of North America's foremost Internet experts, told the hoteliers that getting people to book on line is simple.

"Personalize your Web site. Make it easier for me to book on line. Eliminate the jargon the public does not know or understand."

Keynote speaker Jim Evans, president and CEO of Best Western International, said to the convention: "Creating a legacy of leadership is, perhaps, the final measurement of great leadership and is truly *think- ing outside the box.*"

Phil Burgess, president of Learnsystems, illustrated that although turnover in the hotel industry is a crippling force (running upwards of 150%), it doesn't have to be that way. "By not just hiring, but inspiring your staff, you can have a 10 per cent higher RevPar, a two per cent edge in market share and, not surprisingly, better employee relations."

Final speaker Arch Lustberg, a crisis communicator who has coached presidential candidates and clients appearing on the television programs 60 Minutes and Larry King Live, showed the crowd how to use their voice, body and face to turn confrontation into communication, and crisis into opportunity (e.g. don't repeat their negative words, like

"rip-off"). His topic, "when you're in the news, you are the news," definitely hit home with the audience.

The Hotel Association of Canada organizers definitely achieved their conference objective - to send everyone home thinking "outside the box."

Canadian businesses need to embrace e-commerce

by Guy Deschênes

The much-anticipated report of the Canadian E-Business Opportunities Round table - *Fast Forward: Accelerating Canada's Leadership in the Internet Economy* - was released in January 2000.

The report describes how Canada is favourably positioned to be a leader in the Internet economy because of its advanced telecommunications infrastructure, the Canadian public's very high rate of connectivity, and the government's proactive approach to Internet use.

Despite these encouraging assets, Canada is still lagging behind the United States in electronic commerce sectors. On a per capita basis, Canadian Internet users purchase less via the Internet than their American counterparts. Similarly, Canadian businesses make less use of the Internet to do business with their suppliers and clients.

Since geographical borders do not apply to e-commerce and the Internet, it is fair to say that American businesses, with the products and services they sell on the Internet, have built up a lead over Canadian companies and are even attracting many Canadian Internet users to their Web sites.

Action will have to be taken quickly if Canadian companies are to have any hope of preserving their domestic markets and opening up new markets.

URGENT FOR TOURISM, SMES

The situation obviously applies to the Canadian tourism industry, which must definitely make the transition to electronic commerce.

Failure to keep up with the revolution in trade, and transactions generated by the Internet can affect, even in the short term, the development and competitiveness of Canadian tourism enterprises.

The situation in Canada is therefore clearly URGENT, particularly for small and medium-sized tourism enterprises.

What immediate action should be taken?

7 STEPS

Regardless of your level of knowledge about or use of the Internet, remember that there are seven clearly-defined steps to success in developing and exploiting an Internet presence for your business. As a general rule, they should be taken in the following order:

1. Get an electronic mail address;
2. Establish your own Web site;
3. Get the right tools to attract Internet users;
4. Get the tools that will give you a clear picture of the Internet users who visit your site;
5. Make sure your Web site is vital, dynamic and up to date;
6. Promote your products and services in such a manner as to encourage your clients to become frequent visitors to your site;
7. Sell your products on-line.



Details of these steps and the methods and tools for applying them are set out on the Canadian Institute of Tourism and Electronic Commerce (CITEC) Web site at <http://www.citec.ca>, the tourism industry's Canadian reference for information on e-commerce and the Internet.

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Standards for golf club managers, heritage interpreters

National Occupational Standards have been developed by and for golf club general managers and provide a detailed checklist of the knowledge, skills and attitudes they need to be considered competent.

The standards cover administration practices, financial management, human resources management and training, interpersonal skills, marketing, public relations, turf grass management, golf shop operations, and food and beverage operations.

Heritage Interpreter Workbook and Trainer's Guides are available to help interpreters share Canada's diverse historical, natural and cultural heritage with tourists from around the world.

Created by employees, super-



Canadian Tourism
Human Resource Council
Conseil canadien des
ressources humaines
en tourisme

visors and educators, these tools meet the needs and priorities of those who work in the industry. The workbook leads the reader through the stages of developing, delivering and evaluating an interpretive program, including choosing and using interpretive tools. An accompanying Trainer's Guide provides a step-by-step approach to building coaching skills for trainers delivering a Heritage Interpreter workshop.

The Local Tour Guide/Tour Director Workbook and Trainer's Guide are relevant to step-on guides, meet and greet guides, on-site guides and driver guides. Topics in the manuals include cross-cultural awareness and developing and maintaining an information file to tailoring commentary and handling international border crossings.

The workbook and guide include real-life examples, self-evaluation checklists and a variety of exercises.

The Tour Director Workbook and Trainer's Guide deal with many of the same topics as Local Tour Guide, with more emphasis on managing arrangements and services.

National Occupational Standards are also available for Heritage Interpreter and Local Tour Guide/Tour Director. National Occupational Standards (with some exceptions) sell for *\$30.00, Workbooks sell for *\$75.00 and Trainer's Guides sell for *\$195.00.

To purchase any of these training tools or resources, contact the Canadian Tourism Human Resource Council and they will put you in touch with the council in your province or territory. Or, visit www.cthrc.ca

Canadian Tourism
Human Resource Council
Tel: 613 231-6949
Fax: 613 231-6853
cthrc@cthrc.ca

*Prices may vary from province to province

Redberry Lake, Clayquot get UN designation

The United Nations (UNESCO) has designated Redberry Lake in Saskatchewan and Clayquot Sound, on Vancouver Island, B.C. as World Biosphere Reserves, bringing to eight the number of such reserves in Canada.

Canada's two sites were among 11 Biosphere Reserves designated worldwide by the UN this year. Redberry is Saskatchewan's first Biosphere Reserve and Clayquot is B.C.'s first Biosphere Reserve.

Canada a market for English language students

According to the French Ministry of Education, 806,700 elementary school students were enrolled in a program of foreign language study in 1994-95 and 70 percent of them were studying English. The number of linguistic stays abroad was estimated at between 300,000 and 400,000.

Every year, two or three organizations on the lookout for new destinations for their clients propose Canada as a destination for linguistic travel. England is still the most popular destination among French travellers, obviously because of its proximity. But Canada has the advantage of being a preferred destination among French travellers.

CTC FRANCE RUNS LANGUAGE FAM TRIPS

The Canadian Tourism Commission - France has been organizing promotional activities for the past five years to publicize the various language programs available in Canada.

Three press trips and three study trips to Canada were organized to introduce travel agencies, linguistic travel organizations and journalists to our language schools. The fam trips resulted in new partnerships between Canada's language schools and French agencies. They also provided travel agencies with a better idea of Canada's language programs and the country's attractions.

CTC France also participates in trade fairs specializing in linguistic or educational travel, such as *Expolangues* (of which Canada was the honorary host in 1997) and the *Salon de l'Éducation* (held for the first time in the fall of 1999).

NEW CAMPAIGN

Promotional efforts for linguistic travel will move to a new level in March 2000, when the CTC's new advertising campaign is slated to begin.

Thanks to a partnership with the Canadian Heritage Department, AFCV (a French agency specializing in linguistic travel) and *Nouvelles Frontières* (a general-purpose tour organizer) will be advertising their linguistic travel packages to Canada on the French television networks, for an investment of about \$180,000.

DEMAND INCREASING

Although Canada is still not a widely known linguistic travel destination, demand is increasing.

Currently, there are about 5,000 French linguistic travellers to Canada a year, but with the new advertising campaign, we hope to double this

figure within the next two years. We are looking to focus on the 18-to-35 age bracket, an adult clientele made up of students finishing their university studies and young business executives. There is a growing demand for in-plant training assignments and linguistic training trips offered by businesses to their employees.

NON-CONFORMIST TRAVELLERS

People interested in travelling to Canada are attracted to discovery, adventure and the wilderness.

They are not afraid of distances or cold weather. They are non-conformists and wish to appear daring in their choices. Canada is considered exotic and is mentioned in the same breath as Australia: a remote land with a different and fascinating culture. And the majority are not neophyte linguistic travellers; many have already taken a trip to England, Ireland, Germany, the United States or another country.

Also, parents looking to send their children to North America often prefer Canada to the United States because it is considered safer.

Walk in visitor centre in London to close

As mentioned in the last issue of *Communiqué* the walk in facility of the Visit Canada Centre on Trafalgar Square in London will be closing March 31.

But, advises Ian Harrower, the CTC's director for UK & Ireland, "Otherwise, it's business as usual."

Carlson Marketing Group have managed the centre since 1995 and will continue to manage the consumer service on behalf of the CTC London, fulfilling consumer requests for brochures and providing general information from their call service in Northampton.

Written and e-mail enquiries will continue to be answered as before and the travel industry will continue to be served through a dedicated trade phone and fax number to be announced before the end of March.

For more information
Nim Singh
Tel: 0171 258 6596
nimsingh@ctc-uk.org

Canada Corroboree, Australia

A team of Canadian travel and tourism specialists completed a ten-day January whirlwind trip 'Down-Under,' updating agents on the latest travel products and destinations in Canada.

The 12-person team presented an educational tour of discovery through the many attractions Canada has to offer to travel agents in Sydney, Brisbane, Melbourne and Adelaide.

An estimated 1100 travel industry representatives attended the Canada Corroboree functions to hear educational and informative presentations on Canada's key destinations and package options for 2000. Joining the Canadian team were 13 Australian wholesalers, who joined in the presentations highlighting their Canadian programs for the year.

Canadian presenters included: Brennan Tours, Calgary Convention & Visitors Bureau, Canadian Pacific

Hotels, Ontario Tourism, Rocky Mountaineer Railtours, Tourisme Québec, Tourism Victoria, Tourism Whistler, Tourism Yukon and Travel Alberta

NEW THIS YEAR

New this year to Corroboree was "Northern Exposure" - a dedicated training program for wholesaler's travel and reservations staff.

Tested in Sydney, the training was received with overwhelming praise by participants. More than 115 reservations staff were trained during an intensive two-hour session, which will be incorporated into all the cities visited for next year's program.

A strong media strategy was developed in and around the Corroboree program. Australia-wide, the Canadian delegation had the opportunity to pitch new Canada product to more than 50 writers, reporters and broadcasters from radio, newspaper, TV and magazines. Extensive coverage is expected as a result.

INTERNATIONAL REPORT
continued on page 19

CTC REPORT

Canada back in WTO

The World Tourism Organization has announced that Canada has rejoined the group after a six-year absence.

The Madrid-based WTO said that their executive council accepted Canada's application for membership at their January 25, 1999 meeting.

In making the announcement, WTO secretary general Francisco Frangialli said he was very pleased about Canada's decision to return, and saw that as an indication that the organization's work is relevant to the needs of large industrialized countries, as well as others.

Canada will have a seat on the WTO's newly-formed program committee, as well as on the statistics steering committee.

NOTICE OF VACANCY

CTC President and CEO

The Canadian Tourism Commission is seeking candidates to apply for the position of President and Chief Executive Officer.

The notice of vacancy was placed in the *Canada Gazette* on Saturday February 12, and also appeared in the *Globe & Mail* and the French newspaper *La Presse*.

Individuals who are interested should send their curriculum vitae by March 6, 2000, to the Director of Appointments, Office of the Prime Minister, Langevin Block, 80 Wellington St., Ottawa, Ontario K1A 0A2, Facsimile (613) 957-5743.

To facilitate administrative processes, please indicate you are applying for "Canadian Tourism Commission."

FURTHER INFORMATION IS AVAILABLE UPON REQUEST

Bilingual notices of vacancies will be produced in alternative format (i.e. audio cassette, diskette, Braille, large print, etc.) upon request.

For further information:

Canadian government Publishing, Public Works and Government Services Canada, Ottawa, Canada K1A 0S9 Tel: 819 956-4800 or 1-800-635-7943





Marketing Nova Scotia via the Worldwide Web

The people behind Nova Scotia's tourism marketing program have embraced the Worldwide Web and their efforts are paying big dividends in the best way possible – motivating visits to Canada's Seacoast.

In 1999, the province's Web site (*exploreNS.com*) generated an impressive 20,000 trips to Nova Scotia. The Web site, part of Nova Scotia's integrated marketing program, generated 45,000 requests for information.

The inquiries were evaluated as part of the annual conversion study to determine the effectiveness of the overall marketing program. Web site inquiries were not only measured with all other marketing-generated inquiries, but converted at a higher level.

"This dynamic technology allows Nova Scotia to market itself to the world at a fraction of the cost of other marketing vehicles," says Doug Fawthrop, chair of the Nova

Scotia Tourism Partnership Council and managing director of White Point Beach Resort. (The council is a private-public sector team that leads provincial marketing and product development initiatives.)

REINFORCE N.S. IDENTITY

The Web site works with all elements of Nova Scotia's marketing initiatives and is helping to reinforce the province's identity in key markets. About 70 per cent of virtual visitors come from markets where the province is actively marketing itself through other channels, such as advertising and direct mail campaigns.

Activities in 2000 will include new content, photos and related tourism links. "We'll also be enhancing the quality and quantity of information on everything from music and golf to outdoor and nature experiences," Mr. Fawthrop adds.



There are also plans to integrate more interactive features such as music clips from Nova Scotian artists, features that will allow visitors to customize the information they require to make Nova Scotia their vacation destination, and online accommodation bookings.

Through the province's Web site, visitors gain access to detailed information on everything from accommodations and festival and events to outdoor experiences and attractions. There's an on-line request for information and feedback forms, and a survey on Web usage and travelling habits.

Nova Scotia's tourism industry experienced double digit growth in 1999, making it the strongest year ever. Revenues reached \$1.27 billion, representing a 16 per cent gain on top of 1998's record breaking \$1.1 billion. The province also led the country in visitation growth.

For more information
Angela Poirier
Tel: 902 424-1593
poirieam@gov.ns.ca

Team BC targets meeting planners

For the sixth consecutive year, Team BC, a consortium of convention destinations and facilities will be delivering the "BUY BC" message to top meeting planners and association executives in key North American and European convention markets.

"Meetings and conventions are a \$280 billion industry worldwide, and British Columbia has a lot of the qualities that meeting organizers are looking for," says Team BC chair Russ Cowan. Competing with

the top convention destinations isn't easy, but by pooling resources and developing innovative programs the Team BC partners have discovered they have a real impact. They estimate the program has delivered more than \$250 million in direct economic impacts so far.

The Team BC approach is being recognized by others in the industry. The program was recently awarded second place honours in the International Best Marketing Awards competition conducted by the International Congress and Convention Association at their annual congress in Lisbon.

For more information
Russ Cowan, Tourism Victoria
Tel: 250 414-6980

National Aboriginal Tourism Conference

Aboriginal Tourism Team Canada has announced that their annual conference will be held in Saskatoon, April 10 and 11, 2000.

Under the title *Passages*, the conference will feature sessions on current trends in tourism and international tourism markets. There will also be workshops on Aboriginal taxation and tourism, export readiness, e-commerce and tourism, and culture and heritage tourism.

There will also be an Aboriginal Youth Forum on Tourism at Wanuskewin Heritage Park on April 8.

For more information
Racelle Kooy, ATTC
Tel: 613 235-2067
projects@attc.ca

B.C. tourism awards

The first annual British Columbia Tourism Awards were presented during the Council of Tourism Associations of British Columbia's yearly meeting in Vancouver on Thursday, February 17 to

"recognize excellence and innovation" in the tourism industry.

THE WINNERS ARE

SuperHost Customer Service Award
– Jutta Wegener, *Go West Campers*

Tourism Media Award

– Good Earth Productions

Outside of the Box Award

– Vancouver Aquarium Marine Science Centre in Stanley Park

Environmentally Responsible Tourism Award

– Mulvehill Creek Wilderness Inn

Best Tourism Marketing Campaign

– The Great Canadian Railtour Company

The William Van Horne Visionary Award

– Stanley McDonald, Princess Cruises; Dean Brown and Chuck West, Holland America Lines, and; Kirk Lanterman, chairman and CEO, Vancouver Port Authority.

Tourism Industry Leader of the Year

– Hugh Smythe, Intrawest Corporation.

Newfoundland awards

A number of awards were presented at the 17th Annual Convention and Trade Show of Hospitality Newfoundland and Labrador in late January.

AWARD RECIPIENTS INCLUDED

Quality Award

– Armand A. Agabab, Hotel Newfoundland

Restaurateur of the Year

– Bonavista restaurant, Hotel Newfoundland

Sustainable Tourism Award

– Dave Snow, Wildland Tours

Cultural Tourism Award

– Newfoundland Symphony Youth Choir

Doug Wheeler Award

– Canada Winter Games Organizing Committee

Golden Umbrella Awards

– Interprovincial Airlines & Stan Cook, Wilderness Newfoundland Adventures.

Orchid Award

– Sea Echo Motel, Port au Choix

PRIDE Award

– Margaret Parady, Beach Rock Bed & Breakfast

Norman Parsons Memorial Award

– David and Barbara Adams, Tickle Inn at Cape Onion

New research directions focus of Cooper efforts



Following his appointment as the first industry executive to head the CTC's research committee efforts, Simon Cooper has been mandated by the commission's board of directors to propose how research might better serve the tourism industry's needs.

The president of Marriott Lodgings Canada, and vice president of Marriott Lodgings International has hit the ground running with his task, and has met with industry and government officials across the country since being appointed in December.

He suggests that while the CTC's current research program is producing "absolutely outstanding work in econometric models and satellite account management, there is a great deal of tourism information out there that would be of direct benefit to tourism marketers that is not currently being gathered by the CTC."

In this basket he includes qualitative data relating to marketplace trends, consumer tastes, questions relating to industry competitiveness, "information that helps us

forecast where future change is going to come in tourism."

Mr. Cooper has produced what he calls "a continuum" document, that points to four key areas of research and which agency or group is most involved in their delivery. His work involves seeing if the best approach might be to have the various aspects of research - which he feels is all out there but scattered among a variety of sources - coordinated under a single umbrella group, with the ability to look at all facets of tourism information and decide which best serves the industry's needs for a specific purpose.

He suggests information gathered and coordinated in this way could be of great benefit to Canada, both in marketing its offerings and using it in other areas, such as helping to generate off-season infrastructure development, and managing long term supply and demand "to avoid some of the ups and downs" a highly competitive industry like tourism faces.

Mr. Cooper plans to carry on with his work, meet with some more key players in industry and government, and then report his recommendations to the CTC board at its spring meeting, likely in May.

Communiqué will keep readers posted about further developments.

Among the accomplishments were a first-ever compendium of national information sources, new analytical tools such as the National Tourism Indicators, the promotion of the Tourism Satellite Account as a key new industry information aid throughout the world, improvements and expansions to instruments such as the Canadian Travel Survey, and new information products like the new Cities Report.

As well, Dr. Smith's committee expanded partnership participation in the CTC research program to more than \$4 million, and 39 members, including all institutional sectors with interests in tourism research.

As well as remaining as a member of the research committee, he plans to be involved in new initiatives to develop information products for SMEs and DMOs across Canada.

World's Top 10 Tourism Earners in 1999

PRELIMINARY RESULTS

Rank	Country	International Tourist Arrivals (US\$ million)		% Change 1999/98
		1998	1999	
1	United States	71,250	73,000	2.5
2	Spain	29,737	25,179(9)	9.5
3	France	29,931	24,657(9)	6.3
4	Italy	29,809	31,000	4.0
5	United Kingdom	20,978	20,972	0.0
6	Germany	16,429	9,570(7)	-0.2
7	China	12,602	14,099	11.9
8	Austria	11,184	11,259	0.7
9	Canada	9,393	10,282	9.5
10	Mexico	7,897	7,850	-0.6

Source: World Tourism Organization (WTO)

*Estimations for the full year, except when a number of months is put between brackets

World's Top 10 Tourism Destinations in 1999

PRELIMINARY RESULTS

Rank	Country	International Tourist Arrivals (000)		% Change 1999/98
		1998	1999	
1	France	70,000	71,400	2.0
2	Spain	47,749	51,958	8.8
3	United States	46,395	46,983	1.3
4	Italy	34,829	35,839	2.9
5	China	25,073	27,047	7.9
6	United Kingdom	25,745	25,740	0.0
7	Mexico	19,810	20,216	2.0
8	Canada	18,837	19,556	3.8
9	Poland	18,780	17,940	-4.5
10	Austria	17,352	17,630	1.6

Source: World Tourism Organization (WTO)

Canada holds 8th place, Asia Pacific returns to drive world tourism

Canada has maintained its 8th place global competitive ranking while world tourism, stimulated by economic recovery in Asia, grew by 3.2 per cent in 1999 - half a point faster than 1998.

According to preliminary results released in early February by the World Tourism Organization, international tourist arrivals reached 657 million last year, an increase of 3.2 per cent over 1998. Earnings from international tourism also rose by 3.2 per cent to reach US\$45 billion, following two straight years of flat growth.

"After three straight years of improvements in our competitive rankings, Canada maintained its global competitive positions of eighth place in terms of volume and ninth place in terms of receipts," said CTC director of research, Scott Meis.

"After two years of negative results the Asia/Pacific region was once again the star of world tourism in 1999, reaching a growth rate of 7.5 per cent and a new record total of nearly 94 million international tourists," said WTO secretary-general Francisco Frangialli.

For more information
 Scott Meis, Director, Research
 Tel: 613 954-3909 Fax: 613 954-3826
 meis.scott@ic.gc.ca

Statistics Canada's tourism publications and services

The Tourism Statistics Program of Statistics Canada, Culture, Tourism and Centre for Education Statistics Branch is the primary centre for tourism-related information and data within Statistics Canada.

A number of publications and services of interest and value are available to the Canadian tourism industry.

PUBLICATIONS

INTERNATIONAL TRAVEL - ADVANCE INFORMATION

Available six weeks after the end of the month, this four page monthly publication provides the most current data on the number and origin of travellers entering Canada or on returning Canadians.

INTERNATIONAL TRAVEL, TRAVEL BETWEEN CANADA AND OTHER COUNTRIES

This annual publication provides a profile of international travellers to and from Canada by numerous travel characteristics.

Find out for example, how American air travel to Canada is expanding, the top states visited by Canadians, or the most popular activities enjoyed by overseas visitors.

CANADIAN TRAVEL SURVEY, DOMESTIC TRAVEL

This publication provides an annual

Smith leaves research legacy

He was the first and only chair of the CTC's research committee for the first five years, and his legacy of accomplishments while in the post has been impressive.

Steven Smith, chairman of the University of Waterloo's Tourism Research and Education Centre, will continue to sit as a member of the CTC research committee, although he has been succeeded as chair by Marriott Lodgings' Simon Cooper.

Under Dr. Smith's leadership the research committee broke new ground in a number of areas, adding to Canada's reputation of prominence in the international community.

statistical review of the latest domestic travel trends by presenting profiles of domestic travellers.

Complementary to the data, it also presents feature articles on topical issues such as the seasonal nature of travel, popular tourism regions, and the seniors travel market.

TRAVEL-LOG

This quarterly tourism newsletter examines current international and domestic travel trends.

Keep yourself up-to-date by reading the in-depth feature articles on tourism such as the impact of the Open Skies agreement, aging baby boomers and future travel trends, heritage travellers, and the effect of the Asian crisis on travel in Canada.

TOURISM

STATISTICAL DIGEST

This new biennial publication provides analysis and data on tourism supply and demand in Canada.

It includes articles ranging from the economic significance of tourism in Canada to regional travel patterns.

OTHER PRODUCTS & SERVICES...

MICRO-DATA FILES

The CTS and ITS databases are available on CD-ROM.

The CTS database is packaged with a user-friendly cross-tabulation software (Beyond 20/20).

CUSTOMIZED SERVICES

Order custom data according to your own specifications.

Fees are structured on a cost-recovery basis.

PROFILES

Profiles provide a unique insight and competitive advantage concerning your specific data needs.

You select your target market which is cross-referenced by all the standard trip and traveller characteristics collected from the CTS and ITS.

STANDARD TABLES

Choose from a variety of off-the-shelf tables that are readily available in electronic or paper format.

*To obtain more information on travel & tourism statistics
Call your Statistics Canada Regional Reference Centre toll-free
Tel: 1-800-263-1136*

*Call the Tourism Statistics Program
Tel: 1-613-951-9169*

*Visit the Statistics Canada Web site
www.statcan.ca*

*or contact
Brad Ruth
Assistant Director, Culture and Tourism, Statistics Canada, Tourism Statistics Program,
Tel: 613 951-9169
Fax: 613 951-2909*

Cyber editorial program helps operators

by Richard Pennick

Positive media exposure is generally accepted as being the primary 'decision to travel influencer' – consistently.

A program to gain maximum positive editorial exposure of Canada in selected print media creates consumer interest and demand. This is achieved by sending 'useful' editorial material to editorial decision makers by e-mail on a regular basis.

This has been done effectively in the New Zealand market and is by no means revolutionary, but is merely a refinement of existing techniques.

WORK WITH JOURNALISTS

It is important to establish a working cyber relationship with the journalists on your domestic and international e-mail list.

You might want to contact the publication concerned to identify who the material should be sent to. Remember that these people are inundated with material from many sources and in many forms. Your material must be of a high standard, presented in an attractive and useful form if it to be both anticipated and welcomed by recipients.

The material must be of interest and use to readers and falls into three general categories:

- Media releases and short stories on events, attractions and services, etc. These may be provided on a weekly basis and be of about 300-600 words preferably to fit on an A4 page, single spaced. Do not send hard copy unless it is requested
- Stories of between 600-unlimited words with or without author attribution should be provided on a monthly basis.
- Travel bits/press releases on 'hot' issues can be sent at any time but care should be taken in subject selection and level of reader interest and use. If editors receive PR messages of no interest to them or their readers they will soon trash them and you then run the risk of their trashing your material even before reading it in the future.

It is hard to provide advice on what is and what is not 'interesting and useful material', however a visit to the website: www.travellady.com under Canada will give you an idea of what she thinks is of interest and use to her readers.

You should include a 'free of copyright' note of some kind. Sample: "this editorial and imagery is provided free of charge and requires no attribution".

- Rules of thumb on what's not hot**
- Do not send overtly commercial

press releases, or material aggrandising local luminaries. Keep superlatives to a minimum – 'biggest and best,' etc. Remember the material must be considered of interest and use by the editor – not your organization.

- Send material from your office, There should be no reference to it having been originated by a public relations company. NTOs have credibility, PR companies often do not.

Sourcing material

Images – I have found that editors are more likely to use material now (an increase of about thirty per cent) if they have instant access to an image by e-mail. Low res images reproduce at an acceptable quality for newsprint and some magazines if not enlarged too much. I now attach one low res jpg image to the end of each story.

You can send this as either an open jpg that media may scroll down and see immediately, or as an attachment to be opened when they have time.

It is most important that the jpg file be no larger than 100KB as you may alienate the recipient if the file takes too long to download. You may advise the recipient that you are also able to provide high res PDF files or transparencies on request.

Other information which will enhance your submission

- Do not include a long list of recipients on the e-mail. Send the e-mail to the individual only and couch the preliminary message in such a way as to convey they are the only recipient – although they will know that they are not.
- Build a number of e-mail lists (including all CTC offices and PR) and send material only to those likely to be interested. Hard adventure kayaking to adventure publications, gardens, etc.
- Separate mailings of compatible material should be sent to editors of papers carrying your advertising. You should liaise with your advertising department to determine schedules, leveraging editorial on the basis of your organisations advertising buy.
- Dated material on events, winter sports, seasons should be sent well in advance of the travel influencing period for the recipient market.
- Include geographic location of destinations, include names of carriers serving region, transportation access, tour operators who represent the product, prices in C\$ if applicable, points of contact and websites at the stories end.

If you would like a sample e-mail media release please advise
rpennick.cdatsrm@xtra.co.nz

Richard Pennick is the CTC's representative in New Zealand

A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
TOURISTS TO CANADA			
From the U.S.	Jan-December 1999	15,326,000	2.9
By Auto	Jan-December 1999	9,609,000	2.2
By Non-auto	Jan-December 1999	5,717,000	4.1
From Overseas - Total	Jan-December 1999	4,231,000	6.4
United Kingdom	Jan-December 1999	795,000	4.9
Japan	Jan-December 1999	521,000	7.1
France	Jan-December 1999	415,000	2.9
Germany	Jan-December 1999	396,000	3.8
Hong Kong	Jan-December 1999	140,000	-8.0
Australia	Jan-December 1999	154,000	4.5
Taiwan	Jan-December 1999	158,000	25.1
OUTBOUND CANADIAN TOURISTS			
To the U.S.	Jan-December 1999	14,110,000	5.1
By Auto	Jan-December 1999	7,869,000	3.5
By Non-Auto	Jan-December 1999	6,242,000	7.2
To Overseas - Total	Jan-December 1999	4,252,000	0.8
EMPLOYMENT IN TOURISM			
Total Activities	Third Quarter, 1999	543,600	0.6
Accommodation	Third Quarter, 1999	152,600	-1.5
Food and Beverage	Third Quarter, 1999	147,800	-0.2
Transportation	Third Quarter, 1999	93,300	5.4
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income	Third Quarter, 1999	\$18,695	0.9
GDP (1992 prices)	Third Quarter, 1999	\$873,968 million	4.2
CPI (1992=100)	December 1999	111.5	2.6
EXCHANGE RATES (in Cdn\$)			
American dollar	January 2000	1.4489	-4.6
British pound	January 2000	2.3775	-5.2
Japanese yen	January 2000	0.0137	2.5
French franc	January 2000	0.2237	-16.7
German mark	January 2000	0.7504	-16.7
EURO	January 2000	1.4676	-16.7

Note: All tourist estimates deal with trips of one or more nights. All data on this table is not seasonally adjusted. Sources: Statistics Canada and the Bank of Canada.

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PEOPLE



**New HAC
 chairman**

Michael Jackson, senior vice president, operations of Westmont Hospitality Group, was elected chairman of the Hotel Association of Canada at its recent annual meeting.

**Susan Iris to new
 U.S. position**

Susan Iris, managing director for meetings and convention sales in the United States, has been appointed acting managing director, U.S.

In her new position she will also be responsible for the CTC's leisure travel program in the U.S.

**Torre Ossmo to
 other challenges**

Torre Ossmo, the CTC's Chicago-based vice president, USA has decided to leave the CTC to pursue other opportunities.

His experience and network in the U.S. market and around the world has been an invaluable asset to the CTC and he will be missed.

Mr. Ossmo has agreed to a reasonable transition period to ensure an orderly transfer of his responsibilities.

The CTC wishes him well in his future endeavours.

Natacha Bustros

... has joined the Canadian Tourism Commission's industry issues unit, where she will be responsible for transportation and financing files.

Prior to joining the CTC she worked in the Spectrum, Information Technologies and Telecommunications Branch of Industry Canada.

*She can be reached in Ottawa at
 Tel: 613 954-3970*

**Stephan
 Gerhardt**

...has been appointed the CTC's manager, U.S. Canada Specialist Program. In his new position he will be responsible for the management, coordination and expansion of the successful Canada Specialist Program throughout the U.S.

He will remain based in Washington, DC.

**Carol Bruce a
 success story**

No one can claim the longevity, coupled with the range of accomplishments on behalf of Canadian tourism than Carol Bruce, the CTC's departing corporate secretary.

Carol joined the Canadian Government Office of Tourism (CGOT) as a student in 1973 and after college graduation the London Ontario native joined the agency as a permanent employee.

That marked the beginning of a long and distinguished career that had Carol working in almost every area of the federal government's



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tourism departments (CGOT, Tourism Canada and the CTC) as they evolved over the years, in Canada and the United States.

Carol's successes have always been accomplished behind the scenes. But their importance and high visibility have been recognized and welcomed by the Canadian tourism industry -- the industry consultation process leading to the formation of the CTC, the CTC Charter, terms of reference for the CTC board and committees, and the product club program among the many.

Says former CTC president Doug Fyfe, "You could use all the cliches about her being hard working and bright and loyal, and you'd be right. But the one thing that struck me about Carol in all the years I worked with her, is that she selflessly put the organization and its people first. She did an absolutely tremendous job for us and for this industry."

Adds CTC chairman Judd Buchanan, "She was a tremendous asset, and the glue that held our organization together. Every time something was needed you would immediately call Carol and you knew you would get it. Nothing flapped her, nothing bothered her. She just got things done. She'll be greatly missed."

Carol is taking a senior position with Team Canada, the international sales mission group at Industry Canada.

Canadian Tourism Commission
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 235 Queen Street,
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