



CANADIAN
TOURISM COMMISSION
COMMISSION CANADIENNE
DU TOURISME

The Aboriginal tourism challenge: managing for growth



Photo: Terry Parker
Courtesy of Northwest Territories Arctic Tourism.

by Virginia Doucett

As a percentage of the total Canadian population, Aboriginal people represent about 4 per cent. If Aboriginal people were to share in the tourism industry in proportion to their pop-

ulation, Aboriginal tourism would be a \$1.6 billion industry providing 30,000 – 40,000 jobs. However, the current situation is not reflective of the potential: the Aboriginal tourism industry is presently esti-

mated at \$270 million employing only 14,000 –16,000 people with half of these seasonal or part-time. This is less than one-half of one percent of the Canadian industry.

Why have Aboriginal people lagged in their level of participation in Canada's largest growing industry? In an industry characterized by small and micro businesses, many of the problems will be familiar to other small and medium-sized enterprises, but there are some unique aspects. For example, training is needed at all levels to provide the skills required to consistently deliver a product. The challenge is to develop and deliver training tools that are relevant and accessible to Aboriginal learners. This becomes more pronounced in rural and remote communities where traditional cultures remain strong.

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SMEs account for 99% of Canada's tourism industry

The "SMEs" or small and medium sized enterprises account for 99 per cent of Canada's tourism industry, according to recent data received from Statistics Canada derived from the Tourism Satellite Account and the Business Register. Small businesses (up to 50 employees in the service sector) and medium-sized businesses (from 50 to 500 employees) together account for about 158,500 of 158,635 establishments in Canada that the TSA identifies as part of characteristic tourism industries and which contribute 2.5 per cent of Canada's Gross Domestic Product.

These figures do not include foreign-based businesses that operate within Canada. For example, the "Columbus", a 400-plus passenger cruise ship that offers Great Lakes tours in the summer season, is owned and operated by a company with its

head office in Germany, and is not included in the foregoing statistics. Conversely, Canadian-based companies that largely or exclusively take Canadians and/or other tourists to foreign destinations are included.

Statistics Canada was commissioned by the Canadian Tourism Commission's Small and Medium-sized Enterprises Committee to undertake a study which would research figures for employee numbers and annual revenue of establishments and enterprises in the tourism industry by business size. The focus of this study is to establish a profile of tourism SMEs, based on annual revenue and employee numbers. The statistical breakdown should add to the CTC's understanding of the operating realities and available resources for the businesses that comprise Canadian tourism.

The CTC played a major role in the establishment of the Tourism Satellite Account (TSA) in Canada in 1994. The TSA provides an accurate means of measuring the economic demand and the production of goods and services for tourism which in turn

allows for the consistent comparison of tourism with other economic activities.

The Business Register is a repository of information reflecting the Canadian business population and exists primarily for the purpose of supplying frames for all economic surveys in Statistics Canada. It is designed to provide a means of coordinating the coverage of business surveys and of achieving consistent classification of statistical reporting units as well as a data source for the compilation of business demographic information.

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Canada program launches new image



Discover our true nature

See story on page 17

COMMUNITIQUE

CANADAS TOURISM MONTHLY
www.canadatourism.com

TRAVEL TRADE
SECTION Pg. 9

December, Culture, and Commerce

It is indeed December again, the month that is a watershed, of sorts, for most of us in the tourism industry. Not to say it is a time of rest, for it most certainly is not, at least for those in the industries that serve the travelling public. It seems, though, to be a time of transition.

We are celebrating culture and tourism in this issue, with a considerable focus on Aboriginal tourism and some articles on spiritual tourism – wellness of the body and spirit, as it were. For Canadians of European cultural extraction, there are spiritual connotations to the month of December through a number of forms of heightened religious activity. For example, we read in last month's *Communiqué* about efforts to market Christmas in Canada.

A wise friend whom I often consult about matters of tourism and culture – particularly Aboriginal culture – remarked the other day about the “inextricable link between culture and commerce”. We were trying to get a sense of what is appropriate in marketing and selling the spiritual components of our culture, and while it occurred to me that there are significant differences between Aboriginal and European cultures, there is a fundamental sameness when we consider what is commercially appropriate.

Although we exuberantly market our European-based culture during the Christmas season, we do not sell Christian salvation, nor the spiritual ceremonies associated with it. Is it so extraordinary, then, that First Nations people successfully market their culture yet consider it inappropriate to sell a sweatlodge experience or a sweetgrass ceremony? Hardly!

What we can share with our visitors is that special relationship between “the guest, the host, and the land” referred to by Hawaiian tourism visionary the Late Dr. George Kanahale. That relationship is well understood by our First Nations elders; perhaps it is a concept we should all consider, at least as a paraphrase, as we enter this holiday time of year: may all our clients be our guests, may we all be truly hosts, and may this marvelous and broad land of ours be a celebration of opportunity and respect.

On behalf of all of us at *Communiqué*, have a happy year end and a great new year!

PGK

COMMUNIQUE 2001 EDITORIAL OVERVIEW

In the January-February issue, *Communiqué* will take an in-depth look at how the Canadian Tourism Commission's new status as a Crown Corporation will impact upon the interests of our readers.

Throughout the balance of the year 2001, *Communiqué* will publish, along with our regular departments and tourism news articles, features that are themed to examine those special qualities of Canadian tourist experiences that make them distinctly “Canadian” in flavour.

See our Editorial Schedule for the year to be published in this location in the January-February issue.

LETTER TO THE EDITOR

I read your publication regularly and with considerable interest. The topics covered in its pages and the information it contains are valuable to me in my work. Your October issue was particularly interesting to me because of its strong focus on skiing, since I work in the skiing industry.

Unfortunately, I think the editorial content does not do justice to the realities and diversity of the skiing industry in Canada.

First of all, close to 80 per cent of the articles on skiing concern products in Western Canada and most of the pictures are from that region. According to statistics from the Canadian Ski Council, however, 50 per cent of total skiing customer activity in Canada is reported by the 151 ski centres (55% of the Canadian total) in Ontario and Québec. Furthermore, the majority of Canada's skiing public lives in Ontario (30%) and Québec (29%).

Second, the main article in the issue is inappropriately titled “L'industrie du ski, pour le meilleur et pour le pire” [Best of times, worst of times, for the

ski industry], its content is incomplete and it creates the impression that Eastern Canada offers the worst part of the Canadian skiing experience. However, estimates indicate that customer activity in the 1999-2000 season was relatively stable, while revenue levels increased slightly. This is far from being the lowest point that the industry has experienced in recent years.

From an investment standpoint, there are a number of things to report in Québec ski centres, ranging from the installation of new chair lifts to the acquisition of snowmaking and grooming machines, the opening up of new trails and the improvement of accommodations. These substantial investments provide an enhanced experience to skiers and snowboarders.

We hope the necessary changes and corrections will be made and that the readers of *Communiqué* will visit the mountains of Québec and Ontario to see for themselves that skiing in this part of the country is skiing at its best!

Claude Pélouquin

Directeur général

Association des stations de ski du Québec.

ON THE WEB

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ABORIGINAL PEOPLE

THE ABORIGINAL TOURISM CHALLENGE...

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FINANCING AND TECHNOLOGY

Access to financing is a problem. For businesses located on reserves, there is an additional issue related to securing loans with real estate and other assets on reserve lands. In addition, uncertainty over access to lands arising from longstanding yet still unresolved land claims can deter prospective tourism operations from being developed.

Aboriginal tourism businesses need to be encouraged to make more use of technology, a big challenge in remote locations as the cost of internet access is very high and possibly only one computer is available to an entire community.

COMMUNITY AWARENESS AND SENSITIVITY

As with all tourism, Aboriginal tourism must compete with other sectors such as construction and resource-based industries, which usually offer higher wages. As well, communities may have identified higher priority issues such as improving social conditions or building local infrastructure, so community awareness of the benefits and opportunities in the tourism industry is often lacking.

Probably more importantly, many communities are sensitive about sharing their culture: there are things that are not for others to see or share. Elders generally welcome the oppor-

tunity to share aspects of their cultures with others but are adamant that their culture and spirituality is not for sale. Community reticence to share their culture often stems from unpleasant experiences with visitors who have not been properly informed and thus arrive with inappropriate expectations.



The travel trade wants authentic cultural experiences but is unsure about what does, indeed, constitute authenticity. This has led to a wariness and reluctance to deal with Aboriginal suppliers. (Readers may wish to refer to an article in the June, 1999, *Communiqué* (page 17) on authenticity, which provides tips to tour operators.)

Tour operators looking to include community-based Aboriginal experiences in their programs are often frustrated by the long process in getting products up and running.

The time needed to address some of the skill deficiencies noted above is compounded by the time needed to develop trusting relationships within a community, for without community support it will be impossible to develop products.

ADDRESSING THE ISSUES

The Aboriginal Tourism Team Canada (ATTC) is committed to developing the industry partnerships needed to

Heritage Interpreter Workbook leading to certification for Aboriginal guides.

And there are some emerging issues. At recent industry meetings in NWT and Saskatchewan, hunting outfitters called for more marketing and promotion support for their industry from the CTC and other government agencies. Their contention is that the hunting sector is a significant revenue generator and provider of export dollars. Further, there is no stated or written policy of the Government of Canada that supports current practice.

With the hunting sector reaching new international markets, and with significant numbers of Aboriginal people involved in the sector, the ATTC would welcome a review of the situation to determine how hunting may be positioned and once again included in Canadian tourism marketing and promotional activities.

THE OPPORTUNITY ABOUNDS

The Aboriginal population is experiencing unprecedented growth. Aboriginal youth are reaching working age in increasing numbers and represent a largely untapped human resource. The opportunity, and the challenge, will be to attract and keep them in the tourism industry. By working together with the continued support of partners, I believe that we can create the awareness, the training tools and the employment or business opportunities that this segment of the Aboriginal population is seeking.

Virginia Doucett
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address these issues. For example, a partnership with the CTC has resulted in tools such as the *Cultural Tourism Planning Guide*, jointly funded research in Europe and the *Canadian Aboriginal Tourism Sales Catalogue: Live the Legacy*, of export-ready cultural experiences. Additional tools are planned for the coming year.

The Canadian Tourism Human Resource Council (CTHRC) has worked with ATTC to produce the *Aboriginal Tourism Business Planning Guide*. The partnership is currently examining how to develop an *Aboriginal Cultural*

Taking us back to the land through First Nations' eyes

The *Kawartha Lakes Spirit Walks* is a unique series of opportunities to learn about the past, present, and future of the First Nation of the Kawartha Lakes region in south-eastern Ontario. This gathering of special people and places is dedicated to providing interactive heritage experiences that bring us back to the land – canoes, sparkling waters, adventures with history.

The experience can be self-guided for a group as small as two people or part of a customized tour for groups of 10 to 18, or 30 to 45 people. A multi-faceted brochure is the basis of the tour. It is an educational guide as well as a map of the Kawarthas. Tour customization allows participants to enhance their experience with

other activities, such as canoeing, cycling, artistic workshops, boat cruises and staying in the Kawartha region for an extended period of time.

First Nations communities take the lead through story-telling, artistic interpretation, discussion of the Ojibwa language, principles of the medicine wheel, nature walks and native-inspired cuisine. The groups putting these experiences together do so in keeping with some guiding principles:

- respect and support the economic and spiritual development of our First Nation Communities of Alderville, Hiawatha, and Curve Lake;
- make the Kawarthas a year-round eco-tourism destination celebrating

its natural and cultural heritage;

- expand heritage, artistic and cultural initiatives that offer educational opportunities;
- celebrate the canoe as a symbol linking the history of the First Nations people, European settlers and the Trent-Severn Waterway;
- recognize and protect the rural lifestyle and environmental issues of the Kawarthas.

BROAD PARTNERSHIP

Participants in the *Kawartha Lakes Spirit Walks* project include economic development officers from Curve Lake, Hiawatha, and Alderville First Nations, artists, tour leaders and interpreters, country inn and resort operators, attraction managers, campground/park managers, Kawartha Lakes Tourism in Peterborough, the Ecotourism Management Program at Sir Sanford Fleming, the Ministry of Economic Development, the Ministry of Culture and Citizenship, and Ontario Tourism.

Tour highlights include a tour of the 2000 year old burial mounds at Serpent Mounds high above Rice Lake where guests learn about

10,000 year old canoe routes across North America, of which the Trent-Severn Waterway is part. A key location is the Canadian Canoe Museum, celebrating the heritage of the canoe on the Kawartha waterways with a collection of over 600 canoes and kayaks from all over the world. At Curve Lake, the Whetung Gallery is a gathering place of First Nation artists.

The *Kawartha Lakes Spirit Walks* has evolved over the last three years. Some 30 groups of between 10 to 20 people have taken part. Japanese and German tour groups have greatly appreciated contact with the First Nation communities and they love First Nation art, particularly sculpture. Several Japanese groups would like to come back and learn to canoe.

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Aboriginal arts and crafts fulfill tourists' quest for authenticity

by Racelle Kooy

According to the Canadian Tourism Commission/Statistics Canada's *Canadian Tourism Facts and Figures*, the top activity participated in by international tourists to Canada in 1999 was shopping, with 62 per cent of U.S. residents and 81 per cent of overseas residents participating in this activity.

Aboriginal arts and crafts can transform the simple shopping experience into an educational opportunity where the tourist gets to bring a glimmer of a traditional culture home or inspire a tourist to come back to Canada on an annual basis to be immersed in the art and grow their collection. Two British Columbia companies that are successfully drawing international tourists

by integrating Aboriginal arts and crafts into their product are Douglas Reynolds Gallery and Sea

Wolf Adventures.

Private collectors from around the world come to Canada as they are unable to resist the unique and stunning art produced by Canada's First People. This small niche of high-end tourists come to Canada one to three times a year. Their primary motivation for the trip is to buy art but they do match their shopping



Northwest Coast First Nations Carver

excursion with the fair weather of summer or the skiing season of winter. This niche represents at least 35 per cent of sales for galleries such as the Douglas Reynolds Gallery, located in Vancouver, British Columbia. Douglas Reynolds reiterates that these people will come possibly a fourth time in one year to places such as Vancouver or Haida Gwaii

(Queen Charlotte Islands) for special events such as totem pole raisings.

ATTRACTIONS AND SHOPPING GO TOGETHER

Many museums, interpretative centres and attractions which feature Canada's Aboriginal cultural heritage and history have excellent gift shops featuring Aboriginal arts and crafts. Here is a sampling:

PRINCE OF WALES NORTHERN HERITAGE CENTRE, Yellowknife, NWT
www.pwnhc.learnnet.nt.ca

ROYAL BRITISH COLUMBIA MUSEUM, Victoria, BC
<http://rbc1.rbcm.gov.bc.ca/>

UBC MUSEUM OF ANTHROPOLOGY, Vancouver, BC
www.moa.ubc.ca

BUFFALO NATIONS LUXTON MUSEUM, Banff, AB
403 762-2388

GLENBOW MUSEUM, ART GALLERY AND LIBRARY ARCHIVES, Calgary, AB
www.glenbow.org

HEAD-SMASHED-IN BUFFALO JUMP, Fort McLeod, AB
www.head-smashed-in.com

WANUSKEWIN HERITAGE PARK, Saskatoon, SK
www.wanuskewin.com

CANADIAN MUSEUM OF CIVILIZATION, HULL, QC
www.civilization.ca/cmcc/cmcceng/welcmeng.html

MUSÉE DE LA CIVILISATION DE QUÉBEC, Québec City, QC
www.mcq.org/english/index.html

UPCOMING NATIONAL ABORIGINAL EVENTS

MARCH 25-27, 2001, BRANTFORD, ONTARIO

"Tourism in Harmony with our Culture"

Aboriginal Tourism Team Canada's National Tourism Forum/Trade show
www.attc.ca

MARCH 16, 2001, EDMONTON, AB

National Aboriginal Achievements Awards
www.naaf.ca

JULY 13-22, 2001, INUVIK, NWT

Great Northern Arts Festival
www.greatart.nt.ca/2000/2001.html

JULY 17-19, 2001, HALIFAX, NS

AFN-Nexus 2001 Tradeshow
www.native-invest-trade.com

NOV. 23-25, 2001, TORONTO, ON

Canadian Aboriginal Festival & Canadian Aboriginal Music Awards
www.canab.com

MAINTAINING CLIENT CONTACTS

Mr. Reynolds keeps these clients in the Northwest Coast art world loop through various means of communication. He also grooms new collectors and shoppers via occasional lectures and tours. Mr. Reynolds works in conjunction with an art tour company and the UBC Museum of Anthropology. People are given the heady experience of leaving the museum and walking into the gallery where they can purchase museum quality art from contemporary masters. He also maintains a *What's New/Events* section on his web site rendering information about special events. You do not need to be a major private collector to be kept in the loop, you just need a modem and internet access. In fact, because of this feature and his ability to showcase the contemporary masters of the Northwest Coast First Nations, Douglas Reynolds' site is hyper-linked to the Canadian Museum of Civilization.

For the past two years Sea Wolf Adventures, located in North Vancouver, B.C., has been working away at sharing the Skwxwúmesh (Squamish) culture with daily tours during the summer tourism season. They have integrated a stop at an Aboriginally-owned Art Gallery located on reserve as part of the tour. This stop is not a simple commission generator for Gary and Susan Johnson. It is an opportunity for the tourist to examine contemporary work and purchase a product that, after extensive explanation and exposure to the Skwxwúmesh culture, is no longer a souvenir of a time and place but a small piece of culture to be shared with family and friends at home.

ENHANCING THE EXPERIENCE

How does Sea Wolf Adventures (SWA) achieve this? How do the guides of SWA bring awareness and understanding to their clients? The key lies in exposure to culture, culture and more culture while being accompanied by a guide from that culture. Interpretation, show and tell, story telling, songs, a tradition-

ally based meal, a trip in a canoe accompanied by harbour seals and hands-on activities such as cedar inner-bark weaving enable the visitor to feel the importance of salmon, cedars and paddles for the First People of the Burrard Inlet. The Johnsons work in partnership with Knot-La-Cha Coast Salish Handicrafts and Land Sea Tours. After participating in a SWA's tour, tourists walk into Nancy Nightingale's second generation gallery with a certain degree of awareness and understanding of the significance of the items. Land Sea Tours co-ordinates reservations, pick-up and transportation for the daily tours. They also feature SWA tours in their brochures. SWA manages its own group reservations. For SWA, the tour may never be finished. At the end of the tour, they give clients their e-mail address so that any questions or comments about the tour or the Skwxwúmesh culture may be asked.

INTERNET LINKS TO CANADIAN ABORIGINAL ARTS AND CRAFTS SITES

Links River, North of Sixty, Northwest Territories Arts & Crafts Online
www.denendeh.com/linksriver/pages/arts.htm

Inuit Arts Foundation, "Helping Artists Help Themselves"
Produce a quarterly magazine on Inuit Art and operate two Inuit Artists Shops in the greater Ottawa area
www.inuitart.org

The Native Trail/Piste Autochtone
For a listing by province and territory of Aboriginal Arts
www.nativetrail.com/nativetrail/index.html

Native North America Art Links
An extensive listing of museums, galleries and individuals, compiled by the Aboriginal Arts Gallery Saskatchewan
www.sicc.sk.ca/native_arts/links2.htm

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Authenticity in Aboriginal tourism: the community's choice



Photo: Terry Parker
Courtesy of Northwest Territories Arctic Tourism

by Jose Juan Zorrilla

Authenticity is recognized in tourism literature as an important factor in tourist satisfaction, especially in the context of aboriginal tourism. In simple terms, authenticity means genuine, unadulterated, or 'the real thing'. For tourists, authenticity can have many different and even divergent definitions.

For instance, a study conducted in the United States Midwest showed that different tourists relate authenticity with a variety of themes, from cultural and historic integrity to aesthetics and originality. The tourism industry is a key player in shaping expectations for tourist experiences. In an effort to increase their share in an increasingly competitive market, tourism businesses promote destinations based on an image fabricated with the specific objective of attracting visitors, and if this means to "twist" reality, so be it. That is how we ended up with brochures portraying a proud mounted warrior wearing a button blanket fighting a polar bear with a tomahawk in front of a colourful totem pole that stands beside a tipi!

TOURISTS HAVE DIFFERING EXPECTATIONS

In any case, different tourists engaged in Aboriginal Tourism look for different types of experiences and their ideas about what is or is not authentic vary. Some tourists go to a destination with the objective of having an experience with an exotic appearance and not necessarily to have an encounter with the reality of the place. The customary life of the destination may seem to be pretty similar to what the tourist is precisely trying to escape by becoming a tourist. In this case authenticity may be taken loosely and playfully, and the scale to measure it may be

the warrior in a button blanket portrayed in the brochure that helped them decide to buy a particular excursion. There is nothing intrinsically wrong about that as long as everybody is aware of what is going on and locals don't have a problem with this type of tourism development in their community. Otherwise there will be a lot of disappointed and angry people!

Other tourists are more intensively looking for authenticity, but their idea of the way of life at the destination is somewhat distorted. Their concept of authentic is based on a static view of culture and they are looking for the romanticism of times and cultures that do not exist and probably never did. For them Aboriginal people are "nature's children" and as such they should reject anything that emanates from Western culture and their life should revolve around traditional materials, native craftsmanship and consumption of local products exclusively. But in fact the adoption of materials, techniques and/or other cultural characteristics from foreign societies is often seen by the adopter as a process of change rather than as a loss or alienation of 'tradition'. These type of tourists are out of touch with reality and in a way provoke the development and flourishing of staging ancient traditions as if they were still alive and well.

CULTURES ARE NOT STATIC

Yet another type of tourist recognizes that cultures are not static and therefore authentic traditions are emerging at the hub of everyday life in any community. For this type of tourist an authentic experience will be found through gaining access to the everyday life of a destination. The only possible way for this to happen

is if the local community has control over the tourist activity and individuals are free to show, demonstrate and perform what they want about themselves and their community.

Well-managed tourism can be an effective community development tool, help to fortify the community's self-identity and strengthen its cohesion. The way tourism is developed in a community, including the image with which it is marketed will influence how the community itself will develop. Aboriginal communities interested in developing a tourist industry should do it based on a true image of themselves and providing, in that way, an authentic experience for the tourists. Ultimately, it is for the community to decide.

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Aboriginal tourism making giant strides in Québec

The emergence of Aboriginal tourism as a new sector of the tourism industry, both nationally and internationally, is a very recent phenomenon. Moreover, the tremendous potential of this sector and the enormous stakes are such that Aboriginal communities have the opportunity to assume a great measure of control over their own resources.

Previously sparse and limited, the development of Aboriginal tourism activities has become much more organized and structured in the past ten years or so. New entities and numerous initiatives have quickly emerged in the Aboriginal tourism landscape that previously consisted of only a few outfitting operations and not many structured businesses.

Among these initiatives, the Québec Aboriginal Tourism Corporation (STAQ) is a strong example of Aboriginal people assuming control of their own tourism interests. The Société touristique Innu (STI) was established in 1991 by members of the Montagnais and Attikamek peoples of central and eastern Québec. It changed its name to the Québec Aboriginal Tourism Corporation (STAQ) when it broadened its field of activity to include all of the Aboriginal nations of Québec.

1998 CONFERENCE A PIVOTAL MOMENT

A conference on Québec Aboriginal tourism, held in Québec City in March 1998 at the initiative of two Cree companies, Pash Travel and Air

Creebec, in collaboration with what was then STI, was a defining moment in the Aboriginal penetration of tourism markets and led to the creation of STAQ as the representative of a new provincial tourism group.

These events leading up to a deeper awareness of Aboriginal cultural assets were triggered by the strong interest which European (initially French) visitors had in discovering new spiritual values, ancestral traditions, and natural ways of life in a wilderness environment. The Harricana International Snowmobile Rally, first held in Québec in 1990, opened the way for this new mode of tourism. This crosscountry snowmobile competition received extensive media coverage in France and gave the world a glimpse of a different approach to the Far North, winter and travel. A tremendous increase in the number of French tourists travelling to Québec in winter immediately followed: these French travellers had a positive influence on travellers from neighbouring European markets, and the resulting tourist traffic spurred the development of appropriate infrastructure.

CULTURAL DISCOVERY ENHANCES PRODUCTS

Among Aboriginal people, this new popularity of ethnocultural tourism, adventure tourism and ecotourism led to the diversification of tourism product offerings. The simple practice of hunting and fishing, a well-known Aboriginal product area, was supplemented by new activities revolving around the discovery of Aboriginal culture, including every aspect of the daily lives and traditions of Aboriginal people.

On the crest of this wave of growth, STAQ therefore laid the foundation for a tourism organization that is now recognized by government bodies and the tourism industry. It continues to face a huge challenge: structuring the supply of tourism products to match an increasingly exacting demand in terms of safety, reliability, hospitality and competition, while keeping sight of the merits of Aboriginal culture. In order to maintain this delicate balance between profitability and product authenticity, STAQ developed a code of ethics for Aboriginal entrepreneurs who embrace STAQ's goal of structuring the market according to international standards. In 1997, it also established Tours Innu, a commercial arm to supplement its non-profit activities. Tours Innu is the first Aboriginally-owned receiving agency; its mission is to market STAQ-certified products in national and international markets.

STRIVING FOR QUALITY

In addition to constantly initiating collaborations with various levels of

continued over ➤

government or with economic partners, STAQ is striving to bring in a true quality label for Aboriginal tourism products. Its work upstream and downstream from the recruitment of accredited Aboriginal tourism businesses has enabled it to inventory some 150 enterprises in Québec, incorporate Aboriginal communities into its social and economic development activities, help to establish bona fide tourist reception facilities, provide adequate training, and initiate an accreditation system for existing Aboriginal enterprises in order to situate the quality of the Aboriginal tourism product in time and space.

Today, STAQ can take pride in the fact that it can offer, through Tours Innu, a full range of extremely varied and high-quality tourism products. Depending on the season, the duration of their trip or their destination areas, tourists can now choose from numerous activities, such as visiting Aboriginal communities, tasting traditional Aboriginal cuisine, learning about survival in the forest, observing plant and animal wildlife, snowshoeing, dogsledding, snowmobiling or canoeing across vast hinterland areas, and sharing special and authentic moments with proud people who respect their ancestral heritage.

The extent of STAQ's activities

reflects the predominant interest that tourism stakeholders have in the economic and social potential of Aboriginal culture. It demonstrates that, like the self-management initiatives of the First Nations in certain still limited areas of activity, Aboriginal tourism offers tremendous potential for growth.

Québec Aboriginal Tourism Corporation (STAQ)
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Innovative audio tour shares ancient heritage

Gete – miikana is a word taken from the Ojibway language which means "Old Road." Our people have followed trails, routes, riverways and paths which essentially have not changed over thousands of years. In recent times, the true "Old Road" has been modernized with Canadian and U.S. Highways, such as 11, 53 and 61. In order to re-create the adventures, travels, and tribulations of the many people who have travelled the modern and Old Road for the past

10,000 years, the Rainy River First Nations and the Grand Portage Band of Lake Superior Chippewa have undertaken the creation of the world's largest virtual museum.

ANCIENT PEOPLE, MODERN TECHNOLOGY

The Old Road covers a time period from before Stonehenge was constructed or the Great Pyramids of Giza were conceived. We are an ancient people! This Old Road "museum" is actually an audio tour which anybody can take while riding in their car – only an open mind and a CD player will be required. Visitors to the virtual museum can hear our stories, through our own voices.

Cultural and historical attractions along the route, such as museums, nature trails, living history centres, archaeological sites and art programs, must meet the standards which are set by the Manitou Mounds Foundation and Grand Portage Chippewa to be included as part of the virtual tour. We are working on the "big picture" to include cities, visitor and convention bureaus, casinos, and other attractions so that we can all work together.

Stacey Bruyere
Curator Manitou Mounds Foundation
sbruyere@fort-frances.lakeheadu.ca

ATTC supports Aboriginal tourism across Canada

Aboriginal Tourism Team Canada (ATTC) is the national voice for Aboriginal tourism. ATTC's mission is to influence and develop tourism policies and programs to benefit Aboriginal people in Canada and its vision is to represent Aboriginal people as world leaders in tourism in harmony with our culture. ATTC evolved from the Canadian National Aboriginal Tourism Association, founded in 1992, and was established in its present form in 1997.

Aboriginal tourism is defined as "any tourism business that is owned or managed by First Nations, Inuit or Métis people." It comprises the full spectrum of tourism products and services, be it traditional or contemporary.

Across Canada are a series of Regional Aboriginal Tourism Associations (RATA) that regroup the efforts of the grassroots Aboriginal tourism entrepreneur. RATAs are a great starting point for information about product development in their region, and can be accessed through the ATTC web site.

<http://www.attc.ca>

CULTURAL HERITAGE

Kejimkujik: cultural landscapes and petroglyphs

According to Aboriginal Tourism Team Canada, Aboriginal tourism generates over \$270 million annually and is expected to reach the \$1.9 billion mark in 10 years if all potential is realized. Currently, Aboriginal tourism employs about 14,000 people in Canada.

At Kejimikujik, it started with petroglyphs and now embraces a cultural landscape, a new national historic site, and rewarding Aboriginal heritage programming at Nova Scotia's Kejimikujik National Park. These are timely developments considering Canada's rapidly expanding Aboriginal tourism industry and growing international demands for Aboriginal products.

In November 1994, the Historic Sites and Monuments Board of Canada (HSMBC) stated that Kejimikujik National Park's cultural landscape – including Mi'kmaq petroglyph sites, habitation sites, fishing sites, hunting territories, travel routes and burial

sites – is of national historic significance. The Board recommended that the landscape be commemorated. This past October 1 (Treaty Day), a ceremony unveiling the HSMBC plaque recognized the commemoration. A new national historic site came into being, joining the over 140 national historic sites already managed by Parks Canada.

A national park and a national historic site? Can it work? Yes it can – if the landscape is culturally significant.

THE PETROGLYPHS

The petroglyphs at Kejimikujik National Park include approximately 500 images: the largest concentrations of writings in eastern North America. Incised with various tools on a soft slate surface, they would originally have appeared as white lines contrasting sharply with the dark gray stone.



The images are highly varied – canoes, human figures, outlines of hands and feet, hunting and fishing scenes, geometrical patterns – and form a rich store of information regarding early Mi'kmaq life. One striking design element is a representation of a 'Mawiomí', a gathering of people. This symbol is believed to represent the Wabanaki Confederacy, an alliance of several Maritime nations.

"The petroglyphs provide us with valuable records of our ancestors, who lived and travelled here in Kejimikujik," says Jean Labrador-

Mclsaac, a Mi'kmaq heritage interpreter at Kejimikujik National Park. "Together with Parks Canada, we as a Nation must take the responsibility to ensure that this part of our history will be properly preserved and protected for our future generations to appreciate – and, most importantly, to grow and learn from."

During the summer season, Mi'kmaq park interpreters lead scheduled guided walks down to the Fairy Bay location to let visitors view the petroglyphs and to help them gain an understanding of the connection between the images and Mi'kmaq culture and spirituality.

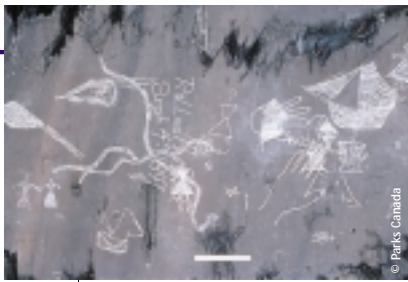
"It is such a proud feeling to be able to share this knowledge with others," says Jean Labrador-Mclsaac. "When I do the guided tours, I am giving a piece of myself because I am actually sharing knowledge of my ancestors who once lived and travelled the same path."

CULTURAL LANDSCAPES

The concept of cultural landscapes is relatively recent. It focuses on the relationship between human activity and the natural environment, and it's fast evolving into an important new perspective on heritage conservation and tourism.

Parks Canada studies have

revealed that Aboriginal people place particular value on their relationship with places of ethical, cultural, medicinal and spiritual significance. Stories, teachings and spiritual powers are often more important than the physical, tangible remains of human land use.



© Parks Canada

The gently rolling landscape of Kejimikujik National Park supports a rich variety of wildlife, including deer (replacing earlier moose and caribou), beaver, waterfowl, and freshwater fish. The park protects 381 km² of inland lakes and forests, and 22 km² of rugged coastline in the centre of traditional canoe routes between the Bay of Fundy and the Atlantic Coast.

The earliest inhabitants of Kejimikujik were ancestors of the Mi'kmaq. They lived in the park area between 2,500 and 4,500 years ago and used seasonal campsites along rivers and lakeshores. Over the years, the Mi'kmaq left a dramatic trace of their life in the park: Kejimikujik's famous petroglyphs.

1-902-682-2772

www.parkscanada.gc.ca/keji

Archaeology tours proving popular

Tour operators are turning to Newfoundland and Labrador for new Cultural Heritage and Learning Vacation itineraries. A mix of European, Viking, and Aboriginal interpretative and active archaeological sites dating back over 9,000 years make Newfoundland and Labrador a globally significant destination. Saga Holidays picked Newfoundland for its destination for the new and highly popular "Road Scholar Program." Canadian Cultural

Landscape's Barry Lane offers Newfoundland and Labrador as one of its most popular "new" packages, and when Smithsonian Study Tours added "Wild Newfoundland" to its program it quickly became one of its fastest selling new products.

A TIME-TRAVELLER'S DELIGHT

"A wonderful destination for time travellers" is how *Archaeology Magazine* editor Angela Schuster describes Newfoundland and Labrador. Schuster adds that "the host of interpretation centres and ongoing archaeological excavations provide insight into the lives of its first inhabitants, with each culture leaving its indelible mark on this dramatic, pristine landscape."

For hotel Manager Chad Letto at the Northern Light Inn in Labrador there is something "invigorating" about sharing stories, songs and a baked apple pie around a cozy evening fire with these groups. When tourists return from a day that takes them to the 16th century Basque Whaling station at Red Bay National Historic Site, and inside the tallest

light house in Atlantic Canada at Point Amour, there is an undeniable sense of pride of place for Letto. For the visitor, there is a remarkable sense of discovery and fascination as they have ventured to one of the most inspiring parts of this great country and shared with its people their life history.

PARTNERSHIPS IN PRACTICE

The Canadian Tourism Commission, Canadian Heritage/Parks Canada, the Government of Newfoundland and Labrador Department of Tourism, Culture and Recreation, the Viking Trail Tourism Association, and the Colony Of Avalon have teamed up with academics from Memorial University of Newfoundland and *The Archaeological Institute of America's Archaeological Magazine* to develop itineraries and packages and create awareness of this "New Found Destination."

Charlotte Jewczyk
Department of Tourism Culture
and Recreation
1 709 729-0992
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Going underground, and back through time

by Andrew Wagner-Chazalon

It's black in here. Absolutely, completely dark. We wait for our eyes to adjust to the darkness, but there's nothing for them to adjust to. I open and shut my eyes, and can't see any difference. We're only fifty feet underground, but we may as well be at the centre of the earth.

After a few moments, the guide switches the lights back on, and we can once again look around us at the damp limestone walls, worn smooth over millions of years by the Bonnechere River.

These are the Bonnechere Caves, the most extensive cave system in Ontario. A few feet away, the river pours over the waterfalls at the Fourth Chute — the fourth waterfall (chute in French) from the point where the Bonnechere River empties into the Ottawa River.

INTO ALGONQUIN PARK

On this trip our attention is directed upstream. We're travelling toward Algonquin Park, where this river is born in the cold waters of a handful of lakes. We're also travelling through time, exploring the history of this valley and its people.

We're taking part in a travel package called *Adventures In Time*, a package which combines the best elements of independent travel and group tours. We stay at a base camp,

and venture out each day on excursions. Like people on a group tour, we get the services of knowledgeable guides, discount prices, and a guarantee that we're seeing the best the area has to offer. Unlike people on package tours, we get to set our own pace, lingering in the spots that interest us the most.

Our first stop is also the oldest. The Bonnechere Caves were created 500 million years ago, long before the last glaciers scoured the landscape, when this entire geographic region was covered with salt water.

EATING AND SLEEPING IN FIRST-NATIONS TRADITION

Along the way we take in a number of special experiences. At Pikwakanagan, an Algonquin community on the shores of Golden Lake, we are greeted by Linda Sarazin, owner of The Anishinabe Experience, and invited to sit down to a lunch of bannock (a traditional bread of Native peoples across North America) and Pikwakanagan steak (bologna) washed down with mugs of steaming cedar tea. Visitors to The Anishinabe Experience can make a deerhide medicine pouch, learn how local plants are used in Native culture, and even spend the night in a tipi.

After all these years, this valley still draws people to it. They come

for the fishing, the swimming and to enjoy the scenery. And increasingly they are coming to take a trip through time, and try to get a better understanding of the people who've passed through before them.

Adventures in Time tour packages are available in a variety of combinations, ranging from one to five days. The single day package will take you to Pikwakanagan and the Bonnechere Caves, and along the self-guided ecotour. Trips of three or four days will allow time to explore Bonnechere Provincial Park and Basin Depot, and to ride the waters in a Voyageur Canoe. The five-day excursion includes a trip to some of the other attractions in Algonquin Park.

1 613 732-7068

<http://www.bonnecherepark.on.ca/adventures>

Experiencing African Canadian heritage

The quest for freedom by African slaves from the United States is written in the buildings, landscapes, and communities of Southwestern Ontario. Five historic sites in Essex County and the Municipality of Chatham-Kent have formed a network to tell the story.

The African Canadian Heritage Network (ACHN) tells the story of the struggle, oppression, and perseverance of African people in North

America and the subsequent triumph of African Canadians. The Underground Railroad is the phrase used to describe the network of routes, safe-houses, and contacts that escaping African slaves used to move north into Canada and their freedom. The ACHN tells this story at Buxton National Historic Site and Museum, the North American Black Historical Museum, Sandwich First Baptist Church, and Uncle Tom's Cabin Historic Site. The W.I.S.H. Centre in Chatham is the venue for group tour presentations on the history of the area's African Canadian population.

1 519 354-7383
achtour@ciaccess.com
www.africanhertour.org



Cetaceans to Cranberries: diverse cultural heritage

It is many thousand kilometres from Kalyna Country in Alberta to Le Québec Maritime on Québec's tidal coasts, but both tourism destination areas have something in common: successful efforts to combine natural and cultural heritage to broaden the range of product offering.

Le Québec Maritime embraces the north shore of the St. Lawrence River east of the Saguenay River as well as Les Îles de la Madeleine and the lower St. Lawrence and Gaspé regions. The area has a thriving natural heritage based tourism industry that includes whale watching and

other adventure experiences along with spectacular scenery. There is now an initiative underway to aggressively market the culture and history of the region along with the natural attributes.

WAR STORIES

Le Québec Maritime consortium is promoting some of the little-known stories from the past, such as the story of the German Spy incident at Pointe-à-la-Remommée, and the marine archaeological site discovered in 1994 near Baie Comeau. (Four warships, part of a fleet of ships under the

command of Admiral William Phips, went down in bad weather during the seige of the City of Québec in 1690.)

From lighthouses to costumed crews on marine and whale watching excursions, the cultural heritage of Le Québec Maritime is providing a diverse blend of tourism experience for the soft-adventure and touring visitor.

PRAIRIE CRANBERRIES

In Alberta, within an hour's drive east of the capital city of Edmonton, high-bush cranberries line the rivers and coulees, or small valleys. These berries, known in the Slavic languages as "Kalyna", were a dietary staple for early Ukrainian settlers in this region.

The Kalyna Country Ecomuseum is a 15,000 square kilometer heritage district (three times the size of Prince Edward Island) and a "living museum" which showcases the natural and cultural history of East European farming settlements and Indian Reservations within the drainage basin of the North Saskatchewan River. Unlike traditional museums, where artifacts are assembled for display in a central location, an ecomuseum invites visitors to experience history and nature in their original settings, while

enjoying the modern-day communities created by today's inhabitants.

THE CHURCH CAPITAL OF NORTH AMERICA

Among the architectural treasures of Kalyna Country are more than 100 churches, most of them built in the "onion-domed" Byzantine style by Kalyna Country's devout Ukrainian pioneers. Late 19th century German-speaking immigrants established religious communities at Josephberg and Bruderheim, and Hutterite colonists of more recent origin maintain Old World customs and traditional dress and modern communal farms in several Kalyna Country districts, such as in Lamont County the self-proclaimed church capital of North America.

Motorcoach tour operators have begun to catch on to the "ecomuseum" approach, and are finding a ready market for Church tour packages led by Kalyna Country historian Jars Balan.

Le Québec Maritime
www.quebecmaritime.qc.ca

Kalyna Country Ecomuseum
www.kalynacountry.ab.ca



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The Wakefield Mill: restoring heritage properties for the tourism industry

by Robert Milling

Canada is sometimes described as a nation with too much geography and not enough history. We hope that the soon-too-be completed heritage restoration of one of Canada's few remaining historic grist mills will highlight the rich history and spectacular geography of the Gatineau hills – 20 minutes north of Ottawa.

The 1838 Wakefield Mill, and adjacent Victorian-era Maclaren House are undergoing a \$3.2 million conversion into a distinctive country inn and small conference facility. The renovation project, to be complete in March 2001, is the largest-ever private sector tourism development in the lower Gatineau Valley and Gatineau Park in which the site is located.

KEEP FAITH WITH HISTORY

The biggest challenge in a project

this size is to never lose sight of the building's history in the face of financial, construction and day-to-day business operating pressures.

During the project planning phase, we put together a large dossier on the site – tracking its various owners, tenants, as well as economic ups and downs over the past 162 years. That research proved invaluable when it came to making practical day-to-day decisions during the renovation and landscaping phase. It is very difficult to protect the many stories of the past if you don't know them in the first place.

Three examples come to mind: First was our awareness about a fire that severely damaged the original stone mill in 1910. During the repair of the three-foot thick granite walls, the stone masons discovered evidence of that fire and were able to preserve "the fire story" in what we think is a

tasteful and permanent way. (At the risk of spoiling a surprise when we open, I will not go into more detail).

The second example concerns a late 19th century photograph of the site which identified buildings long-since demolished, and overgrown with new forest life. We are now in the process of uncovering these sites and integrating them into the park-like settings around the mill, and in the process, preventing the demolition of old milling equipment we had to remove from the existing building.

Finally, our research uncovered the original request to construct the mill, by a Scottish immigrant named William Fairbairn. The request, in the form of an old-english style petition to the governor of what was then Lower Canada, has been incorporated into our new web site.



TURNING THE DREAM INTO REALITY

Heritage restoration – like the making of fine wine – often requires years of maturation to reach its full potential. That will certainly be our reality. It will take years to collect, assemble, and display all of the memories of the region's past.

In the meantime, we are busy dealing with the "modern" realities of business....computer systems, web sites, internet hookups....Oh, for the good old days!

Robert Milling
Wakefield Mill Developments Inc.
www.wakefieldmill.com

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Cultural World Heritage Sites in Canada

Thirteen of the world's 630 World Heritage Sites are located in Canada. Five of these sites are "cultural heritage" sites, defined by the World Heritage Convention as monuments, groups of buildings, or sites of historical, aesthetic, archaeological, scientific, ethnological or anthropological importance.

TELLING CANADA'S STORY

Together, Canada's five cultural World Heritage Sites represent a significant portion of Canada's long history – from Aboriginal culture, to early contact, to French and English settlement.

British Columbia's S'Gaang Gwaii, an island in the Haida Gwaii archipelago, is the location of Nan Sdins, once a vigorous community of 300 people, decimated by disease by the 1880s. Today all that remains of this community are the mortuary poles – considered the world's finest examples of their type. This site, located within Gwaii Haanas National Park Reserve, is managed co-operatively by the Council of the Haida Nation and Parks Canada.

Head-Smashed-In Buffalo Jump Provincial Historic Site (called estipah-skikikini-kots in Blackfoot) in Alberta is the best-preserved buffalo jump in all of North America. Beginning perhaps 5,700 years ago

and continuing until the mid-1900s, the Aboriginal people of the Great Plains herded countless thousands of bison over the 10-18m cliffs at this site, then carved up the carcasses in camps below.

A 1,000-year-old Viking colony, the earliest known European settlement in the New World, is located at Newfoundland's **L'Anse aux Meadows Archeological Site**. Vikings built three timber-and-sod longhouses and five smaller buildings



Totem Poles, Queen Charlotte Islands



Lunenburg, Nova Scotia

at the spot, and started the New World's first ironworks. The reconstructions of three of these buildings are the focal point of L'Anse aux Meadows, managed as a national historic site by Parks Canada.

The Historic District of Québec is nestled within the only remaining walled city in North America. Close to half the buildings in Québec City's historic quarter were built before 1850, two dating to within a few years of 1608, when Samuel de Champlain founded the settlement. This historic district, one of the most coherent of its kind in North America, includes Artillery Park and Fortifications of Québec national historic sites.

Nova Scotia's Old Town Lunenburg, also a national historic site, is the best surviving example of the British colonial policy of imposing a pre-designed "model town" plan anywhere where settlement was desired. Lunenburg, created in 1753, was Nova Scotia's first British colonial settlement outside of Halifax. Some 400 major buildings – 70 per cent from the 18th and 19th centuries,

almost all of them wood, many colourfully painted – grace the linear streets of the old town.

THE SUSTAINABLE TOURISM CHALLENGE

World Heritage Sites attract tourists, and the growing international tourism industry has an impact on the integrity, the very survival perhaps, of this common heritage. Increased tourism has the potential to harm the very attributes that attract visitors in the first place, as well as putting pressure on local infrastructures.

The answer? Sustainable tourism, including proper planning, management and control.

A crucial issue for planners is a site's carrying capacity, defined as the maximum visitor flow an area can accommodate while still maintaining high levels of satisfaction for the visitors and minimizing negative impacts on local populations and resources.

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SELLING CANADA

Wanuskewin Heritage Park has been attracting visitors for 6,000 years

by Fred White

Just five km north of Saskatoon, a gathering place, now called Wanuskewin Heritage Park, has maintained a magical attraction for visitors for 6000 years.

Loosely translated from Cree, the word Wanuskewin means "seeking peace of mind" or "living in harmony." It is speculated that ancient mammoth hunters gathered here. Buffalo hunters certainly did. And Northern Plains Indians have returned here to find peace and serenity since before the Great Pyramids of Egypt were built.

The site has been the subject of so much national and international admiration it is now a National Historic Site and has been selected as a model for prospective parks in British Columbia, Alberta, Montana, Minnesota and Massachusetts.

Extensive outdoor trails lead visitors into a valley, past buffalo jumps, reconstructed encampments and, during summer, active archeological digs. At Wanuskewin Heritage Park 19 different pre-contact sites and an impressive interpretive center represent virtually everything that is known about the history and culture of the Northern Plains Indians. The park also offers a full program of Aboriginal cultural events, including concerts, dance performances and instruction in Aboriginal crafts.

"In all my years I have never seen anything like it, says Dr. Richard Morlan, curator of paleo-environmental studies at the Canadian Museum of Civilization in Hull, Québec.

The visitor center features four spires that form the shape of a stylized tipi. In most Plains cultures, four is a special number, symbolizing the four seasons and the four winds. Visitors enter along drive-lanes of an ancient buffalo jump where the animals were herded into a skillfully reconstructed buffalo pound. The exhibit hall features a stylized recreation of campsites and activities that once prevailed on the site. A multi-media presentation in the main theatre describes the historic, natural and spiritual significance of the park.



Outdoor amphitheater close to the four-spired visitor center.

The abundance of artifacts being discovered is so extensive, it is estimated that excavations will take several decades to complete. But today, visitors can observe the work of sorting and studying these archeological finds, including stone dart tips used for hunting before the bow and arrow, through large viewing windows. And at times, visitors are invited into the area to discuss the work being conducted by the University of Saskatchewan.

Wanuskewin is a special place. Today it brings together people from all over the world, sharing a sense of community based on mutual understanding and caring. In this sense, even after 6000 years, it is still achieving its original purpose.

In addition to individual visitors, Wanuskewin Heritage Park has a tour group plan that can include an extensive list of activities and programs.

For general information
1 877 2ESCAPE

www.wanuskewin.com

Fred White is President of
Travel Communications Group Inc.,
and a Communiqué contributor

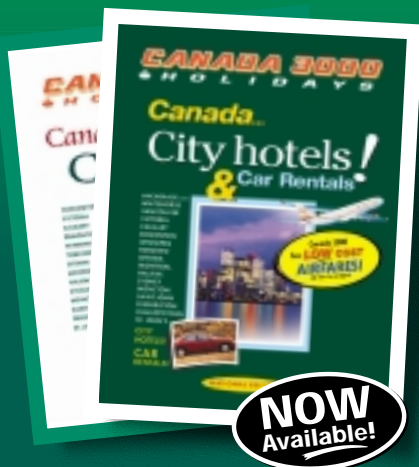
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Québec Aboriginal Tourism Product Club

Foreign tourists in recent years have taken a strong interest in Aboriginal culture. There are currently 54 Aboriginal communities in Québec. These communities belong to the following 11 Aboriginal and Inuit nations: Abenaki, Algonquin, Attikamek, Cree, Huron Wendat, Malecite, Micmac, Mohawk, Montagnais, Naskapi and Inuit. The vast province of Québec is home to nearly 70,000 Aboriginal people, who make up approximately 1 per cent of the total population of Québec.

Today's travellers are very different from those of the past. Before travelling to a new destination, they compile documentation in order to find out what the destination has to offer. When they reach a destination, they are not so much interested in being spectators as they want to participate in and enjoy an experience, an adventure. What is vital to travellers nowadays, therefore, is authenticity.

MAKING PRODUCT MARKET READY

In recent years, the First Nations of Québec have clearly identified tourism as a focus for economic development. Demand is strong and palpable. Aboriginal tourism meets the various needs of local and for-



© Michel G. Mallard

eign client populations by providing opportunities for learning about a different culture, discovering an enriching natural environment and experiencing an unforgettable adventure. Product offerings therefore constitute an attractive blend of culture, nature and soft adventure among Aboriginal people. The important thing now is to ensure that the businesses involved are ready to receive these new visitors.

Several products already meet the quality and safety standards established by the Québec Aboriginal Tourism Corporation (STAQ). For businesses still in the process of developing their products, however, a product club constituted a very useful tool for bringing together around a single table the expertise of various tourism and Aboriginal tourism stakeholders and establishing vital links between business operators.

RESEARCH AND DEVELOPMENT FOCUS

A partnership between the Canadian Tourism Commission, STAQ and 12 stakeholders in tourism and Aboriginal tourism led to the creation in 1999 of the Aboriginal Tourism Product Club (Québec).

The Aboriginal Tourism Product Club (Québec) is primarily active in research and development. In 1999, the Club conducted an inventory of Aboriginal tourism products in the province of Québec.

A total of over 150 businesses were contacted and surveyed to determine their short- and long-term development needs.

Following this survey, the Club began a number of

more concrete initiatives, e.g., commissioning a study of the profile of client populations, structuring a support service for developers of new products, presenting customized training workshops in French and English, and discussing various problems and possible solutions relating to difficult access to remote areas.

The Club is also active in distributing information to the businesses in its inventory: information bulletins, studies that have been conducted, information banks on Aboriginal tourism

The Aboriginal Tourism Product Club (Québec) is proud of the quality and wealth of experience of its partners. Each partner has been chosen for its expertise and/or involvement in tourism and Aboriginal tourism. The partners meet on a quarterly basis and subsequently work on the various issues of con-

cern to the Product Club. The partners each have expertise in a specific area, and their combined sharing of that expertise contributes substantially to Aboriginal tourism product development in Québec.

ON TO MARKETING

When products reach the national and international marketing stage (i.e., have received the STAQ quality label), they can benefit from the expertise of Tours Innu. This tour wholesaler, owned entirely by Aboriginal people, promotes products in various tourism trade shows and fairs in Canada, Europe and (soon) the United States. To receive this visibility, products must be accredited by the Québec Aboriginal Tourism Corporation (STAQ): this means that they meet the quality and safety standards established by STAQ for Aboriginal tourism in the province of Québec.

The primary target clientele consists of European tour operators, particularly operators in France, Germany and Italy. These are the markets that have shown the greatest interest in Aboriginal tourism products.

Tours Innu has developed travel packages ranging from 1 to 14 days. Travellers are given the opportunity to visit one or more Aboriginal communities in Québec and thus discover the various aspects of a fascinating group of cultures. Packages can also be customized to meet client desires and needs.

Patricia Langevin
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staq@oricom.ca
www.clubtourismeautochtone.com

Creating A Cultural Tourism Product

Tourism training will be offered to individuals from across Nunavut – with its population of 24,000 from 28 small communities across 2.1 million square miles – at Nunavut Tourism's 2000 Annual Conference in Iqaluit at the end of November. "It makes sense because we are already bringing together individuals from tourism-related occupations from across the territory," explains Madelaine Redfern, Executive Director, Nunavut Tourism.

Industry identified training as a priority at the 1998 Conference. An *Introduction to Heritage Interpreter*, based on Canadian Tourism Human Resource Council (CTHRC) training tools, and *Service Best* will be offered to front-line employees, entrepreneurs, community economic development officers, Parks Canada staff and individuals from the Department of

Sustainable Development. This is a big step for tourism human resource development in Nunavut.

NEED TO ENGAGE AND RETAIN LOCAL STAFF

"Our tourism human resource challenges are unique", explains Redfern. "We have a labour shortage and a lack of Inuit with the education and skills required to fill the positions. Many positions are filled with people who come from the south and they often only stay a few years. The cost of recruitment and retention is lower when we hire someone locally and industry is now beginning to recognize the value of training northern residents. We must look at hiring people from our communities and this means we need to train. It is a long-term commitment, but we

must start now."

"Aboriginal people represent less than 1 per cent of Canada's tourism industry workforce. We feel that we are very much underrepresented in this large and rapidly growing industry," says Virginia Doucett, Executive Director, Aboriginal Tourism Team Canada (ATTC). Aboriginal youth is one of the most quickly expanding demographic groups in Canada. "If we invest in training these youth, we can feed the industry with skilled employees, employers and entrepreneurs. This could be one solution to the industry's labour shortage," she adds.

INTERPRETING CULTURAL HERITAGE

Over the next year, Nunavut Tourism plans to offer Heritage Interpreter training across the territory. "Tourists come to Nunavut because it has a predominantly Inuit community (85%) and they want to learn more about Inuit traditions and way of life. Being Inuit doesn't make a cultural tourism product. People need to be

trained to deliver information on, for example, the significance behind an Inuksuk," explains Redfern. "People need to understand the value of sharing our knowledge and way of life with our visitors. This enhances their experience, otherwise they may be disappointed and not come back. People want to learn about our culture when they visit Nunavut and we have to deliver," says Betty Ann Eaton, First Air Area Sales Manager in Iqaluit. "For small local outfitters it's also a safety issue to be out on the land. Training helps to ensure the safety and quality of their trip and encourages the return of happy, satisfied customers."

The CTHRC *Heritage Interpreter Workbook and Trainer's Guide* were created by industry for industry. The Council is currently looking at adapting these tools for aboriginal trainees. "Training tools need to have relevance to the Aboriginal trainee and we must also recognize cultural differences in learning," says Doucett.

continued on page 18

BDC

Spiritual tourism

A NEW SPIN ON AN OLD TRADITION

by Martha Plaine

Spiritual and religious tourism may be the oldest kind of travel. Just think of the fourteenth century pilgrims on their way to Canterbury Cathedral, as Chaucer described in *The Canterbury Tales*. Or other pilgrims, making their way to shrines in Lourdes, Fatima, and Jerusalem.

Canada has a small share of shrines and holy sites. Ste. Anne de Beaupré and St. Joseph's Oratory may be the best-known, but there are churches, synagogues, and sacred sites in every province and territory that attract tourists from Canada and abroad.

That's your standard religious tourism. But more and more tourists are seeking other kinds of travel experiences with an added spiritual dimension. These tourists may be looking for healing, recovery, or personal growth. They may simply enjoy the landscape of Canada and the deep spiritual feeling of the wilderness. Or they may be cultural tourists, looking to learn from the spiritual traditions of Inuit and First Nations people.

CATERING TO THE SPIRITUAL QUEST

A number of Canadian resorts, outfitters, and operators are recognizing this type of traveller and finding creative ways to cater to the growing market of spiritual tourists. Here are a few examples:

- At dawn, a dozen men and women gather by the shore of the Coulonge River in Québec. Wordlessly, they follow the movements of their leader as he demonstrates the intricate postures of Tai Chi: Grasp bird's tail, Snake creeps down, Stork cools wing, Wave hands like clouds. A meditation session follows. Later in the day the travellers will push off in canoes for a trip down the white water rapids of the Coulonge.
- Across the country near Nelson, British Columbia, another group of tourists sit with legs crossed in the lotus position for their daily session of yoga and meditation. After breakfast they will strike out for a day-long hike through the mountains of Kokanee Glacier Provincial Park.
- Near Ottawa on Victoria Island on the Ottawa River, a First Nations elder is explaining the significance of a drum dance to a visiting tour group of seniors. They all join in a traditional round dance.
- On Cortes Island in Desolation Sound, British Columbia, a physician from Vancouver spends a week-long holiday ocean kayaking and camping in a tent. A church

group from the U.S. uses ocean kayaking as a means to tap into their spirituality. A group of women take a five day paddle together, to help develop feelings of trust, responsibility, and leadership.

CONNECTING FOR A DISCONNECTED CULTURE

Carol London is the owner of T'ai Li Lodge on Cortes Island. She explains the attraction of the kayaking experience: "People come here and they shed their urban concerns, they enter another place."

It's a place, she says, where they can calm down and enjoy the spiritual feeling of the land and ocean. The motto of T'ai Li Lodge states: *If you have a peaceful mind, then you have clear vision.*

Across the country more and more tourists are choosing vacation packages that combine adventure or cultural tours with something extra: the opportunity to tap into their inner spiritual selves. The spiritual element may be yoga, meditation, or the martial art of Tai Chi. Activities such as journal writing, couple counselling, and circles may enhance the experience.

For lack of a better term, some people are calling the trend "spiritual tourism."

Pat Corbett is owner of The Hills Health Ranch, near 100 Mile House in British Columbia. The traditional church and religious retreat business is a significant market, he says. It's especially important in the non-peak spring and fall seasons.

WELLNESS OF BODY AND SPIRIT

But Corbett has observed a new interest in spirituality. It's more than the latest California-inspired fad. "Spiritual tourism has become pivotal to the spa vacation business. There's growing awareness that the health of the body is connected to the mind and spirit," he says.

Cardiologist Dean Ornish is one of the experts whose work has influenced Corbett. Ornish showed the importance of spirituality to physical health. Thirteen years ago Corbett added a small non-denominational chapel to the Ranch. "We let individuals decide for themselves what is their relationship to 'God' or spirituality ... but we do encourage them to make that connection," he says.

For Barry Cooper, who leads the Tai Chi sessions by the Coulonge River in Québec, combining white-water canoeing with Tai Chi makes perfect sense. "I've always felt the outdoors was naturally healing."



In his day job as a dentist, Cooper observes how fear and stress can affect people in adverse ways.

Four years ago he developed the Tai Chi-canoe package with Pierre Desjardins, president of Expedition Eau Vive, an adventure tour company. Business is growing every summer. "Our clients are professionals. There are more women than men, mostly baby boomers, but also people as old as 75," Cooper says. "These are people who are looking for balance and grounding in their lives. Canoeing and Tai Chi help them do this."

Similarly, clients are beating a path to Mountain Trek lodge in the interior of B.C. They hear about the lodge through word of mouth, on the internet, and in magazine ads. Wendy Pope, owner of Mountain Trek, modelled her fitness-hiking lodge after American spas she had visited years ago when she worked in the high-stress world of investment and finance in Toronto.

"Here in the Rockies we focus on total fitness - physical and spiritual," she explained. "We seek a balance of enjoyable exercise, getting back to nature, pampering, and Hatha Yoga and meditation. Hatha Yoga teaches 'oneness' with yourself. It helps people open their minds and spirits to experience."

Mountain Trek is a small resort, with room for just fourteen guests a week. The charge for a one-week stay is \$2,700. The rooms are booked solidly from April to October. "I don't see why more Canadians aren't getting into this business, Pope says. "We have clients from New York, Chicago, L.A., Dallas. For many this is a transition place to get over a divorce, consider a career change. They come to get a sense of perspective. Few people leave here untouched by the experience of a caring, serene atmosphere."

FIRST NATIONS PROVIDE A NATURAL LINK

Cultural tourism with First Nations communities is another type of spiritual tourism with appeal in Canada and abroad. Jonview Canada offers cultural tours with Ontario First Nations such as the Golden Lake people. On a typical visit, guests sleep in tipis, eat traditional meals, and learn about healing herbs from elders.

Trina Mather, of the Turtle Island Tourism Company and Odawa Friendship Centre, listened when the elders in her community specifically asked that the company not package spiritual activities in their tours.

"It's a fine line because culture is so clearly related to spirituality," she says. "We respect what the elders tell us." Mather's company brings visitors to Victoria Island, a sacred site in the Ottawa River below Parliament Hill. It's a traditional site that's been used for celebration and ceremony for centuries. Visitors may hear stories and may even be invited to join in a round dance and friendship circle.

THE SACRED IS NOT FOR SALE

But sacred songs and rituals are not for public consumption, and not for sale. "There is a tendency to stereotype Aboriginal people as almost mystical, spiritual beings," explains Virginia Doucett, Executive Director of Aboriginal Tourism Team Canada. In traditional cultures, everything people do is guided by a spiritual core, but spirituality itself is not for sale. The role of elders in each community cannot be underestimated. They decide to what extent visitors can participate."

Sylvain Deschênes is managing director of Horizon Nature Adventures, a receptive wholesaler in Montréal. In October he took a business trip to Italy to meet with a tourism wholesaler that specializes in "spiritual tourism." The company takes small groups on "spiritual voyages" all over the globe. These include archaeological sites, pre-Columbian locations in Mexico, traditional Buddhist cultures in Asia, Tibet, the Himalayas.

Now the Italian company is interested in developing spiritual tour packages to Québec. Deschênes will suggest the canoe-Tai Chi trip offered by Eau Vive. And he is discussing the possibility of cultural tours with a Cree community in northern Québec. "Spiritual tourism is very new," Deschênes says. "Demand from our clients is still small. But from what I see, it's definitely going to be growing."

ONLY THE OPPORTUNITY IS NEW

The pilgrims of Chaucer's day six centuries ago were on spiritual quests at a time when just getting from one place to another by foot or by mule was so arduous that the journey was an adventure. Today's spiritual tourists are on quests that combine adventure in the outer world and contemplation of the inner world. Canada is particularly well-suited to welcome this type of traveller.

Martha Plaine is a freelance writer and contributor to Communiqué

Focus on Mexico: a thriving secondary market

With annual growth in overnight trips to Canada from Mexico in the double digits since 1995 and more than 100,000 visitors travelling to Canada from Mexico annually, it's not surprising that Mexico has been promoted from an "emerging" to a "secondary" travel market. Overnight visitation from Mexico to Canada reached 127,000 in 1999, a 13.4 per cent increase over 1998. Revenues increased to \$130 million, up 16.5 per cent over the previous year. The market shows every sign of continued growth: as of July 2000, travel from Mexico to Canada had increased by 15.6 per cent over the same period in 1999.

With the help of its partners, the CTC intends to build on this momentum in order to further solidify and strengthen Canada's position as a long-haul destination of choice for outbound Mexican travellers. Its 2001/2002 Strategic Marketing Plan for Mexico focuses on intensified public relations and media related activities that will increase Canada's visibility in Mexico's outbound travel industry. However, since the CTC's limited resources do not permit any type of paid advertising, it seeks creative opportunities to promote Canada as an attractive travel destination.

SUCCESS WILL DEPEND ON BUSINESS SUPPORT

Susana Morales Peredo, the CTC's in-market representative in Mexico, stresses that the success of the 2001/2002 Strategic Plan depends on the support of the Canadian private sector both in terms of marketing materials and in terms of products that will drive the consumer demand. "We can't do it alone," she says. "But together, we can make a tremendous impact!"

It is anticipated that as Mexico's economy continues to grow and expand there will be an increase in business related travel, with Mexicans attending trade fairs and conventions in order to extend their international trade and business connections, especially through NAFTA. The leisure travel market will also be affected. Mexicans travel predominantly during the school vacation period and, to a lesser extent, during winter. However, they are gradually learning to travel off-season to take advantage of cheaper airfares and discounted accommodation rates. The fact that they tend not to book ahead has more to do with personal choice than the economy. Another trend is that Mexicans are leaning

towards shorter but more frequent trips. The average length of stay for Mexican visitors to Canada in 1999 was 8.9 nights. The average spending per trip was \$1,023.30 with an average spending per day of \$115.40.

CANADA FACES COMPETITION

In order to tap into this growing market, it is essential to promote Canada's tourism products. We face stiff competition from Europe and the United States, which cater to the same high-yield segment from Mexico with, in many cases, similar products. California and Florida are popular destinations for Mexicans because of their theme parks and climate. Eastern seaboard cities, such as New York, Boston and Washington, D.C., are also popular. Europe is popular for its ancestral and historical ties and will see strong growth

in the future as the number of direct flights to Europe increases.

Canada has much to offer the Mexican traveller. Its key strengths relative to the Mexican travel market are as follows:

- It is perceived as a scenic, safe and clean environment.
- Accessibility: non-stop direct flights into Vancouver and Toronto
- Growing interest in facilities, attractions, festivals and casino packages.
- Value is good: very price competitive.
- Mexican citizens do not need visas to enter Canada for less than two months.
- Canadian language schools and universities are very popular in Mexico and are seen as one of the best options for young people to study abroad.

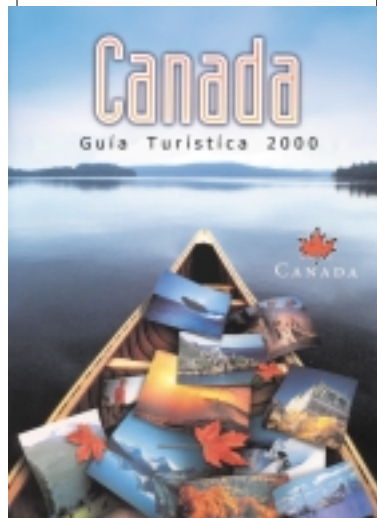
AWARENESS A KEY FACTOR

Lack of awareness, however, remains one of the biggest stumbling blocks to increasing our market share. While competitors are engaging in extra-value deals with fare discounts and advertising campaigns to attract the Mexican market, Canada is modest and quiet.

The CTC is determined to change that. In order to strengthen Canada's market position, the CTC has developed an action plan for 2001/2002 that will be implemented on the basis of a series of promotional activities that provide excellent opportunities for partner participation.

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Reaching the China market: an attainable goal

For many years, people have talked about the tourism market in China. There have been many misconceptions, with some people writing off China because of illegal immigrants and a range of similar concerns that are based on the lack of knowledge of Chinese history, tradition and market.

Richard Liu, the Canadian Tourism Commission's new Director of the China office, has been a businessman in China, and has long provided advice for people who wished to conduct business there. "I often said that they must study Chinese history, tradition and culture before going to

China," says Liu. "Those who have taken this advice have usually succeeded; failure to understand Chinese culture is a recipe for failure. It is especially important to understand the period of time between 1840 and 1945."

A DIFFICULT MODERN HISTORY

During this period of China's recent history the country was invaded by eight foreign nations. This has led to a need for foreigners to establish a relationship of trust in all areas of life, in subsequent dealings with the Chinese.

For 16 years (1960 to 1976), the doors to the China market were closed to foreigners and the Chinese economy suffered badly. When China established its "Open Door" policy in 1978, foreign business people saw the opportunities but often failed to comprehend the complexity and depth of the culture which made the establishment of the all-necessary trust relationship very difficult for westerners.

CANADA FORTUNATE

On the whole, however, Canada has developed very friendly and trustworthy relationships with China. This began with a Canadian, Dr. Norman Bethune, regarded as a significant humanitarian figure in China who sacrificed his own life for his fellow human beings in a time of war.

Canada broke with some of its trading partners and established diplomatic relations with China in 1970, beginning a trend that would see others follow suit - and take the

lead in developing business relations with China.

SLOW OFF THE MARK

Though Canada has certainly been enjoying positive and friendly relations with China, Canadians have been slow to develop businesses with their Chinese counterparts. Tourism has been no exception, but there are expectations that the tourism memorandum between Canada and China signed in 1997 will begin to change that.

Without question, the market is there. For example, this year China launched a domestic tourism program to encourage its own citizens to enjoy the National Day holidays. During the eight-day holiday, there were nearly 59 million people who travelled within China with the total gross expenditure of more than four billion Canadian dollars.

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Regional marketing initiatives 2001-2002

A CANADA MARKETING PROGRAM

Discover our true nature

The Canada Marketing Committee of the Canadian Tourism Commission (CTC) has the responsibility to promote Canada as a leisure travel destination to Canadians. It is also responsible for targeting Canadians who currently travel to the United States for tourism experiences which are available in Canada, and who might have interest in travelling within Canada in the future. As a result, it has been determined that a series of regional marketing partnership initiatives promoting medium and long-haul travel within Canada would serve as a complementary program to the national Canada program currently in place.

The Committee is seeking expressions of interest from the Canadian tourism industry to develop jointly funded initiatives which will promote inter-provincial travel during non-peak periods of the year. These initiatives are not intended to replace provincial/territorial programming.

PROGRAM DESCRIPTION

The Program is designed to provide private sector tourism organizations with the opportunity to create marketing partnerships with the CTC, with the general objective of creating incremental domestic travel within Canada and, producing and marketing attractive Canadian travel packages with a value added component and a strong call to action.

All proposals should be consistent with the Canada Marketing Program objectives and strategic direction which is to build awareness among Canadians of Canada as a prime travel destination, give a particular focus on shoulder and off season travel, leverage the equity built in the Canada Program's brand and creative platform, and interest



Canadians who travel to the US for tourism experiences which already exist here in Canada to enjoy these at home.

PARAMETERS

In assessing your proposal, the Canada Marketing Committee will weigh these considerations:

- Is it a new or expanded initiative?
- Does it contain a minimum of three major partners and be led by a consortium of private sector businesses and/or destination marketing organizations (DMOs)?
- Does it promote increased inter-provincial travel by Canadians?
- Is the project targeting import substitution, that is, offering Canadian alternatives to US destinations?
- Is it directed toward the promotion of shoulder and/or off-season domestic tourism products?
- Are participants matching the funds? (Depending on the individual project, the CTC's participation may reach a maximum of 50% of eligible costs)
- If the project is ongoing, will it become self-sufficient over time?
- Are the packages promoting new products or existing ones in new markets?

NEW PROPOSALS RECEIVE PRIORITY

The Committee will give priority to new proposals. However, they are ready to consider proposals from consortiums who have benefited previously from this program, especially if they include new product offerings or are being promoted in new markets. It is to be noted that applications will be considered based on previous years' results. Additionally, the Committee has determined that should the proposed project be

admissible, the CTC's financial participation will be proportionately lower than in the previous years. Consortiums will be allowed to present new and different proposals under this program but for no more than three times in the life of their regrouping.

While one-time, individual promotions will be considered, preference will clearly be given to those proposals which demonstrate a longer-term commitment of over two years or more. The Committee will also look at approving proposals that represent as much as possible all areas of the country.

In exchange for CTC financial participation in these joint partnerships, the CTC will expect to receive any number of a range of visibility options, over and above prominent placement of the CTC logo, tagline and website address. These visibility options will be negotiated at the time of agreement and will be based on the level of CTC participation. Sample options are: specialized CTC logo placement, bottom page banners, bookends, a space allotment in printed materials such as guide books or newspaper inserts, reciprocal internet hot links. Standard guidelines and specifications will be provided at a later date following agreement, outlining technical and other creative requirements. Partners will be required to obtain CTC approval of creative elements prior to final issuance of creative materials. These materials are required in sufficient time for proper review.

CTC-CANADA LEISURE CORE PROGRAMS

Consortium members are welcome to partner in other CTC domestic core program activities such as our fulfilment guide, database marketing activities or national newspaper insert program. However, since these activities are already supported financially by the CTC, they will not be considered under this program if included in your proposal.

Partners are also welcome to offer product packages, created and promoted under the Regional Initiatives, to support contests in other CTC Domestic advertising and promotional programs and thus

provide themselves with an interesting brand exposure for their products.

ADMISSIBLE AND INADMISSIBLE COSTS

Examples of admissible costs:

- Placement of broadcast, electronic or print advertising,
- Direct marketing (cost of distribution).

Examples of inadmissible costs:

- Administrative costs such as office equipment, telephone charges, Internet access, clipping services, 1-800# service, translation, etc.
- Printed material such as brochures, fulfilment pieces, advertising campaign inserts, production of direct mail pieces, flyers, etc.
- Videos, CD-Rom production, fam tours, sales calls, advertising creative, advertising agency commissions, production of coupon booklets, Web site development, merchandising support material, production of exhibition booths, trade show participation, purchase of direct mailing lists.

WHAT TO INCLUDE IN YOUR PROPOSAL

Clearly outline the following components:

- Objectives and applicable sales targets;
- Target audiences;
- Domestic geographical target markets;
- Regional tourism products to be promoted;
- Description of a marketing and communications activity plan;
- Detailed media plan (Blocking chart);
- Budget breakdown (clearly indicate each partner contribution to the proposal)
- Evaluation and measurement criteria.

CTC INITIATIVES BUDGET, PARTNER CONTRIBUTIONS & TIMING

Total CTC budget for this 2001-02 program is \$600,000. The closing date for proposals promoting your products and offers during the Fall/Winter of 2001 and Spring of 2002

NATIONAL ADVENTURE TOURISM CONFERENCE

THE UNIVERSITY COLLEGE OF THE CARIBOO

will host the second annual National Adventure Tourism Industry Conference (NATIC)

FEBRUARY 16 TO 18, 2001

in Kamloops, British Columbia.

Conference partners for 2001 are the Canadian Tourism Commission, Tourism British Columbia and British Columbia's Ministry of Small Business, Culture and Tourism.

The conference theme is "Getting Beyond Survival - Solutions for the Next Decade". Topics will include Business Development, Industry Development, Technology, Training, and Risk Management. The conference is seen as a "must attend" event for adventure operators, guides, educators, students, government agencies, associations and anyone involved with the adventure tourism industry.

New this year: lower price, free transportation to and from the meeting site from airport and hotels, "sponsor a student" program, a ski day at Sun Peaks Resort and much more.

Gilles Valade or Sandy Eastwood • 1 250 371-5843 • advconf@cariboo.bc.ca

will be **March 31, 2001**. The Committee will require at least eight weeks after the closing date to choose partner consortiums.

The applicant entity will be required to present a project with eligible costs of a minimum of \$25,000 up to a maximum of \$200,000. The CTC will share in these eligible costs up to a maximum of 50 per cent of eligible costs as specified in this program.

WHO CAN PARTNER

Lead applicants should be tourism industry organizations, associations and businesses directly involved in the marketing of tourism products, packages and services. Individual provinces/territories may form part of the partner mix but should not be the lead partner.

ACCOUNTABILITY

Tracking and evaluating the results of the project is obviously very important to all committed partners. Successful applicants will be required to submit status reports at regular intervals and a final evaluation report outlining the CTC/consortium's return on investment following the completion of the project. Since these projects will foster the production and marketing of attractive Canadian travel packages, numbers of enquiries, conversion to sales of packages and room-nights will undoubtedly be the focus of your reporting.

WHERE TO SEND YOUR PROPOSAL

Jacques Duval
Canada Marketing Committee
Canadian Tourism Commission
Fax: 613 954-3988

Canada program launches new image



A new Canada image and creative platform was introduced by the CTC's Canada marketing program in November. The new image was launched with the distribution of a national Winter insert campaign delivering a 3.5 million copy circulation throughout newspapers in major Canadian markets.

The decision to adopt the new creative platform and positioning was confirmed by the Canada Marketing Committee in October, following the industry's request to concentrate on upgrading strategies and tactics used to enhance visibility for the program and increase awareness of Canada as a premier travel destination for Canadians. The Committee, chaired by Pierre Labrie, Director of the Greater Québec Area

Tourism and Convention Bureau, is made up of tourism industry representatives from the private and public sectors across Canada.

Developed for use across all communications in French and in English, the image will anchor a revised marketing approach for the program and integrate consumer and trade strategies. A full image inauguration will be scheduled early in 2001, with the launch of a national television campaign. The new creative, developed by BCP Advertising, will replace the existing "Rediscover Canada" platform in use over the past five years.

DISCOVER OUR TRUE NATURE

"Contrary to what many people may think, Canada is not always top of mind as a vacation destination for Canadians," explains Mr. Labrie. "In fact, when targeting the lucrative long-haul interprovincial traveller, we often need to compete harder for our own share of this important market, and reinforce the benefits of travelling in Canada. By implementing more focused and consistent communications, we can build strong equity in the Canada brand and help convince Canadians to experience different parts of our own country, which has some of the most diverse and exciting tourism products in the world. This is great for the tourist who will enjoy the product, but also makes sense in terms of economic growth."

While still concentrating on positioning Canada as a destination to find genuine connections to nature – one of the country's most recognized assets – the new approach works

OUTSIDE-INSIDE WORKSHOPS

The Canadian Tourism Commission, in partnership with a number of federal and provincial government agencies, is organizing a series of two-day intensive market development workshops across Canada. These workshops, originally to take place in November 2000, have been rescheduled as follows:

February 2-4, 2001
at the Blachford Lake Lodge, Yellowknife, NWT

February 6-8, 2001
at the BAR C Canadian Adventure Resort in Cochrane, Alberta

March 7-9, 2001
at the Elmhirst's Resort in Keene, Ontario

March 26-28, 2001
at the La Sacacomie Inn, in St-Alexis-des-Monts, Québec

April 2001
in Atlantic Canada (dates and location to be determined)

The workshops are geared for successful adventure/nature/culture experience suppliers who want to take their operations to the next level and expand their markets. It is not entry level market readiness training. The workshops, with the assistance of experienced facilitators, will provide practical, interactive and experiential learning exercises, as well as networking and idea exchanges with special resource-guests to include major national receptive tour operators, hoteliers, CTC International Sales staff, provincial Destination Marketing Agencies, and major buyers in the affinity, incentive or other specialized market groups.

This workshop has been custom-designed to meet the expressed needs of operators and travel trade partners as determined in a recent focus group survey. There is limited enrollment to accomplish maximum relationship building, so early sign-up is advised.

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harder at reinforcing the diversity of four-season products, destinations and experiences by featuring icons supported with stimulating product visuals. "The new tagline, Discover Our True Nature, has an impactful double meaning," says Roger Wheelock, VP-Marketing at the CTC. "It reinforces our abundant natural product, but also speaks to the very nature of Canadians and what we are about. This, along with the way the images and logo are presented, allows us to better promote our full range of products, which are all part of our nature."

A CANADA IMAGE IN EVOLUTION

The new image approach and logo, applied to the core program, represent an evolution of a tagline currently in use in European markets and of the signature CTC stylized maple leaf within a fresh creative platform, and is indicative of a growing trend to leverage activities within and between markets.

Albeit a campaign that is being launched for the Canadian market, its development is part of a broader project initiated by the CTC over a year ago aiming to reach additional consistency of messaging. As part of that project, market research and focus-group testing of creative concepts have been conducted in major international markets, including Canada, the US, Germany, France, the UK and Japan. In Canada, further

consumer research has been conducted in Vancouver, Toronto and Montréal to finalize an approach for a national television campaign to support the Canada program's integrated activities.

In all markets, the "Discover Our True Nature" concept tested very strongly and helped firm the tourism industry's decision to streamline the CTC's international marketing communications activities with the immediate implementation of the new global image.

"As an organization competing in a global market, it is prudent marketing to look at how we can reach not only financial economies of scale, but also communications efficiencies," confirmed Jim Watson, President of the CTC. "The competition out there is fierce, new media are changing the way we create and disseminate messages, and we need to look at how we can best break through the clutter in the marketplace. This type of approach, clearly demarcating Canada and building awareness while also positioning our different partners' products through the destinations featured, the visuals, the copy and the calls to action, is a blend of image and tactical strategies. Once again, it looks like Canada is placed to show that we are number one, in our own unique way, naturally."

Mark Schwilden
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FROM THE REGIONS

Canada's West Marketplace 2000 ready to roll in Lethbridge

Lethbridge will roll out the welcome carpet from November 27 to December 1 as the city gets set to host more than 130 overseas tour operators and media from over 18 countries during the 13th annual Canada's West Marketplace.

Situated on the edge of Alberta's badlands and in the midst of the province's heritage trail, Lethbridge is just a short drive from several of Alberta's five UNESCO World Heritage Sites including Waterton Lakes National Park and Head-Smashed-In Buffalo Jump.

Over 350 tourism suppliers from Western Canada will have an opportunity to showcase their products during Canada's West Marketplace. The Marketplace features four days of pre-scheduled, 11-minute appointment sessions. Each province is profiled separately during two days of the Marketplace. City tours, social events, media tours and pre & post familiarization tours designed to introduce tour operators and media to the incredible tourism opportu-

nities in Alberta and British Columbia, complement the Marketplace.

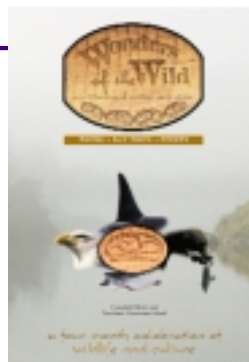
Canada's West Marketplace, a joint project of Travel Alberta, Tourism British Columbia and Canadian Airlines/Air Canada, is an annual marketplace forum for promoting Western Canada tourism products to tour operators, wholesalers, and travel media representatives from Europe, Asia/Pacific, and the Americas. The Marketplace is held

each year, alternating locations between Alberta and British Columbia.

Tourism Suppliers in Western Canada and international tour operators and media who would like further information regarding Canada's West Marketplace and who may be interested in attending the 2001 event are encouraged to contact:

Ian Holliday
CWM Conference Organizer
International Conference Services (ICS)
1 604 681-2153
incentive@meet-ics.com

Canada's West
MARKETPLACE
Alberta & British Columbia



Wonders of the Wild wins EDAC awards

It's a great way to end an exciting celebration for the Wonders of the Wild, which won the "Best of show" in Canada, as well as first place in the special events category (under \$250,000) in the 2000 Marketing Canada awards, from the Economic Development Association of Canada.

This year saw over 300 entries from small communities to larger regions. As Wonders of the Wild invites Campbell River and the northern Vancouver Island communities to celebrate our vast wildlife and culture, the EDAC has stated, "Exceptional creativity is being displayed through standard and/or innovative ways of getting the message out to the rest

of the country or for that matter the world."

"We are honoured to win such a prestigious award," says Sean Junglas, Wonders of the Wild Coordinator. "It testifies to our integrated approach to tourism marketing and demonstrates that working together within the community is essential. This award is a credit to all of our corporate and community partners who have been dedicated to our project. They should all be proud of their involvement as this award clearly shows we are on the cutting edge in the field of integrated tourism marketing. I would also like to extend my thanks to Patrick Marshall from Economic Development in Campbell River for having enough faith in this project to submit it for such a high calibre award."

Wonders of The Wild is a four-month annual celebration of wildlife and culture that began in June of 1999 as an integrated approach to promoting the region as one of the leading eco-tourism destinations. The celebration consists of four separate, one-month celebrations from June through September. Each month contains wildlife and cultural activities, adventure tours, day trips, and events for individuals, families, and groups.

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INDUSTRY DEVELOPMENT

CREATING A CULTURAL...

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"Traditional cultures place less emphasis on the written word. Adapting training tools for an aboriginal population means using more hands-on, visual tools, simple language, breaking content into 'bite-size' chunks and including aboriginal case studies and examples."

"These tools will be invaluable to us," says Redfern. "The fact that we can train on-the-job with CTHRC tools is key. We have limited resources locally and costs to travel elsewhere for training are high. The national self-guided training tools are flexible,

yet more structured than other similar tools. This is the perfect combination for our workforce."

TRAINING THE TRAINERS

"The person delivering the training is key as well. Aboriginal trainers are often better received by aboriginal trainees," says Doucett. Nunavut Tourism aims to train northern trainers. "We want to identify local people who are interested and available to take Train-the-Trainer," explains Redfern. "We could then provide training in smaller communities and it would be more affordable for us."

"Cultural and heritage interpretation by aboriginal people themselves

is not well represented. It's important that the aboriginal viewpoint regarding the land and the people be part of a tourist's experience. For this to happen, we need people with the skills required to be a Heritage Interpreter," explains Doucett. "It's not content we're looking for - Elders and community leaders can provide this. It's the technical skills such as how to deal with groups and how to present information that we need to provide."

The number of tourists visiting Iqaluit has increased by 30 per cent in the past two years. "We have no desire to attract mass tourism to Nunavut. We simply don't have the



infrastructure," explains Redfern. "We are looking at raising the *quality* of tourism products and services in the territory. Heritage Interpreter and hospitality training is adding value to our current products. Training is key to our development as a premier and unique tourism destination where tourists come to experience something that they couldn't experience elsewhere."

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CTC REPORT

REACHING THE CHINA MARKET...

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MARKET COULD REACH 100 MILLION IN 20 YEARS

In 1999, nearly 2.5 million Chinese tourists visited foreign countries. These were tour groups that were organized by Chinese tour companies and represented a 37.8 per cent increase over the same period in 1998. The World Trade Organization predicts that by the year 2020, China will have over 100 million citizens

travelling abroad. The number of travellers to Canada from China for 1999 was 59,600, a 14 per cent increase over 1998. For the period January to August 2000, an increase of 25.8 per cent has been registered.

In conjunction with the China International Travel Mart held from October 18-21 this year, at the invitation of the China National Tourism Administration, The Hon. Judd Buchanan, CTC Chairman, led a delegation of senior Canadian

tourism officials to Shanghai. At this event, Canada was one of 362 overseas exhibitors where the CTC, Tourism British Columbia and Air Canada sponsored a booth which provided a venue for their representatives and six Canadian-based suppliers to meet with Chinese trade and consumer visitors.

During the first week of April, 2001, Canada will officially inaugurate the opening of a Canadian Tourism Commission office in Beijing. This will

bear testament to Chairman Buchanan's efforts in developing a mutual trust relationship with the CNTA that has seen the opening of the door to achieving Approved Destination Status with the Chinese government. In the meantime, the office is up and running and at your service.

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Potential for Canada's Aboriginal tourism products in Europe

When looking at the potential for Aboriginal products at the international scale, the European market probably represents best potential. Europeans are fascinated by the different native cultures and their history. Although the Aboriginal experience is seldom the primary travel motivation to Canada, it is, for many Europeans, an important component of the trip that is sought.

However, experience tells us that there is still a discrepancy between the perceptions that drive demand and reality that shapes the offer. European still expect to find in Canada what they have always seen on Hollywood screens (traditional dances and costumes, etc.) On the other hand, Aboriginal tourism suppliers want to offer an authentic product and experience.

IDENTIFYING DEMAND

Although it was always clear that there was great potential for the Aboriginal product in Europe and that there were also various perceptions attached to it, the CTC was not able to quantify or qualify it. There was limited and outdated research on the subject. What we knew was anecdotal, and mostly based on discussions with European tour operators and in-market staff.

As a result, in collaboration with Aboriginal Tourism Team Canada, the CTC recently published the *Demand for Aboriginal Culture Products in Key European Markets* study. This study examines the demand for Canada's Aboriginal Culture products in the CTC's key European markets: United Kingdom, Germany, France, the Netherlands, Italy and Switzerland. The study looks at the level of demand, market size, perceptions and potential for Canada's Aboriginal Culture products in Europe.

KEY FINDINGS

As expected, Germany offers, by far, the greatest number of potential long-haul Aboriginal Culture travellers of the markets surveyed, with 9.0 million potential travellers looking for an Aboriginal experience when going on a trip. However, when applied specifically to Canada, with the exception of Germany, all European markets show strong interest in visiting Canada ranging from 53 per cent to 67 per cent. The Italian

market ranks first with a 3.1 potential travellers. The UK and German markets also show strong potential, with respectively 2.7 million and 2.5 million potential Aboriginal Culture travellers.

KEY MOTIVATIONS

According to the study, Europeans interested in Aboriginal products tend to share common key motivations for destination selection, including: the variety of things to see and do; the interesting and friendly local people; outstanding scenery; comfortable weather and opportunities to increase one's knowledge. This last travel motivation is encouraging for Canada as it provides the industry with the opportunity to change the Europeans' perceptions of Canada's Aboriginal people by sharing the traditions but also by educating Europeans on today's authentic Aboriginal living.

Another good news story is that those key travel motivations are also the foundation of our positioning in Europe and are recognized as Canada's main strengths in Europe. This certainly gives Canada a head start to attract those interested in Aboriginal experiences.

TRAVELLERS PROFILE

The profile of European travellers seeking an Aboriginal experience varies by market. However, most tend to be in their forties, the gender split tends to be equal, and most have a mid to high-income and education. The differences between Aboriginal Culture travellers and long-haul pleasure travellers are minimal.

Although the *Demand for Aboriginal Culture Products in Key European Markets* study is not exhaustive, it provides the CTC and its partners with solid insights on the potential, perceptions and demand of Aboriginal products in Europe. The research will allow the CTC to adjust its strategies to better respond to the demand and maximize its efforts where the best potential exists.

The study is available at
ctcdistribution@ic.gc.ca
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Fax: 613 952-2320

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A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
TOURISTS TO CANADA			
From the U.S.	January-September 2000	12,502,387	-0.2
By Auto	January-September 2000	7,892,289	-1.6
By Non-auto	January-September 2000	4,610,098	2.3
From Overseas - Total	January-September 2000	3,636,633	4.9
United Kingdom	January-September 2000	719,100	9.48
Japan	January-September 2000	401,279	-4.93
France	January-September 2000	337,698	-1.84
Germany	January-September 2000	335,093	-0.93
Hong Kong	January-September 2000	118,796	2.82
Australia	January-September 2000	138,663	11.09
Taiwan	January-September 2000	134,507	9.07
Mexico	January-September 2000	119,647	12.68
Korea (South)	January-September 2000	110,237	42.05
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January-September 2000	11,663,719	5.0
By Auto	January-September 2000	6,548,646	2.3
By Non-Auto	January-September 2000	5,115,073	8.6
To Overseas - Total	January-September 2000	3,571,713	5.1
EMPLOYMENT IN TOURISM			
Total Activities	Second Quarter, 2000	554,300	4.4
Accommodation	Second Quarter, 2000	153,000	5.6
Food and Beverage	Second Quarter, 2000	149,500	2.9
Transportation	Second Quarter, 2000	99,800	4.1
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income	Second Quarter, 2000	\$20,345	1.8
GDP at market prices (current, \$B)	Second Quarter, 2000	1,029.4	1.4
GDP at market prices (1992, \$B)	Second Quarter, 2000	918.7	1.1
CPI (1992=100)	September 2000	114.4	2.7
EXCHANGE RATES (in Cdn\$)			
American dollar	October 2000	1.5123	2.4
British pound	October 2000	2.1942	-10.4
Japanese yen	October 2000	0.0139	0
French franc	October 2000	0.1966	-18.5
German mark	October 2000	0.6592	-18.5
EURO	October 2000	1.2894	-18.5

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

Trends in Canadian vacation travel habits

Beginning in the spring of 1995, the Canadian Tourism Commission hired Roper Reports Canada to track and monitor what impact, if any, a lower Canadian dollar has had on Canadian vacation travellers habits and preferences on an on-going basis. The biannual report is based on information collected through in-home interviews of approximately 1,200 adult Canadians during the fall and spring each year.

The Spring 2000 survey indicates that 74 per cent of Canadians believe that the exchange rate is an important factor when planning their next vacation. Canadians are slightly less concerned about the impact of a lower Canadian dollar on their out-of-country vacation plans, as compared to the Fall 1999 survey. The report also indicates that Canadians are taking fewer out of country trips and of a shorter duration as a result of the lower value of the Canadian dollar.

VACATION IN CANADA MAY NOT BE A BARGAIN

Canadians do not necessarily think

that a domestic vacation is a bargain. When asked if the cost of a Canadian vacation (excluding transportation) is higher or lower than the cost of a US vacation, Canadians are evenly split, with 31 per cent thinking it's about the same.

There is a high intention to travel in Canada. Fifty-one percent of Canadians indicate that they plan to take a domestic vacation (2 or more nights) in the next 12 months. This is a significant increase (10%) from the Fall 1999 survey, and the highest recorded level in the history of the survey!

The CTC and industry's promotional efforts are paying off. Forty-six per cent of respondents believe that the CTC and industry's efforts to increase the amount of things to "see and do" in all seasons all across Canada through various package offerings, have enticed them to take more vacations in Canada. This is an increase of 6 per cent over the previous year.

Look for the Spring 2000 report on Canadian Vacation Travel Habits and the Impact of the Lower Canadian Dollar on the CTX web site in January 2001.

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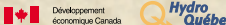
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Saint-Denis-de-la-Boutellerie



85, route 132 Est
Saint-André-de-Kamouraska



SPECIAL PEOPLE MAKE PRODUCTS SPECIAL

Communiqué began to publish this special monthly feature in September: special people, indeed, do operate special products all over Canada that contribute in special ways to Canada's unique blend of tourism experiences. We invite our readers to submit their special story to Communiqué; tell us who you are, where you operate, where your markets are, how long you have been in business (3 years minimum), and what makes your product distinctly Canadian

Send to:
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THIS MONTH'S FEATURE...



Our name is Moose Cree First Nation – Tourism Unit. Our business is called Moose Cree Outdoor Discoveries and Adventures. We operate from Moose Factory, Ontario, and offer Cree cultural excursions and wilderness expeditions based on the lifestyle the James Bay Cree live today. We offer this product in the traditional territory of the Moose Cree First Nation (rivers and streams of the Moose River basin and southern James Bay).

We have been offering these types of experiences for four years. Our principal market is domestic and U.S., and have been offering packages to our developing market in Europe. We have had over 50 customers for the last three years, and are experiencing an annual growth in sales.

What makes our business special is the uniqueness of the product. Our guests take home a sense of adventure and knowledge of the Cree culture, having lived off the land and travelled our highways as the Cree have for many years. Guests learn the history from the fur trade era to modern day, and have the experience of living everyday camp life as the Cree do when they travel seasonally to their hunting, fishing, and trapping camps.

The experience we offer is distinctly Aboriginal Canadian. We, the Cree of James Bay, have been through many changes over the past few centuries and keeping up with the times and new technologies has been a challenge in itself. Strong family ties and being a sharing people is what makes our culture and our tourism product unique.

1 705 658-4619 www.moosecree.com

Eastern Canada launches new web site at Kanata 2000

The Association Maple Route de l'érable (AMRE) and the Canadian Tourism Commission (CTC) have launched a new Japanese website at Kanata 2000 Marketplace that is created to link Ontario and Québec tourism suppliers with Japanese consumers.

The project is a partnership between the CTC and the Association Maple Route de l'érable. "We are excited about our new AMRE initiative," said Mike Ruby, President of AMRE. "Japanese FIT business is

important to Ontario and Québec suppliers. We know that consumers are researching and shopping on the Internet prior to making their travel arrangements. Japanese consumers are no different and our AMRE members are prepared for the new e-commerce."

Derek Hood, Managing Director of the CTC in Tokyo, is extremely pleased to see a successful partnership mature between Québec and Ontario suppliers and the CTC. "We are very supportive of Canadian suppliers who work together in promoting Canada as a cost effective way of doing business. The CTC is pleased to support this initiative to expand the availability of Canadian product in the Japanese market. Consumers may also continue to obtain information on the Maple

Kaido from travel agents," said Hood.

Association Maple Route de l'érable is a membership-based organization established in July 1994 as a non-profit association. The membership is composed of a variety of tourism suppliers including local tourism organizations, hotels, restaurants and attractions throughout Eastern Canada. Forty Ontario and Québec suppliers have provided destination information and visuals to promote their products on the web site.

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PEOPLE

British Columbia Premier Ujjal Dosanjh has appointed The Hon. **Gerard Janssen** as the new Minister of Small Business, Tourism and Culture. Former tourism minister **Ian Waddell** has assumed the post of Minister of Environment, Lands and Parks.

Janssen was first elected to the legislature in 1988, and has served as Government Whip. He has a background in small business, retail sector.

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