



CANADIAN  
TOURISM COMMISSION  
COMMISSION CANADIENNE  
DU TOURISME

# Another record-breaking year from U.S. and overseas tourists

In 1999, for the second year in a row, more Americans visited Canada than Canadians visited the United States, while overseas travel to the country also posted a considerable increase, according to figures released recently by Statistics Canada.

The 15.3 million American visitors who visited Canada last year – a 2.9 per cent increase over 1998 – represents a record number. The 6.4 per cent jump in overseas visits to Canada translated into 4.2 million tourists.

From the United States overnight auto travel was up 2.2 per cent, while non-auto entries increased by 4.1 per cent.

Among Canada's major overseas markets the number of travellers from Europe increased by 4.8 per cent, and Asian markets posted an overall 9.8 per cent rise in 1999.

Key European markets registered increases. The number of visitors from the United Kingdom rose by 4.9 per cent. German visitors increased by 3.8 per cent, and the number of visitors from France went up by 2.9 per cent.

Among major Asian markets, South Korea went up 51.7 per cent, Taiwan 25.1 per cent, and Japan up 7.1 per cent. Also, significant increases were registered by other overseas

markets, such as Mexico (14.1 per cent) and Australia (4.5 per cent).

But decreases were recorded in a few important markets: Brazil was down by 21.6 per cent, Hong-Kong by eight per cent, and Switzerland by 3.1 per cent.

For outbound travel during the year, the number of Canadian tourists

to the U.S. increased by 5.1 per cent, to 14.1 million. Overseas travel by Canadians reached 4.3 million, an increase of less than one per cent.

"The positive trends from most of our major markets are clear evidence that the partnership approach to marketing is working," said Terry Francis, president and CEO of the Canadian Tourism Commission.

"Given the level of the global competition among tourism destinations, co-operative marketing between governments and industry is the only way Canada's messages can rise above the clutter".

## Travel deficit drops two years running

For the second year in a row Canada's travel deficit has dropped, resulting in the lowest figure in ten years.

According to data compiled by Statistics Canada the country's travel account deficit for 1999 fell to \$1.89 billion, a 6.7 per cent drop from the year before. In 1998 the travel account deficit registered a whopping 44.7 per cent decrease over 1997.

Total spending from the United States, Canada's largest and most lucrative international travel market,

increased by 5.4 per cent to \$9.12 billion. Spending by tourists from other countries also increased, by 8.8 per cent to \$5.75 billion.

Canada's travel account – the difference between international tourism receipts and payments – has been dropping over the past five years. When the Canadian Tourism Commission was formed in 1995 the travel deficit was about \$3.3 billion.

COMMUNIQUE

CANADA'S TOURISM MONTHLY  
[www.canadatourism.com](http://www.canadatourism.com)

TRAVEL TRADE  
SECTION Pg. 9

# EDITORIAL



## Getting published in *Communiqué*

We at *Communiqué* receive a great many submissions, news releases, letters, stories, articles, research data and other materials on a daily basis from various companies, governments, DMOs, organizations and individuals mostly, but not exclusively involved in travel and tourism, in Canada and internationally.

The competition for space can be furious.

Naturally it is impossible to publish everything we receive, but there are some guidelines that will help those seeking to get their pieces onto our pages. No guarantees, of course, but the closer *Communiqué's* contributors come to following the

guidelines, the more likely will be the chances of getting published.

**CONTENT** - It is important to remember *Communiqué's* slug, 'Canada's Tourism Monthly,' not because it is cute and catchy, but because it is a statement of what we are all about.

We are looking for material that should be of interest to the broadest range of people involved in tourism across Canada, including the travel trade. The story may be a locally-based event, product or initiative, but if it has an appeal to others in the industry across the country it is more likely to attract our editorial attention.

Also, please pay close attention to *Communiqué's* Editorial Schedule, which appears on this page every month. It provides valuable clues as to the featured product line for a given month, so if you're offering relates to that product line, so much the better.

**TIMING** - This is vital. *Communiqué* is published 10 times a year. It is important for contributors to get your material to us as far in advance of the editorial deadline date as possible, or to contact the editor-in-chief well ahead of time to discuss

### MONTH SPOTLIGHT

### EDITORIAL DUE

May	<b>Water</b> (marine parks, cruises, whitewater rafting, boat tours, whale watching, fly-in resorts)	Wed	Mar. 29
June	<b>Festivals and attractions</b> (world heritage sites, major events, aquariums, zoos, natural wonders)	Wed.	May 3
July/Aug.	<b>Countryside</b> (touring - automobile, RV, train, bus, bicycle, walking, wine, food tours, agri-tourism)	Wed.	May 31
Sept.	<b>Cities, culture</b> (arts, museums, restaurants / cuisine, shopping)	Wed.	Aug. 2
Oct.	<b>Skiing/snowboarding/heli-skiing, spas</b>	Wed.	Aug. 30
Nov.	<b>Winter non-ski - Xmas</b> (winter festivals, snowmobile, cross country skiing, snowmobiling)	Wed.	Oct. 4
Dec.	<b>Heritage, Aboriginal</b> (heritage, historical sites and experiences)	Wed.	Nov. 1

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

your story ideas.

Many otherwise good stories have gone unpublished in *Communiqué* because they were received too late, and could not comfortably fit into the theme of the next edition.

**FORMAT & SPECIFICATIONS** - For the most part, *Communiqué* editorial staff work in WordPerfect, although we accept submissions in MS Word as well.

You may also send your material as part of an e-mail message, or via fax or surface mail.

The main thing is, don't get fancy! It's the information we are interested in, not cutesy formats. They really throw things off and cause too many problems when we're under deadline pressures.

Your submissions should be basic text all in the same type face, flushed to the left margin, with no centred headlines or fancy borders, boxes or other graphics. If you are sending photographs or other images, we prefer slides because of their clarity and colour separation but will accept crisp, well-defined photographs. You may also send jpeg files electronically.

Story length should be 500 words or less. Remember we are publishing

a news and information magazine, not a book. Our readers don't have the time or the inclination to wade through long, ponderous pieces.

The editor-in-chief reserves the right to edit all submissions for style, content and length.

**NOTE TO ADVERTISERS** - Those wishing to advertise in *Communiqué* should contact our Media/Advertising representatives, Publicitas/JHD Media Group. Their names and contact points are listed in the *Communiqué* masthead box on this page.

**WHERE TO SEND YOUR MATERIAL/WHO TO CONTACT** - All editorial submissions, or any enquiries on *Communiqué* editorial matters should be directed to the Editor-in-Chief of *Communiqué* (see address below).

Catch you in May

*Bob Gairns*  
Bob Gairns

### ON THE WEB

*Communiqué* is also available at [www.canadatourism.com](http://www.canadatourism.com)

*Communiqué* est disponible en français.

## COMMUNIQUÉ

### CANADA'S TOURISM MONTHLY

*Communiqué* is a publication of the Canadian Tourism Commission, in cooperation with the Canadian tourism industry.

#### Editor-in-Chief

Robert Gairns  
65 Côte des Neiges Road  
Nepean ON K2G 2C7  
T: 613 224-1451 F: 613 224-3458  
mahekun@sprint.ca

#### Design

Travel Communications Group Inc.  
309 Carlton Street  
Toronto ON M5A 2L6  
T: 416 515-2787 F: 416 515-2786  
travcomm@inforamp.net

#### Media/Advertising

Publicitas/JHD Media Group

#### TORONTO

Jim Dodd, Managing Director  
T: 905 665-6444 F: 905 665-6006  
jdodd@jhdmedia.com

Tina Cancilla,  
T: 416 760-9575 F: 416 760-7274  
tgreen@yesic.com

#### MONTREAL

Michael Shannon,  
T: 514 484-1769 F: 514 484-9450  
mshannon@mmlink.net

#### VANCOUVER

Linda Eccles  
T: 604 893-8366 F: 604 893-8385  
eccles@netcom.ca

#### Printed and Distributed by

Baxter Publishing  
310 Dupont Street  
Toronto ON M5R 1V9  
T: 416 968-7252 F: 416 968-2377  
ctp@baxter.net

#### Publisher

Ghislain Gaudreault  
Canadian Tourism Commission  
235 Queen Street, 8th floor, West tower,  
Ottawa ON K1A 0H6  
T: 613 954-3919 F: 613 946-2843  
gaudreault.ghislain@ic.gc.ca



CANADIAN  
TOURISM COMMISSION

For general inquiries Tel: 613 946-1000 <http://www.canadatourism.com>

**Moving? Fax corrected mailing label to 613 745-4937**

CANADIAN PUBLICATIONS MAIL PRODUCT SALES AGREEMENT NUMBER 1468367  
The views and opinions expressed in *Communiqué* are those of the authors and not necessarily those of *Communiqué* or the Canadian Tourism Commission.

## How did plain old fun get so complicated?

by Peter Kingsmill

The Adventure Travel Society defines adventure tourism quite succinctly. It is "...participatory, exciting travel that offers unique challenges to the individual in an outdoor setting."

Adventure travel is a product, like a vehicle. It can be "soft" and comforting, like a luxury automobile, or it can be "hard" and challenging, like a mountain bike. Like a vehicle it sells best when it comes with accessories that appeal to the clients' image of themselves, to their level of knowledge, experience and financial status.

Increasingly, the travel client's self-image reflects a personal awareness of the importance of maintaining a clean and attractive environment, and the desirability of appearing knowledgeable about and supportive of different cultures.

Hence we have this new buzzword in the travel industry called 'ecotourism' because as an accessory to the adventure product it enhances the experience of the client by delivering an extra component of satisfaction.

### NON CONSUMPTIVE

Ecotourism is characterized in the marketplace as "non-consumptive" (i.e. not hunting or fishing) and has been attributed a number of similar definitions.

A good example is from Tourism Saskatchewan: "...an enlightening nature travel experience that contributes to conservation of the ecosystem and to the cultural and economic resources of host communities."

### ECONOMIC SENSE

Notwithstanding that the concepts of conservation of natural resources and support for local cultures match the sensibilities of the "new" clientele, they are also fundamental to good business practice.

Yukon operator Neil Hartling, in the January/February issue of *Communiqué*, says: "Sustainability is a complex issue but the bottom line points to good economic sense." One might even say that if a tourism operation were not economically viable it would probably not be environmentally sustainable either.

The first things to suffer when profitability falls are maintenance and mitigation, key components of any good corporate environmental policy.

### DIFFERENT EXPERIENCES

Adventure Tourism incorporates a very

wide spectrum of activity in Canada.

Vic and Shirley Mazur operate River Jet Boat Safaris out of Prince George in British Columbia. Their product is undoubtedly an adventure product and while it does not exact the same level of physical commitment as Remote Passages' sea kayaking tours from Tofino, both can be classed as "hard" adventure.

Les Croisières Express at Tadoussac, Québec, offers covered-boat whale-watching excursions, and Shearwater Tours in Saskatchewan delivers pelican-watching boat tours. These visitor experiences can probably be best classified as "soft" adventure tours. Birding hikes at Long Point in southern Ontario or cycling tours from Mount Stewart in Prince Edward Island are, likewise, nature-based soft adventure products requiring a moderate amount of physical effort on the part of the client.

Whether any of these could be



classified as falling within the ecotourism product line is, without detailed examination against a set of standard criteria, a matter of conjecture.

Many of Canada's major hotel operations and several other sectors have undertaken important approaches to sustainability, recognizing that as well as touching their clientele in a positive way, they contribute to the bottom line now and into the future. Of course, establishing whether these approaches help to reach the goal of sustainability requires long term monitoring of environmental impacts and profitability.

### CRITERIA NEEDED

Ecotourism is an adventure tourism product line that desperately needs some criteria to maintain its validity

as a product "accessory".

To recycle an analogy used earlier, an air conditioning unit that fails to deliver on its promises can spoil the driving experience, no matter how well the rest of the vehicle runs.

Many organizations across Canada have begun to establish criteria for nature watching and conservation (notably whale watching associations on the Pacific and Atlantic coasts). Some have started ecotourism industry accreditation systems (e.g. the Ecotourism Society of Saskatchewan) that evaluate many components, with an emphasis on the quality of visitor experience.

If the ecotourism segment of the adventure tourism industry is to

maximize its potential for Canada, much work has to be done fast to develop and apply valid criteria that ensure that the expectations of our clients are satisfied.

Adventure travel has a great future in Canada, and can join with hotels and other service providers to move toward the goal of sustainability. And, we must never forget that even our new "environmentally aware" clients are far less interested in industry definitions than they are in having fun on their vacation!

*Peter Kingsmill  
is a member of the CTC's adventure  
travel & ecotourism committee*

## Adventure travel, ecotourism on path to success

by André Villemaire

'Eco-adventure' travel is one of the fastest growing tourism markets in Canada, increasing between 10 and 15 per cent a year over the past five years.

Of the 18.8 million visitors to Canada in 1998, 14.9 million were

activities, including nature viewing, trail riding, hiking, bicycling, bird-watching encompassing a learning component, or being exposed to authentic cultures.

They expect to stay longer and to extend their vacations. They are prepared to spend money to get good quality and they demand personalized service. Their use of air travel is increasing rapidly; this is supporting the growth of shorter destination trips (fly and drive). There has been an exponential growth in Internet use (1,500 per cent increase, from 3.6 million U.S. online travellers in 1996 to 52.2 million in 1999) for planning their trips and more (32 per cent of the 52.2 million Americans) are using the Internet for travel reservations online – a 206 per cent increase since 1997.

### EUROPEAN MARKETS

The three major European tourism markets for outdoor adventures and nature experiences are United Kingdom, France and Germany.

Eco-adventure German visitors are single, from 18 to 35 years of age, fairly well educated and interested in visiting Canada national and provincial parks, camping and hiking, and more physically-challenging adventure experiences.

There is also interest from the markets in soft adventure and nature viewing experiences, including visiting Canada's national and provincial parks, and the cultures of Aboriginal peoples and others that comprise the cultural fabric of Canada.

### JAPANESE MARKET

The Japanese market for eco-adventure tourism is much smaller.

The 484,000 Japanese visitors in 1998 accounted for \$520 million in tourism receipts.

Japanese travellers are interested

Americans, representing \$6.7 billion in tourism receipts. Of this number 5.4 million visited the country's national and provincial parks, and 4.5 million participated in sports and outdoor activities, including adventure experiences, a 12.6 per cent increase in these activities over the past four years. Similar trends have emerged for the adventure tourism domestic market.

### TRENDS

Today, the growth travel markets and by far the largest (young senior and baby boomers, the 35-55 years old bracket) are more wealthy and better educated and want to travel. They are seeking new and more enriching experiences related to adventure, nature and culture. They are interested in soft adventures and outdoor

in touring Canada's cities, as well as national and provincial parks, including Banff and Jasper. They are interested in experiencing soft adventure, such as hiking and nature viewing (polar bears in Churchill, MB). As well, young Japanese couples are flocking to Northern Canada to experience the aurora borealis (northern lights).

### RVC '99 SURVEY

A survey of buyers attending Rendez-Vous Canada in 1999 showed that whale-watching, horseback riding, rafting, snowmobiling, golf, kayaking, dog sledding, snowboarding, skiing and the northern lights are top outdoor activities in demand by buyers.

Hiking, nature viewing, bird-watching, national and provincial parks, scuba diving, canoe/camping expeditions, mountain biking, catch-and-release fly fishing, rock climbing/rappelling, storm and iceberg-watching, and showshoeing are also other very popular adventure activities.

### INDUSTRY TRIPLED

Since 1993 the number of Canadian eco-adventure tourism operators has tripled, from 670 to more than 2,100. Overall revenues of Canadian eco-adventure tourism operators during the six-year period have risen from an estimated \$165 million to more than \$800 million in 1999.

Canada is well-positioned to take advantage of opportunities in this sector. More quality and diversity in product and the country's remote wilderness, national and provincial parks, beautiful scenery and its safe and friendly environment are key factors that motivated foreign visitors.

Several industry associations in adventure travel and ecotourism are being established. Among them: the Wilderness Tourism Association in British Columbia, and in the Yukon, B.C. Adventure Travel Industry Association, Whale Watching Industry Association of the Northwest, Saskatchewan Ecotourism Industry Association, Québec Adventure Travel Operators Association, and the Nova Scotia Adventure Travel Industry Association.

Some of their successes include codes of ethics on resource sustainability and a "leave-no-trace" policy, group liability insurance providing lower premiums for individual operators, a risk management program and professional business principles. Some new alliances between operators are being formed in Ontario, Newfoundland and the Lower St-Lawrence Québec region to develop packages and undertake joint marketing, to develop label of quality and accreditation programs.

As well, educators and industry leaders are now working together to ensure more coordinated outdoor recreation, adventure and guide

training programs, such as the new B.C. adventure programs framework currently in development.

### THE CHALLENGES

Canada is closing the gap on competitors in this sector.

The offer of a true wilderness adventure experience has been one of Canada's best competitive advantages and must be maintained. The industry recognizes how important it is to prevent over-capacity and to ensure ecological integrity and preserve our habitat for future generations.

The industry must continue working on learning new business skills such as strategic business planning, product development and market research and effective product marketing. And more complete packages offering eco-adventure activities mixed with cultural and learning experiences such as being exposed to Aboriginal and other cultures need to be offered.

The CTC Best Practices Tour conducted last March 1999 and the CTC Catalogue of Exemplary Practices in Adventure Travel and Ecotourism, distributed to more than 2,000 Canadian eco-adventure tourism operators have been well received.

With the efforts undertaken by the industry in recent years, the signs are pointing in the right direction and we believe that the Canadian eco-adventure industry is paving the way for success as a sustainable sector in Canada.

*André Villemare is a product specialist with the CTC  
Tel. 613 946-9596  
villemare.andre@tc.gc.ca*

## Packaging Canada's North

It has become common knowledge that eco/adventure travel is the fastest growing segment of the world's \$3 trillion travel industry.

From east to west (Nunavut, Northwest Territories and Yukon) the Canadian arctic offers a diverse array of world-class features and the packages that make them accessible.

The beauty of the north is dependent upon the pristine setting and element of solitude. This dictates that most packages are aimed at the high-yield consumer with a focus on high quality, rather than volume. Northern operators strive to keep the margins high and the numbers low.

### NORTHERN EXAMPLES

Examples of northern land-based product include facilities such as at Bathurst Inlet Lodge on the inlet off the Arctic Ocean.

Here guests enjoy the comforts of a lodge while spending days

exploring the region with trained naturalists and local Inuit hosts.

A variation on the theme can be found at Uncommon Journeys in the Yukon. Heli hiking among the spectacular ridges is the soft adventure activity. Home base for the evenings is in comfortably appointed Mongolian Yurts with fine dining entrées and wines.

Go Wild tours, based in Whitehorse, offers a wide variety of land-based options for guests of local hotels and inns. These include van and 4 x 4 rides to walking in alpine meadows with knowledgeable guides, mountain biking for beginners, and custom tours.

### MATURE, AFFLUENT TRAVELLERS

It is helpful to realize that the average age of the northern visitor is 50 years plus and the gender mix is close to 50/50.

They are an affluent professional group and are generally collecting "icon" experiences and destinations as "trophies" or "bragging rights." This may be the sighting of a rare bird or mammal or dipping a toe in the Beaufort Sea. They enjoy comprehensive pre-trip information that provides informative background

knowledge regarding the location and features.

It is also instructive to realize that the greatest concern to most potential visitors is #1 – safety and #2 – toilet and sanitation management. Contrary to the stereotype, successful operators are constantly working to "soften" product offering while preserving the sense of adventure.

Knowledgeable and personable staff, good food & wine, dramatic sights and exotic locations are hallmarks of the best operators. Operators work hard to provide enough pre-trip information to ensure that guests arrive with the proper clothing and information so they can enjoy the experience in comfort.

### OPERATORS LIKE THE WEB

The Web has become the medium of choice for eco-adventure operators.

Agents can benefit from this tool for researching potential destinations and quickly learning the details required for selling the package. Most operators will "protect" agents' commissions. You need only confirm this with an e-mail and you are on your way to a productive relationship.

*One-stop shopping  
for northern product can be found*



at the following Web sites  
[www.touryukon.com](http://www.touryukon.com)  
[www.nwtravel.nt.ca](http://www.nwtravel.nt.ca) and  
[www.nunavut.com](http://www.nunavut.com)

For an insider's view of industry issues you can visit the Northern Wilderness Tourism Product Club Web site

[www.yukonwild.com/members](http://www.yukonwild.com/members) (enter "guest" for user name and password)

## Helicopter-assisted walking and hiking adventures

Canadian Mountain Holidays (CMH) takes guests on the most spectacular summer adventures imaginable.

Daily helicopter flights take guests to the most incredible mountain hikes: along 9,000-foot high ridges, in stunning meadows or to an ascent of a towering rocky peak.

Life at one of CMH's five lodges offering summer programs is as luxurious as the mountains are high.

Amenities include: whirlpools and saunas, massage therapist, indoor climbing wall and exercise room, gift & sundries shop. By design, there are no in-room phones or televisions. The library, games area and great room are all hubs of activities.

### STRETCH, EAT & GO

Each day starts with a gentle stretch class, followed by a hearty breakfast. The guides, based on personal input, create groups of similar ability. With all the gear provided, guests are ready for a day of discovery.

Helicopter is used to transport groups to and from the lodge for each hiking day's adventure – from 100 feet to 10 miles and more. There are no trails, but the selected terrain is always walkable, with most of the hiking done above the tree line to maximize the views.

### WORLDWIDE GUESTS

For almost 35 years, Banff-based CMH has played host to guests from all over the world. Our mission is to share the passion for these incredible mountain places with our valued guests. Canadian Mountain Holidays' service, fine cuisine, and attention to detail are famous amongst its clients.

CMH's professional and dedicated planners can customize a western Canadian holiday to suite your clients' specific interests and needs.

For more information, call toll free, 1-800-661-0252, and ask for Jane Hay, CMH's director of marketing, or visit us on the Web at [www.cmh-hike.com](http://www.cmh-hike.com)

## Trail of the Great Bear and Brewster offer the best of the Rockies

The Brewster Company has been sharing the Canadian Rockies with visitors from around the world for more than 100 years.

Together with the Trail of the Great Bear, an award-winning eco-tourism initiative, an enriching series of tours offer scenic wonder and inspiration in experience and learning. The alliance offers two varieties of tours: fly-drive and escorted motorcoach sightseeing.

The fly-drive package is part of the Brewster Discovery Drive Program. Perfect for repeat visitors and those looking for something different, the package combines the majesty of Banff and Jasper with new areas, including the British Columbia Rockies and Waterton-Glacier International Peace Park.

The Trail of the Great Bear stands out as a model eco-tourism program. Incredibly rich in natural beauty, the trail includes six national parks, three World Heritage Sites and six historic attractions. Local guides and experts



meet the traveller at intervals along the route and offer personal attention and local perspective.

The program starts with a meet-and-greet and a detailed itinerary binder containing day to day routing information, detailed maps, a 222 page guidebook and vouchers to local attractions.

A percentage of the tour package is directed to interpretation and education. Each receives a lapel pin and name card identifying their contribution to conservation in the region. The six-night, seven-day tour includes accommodation, rental car, attractions and personalized activities.

### TRUE WEST IMAGE

Southwest Alberta, rich in culture and natural beauty and true to the image of the west, offers expanses of open rangelands and Rocky Mountain splendour. Its stunning national park, Waterton, is still a peaceful place with a tiny town where locals say "Hi!"

The tour offers a perspective unlike any other in the Brewster line-up. The first stop is Head-Smashed-In Buffalo Jump, a designated World Heritage Site.

The traveller is introduced to the region from an Aboriginal peo-

ples' perspective and learns from a Native interpreter about life on the prairies before the coming of the horse. Then it's on to Waterton Lakes National Park, where the Canadian Rockies run head-on with the Great Plains.

An afternoon departure from Waterton leads on to the final stop at Bar-U Ranch national historic site, featuring the history of ranching in Canada.

The one-day tour departs Calgary on Tuesdays and Fridays, June to September. It offers transportation north and south between the Waterton-Glacier area and Calgary and the Canadian Rockies.

Passengers wishing to further explore the area can consider a series of extended programs to the tour. A five-night Ranch Stay package departs the scheduled coach run at the Bar-U Ranch on Tuesdays and rejoins the coach on Fridays. An extended Native culture package departs at Head-Smashed-In on Tuesdays and rejoins the coach on Fridays. All extended packages include activities, accommodation, transportation and the Trail of the Great Bear travel binder.

For further information and booking  
 Tel: 1 800 215-2395

## Open skies new meaning for Manitoba adventures

Fantasy is about escapism and experiences in Manitoba are about escaping into 'open skies,' especially on horseback into spectacular, wild areas.

Manitoba offers fantasy and escapes that world travellers would 'die for' if they only knew.

Over the next five years names like Riding Mountain, Norway House, Lake Winnipeg, Turtle Mountains, Whiteshell, Spruce Woods and Hecla will become part of the lexicon of North American travellers seeking adventures in wildlife-viewing, weather-watching and nature photography by hiking, kayaking, canoeing, horseback riding and mountain biking.

Riding Mountain has some of the best dark-sky locations in North America for viewing constellations – very little light pollution.

### SERENITY

Earth Rhythms is a 'Manitoba Best' company recently profiled as a Top 20 small business by *Manitoba Business*



Imagine learning all about wolves by following their tracks on horseback in Riding Mountain, accompanied by an independent biologist.

### HEARTLAND ON HORSEBACK

Manitoba's bird is the grey owl, the bison her mammal, the crocus her flower.

When adventure travellers find the real thing the connection is complete.

This is Manitoba – heartland on horseback.

Uncrowded, abundant, accessible nature and wildlife, safe environments, rural resorts and lodges, wilderness camping and trails. Three seasons that are underutilized (spring, fall and winter), with lots of capacity and, finally, great value for our neighbours south of the border.

Earth Rhythms  
 Tel: 888 301-0030  
[earthrhythms@techplus.com](mailto:earthrhythms@techplus.com)

*magazine*. The outdoor adventure company specializes in customizing outdoor experiences throughout Manitoba and Saskatchewan, targeting individual, group, conference and corporate clients.

A fall safari on horseback into Riding Mountain National Park is all about serenity. A guided September elk-viewing and moose photography package is the ultimate in wilderness soft adventure. The 'northern lights,' bugling elk, frosty mornings for photography, tents, horses, riding instruction and formal dining each evening with Ukrainian cuisine by the fire, are all provided.

## Thunder Cape miracle of migration

Sleeping Giant Park and Peninsula, jutting out 30 miles into Lake Superior from the mainland, makes Thunder Cape, at its tip, a natural funnel point for birds and nature lovers.

Since 1991, monitors at Thunder Cape Bird Observatory have recorded more than 190 species of birds, including broad-winged, red-tailed and rough-legged hawks, and have banded thousands of birds to determine range patterns and migration routes. Sleeping Giant Park is a popular place for hiking and viewing or photographing plants and wildlife.

This small group, five-day natural history adventure features Lake Superior's stunning borderlands – pure Canadian Shield topography. Natural waterfalls, spectacular lookouts, lakeside hiking trails and Ontario's official gemstone, the amethyst, are abundant treasures.

The Group of Seven regularly visited Lake Superior's north shore to paint its magnificent landscapes and powerful images. Sleeping Giant Provincial Park is one of Lake Superior's premier natural environment parks, with the famed 'Sleeping Giant' rock formation, at its very tip.

Enjoy interpretive hikes and visitor centre programs within the park and at spectacular Ouimet Canyon where Cloudberry, arctic bistort and butterwort grow hundreds of kilometres south of their usual arctic habitat. A bog in the park's southern end supports two rare orchids – the adder's mouth and the striped, round-leafed orchid. Some 24 types grow here, including arethusa, calypso, and the plentiful pink lady's slipper.

Ferns also abound, as do deer, red fox and porcupine, moose, bears, wolf and lynx. You'll visit historic Silver Islet Village too and learn the fascinating history of its world-famous silver mine.

Depart from its dock for Thunder Cape – usual approaches to the Cape are by rugged hiking trail over the Giant or by commercial fishing boat from Silver Islet (weather permitting).

Also included in this 'Superior by Nature' adventure is a four-night stay at the Red Rock Inn on Nipigon Bay. The program includes numerous meals, hiking excursions and tours of the amethyst and agate mines, as well as at historic Old Fort William, a magnificent fur-trading 'city in the wilderness'.

For more information  
[www.superiorvisits.com](http://www.superiorvisits.com)  
 or Lois Nuttall  
 Tel: 807 344-9208  
 Fax: 807 345-3787

# Moose factory Cree pass on heritage

This summer heralds the opening of the Cree Village Ecotourism Centre and Lodge on Moose Factory, an island community off the southern tip of James Bay in northern Ontario.

Chief Randy Kapashesit of MoCreebec Council of the Cree Nation says his community has taken a purposeful and patient path in developing something they can proudly pass on to future generations.

The Cree Village facility reflects their traditional respect for the environment, and provides a gathering place where all can mingle in an atmosphere conducive to sharing and understanding, surrounded by the beauty of the land and people, and steeped in Cree culture and history.

### 20-ROOM, 4-SEASON LODGE

The lodge will provide a warm welcome to the world of the Omushkegowuk Cree and the vast Hudson Bay Lowlands.

The 20-room four-season eco-lodge will be one of North America's few "green" accommodation facilities.



The architectural and interior design has benefited from the input of the international award-winning ecotourism architect, David Andersen. The Cree-inspired design and panoramic view of the Moose River and the northern skies will provide the perfect base for the general vacationer, the discerning ecotourist, and the adventure seeker.

Moose Factory, an island community situated near the mouth of the Moose River, has been a popular destination for many years for travelers of the Polar Bear Express, an excursion train launched in 1964, and which continues to be operated

by the Ontario Northland Transportation Commission. It has been a meeting place for the Omushkegowuk Cree for millennia, and is also an extremely important site in Canadian history. It was here, in 1673, that the Hudson Bay Company established Moose Fort, Ontario's first English-speaking settlement.

The natural landscape is exceptional as well, where Ontario's only tidal marine habitat can be found, and where there is a great

diversity and abundance of wildlife including beluga whales, caribou and more than 160 bird species. It is part of the most isolated, unspoiled region of Ontario, and yet it is easily accessible by rail or by flight (only 3½ hours by daily scheduled flights from Toronto).

For more information  
 on Cree Village  
 Chief Randy Kapashesit  
 Tel: 705 658-4769  
 or Rick MacLeod Farley  
 of MacLeod Farley and Associates  
 Tel: 705-563-8550  
[macfar@nt.net](mailto:macfar@nt.net)

## Land adventures in Québec

Québec, with its countless lakes and rivers, is an ideal destination for lovers of aquatic adventures.

But for those who wish to keep their feet dry, Québec also offers a multitude of excursions and jaunts by land. It offers a wide choice of activities that one will enjoy while gaining a better appreciation and understanding of Québec's natural environment, wildlife, flora, culture and heritage, all in the company of a professional tourist guide.

### CHOOSING A GOOD TOUR OPERATOR

Whatever guided activity one chooses, an important first step is to find a professional tour operator or provider of adventure travel.

The task is made easier by relying on the "Association des producteurs en tourisme d'aventure du Québec" (APTAQ <http://www.aptaq.qc.ca/>). The association comprises some 145 members, of whom more than 70 operate tourism businesses that organize adventure travel tours and activities throughout the province. They follow a code of ethics, have liability insurance coverage and ensure high standards of professionalism in the industry.

### NATURE STUDY

Whether on foot, on horseback or on a mountain bike, the traveller who has chosen a guided land adventure package will have many opportunities to enjoy the wildlife, the natural setting and the cultures of the areas visited.

With 21 provincial parks, eight national wildlife reserves and 16 faunal preserves, Québec offers a countless number of wide open spaces for adventure and eco-touristic activities.

In a number of areas travellers will have access to boreal forests, the tundra and have a chance to watch caribou. Such is the case with the "Parc des Grands-Jardins" in the Charlevoix area and Gaspé Park in the region of the same name. (<http://www.sepaq.com/>).

### HIKING & TREKKING

Among APTAQ members selling adventure packages, several offer a choice, ranging from the short hike to the grand trek.

During the fall of 2000, Québec will open a section of the well-known Appalachian Trail where several outings and excursions will be available. ([absolu@quebec.net](mailto:absolu@quebec.net)).

For those who like trekking and a wilderness challenge, expeditions will be organized to Monts-Groulx, which is virgin tundra and boreal forest territory at the frontier of Québec's far north.



### MOUNTAIN BIKING

Many mountain bike expeditions and excursions are also offered.

Such expeditions take adventure travellers along forest trails giving them access to a diversity of natural attractions. An original mountain bike tour, where riders are accompanied by a 4 x 4 to transport baggage, takes bikers to three major nature sites: Mont-Valin, the Saguenay Fjord and the high cliffs of the River Malbaie (<http://www.pomm.com/qhc>).

### HORSEBACK

Québec boasts more than 100 equestrian centres.

continued on page 8

**LAND ADVENTURES IN QUÉBEC..***continued from page 7*

Each provider strives to be more imaginative than the other in offering unique and original equestrian experiences: Horseback expeditions to sift for gold (the "Massif du Sud" Ranch info@chevaux.com); a package for would-be cowboys: a day on horseback to round-up, sort and drive a cattle herd (Joual Vair Farm).

**COMBOS**

Travel packages combining earth and water activities are also for the choosing. They include hiking to explore the Fjord du Saguenay accompanied by a biologist, off-terrain vehicle travel and canoe-camping, and hiking and sea kayaking.

With the basic package travellers can try specific outdoor activities or combine a number of them such as sea kayaking, rafting, horseback riding, mountain biking, and rock climbing.

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

<http://www3.sympatico.ca/%20adrenaline.ecole.aventure>

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

**ACCOMMODATION**

Travel packages offer a diverse array of living accommodations ranging from Hébergement camping and shelters to inns and outfitting stations in the forest.

Many tour packages are available from Montréal and Québec or from major resort centres. They normally include transportation to activity sites.

*For information  
Tel: 514 278-5923*

**Best practices at Bouctouche, NB**

Hiking, cycling, birdwatching and kayaking are just a few of the various temptations awaiting the adventure ecotourist in Bouctouche, New Brunswick.

This unconventional destination has maintained an ecological haven within the small community 50 kms northwest of Moncton. In 1995 the town of Bouctouche, in partnership with other businesses and government leaders, began making plans to share their *Model Coastal Community* with other ecotourism

vacation seekers.

An overwhelming success, Bouctouche will now be highlighted in a series of Best Practice Initiatives supported by the Tourism Atlantic division of Atlantic Canada Opportunities Agency (ACOA), along with product development representatives in the four Atlantic provinces.

A community almost entirely on the coast, Bouctouche offers an ecotourism package based on cultural and ecological learning opportunities.

*La Dune de Bouctouche* (a 12 km sand spit) lies at the mouth of the harbour. At the entrance to the dune, is the Irving Eco-Centre comprising ecology learning, information and interpretation centres.

Other attractions in the area include a Visitor's Centre, a museum, golf course, Micmac Experience tours, and *Pays de la Sagouine* (featuring Acadian theatre and cultural interpretation).

Bouctouche has achieved leadership credibility and worldwide recognition as an ecological wonder, having been a finalist for the British Airways "Tourism for Tomorrow Award", and is nominated for the Attractions Canada Award.

Bouctouche Best Practices will focus on resource-based objectives

and encourage alternative methods of community support, providing a practical framework for tourism development, coastal management and environmental monitoring.

"Sharing Lessons Learned," a two-to-three-day program will host community groups from across Atlantic Canada comprising municipal, business, culture and tourism leaders. It is targeting 20 to 30 communities over the next few years, with a pilot program to begin in June 2000.

**Parks Canada:  
connecting  
travellers with  
nature**

Daily outdoor adventures add up to memorable experiences at Canada's national parks – protected spaces in a cross-country network of outstanding natural environments.

**Wood Buffalo National Park**, a vast wilderness straddling the Alberta / Northwest Territories border,

*continued on page 19* ➔





## Adventure is the name of the game

by Ian Stalker

Mountain Quest is able to accommodate those who love to go wandering, along a mountain track.

The Calgary-based tour operator is offering customized adventure and ecotourism packages in Alberta, British Columbia and the Yukon, with hiking, mountain climbing, canoeing, river rafting and ski tours being available.

As well, winter clients can build an igloo and overnight in it, reports Mountain Quest's Trent Schumann, while those visiting the Yukon can go dog-sledding in a territory where that mode of transportation has a romanticized history.

Although a "lot of these things sound pretty high intensity," clients need not be a "rock jock," continues Schumann, adding most Mountain Quest clients are over 35. However, technical mountain climbs with alpine guides are available, as are "pretty

challenging" mountain biking trips in the Rockies.

Those who don't feel up to following in the footsteps of the Sir Edmund Hillarys of this world can opt for outdoors activities that aren't strenuous, including birdwatching jaunts and rafting trips that have participants "float down a river."

Not surprisingly, many Mountain Quest's programs revolve around the Rockies, with day trips in that lofty part of the country being available. Participants may find wolf biologists on hand and visit a wildlife research centre. "Anyone can go on a hike," Schumann suggests. "You don't need a guide for that. But our programs are educational."

### ONTARIO

Also inviting people to answer the call of the wild is Ontario's Tour Trends, which sends people on canoeing and hiking expeditions in

Ontario provincial parks. Among options is Algonquin Park, which has long been popular with the paddling set.

Another destination is Killarney Provincial Park, which will be the venue for four-day canoeing and hiking trips for women this summer. Tour Trends director Eva McDowell says having departures designed specifically for women meets a demand. Tour Trends is also catering to parents and their children with five-day Ontario wilderness trips that feature both canoeing and stays in traditional log cabins.

McDowell says Algonquin Park is a "fabulous" natural retreat that has different types of ecosystems providing a refuge for a host of animals, including moose. Sighting the largest member of the deer family is always a thrill, she says.

Also available in Algonquin are "wolf howls" - where naturalists imitate the predators' howls and visitors then hearing the calls answered. McDowell says visitors may also be able to spot wolf tracks in swampy areas.

Meanwhile, Tour Trends will have six-day trips linking Killarney and Algonquin this summer. Those




trips will include paddling on part of Georgian Bay by sea kayak, as well as canoeing and hiking.

### BRITISH COLUMBIA

Offering a different form of waterborne travel this year is ElderTrekks, which designs soft adventure packages for those aged 50 and over. Company president Gary Murtagh notes ElderTrekks will have nine-day journeys that will explore B.C.'s Queen Charlotte Islands by a yacht that's able to hold eight passengers.

"We meander through the Queen Charlottes," he says. "We meander along the eastern side, stopping at abandoned Haida villages."

continued on page 12 





# Canada, eh...

## Canada's Northwest TERRITORIES



### LAND OF THE MIDNIGHT SUN

Caribou roam the barrens, sometimes straying onto highways, or cooling off in a remote river.

Canoes bobbing beside float planes are a familiar sight at community wharves. Tourist lodges welcome visitors to unforgettable experiences.

In the Northwest Territories, the traditional and the modern meet beneath the warm rays of a summer sun that never sets.



### OH THOSE LONG DAYS

In summer, the further north you travel, the more daylight you experience. From mid June til mid July, Yellowknife has about 20 hours of sunshine and four hours of dusk each day, while in Inuvik, the sun shines around the clock for at least a full month.

### WILDLIFE ABOUND

Muskox graze along riverbanks. Bison roam the south Mackenzie. And polar bears move even farther north as summer arrives. Dall's sheep, mountain caribou, moose and goats are at home in the spectacular Mackenzie Mountains, while caribou and grizzlies lead their daily lives on the barrens at the edge of the treeline.

### WHERE CULTURES MINGLE

Inuvialuit, Dene, Metis provide a rich cultural backdrop to NWT travel experiences. Small museums, interpretive centres and licensed

operators can introduce you to the varied aboriginal cultures of a specific NWT region.

### FESTIVALS AND EVENTS

Art, storytelling and music are the traditional ways northern people communicate. They are also the basis of many summer festivals that highlight our talented artists and craftspeople and our many musicians and performing artists. Festivals are generally held outdoors to take advantage of the long days of summer.

### DRIVE TO CANADA'S NORTHWEST TERRITORIES

From Alberta drive the Mackenzie Highway to communities south and west of Great Slave Lake and on to Yellowknife on the north shore of the big lake. From B.C. connect with the Liard Highway at Fort Nelson and view the mountains in the distance, as you head for Fort Liard and Fort Simpson, jumping off points into Nahanni

National Park. Or venture through Yukon and up the Dempster Highway, across the Arctic Circle to Inuvik in the heart of the Mackenzie River Delta. And when you run out of highway, hop on to a small plane, to take you to a whole new adventure in a community, at a lodge, or in the middle of some of the world's most exotic wilderness.

*For a detailed travel guide call 1-800-661-0788 or e-mail us at [arctic@nwttravel.nt.ca](mailto:arctic@nwttravel.nt.ca)*

*Trade inquiries: telephone - (867) 873-5007 e-mail - [nwtat@nwttravel.nt.ca](mailto:nwtat@nwttravel.nt.ca)*



**For a detailed travel guide call 1-800-661-0788**

# The gloves are off as industry becomes multi-channel

by Bob Mowat

Let's be perfectly clear: it will soon be commonplace for consumers to buy their travel products from a variety of sources.

And while some of those sources may only control a small portion of the total sales generated in any one year, the bottom line is that the travel agency community no longer has exclusive jurisdiction over the distribution of a supplier's products.

Late last year United, Delta, Northwest and Continental announced plans to launch a multi-airline Web site that will allow consumers the opportunity to purchase airline, hotel and car rental services on line. The launch is scheduled for sometime in 2000.

In late February, British Airways unveiled its plans to sell 50 per cent (that's five-zero per cent, that's half) of its tickets on line by the end of 2003. It will also make it a one-stop shop for consumers by providing

access to hotel and car rental products along with other airline services. And this isn't an initiative that BA is embarking on alone. The carrier is whipping up support amongst 10 major European airlines to participate in what it is calling an 'On-line Travel Portal.'

## COMING TO CANADA

Here in Canada, the Transat Group tentatively launched [www.exit.ca](http://www.exit.ca), but (at press time) encountered some technical problems getting it site up and running. No one should doubt that it will come on line and once it does, it will stock a variety of travel products – not only its own, but those of its competitors.

Many in the agency community are looking for ways to battle back. In the U.S., agency groups are pushing for anti-trust action to be taken against the four carriers planning the multi-channel site there in

an effort to stop suppliers from looking at other methods of product distribution, or perhaps to convince them that retail travel agents are the most effective way to sell a product.

Yet agencies have moved into the on-line travel sales battleground and some have done extremely well. There are several high volume agency operations that sell over the net and see that as a growing part of their business as time goes on. Uniglobe has made it clear that it plans to pursue growth opportunities by building its Internet-based business. Vacation.com is pushing a strategy of combining the benefits of a Net-based virtual agency with the comfort of providing consumers with access to traditional brick and mortar agency locations.

In fact, some suppliers are now complaining that agents are blurring lines that once existed between the traditional roles of operator and retailer as they 'step around' sup-

pliers to acquire wholesaler airfares to sell directly to their customers.

## DEMAND DRIVES CHANGE

These are just a few examples of how the travel marketplace has and will continue to change. That change is driven by a number of factors, not the least of which is the demand by consumers for immediate gratification that doesn't consume a lot of their time.

"Make it so, Number 1," is the well-known directive of Star Trek's Jean-Luc Picard and it is one that aging baby boomers are seemingly adopting as they look to reduce their stress levels by depending on someone to handle their travel arrangements.

For the industry – both supplier and agent – the challenge is to be a lot of places at the same time.

Agents aren't being abandoned, they've simply forgotten that sometimes it is wise to explore other options and see if there are some elements that can be used to expand their traditional activities.

*Bob Mowat is managing editor Canadian Travel Press and a Communiqué contributor*

## SELLING CANADA

### Niagara Region has re-emerged as one of Canada's top tourism destinations

by Fred White

It surprises me that many Canadians still only think of the falls when they think of the Niagara Region. Granted, it's still one of the biggest tourist attractions in the world, but within easy driving distance the region offers one of the best concentration of attractions in North America. Situated in the heart of grape

country, and home to some of the world's finest producers of ice wine, the region's winery tours and gourmet food experiences have now become a year 'round attraction. The Niagara Grape and Wine Festival in nearby St. Catharines attracted more than 500,000 visitors last year. Niagara-on-the-Lake attracts 3 million visitors annually and recently placed second as the "Prettiest Town in the World." The Shaw Festival, specializing in the plays of George Bernard Shaw, last year played to audiences totaling almost 340,000. History buffs are well-served by 20 historical museums as well as Fort George and nearby Fort Erie which still stages impressive military pageants. The Butterfly Conservatory houses more

than 2,000 butterflies of the world in a tropical rain forest setting. The region also offers 32 public golf courses, easy access to the beautiful Bruce Trail, and charter boat fishing on Lake Ontario and Lake Erie. Niagara is in the unique position of being all things to all people, and 79 per cent of North American visitors have been to Niagara before. Currently, Niagara Falls Tourism handles more than 100,000 calls a year requesting information.

#### Current projections to 2003:

- Visitation up to 20 million from current 14 million plus.
- Over 15,000 hotel rooms, up from current 11,000 plus.
- A new convention centre and

entertainment complex.

- Casino Niagara, with nearly 2,800 slots and 135 gaming tables, is so popular year 'round, a recent study confirms that the region can support a second casino.

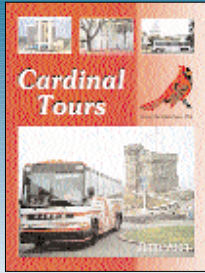
Most products in the region are commissionable and are available for groups and F.I.T. bookings.

*For more information on tour and receptive operators contact Jennifer Foster, Marketing Manager Travel Trade for Niagara Falls  
Tel: 905 356-6061 # 16*

*Fred White is President of Travel Communications Group Inc., Toronto, and a Communiqué contributor  
Tel: 416 515-2787  
landrytcg@aol.com*

# CANADA BROCHURE RACK

CALL THE NUMBERS BELOW FOR THESE "CANADA" PRODUCT BROCHURES, GUIDES AND BOOKS



## CARDINAL TOURS

Annual 48 page colour brochure with 21 tour packages and 55 departures featuring the best of Canada.

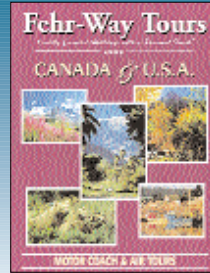
**1 800 263-2106**  
www.cardinaltours.com



## CARDINAL TRAVEL TOURS INC.

Exceptional, fully-escorted tours of the Yukon and Alaska, Northwest Territories, Rockies, West Coast, Maritimes. Calgary Stampede package.

**1 800 661-6161**  
www.cardinaltraveltours.ab.ca



## FEHR-WAY TOURS

Quality escorted tours throughout Canada: Alaska/Yukon, Atlantic Canada, Canadian Rockies, Churchill and more. Call now for our full-colour brochure.

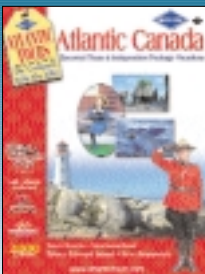
**1 800 263-3691**  
www.fehrwaytours.com



## PACIFIC GOLD TOURS

Vancouver based Pacific Gold Tours offers escorted scheduled group tours and tailor made customized group tour itineraries to the Yukon/Alaska, Northwest Territories, Churchill, Canada's West and Atlantic Coasts including the Viking Trail, Eastern Canada & Maritimes Since 1977.

**1 800 667-8122**



## ATLANTIC TOURS GRAY LINE

Peggy's Cove, Lobster Lunch, Titanic Tours & more. We have more than 20 years experience running quality tours of Atlantic Canada: Nova Scotia, New Brunswick, PEI and Newfoundland. Offering escorted and Independent packages.

**1 800 565-7173**  
www.Atlantictours.com



## HANOVER HOLIDAYS

**Millennium Brochure.** Your gateway to First Class. Escorted Motor Coach Holidays in Canada. From the Rockies to the Maritimes, we have a tour package for you! Many new programs plus East Coast Carnival Cruise Packages. Join from anywhere in Canada!

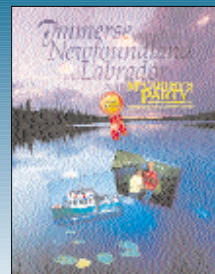
**1 800 265-5530**  
www.hanoverholidays.on.ca



## KASBA LAKE LODGE

offers fishing and canoeing in Canada's Eastern Arctic. We offer direct charter service from Winnipeg, MB to our private airstrip at Kasba Lake.

**1 800 663-8641**  
www.kasba.com  
kasba@kasba.com



## NEWFOUNDLAND & LABRADOR

Newfoundland's first-class award-winning tour company offering escorted tours since 1982. Enjoy an authentic cultural experience with McCarthy's Party. The tour with a difference.

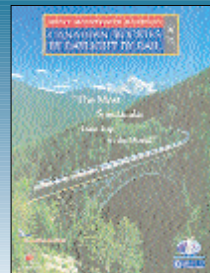
**1 888 660-6060**  
mccarthys.party@nfsympatico.ca



## CHOICE HOTELS CANADA

When your clients are travelling, have them stay with us in one of our seven distinct hotel brands. We offer more than 225 locations and 19,000 rooms from coast to coast.

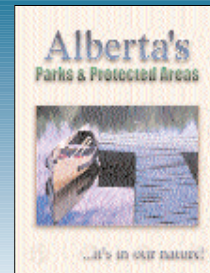
**1 800 228-5050**  
www.choicehotels.com



## ROCKY MOUNTAINEER RAILTOURS

"The Most Spectacular Train Trip in the World," offers two-day, all daylight train excursions between Vancouver, B.C., and Jasper, Banff/Calgary, Alberta. Rocky Mountaineer Railtours can be combined with any Independent Package Tours.

**1 800 665-7245** (North America Only)  
www.rockymountaineer.com



## IT'S IN OUR NATURE!

Your travel guide to outdoor adventure for all seasons! Featuring Choice park destinations, a map with site locations and information on facilities, services and programs. Visit our new website coming soon.

**708 427-7009**  
www.gov.ab.ca/env/parks  
Lesia.Boyko@gov.ab.ca



## CANADA 3000

Experience Canada from Coast to Coast with Canada 3000 Holidays. Including low cost airfares, airport & city hotels and car rentals. ...all on Canada's favourite holiday airline. Canada 3000. See our ad in the Travel Trade section page 10.

**Reservations: 1 877 973-3000**  
Directours CA3 Leisurelink T38

## ADVENTURE IS THE NAME ...

continued from page 9

Among those abandoned villages is Ninistints, which earned World Heritage Site status because of its totem poles. Although abandoned, the villages do have "keepers" who can tell visitors about the settlements and the people who once lived in them. Those going on the trips will also be able to do some kayaking and participants can also explore parts of the region by Zodiac raft.

Murtagh says there will be plenty of hiking opportunities for participants, who can hoof it through a

world of rain forest, puffins, bald eagles and the world's largest black bears. A naturalist guide accompanies the passengers.

Murtagh points out that the southern part of the Queen Charlottes is a national park. "You're travelling through areas where there's just no people. It is true wilderness."

Those who find activities somewhat gruelling will also be able to relax in hot springs that face the ocean, Murtagh adds.

*Ian Stalker is a writer for the Canadian Travel Press and a Communiqué contributor*  
istalker@baxter.net

## Quality Hotel Vancouver offers passport booklet

The Quality Hotel - Downtown in Vancouver is offering guests a Vancouver Millennium Passport.

The booklet contains discounts of up to 50 per cent to attractions, restaurants, theatres and museums at more than 30 locations in Vancouver. It represents a \$500 value, according to marketing and sales director, Randy Vanatter, who adds that the Quality Hotel -

Downtown is the only property to offer such a program.

To reserve a Vancouver Millennium Passport package  
Tel: 1-800-663-8474  
quality@qualityhotelvancouver.com



## ACTA WINS GOVERNMENT AIRLINE LEGISLATION SUPPORT

by **Randall Williams**

When Transport Minister David Collett tabled new legislation on February 1 to deal with airline restructuring he included a number of recommendations by the Association of Canadian Travel Agents.

Specifically he recognized ACTA's

- calls to protect agents and agencies with the following measures:
- the right of travel agents to negotiate collectively with a carrier on commissions;
  - a review of the Computer Reservations System (CRS) to remove anti-competitive practices and to ensure that CRS competitive marketing information is not disclosed, and;
  - new powers for the Competition Bureau to regulate anti-competitive behaviour in the airline industry.

While these measures are welcome, ACTA strongly believes more needs to be done to ensure that our indus-

try is protected from the dominant position now afforded to a one-carrier market.

ACTA is calling on the federal government to implement the following amendments:

- include a formal arbitration process to adjudicate a fair resolution to any stalled collective negotiations, and;
- include a box incorporated on all airline tickets to disclose service fees to consumers, at the option of the travel agent.

### ACTA TO APPEAR BEFORE TRANSPORT COMMITTEE

Within the next few weeks ACTA will appear before the House of Commons Standing Committee on transport to address the new legislation.

We will also be meeting with members of Parliament from all parties to voice agents' concerns, and we will continue to work to ensure that measures are implemented to address the shortcomings in the legislation.



## Tourism association covers southern Ontario

Last fall the Festival Country Travel Association agreed to merge into the Southern Ontario Tourism Association.

The aim of the move, according to then-FCTA president, Dr. Stephen Smith, was to offer greater economies of scale, more critical mass and better leverage in going after partner funding for the region.

The association, a partnership of business and government tourism interests stretching from Niagara Falls to Windsor to Tobermory, is up and running as of April 1. It has come up with a new logo and slogan: "SOTO - The way to play."

*Stephen Smith is chair of SOTO. For more information, Peter McFadden, general manager, SOTO.*

*Tel: 519 756-3230*

*Fax: 519 756-3231*

*festival@niagara-midwest-ont.com*

We are commissioning an independent research study to determine the real monetary value of a travel agent's inputs into the issuance of an airline ticket. We believe that this independent information will be a strong negotiating tool when we collectively bargain for fair compensation for services with the air carriers.

### CALL TO ACTION

We will soon launch a national grassroots 'Call-to-Action' campaign. Its aim is to help agents to meet directly with elected representatives and demonstrate the importance of the travel agency business to the community.

It is being designed to ensure effective approaches to elected representatives with minimal effort.

Meanwhile, if there are any comments, suggestions, or if more information is needed on Transport Minister Collett's recent announcement, please contact me at (613) 521-0474, or Fax (613) 521-0805.



*Randall Williams  
is president of the Association of  
Canadian Travel Agents*

## Hotel association looks at economic performance

The Hotel Association of Canada is a member of several Canadian Tourism Commission committees.

We benefit from their market research as well as from research provided by the Canadian Tourism Research Institute, Statistics Canada, the World Tourism Organization and the World Travel and Tourism



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HOTELS DU CANADA

Council. We are grateful to these organizations for their input to this Hotel Association of Canada analysis and prognostication.

The global economic outlook for 2001/02 is positive, with the United States leading the way with their ninth consecutive year of growth.

Asia-Pacific is rebounding, but Japan is still being artificially propped up, primarily through government intervention. On the downside, there will be a stock market correction, which in fact has already begun. South America is fragile and as a CTC analyst said recently: "Russia is a basket case."

The Canadian economy is performing well, with Central Canada doing very well and the east and west still under-performing. The GDP is expected to hover at three per cent growth.

There has been a positive reduction in unemployment and tax cuts are helping many with more disposable income available. Risks include the aforementioned stock market correction, the danger of global inflation and a possible slowdown in the United States economy.

Domestic pleasure travel in Canada is forecasted by the CTC to increase 2.2 per cent in 2000. Domestic business travel is expected to go up 2.4 per cent in 2000. Overall domestic expenditures are expected to increase 5.2 per cent in 2000.

Canadian outbound travel to the United States has bottomed out. Overall, it is down 30 per cent from 1991, but since July 1999, Canadian travel to the United States is up 5.5 per cent. In the past few months tour operators are reporting a large increase in winter outbound packaged sun destination tours. Clearly, Canadians are becoming accustomed to the dollar and are experiencing a pent-up demand to travel.

The Canadian Tourism Research Institute predicts that if there was a 10 per cent increase in the dollar, overnight outbound to the United States would increase by 15.5 per cent.

While travel to the United States has declined overall since

1991, travel overseas went way up from 2 million to 4 million trips. Europe still represents 50 per cent of the overseas market; but it is declining. Mexico is up 16 per cent and the Caribbean up eight per cent. Think of your marketing mix.

The WTO and WTTC continue to predict increased volumes of travel and spending. The WTTC states that in 1999 the industry was expected to generate US\$3.5 trillion and almost 200 million jobs worldwide. Trends include long-haul trips out-pacing short haul; but with trips of shorter duration. The number of trips per year is increasing.

Finally, a note on Internet use. According to Statistics Canada, households with Internet use increased seven points from 29 per cent in 1997 to 36 per cent in 1998.

*Hotel Association of Canada*

*Tel: 613 237-7149  
Fax: 613 238-3878*

## Microprocessor speeds reach the 1000Mhz barrier

by **Guy Deschênes**

By reaching the 1000Mhz speed barrier, micro-processors have initiated a new era in the PC market. As the aviation industry broke the sound barrier in the fifties, the world of information technology has made a break through with these new, high-speed processors. (source : news.excite.com).

What is the possible impact of this development on the activities and productivity of your tourism business? An enormous impact!

New hardware will be accompanied by new software of equally high-performance and at very accessible prices.

This is an excellent time for those who have been thinking seriously of replacing, upgrading or acquiring new computer equipment. This spring will be an excellent opportunity to buy a machine both faster and more efficient in linking to the Internet.

Your presence on the Internet becomes more and more justified. Consumers and the economy in general have been increasingly moving to the Internet. According to the latest Canadian statistics, Canada is one of the most "hooked-up" countries in the world.

Further, the YK2 bug and that of February 29<sup>th</sup> (problem with the leap year) are all behind us. Confidence is being restored. However, a common attitude among small travel businesses is to believe that there is no rush to turn to electronic commerce.

What more is necessary to convince business owners to take that important step towards accept-



ing and efficiently using this new technology and doing electronic commerce?

Go on the Internet and you will find the answer: Content! Content! Content!

Consumers have taken the route towards the Internet, not only because they are already hooked-up but also because of the considerable value of the sites and information – the content they find there.

### HERE TO STAY

It is content that always brings them back to this medium.

The Internet is here to stay, regardless of its form or the equipment to support it: the computer, the television, the refrigerator, the microwave, electronic games, the automobile, the telephone. In addition, consumers want to be able to deal with suppliers of goods and services through the Canadian Internet sites.

Jump on the bandwagon! This spring, think Internet, think Web, think business and take that important step, like breaking the sound barrier, of breaking through to electronic commerce and to the microprocessors at 1000Mhz!

In a subsequent article, we will examine the impact of this breakthrough in information technology on consumer prices, on the availability of equipment and on how you can benefit from these developments in a very concrete way.

*Visit the CITEC's web site*

*http://www.citec.ca*

*Guy Deschênes*

*is director of communications  
at CITEC*

*Tel: 819 536-0349*

*citec@citec.ca*

## Is government action in airline industry "re-regulation?"

by **Adam Belyea**

Despite the fact that government has been slowly withdrawing from the airline industry over the last number of years it has waded right back in to protect the public interest in the face of a de facto airline monopoly.

The recent airline merger raised a number of substantial concerns. People conjured up vision of an 'air monopoly,' a behemoth that slashed routes and schedules, killed competition with predatory pricing and kept cranking up prices until air travel was only for the rich and expense-accounted.

This was a disaster scenario, not only for the travelling public, but also for the tourism businesses and destinations which rely on cost-effective and efficient air service.

### QUICK ACTION

The government acted quickly with commitments, undertakings and legislation. The proposed bill, tabled by Transport Minister David Collenette, gives the Competition Bureau and the Canadian Transport Agency expanded powers to deal with prices.

The agency can now roll back prices if they are deemed too high on monopoly routes, and the bureau can now stop them if they are seen to be predatory.

Compliance with the commitments and undertakings made by Air Canada are backed up by a very big stick – the threat that a court can order up to \$10 million in fines or up to five years in jail. Many people – tourism operators included – are pleased with the protection this seems to provide.

### RIGHT ANSWER?

A monopoly is far from an ideal situation, but is the government's answer the right one?

In recent years the government has been pulling away from intervention, with positive results. More people are able to travel by air more easily, thanks to government initiatives such as Open Skies and the liberalization of other international air services.

Recently, the Minister of Transport Advisory Council rejected the concept of re-regulating domestic air service despite a concerted effort from the unions. At best the current government policy is an attempt to provide some comfort to consumers, communities and the airlines: at worst it may only be smoke and mirrors.

This legislation contains some strong temporary measures, some of which have the potential to produce de facto re-regulation. It is supposed to protect the public from ruthless price gouging and foster a 'made-in-Canada' solution.

We'll have to see if these measures can do it.

Minister Collenette must commit to making sure we have a balanced strategy for competitive air service that will serve the public and the tourism industry, while keeping the government out of the business of business.



*Adam Belyea  
is president of the Tourism Industry  
Association of Canada.  
To reach TIAC  
Tel: 613 238-3883  
info@tiac.ca*

## Tackling tourism's labour shortage

You are not alone in your struggle to find qualified, professional employees. Tourism is one of the fastest growing sectors of the Canadian economy – creating more than 300,000\* jobs between 1999 and 2005.

This growth, coupled with the current low unemployment rate in Canada, is causing a growing labour shortage for tourism businesses.

"This is a critical period for the tourism industry" says William Pallett, senior vice president, People & Quality, Delta Hotels. "Our labour pool is shrinking and competition for labour is intense. On a regular basis Delta Hotels has more than 150 career opportunities across Canada."

Canadian tourism businesses will have the most difficulty filling front line positions. Front-line workers play one of the most important roles in the business. These individuals – from outdoor guides to food and beverage servers – are the ambassadors of the tourism industry. They reflect the "image" of the business. Tourism operators are recognizing more and more the importance of investing in this image.

"We want to leave our customers with a lasting impression that will bring them back again and again. What better way than by giving them the opportunity to deal with a true professional?" says Tania Sampson, certified tourism visitor information counsellor.

### LOWER TURNOVER RATES

Trained professionals with a commitment to a career in the industry will provide better service to customers, increasing revenue to the business. A business employing skilled, committed professionals will experience greater productivity and lower turnover rates, again improving the business's bottom line.

The tourism industry, working within the Canadian Tourism Human Resource Council, has developed national training tools designed for use in the work place. They are based on national occupational standards and prepare individuals for professional certification. Training workbooks, designed and tested by tourism businesses are available for 18 occupations. Trainer's guides help supervisors manage training delivered in the work place.

These resources, and registration for professional certification, are available from the members of the Canadian Tourism Human Resource Council in each province and territory.



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

Businesses using these tools have experienced reduced employee turnover, more satisfied customers and greater profits. "Our employee turnover has gone from 34 per cent in 1992 to 19 per cent since we started training with national tools," according to Marina Smith-Kulba, general manager of the Place Louis Riel Hotel in Winnipeg. And Leslie Muza, co-owner and manager of the Kilmorey Lodge in Waterton Park, Alberta indicates, "In today's highly competitive marketplace, simply telling customers you care isn't

enough. They want consistent, professional service that makes each encounter a positive one. That type of service takes training!"

The Canadian Tourism Human Resource Council was formed in 1993 and its members come from business, labour, education and government.

The council's mandate is to enhance professionalism in the industry, helping to increase its competitiveness in the global marketplace through leadership in human resource development practices.

National skill and occupational standards developed by the industry form the foundation. Professional certification, the industry's recognition of the achievement of skill levels set out in the standards, provides businesses with confidence in an individual's job-readiness. Professionally certified individuals enjoy a new sense of pride in their work, and recognition by their peers.

Take advantage of national training tools aimed at strengthening the professionalism of your team and the image of your business. If you would like help with your human resource challenges, get in touch with the tourism education council in your province or territory. Call 1-800-486-9158.

Canadian Tourism Human Resource  
Council

Tel: 613 231-6949

Fax: 613 231-6853

cthrcc@cthrcc.ca

www.cthrcc.ca

Sources:

*Tourism Related Employment: 1998 Update, by Dr. Marilyn Mohan.*

*Statistics Canada. Labour Force Survey. 1997 Annual Averages.*

– has added a new dimension to 'all-season' facilities in the Northwest Territories and has attracted rave reviews from guests and conference groups.

The new expansion increases the lodge's capacity to 38, with the addition of five private guest rooms, washroom facilities, a fireplace, main dining/meeting room, board room, lounge, 'aurora' room, outdoor jacuzzi, bar, a full assortment of natural bath products and hairdryers, and open decks for taking in the fantastic scenery and viewing the northern lights.

The new lodge also allows the resort to remain open all year, with only brief closures in May for ice break up and October to mid-December for freeze up.

### WINTER

Blachford's expanded range of winter activities includes cross-country skiing, snowshoeing, snowmobiling, dog sledding, ice skating, ice fishing, northern lights viewing and more.

### SUMMER

Beginning in June the summer season offers fishing on the crystal-clear waters of Blachford Lake and at two adjacent lakes for trophy-size

Northern Pike, Walleye (Pickerel), Whitefish and Lake Trout.

Additional summer and fall activities include hiking, canoeing, swimming, motor boating, bird watching and a selection of interpretive tours, during a period when some of the most spectacular northern lights appear.

### DENE CULTURE

A unique all-season activity is a program that immerses guests into the local Dene (First Nations) culture.

Dene Elders provide hands-on lessons in traditional activities such as birch bark crafts, drum-making or beadwork. Caribou meat and fish smoking, hand games and story telling also are offered in an authentic 18-foot tipi on the property.

Blachford Lake Lodge and Conference Resort's owners are extremely sensitive to 'green ethics' and the property's operations are environmentally friendly, with hybrid power generation with battery storage, composting toilets, wood heat and gray water treatment.

For bookings or more information

[www.internorth.com/blachford](http://www.internorth.com/blachford)

[blachford@internorth.com](mailto:blachford@internorth.com)

Tel: 867 873-3303

Fax: 867 920-4013

## NWT all-season fly-in resort completes major upgrade

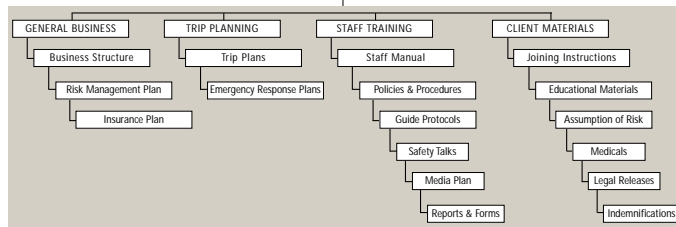
The recent opening of a new main lodge at Blachford Lake Lodge and Conference Centre – a 20-minute scenic bush flight from Yellowknife



# Risk management planning in adventure tourism

Risk management can include any combination of planning and policy documents under four primary categories: general business concerns, trip planning, staff training and client materials.

ness operations of the firm. The risk management plan identifies hazards to the business and develops policies and strategies to deal with them. They may include loss of permits, loss of insurance, vehicle



## BUSINESS DOCUMENTATION

General business documentation that serves as risk management documents would include incorporation documents, a risk management plan and an insurance plan.

Incorporation documents play a part in business risk management because they deal with such relevant topics as legal status, asset holdings, buy-out clauses and ownership structures – all of which provide risk exposure to the ongoing business

and under-trained staff. An insurance plan determines what assets and hazards to the business will be insured and the level of risk retained through insurance deductibles.

## TRIP PLANNING DOCUMENTATION

Trip planning documentation includes pre-trip plans and emergency response plans.

They demonstrate that adequate planning has been carried out before a trip, determine the support logistics required and outline how the

business will respond to emergencies caused by hazards on the trip.

## STAFF TRAINING

Training materials (staff manuals, policies and procedures, guide emergency protocols, safety talk outlines, media plans and report formats) provide training and resources to front-line staff who are responsible for preventing or responding to incidents that may occur.

## CLIENT DOCUMENTATION

Materials developed for clients act as risk management documents because they prepare the participant for the trip's expectations and involvement.

The effectiveness of any defense will rest largely on how prepared the guest was, how well they understood the risks involved, and how clearly they accepted these risks. These may include marketing materials, joining instructions, information packages and release contracts.

A well-organized and well-run adventure tourism business will carry out and implement the complete spectrum of these planning materials.

*Ross Cloutier is the Chair of the Adventure Programs Department at the University College of the Cariboo in Kamloops, British Columbia and offers risk management workshops throughout North America.*

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



## Building Canada's tourism industry in partnership

A new publication outlining the 24 partnerships currently involved in the product club program is now available.

Roger Wheelock, chair of the industry and product club committee of the CTC says: "The product club program is an exciting initiative that brings together the many small and medium-size businesses that make up our industry to increase the range and quality of the Canadian tourism experience."

To order your copy send your name and address by e-mail to [productclubs@canadatourism.com](mailto:productclubs@canadatourism.com)

or Fax: 613 954-3964 Attn: Product Clubs



# Outdoors, ecotourism product club in Québec

Has not adventure tourism become one of the most sought after ways to discover Québec's unique countryside, its wildlife and the genuineness of its people?

Québec provides thrills for those wanting to explore its great outdoors and wide open spaces in all their tranquillity, the only challenge being a qualified travel professional with expertise in adventure travel.

For this reason, the *Association des producteurs en tourisme d'aventure du Québec* has launched its outdoors and eco-tourism adventure club, *Club aventure, plein air et écotourisme Québec*. The club aims to contribute to the design of adventure tourism-related products, which respect ecotourism principles. It will also assist members in developing unique travel packages and provide the management and marketing tools to increase Québec's visibility through the production of market studies and a guide for safe and secure travel.

The activities offered by the club will emphasize communication and face-to-face exchanges among a



Photo: Pierre Dunningan

variety of important stakeholders in the tourism industry, such as Tourisme Québec, the "SÉPAQ", Parks Canada, Faune et Parcs Québec, and other ministries.

The challenges facing the club are numerous and they reflect the conviction that it is essential to create the right conditions to generate successful, innovative travel products.

### Such conditions include:

- acquiring in-depth knowledge of the needs of the clientele for travel services;
- locating exceptionally scenic places and/or places offering opportuni-

ties for nature interpretation and discovery;

- relying on businesses and professional staff that will provide high quality service to the clients;
- developing clear rules and ways for accessing selected destinations and sites.

## NEW TRAVEL OPTIONS

To date the club has already contributed to the emergence of new and promising travel package options, each one reflecting its unique character: discovery of the Village of Oujé-Bougoumou; exploration of Mont-Torngats: eco-touristic adventures in Portneuf using all-terrain vehicles; golfing forays in Guillaume-Delisle; gold digging in Abitibi; adventures in sea canoeing and kayaking; eco-tourism on the International Appalachian Trail; discovery of Anticosti Island by snowmobile.

The club's partners emphasize the value of visiting Québec's far north and to reveal the region's splendour to foreign tourists seeking unique travel adventures.

More detailed information on travel packages can be obtained from the travel agencies and service providers, whose coordinates can be found on the Web site of the Association des producteurs en tourisme d'aventure du Québec (APTAQ) at [www.aptaq.qc.ca](http://www.aptaq.qc.ca).

Information can also be obtained from Nathalie Gagnon [nathalie@aptaq.qc.ca](mailto:nathalie@aptaq.qc.ca)



Photo: Pierre Dunningan

**APOLOGY:** In our last issue on page 14 when we were talking about the Northern Wilderness Adventure product club, we mistakenly published the above photograph depicting the "Torngat Mountains in northern Québec". If this has caused confusion with any of our readers, we sincerely apologize.

## Saskatchewan forests a "battleground"

by Owen Einsiedler

Saskatchewan forests are becoming a heated battleground between tourism operators and tree harvesters.

Both sides have dug in for what is expected to be a lengthy war of words over what is truly sustainable tourism. At the heart of the problem remains the practice of clear cutting Saskatchewan's forests.

According to Al Willcocks, director of the province's Forest Ecosystem Branch, Saskatchewan's new Forest Resources Management Act is aimed at forcing environmental assessment on the province's 36 million hectares of forest. "It looks at the whole forest ecosystem and forces the government to have forest land use plans every 10 years for all users," he says.

The act also calls for an independent audit every five years and a review of Forest Lease Management Agreements. Under the act, community groups are encouraged to provide input into harvesting agreements. However, some northern tourism operators and ecotourism advocates are saying the provincial government is short-sighted in sacrificing the vast economic potential of ecotourism for immediate financial gains from stumpage fees paid by forestry companies.

Deb Greening, owner/operator of Land of the Loon Resort on Anglin Lake, says the government is ignoring the community input process in some cases. Community land use planning has to be more than just lip service by the government, she points out.

"Their idea of a healthy forest differs from ours," she says. "Old growth is of no economic benefit to them yet to us we see it as wildlife habitat. Our guests will pay big money to go through it. We just had the president of Wrangler Corporation stay here to spend seven days in the boreal forest."

### FORESTRY JOBS A MYTH

Nor does she agree with government arguments the forest industry creates a large number of jobs. She says such assertions are a myth considering the amount of mechanization now employed by forestry companies. This, she says, is particularly frustrating when compared to the potential jobs that would be created by a vibrant ecotourism industry.

While she sees the forest industry as important in the total provincial economy, a balance must be struck with other land users and the government in Regina needs to fully

understand the full value and potential of tourism.

Fred Baran, a director of the Saskatchewan Ecotourism Society, says he left his job as manager of Integrated Land Use Planning for the province because decisions were made by the government about harvesting prior to public input sessions. He says Saskatchewan's Environment and Resource Management is only paying lip service to the public consultation process.

He contends clear cutting is destroying the forests and that selective logging is the most effective way of harvesting and ensuring ecotourism can reach its full potential.

"When you're told clear cutting is the best way to regenerate boreal



forest, you know that is untrue because selective harvesting will take mature trees out and leave the young forest to grow," he insists.

"The government is not managing our forest resources, but wholesaling it to the forestry companies."

The full impact of clear cutting has yet to be determined but the situation is at a crisis point now, Baran says.

Willcocks believes tourism operators and others opposed to harvesting methods and the current process need to better understand how the ecosystem works and get involved in local harvesting agreements.

### DIALOGUE NEEDED

"You can't freeze-dry a forest because we want it to look good, but at the same time we need more dialogue between tourism operators, forestry companies and the government."

Baran says the only way to solve the situation that is also prevalent in other Canadian provinces is through public pressure.

"People have to get up in arms, not only tourism operators, but

outfitters and all people living in the north. We have to pressure the government to change the way they look at forestry. If not, the tourism potential will be lost forever."

Owen Einsiedler is a North Battlefords freelance writer and Communiqué contributor

## BC wilderness tourism operators in front of environmental issues

The Wilderness Tourism Association in British Columbia is out to make a difference in the way people treat the province's precious environment. The fledgling association currently comprises 37 members who are wilderness tourism operators throughout B.C.

"We believe there are areas of the province that have higher tourism values than other values, such as

not the forestry industry, he claimed.

### CANARY IN THE MINE

Wilderness tourism is the most threatened by the elimination of habitat, said Mr. Euhara, who suggested, "In a sense we're kind of the 'canary in the mine' as far as the tourism industry is concerned.

"The call isn't let's go get forestry. That's a mistake. I think it grabs certain headlines because it portrays a conflict among the industries in B.C., which may be there. But the real call is for tourism to come to the table and act like we are the leading employer in the province and stakeholders in the land.

### TOURISM PLAN NEEDED

"Quite frankly, we have the most pressing issue in British Columbia. It culminates in something called land use. But it is not just land use, it is this: What is the comprehensive plan for sustainable industries in British Columbia? We believe we have a huge issue here and that we have backing from many different sectors that want tourism to come to the table and say this is the tourism plan.

"It is a plan that we as wilderness tourism operators have the greatest stake in articulating and clarifying as immediately as possible because we will be the ones most threatened by no plan."

### BUSINESS ISSUE

"We're business people, not environmentalists and we look at this as an interest/principal kind of thing," said Mr. Euhara.

"The principal is the wilderness that exists out there and the interest is our businesses and the money we make off the principal, so it behooves us not to disturb the principal.

"That's the crux of all this and we're saying we can sustain viable wilderness tourism as an industry and viable profitable businesses for ourselves as a group of entrepreneurs. We can forge a plan with whoever is at the table to make this viable for everyone and we do believe that there is a formula out there that will be viable for everyone.

COTA member Pat Corbett, owner of the Hills Health Ranch believes the Wilderness Tourism Association is going to be "a vibrant, successful advocate, both unto itself and working under the COTA umbrella.

"I see them as being an organization that will make positive contributions toward ensuring that tourism interests are reflected in how 94 per cent of the British Columbia land base is managed, since only six per cent of the province's land mass is privately-deeded land," he said.

For more information about the WTA contact Brian Gunn, president  
Tel: 250 286-4080  
mgb@oberon.ark.com

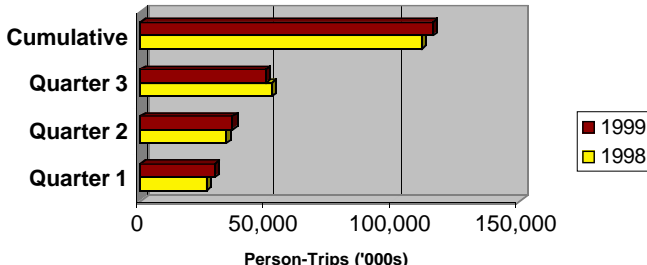
## Domestic tourism trends change

Data from the third quarter 1999 Canadian Travel Survey (CTS) released recently, showed that domestic travel in Canada has slackened.

Canadians made 49.6 million person-trips within the country during the July-September period a 3.8 percent (two million person-trips) decline when compared with

The total number of person-nights dropped less than one per cent from 1998, to 113.7 million person-nights. The third quarter results also provided good news to commercial lodging operators, as the total person-nights in commercial establishments rose 2.1 per cent over the same quarter in 1998.

Table 1 - Canadian Domestic Travel - Person-Trips ('000's)



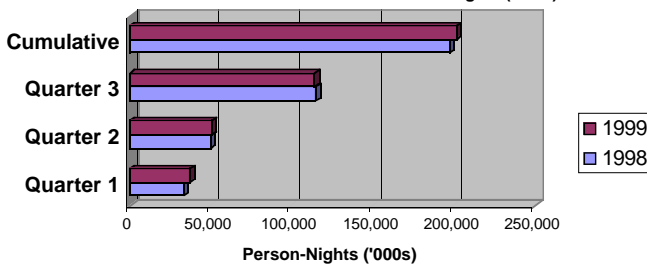
the same period last year.

Domestic travel was up in July (+4.2 per cent), but weakened in August (-3.5 per cent) and dropped dramatically in September (-14.2 per cent) when compared to the same months in 1998. Some experts attributed the reason for

Six out of ten overnight stays were spent in commercial establishments. In contrast, the total person-nights spent with family and friends decreased by 4.9 per cent.

The third quarter of 1999 showed that the number of domestic trips increased for certain modes such as

Table 2 - Canadian Domestic Travel - Person-Nights ('000's)



the decline to pent-up demand for travel to the United States. Trips by Canadians to the United States increased 8.6 per cent in August and 11.3 per cent in September.

The pattern of decreases were seen in same-day trip numbers (20.7 million person-trips, down 6.3 per cent) and overnight trip numbers (28.9 million person-trips, down two per cent).

### GOOD NEWS

The good news for the quarter was that people stayed longer on overnight trips.

air travel (1.7 million, up 3.1 per cent) and bus travel (1.0 million, up 16.6 per cent). Decreases were recorded in automobile travel (46.2 million, down four per cent) and for the other modes - train, boat, etc. - down 26.4 per cent.

### EXPENDITURES

Domestic travel expenditures in the third quarter of 1999 of \$ 6.9 billion were up 6.4 per cent over 1998.

The Travel Price Index showed a five per cent increase in the average cost of trips between the third quarter 1998 and the third quarter 1999.

## A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
<b>TOURISTS TO CANADA</b>			
From the U.S.	January 2000	575,000	5.0
By Auto	January 2000	338,000	10.5
By Non-auto	January 2000	237,000	-2.0
From Overseas - Total	January 2000	176,000	13.9
United Kingdom	January 2000	34,200	8.7
Japan	January 2000	18,400	-0.7
France	January 2000	18,100	23.9
Germany	January 2000	12,300	12.7
Hong Kong	January 2000	7,000	63.2
Australia	January 2000	12,100	16.7
Taiwan	January 2000	6,000	4.4
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January 2000	935,000	8.5
By Auto	January 2000	419,000	11.4
By Non-Auto	January 2000	516,000	6.3
To Overseas - Total	January 2000	462,000	-9.5
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Third Quarter, 1999	543,600	0.6
Accommodation	Third Quarter, 1999	152,600	-1.5
Food and Beverage	Third Quarter, 1999	147,800	-0.2
Transportation	Third Quarter, 1999	93,300	5.4
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income	Third Quarter, 1999	\$18,695	0.9
GDP (1992 prices)	Fourth Quarter, 2000	\$888,484 million	4.7
CPI (1992=100)	January 2000	111.4	2.3
<b>EXCHANGE RATES (in Cdn\$)</b>			
American dollar	February 2000	1.4511	-3.1
British pound	February 2000	2.3221	-4.7
Japanese yen	February 2000	0.0132	2.7
French franc	February 2000	0.2176	-14.9
German mark	February 2000	0.7298	-14.9
EURO	February 2000	1.4273	-14.9

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.

The increase in the TPI explains most of the increase in total expenditures, but the greater proportion of person-nights in commercial establishments also contributed to the increase.

In the third quarter of 1999, the average one-way distance of domestic trips of one or more nights was 445 km, with an average expenditure of \$205 per person per trip and \$52 per person per night. For the same period in 1998, the average distance was 433 km, an average expenditure of \$188 per person per trip and \$48 per person per night.

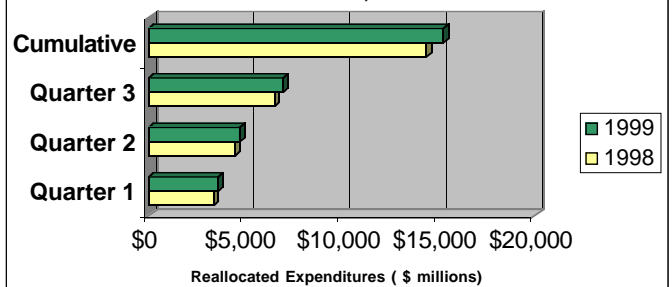
"There are some positive trends to be observed" noted Pierre Labrie, chairman of the Canada marketing committee. "In particular, revenue has increased by 6.4% and trip duration has also increased for Canadians travelling within Canada. However, the third quarter has shown some signs, which need to

be taken into consideration, since domestic tourism represents more than 50 per cent of total tourism revenue in Canada. It will be a challenge for the domestic marketing program to keep Canadians in Canada."

The Canadian Travel Survey is conducted by Statistics Canada in partnership with the CTC, provincial governments and industry as an ongoing yardstick for identifying who is travelling, the types of trips they are taking and how much they are spending. The CTS also reflects the trends in domestic tourism that are constantly changing in response to social and economic conditions and consumer preferences.

For more information  
Ed Thomson, CTC research program  
Tel: 613 946-2145  
thomson.ed@ic.gc.ca

Table 3 - Canadian Domestic Travel - Reallocated Expenditures (\$ millions)





**PARKS CANADA: CONNECTING...**

*continued from page 8*

is Canada's largest park and a UNESCO World Heritage Site. It protects one of the world's largest herds of free-roaming bison and provides summer nesting sites for millions of migratory birds, including the endangered whooping crane and peregrine falcon.

The park offers many opportunities to explore northern forest, bog, and muskeg habitats, and to observe wildlife – from park roads or from the network of trails ranging from short, relaxing strolls to energetic day hikes and vigorous overnight adventures. Winter offers cross-country skiing, snowshoeing and the northern lights – spectacular on clear nights.

**Mingan Archipelago National Park Reserve**, a string of islands off Québec's North Shore, protects the greatest concentration of limestone monoliths in Canada. Sculpted into intriguing shapes by wind, water and time, these huge stone pillars are wonders of geology.

More than 20 km of hiking trails wind through the diverse habitats – conifer forests, peat bogs, saltwater marshes, barrens, sea coast – on several of the islands, where wildflowers bloom and seabirds soar. It's a paradise for birders, naturalists and amateur botanists.

**Gros Morne National Park** in Newfoundland is another geological wonder and UNESCO World Heritage Site. Its rugged coastline, dramatic mountains, and majestic glacier-carved fjords protect some of the most spectacular scenery and wildlife in Eastern Canada. More than 100 km of trails, ranging from half-hour strolls to five-day backpacking routes, winds through the park. Winter offers cross-country skiing and snowshoeing.

Visitors to Gros Morne can learn about ancient oceans and the collision of continents, discover arctic-alpine barrens populated by caribou and arctic hare, and explore the coast's 4,500-year-old human history – either outdoors, or inside the new Discover Centre, opening this June.

**HISTORIC SITES**

But meaningful outdoor experiences are not restricted to national parks.

**Chilkoot Trail National Historic Site**, which retraces the footsteps of gold seekers joining the Klondike Gold Rush of 1898, stretches 53 km through the boreal forest, alpine tundra, and coastal rainforest between British Columbia and Alaska. A challenging, three to five-day hike for the fit and adventurous, it commemorates the great human journey of thousands to the Klondike Gold



Fields and Dawson City.

Visitors to Nova Scotia's **Fortress of Louisbourg National Historic Site** – the only national historic site in Canada to receive the Michelin Travel Guide's coveted three-star rating – are told to wear comfortable walking shoes. That's because this 12-acre site, with the largest historical reconstruction in North America, offers more than 20 km of hiking opportunities – including an Aboriginal learning experience along the Mi'kmaq Interpretive Trail.

At **Bar U Ranch National Historic Site** in Alberta, visitors can enjoy the great outdoors while wandering among the historic buildings. Visitors are invited to sit in a saddle and imagine what 12 hours of riding on the range might have felt like. They can try to rope the "steer," not easy even when it doesn't move. They are welcome to help with other ranching activities or stand back and watch experienced ranch hands demonstrate the daily chores of a working ranch.

*For more information about the national parks and national historic sites featured in this article, or to find out more about outdoor options throughout the country*  
[www.parksCanada.gc.ca](http://www.parksCanada.gc.ca), or  
 Tel: 1 888 773-8888  
 and ask for Operator 018

**Trans Canada Trail  
16,000 km**

Canada's allure to the traveller is unquestionable. No other nation can match its wide range of attractions. Majestic mountains, roaring rivers, serene beaches and thriving cities—we offer it all!

We also have a new and exciting way to explore these treasures, one that is uniquely Canadian. It is the Trans Canada Trail and it will soon span from coast to coast to coast. From the Atlantic to Pacific and to the Arctic oceans, the trail

will link thousands of communities, villages and major urban centres across the land, offering tourists from home and abroad the experience of a lifetime: the chance to travel along the longest recreational trail on Earth, stretching 16,000 kilometres.

The trail's construction began in 1992 and its inauguration will take place in September, 2000.

Accessibility is what makes the Trans Canada Trail so appealing. When completed it will be within a 20-minute drive for 75 per cent of Canada's population, also meaning that visitors can get to the trail easily, regardless of their travel destination.

Travelling to Victoria? Try the "Galloping Goose" portion of the trail, which extends from the city centre west through the suburbs to rural parkland and rugged beaches. Visiting Montréal? The Trans Canada Trail runs through the Vieux Port before heading north of the island. Here, the "P'tit Train du Nord" section takes the cyclist and in-line skater on a journey along a beautifully converted rail-trail that once transported Montréalers from the city up to the ski hills of the Laurentians. Accommodations are charming and plentiful, and bicycle rentals are reasonable.

**VARIETY  
OF ADVENTURES**

And the range of adventures along the trail is impressive.

Be it a short afternoon jaunt along the Ottawa River or a multi-day hike through the BC interior, the trail delivers. The "N.C.C. Pathway" in Ottawa takes the traveller along a landscaped urban trail, while the "Kettle Valley Trail" in B.C. crosses canyons and through mountainsides via restored trestle bridges and long-abandoned railway tunnels.

Tourists can even follow the historic route of the fur trade along the "Voyageur Trail" in Ontario: all very different adventures and all part of the Trans Canada Trail experience.

**"OWN"  
A PIECE OF THE TRAIL**

Travellers captivated by the trail will be interested to learn that they can have their names permanently inscribed in pavilion structures along its route.

The Trans Canada Trail Foundation raises funds for the project by "selling" metres of the trail. Intrigued by the idea of "owning" a piece of Canada, many travellers from abroad have already joined the approximately 175,000 Canadians who have helped build the trail.

**CTC WORKS WITH  
TRAIL FOUNDATION**

The CTC's domestic marketing program has been working in a partnership agreement with the Trans Canada Trail Foundation for more than a year.

Recently the partnership was extended into the spring/fall 2000 period under the banner "Rediscover Canada Through the Trans Canada Trail."

The CTC program has featured the Trans Canada Trail in its Rediscover Canada Guide for 2000/2001 in the March newspaper insert, and has created a special insert to be produced in May, which will also be distributed at special community and media events across Canada.

*For more information*  
 Karen Squires  
 Tel: 613 952-3467  
[squires.karen@tc.ca](mailto:squires.karen@tc.ca)

*For more information please call the  
 Trans Canada Trail's National Office*  
 Tel: 1 800 465-3636 or  
[www.tctrail.ca](http://www.tctrail.ca)

**Adventure travel,  
ecotourism best  
practices 2000  
tour**

Planning for a cross-Canada tour to offer new and emerging tourism operators a chance to learn from "leading-edge," Central Canadian travel and ecotourism businesses is in the works and is expected to take place in late May or early June.

Called the Adventure Travel and Ecotourism Best Practices Tour 2000, it follows on the heels of a successful program that took place in 1999.

The 2000 tour will involve about 18 adventure travel and ecotourism operators from Western Canada, Atlantic Canada and the North travelling to Ontario and Québec to visit five or six established operators, experience their products and share ideas and experiences on best practices.

The CTC is pleased to acknowledge the Ontario Tourism Marketing Partnership and Tourisme Québec for their generous support in paying the cost of host honorariums. Other sponsors of the tour include Western Economic Diversification Canada, the Government of the Northwest Territories, the Atlantic Canada Opportunities Agency, and MasterCard.

*For more information*  
 André Villemare, CTC  
 Tel: 613 946-9596



The Conference Board of Canada

**REMINDER**  
Call 1-800-267-0666  
to register for  
**Tourism  
Innovation 2000:  
E-business  
Solutions for  
Travel Operators**

Tuesday, April 11, and  
Wednesday, April 12, 2000  
International Plaza Hotel  
and Conference Centre,  
Toronto

## UK Visit Canada Walk-in Closed

The walk-in facility of the Visit  
Canada Centre at 62-65 Trafalgar  
Square in London closed March 31.

CTC-London advises that all UK  
travel trade enquiries from Canada  
travel specialists/travel agents should  
be directed to the dedicated trade-only  
telephone number: 01279 647133,  
fax: 01279 647139, or to Visit  
Canada, P.O. Box 5396, Northampton  
NN12FA, UK.

Also bulk supplies of brochure  
materials, posters, etc., can only be  
accepted by prior agreement with  
the CTC London office for delivery  
to their UK mailing house.

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

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



## Michelle McKenzie new Nova Scotia tourism deputy

Premier John Hamm has announced  
that **Michelle McKenzie** has been  
appointed Nova Scotia's Deputy  
Minister of Tourism and Culture.

Ms. McKenzie had been acting  
deputy in the new department  
since early January and previously  
held senior management positions  
in the provincial government. She  
has worked in tourism and cultural  
marketing since the early 1980s.

Premier Hamm said Ms.  
McKenzie's leadership "has led to a  
number of successful initiatives,  
including the development of Nova  
Scotia's tourism strategy." She was  
also a member of the committee  
that developed Nova Scotia's cul-  
tural policy.

## Francine Boivin ends interchange tenure

CTC vice president **Francine Boivin**,  
who has been with the commission  
for the past four years on executive  
interchange from the Government of  
Québec, ended her tenure March 31.

She was a driving force behind  
major projects such as the product  
clubs program, sector development  
and industry policy issues. As well,  
she worked diligently over the past  
several months among industry  
partners to create awareness of the  
value of having a distinct Canadian  
cuisine as a tourism draw.

President Terry Francis, on behalf  
of the CTC, thanks Francine for her  
splendid efforts and wishes her well  
in her future endeavours.

Canadian Tourism Commission  
8th Floor West Tower,  
235 Queen Street,  
Ottawa, ON K1A 0H6

## PEOPLE



## Harder replaces Lynch as DM

**Peter Harder**, former Secretary of  
the Treasury Board and Comptroller  
General of Canada has been named  
Deputy Minister of Industry, the

department through which the  
Canadian Tourism Commission  
reports to Parliament.

Mr. Harder replaces Kevin Lynch  
in the position, who has been  
appointed Deputy Minister of Finance.

In paying tribute to Mr. Lynch,  
Industry Minister John Manley said  
"In his years at Industry Canada,  
Kevin has epitomized the profes-  
sionalism and dynamism that  
Canadians expect of their public  
servants."

Mr. Manley added that he was  
looking forward to benefiting from  
Mr. Harder's public service experi-  
ence. "I am confident that Peter's  
personal approach to management  
will build on the excellence that this  
department has enjoyed for many  
years," he said.

# Canada on Budget. Great Weekend Getaways Starting from \$26.99/day.

For reservations request  
rate code MAI in your GDS  
or call us at 1-800-268-8900



CANADIAN PUBLICATIONS MAIL PRODUCT SALES AGREEMENT NUMBER 1468367