



CANADIAN  
TOURISM COMMISSION  
COMMISSION CANADIENNE  
DU TOURISME

# Canada tops \$50 billion tourism revenue target

COMMUNIQUE

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

TRAVEL TRADE  
SECTION Pg. 11

Tourism pumped more than \$50 billion into the Canadian economy in 1999, according to the National Tourism Indicators, released in late March by Statistics Canada.

The \$50 billion revenue target was the figure that Canadian Tourism Commission Chairman Hon. Judd Buchanan promised Prime Minister Chretien the industry would reach by the new millennium, but in fact it was reached a year ahead of time.

The record figure represented a 6.5 per cent jump over year the before. In 1998 Canada's tourism revenues were \$47 billion and in 1997 they were \$44 billion.

Of the \$50.1 billion actual total, domestic travel produced receipts of \$34.8 billion, a six per cent increase over 1998, while foreign tourism spending in Canada rose by nearly eight percent, to \$15.3 billion.

In addition to the increased revenues a slight rise in tourism employment was registered, with the result that more than 524,000 people held tourism jobs during the year.

The tourism indicators report noted that the share of tourism spending by international visitors has been rising steadily since 1990. It was 22 per cent in 1989, 25 per cent in 1994, 30 per cent in 1998 and 31 per cent in 1999.

\* The \$50 billion goal seemed

like an extremely ambitious target when we first talked about it several years ago," said CTC chairman Hon. Judd Buchanan, "but we have been enjoying substantial annual increases in tourism, well above the rate of growth of the Canadian economy.

(See "Optimistic" - page 21)



Hon. Judd Buchanan

## UN approval of tourism measurement tool a "triumph"

In what tourism professionals believe to be a breakthrough of major proportions, the United Nations has agreed to join in endorsing international standards for measuring the "true" economic impact of tourism.

The Tourism Satellite Account, or TSA, was approved by the 25-member United Nations Statistical Commission in early March.

The account sets a series of global standards and definitions that measure the industry's contribution to national economies in terms of percentage of gross domestic product, jobs, capital investment and the role of tourism in a nation's balance of payments. In compliance with United Nations recommendations, it runs alongside national accounts

and will provide internationally comparable data developed by a country's own statistical institutions that for the first time puts tourism on an equal footing with the manufacturing and resource sectors of the economy, as well as other less diversified economic sectors.

(See "Standards" - page 23)

# EDITORIAL



## Our 'sense of place'

In all issues of this magazine thus far we have celebrated this country of ours as a "destination of choice," to use the language of tourism.

We speak of the "majesty" of the country; we talk about our "pristine, unspoiled nature and wildlife," and our "clean, environment" and "safe" cities, our "crystal-clear waters" and "glistening snowpeaks," and our "friendly local people." The clichés abound ad nauseum. But that's how marketers seek to get people to come here. It's the name of the game.

The CTC's vision and mission statements contain beautiful words and heartfelt sentiments, and the vision/mission video production would bring tears to the eyes of a bill collector. Name an industry or an association that doesn't have a

vision and mission that contains nice words about our country and all its attributes and you'll find one without a public relations agency.

In the mean time we learn that the planet is heating up rapidly and our ice fields are on the melt. Our endangered species list is on the rise and migratory birds are getting more confused as to where to call home. People can't get together on the Kyoto agreement to reduce toxic emissions. Industry, governments and environmentalists are banging heads over national parks legislation. The Great Lakes are evaporating, with boats littering the shorelines in dry dock – the only problem here is that they are supposed to be floating. Forest fires are scorching the landscape and it isn't even summer yet. People are wondering where the salmon went, why the bears are invading town dumps, and whatever happened to the buffalo. And all the while people keep wanting to develop and build more and more, with enormous environmental sensitivity, of course.

It should be pointed out that these dire warnings and observations are not the stuff of sandwich-board

## COMMUNIQUÉ 2000 EDITORIAL SCHEDULE

MONTH	SPOTLIGHT	EDITORIAL DUE
June	Festivals and attractions (world heritage sites, major events, aquariums, zoos, natural wonders)	Wed. May 3
July/Aug.	Countryside (touring – automobile, RV, train, bus, bicycle, walking, wine, food tours, agri-tourism)	Wed. May 31
Sept.	Cities, culture (arts, museums, restaurants / cuisine, shopping)	Wed. Aug. 2
Oct.	Skiing/snowboarding/heli-skiing, spas	Wed. Aug. 30
Nov.	Winter non-ski – Xmas (winter festivals, snowmobile, cross country skiing, snowmobiling)	Wed. Oct. 4
Dec.	Heritage, Aboriginal (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.

nutbars who run around predicting the end of the world: they emanate from respected and knowledgeable scientists, scholars and commentators. And they are there for the eye to see, and the heart to weep.

Canada is more than our country, it is the land, but not in the real estate sense of a commercial commodity to be bought and sold. It is our 'sense of place,' that which defines us as a nation and as peoples, that which gives us our character, our identity and our soul.

Meanwhile, Canada's tourism industry is growing like topsy. It's fast becoming the number one industry in our country. But with that comes the rather awesome responsibility of leadership in the true sense of the word.

Tourism has the responsibility to be the steward of what it sells, to get out in front of the critical issues and defend and protect the integrity of our "sense of place."

This will be my last issue of *Communiqué*. Thanks for putting up with the monthly rants from this corner.

Catch you down the road....

*Bob Gairns*

...from Sunset Rock.

## All our thanks to *Communiqué* editor-in-chief, Bob Gairns

Since our first issue, November 1997, editor-in-chief Bob Gairns has played a major role in establishing and developing *Communiqué*, the only trade magazine in our industry featuring all-Canadian content.

As you can imagine, editing a magazine 10 times a year calls for three-dimensional commitment and Bob has done an outstanding job. The readership study we conducted last year is a tribute to his efforts.

But nothing is forever and Bob has decided to devote more of his time to other assignments and projects involving his own company that he has owned for more than 22 years.

All of us at *Communiqué*, and we are sure that all of our readers, wish him continued success.

### UNTIL FURTHER NOTICE

All articles or inquiries related to *Communiqué* should be sent to Ghislain Gaudreault, publisher.

## COMMUNIQUÉ

*Communiqué* is published by the Canadian Tourism Commission in cooperation with the Canadian tourism industry.

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CANADIAN  
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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.

# In conversation with... Geno Diraddo

He is chair of the 400-member organization that bills itself as the national voice of the tourism industry in Canada, and a senior executive with Hertz Canada in Toronto.

Geno Diraddo tells *Communiqué* editor-in-chief Bob Cairns that the Tourism Industry Association of Canada has bold and aggressive plans to establish TIAC as a strong presence in Canada and internationally.

**Communiqué** - One of your members has said that advocacy is a "tough sell" as a means of attracting new members to your organization.

**Geno** - Well, you're right, advocacy is a tough sell on its own. But all tourism benefits from our advocacy successes, whether or not they're TIAC members. That's why we think it's important to put an aggressive communications strategy behind it. What TIAC is going to do much more of is develop and implement a series of education seminars.

We started doing it this year on taxation and we'll continue to go to the industry with seminars and we talk about issues that are of an advocacy nature, or issues that are purely of a business benefit to the industry. We will have a much more intimate relationship with business tourism operators by going into their communities with actionable information.

**Communiqué** - Is your tough approach to the impending legislation on national parks an example of a more aggressive mode TIAC is taking as an industry lobby?

**Geno** - I think it reflects to some degree the opinion of our members. The parks issue has been articulated fairly aggressively to us at the board level. There has been some fairly significant movement with bill C-27 ( Amendments to the National Parks Act ).

There is a need for us to speak quickly and aggressively on the issue and that's what we've done. We want to go into the middle of the fray to understand the challenges on all sides of the issue and come to a fair compromise and reasonable solution for everyone.

We have also taken on the management function of Rendez-vous Canada, which has made available some dollars for us to invest in both the resources for our organization and an appetite to be more aggressive with advocacy issues.

**Communiqué** - There are, as you know, quite a range of tourism-related organizations in Ottawa.

If you want strength of numbers, do you think there's any value in trying to get together with them, either by amalgamation or by some more cooperative relationships with other tourism industry associations?

**Geno** - I think if you look at the structure here and in the United States with the Tourism Industry Association of America, ASTA, Canada's ACTA and Hotel Association, ourselves - these other groups are mostly fairly targeted.

TIAC is a national entity that oversees federal and provincial tourism issues, and is the umbrella organization that represents all of the niche types of associations as well as the provincial tourism industry associations who have a strong partnership with TIAC.

Our goal is to have a strong strategic partnership with the provincial territorial groups who provide input on national issues that we need to include in our advocacy agenda to ensure TIAC's platform reflects the views from all regions of the country.

For example, this weekend in Whitehorse where we were invited to have our board meeting, we had the opportunity to meet with territorial government officials as well as representatives from the Yukon tourism industry.

**Communiqué** - Emanating from that and other things you have been involved with for a number of years, what would you regard as the most fundamental problem your association has as a national tourism lobby?

**Geno** - The association has evolved, particularly over the past three or four years, to where we have brought the management of Rendez-vous Canada into TIAC and there has been a learning curve on how to manage that show.

As such we have had to adjust to that without taking our eye off the other key agenda items. So the strongest challenge we've had is to evolve into an organization that could manage a mature show without encumbering the resources we need to manage the administrative affairs of the association and, most importantly, to maintain our primary focus on the advocacy agenda.



When we took the RVC show on we suddenly became a very significant business operator. And as that's evolved - we've hired the expertise to manage it. We now have a much smoother operating event. All industry stakeholders have benefited from that and the indication, certainly this year is that we're delivering a show that will once again be bigger and better than anything we've had.

**Communiqué** - From the perspective of your position as chairman and that of your board, have you thought about what lies ahead for Canadian tourism, what it's biggest challenge is these days - the push of environmentalists against the industry, economic issues, marketing, industry development - what's the big issue?

**Geno** - It's a combination of things. All of those things have an impact, but in my opinion the most significant issues are infrastructure and seasonality.

From a leisure standpoint this marketplace continues to invest in building the peak seasons and, of course, filling them up and hoping they will overflow into the shoulder seasons. But that's just not reality. There isn't enough demand in the off-season to build hotels or invest in tourism infrastructure, and there isn't enough infrastructure in the peaks to drive more demand into them.

I think the Canadian Tourism Commission has very well recognized that in putting forth their mission statement, which is to invest across all seasons and promote Canada as a world-class four-season destination.

**Communiqué** - TIAC is looking to move more onto the international stage. What does that involve?

**Geno** - Tourism doesn't have borders. Many of the factors that impact tourism in Canada are not domestic issues, they're international.

With global tourism on the rise and foreign governments' actions profoundly affecting the tourism industry, TIAC has to be proactive on government initiatives that can adversely affect the

Canadian tourism industry.

For example, in 1996 the Illegal Immigration Reform and Immigrant Responsibility Act was passed by congress and signed into law. Section 110 calls for the creation of an automated entry and exit control system on all U.S., Canada and Mexican land borders. This system would track border crossing of U.S. citizens and international travellers to minimize illegal immigration to the U.S., visa violations and smuggling activities. It is to be implemented no later than a March 30, 2001 implementation, where on entry and exit everybody will be required to show a visa. This has far-reaching ramifications for anyone entering the USA via Canada. It would create serious obstacles for cross-border tourism and impede business at border communities, imposing high costs on companies that depend on trade and tourism.

TIAC and its partners in Canada and the U.S. know that this provision poses a severe threat, and we are working to ensure that tourism's voice is heard and a win-win solution can be found.

**Communiqué** - You are really trying to get ahead of a number of major issues and establish strong leadership positions on them. But that's going to take not only dealing with governments but all of the protagonist special interest organizations who have traditionally not necessarily been allies in the past.

**Geno** - TIAC not only reaches out to the tourism industry but to others to ensure that a fair and balanced approach is developed. For example on the parks issue TIAC has been not only consulting with tourism businesses but also other stakeholders. The key to lobbying is to provide a win-win scenario to governments, where all interests are addressed with a solution that can be agreed upon collectively.

**Communiqué** - What's TIAC going to look like five years from now?

**Geno** - TIAC will, first of all, have a far more intimate relationship with our membership, which we expect to grow to more than 500.

TIAC will have solidified its relationship with the federal government as the voice representing the tourism industry.

Our evolution will include a data bank of several educational seminars to help the tourism industry deal with governments on all issues. We'll have a solid, professional management team and Rendez-vous will become the international marketplace that buyers will not want to miss.

With our partners we'll be truly representative of the Canadian tourism industry.

## Water a major Canadian attraction

by Neil Hartling

Canada is renowned as a world-class land of discovery and yet a major attraction of "the land" is our waterways.

For more than a century we have been known for our landscape icons, such as the Rockies, but when you look at the map it becomes clear that lakes and rivers cover a large percentage of the country. Historically, our waterways formed the transportation network that served the growing nation. Canoes, York boats and steamships plied the waters, facilitating commerce.



Some rivers have enjoyed icon status for many years and draw travellers like a magnet. Others are rapidly becoming known through national park or heritage river designation.

The north highlights an already rich selection of water-based activities, with 24 hours of daylight being an appreciated summer novelty for travellers. Photography is excellent around the clock, with no pressure to reach camp before dark. The remoteness and lack of roads is also an asset that is being increasingly cherished by visitors from around the world.

Wilderness operators are capitalizing on this resource in many ways.

Activities span a wide spectrum, including whale watching, kayaking, scenic float trips, white water canoeing, rafting, sailing and fishing. Each varies from very soft adventure to more rigorous activities. Duration ranges from two hours to three weeks and packages will begin with bare-bones, to wine and cheese. Most operators have learned that they must tailor the majority of their offerings to the first-time baby boomer client, with an average age of 50 years and an even gender mix.

### EXTREMES

Two examples of soft and hard adventure offerings are provided by Rocky Mountain Voyageurs (RMV) and Nahanni River Adventures (NRA).

Rocky Mountain caters to 'mature' bus tours in Jasper, Banff and Whitehorse, while Nahanni offers adventures on icon rivers from Alaska to Nunavut.

RMV's two-hour scenic float trip focuses on the colourful fur trade history in the Jasper/Banff area, and the Gold Rush history in Whitehorse, where everyone gets to take home

some gold. NRA's trips average 12 days along rivers that offers guests the chance to explore the dramatic countryside and view exotic wildlife.

Other examples of the two extremes include Sail North, of Yellowknife, Northwest Territories, which offers "bare boat" charters and guided trips through the spectacular East Arm of Great Slave Lake.

Nunavut operators have seized the opportunity to develop the exotic appeal of sea kayaking. Harnessing the wave of interest in this rapidly-growing activity, they are attracting adventurers who are seeking a unique destination with distinct wildlife.

### PROTECT WATERWAYS

Wilderness operators and land managers are learning quickly that the water-based offerings must be protected if they are to be sustainable.

An increasing number of river corridors and lakes are included in management strategies designed to ensure a future for these valuable resources. The strategies also offer the benefit of a higher profile for the waterways and increased visitation in a manageable form.

For decades Canada has enjoyed

a reputation as a world-class eco/adventure destination. With the maturing of this sector we are positioned to stay ahead of the pack with a leading tourism resource.

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## Parks Canada - protecting and presenting Canada's priceless waters

Water – it ensures valuable natural habitats, establishes significant historical contexts and provides unique opportunities for visitors to experience and appreciate a precious natural resource.

In national parks, national marine conservation areas, and national historic sites and canals throughout Canada, wetlands and ponds, rivers and canals, lakes and oceans play important roles.

The waters of Nova Scotia's Kejimikujik National Park trace traditional inland canoe routes of the native Mi'kmaq, who travelled the quiet lakes and wandering rivers for thousands of years. Today, park visitors can explore those same paths and waterways.

Canoeing is the best way to experience Kejimikujik and its natural resources – from brilliant autumn foliage and wildflowers, to beavers, turtles and loons. Guided group paddles with park interpreters help visitors appreciate the park's ecosystems and the forces that continue to shape its waterways today.

### CHAMBLY CANAL

Québec's Chambly Canal National Historic Site is a waterway originally constructed to facilitate the export of lumber to the United States. Today, the canal links urban, agricultural and natural settings to offer water travellers a combined historical and natural experience.

Thematic boat tours animated by Chambly Canal interpreters raise awareness of the canal's natural heritage – from migratory birds, to beaver ecology, to rare blue oaks on l'île Frayer. The interpreters also bring alive the cultural heritage of the canal – historic buildings, manually-operated locks, and notable personalities like the canal's first woman bridge operator. Boat tours are offered to the public on particular dates, but groups can make reservations for

The Canadian Council on Ecological Areas recently awarded Kejimikujik National Park the prestigious **Gold Leaf Award** for outstanding contributions to ecosystem conservation within the park and beyond its boundaries. Kejimikujik's scientific activities have prompted various agencies and professionals to combine talents and expertise in addressing issues such as acid rain and biodiversity in eastern Canada.

other days, with the option of a visit to the dramatic Fort Chambly National Historic Site.

### FATHOM FIVE AT GEORGIAN BAY

Fathom Five National Marine Park, at the mouth of Georgian Bay in Ontario, also bears witness to historical drama. Over 20 shipwrecks lie preserved in its freezing waters, echoing the maritime history of the Great Lakes and the power of the marine environment.

Divers and snorkellers come from around the world to explore the shipwrecks, while visitors wishing a more comfortable alternative can view this unique archaeological resource from glass-bottom boats.

Fathom Five's natural environment includes clear, clean water, submerged cliffs and caves, and 19 unique islands. Visitors can visit the popular Flowerpot Island, renowned for its picturesque rock pillars and tour the island in the company of a park interpreter, who reveals the natural history of the park. Bruce Peninsula National Park on the mainland offers swimming, fishing, canoeing, kayaking, more diving and additional interpretive programming.

### PACIFIC RIM PARK

British Columbia's Pacific Rim National Park Reserve protects another sensational natural environment, made up of three geographically separate units. Each unit boasts pounding surf, craggy rock headlands, sandy beaches and towering old-growth trees.

The park's marine unit, accessible only by water, is the Broken Group Islands, an archipelago numbering over 100 islands and islets. The other two units include Long Beach, an 11-kilometre stretch of sandy beach where bald eagles soar, and the West Coast Trail, a rugged 77-kilometre shoreline trail, first used as a life-saving route.

Divers come to the Broken Group Islands to explore shipwrecks and colourful reefs, with the chance of encountering exciting marine wildlife like the wolf eel, six-gill shark, and Giant Pacific Octopus. March to October is the season when kayakers and canoeists may see Gray whales, orcas, seals, sea lions and the occasional Humpback whale migrate through the area.

## ECOLOGICAL INTEGRITY

Parks Canada places high importance on protecting the ecological integrity of the natural areas, as well as the commemorative integrity of the historic sites it manages – all belonging to a nation-wide family of special nationally significant heritage places.

As a result, national parks, marine conservation areas and historic sites and canals encourage responsible and respectful visits. If we all work together – Parks Canada staff, public agencies, private organizations, visitors, concerned individuals – we can ensure that our land, our waters, and our past will always have a future.

*For more information about the places featured in this article, or to find out more about Parks Canada water experiences offered to both individual travellers and groups*  
[www.parkscanada.gc.ca](http://www.parkscanada.gc.ca), or  
 Tel: 1 888 773-8888 (Operator 024)

## Eco-adventure coastal tourism

Environmental, sustainable, high-end, hi-tech. That's a heck of a handle, but for today, tomorrow, and the next thirty years, that's what British Columbia can look forward to.

The rugged, beautiful and pristine areas, rich coastal history and diverse cultures are the perfect combination for once-in-a-lifetime experiences. With high mountains at the edge of fjords, abundant terrestrial and marine wildlife, and old growth forests, this is a boomer's paradise.

The largest body of tourists in history is on the move and they want adventure from 9 to 5 and all the amenities of home before and after. They want to be alone in the wilderness surroundings and know they are being looked after by a knowledgeable, safe, smiling, humorous guide. These folks are prepared to spend whatever it takes to achieve their perceived goals.

While the postcard scenery and endless fulfilling experiences will not let them down, it is very much the tourism operator who acts as translator. The tide is turning on "consumptive" tourism venues. Today's adventurer will make a conscious choice on where to go based on the effect a chosen resort/outfitter has on the environment. They are cash-rich and time-poor and expect value in return for their dollars. Squeeze in as much variety and adventure into their vacation and you will exceed their expectations. Do it with a genuine smile and they will come back.

Ecotourism is relatively new. Presently, there are few high-end coastal facilities focussed on multi-venture escapes with a complete



package offering fine dining, extremely comfortable accommodation and access to remote wilderness areas where there are no people. Most of the existing ecotourism resorts and lodges are family owned and operated, which brings an air of commitment to this new industry and usually a guarantee that the owner operator is there to make certain things go as planned.

### WHERE NO ONE HAS BEEN

Technology has begun to play an important role in high-end ecotourism. Helicopters, float planes and specialty marine vessels can take visitors from sea level to 13,000 feet in a twinkling of an eye and explore where no one has been before. The beauty is that visitors leave no footprints, but what they take away is cathartic, memorable and re-saleable as they become your marketeers.

Supernatural B.C. is just that. Its beauty challenges the talents of poets and playwrights to provide sufficient superlatives to describe almost 'biblical' experiences. Helifishing, heli-ventures and multi-sport adventures are in vogue and in demand. From Vancouver Island North to Princess Royal Island, there are a host of adventures to choose from, but only a small number of resort facilities properly geared to accommodate the enquiring adventurer of today.

### AGENTS MUST PARTNER WITH SUPPLIERS

Travel agents and wholesalers who expect to partake in this new adventure movement would be well advised to form intimate partnerships with adventure suppliers as traditionally visitors book direct.

As boomers chase the horizon, ecotourism operators who marry commerce with a strong nature-oriented stewardship ethic will be the co-winners along with our welcome global visitors.

Please contact Nimmo Bay Resort, the Wickaninnish Inn, Rivers and Oceans with Butterfield and Robinson, Ocean Light II through Eco-Summer Expeditions for exciting eco-adventures. These operators have the vision and desire to take care of the precious resource they

depend upon and are true entrepreneurs of the new economy.

### 20 YEARS OLD IN 2000

Nimmo Bay Resort's overnight success has been 20 years in the making. Meticulous attention to detail, plus abundance, attended by quality and diversity, has enabled us to integrate a nine-chalet sanctum into the densely forested shoreline, lost somewhere in British Columbia's central coast. Cascading water provides the electrical power and our freshwater fishery is catch and release. These and other ecological innovations earned Nimmo Bay the 1999 Environment Award for Industry and Business for Super Natural B.C.

Private stereo equipped helicopters are yours for the day. During your flight you will discover pristine rivers, playful waterfalls, misted spruce tops, mile-high mountains and breathtaking 10,000 year old glaciers. A decadent five course picnic, in a restaurant that is never crowded ensures your energy level matches the day's activities.

After sampling Nimmo Bay's magical Heli-Ventures – rafting, kayaking, whale watching, caving, beach combing, hiking, wildlife viewing and angling – you return to your waterfall hot tubs and red and yellow cedar chalets for the best sleep of your life, after first indulging in a succulent coastal feast.

Humour and music transform Nimmo Bay into live theater. Our guests are the stars and Mother Nature the scriptwriter. Our grand finale will challenge the master poets and playwrights of the new millennium. The encore is your return.

### TO FLY IS HUMAN... TO HOVER, DIVINE

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## Heli-rafting tour packages a new "rush"

Single-day adventure getaways have reached new heights with the launch of a new series of heli-rafting tour packages operated by British Columbia-based Canadian Outback Adventure Company and Glacier Air Tours.

Located in the scenic Squamish Valley just an hour from Vancouver and Whistler, these tour packages offer an exciting and unique combination of sightseeing by helicopter and wilderness whitewater rafting. Packages operate from May through September each year.

The tour begins with a helicopter picking up guests at Canadian Outback's adventure base near the rivers in the Squamish Valley. Personal headsets allow each guest to enjoy the fully narrated scenic flight. Guests will marvel at the sight of lush green valleys, snow-capped mountain peaks, thunderous waterfalls, wildlife, and the Squamish, Cheakamus, and Elaho rivers. This spectacular aerial view gives guests the opportunity to preview their rafting route, and is sure to add to the level of anticipation of what is to follow.

After landing, it's time to begin Canadian Outback's wilderness whitewater portion of the tour. The Elaho and Squamish rivers feature numerous exciting Class III-IV rapids on the same route that was used for the 1996 Eco-Challenge Adventure Race. Cutting through a deep canyon, you'll raft approximately 16 kilometers of British Columbia's most inspiring wilderness, with glaciers and waterfalls that cascade hundreds of feet to the river. Everyone on the raft has a paddle, and under the direction of the guide a sense of teamwork is established during the three-hour rafting journey.

Tour packages are ideal for groups of 12 or more, and are available from CDN \$249.00 + GST. They include all equipment, guides, and a gourmet barbecue lunch or sunset dinner at Canadian Outback's adventure base near the rivers. Transportation from both Vancouver and Whistler can be arranged for an additional fee.

*Information on this exciting and unique heli-rafting tour package is available on-line or by calling Canadian Outback Adventure Company Limited*

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

Tel: 1-800-565-8735 or  
Pacific Spirit Tours

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

Tel: 1-888-286-8722



Photo: Wilderness Tours

## Ottawa River rafting

It's been 25 years! In 1975, with only a few used rafts and a love of wild rivers, Joe Kowalski began Wilderness Tours and launched an industry.

From a handful of participants that year to more than 60,000 annually, the Ottawa River has become one of Canada's most popular white-water destinations. Famous for its big rapids and warm water all summer, the Ottawa ranks in North America's top ten.

Its watershed is huge, over 50,000 square miles. Best of all, there are several large hydroelectric dams upstream storing the spring runoff and releasing it gradually all summer to generate electricity. As a comparison, the Ottawa reaches highs of 100,000 cubic feet per second (cfs) while the world-famous Colorado River flows between 20,000 and 30,000 cfs.

Not only does the Ottawa boast big rapids all summer, the water is probably the warmest, not only in Canada but also the U.S., because the upstream dams use surface generation which means warm surface water is always coming downstream. The Canadian Shield rock lining the river absorbs ultraviolet light heating the rock and consequently the water. Comparing the "almost bathwater" Ottawa again to the Colorado, its water comes out of the bottom of 600' high Glen Canyon dam at about 37 degrees Fahrenheit and only warms up by one degree per mile.

## Rafting on the Tidal Bore

Nova Scotia is home to the highest tides in the world. Twice daily 115 billion tonnes of sea water heave in and out of the Bay of Fundy, creating a rise and fall of 40 to 50 feet.

The most exciting effect of this phenomenon is the Tidal Bore! As our mighty tide advances up the Bay a powerful wave of water surges into the Shubenacadie River, reversing its flow. The ridge of frothy white water stretches from shore to shore as the river resists the advancing tide. Inevitably the tremendous tide triumphs, engulfing the riverbanks as the Tidal Bore scoots upriver.

### OTHERS SAW POTENTIAL

After a slow start others saw potential in the Ottawa River and joined Wilderness Tours in the early '80s and began offering trips. Now there are six outfitters, three located on the Ontario side of the river and three on the Québec side.

While competitive, each outfitter has developed its own market niche and many of the outfitters market cooperatively, resulting in an abundance of recreational opportunities for the adventure-seeking public.

Whitewater enthusiasts can choose world-class rafting or kayaking. In addition to high adventure programs many outfitters offer gentler family programs. Visitors to the Ottawa are pleasantly surprised to find that "roughing it" only refers to the whitewater.

Several, like Wilderness Tours have become destination resorts featuring cozy cabins, log cabin luxury, licensed dining, nightly entertainment and indoor lounges complete with fireplace. In addition to the whitewater activities, visitors will find mountain biking, boat cruises, swimming pool, hot tubs, paddle tennis, beach volleyball and even bungee jumping.

*To discover for yourself why the Ottawa River is Canada's top whitewater adventure destination*

Tel: 1-800-267-9166

*You'll have the time of your life.*

Ride one of the most powerful bodies of water in the world! Operators in the Maitland area offer a unique rafting experience in powered Zodiacs. The Zodiacs will meet and ride the Tidal Bore, chasing, surfing and jumping the tidal surge! After the initial wave passes, sandbars of from 20 to 100 acres are engulfed by the tide water rushing inland creating tidal rapids, whirlpools, cross currents and eddies which last for two hours.

The Zodiacs make several passes through each set of rapids. Trips are narrated by experienced guides explaining local history and geology. Rafting trips last about three and a half hours and are considered safe, due to lack of rocks in the river. A barbecue is usually included in the

rafting package to appease the appetite of rafters after the have experienced this tremendous tidal ride of a lifetime.

The Zodiacs are also used for sightseeing tours focusing on the large bald eagle population and annual migrations of thousands of shore birds, the most common being the semi-palmated sandpiper. History and geology are also a focal point for these trips, which are suitable for all ages and abilities.

### ALSO SEA KAYAKING, B&BS

Sea Kayak operators provide a much calmer experience of the upper Bay of Fundy and Shubenacadie River. Trips are conducted on the calm water periods of the tidal cycle and focus on history, wildlife and geology. Where else can you walk on an 800-acre sandbar only to have it disappear in a few hours under 50 feet of water!

In Maitland, Nova Scotia's first Heritage Conservation District; you will find accommodations (B&Bs and a campground), restaurants, museum, tidal observation deck, parks, and specialty shops. In Truro (25 minutes away) you will find modern motels, shopping district, and much more.

*For more information contact Shubenacadie River Runners Ltd.*

Tel: 1 800 856-5061

[rafting@canada.com](mailto:rafting@canada.com)

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

## Bird Watching is a contact sport!

**By Peter Kingsmill**

Anyone who has ever witnessed an avid birdwatcher catching a first glimpse of a bird that has not yet received a checkmark on her "life list" would find it easy to believe that bird watching (or "birding") is, indeed, a contact sport.

Some people fly thousands of miles for that special glimpse of a rare bird. Some run through a crowded beach with their telescopes and tripods banging into sunbathers just to catch a fleeting look at a particular species of gull or shorebird.

Increasingly, Prairie Canada is witnessing the birding phenomenon and its impact on the tourism industry. The prairies offer tremendous opportunities for all "species" of birder. After all, former Toronto birding magazine publisher Yvonne Sheppard once dubbed Saskatchewan (and indeed all the prairies) as North America's Duck Factory!

Ducks Unlimited, perhaps best known in the past for its attention to waterfowl hunters, now recognizes that there are 'more than ducks'

*continued on page 8* ➔

# Land cruise through Nova Scotia's Celtic heartland

VIA Rail has a new service that offers guests the chance to take a "land cruise" through the heart of Cape Breton Island.

Bras d'Or is the Cape Breton Rail Cruise that lets visitors depart from Halifax or Sydney from May 9 through October 18 and experience Nova Scotia's rolling hills and picturesque sea coast from the glassed in domes of the Skyline and Park railway cars.

The ten-hour Bras d'Or rail cruise includes a pre-boarding welcome – "Ciad Mile Failte" (one hundred thousand welcomes) – first class comfort, on-board entertainment, breakfast and lunch using local foods, complimentary coffee and tea, an on-board tour guide, off-train activities and photo opportunities with an en route stop at Port Hawksbury.

Cruises depart from Halifax

Tuesdays at 8:00 am, with arrival in Sydney at 6:00 pm, and Wednesdays from Sydney at 8:00 am, arriving Halifax at 6:00 pm. Retail price is \$210 (Cdn) per person, excluding taxes.

Keith Moulton, director of marketing, Eastern Services, and director of advertising and promotion VIA Rail said "This is a service that is trying to reflect the personality of the region. This is absolutely a touring train, not an inter-city passenger service. It's being sold as an experience – a land cruise between Halifax and Sydney – to give a personality of Nova Scotia and Cape Breton.

"The tracks take a route that 95 per cent of people driving to Cape Breton would never see," said Mr.

Moulton, "where the highways, for example, are 16 miles away from Antigonish Harbour. We absolutely hug the shoreline of the Bras d'Or Lake. If you look out beneath you you'll see water, because we go that close."

Mr. Moulton said the service would be good for Cape Breton tourism because it's being sold in conjunction with motor coaches. "Most of this is going to be sold through tour operators. What a lot of people will do is go there on the train and then have a motor coach pick them up and go to Cabot Trail on the way back. So people will get to see a whole new scene in terms of Cape Breton. And for FIT we'll have deals set up with car rental compa-

nies, inter-city buses and all that."

He said there is strong domestic interest in the service, huge interest in the U.S., Germany, France and U.K. those tour operators are all including the service in their FIT and group packages.

"What's really good about this is that it adds to the product of Atlantic Canada. Here's one more thing – a great product."

The Bras d'Or is a joint partnership between VIA Rail, the Nova Scotia Marketing Agency, Enterprise Cape Breton Corporation, and Tourism Cape Breton.

*For more information  
visit the VIA Rail Web site  
[www.viarail.ca](http://www.viarail.ca)*

# Diving in Canada spectacular

## BIRD WATCHING...

continued from page 6

and also that there are 'more than hunters.' Many tourists look not only for waterfowl, but also for the songbirds, shorebirds, and raptors that abound in western Canada.

In Saskatchewan, Ducks Unlimited has played an active role in the development of ecotourism, and has established a series of birding tour pamphlets for various hot spots in the province. The Canadian Wildlife Service manages the Last Mountain Lake National Wildlife Area, North America's oldest bird sanctuary and one that has the special attention of the Duke of Edinburgh. It is easily the prairies' answer to Ontario's Point Pelee. In Manitoba, Delta Heritage Marsh, near Portage La Prairie, and Oak Hammock Marsh, north of Winnipeg, are spectacular locations for birding, and feature excellent walking trails, boardwalks and even interpretive centres.

Beaverhill Lake in Alberta capitalizes on spectacular fall migrations of waterfowl, complete with a popular autumn birding festival. Alberta has developed wildlife viewing guides and a signage system to provide information about birds, as well as other fauna.

If it's pelicans you fancy, the Redberry Lake Biosphere Reserve is a popular spot: the Chaplin Heritage Marsh in southern Saskatchewan features annual migrations of the continent's largest concentration of sanderlings (a species of small shorebird), and has a new visitor information centre on the southern Trans Canada Highway.

## BIRDERS CHEAP

From a business perspective, birders are a tough bunch to figure out. As one restaurateur put it, "These folks bring their own sandwiches, a teabag, and then ask for free hot water!"

Clearly, you do not have to be rich – or generous – to enjoy bird watching, especially on the prairies. There is a rich tableau of birds pretty well everywhere, and even the most rudimentary pair of binoculars is all you need to enjoy the sport on a warm summer's day.

However, there is an increasing interest in specialized tours to prairie locations. Quest Nature Tours of Toronto has been successfully selling high-end packages, featuring professional guides, for a number of years. Vacation farms and lodges in key areas are filling up during the fall waterfowl migrations, and certainly not just with hunters, as it was in the past.

Developing and packaging the bird watching product is an important component of all tourism strategies on the prairies. Certainly the raw product can be spectacular.

It will be up to the industry to make the connections between birds and business, service and revenue.

## By Tourism Nanaimo

They're not easy to spot because they spend most of their time underwater, but the world's most invisible tourists – divers – are increasing in numbers by leaps and bounds and Canada is set to capture the lion's share of the worldwide market.



BC's West Coast, otherwise known as the 'Emerald Sea,' boasts an international reputation as one of the best dive tourism destinations in the world, second only to the Red Sea according to the late Capt. Jacques Cousteau.

Rodale's Scuba Diving magazine rated the waters of Vancouver Island in particular as providing the healthiest marine environment in the world. The area also received awards for the dive destination with best value in the world, and placed it in the top five for best overall destination and best advanced diving.

## SUNKEN SHIPS

In 1997, the waters off Snake Island, near Nanaimo, became home to the area's first artificial reef with the sinking of HMCS Saskatchewan. In 18 months she has seen more than 25,000 dives.

Now there are plans to sink HMCS Cape Breton, a 'Victory' ship in the waters between Gabriola Island and Nanaimo this September. This ship will become the largest artificial reef in the world.

Project Reef, which will oversee the sinking, also wants to create two marine dive parks and educational interpretive centres to introduce non-divers to the world beneath the sea. There are several operators in the province with a wide variety of packages available.

## SINKING A SHIP IN THOUSAND ISLANDS

Brockville, Ontario, the City of the Thousand Islands, is spearheading an application to sink HMCS Gatineau, a decommissioned navy ship currently stationed at Halifax.

## Fishing Saskatchewan

Numerous Americans book into northern fishing lodges in Saskatchewan each year.

In terms of dollars spent they form the single biggest market for fishing in the province, and are significant contributors to the overall tourism picture. Overseas anglers typically come here from the United Kingdom, Germany, and Japan. And of course, Saskatchewan residents and other Canadians fill out the rest of the fishing market.

Northern Saskatchewan has one of the largest concentrations of fly-in fishing camps in the world. The towns of Creighton and La Ronge serve as the major bases for expeditions heading northward to remote areas and lakes that see few anglers. For those who prefer to stay on the ground, numerous fishing camps, resorts and campgrounds in the north are accessible by good all-weather roads that take visitors into the eastern, central and western areas of

northern Saskatchewan. Many of the road-accessible camps also offer fly-outs to more remote fishing lakes.

The rolling plains and parklands of the south contrast sharply with the rugged wilderness of



Saskatchewan's north, but the fishing experiences can be just as challenging and rewarding. Many of the provincial and regional parks

Forecasts are that this new reef, in conjunction with new charter and travel package initiatives, will double the number of divers they see each year. The region is dominated by the St. Lawrence River, where zebra mussels play their part in developing the dive industry. Their presence has increased visibility from 10 feet to as much as 80 feet, creating some of the best fresh water diving in the country.

The region boasts hundreds of shipwrecks in its waters, some a century old or more. Its central location also makes it a prime destination for divers from the U.S. Future marketing initiatives will target Ontario, Québec and the Northeastern U.S., with an economic impact potential of \$6 million.

A number of warships and other types of seafaring vessels have become artificial reefs on both east and west coasts. The reefs have proven positive impacts, not only on the dive tourism economy, but also on marine life itself, since it attracts and enhances marine life colonization, sometimes where only sand existed before. They also provide a safe environment for divers.

The dive industry is a lucrative gem in Canada's eco-tourism crown. Even day excursion divers spend hundreds of dollars in pursuit of their passion, including travel, meals and entertainment.

A little known fact: divers cannot fly for at least one to two days after the completion of their last dive, increasing the opportunity for land-based eco-adventures for these fans of the underwater world.

in the south provide excellent and varied fishing opportunities.

The province boasts 68 different fish species. Some of the more common include the northern pike, considered one of the fiercest and most thrilling of all freshwater game fish. Walleye (pickereel) traditionally prefer deeper waters, but are widely distributed through all but the shallowest lakes. Saskatchewan's only native trout, the lake trout, is common to the north half of the province, with 30-pounders being recorded. The beautiful, elusive arctic grayling prefers the cold, clear waters of northern Saskatchewan. While not native, rainbow and brook trout can also be found here. Yellow perch offer the possibility of a large catch, and are appreciated by anglers for their fine flavour. Other fish commonly caught in Saskatchewan include brown trout, whitefish, sauger, goldeye, sturgeon and splake – a brook and lake trout cross.

With its variety of species and fishing locales, the province is a choice getaway for anglers. In fact, with nearly 100,000 lakes, you can

fish a different Saskatchewan lake every day for about 274 years!

For more information about fishing in Saskatchewan Tourism Saskatchewan  
Tel: 1 877 2ESCAPE (237-2273)  
www.sasktourism.com  
or the Saskatchewan Outfitters Association  
Tel: 306 763-5434

## “Fish stories” real in Manitoba

Anglers have no need to tell “fish stories” about their experiences in Manitoba, because more than 10,000 trophy-size fish are pulled out of the water every year.

It is not uncommon to haul a 20 to 30 pound lake trout, a 70 to 80 pound sturgeon or a 15 to 30 pound northern pike out of a Manitoba Lake.

That's what makes Manitoba a fishing paradise, with 650,000 square kilometres of water – lakes, rivers and creeks, many of which have seldom been fished. Popular Manitoba fishing areas include Whiteshell Provincial Park, the God's Lake area, The Pas, Cranberry Portage, Flin Flon, and the Thompson/Lynn Lake area, with fly-in lodges scattered throughout the far north.

Fishing swings into gear in late May, when the ice is off most lakes in the province. On southern lakes the fish will have headed to the cooler, deeper waters by the end of June and early July, but there will still be plenty of good fishing until August in many lakes and rivers.

For more information on angling activities in Manitoba  
Travel Manitoba  
Tel: 1-800-665-0040

## Canada by canoe

What symbol is more Canadian than the canoe?

For thousands of years, the canoe has been the preferred way to travel through the Canadian wilderness. Today, for many adventure travellers, the canoe is still the ultimate vehicle to explore the hundreds of thousands of lakes and rivers that spread throughout Canada. Yet a canoe trip in this country remains somewhat unknown to the world adventure travel market.

Voyageur Quest and Wanapitei C.A.N.O.E., two Ontario-based wilderness adventure companies, are leading a canoe adventure alliance designed to promote the canoe-trip

experience to both Canadians and the world adventure travel market. The canoe adventure alliance is capitalizing on Canada's unique, world's best canoe experience to differentiate it from an increasingly competitive global soft adventure marketplace.

While there is great wildlife viewing in Africa, great cycling in Europe, great hiking in Asia – Canada is the world's best canoe trip destination. The claim will help add texture to the international perception of Canada as an adventure destination limited to the Rocky Mountains and snow.

The canoe adventure alliance believes that for Canadians to become ambassadors of this message we have to believe in the claim ourselves. How do we do this?

To support the Canadian soft adventure product we need to promote the concept of “uniquely Canadian.” We need to celebrate our thousand year history tied to the trails and waterways that run throughout Canada. We need to tell our entire population about canoeing. Let's make it easy for Canadians outside the



canoeing fraternity to find out how and where they can enjoy a canoe trip. Why can't canoeing be

to Canada what skiing is to Austria?

### PR, INTERNET STRATEGY

The canoe adventure alliance is actively developing a public relations and Internet strategy, scheduled to launch in June 2000.

The alliance is trying to attract non-traditional private sector support from airlines, the automobile industry, manufacturers of canoe equipment and destination management organizations.

Within a one-day drive to a population of more than 100 million people, the alliance has chosen Ontario to begin delivering their message.

With more than 400,000 lakes and rivers Ontario offers every range of canoe adventure. From accessible Southern Ontario lake routes to remote whitewater expeditions that challenge the expert, Ontario has the world's largest number of

continued on page 21

## Whales, ‘bergs’ & birds

The Island of Newfoundland, together with the Labrador mainland forms Canada's most easterly province.

With more than 18,000 kilometres of rugged shoreline, water activities are nothing short of exceptional here. Complementing this seacoast are thousands of lakes and rivers. These coastal and inland waterways offer spectacular opportunities for canoes, kayaks and motorized vessels. For the beginner or veteran adventurer these water corridors allow access to some of the premium adventures on the continent as well as world class white water.

Through the convergence of the cold Labrador Current, travelling south, and the warm Gulf Stream waters, moving north, the area off the East Coast of Newfoundland is an extremely unique and special place on the globe. “Where else can you watch thousands of whales migrate north while icebergs drift south and the largest populations of migratory sea birds in this hemisphere fly among the two?” asks Stan Cook, a retired physical education instructor and owner of Wilderness Newfoundland Adventures.

After 30 years of guiding adventure tours both across the province and around it, Cook feels that “with

all this water and wilderness the adventure possibilities are quite literally, endless.” However for all these spectacular opportunities that abound, the jewel in this province's crown has to be the salt water adventures. “Few experiences can compare with a close encounter of the whale kind!” retorts Cook.

### WHALES

North America's largest gathering of whales occur here during the summer. Having dozens of friendly humpback whales playing in the water around your boat is an experience like no other. “Though my job affords me the opportunity to paddle alongside hundreds, if not thousands, of whales during the summer months, having a 45 foot – 35 ton creature swim alongside your kayak investigating you and your vessel is inspirational and something you never get bored with.” says Cook.

### BIRDS

Not only do kayakers offer a special opportunity to observe and interact with the sea, larger motorized boat tours also present a chance to participate in water adventures. Boat tours abound all around this

province's coastline, usually located in quaint fishing villages. These operations allow thousands of people who would not normally be able to interact with whales, dolphins, icebergs and sea birds an opportunity to examine the unique coastline and sea life that abounds.

One famous boat tour location is the Witless Bay Ecological Reserve, just minutes south of St. John's in the historical Irish Loop. This special area is made up of four islands that are home to some of the North America's largest sea bird colonies. Puffins, kittiwakes, murre, and other species make these islands their summer home as they return, to



mate and hatch their young, from months or even years at sea. Passengers and paddlers alike can explore hidden sea caves and waterfalls while watching in wonder as more than 2 million birds swoop and dive around these islands in search

of their abundant food source, tiny fish called capelin.

### ICEBERGS

Those inspired by the movie TITANIC have traveled in droves to see first hand the floating glacial chunks that sank the famous ship. The spectacle of these mammoth ice cubes drifting along the thousands of coves and bays throughout ‘Iceberg Alley’ has become a must see activity to those who visit this province.

Of course no people can live in a place surrounded by water and not see themselves as fortunate. The world-renowned humour that is so prominent in the residents of this province is in part reflected by their love of the water that provides many special opportunities. “Two years ago the joke around here was you couldn't see the icebergs because there was too many whales!” laughs Cook. He and his fellow operators extend the invitation to come and enjoy this small taste of the large opportunity that exists in this province.

For more information  
Tel: 709 579-NFLD (6353)  
Fax: 709 753-1432  
Reservations  
1 888 747-NFLD (6353)  
www.wildnfld.ca



## Water journeys offered

by Ian Stalker

Marine Expeditions will use a modern vessel this summer to explore the Arctic waters that are the home of the kayak, while Worldwide Adventures will use kayaks for a summertime itinerary that will showcase a more southerly part of the world.

And both Toronto-based companies are promising that their clients will see an array of interesting creatures, with sightings of polar bears possible in the High North, while those journeying to Québec's Saguenay River with Worldwide Adventures can expect to see whales.

Marine Expeditions plans a 13-day journey from Greenland to Churchill, Man., that will leave on July 1, with the Marine Discovery cruise ship first passing the fjords of southern Greenland, and then heading across the Davis Strait to Baffin Island before arriving at the Hudson Bay community of Churchill.

Passengers will see small communities and naturalists will help them spot polar bears, walruses, caribou, Arctic foxes, whales and seabirds. Some sightings may take place under the midnight sun.

Part of each passenger's fare will be donated to a World Wildlife Fund Canada program aimed at ensuring the Arctic has a healthy polar bear program.

### WHERE PASSENGERS WANT TO GO

"It's very much exploration and education," Graham Lewis, Marine Expeditions' vice-president of sales and marketing, says, adding the ship may alter course if passengers wish to see something that's not on the itinerary.

Worldwide Adventures' Tara Sutton says her firm will use an entirely different mode of transporta-

tion for its waterborne exploration, with a July 29 to Aug. 5 journey on the Saguenay relying on kayaks. Participants will be on the watch for beluga, fin and minke whales, and sightings of blue whales are also possible.

"You spend the majority of time in the kayak," Sutton reports. However, the trip also involves hiking and some travel by Zodiac raft.

There's no whitewater kayaking and participants needn't have previous kayaking experience as instruction is provided.

Sutton notes trips that promote possible sightings of whales usually use larger boats than kayaks but she says kayaks allow people to get particularly close to the huge mammals. "Often the whales will come up to us out of curiosity. We try to stay 50 feet away." The whales aren't aggressive and there's no danger.

The trip has people kayaking about four hours "just about every day."

Sutton says the Saguenay's dramatic shores enhance the trip. "It's beautiful at that time of the year. Everything is green and it's mid-summer."

She reports paddlers will also see different bird species and they'll

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spend the final night camping at the base of a cliff.

Meanwhile Marine Expeditions' Lewis reports his company also has a summer cruise around Newfoundland that includes a call at Red Bay, Labrador, once a Basque whaling station. The cruise visits ports that can only be reached by boats, he continues. Lewis adds Canadians who want to vacation by boat shouldn't assume they have to travel abroad to have a memorable experience.

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

# ACTA TO PROMOTE VALUE OF TRAVEL AGENCIES

Travel agencies provide valuable service to travel consumers across Canada, and the Association of Canadian Travel Agents plans to promote that fact in a national campaign this spring.

Travel agencies sell more than \$10 billion in travel services every year through 4,500 locations and 30,000 employees. Eighty per cent of all airline tickets sold are processed through travel agents, numbers that reflect consumer confidence in the service provided.

The travel agency provides consumers with a number of advantages through the buying decision process. They are knowledgeable about options available to travellers, destinations, health and security risks, and many other important considerations. In many instances they have first-hand experience with destinations being considered.

Agents also provide professional personal service to consumers, often making emotional decisions on purchases of intangible products. This

includes reassurance, a sense of security and comfort that their clients' experiences will meet their expectations. As well, consumers receive a comprehensive menu of alternatives, presented in an unbiased manner designed to meet their budget and quality needs.

## PRICE & TIME

The two most critical needs for consumers that agents provide the most benefit on are price and time.

Travel counsellors save clients time in research and in booking travel. The lowest price is not always the best choice for consumer, so the closer travel agencies are to their customers the better able they will be to serve their needs.

## AD CAMPAIGN

At the end of April and through May and June, ACTA Canada will be advertising through television and newspapers to Canadian consumers, promoting the value of

using travel agents and in particular, ACTA member agencies.

The aim of the campaign is to reinforce the value of this strong retail distribution network and support the introduction of agency service fees. All regional offices of ACTA have joined the national office in this unprecedented project. In addition Air Canada and a number of other partners have contributed financially to the campaign in support of travel agencies across Canada.



## ACTA HAS MOVED

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actacan@acta.ca  
www.acta.net

## Nova Scotia adds lots of icing to an already very attractive cake

by Fred White

There's nothing like the added incentive to close the sale on a great product. And this year, Nova Scotia is offering all kinds of "extras" that will make your recommendations ever more palatable.

**A Canada first.** More than 30 graceful lighthouses dot the southern shore and are the focus of a unique week-long festival, May 29 - June 3. This celebration of Nova Scotia's heritage includes boat tours, lobster feasts, meeting the lighthouse keepers and hearing their special stories.

**City of Lakes anniversary.** Dartmouth will celebrate 250 years of history, June 23 - July 3, with waterfront festivals, marketplace vendors in 18<sup>th</sup>-century costume, and re-enactment of the historic 1750 landing of the ship Alderney.

**The race of the century.** From July 19 - 24, during Tall Ships 2000, Halifax welcomes close to 150 world-class clippers, brigantines and barques from 22 countries. Visitors will

be able to board these beautiful sailing vessels and talk to the crews as they prepare for the final leg of their four-month long race across the Atlantic.

**VIA's new Bras d'Or service.** This 10-hour rail journey to and from Halifax to Cape Breton Island, provides entertainment and panoramic views of scenic coastlines and the Bras d'Or Lakes from their domed Parkline and Skyline cars.

**A \$4 million restoration.** The original Alexander Keith's Brewery, first built in the early 1820s will reopen in all its former glory this summer. Canada's most famous brewery includes a 19<sup>th</sup>-century company store, brew house, hospitality rooms, and a period replica of their mid-1800s dining room. A great way to mix pleasure with history!

**Once in a lifetime.** On Sept. 15 - 17, the town of Pictou launches the Hector, an authentic replica of the ship that brought the first Scottish settlers to Nova Scotia in 1733. It will be a memorable weekend of re-enactments, musical celebrations, pageantry, and a commemoration of 18<sup>th</sup>-century life.

**The perfect setting.** Now open, the first phase of the Nova Scotia portion of the Trans Canada Trail stretches

600km from North Sydney to Amherst. It's difficult to imagine a more perfect setting for hikers, adventure travellers, and nature lovers.

**Cruise Lines discover Nova Scotia.** Fourteen of the world's best known cruise lines have recently discovered the unspoiled beauty of Nova Scotia's seacoast and are now making the province's ports a regular part of their itineraries. This year, 109 of these ships, which are tourist attraction in their own right, will call into the port of Halifax alone.

**Anyone for tee?** Nature's special gifts to Nova Scotia have inspired some of North America's top golf course architects and made it Atlantic Canada's premier golf destination. Recently, new championship layouts and the enhancement of several more classic designs have advanced the province's reputation to even higher levels. The internationally acclaimed Highlands Links in Cape Breton National Park is now ranked by *Golf Magazine*, on the "world's best" list.

*Fred White is President of  
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and a Communiqué contributor  
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landrytcg@aol.com*

## Catch-and-release incentive

One of British Columbia's premier wilderness lodges has launched a unique conservation program that offers a 10 per cent refund to guests practicing catch and release, and then encourages them to donate the saving to a charity.

What is more, King Pacific Lodge, near Kitimat B.C. offers a free return trip the following season to any guest who catches a Chinook salmon weighing more than 50 pounds.

"We are encouraging our guests to take an active role in conserving the area's unique character," said Michael Euhara, vice president of King Pacific Lodge. "The abundant salmon attract the island's famous Kermode bear, and as guests in the

area we want to leave minimal impact on the fragile eco-system, in particular the wildlife surrounding the lodge."

The lodge is affiliated with conservation charities, including the BC Wild Killer Whale Adoption



Program, Trout Unlimited Canada and the Valhalla Wilderness Society.

King Pacific Lodge is open for freshwater and saltwater fly fishing, as well as hiking, kayaking and other outdoor activities from May to September.

*For information  
Tel: 1 888 592-5464  
info@kingpacificlodge.com*

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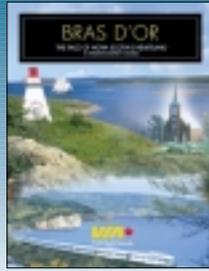
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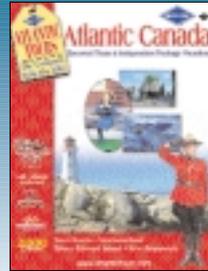
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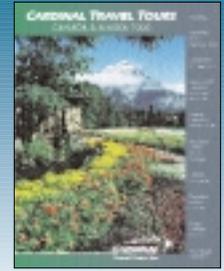


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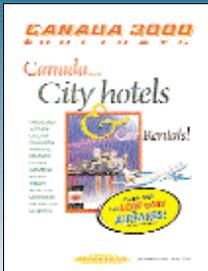


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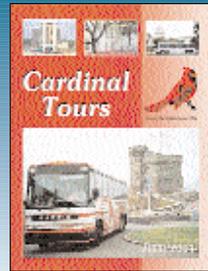


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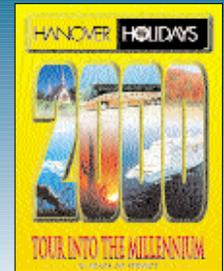


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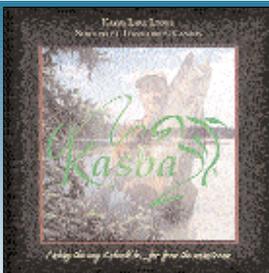


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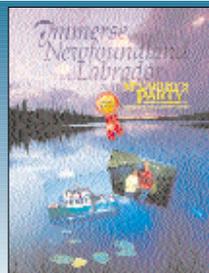


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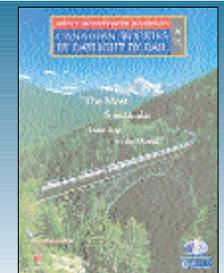
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## Adopt early and go with the flow

by Bob Mowat

When I was a kid learning to swim, my father decided the best way to approach the situation was to toss me in the pool and hope for the best. There's some irony in this approach, as my father couldn't swim a stroke

so like it or lump it, I was on my own and swim I did.

I would suggest that taking a leap of faith and diving in is the kind of approach that travel agencies need to take towards technology these days.

There's so much going on – and

in fairness to retailers, they are adopting technology – that it makes your head spin.

In late March, the Baxter Travel Group hosted its annual Travel Technology conference and trade show for the seventh year in a row and I was impressed with the growing expertise and learning that delegates were exhibiting.

The agents at the show wanted to be in the seminars – in fact many wanted to attend everyone of them – and they wanted to see the demonstrations going on at the trade show.

There was a thirst for techno-knowledge that they could use to make their businesses more efficient and more profitable.

I was amazed at the attendance at a session that featured Jim Steinhart of Planetware. Steinhart talked about how to "get found" on the Internet and while he offered some general pointers, a lot of what he had to say was about the arcane science of 'keywords' and how various Web browsers respond to them when listing a particular Web site. It is an important area and I was amazed at

how intelligently the agents listening to Steinhart responded.

## TECHNOLOGY SHAPES AGENCY BUSINESS

I guess my surprise is due to the fact that for the Canadian agency business, it has taken a long time for retailers to realize just how much technology has done to shape their day-to-day business activities.

The computer reservation systems have been around since the mid- to late-1970s and that was long before many other industries had that kind of technology available to them.

Yet it is only in the last couple of years that the majority of retailers have really bought into the idea of technology providing significant benefits to them, rather than the view that it will cut them out of the loop.

Which brings me to the key points of this little ramble.

One of the key note speakers at this year's Travel Technology 2000 show was Michael Sites, vice-president for e-commerce for Sabre.

Sites spoke on the question: 'Is Internet Technology the Future of our Business?' After presenting the numbers, the background, the growth patterns and the fact that Canada will be a leader in this area, he observed: "I looked at these trends and decided that Internet technology isn't the future of our business, it is the past."

By way of explanation, Sites said: "The traditional Internet is already being eclipsed by global positioning systems, intelligent devices and mobility."

In simple terms, Sites believes that e-commerce is being replaced by m-commerce. And that means that travellers are going to get their information and do their business through other means than the traditional PC and browser.

And he also believes that's a good thing for the retail community because they have the customers and the products to service this new breed of business types.

"It's not about acquiring new users, but maintaining your existing customers and marketing new products and services," he notes.

So, everyone into the pool!

*Bob Mowat is managing editor Canadian Travel Press and a Communiqué contributor  
bmowat@baxter.net*

## ON THE WEB

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

Communiqué est disponible en français.

# INDUSTRY DEVELOPMENT

## Canada leisure package tours gaining interest among operators

Facing revenue declines as a result of reduced commission caps from airlines and operators, the retail travel trade in Canada is beginning to set sights on new income sources.

While the purchase of package tours for domestic travel has represented a low percentage of overall sales to date, some operators are seizing the opportunity to pursue them as a business activity, Signature Vacations and Canada 3000 Holidays among them.

To this end the CTC's Canada leisure travel program is proposing to educate travel agents on the merits of selling Canada as a preferred destination year-round. This includes convincing agents that Canada is a profitable sell and providing them with the resources to increase sales.

It takes the form of a strategic initiative targeted to travel agents via an advertising campaign and public relations program, along with inserts of Canadian contacts through trade directories. It will

show the diversity of Canadian products, packages and services available to agents through editorial content in the CTC's insert and Vacation Guide programs, that are received by more than four million Canadian consumers. As well, a series of collateral materials will be developed over the next few years.

### ACCREDITED COURSE

The program will also be supported by an accredited Canadian Institute of Travel Counsellors course on selling Canada, an educational type of contest and a keynote speakers program through agency chain conferences.

The CITEC project will comprise three-hour and six-hour destination workshop seminars, beginning in May, with 15 to 20 agents at each one.

*Please contact CITEC for more information on the Access approved Rediscover Canada seminars in May and June.*

## Old vs. new economy

by Guy Deschênes

### "OLD ECONOMY" PRODUCT FOCUS

You have a tourism operation that you are determined to make a success.

You offer your clients products and services and their satisfaction is of paramount importance to you. You devote the time and energy needed to maintain and expand your client base and remain competitive. You target your promotional efforts toward your clients, hoping to reach them effectively and achieve the expected results. Products and services are at the heart of your strategy. You are essentially alone in a one-way process of determining the direction your operation will take.

Of course, there are many tools and services available for getting to know your clients better and reacting on that basis; however, the element that puts the client and not the product at the heart of a company's approach is lacking, and this is a common state of affairs in the tourism industry.

### "NEW ECONOMY" CLIENT FOCUS

The Internet and e-commerce have arrived! Everyone is getting connected.

There are hundreds of millions of Web surfers hungry for interactivity, a distinguishing feature of the new economy and the engine for a new type of client/supplier relationship. As competition mounts and the realization dawns that clients should be at the heart of any business strategy, along comes the Internet and its critical mass of consumers (and competitors) with the leisure experience it offers and universal ease of use.

### INTERACTION

This is where client focus comes into its own.

Clients/Web surfers are not only growing in numbers but are all-powerful on the Internet and quite naturally see themselves as the focus of the process, making contact with just a click of the mouse where and when they want to.

Once you have understood this you will see that clients greatly appreciate your use of the Internet and the quality of the virtual experience you offer them, an experience that will encourage them to actually try



out your products.

In fact, applying the new economy, which has learned many lessons from its predecessor, to your operation will transform your product and service focus into a focus on giving your client a memorable experience. The client becomes the focus.

The tourism industry, by its very nature, lends itself to the new trends and circumstances. Being on the Internet with all the technological and virtual opportunities it offers, the links you can create and its ease of use, becomes a reflection of your desire to give your clients a human and memorable experience that is valued worldwide

*Guy Deschênes is Senior Advisor, Communications, at CITEC*

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

[citec@citec.ca](mailto:citec@citec.ca)

Tel: 819 536-0349

## BC court strikes down "draconian" smoking ban

The BC Supreme Court has struck down the Workers' Compensation Board's (WCB) punitive smoking ban, meaning hospitality establishments are now free to allow smoking as before ban.

The court case, which was brought forth by a variety of hotel, pub and other hospitality stakeholders, under the leadership of the British Columbia and Yukon Hotel Association and the Hotel Association of Canada, was based on the fact that the WCB originally exempted the hospitality industry, then changed the regulation without consultation, and turned it into a complete smoking ban.

### BAN THE SMOKE, NOT THE SMOKER

For years the HAC has been saying that ventilation is the appropriate means to solve this delicate public policy issue. "Ban the smoke and not the smoker and use ventilation under the Courtesy of Choice Program is the solution." However, the WCB's draconian approach, and complete disregard for anything other than "zero tolerance" meant that the industry suffered greatly.

Liquor sales were down by 11 per cent in January and February 2000 compared with a year ago; draft beer sales were down by 13 per cent in January and February. Six businesses closed, 730 people

# Emergency response plans

were laid off and the drop in liquor sales amounted to \$3 million. The reduced payroll from the laid off workers was \$16 million, not to mention economic spinoffs, or the dramatically reduced number of shifts for many workers.

In her judgement, Justice Sunni Stromberg-Stein said "...any vehicle which facilitates the exchange of public debate is particularly important where legislative authority has been delegated to a body that is not directly accountable to the electorate.

"Moreover, where the impact of a given regulation is so far-reaching as to extend to those beyond the jurisdiction of the board, where the impact is so significant as to pose a risk to the private economic interests of both employers and workers, and where the impact is so onerous as to impose a policing function upon employers coupled with severe penalties for non-compliance – then public debate is of paramount importance."

## CLEAN AIR GOOD FOR BUSINESS

Despite the victory the British Columbia and Yukon Hotel Association underlines the fact that there can be no more of the "business as usual" attitude towards smoky bars.

Clean air is good for business, good for tourism, and good for employee health. Everyone will need to "clean up their act" as much as possible, using at a minimum, the basic tenets spelled out in its Code of Practice.

To meet some of the standards in the Code of Practice, and to make sure that the hospitality industry is well regarded by the public, the British Columbia and Yukon Hotel Association recommends the following:



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HOTELS DU CANADA

- Separate smoking and non-smoking section with visible signage.
- Provide directional airflow – ensuring that fresh air flows from the non-smoking to the smoking area, then is brought in through the return (and ideally exhausted directly outside.)
- Repair and use air cleaning technologies (and clean them weekly).
- Remove any blocked returns that may have been closed for cost efficiencies.
- Turn on and turn up the cubic feet per minute (CFM) rate in your public areas.

Following these practices will support the principle "Ban the smoke and not the smoker." Ventilation under the Courtesy of Choice Program is a solution. Don't miss this opportunity.

For more information on Hotel Association of Canada's Courtesy of Choice Program

Tel: 613 237-7149 Fax: 613 237-8928  
hac@hotels.ca



Photo: Wilderness Tours

by Ross Cloutier

Emergency response plans are intended to act as a pre-plan for emergencies that could occur on trips.

Some businesses prepare response plans for groups of activities such as sea kayaking, canoeing and white water rafting, rather than for individual trips, while others prepare response plans trip-by-trip. The first step in writing an emergency response plan is to identify hazards, including sweepers, rapids and poor fitness.

Once the hazards have been identified, an analysis of the risk they cause is carried out. You are now attempting to identify both the extent (severity) and likelihood (frequency) of potential incidents. Impact analysis, which looks at the vulnerability or effect of an incident, determines the effects the hazard will have on personnel and/or the business if an accident should occur.

An organizational chart outlining responsibilities for decision making should be developed. The plan should outline who is responsible for doing what during an accident on the trip, when outside authorities should be called, what on-site actions should and can be taken, and who can spend how much money.

## CHECKLISTS HELP

Flow chart or action checklists are valuable for condensing information and helping individuals make decisions.

Trip or activity-specific hazard identification and risk assessment assist in defining what external and internal resources, both personnel and equipment, might be needed to deal with probable scenarios. All resources required to effectively respond to an emergency on this specific trip should be identified including locations, quantities available, accessibility of equipment, supplies, sources of food, clothing,

shelter and maps.

Knowledge of the capabilities of various external response groups – ambulance, police, search and rescue groups, helicopters and other commercial operations in the area – should be determined. A list of telephone numbers and radio frequencies of internal and external resources should be compiled and maintained.

The scale of an incident will be determined from the initial information gathered at the scene. Some types of emergencies can be handled readily by staff already in place on site. The plan must clearly outline what type of incidents guides should take care of and when they should ask for outside help.

## DESIGNATE RESPONSIBLE PERSON

The plan should designate the person responsible for mobilizing people and equipment. It should identify appropriate spending authorities, limitations and procedures, what the guide, business office or business manager is responsible for.

Emergencies may need to be reported to a number of parties to ensure public safety, satisfy legal or insurance requirements, comply with company policy and ensure the timely capture of witness statements.

An operations centre for coordinating the response operations during a large-scale emergency is required. Where an accident will be managed – for a specific trip – needs to be identified. If the trip is in a location far removed from the business office, it may be necessary to identify the location.

Ross Cloutier is the author of "The Business of Adventure: Developing an Adventure Tourism Business" and the upcoming book "Legal Liability and Risk Management in Adventure Tourism."  
www.bhudak.com



## On-line service matches tourism employers, job-seekers

The Tourism Work Web, a new service that helps tourism businesses and potential employees find each other, is up and running at the Web site: [www.tourismworkweb.com](http://www.tourismworkweb.com)

The service uses a list of skills required for a specific job to make a match between employers and employees across the country. People seeking tourism jobs can post their resumes and apply to jobs listed on the site, while employers, for a nominal fee, can search the database and post job notices. There will be no fee for jobs posted for the next six months, according to project officials.

The Tourism Work Web is a joint project of the Pacific Rim Institute of Technology and the Canadian Tourism Human Resource Council. Financial support is being provided by Human Resources Development Canada, Industry Canada, Human Resources Development British Columbia and the B.C. Ministry of Advanced Education, Training and Technology.

The Web site's search criteria were developed following consultation with industry-led focus groups and are designed to provide "high-quality" returns on employer searches. As well, on-line recruiting campaigns can be designed for companies or organizations with a number of positions to fill, or with ongoing placement needs.

## TRAINING, EDUCATION NETWORK

The service will profile tourism education and training opportunities across the country for prospective job-seekers, with a fee charged for submitting a profile. Then there is the "Virtual Career Fair" feature of the site, where people looking for work can browse through company and organization profiles.

## LINKED TO CTX, OTHER SITES

The Canadian Tourism Exchange (CTX) is directly linked to the Tourism Work Web and will promote the site to its users. As well, Industry Canada's Campus Work Link site, used by more than 75,000 university student job-seekers, will be linked to the site.

## PRAISED BY INDUSTRY

The new service is already garnering support within the industry.

Says William Pallett, senior vice president, People & Quality, Delta

# Loans available to back tourism expansion plans

If you're planning to expand or upgrade your facilities to attract the international visitors flocking to Canada in record numbers, the Business Development Bank of Canada (BDC) can help with loans of up to \$10 million.

"Expansion and renovation plans are very capital intensive" says Jacques Lemoine, BDC's senior vice-president, credit. This is where BDC can make a difference, he says.

In collaboration with the Canadian Tourism Commission and other partners across the country, the bank established the Tourism Investment Fund two years ago. The fund allows operators with proven earnings, or a strong potential for future growth, to apply for loans between \$250,000 and \$10 million.

Since the fund was established Canadian tourism operators from across the country have received loans to assist in financing projects totalling \$225 million for a wide range of plans including adding more rooms, upgrading equipment and constructing new infrastructure.

"The fund also recognizes the unique characteristics and challenges facing the tourism industry," Lemoine says. "For example, loan payments take into account the seasonable nature of the business and payments of principal may be deferred for the first year. Payments in the second and third years can also be reduced depending on business growth and on indicators of industry performance such as occupancy rates, visitor days and skier visits."



Business Development Bank of Canada  
Banque de développement du Canada

Hotels: "The Tourism Work web is a desperately-needed recruitment tool during this period of growth in the tourism industry. Competition for labour is intense. Delta Hotels will be the first corporate sponsor and user of the Tourism Work Web."

Peter Elmhirst also feels the service will be helpful. "Those of us who provide tourism product in out-of-the-way places are challenged to find quality, well-trained staff. However, the expectation of our customers is just as great. This tool will help small and rural tourism businesses to compete for qualified staff," says the owner of Elmhirst's Resort, at Keene, Ontario.

Check our new Web site at  
[www.tourismworkweb.com](http://www.tourismworkweb.com)

## LOANS FOR OTHER REASONS

Financing packages may also include upgrading services, market development or promotion and improving reservation systems. In some instances, the bank will also consider providing start-up loans for businesses located in high potential areas which are supported by a solid business and marketing plan.

The criteria for support is straightforward: "We are looking to support businesses that provide services during more than one season or have the potential to do so. It must be a commercially viable business proposal with a strong marketing plan and, perhaps most important, backed by an experienced management team with a proven track record."

"We can also provide management support to help them put together marketing plans, establish budgeting and control procedures, implement customer service initiatives or set up an advisory board.

"The bottom line is that we recognize Canada is ideally positioned to benefit from the rapid growth in one of the world's fastest growing industries – tourism. This dramatic increase in demand has resulted in new opportunities for this industry. This fund allows us to help support that growth."

For more information on how to apply for loans, contact the BDC branch nearest you  
Toll-free: 1 888 INFO BDC  
(1 888 463-6232)  
[www.bdc.ca](http://www.bdc.ca)

## Going for green

With the recent surge of interest in eco-tourism and adventure tourism, there is concern about increasing pressure on natural areas and resources.

A number of new organizations have been created to make sure that as tourism grows, the environment is protected. These groups are dedicated to the principles of sustainable tourism.

As the idea of sustainability gains currency in the tourism industry, Canadian business and government have been leaders in the field. Groups such as the Tourism Industry Association of Canada have written codes of ethics

# Economic effect of the cruise industry in Canada

A study completed for the Northwest Cruise Ship Association holds good news for Canada.

The study was commissioned for the 1999 season by the association, along with the Atlantic Canada Cruise Association, the Vancouver Port Authority and the Canadian Tourism Commission.



The report shows that the economic impact of direct spending amounted to \$500 million throughout Canada while including the indirect impact tops the \$1 billion mark.

Using passenger and crew sur-

veys along with cruise lines spending records, researchers visited every port that hosted cruise ships during the 1999 season.

Vancouver, as home port to much of the fleet serving the Alaska market, registered the highest economic impact. Each time a ship visits Vancouver it leaves about \$1 million in direct economic benefit. With 300 plus ships visiting during the May to September period the economic impact is significant.

## ATLANTIC CANADA, QUÉBEC, NEW ENGLAND

Ship visits and passenger numbers in Atlantic Canada, Québec and New England have grown dramatically over the past five years and there is every indication it will continue. Between 1991 and 1999 this market has grown by 115 per cent.

The biggest generator of economic benefit are the lines themselves. From the purchase of food, supplies, fuel, repairs, and maintenance they spent more than \$300 million in Canada in 1999.

The study confirms that the industry generates positive benefits for Canada and that there is significant growth potential.

for sustainable tourism and guidelines for their members.

Businesses such as Fairmount Hotels and Resorts have taken sustainability to heart. They employ a full-time supervisor of environmental affairs.

The Yukon Territory's Wilderness Tourism Licensing Act is a model of how stakeholders and government can work together to strengthen environmental practices.

Below is a cross-section of organizations with a mandate to foster a sustainable tourism industry. They are representative of public and private sector groups in Canada and the world who believe it's possible – and practical – to safeguard the environment and have a profitable industry.

**The Natural Resources Consortium for Tourism Standards** is a new non-profit group. Its goal is to develop tool kits to help business and government achieve "sustainable" standards in ecotourism and adventure tourism.

Sherry Sian, Director  
#4-912, 3rd Ave. N.W.,  
Calgary, Alberta T2N 0J6  
[sians@cadvision.com](mailto:sians@cadvision.com)  
Tel: 403 283-0795

Oceans Blue Foundation is a charity that works to preserve coastal environments. They've tackled issues such as recreational boating, the visual appearance of coastlines, and noise pollution. Now they're doing a study of best practices in the cruise ship industry.

Coralie Mackie, President  
Tel: 604 684-2503  
Fax: 604 684-2502  
[currences@oceansblue.com](mailto:currences@oceansblue.com)  
[www.oceansblue.com](http://www.oceansblue.com)

The **Nova Scotia Adventure Tourism Association** has a Code of Ethics for operators of whale watching tours. Although the Code is voluntary, all operators who belong to the Association have signed on. Deborah Tobin, a biologist and whale expert, is the consultant.

Tom Goodwin,  
President of the Association  
Tel: 902 839-2417 or  
Deborah Tobin  
Tel: 902 839-2962  
Fax: 902 839-24335  
[deb.tobin@ns.sympatico.ca](mailto:deb.tobin@ns.sympatico.ca)  
[www.dti.web.com/ecosystems](http://www.dti.web.com/ecosystems)

**Terrachoice Environmental Services** is a private consulting firm that helps hotels, golf courses, marinas, and other businesses make environmental savings. They developed the national Green Leaf Programme for the Hotel Association of Canada and Green Links for golf courses.  
*John Polak, President*  
 Tel: 613 247-1900  
 Fax: 613 247-2229  
 www.terrachoice.ca

**The Audubon Cooperative Sanctuary System of Canada**, a non-profit group, advises tourism businesses and other properties on environmentally-sound landscaping. Dozens of hotels and golf courses have received certification.  
*Scott Martin*  
 Tel: 705 429-2277  
 Fax: 705 429-1435  
 acss@cois.on.ca  
 www.cois.on.ca/~acss

**Green Globe 21** is an international non-profit organization that works for sustainable development in travel and tourism. They offer global certification for companies and destinations

with a focus on reducing energy use. Associations such as the WTO, IATA, the United Nations Sustainable Development Commission, and the government of Canada have endorsed Green Globe 21.

*Geoff Lipman or Adrian Pryce, CEO*  
 Tel: 787 725-9139  
 Fax: 787 725-9166  
 GGAmericas@chahotels.com  
 www.cha-cast.com

**The World Tourism Organization's** Committee on Sustainable Development has enacted a Global Code of Ethics for Tourism.  
*www.world-tourism.org*  
*OMT@world\_tourism.org*  
*or Blair Stevens, at the CTC*  
 Tel: 613 954-3882

**The Canadian Parks and Wilderness Association** has a mission to conserve and protect the National Parks, and preserve a quality experience in the parks. While tourism is not their focus, they welcome calls from interested tourism operators.  
*Mary Granskou, Ottawa Conservation Director*  
 Tel: 613 569-7226  
 Fax: 613 569-7098



Four years ago the election of DeLong would have been unthinkable, believes Lynn Perry. She's executive director of the South Shore Association, and she's vice president of Nova Scotia's main tourism business group, the Tourism Industry Association of Nova Scotia.

Perry says that changes in the way the parks operate and in attitudes in the business community have made this kind of cooperation possible.

On the industry side, business people have begun to appreciate that the parks are an integral part of the tourism product which they've got to preserve. And both business and parks are operating on tight budgets. It's in their interest to work together.

When the major tour operator, Atlantic Tours Gray Line in Halifax, wanted to bring a select group of travel agents on a "fam tour", park staff at Kejimikujik went to great lengths to be helpful. A senior park interpreter brought the park to life for the visitors with stories about the forest and lakes and the Mi'kmaq who used to live there.

"The park worked with us to teach the agents how to market this special place. They went out of their

way," said Paul Emmons, president of Atlantic Tours Gray Line.

**PEI NATIONAL PARK**

At Prince Edward Island National Park, the new Greenwich sector of the park is due to open July 1.

It's an area of unusual sand dunes and sensitive plants and birds. Dave Lipton has to decide how much traffic the new area can handle. Tour operators need to know what the limits are so they can book tours.

Dave Lipton is trying to contribute to the economy of Prince Edward Island. But the only development he will consider is the kind that sustains ecotourism and respects what he calls the park's "natural wonders."

"As long as ecological integrity is the priority, we need to work closely with the tourism industry so that we can help drive the agenda," he says. "Sometimes it's hard as hell – but the results are well worth it."

*Martha Plaine is an Ottawa writer and a Communiqué contributor*

**NOTE**

*In the next issue of Communiqué, the focus will shift to the western provinces for a look at how the national parks and the tourism business community are working together.*

# National parks and the tourism industry finding common ground

by Martha Plaine

There was a time when the professionals who ran Canada's national parks and the people who worked in the tourism industry had little to do with one another. But park managers and people in the industry say that is changing.

Today the professionals in the parks still want to preserve the natural environment and the tourism industry is in business to make money. But now the two groups have found they have common interests.

In Atlantic Canada, in particular, park managers are pursuing a new strategy. Senior managers aren't limiting themselves to what goes on within their park borders. They're taking leadership roles in private sector tourism.

Dave Lipton is superintendent of Prince Edward Island's National Park and National Historic Sites. He's closely involved with the local community and business interests. In fact, his colleagues in the tourism community elected him a member of the board of Tourism Industry Association for P.E.I.

Lipton and staff at the national park have worked with tourism operators on cooperative marketing programs and at trade shows. Together they've developed packages to bring in tourists during the shoulder seasons. Lipton is as committed as ever to the

park's traditional roles. The park's trained biologists do scientific research and lead guided walks for tourists.

At the same time, Lipton hopes to enlist the support of the tourism industry by demonstrating environmental "best practices." The park employs a pesticide management program for the golf course. It uses passive solar energy to heat the water for outdoor showers. And all its new buildings have been designed to blend with the landscape.

**MARKET AUTHENTICITY**

"I got involved with the tourism industry so that we could make sure to focus tourism marketing on our message: We protect the natural and cultural heritage of the nation. We market authenticity," Lipton explains.

Lipton is not alone among park officials in Atlantic Canada. In Nova Scotia Harry DeLong is superintendent of Kejimikujik National Park and he is the president of the South Shore Tourism Association of Nova Scotia, a group of four-hundred businesses along the province's popular Lighthouse Route.

"It's more important than ever to develop a supportive relationship with the tourism industry," says DeLong. "Working closely with our partners makes it easier to ensure our number one objective – the continued ecological integrity of the Parks."

## WORKING TOGETHER ON CAPE BRETON

Elaine Wallace is chief of visitor services at Cape Breton Highlands National Park. And she's a director with the Northeast Highlands Chamber of Commerce.

Wallace says this is nothing exceptional. Her colleagues at the park and at Cape Breton locations such as Fortress Louisbourg and the Alexander Graham Bell National Historic Sites are also involved in the local tourism industry. They serve on many committees and associations.

"Everyone is involved – at the federal parks level, the provincial, municipal and local levels," she says. "We're dedicated to preservation, of course, but we're part of the tourism industry. We like to work with partners. After all, we have the same visitors, and they don't readily distinguish between what's park and what's private."

Hundreds of thousands of visitors come to the park every year. Wallace estimates that the spinoff is in the range of \$50 million in Cape Breton

tourism spending.

"The parks are a main economic driver of tourism," Wallace says. "We provide not only the protection and conservation of nature, but also the facilities and the infrastructure tourists use to enjoy nature."

But budget cuts have made it difficult to maintain facilities and infrastructure. Partnership funding from the provincial government and other groups has helped pay for important projects such as the restoration of the Highland Links golf course and clearing scenic look offs along the Cabot Trail.

The tourism business people in Nova Scotia do not take Cape Breton Highlands and Kejimikujik National Parks for granted.

"We really value the parks," says Eric Mullen, president of the Tourism Industry Association of Nova Scotia. "We see them as a fundamental international attraction that's based on preservation. And we are anxious to work with them."

# FROM THE REGIONS

## Gas prices a problem for visitors to N.S.?

Studies undertaken by the Department of Culture & Tourism in Nova Scotia over the years have revealed that gas prices have been a concern for some American visitors to the province.

Now, with pump price hovering around 80 cents a litre, about 25 per cent higher than last year, the department has calculated that it translates into an \$36 dollar additional trip expense for visitors from Massachusetts, and \$43 for Ontario visitors. While that may not be a significant addition to the overall trip cost, the situation is different for the recreational vehicle market, where the cost impact will be about four-fold, or \$150 extra for a Nova Scotia vacation. RV travellers get about 10 miles to a gallon and are very conscious of fuel prices, a fact that may dampen RV travel to the province.

Provincial officials believe that unless there is a widespread consumer backlash, or a drop in consumer

confidence, the fuel price issues should not be a major deterrent to automobile visitation. The province points out that its marketing message is "a quality destination, not a discount destination."

### SIMILAR IMPACT IN BC?

Another study, this one of the impact of rising fuel prices on tourism in British Columbia, suggests that if the increases are sustained they will lead to lower growth in visitor volumes and expenditures from all B.C.'s major markets, except Alberta.

## Western Canada Marketing Alliance

A new European-based sales and marketing alliance has been formed to meet the growing needs of small to

medium-size tourism suppliers from B.C., Alberta, Yukon and Northwest Territories and will begin operations in June from Munich, Germany.

The Western Canada Travel Alliance sales and marketing efforts will be focused primarily in Germany, the United Kingdom, France, Switzerland and The Netherlands.

The alliance allows smaller suppliers the opportunity to get out and get known in these hot and growing markets by working together, sharing costs and support. The growing list of member suppliers includes Kasba Lake Lodge in the Northwest Territories, TimberWolf Tours of Edmonton, Eagle Nook Resort on Vancouver Island and many more.

*Wolf Worster*  
Tel: 614 834-5153  
info@adventurousity.com

## Resorts Atlantic Marketing Council

When time and resources are scarce, but new markets must be tackled,

what is an independent resort operator to do?

Set aside differences and partner with the competition! This is how the Resorts Atlantic Marketing Council was formed earlier this year.

The council is a partnership between six resorts and the Atlantic Canada Opportunities Agency (ACOA) to increase Atlantic Canada's presence as vibrant corporate meetings and incentive travel destination. Member properties are Dundee Resort and Inverary Resort in Cape Breton, N.S.; P.E.I.'s Rodd Signature Resorts – Rodd Brudenell and Rodd Mill River; Terra Nova Park Lodge in Newfoundland and White point beach resort on the South Shore of Nova Scotia.

The council appointed Greenfield Hospitality to handle group sales and marketing outside of Atlantic Canada, particularly in Ontario and Québec markets.

*Doreen AshtonWagner*  
Tel: 613 527-1957  
Toll-free: 1 888 592-7262  
daw@greenfieldhospitality.com

# CTC & INTERNATIONAL REPORT

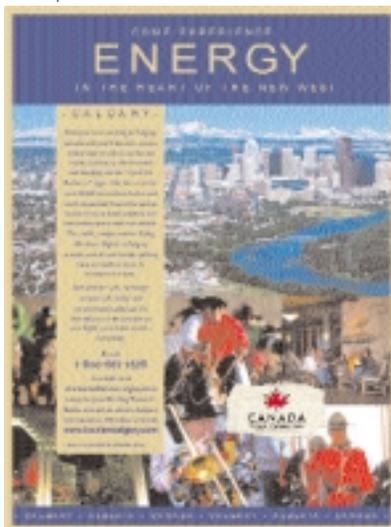
## Campaign to draw meeting planners to Calgary, Edmonton

U.S. meeting planners will be seeing a lot more of Calgary, Edmonton and Alberta than ever.

That's due to a joint \$800,000 campaign in which the Canadian Tourism Commission has partnered with Travel Alberta, Calgary and Edmonton tourism offices to position the cities as ideal destinations for meetings, convention and incentive travel gatherings. It will also seek to build awareness of the Alberta MC&IT product under a strong Canada platform. That will involve using the existing CTC umbrella creative look and strategic direction to the campaign. Leads also will be generated through an offer of site visits for meeting planners.

The advertising campaign, under the CTC "Blue and Gold" brand, is scheduled to run between April and December 2000. Ads will appear in several publications, among which are Successful Meetings, Technology Meetings, Medical Meetings,

Insurance Conference Planner, Executive Update. Convene, the Meetings Professional, Meetings in the West, Oil & Gas Journal, Western Association News and Beyond Borders. As well, all three



partners are participating in the CTC's internationally-distributed 2000/2001 Destination Guide for Meetings, Conventions and Incentives.

Said Donna Owens, CTC director of business travel, "The approach is for the CTC to enhance awareness of cities like Edmonton and Calgary as premier MC&IT venues. In the process we will strengthen the Canada brand and also enable industry partners to promote tactical product offerings to targeted customers, so they can build a relationship with the target market."

Ms. Owens said she would like to see the approach adopted by more CVBs, provinces and territories.

*Donna Owens, director,*  
*business travel, CTC*  
Tel: 613 946-2140  
owens.donna@ic.gc.ca

## Golden Globo 2000 awarded to CTC

by Helma Scheffler

While Hollywood is celebrating the Oscar winners, the readers of GLOBO, Germany's most prestigious monthly travel magazine with a circulation of more than 100,000, have chosen their stars for the year 2000 when it comes to favourite destinations.

Canada, as an all-time favourite with the readers, took second place as a preferred travel destination, leaving top competitors and big

players in the German market such as Australia and Asian destinations behind. Countries nominated had to achieve maximum results in various sub-categories such as culture, shopping (Canada 4<sup>th</sup>), price/service-ratio, safety (Canada 3<sup>rd</sup>), food & beverage and, environment (Canada 1<sup>st</sup>).

The prestigious tourism award was presented to the CTC team during a memorable evening ceremony at ITB in Berlin in early March.

"This result is the consumer's confirmation that all our efforts in the German marketplace are definitely heading in the right direction," said Karl-Heinz Limberg, managing director, sales & marketing CTC Germany. "It also shows the power of editorial contributions in the right media, where we have managed to establish a continuous presence for Canada and its year-round products."

### CANADA TRENDY

It seems that Canada is in the process of becoming trendy.

Other media have recognized the destination as among their favourites. Only recently German VOGUE published their top twenty hotels and destinations worldwide, with Vancouver, Vancouver Island and the Wickaninnish Inn among the lucky few. And the March issue of German Cosmopolitan also honours Vancouver Island and the Wickaninnish Inn as number five among the top ten romantic island hotel packages worldwide.

## Bryan Adams tour promotes Ontario 'Down Under'

A tour of Australia by Canadian rocker Bryan Adams was used as part of a multi-dimension consumer awareness campaign to promote Ontario and its products to Aussie audiences in late February and early March.

The Adams tour visited Sydney and other Australian cities to pro-

mote his new Album "The Best of Me," and to host his concerts.

The promotion was run by a Sydney radio station along with the CTC, Ontario Tourism, Canada 3000 Airlines, wholesaler Venture Holidays, and retailer UTAG. It comprised a "Bryan Adams weekend" on the radio station featuring

his CDS and concert tickets and the disc jockey giving out "did you know" facts on Ontario – an advertising buy and prizes – and a media event where the CTC hosted four key media and their guests at a Bryan Adams concert.

### PARTNER CONTRIBUTIONS

Along with the CTC's participation, Ontario Tourism contributed a Toronto attractions pass and day trip for two to Niagara Falls, and donated \$3,500 towards the media buy.

Canada 3000 offered two return tickets from Sydney to Toronto during the Bryan Adams Weekend, and two return Sydney/Toronto tickets to the consumer who bought the advertised package before March 31.

Venture Holidays offered a five-day, four-night hotel package in Toronto, and airport transfers for two, and contributed \$3,000 to the ad buy, along with their retail partner UTAG.

## ADVENTURE PRODUCT

### CANADA BY CANOE

continued from page 9

canoe routes. From James Bay to Algonquin Park, from fully guided to partially outfitted, from fly-in to fly-drive, there is no better place to do a canoe-trip – anywhere.

Voyageur Quest and Wanapitei C.A.N.O.E supply a wide range of Canadian canoe trips, including guaranteed departures from Toronto to Algonquin Park and 10-day trips on Baffin Island. In addition to the classic canoe trip, both companies own wilderness lodges (Algonquin Log Cabin and the Wanapitei Chateau) and operate lodge-based canoeing packages that cater both to new canoeists and experienced canoeists seeking a shorter lodge-based program.

Canoe outfitters, sponsors and regional/provincial/national destination organizations who are interested in being a part of the 'world's best canoeing' message, please contact the alliance leaders:

*John Langford,  
Voyageur Quest  
info@voyageurquest.com  
or  
Andrew White,  
Wanapitei C.A.N.O.E.  
trips@wanapiteicanoe.com*



## Bay of Fundy

"Thar She Blows ...!"

"I've always wanted to say that," exclaims the Nova Scotia visitor from Atlanta as a whale surfaces, breathing out, sending a plume of water and mist ten feet into the air.

Whale watching in the Bay of Fundy, one of Canada's phenomenal natural wonders is a world class "eco-tourism" destination and the lower bay is particularly good for observing many different large species of whales.

Whale watching began in the Digby Neck & Islands peninsula in the mid-80s and is now one of the hot spots in eastern North America.

The area is easy to reach from New England, Ontario and Québec via ferries from Portland and Bar Harbor, Maine or Saint John, New Brunswick. While whales may be

sporadically observed in the area at all times of the year, most operators generally run tours from June to October. Excellent hiking and birding opportunities are also abundant in the area.

The lower bay is a rich feeding ground for many species of large whales including humpback, fin, Minke and the highly endangered Northern Right whale. Other species seen have included blue, sperm, sei and Orcas (killer whales) in 1999. Seals live along the shore and puffins and a multitude of other seabirds can be seen feeding on/near the oceans surface on plankton and fish. Porpoises are commonly seen and frequently dolphins "play" around the boats.

### AN EXPERIENCE

Whale watching is not just "a show" in the Bay of Fundy, it is an environ-

mental experience.

While not all operators have biologists on board, most have staff with extensive knowledge on local culture, history and marine life. The many tour boats in the Digby Neck/Islands area share their whale sighting information by radio, so that means you have a great chance to see some. There is also a wide variety of vessels used from Zodiacs (large rigid hull inflatables), especially popular with the adventurous visitors, to mid-size tour boats taking about 40 people, ...but nothing like the large crowded cruisers seen off New England.

### CODE OF ETHICS

Because of the number of operators and their desire to maintain the activity with a minimum of impact on the whales, a code of ethics was developed by the operators and an environmental organization that has caught the attention of whale watcher operators around the world.

Only two boats are allowed to observe any whale or group of whales at any one time. Vessels limit the amount of time spent with whales and appropriate behaviour in their presence is expected.

*Tom Goodwin, President  
Nova Scotia Adventure Tourism Assoc.  
www.adventurenovascotia.com  
Tel: 902 839-2417*

### ("Optimistic - continued from page 1)

"We were optimistic that we would be able to hit \$50 billion in the year 1999, so that as we moved into the new millennium we would cross over and be in excess of the target. So we've achieved that; we believe it's a significant achievement and it's been done really with the wholehearted effort of the tourism industry and the support we've been able to give through the Canadian Tourism Commission. It's a noteworthy milestone."

### \$10 MILLION INCREASE IN CTC BUDGET TOLLURE MORE INDUSTRY DOLLARS

Mr. Buchanan also noted that the Canadian Tourism Commission budget has been fueled by a further \$10 million, to \$75 million a year – a five-fold increase over the amount when the CTC came into being five years ago.

"There are two factors that play into that (increase)," said Mr. Buchanan. "One is that the government is a significant beneficiary in tax revenue from the tourism industry. We've been increasing by roughly \$3 billion a year for several years, so approximately \$500 million of incremental

revenue goes into the federal government every time we move upward."

And then there is my entreaty that we can't keep harvesting the crop if we aren't prepared to plant the seed. I look upon the marketing money we receive from the federal government and from our industry partners as that seed."

### 4<sup>TH</sup> QUARTER TOURISM INDICATORS

The National Tourism Indicators report also released favourable fourth quarter tourism results for 1999.

Total tourism demand went up to more than \$10 billion, or an increase of eight per cent over the

same period the year before. Domestic demand was up to \$7.5 billion, more than an eight per cent increase, while tourism exports also increased by a little more than seven per cent, to \$2.5 billion.

CTC research director Scott Meis said the precedent-setting numbers come as a result of effective tourism industry partners' marketing efforts, along with a set of favourable economic factors. He said the relative strengths of the Canadian and U.S. economies, along with the emerging recoveries of Asian and Japanese markets have played a role. He also said the Canada/U.S. exchange rate is a factor.

## St. Lawrence region has plenty to offer

Canada's mighty St. Lawrence – the second longest river in Canada after the Mackenzie – carves a magnificent one thousand mile route between the Atlantic Ocean and the Great Lakes.

With its unique combination of breathtaking panoramas, French culture and historic sites, the St. Lawrence River region, in response to the growing interest in new destinations, has seen increased visitation by many of the world's major cruise lines.

While Québec City and Montréal offer splendid urban activities, other offerings, from rustic fishing villages to the granite cliffs of the Saguenay fjord, are still being discovered by major cruise lines.

### MONTREAL

Among North America's most romantic and engaging cities, Montréal is as old as its well-preserved historic buildings and colonial architecture, and as new as the glittering Montréal Casino and the elaborate underground city. Montréal's vibrant varied cultural life includes museums, first-rate music, dance and theatre as well as professional sports events.

Visitors can explore the Olympic Park with the highest leaning tower in the world, site of the 1976 Olympic

Games, glory at the splendor of the Botanical Gardens (75 hectares) and stroll along the Old Port where modern attractions are part of an Old World setting.

### QUÉBEC CITY

Synonymous with history and culture, Québec City is North America's only fortified city, a citadel born of sieges long past.

Listed by UNESCO as a World Heritage City, it stands on a magnificent site overlooking the St.

Lawrence River. A visit to Québec City is a bit like discovering the old countries of Europe on North American soil. Widely recognized as a gourmet capital, Québec City offers exquisite French-inspired cuisine at every turn; it is home to more restaurants than any other city in North America. The city's historic streets are dotted with elegant boutiques, shops, jewellers and furriers and many establishments feature Québec arts and crafts.

### ROUTE OF 16<sup>TH</sup> CENTURY EXPLORERS

As you sail through the Gulf of St. Lawrence, you'll feel the excitement knowing that 16th century European explorers used the same route in their search for a passage to China.

The Gaspé region and Saguenay fjord easily rival any world-class destinations where natural splendours abound. The Saguenay fjord is one of the longest fjords in the world.

You can discover thirteen species of whales, including the rare Blue Whale feeding in the surrounding waters of this magnificent region.

Anticosti Island is a paradise for wilderness lovers with the Vauréal Falls and where 120,000 white-tailed deer live. Charlevoix region is particularly superb at fall time, where the trees take their autumn colours.

The Mingan Archipelago at Havre-Saint-Pierre is a spectacular environment where salt water and wind have sculpted majestic limestone monoliths. It has been a national park since 1984 and extends more than 80 kilometres from east to west – a unique environment with more than 200 species of birds.

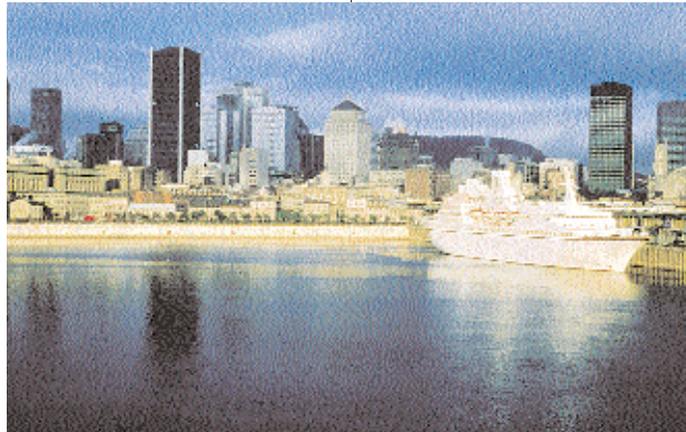
The Îles-de-la-Madeleine, paradise for seafood lovers, are an archipelago made up of a dozen islands connected to one another by a series of long, thin sand dunes. The waters along the shores of the Îles-de-la-Madeleine are among the warmest north of Virginia.

Percé always fascinate tourists with its natural beauty and obtains the highest ratings in the best tourist guides.

### JAZZ AND ALL THAT

In June, July and August, Québec City and Montréal, in particular, host many activities and festivals which represent tremendous potential for cruise ship operators.

Tourists and locals alike thrill to the excitement of the Montréal International Jazz Festival, Formula One Grand Prix, Mondial de la Bière, International Fireworks Competition, Just for Laughs Festival, Montréal Film Festival and much more.



## Atlantic Canadian ports cashing in

by Andrea Clark

Over the last three years, the Atlantic Canada Cruise Association (ACCA) has been harnessing the interests of the international cruise market. Ships have begun flocking to Atlantic Canadian shores to find wonderful weather, friendly east coast hospitality, and Atlantic scenery second to none.

The industry continues to grow, as the Cruise Line International Association reports; 1999 Atlantic cruise visitations saw an increase of 68 per cent over 1998, with a further increase expected for 2000.

"Halifax had 100 per cent increase in visitation over the last three years," says Randy Brooks of the Nova Scotia Marketing Division

of Tourism and Culture. The majority of the money spent goes into retail sales and local tours, business that are often overshadowed by larger tourism investment in hotels and restaurants. Not to mention that for every passenger, there is a crewman, whose dollars are often spent on cuisine and entertainment.

Smaller towns such as Corner Brook, Newfoundland and Labrador see the largest benefit from land-based maintenance of their facilities and resources. "The spin-off from cruise ship visitors is far reaching," explains Patricia Pye, chief executive officer of the Corner Brook Economic Development Corporation. "Not only is there a direct economic benefit

from the immediate spending, but the long-term exposure and marketing effects are incredible."

### CRUISE COMMITTEES

The increase in ship traffic has encouraged many of the ports to set up land-based cruise committees that maintain the port area and accommodate visitors.

Saint John, New Brunswick – population 75,000 – is expecting 120,000 cruise visitors in 2000. This town has both a cruise committee and a meet-and-greet group who have gone to great lengths to ensure passenger satisfaction; from roses for visiting ladies to water-front retail booths.

Betty MacMillan of the Saint John Port Authority comments, "We do it, and we do it right! That is what is encouraging the ships to keep coming back."

Coordinating efforts on and off shore is the key factor expressed by the four Atlantic provinces in terms

of challenges to economic revenue. This is important to ports such as Charlottetown, PEI that sees close to one million dollars in revenue for businesses in the port area. Cruise passengers to the Atlantic are almost exclusively American couples over forty-five who visit in the fall when the weather is brilliant and the crowds have diminished.

"This year, our shoulder season will go right through until the twenty-second of October" says Terry Allen of the Capital Commission of PEI. "The real challenge is to make sure that the retail stores know that the ships are coming and that the retail owners are willing to stay open in order to accommodate them."

Atlantic Canada is perfectly situated to accommodate visitors from around the world. New marketing efforts will target European visitors for spring and summer. The Atlantic Canada Cruise Association is a partnership between ACCOA-Tourism Atlantic and the four Atlantic Provinces.

## Harbour Cruises in Vancouver

Harbour Cruises has matured to become the largest boat tour and charter company in Western Canada.

We have three distinctive cruising vessels – the luxurious MV Harbour Princess, the MV Britannia (Vancouver's largest privately-owned vessel), and the MPV Constitution, the city's only authentic paddlewheeler. A journey on the Constitution has become a must for locals and visitors.

The company features different packages – the Indian Arm Luncheon Cruise, Vancouver Harbour Tours, a Sunset Dinner Cruise, and a Howe Sound Boat/Train Day Trip, which combines the majestic MV Britannia and the legendary Royal Hudson steam train for an unforgettable journey along the coast of British Columbia.

Jason Knibbs, marketing manager  
Harbour Cruises Ltd.  
Tel: 604 683-0684  
jason@boatcruises.com

## Mariposa Cruise Line

The rediscovery of waterfronts and their tourism potential in cities all over the world has opened opportunities for cruise companies like Mariposa Cruise Line in Toronto.

Originally serving the corporate market, Mariposa is now aggressively targeting group tours. The addition of regularly-scheduled harbour tours along with brunch, dinner and party cruises offers a wide range of events to offer tour groups. Mariposa can accommodate groups of up to 600 passengers.

Harbour tours are offered with a minimum of five departures a day, from mid-May through September, while shoulder season tours are available for groups from April 1, and from October to November.

The Oriole, a replica turn-of-the-century steamship, is a two-level vessel with a 200 passenger capacity. It provides a one-of-a-kind setting for a one-hour narrated tour of Toronto's harbour and islands.

Dinner cruises include a hot and cold buffet prepared on board and include entertainment and dancing. The cruise provides a wonderful way to watch the sunset and take in the impressive Toronto skyline at night. Sunday brunch cruises include a two-hour cruise and a traditional brunch buffet. Throughout the summer Mariposa offers the Cruisin' program, with a barbecue and nightclub entertainment on board.

Tel: 1 800 976-2442  
reservations@mariposacruises.com  
www.mariposacruises.com

# RESEARCH

## Canada 8<sup>th</sup> in world arrivals in '98, WTO

According to preliminary figures from the World Tourism Organization, in 1998 Canada ranked eighth in world arrivals, the highest position the country reached to date for the decade.

Overnight worldwide arrivals reached 635 million in 1998, a 2.5 per cent growth over the year before, while Canada's overnight arrivals grew seven per cent, to 18.8 million.

("Standards" - continued from page 1)

Four intergovernmental organizations developed the standards contained in the TSA; the United Nations, the World Tourism Organization (WTO), the Organization for Economic Cooperation and Development (OECD), and the European Commission (EC).

"UN approval is a triumph for the entire tourism sector," in the view of WTO secretary general Francesco Frangialli from Madrid. "It means we will be able to work with solid economic figures that are internationally comparable and can stand up to the closest scrutiny."

"The TSA creates a common language that considerably extends the scope of tourism statistics used for international comparisons to include tourism value-added, employment and investment, while being flexible enough to allow adaptations for individual country needs," said Alain Dupeyras, secretary of the OECD tourism committee.

Several countries have successfully instituted a tourism satellite account: Canada, Australia, Chile, the Dominican Republic, France, Mexico, New Zealand, Norway, Singapore, Sweden and the United States. More, such as Argentina, Poland, Spain, Switzerland and others are beginning work on implementation.

Scott Meis, the CTC's research director said: "In part this is the end result of ten years of technical advocacy and promotion to develop a consistent basis for measuring the economic aspects of tourism. Now at last we can begin to compare national tourism economies and add them up to a total global figure."

Scott Meis  
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## 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-February 2000	1,307,000	3.6
By Auto	January-February 2000	780,000	6.3
By Non-auto	January-February 2000	526,000	-0.2
From Overseas - Total	January-February 2000	374,000	11.8
United Kingdom	January-February 2000	80,000	15.4
Japan	January-February 2000	36,000	-6.7
France	January-February 2000	43,000	21.8
Germany	January-February 2000	24,000	1.7
Hong Kong	January-February 2000	16,000	3.3
Australia	January-February 2000	21,000	15.1
Taiwan	January-February 2000	13,000	7.6
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January-February 2000	1,865,000	11.5
By Auto	January-February 2000	790,000	11.0
By Non-Auto	January-February 2000	1,075,000	11.9
To Overseas - Total	January-February 2000	902,000	-3.8
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Fourth Quarter, 1999	524,600	2.3
Accommodation	Fourth Quarter, 1999	142,000	2.7
Food and Beverage	Fourth Quarter, 1999	142,100	0.1
Transportation	Fourth Quarter, 1999	98,100	4.3
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income	Fourth Quarter, 1999	\$19,059	1.0
GDP (1992 prices)	Fourth Quarter, 1999	\$888,500 million	4.7
CPI (1992=100)	February 2000	112.0	2.7
<b>EXCHANGE RATES (in Cdn\$)</b>			
American dollar	March 2000	1.4606	-3.8
British pound	March 2000	2.3080	-6.2
Japanese yen	March 2000	0.01374	8.2
French franc	March 2000	0.2148	-14.7
German mark	March 2000	0.7203	-14.7
EURO	March 2000	1.4088	-14.7

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.

## TOURISM SPENDING IN CANADA BY KEY COMMODITIES 1999 IN REVIEW

CATEGORIES	Total Tourism Demand		Domestic Tourism Demand		Tourism Exports	
	\$million	% change over previous year	\$million	% change over previous year	\$million	% change over previous year
Passenger air transport	11,596	9.6	9,426	9.9	2,170	8.3
Passenger rail transport	232	7.4	144	8.3	88	6.0
Interurban bus transport	613	2.9	412	1.2	201	6.3
Vehicle rental	1,014	5.7	361	0.3	653	9.0
Total transportation	20,084	8.5	16,165	8.5	3,919	8.5
Accommodation	7,060	5.1	3,636	2.1	3,424	8.4
Food & beverage services	8,103	5.0	4,562	3.1	3,541	7.6
Recreation & entertainment	3,294	6.7	1,984	6.0	1,310	7.7
Travel agencies services	1,673	4.0	1,610	3.7	63	10.55
Convention fees	106	2.9	55	0.0	51	6.3
Total other commodities	40,320	6.8	28,012	6.3	12,308	8.1
Total Tourism Expenditures*	50,112	6.5	34,824	6.0	15,288	7.7

Source: National Tourism Indicators, Statistics Canada. All data is not seasonally adjusted.  
\*Note: Total includes tourism spending on all Canadian produced goods and services.

While most key tourism commodities performed well within the total economy in 1999, there were some noteworthy weaknesses.

Transportation reflected constant growth in all demand categories. The strongest growth – nearly 10 per cent – was registered by passenger air transport to both domestic tourism demand and to total tourism demand. Similarly, passenger rail transport increased by 8.3 per cent to domestic demand and 7.4 per cent to total tourism demand.

Vehicle rentals performed poorly on the domestic demand side, however, with less than a half per cent increase over 1998.

Similarly, while international purchases of accommodation in Canada increased by 8.4 per cent, domestic expenditures were relatively flat, with only two per cent growth.

## PEOPLE

### New staff at Tourism BC

**Ray LeBlond** has been appointed director of corporate communications at Tourism British Columbia, while **Dawn Charlton** has been appointed manager, advertising and publications.

Mr. LeBlond came to Tourism BC after more than 10 years at the BC Pavillion Corporation where he worked in management and communications roles. Dawn Charlton came to the provincial Crown corporation from the Pacific Space Centre, where she was director of communications and marketing.

### Dr. Joe MacInnis patron to Oceans Blue Foundation

One of the world's best-known deep-sea explorers, best-selling authors and conservationists, **Dr. Joseph MacInnis**, has been appointed patron of the Oceans Blue Foundation.

MacInnis, a medical doctor has been involved in some of the deepest and longest dives ever made. He was the first person to dive under the North Pole, and led the team to discover the world's northernmost shipwreck, HMS Breadalbane, under the ice in Canada's Northwest Passage. He also co-lead the most daring dive ever – the expedition to

film the Titanic in IMAX format.

But in addition to these achievements, Dr. MacInnis is a strong environmentalist whose current focus is on restoring the health of oceans and the Great Lakes.

Created in 1966, Vancouver-based Oceans Blue is an environmental charitable foundation dedicated to conserving coastal environments. It is the first charity in North America to focus on developing environmentally responsible best practices for all sectors of the tourism industry.

### Call of the Wild, Air Canada win at Canada Travel Awards in U.K.

Canada-based supplier Call of the Wild won the Phoenix Award for creative excellence and innovation, while Air Canada came out as the favourite supplier of the year at the Canada Travel Awards show in London, England March 8<sup>th</sup>.

About 400 Canadian and British travel industry representatives attended the annual ceremony, where the best in eight categories were announced.

Winners receive a specially commissioned trophy bowl from Québec, and all finalists receive certificates. The awards ceremony was sponsored by Phoenix Publishing and Media, publishers of Essentially America, and the Canadian Holiday Planner.

#### OTHER WINNERS

Globespan picked up the Tour Operator of the Year award for its attractive brochure layout, content that successfully sold the destination and an increase in pages dedicated to new product, especially in soft adventure and outdoors experiences.

BBC Summer Holiday won Best Television Broadcast on Canada, with an upbeat, humorous and exciting presentation on Toronto, while six-year Canada specialist, John Owen Travel captured Best Retail Travel Agency award for the second year running.

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

# SPECIAL EVENTS BETWEEN 2001-2005



European tour operators and others are interested in learning more about special events that will take place in Canada!

*If you are a major event sponsor or are aware of a major event, such as The Tall Ships or the Vikings Celebrations this summer, please advise Communiqué publisher*

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Your information may be published in the June issue of **Communiqué**

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

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