

Rendez-vous Canada attracts highest numbers ever



CANADIAN
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COMMUNIQUE

CANADA'S TOURISM MONTHLY
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TRAVEL TRADE
SECTION Pg. 11

Adam Belyea, President of the Tourism Industry Association of Canada, is mightily pleased with numbers from the year 2000 edition of Rendez-vous Canada, held in early May in Calgary.

"It is apparent that RVC 2000 has been an overwhelming success – both in numbers of buyer delegates (about 350) and sellers. I am also delighted with the success of the associated events at RVC." Belyea was very pleased with the turnout to, and quality of, Alberta Night, hosted at the world-class equestrian facility Spruce Meadows at Calgary.

Duncan Ross heads up the annual marketplace as RVC Manager for the first time this year. Ross has been involved with RVC in a number of capacities over the last decade, and last year performed an evaluation of RVC. He spoke to *Communiqué* from the floor of RVC during the closing hours of the event: "This has been the most successful Rendez-vous in the history of the event," he said, "with record numbers of buyers, sellers, booths, and delegates, and over 28,000 pre-scheduled appointments."

Communiqué asked Ross if there was an estimate of the total value of tourism product transactions conducted at RVC 2000. Ross indicated that the last time such an analysis was done was in 1991, when the sales figures stood at approximately \$350 million. The evaluation undertaken last year

was qualitative in nature; Ross told us that the cost of doing a defensible quantitative analysis was very high and would require a sizeable partnership with businesses or other agencies to be conducted. Last year's analysis showed a 90% satisfaction level with RVC among the aggregate of buyers and sellers, but Ross acknowledged that a quantitative study would be valuable to the industry.

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National Parks as feature attractions

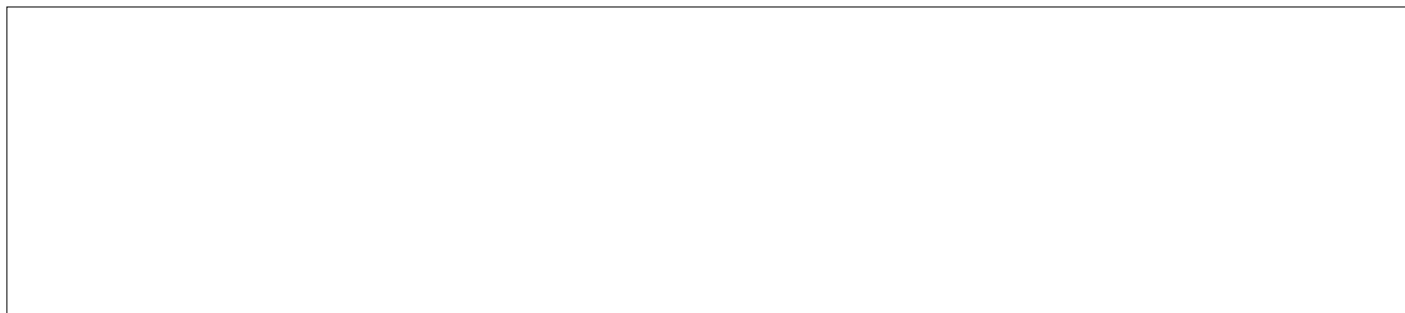
Balancing tourism and ecological integrity

by **Martha Plaine**

Canada's national park system started in the West. When Cornelius Van Horne brought the first tourists to experience the beauty and grandeur of the Rocky Mountains at Banff Springs about a

century ago, the mountains were an inaccessible, forbidding territory. Today the western parks, and the Rocky Mountain parks in particular, are the best known of all of

continued on page 3 ➔



EDITORIAL

GREETINGS

It is truly a cherished privilege to reach out to Canada's tourism industry and its partners from the editorial page of *Communiqué*. Tourism is more than a business, or a career: it is a way of life, and one that has embraced me over the past twenty years whether I asked it to or not. Journalism – that exercise of bringing facts and viewpoints to the surface of the readers' conscience – has threaded its way through what has been the eclectic career path of your new editor, and it is indeed marvelous for me to have the opportunity to bring journalism and tourism together.

There have been many years, and many miles, between my first job out of high school as editor of a community weekly newspaper in southern Québec, work as a reporter in northern Alberta, and later as editor and publisher of a weekly from my hometown of Hafford in Saskatchewan. My tourism adventure arose partly from an awareness of the tourism industry as a community development opportunity and partly through the involvement of my wife

in her own tourism business. I am now proud to be one of the owners of a tour boat business and the lead proponent of a new tourism destination area, as well as being active on several industry boards and committees.

This issue of *Communiqué* focuses on attractions and events. These are the engines that drive our industry, the travel generators that fill our hotels, highways, and airports. You will also find information about emerging markets, innovative new uses of technology, and new organizations and approaches that have arisen to further develop our industry. Our Mission Statement emphasizes connecting with nature, and you will find articles on tourism and our national parks that follow appropriately from the discussions about adventure travel in the April and May issues.

And I, with a salute to my predecessor and warm greetings to all our readers, welcome you to the future: a vibrant tourism industry that is rapidly growing and always fascinating.

PGK

COMMUNIQUÉ 2000 EDITORIAL SCHEDULE

MONTH	SPOTLIGHT	EDITORIAL DUE
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.

Communiqué welcomes your news

Communiqué is, indeed, Canada's Tourism Monthly. In order for us to fulfil that mission, we need your help ... after all, there is so much in this broad country of ours to celebrate, and so much of interest going on in our tourism industry that needs to be shared.

Of special interest will be news that fits the themes expressed in our editorial schedule (found elsewhere on this page) and that reflect sector-wide and regional issues and opportunities. Alas, too often we receive submissions that simply promote one venue, or that deal with a local (albeit perhaps very important) issue. Please, even when starting to write with a particular focus, consider how it fits within a broader context and help us to help our readers get a much deeper understanding of Canada, the world class four-season destination.

On matters of style and length, we like shorter articles (500 words or less wherever possible) and remember, it may very well be necessary for us to edit material for style and length as needed to fit within our space availability. We do, of course, reserve the right to reject or postpone publishing material, but we do try to

make it work for everyone. Also, please note our copy deadlines for each edition and, if at all possible send us your material well before the deadline.

In order to assist us to maintain continuity and inter-office communication, please e-mail, fax, or post your material to our Publisher as per the contact information in the masthead. If you are sending your articles via e-mail, we can easily accept them in Microsoft Word, WordPerfect, or as plain text in the body of your message. We always welcome photos! (No guarantees that they will be used, of course, but in case they are, please include a photo-credit!)

Be assured that all material received is read and considered, and even if it is not immediately published, it contributes to our ability to serve you, our readers in the tourism industry. In anticipation, we thank you!

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FESTIVALS/ATTRACTIONS

NATIONAL PARKS AS FEATURE ATTRACTIONS... *continued from page 1*

Canada's parks. They hold some of the most dramatic scenery on the continent. They're inspiring places, world-class attractions. Every year millions of tourists visit – by train, by plane and helicopter, motorcoach, car, on foot, even on horseback. But the success of the parks has created some problems.

The report of the Panel on the Ecological Integrity of Canada's National Parks released this spring described the problems. Parks are at risk because there are too many visitors, too much development. Wildlife and their habitat are under pressure. Park staff may be under pressure to put marketing and business issues before ecological integrity and conservation. The report said that twenty-two of the system's thirty-seven parks are suffering. Banff National Park in Alberta, Pacific Rim National Park on the west coast of Vancouver Island, and Riding Mountain National Park in Manitoba are among the most threatened.

PARK MANAGERS WORKING WITH TOURISM BUSINESSES

But senior staff at these parks are well-aware of the challenges they face. Their actions show a strong commitment to preserving the ecological integrity of the parks they look after. What's more, they are working with private sector tourism businesses and groups on initiatives to preserve the parks for future generations and improve the quality of the tourism experience.

Pam Veinotte is Heritage Tourism Manager for the Rocky Mountain Parks and works out of Banff.

Veinotte praises the Panel's report for bringing home the importance of ecological integrity. But she voices some caution. "Giving ecological integrity the highest importance shouldn't mean people come second," she says. "In many ways the Panel's report just confirms what we are already doing at Banff," she says.

More than two years ago, park staff, tourism organizations and the private industry got together to determine the best way to assure Banff's sustainability and ecological integrity. They drew up a plan called the Banff Bow Valley Tourism Heritage Strategy. It's a set of guiding principles that emphasize the supreme importance of the natural heritage of the Park. The Strategy spells out ways to make visitors, residents and staff of local businesses more sensitive to the importance and values of the Park.

Already Pam Veinotte is seeing results. 3,000 staff who work in hotels, restaurants, and other local

tourism-related businesses have received orientation sessions. They've learned about the history of Banff National Park and its natural and cultural heritage and this season more staff will be trained.

BUSINESSES DEVELOP NEW PROGRAMS

Tourism businesses are developing new programs for visitors. The programs focus on activities that foster an appreciation of nature and heritage. For instance, the Banff Springs Hotel now offers its guests guided hikes with naturalists. And the days when



Long Beach, Pacific Rim National Park

motorcoach tours stopped for a quick dash through the hotel and shopping spree are over. Now motorcoach tours pay a fee and passengers receive a guided tour and a talk about the heritage of Banff.

The first annual Banff Bow Valley Heritage Tourism Awards in late April acknowledged the accomplishments of businesses and individuals. The awards encourage good environmental practices and respect for the Park's natural heritage.

DEVELOPING PARTNERSHIPS ON THE WEST COAST

Pacific Rim National Park occupies a strip of rugged coastline along Vancouver Island's west coast. The park has pristine beaches where you can sometimes spot a cougar's tracks. Sea lions and grey whales frolic in the surf, and the temperate rainforest is lush with towering trees, flowers, and wildlife. Indeed, the area is so special that UNESCO designated the park and its neighbouring communities and habitats as Clayoquot Biosphere Reserve in January of this year.

These attractions make the Park a favorite destination for nature lovers, hikers, divers, and kayaking and boating enthusiasts. The Park is the anchor of the tourism industry of this part of Vancouver Island.

But Pacific Rim is not so remote that it has been immune to environmental problems. Logging has caused pollution. Poachers are cutting down

yew trees which are valuable for medicinal use as anti-cancer drugs. And there has been heavy visitor use. Years ago, staff decided to restrict the numbers of hikers on the sensitive West Coast Trail. Now they are considering other measures. In the coming months, representatives from the industry and the park will meet to discuss the Broken Group Islands, a sensitive marine area of about one-hundred small islets. The park and industry people may draw up guidelines for use or even restrict boating activity.

Alex Zellermeier is Superintendent of Pacific Rim National Park. He is dedicated to preserving the park's environment. He believes the best

way is to work with the local business community. One approach is to make sure that the park is represented on the major tourism organizations. The park has a seat on the board of the Travel Association of Vancouver Island (TAVI), a new group that includes local communities and First Nations representatives. In addition, park staff are active with the Chambers of Commerce in Tofino and Ucluelet.

ENHANCING THE EXPERIENCE

Another strategy is to cooperate with the private sector on initiatives that improve the quality of the tourism experience and safeguard the environment. For example in April, scientists from Pacific Rim National Park hosted workshops about responsible whale-watching techniques. Whalewatching is a major industry in the region, worth millions of dollars to local economies. Operators of whale-watching businesses turned out in force and helped craft guidelines for their own operations. The hope is that this kind of effort will make the environment safer for the whales and give tourists a better appreciation of wildlife.

RECREATIONAL VISITORS POSE A DIFFERENT THREAT

Banff and Pacific Rim are challenged by the fact that they attract visitors from all over the world. Their very success can pose dangers to them.

Riding Mountain National Park in Manitoba is a somewhat different case. The park is a blend of landscapes, escarpment, forests, and lakes surrounded by prairie. The park is loved for its hiking trails, horseback riding, fishing, and golf and is one of the main recreational playgrounds of Manitoba and neighbouring regions.

Throngs of tourists converge on Wasagaming, the resort town in the park, in the summer. Campgrounds are filled to overflowing. The atmosphere can seem more Coney Island than National Park. In the past few years, park managers have been meeting with tourism associations in the area to figure out what to do; the result is that the Park has changed its marketing strategy and even its self-image.

Rosemarie Peloquin is Acting Front Country Manager for Riding Mountain National Park.

"Riding Mountain's survival may depend on recognizing that it is part of a bigger ecosystem," she says. The Park's new marketing plans are unusual for a tourism destination: The aim is to reduce the number of people who visit Riding Mountain National Park, or at least to reduce the time they spend in the Park. Brochures and ads tell tourists that Riding Mountain National Park isn't the only game in town. There are other campgrounds and attractions in the adjacent region worth visiting.

SPREAD THE BENEFITS, EASE THE IMPACTS

Park managers hope that traffic in the park will ease up. And businesses associated with the local "Parklands Tourism Association" hope that the economic benefits of tourism will come their way. "We've been thinking differently about marketing for a number of years now," Peloquin says. "It used to be, Come, Come, Come ... (but) not anymore. Now we want to make sure that people come at the right time with the right expectations. One of our last ads said, 'Riding Mountain National Park: Protecting and Preserving Canada's Natural and Cultural Heritage.'"

INDUSTRY VIEWS

David Morrison is President and CEO of Brewster, the company that operates motorcoach tours and redeveloped the Columbia Icefields project between Banff and Jasper. He believes that media have exaggerated the conflict between the private sector and the national parks. "It's in everyone's best interest to cooperate," he says. "The private sector needs the parks to make sure they maintain and preserve this great natural heritage."

He points to Brewster's Columbia Icefields development as one example of the private sector acting responsibly with the environment

in mind. The visitor center has a restaurant and also education and interpretive facilities where visitors can learn about the great icefields that straddle the Continental Divide. Redevelopment actually reduced the size of the center from eight acres to just two acres. State of the art sewage treatment facilities were installed. Even the lighting system was chosen with the wildlife in mind, with high-mounted lights that protect the birds. "That's the kind of cooperation you probably wouldn't have seen twenty years ago," Morrison says.



Columbia Icefields

HOTELS PLAY A VERY REAL PART

Other private sector facilities in Banff National Park are on board. The Banff Springs Hotel, owned by Fairmont Hotels and Resorts, has its own environment committee. The hotel is committed to conservation and environmental protection. Both Brewster and Banff Springs Hotel won awards at the recent Banff Bow Valley Heritage Strategy Awards event.

There is one issue over which the parks and private industry may disagree. It has to do with capacity limits at the ski centres in the national parks and the use of ski areas in the off-season. Park managers say that ski operators, in their long-range plans, previously agreed to daily maximum levels – levels that the ski operators now want to raise. The parks are considering closing the Lake Louise ski centre in the off-season. They say summer tourism activity is a threat to the grizzly bear habitat.

"PARKS ARE FOR PEOPLE"

This raises the ire of people in the ski industry. Jimmie Spenser is the Chairman of the Board of the Canadian Ski Council. He is also President and CEO of the Canadian West Ski Areas Association in Vernon, British Columbia. "Parks are for people," he says. "It would be completely ridiculous and stupid to tell us to close down a center like Lake Louise in the summer."

ADVENTURE TOURISM IN CANADA'S PARKS MAKING IT WORK BETTER

Later this year, managers and planners from some of Canada's national and provincial parks will meet with adventure travel operators in a series of workshops designed to bridge gaps of understanding between these major tourism attractors and the tour operators who play a vital role in product delivery.

The need for this meeting of the minds was identified at the September meeting of the Adventure Travel and Ecotourism Sub-Committee of the Industry Product Development Committee. A working group, chaired by Juanita Keel-Ryan of the provincial parks ministry in Newfoundland, has been established to develop terms of reference for the workshops and to raise awareness of the value of a concerted approach to resolving points of conflict between operators and park managers. Seeking common ground between the players, and finding solutions to shared problems of visitor management, resource conservation and sharing, and quality of visitor experience, will be the focus of the six (projected) workshops.

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The ski industry has a good working relationship with parks management, Spenser says. He blames special interest environmental groups and Heritage Minister Sheila Copps for the current misunderstanding.

The government has not shown its hand yet. At this point, the people who care about the environment, people who manage the parks, and the industry are waiting to see what decisions the government makes. It is hard to imagine that any decision will satisfy all the stakeholders.

Martha Plaine
 is a regular contributor to
 Communiqué

NEXT MONTH

Writer Martha Plaine will take a look at tourism and Provincial Parks across Canada. The Provincial Parks systems are important components of regional tourism traffic, and some offer internationally significant tourism products.

A successful marriage of tourism and culture

Paul Wells of the National Post wrote, nearly a year ago, "The best festival most of Canada never heard of may at last be building the reputation it deserves." This year, the Du Maurier Québec City Summer Festival received the Attractions Canada Award for Cultural Event of the Year at a gala held in Vancouver on April 28.

This award recognizes the work of a dedicated team of organizers, delivering eleven days of shows from noon to midnight. The old quarter of Québec City is transformed into a vast open-air stage. There are five hundred musical shows of all types – from world beat to French-language folksongs, classical music and street art – by 800 performers from some 20 countries in about 15 venues,

all of which are accessible on foot. And the universal language of music builds bridges between various cultures.

Laurence Jalbert called it the loveliest festival in Québec, and it is certainly one of the most popular, with a total attendance of 725,000. Fifty percent of those attending the festival are visitors and 75,000 are tourists from foreign mar-

kets. Considered the most European of North America's festivals, the event draws its strength from the quality of its eclectic programming set against the backdrop of a magnificent urban setting that has been designated a world heritage site by UNESCO. The history of the festival has been marked by cultural successes and innovations. It definitely qualifies as a driving force in the tourism industry.

TOURISM FOCUS, MISSION AND APPROACH

The festival has adopted a clear tourism-oriented mission and developed an international marketing plan accordingly. This approach has quickly yielded results: promotional activities, advertising, media relations, partici-

pation in trade shows and events, and production of various materials have quickly raised the Festival's profile and extended its reach. In 1998, the Festival was a contributing factor in the choice of destination for 70 per cent of foreign visitors.

Over 150 foreign media have covered the event in the past three years. A Web site with a travel section on the home page was visited by 56,000 Internet users in 1999; since the beginning of spring 2000, hundreds of visits to the site have been recorded daily. The Web site already contains all of the necessary information on travel packages, and information on the Festival's program will be made available May 24. Festival passes in the form

of lighted badges cost \$8 and provide access to all shows.

The festival has been honored with about forty awards over the years. It was recently named Best Tourism Event in the Québec City Area by the Grands Prix du tourisme (the national gala was held May 12). A finalist for the Prix Rayonnement Hors Québec awarded by the Chambre

de Commerce et d'industrie du Québec Métropolitain, it is also on the American Bus Association's list of Top 100 Events in North America for the year 2000.

At a time when the prime focus is on sustainable cultural tourism, this event is right on the mark in terms of urban environmental development and cultural diversity. The Festival is a major event contributing to the enrichment of Canada's supply of tourism products and to extending Canada's influence abroad.

The festival runs from July 6 to 16 this year.

For more information
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 1 888 992-5200
 www.infofestival.com



©Louise Leblanc, Festival d'été de Québec

Fish lure the tourist at Canada's aquariums

Aquariums have long been known for research and for local community appeal, but many aquarium managers in Canada have realized the vast potential tourism offers. "It's always been a trade off between research and entertainment", said Clarence Lebreton, New Brunswick Assistant Deputy Minister of Agriculture, Fisheries and Aquaculture. "Aquariums are a thing of the future and people want them to be big."

four main mandates: education, recreation, conservation and research. Located in a wooded area on the bank of the St. Lawrence, the site offers a breathtaking view of the St. Lawrence River and the Québec and Pierre-Laporte bridges.

"In 1999, 25% of visitors to the Aquarium were international tourists. Part of the success of the facility is our location. The aquarium is 5 minutes away from most downtown hotels," said Sylvie Bravard of L'Aquarium



Vancouver Aquarium

VANCOUVER AQUARIUM MARINE SCIENCE CENTRE

At the Vancouver Aquarium, Dr. John Nightingale, President, knows very well the value of the tourism dollar. "The Vancouver Aquarium Marine Science Centre delivers a thoroughly engaging experience that captivates, entertains, and educates nearly 1 million visitors each year," said Dr. Nightingale. Located in Stanley Park in Vancouver, the Centre houses a number of themed galleries and a diverse experience unfolds as the visitor travels through them. Daily programs delight young and old alike: and Dolphin shows, Beluga shows and dives, Sea Otter feeds, and Shark dives.

The most significant change to the Aquarium in the last ten years is the Pacific Canada Pavilion. Visitors can experience life under the sea as divers mingle with thousands of schooling herring, salmon, crabs, kelp, sea stars, and other Pacific fish. In 2002, the Aquarium will open The Discovery Education Centre, offering visitors the hands-on opportunity to experience marine life in three wet lab classrooms and an expanded theatre.

AQUARIUM DU QUÉBEC

The Aquarium du Québec, founded in 1959, provides visitors with an enriching experience throughout its

du Québec. "The Aquarium is home to around 3,500 specimens of some 340 species of fish, reptiles and invertebrates", said Bravard. "We have three species of seals to complete our collection and in 1999 we opened a new exhibition pool for a new species of jelly fish."

The Centre is sometimes home to sick marine mammals, where staff cares for marine mammals and shares the details of treatment and progress with visitors. L'Aquarium du Québec is open year round with an extensive summer program.

CENTRE MARIN IN SHIPPAGAN, NEW BRUNSWICK

Opened in 1982, the Aquarium and Marine Centre attracts nearly 50,000 visitors every summer in its 12-week season from June 1 to mid-September. Clarence Lebreton, now New Brunswick Assistant Deputy Minister of Agriculture, Fisheries and Aquaculture, remembers his 14 years with the Centre. "It's a small facility, only 10,000 square feet but experiencing a great deal of success from tourism", he said.

The Centre houses a collection of 100 marine species found in eastern Canadian waters. The environment of each species has been recreated as closely as possible. Playful harbour seals are a favourite for visitors. This Centre educates not only about fish but also about

commercial fishing; visitors can even take the wheel in a simulated fishing ship's wheelhouse, where they become aware of the importance of computers in fishing.

OTTAWA HOPES FOR A NEW AQUARIUM

Rumors are flying throughout the industry about a new aquarium for Ottawa. The McKenzie Sussex site in downtown Ottawa includes an aquarium as part of its development plans. "We are very excited about the possibility of having a year round family attraction in the downtown core of Ottawa", said Leslie Miller, President of the Ottawa Tourism and Convention Authority. While no plans are final at this time Miller says he is hopeful to have the project up and running in the next 2-5 years.

From Lynn Phillips
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Nova Scotia builds professionalism among Festivals & Events through teamwork

by Margot Rumley

Attracting close to 1,000,000 people, Nova Scotia's Festivals & Events number more than 700 and involve over 9,000 volunteers annually. Nova Scotia, "the province for all seasons", hosts Festivals and Events to delight every traveller with themes that include air shows (one of which is featured elsewhere in *Communique*), a myriad of cultural events (especially Celtic and Acadian), film, food, sports, winter carnivals and many more.

For a number of years, the American Bus Association has named at least two Nova Scotian Festivals & Events to its Top 100 Events in North

America. Making the Top 100 in 2000 are Tall Ships 2000, Celtic Colours International Festival and The Nova Scotia International Tattoo. The Maritime Museum of the Atlantic in Halifax, which hosts events throughout the year, was named Attractions Canada Best Indoor Cultural Attraction in 1999.

SEEKING BEST PRACTICES

The value of these festivals and events to tourism has long been recognized and the province and the industry work together to develop a high level of professionalism for the best possible Festivals & Events experience. The Tourism Industry of Nova Scotia has established a "Best Practice Study Tours" program for industry participants and government representatives.

Following a selection process, Festivals & Events organizers must commit to participating fully in pre-Convention, on-site and post-Convention evaluation meetings. They share the responsibility for attending sessions and submitting completed seminar reports, notes and handouts which are compiled as a resource manual. For example, the 1999 IFEA Convention Resource provides material from 79 seminars.

Study Tour participants are rewarded with personal professional development and are responsible for sharing their new knowledge and skills through the Annual Fall Tourism Conference Festivals & Events Program, through their Festivals & Events organizations, and at committees and seminar opportunities within their communities. The success of the Study Tours is evident through the implementation of concepts and skills learned from the Convention and have yielded positive results in a wide range of areas from children's programming through human resource organization, marketing, media partnerships, risk management and emergency planning, and many more.

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Coast to coast gardens

by Lynn Phillips

Gardening has enjoyed an explosion in popularity and is the number one recreation in the world. It is no surprise that gardens are getting a lot of attention as a tourism product. "Gardens are an extremely important product for us and we are developing it more and more. We are getting so many requests for information and tour packages that include gardens," said Isabel Gil, Director of Tourism for Québec.

Canada's gardens range from traditional botanical gardens to peace, historic, memorial and display gardens both public and private. Botanical gardens are designed primarily for education and research. Garden attractions emphasize carefully tended displays of seasonal colour that anyone can enjoy - even if they've never planted a flower themselves. Gardens are owned and operated by either public (federal provincial, municipal) or private sector organizations and can be found in urban and rural - even remote - locations.



Photo : Peter Elliott

BRITISH COLUMBIA

Victoria has long been known as Canada's garden city. Located on Canada's milder west coast, its floral beauty can be enjoyed year round. In Victoria something is always blooming in the most well known garden attraction, Butchart Gardens as well as at a number of other public gardens. Vancouver's premiere gardens enjoy the same mild climate as Victoria; the University of British Columbia Botanical Garden and the Van Dusen Botanical Garden offer their own unique displays.

ALBERTA

"Gardens are popular venues for group functions, as well as refreshment stops on tours for visitors who are looking for an extra-special atmosphere," says Marla Daniels, Economic Development official in Edmonton. The Devonian Botanic Garden, west of Edmonton, consists of ecological

reserves, aspen and jackpine forests, nature trails over sand dunes and 40 acres of landscaped gardens. Muttart Conservatory features four beautiful glass pyramids with 700 species of plants and flowers from around the world and is renowned for its spectacular collection of orchids.

MANITOBA

Straddling the U.S. - Canadian border between North Dakota and Manitoba is one of the greatest symbols of peace - the International Peace Garden. Each year, more than a quarter-million people visit the park to enjoy its colorful gardens, landscapes and wilderness areas.

ONTARIO

As you would expect from a province that stretches from the Arctic Circle to south of San Francisco, Ontario boasts a large variety of sites and types of gardens. Burlington's Royal Botanical Gardens features 50 different collections. Displays are spread over five separate garden areas and include

the world's largest lilac collection, two acres of roses, an acre of iris, and over one hundred thousand spring bulbs.

Whitby's Cullen Gardens and Miniature Village offer landscaped gardens encompassing an enchanting 1:12 scale Miniature Village. Six festivals throughout the year offer visitors a chance to leave the work-a-day world for a day of relaxation and beauty.

QUEBEC

Arrayed along Québec's St. Lawrence River, dozens of garden attractions invite visitors to enjoy Québec's special ambience. A sense of history flows through Québec's gardens - add in the heady aroma of roses in summertime and you will be transported to another time. Les Jardins de Métis (some 20 kms from Rimouski) is one of Canada's most historic landscapes. Starting in the 1920's Elsie Reford spent over thirty years transforming her property on the Gaspé into a garden renowned for its imagination, unique botanical collection and careful integration of plants in a naturalistic setting.

The Montréal Botanical Garden ranks as one of the world's largest and most spectacular botanical gardens, with its collection of 21,000 plant species, ten exhibition green-



Van Dusen Botanical Garden, Vancouver

houses, and thirty thematic gardens. No matter what the season, visitors can enjoy themed gardens from Chinese, Mexican, Japanese, and French or the woodlands of the Laurentians.

THE ATLANTIC PROVINCES

Open from May to October, the New Brunswick Botanical Garden at Edmunston features 30,000 annual flowers and 80,000 plants in eight theme gardens. Two arboreta complete the garden with classical music to enliven the visit.

The Memorial University of Newfoundland Botanical Garden in St. John's displays plants native to the province and cultivated plants suitable to the local climate. The garden is a resource centre for botanical research and education.

NEW INITIATIVES AND SPECIAL EVENTS FOR 2000

MOSAIC INTERNATIONAL MONTREAL

Mosaic International Montréal is the first international competition of a spectacular horticultural art. More than 35 two and three-dimensional floral works - mosaicultures - will be on display at the Old Port. The exhibition features masters of this highly evolved art from around the world.

FESTIVAL INTERNATIONAL DE JARDINS DE MÉTIS

This Festival will provide a gateway to the avant-garde in garden design. Festival organizers have chosen nine designers from North America and Europe to create temporary gardens celebrating the renewal of the art of gardening in the 21st century.

COMMUNITIES IN BLOOM

With the enthusiasm in the marketplace over gardens, a new initiative called Communities in Bloom has emerged. "We want to offer visitors the opportunity to see the gardens and parks of Canada, not just see them but to become more involved in learning," said Raymond Carrière,

Chairman. "It will also allow visitors to see spectacular unknown private gardens that until now were inaccessible."

Federal Millennium Partnership Fund assists some exciting events and attractions this year

The Federal Government has entered into the spirit of the celebration of the new millennium through the Millennium Partnership Program, and the result has been assistance to, or the generation of, a number of tourism related attractions and events across Canada, from small community commemorative trails and exhibits to major events like the Vikings Millennium International Symposium in Newfoundland, a nine-day event that celebrates the 1000 year anniversary of the arrival of the Vikings to what is now Canada. The Viking story unfolds right across the country, with events in Parry Sound, Ontario and in Gimli, Manitoba.

The Trans Canada Trail, which will link the Atlantic and Pacific Oceans together with a joined series of walking and hiking trails when it is completed later this year, has been heavily supported by the Millennium Partnership Program as well as corporate and citizen contributions.

Projects such as Pier 21 in Halifax, a tribute to the more than one million immigrants who arrived through that eastern seaport, and the Fort Calgary National Historic Site, have received assistance through the program, and have created high-profile destinations for visitors.

For more information
www.millennium.gc.ca

NSIAS

A one of a kind tourism event in Canada

The history of the Nova Scotia International Air Show (NSIAS) is an Atlantic Canada success story. What began in 1985 as a military sponsored show of Canadian aerospace excellence has grown into a world-class event honoured repeatedly by the International Council of Air Shows. Threatened in 1995 by military cutbacks at the Shearwater Air Force Base, the show required a renewed approach to stay alive. The following year saw the establishment of a Nova Scotia International Air Show Association with direct military, private sector and multi-level government involvement.

Winner of the Tourism Industry Association of Nova Scotia (TIANS) Festival & Event Award, NSIAS 1999 was indeed an overwhelming success, boasting well over 100,000 attendees and generating regional economic benefits in excess of \$20 million dollars. NSIAS 2000 promises equivalent or even greater reviews.

UNIQUE RECIPE FOR SUCCESS

Although a significant component, the four-hour air display is by no means the event's only entertainment. There is a combined offering of activities to make NSIAS a truly one-of-a-kind tourism event, which clearly contributes significantly to the show's overall success. These include utilizing military and civilian crew members as tour guides to enhance the visitor experience, and having over 50 major aerospace industries showcase the latest in aviation technology. A wide variety of Nova Scotia lifestyle exhibits housed in an aircraft hangar, and there is opportunity for the public to participate (and win valuable prizes!) at the Official NSIAS Open Golf Tournament at Shearwater's Hartlen Point course.

Friday is "Media Day", offering the local press an exclusive opportunity to experience every aspect of the show, including air display rehearsals. Saturday is a special day for local disadvantaged, disabled or ill children and their parents/caregivers, totaling over 600. Through aerospace industry sponsorship, they enjoy the same VIP front-row, Chalet facilities set up for the Sunday event. NSIAS shares Shearwater and the first weekend after Labour Day with local representatives of the Air Force, Army and Navy, who present dynamic, static and interactive displays, from infantry airfield attacks to ships and submarines at Shearwater Jetty.

Clearly, NSIAS is far more than just another great air display. It offers a day of superb, very well priced, rain-or-shine entertainment for the entire family. No doubt, this something-for-everyone recipe will continue to assure the event's success.

To learn more about NSIAS 2000, readers can log on to the show's website

<http://nsias.ns.sympatico.ca/>
A copy of the NSIAS 99 Video is also available.

For more information
Tim Fotheringham
Tel: 902 758-3083

2 new hi-tech attractions for Montréal

The Prime Minister of Canada, the Right Honourable Jean Chrétien, was on hand May 1 for the inauguration of "iSci" (the acronym represents interactivity and science), a new entertainment attraction in the Vieux-Port section of Montréal. The facility offers 3 major interactive exhibition rooms: Life Lab, Information Studio,



and Matter Works. Visitors will also have a chance to see an Immersion interactive cinema, an Imax Theatre, themed restaurants, and boutiques.

Built under a partnership of private businesses and public sector agencies, this \$49 million new science complex offers visitor experiences entirely based on the notions of interactivity, authenticity and change. It hopes to "demystify" recent science discoveries, technological innovations, and their impact on our daily lives, through the delivery of entertaining experiences.

METAFORIA OPENS AT SUMMER'S END

Capitalizing on the fact that Metaforia was a much acclaimed attraction at the Lisbon Expo '98 World Fair (650,000 visitors in 4 months), the new Metaforia Centre (to open at



the end of the summer) will propose an experience that will plunge visitors into an imaginary world created by state of the art virtual reality technologies and special effects. Metaforia will present the "immersive experience" called Oceania, about a civilization lost beneath the sea. Oceania is described as a "wholly-themed" multi-attraction and integrated entertainment experience.

As a multifunctional place, this centre will also offer a recreation zone with themed interactive games and a commercial zone with an innovative restaurant.

"iSci" can be viewed
on the internet at
www.isci.ca
Tel: 1 800 496-4724

Metaforia can be viewed
on the internet at
www.metaforia.com
Tel: 514 868-6382

Québec events work together to enhance development

The Regroupement des événements majeurs internationaux (REMI) [Major International Events Association] was established in the fall of 1998. REMI is an informal voluntary gathering of the directors of the top international events in Québec: the Just for Laughs Comedy Festival, the St-Tite Western Festival, the Mondial des Cultures in Drummondville, the Lanaudière International Festival, the Festival de Montgolfières in Saint-Jean-sur-Richelieu, the Player's Grand Prix of Trois-Rivières, the Tremblant Blues Festival, the Mondial de ski Ericsson, Francofolies de Montréal, the Québec Carnival, the International Benson & Hedges [Fireworks Competition], the Québec City Summer Festival, Tennis Canada (the Du Maurier Open), and the Montréal International Jazz Festival. These events alone account for the majority of economic and tourism spin-offs derived from this type of activity in Québec. The directors of the events meet to discuss common problems, within a context of growing international competition. REMI's mission is to publicize, develop, and

obtain recognition for, its members' contribution to the economic development of Québec and Canada.

On March 14, Bernard Landry, Deputy Premier of Québec and Minister of Finance, established the *Société des événements majeurs internationaux du*

Québec [Québec Major International Events Corporation]. In so doing, he acknowledged that major international events constitute a distinct industrial sector that contributes to the economy. In order to establish a solid development base for major international events, this corporation has been awarded \$30 million in financial aid spread over three years.

One of the corporation's prime areas of activity will be financial support for activities to promote Québec's major international events in the international marketplace.

Luc Fournier
Vice-President of REMI

Promoting Ontario attractions Marketing with SmartCard technology

Ontario's tourism opportunities are becoming increasingly more imaginative, thrilling and of world-class caliber. Without a doubt, attractions have been at the core of such dynamic tourism achievement. Take for example, Museum Month 2000, a province wide May celebration of the contributions museums have made to preserve our Canadian history. Museums across Ontario will be hosting special events and exhibitions to promote historical and cultural understanding.

The Helicopter Company Inc. in Toronto offers tourists the opportunity to see the city from a unique aerial vantage point. This attraction is always offering worthwhile packages, such as "HeliPicnics", through which visitors can experience the tranquility of "green" environments.

From May to October 2000, 21 communities across the province will host a travelling millennium exhibition entitled Ontario TimeShip 2000. The show will feature an exciting exploration of time, an initiative developed by three Attractions Ontario members: the Ontario Science Centre (Toronto), the Royal Ontario Museum (Toronto) and Science North (Sudbury).

...continued over

Canadian Festivals and Events Network is born

A new "playground for grown-ups" is opening this summer in Toronto. "Dave and Buster's" is a huge (40,000 square foot) facility with food and bar facilities, games including world-class pocket billiards, and more, targeted at adults looking for a place to unwind with their friends.

Old Fort William in Thunder Bay is launching its new "Learning Wigwam" that will promote and preserve Aboriginal culture. The Wigwam is scheduled to open August 2000. Old Fort William will also be participating in events, such as hosting the Northwestern Ontario Timber Sports Championships June 10 and 11.

CONVENTIONAL AND NEW-AGE MARKETING TOOLS

Tourism excellence cannot be hidden away: it must become the pride of a province. Attractions Ontario is an association committed to developing innovative and effective marketing strategies aimed at increasing attendance in member attractions. Two of its main marketing tools, the Annual Passport magazine and the Attractions Ontario website (www.attractions.ca), have been exceptionally useful.

Attractions Ontario strives to offer its members new ways to promote their attractions; the iTravel Ontario SmartCard was one such program. In April 1999, Attractions Ontario ventured into new terrain by introducing the high tech world of SmartCard technology. The iTravel Ontario SmartCard was a discount travel program which offered consumers loyalty points every time it was used.

Points could be collected and redeemed at various locations. This card takes paper coupons into a new dimension because it offers flexibility and 'trackability': the SmartCard is like a very thin pocket computer incorporating a microchip processor. Attractions are able to provide flexible offers which could be tailored according to peak and shoulder seasons, as well as special events.

Paper coupons, on the other hand, cannot be modified once they are printed. Furthermore, they do not tell you very much about your consumer. However, with the simple swipe of a SmartCard, one can obtain valuable demographic information on the people who attend a particular attraction. These demographics are useful in planning future marketing initiatives.

SMARTCARD PROGRAM BEING RECONSIDERED

After a year of hard work and team building efforts between Attractions Ontario and its partners, the

SmartCard program has been taken from the market and placed back onto the drawing table for assessment and planning. The potential for the SmartCard program is obvious, and the knowledge gained will assist in re-developing the initiative.

Attractions Ontario has learned that any organization wanting to implement a SmartCard program must be prepared to wait at least three years before the program yields any profitable returns. A SmartCard program must also be prepared to offer a variety of valuable incentives, products, and services to spark interest and commitment from the public. And, while participation is needed from a large number of attractions, they in turn require incentive to join the program, and that would only come from higher levels of consumer awareness and greater card purchases. Building consumer and attraction loyalty must be achieved simultaneously, as both are needed for success.

Having a strong cooperative team, with a vast array of resources, is vital because of the high costs associated with application of technology and risks must be assumed collectively. Proponents of the program maintain that the SmartCard has endless possibilities.

For more information
Louise Roberge
416 868-4386
attractions@sympatico.ca

High-yield event wins "Best" award

Winnipeg's Folklorama has received the "Best Cultural Event" award at the Canadian Event Industry Awards (CEIA) gala held in March at Toronto. This is the third consecutive year that the two-week event has been recognized in this category.

Folklorama generates an impressive 12 million dollar impact in Manitoba, and has been a highly popular local and tourist event for 31 years. "The award is accepted with great pride," says Judy Murphy, Executive Director of the Folk Arts Council of Winnipeg which hosts the event. "The Council is extremely proud of the name that Folklorama has created locally, nationally, and around the globe."

The event attracts over 400,000 pavillion visitors each summer. In 2000, it is being held August 6 to 19.

For more information
Judy Murphy
204 982-6211

Just like everywhere else in the world, Canada's festivals and events industry is growing rapidly. Most of the provinces have a festivals and special events organization with objectives to support the professional development of its members and facilitate communication among event organizers.

Two years ago, the Executive Director of the Canadian Tulip Festival, and a member of the Festivals & Events Ontario Board of Directors, recognized that there was little or no communication between provincial associations. By extension, this meant there was no voice on the national level in Canada for the festivals and events industry.

As a result, Festivals & Events Ontario requested the Canadian Tourism Commission to facilitate an exchange between representatives of all provinces and territories. The result was the formation of the Canadian Festivals and Events Network, which set an objective to ensure communication among the festival organizations and to become a voice for the important festivals and events sector within the tourism industry.

Since that time the Network has been meeting through conference calls and has carried out a survey of its provincial and territorial members in the fall of 1999 to establish priorities at a national level.

SUMMARY OF SURVEY RESULTS

- Tourism is the industry most interested in festivals and events.
- The quality of the product is a growing concern, pointing to a

need for industry standards.

- There is a need for more provincial awards programs as well as a national awards program.
- Government funding at all levels appears to be declining.
- Strong corporate support continues but there is more competition for dollars.
- More training is available through colleges and universities.
- More full-time professionals are employed in the industry including staff at the provincial association level.
- There is a need for more research and information.

KEY ISSUES

- Funding
- Human resources (staff and volunteers)
- Marketing
- Quality
- Research

NETWORK PRIORITIES

- Advocacy
- Communication
- Quality development

The members of the Canadian Festivals and Events Network, at their last meeting, agreed to pursue these priorities and approach the Canadian federal government for assistance in preparing a business plan to support these priorities. There appears to be a big opportunity for growth within this sector and for a better relationship with the tourism industry.

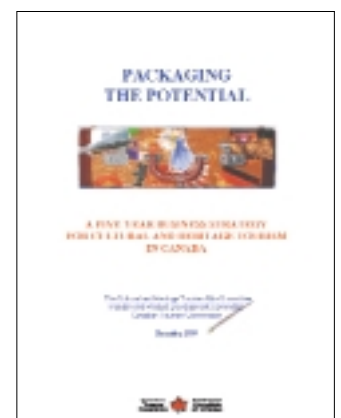
For more information
Michel Gauthier
613 567-5757

Cultural and heritage tourism - a reminder!

The report "Packaging the Potential: a five-year business strategy for Cultural and Heritage Tourism in Canada" is still available through the CTC Distribution Centre.

The report should be of interest to any business, association or organization from the private or public sectors with a high degree of interest in Cultural and Heritage tourism. It is anticipated that it will generate many new partnerships in the course of its implementation.

This strategy has been developed by the CTC Cultural and Heritage Tourism Sub-committee.



Please contact the
CTC Distribution Centre
Tel: 613 954-1724
Fax: 613 952-2320

RENDEZ-VOUS CANADA ATTRACTS...

continued from page 1

NEW TRENDS SURFACING?

Ross told *Communiqué* of a few new products that buyers seemed to be

seeking. Language learning programs are apparently popular, and the interest in Aboriginal product is growing. F.I.T. packages were sought after, and there were expressions of interest in World Heritage Sites and in Canada's Rail Tour product.

Were there any negatives? "Some sellers haven't committed to pricing for the 2001 season," said Ross, "and there is some buyer frustration with this." On balance, though, organizers, sellers, and buyers appear to be very pleased with Calgary's edition of Rendez-vous Canada in this millennium year.

Rendez-vous Canada returns to Halifax in 2002

Peter Elmhirst, Chairman of the Tourism Industry Association of Canada's Rendez-vous Canada (RVC) Committee, announced at RVC in Calgary on May 9 that, following the 2001 RVC in Toronto, Canada's international tourism showcase will return to Halifax in the year 2002.

Other future venues announced by Elmhirst were Vancouver in 2003, and Montréal in 2004. Tourism British Columbia and Tourisme Québec, respectively, are partners with TIAC in hosting these events. In Halifax, the major local partner is the Atlantic Canada Tourism Partnership.

By the time the year RVC-2004 is complete, the cities of Halifax, Vancouver, and Montréal will have hosted Rendez-vous Canada four times each. All provinces and territories were invited to submit expressions of interest in hosting the major event that puts international buyers together with sellers of market-ready Canadian tourism products and DMOs.

In his address to the Calgary conference, Elmhirst praised the Calgary hosts for "... a superb job of local organization. The renowned spirit of Western hospitality can be seen everywhere." He also gave credit to the Canadian Tourism Commission for its "innovative marketing programs and strong international presence."

NEW MARKETPLACE FOR NEW PRODUCT

Cecilia Ronderos is enthusiastic about Rendez-vous Canada. After four years in business with her company DETOURS Excursions BC, Ronderos has brought her history and culture packages to Rendez-vous, and has met with a keen response from buyers as well as industry colleagues. She has even made some sales and some "hard" leads.

Ronderos packages history and culture, with a focus on Aboriginal product, in British Columbia, mostly in coastal regions at this point. She told *Communiqué* that buyers were impressed by her flexibility and ability to customize her product offerings. Although this was her first foray into the RVC system, and although she was overall very pleased with the event, she had a few comments

about buyers that cancelled appointments, and about the fact that her small-volume business paid for her RVC entry at the same fare as the giants in the industry. Ronderos questioned whether this was an appropriate way for Canada to grow its product inventory.

QUALIFYING BUYERS AS WELL AS SELLERS

Despite the record number of buyers, there was also a record number of sellers on hand so competition for appointments was fierce and cancellations were a problem. Ronderos wondered if some effort might be made to qualify the buyers, at least to the extent that they would honour their obligations to Canada's operators to keep their appointments.

On balance, though, this forward-thinking and aggressive seller was pleased with the potential that RVC could offer for her business. When asked if she would be back, the answer was a resounding "Yes". The sales she made at Rendez-vous would at the very least recover the costs of attending, and the future looks bright. She was very pleased with the daily marketplace intelligence reports from RVC staff while RVC was underway, with the CTC for its assistance at RVC, and she credited Tourism B.C. for keeping her supplied with contacts leading up to the event.

For more information
Cecilia Ronderos
detours@bc.sympatico.ca



Promoting lighthouses in Atlantic Canada

The Lighthouse Product Club is a partnership bringing together the Atlantic Canada Opportunities Agency (ACOA), the Nova Scotia Department of Tourism and Culture, the Prince Edward Island Department of Fisheries and Tourism, the New Brunswick Department of Development, Tourism and Culture and members of the Atlantic Lighthouse Council. The partnership was created to help develop the lighthouses in the four Atlantic Provinces as a market-ready heritage and cultural tourism product.

Lighthouses for more than 2000 years have been the principal method of near-shore navigation for mariners. At the same time, they are a warning of a hidden or immediate danger and provide a guiding beacon to a safer passage. They are a confirmation of a successful return home after a prolonged period at sea; mariners and landlubbers alike view a lighthouse as something almost spiritual, and thus a bit reassuring whenever viewed from a distance.



Photo: Canadian Hydrographic Service, Fisheries and Oceans Canada
Gannet Rock, N.B., lies in the treacherous waters of the Bay of Fundy south of Grand Manan Island.

NAVIGATION USE FADES, HERITAGE TOURISM BRIGHTENS

Canada has one of the largest coastlines in the world. The continued navigational use of lighthouses is threatened in the 21st century by common electronic equipment. The required use of marine radios, radar and very accurate global positioning devices make the continued maintenance of lighthouses unnecessary, except maybe for their historic or

aesthetic value. Throughout the world, redundant lighthouses and the related property have been redeveloped as marine tourism destinations.

There are 185 lighthouses in Atlantic Canada and a goal of the Product Club is to profile the importance of lighthouses as an important Canadian cultural tourism product. To be successful, the Product Club has undertaken a program

of market and inventory research to identify products and markets with the most potential.

To enhance existing lighthouse sites and develop new lighthouse tourism products, a system of networking, communication and training is now being implemented. This will support existing members but also provide assistance in other regions of Canada and for associated industry stakeholders within Atlantic Canada.

LIGHTHOUSE CONFERENCE HELD THIS SPRING

At end of May, the first ever Canadian Lighthouse Alternative Use Conference was held at White Point Beach Lodge, Nova Scotia, bringing together both Canadian Coast Guard members and delegates from around the world, including Australia, the U.K. and the U.S. Many delegates are lighthouse enthusiasts who organize group travel of similarly interested enthusiasts. Some are leaders of national lighthouse organizations who came to share their experience with other attendees.

Some of the speakers presented on issues important to those who wish to operate, promote or market their lighthouse project.

Most often visitors are coming to Atlantic Canada for a marine experience. The ocean views, the fishery, the small ports and harbors, colorful boats, and seafood suppers all contribute to a successful visit. One of the CTC's newest Product Club, the Lighthouse Product Clubs, is supporting ocean-side tourism operators in protecting and better promoting one of Atlantic Canada's most important assets.

For information, contact
Richard W. Welsford
alc@istar.ca



Congratulations to all!

Attractions Canada is a national information program whose mission is to familiarise Canadians with the many attractions in our country: from national parks, historical sites and museums to arts and sporting events.

Following a contest held in every province and territory, the most outstanding attractions from all over Canada, for the year 2000, were recognised last April 28, at the Attractions Canada Gala Evening.

For more information on the many attractions in Canada, we invite you to visit the Attractions Canada Web site at the following address: www.attractionscanada.com.



CATEGORY: OUTDOOR SITE



NATIONAL WINNER:
OAK HAMMOCK MARSH
INTERPRETIVE CENTRE,
MANITOBA

Provincial and Territorial Winners:
Oak Hammock Marsh Interpretive Centre, Manitoba
Heritage Park Historical Village, Alberta
Capilano Suspension Bridge and Park, British Columbia
Le Pays de la Sagouine, New Brunswick
Royal Botanical Gardens, Ontario
Société du Vieux-Port de Montréal, Québec
Fort Selkirk, Yukon

CATEGORY: INDOOR SITE



NATIONAL WINNER:
ONTARIO SCIENCE CENTRE -
TIMESCAPE,
ONTARIO

Provincial and Territorial Winners:
Ontario Science Centre - Timescape, Ontario
Commonwealth Air Training Plan Museum, Manitoba
Saint John City Market, New Brunswick
The Fluvarium, Newfoundland & Labrador
La Cité de l'énergie, Québec
Northern Lights Centre, Yukon

CATEGORY: CULTURAL EVENT



NATIONAL WINNER:
FESTIVAL D'ÉTÉ DE QUÉBEC,
QUÉBEC

Provincial and Territorial Winners:
Festival d'été de Québec, Québec
Pacific National Exhibition, British Columbia
Folklorama, Manitoba
Harvest Jazz & Blues Festival, New Brunswick
Southern Shore Shamrock Folk Festival, Newfoundland & Labrador
Niagara Grape & Wine Festival, Ontario
Yukon International Storytelling Festival, Yukon

CATEGORY: NEW ATTRACTION



NATIONAL WINNER:
ASESSIPPI SKI AREA & WINTER PARK,
MANITOBA

Provincial and Territorial Winners:
Aseissippi Ski Area & Winter Park, Manitoba
Fundy Trail Parkway, New Brunswick
Kanata Traditional Village, Ontario
Zoo de Granby et Amazoo, Québec
NMI Mobility's Thunder on Ice, Yukon

CATEGORY: SPORTS EVENT



NATIONAL WINNER:
INTERNATIONAL BROMONT,
QUÉBEC

Provincial Winner:
International Bromont, Québec

CATEGORY: DISTINCTION



NATIONAL WINNER:
CONFEDERATION CENTRE OF THE ARTS,
PRINCE EDWARD ISLAND

Provincial and Territorial Winners:
Confederation Centre of the Arts, Prince Edward Island
West Edmonton Mall, Alberta
'Ksan Historical Village & Museum, British Columbia
Western Canada Aviation Museum, Manitoba
Marathon by the Sea, New Brunswick
Cape St-Mary's Ecological Reserve, Newfoundland & Labrador
Pier 21, Nova Scotia
FIVB Beach Volleyball World Tour Toronto Open, Ontario
Bluenose Country Vacations and B&B, Saskatchewan

CATEGORY: NATIONAL OR INTERNATIONAL ATTRACTION



NATIONAL WINNER:
UPPER CANADA VILLAGE,
ONTARIO

Provincial and Territorial Winners:
Upper Canada Village, Ontario
Vancouver Aquarium Marine Science Centre, British Columbia
Irving Eco-Centre, « La dune de Bouctouche », New Brunswick
Halifax Citadel National Historic Site, Nova Scotia
Centre nautique de l'Istorlet, Québec
Dawson Historical Complex National Historic Site, Yukon



Strawberries by Renoir, at the Montréal Museum of Fine Arts

From rubber boots to Renoir

by Ian Stalker

Canadian museums are clearly putting their best foot forward. Among the countless number of museums in Ontario is Toronto's Bata Shoe Museum, believed to be the only museum in the world devoted to telling visitors about the history of footwear. "It certainly will captivate everyone," Tourism Toronto spokesman Tom Weisner said of the unusual facility, which counts among its exhibits shoes once worn by the likes of John Lennon and Marilyn Monroe.

Museum and art gallery buffs will clearly be at home in Toronto, home to such acclaimed facilities as the Royal Ontario Museum and the Art Gallery of Ontario. "In terms of museums and culture, Toronto is world-class," Weisner says. "No matter what the visitors' interests are, there is a museum for them."

The Art Gallery of Ontario is now hosting Rembrandt Etchings: Masterpieces from the Pierpoint Morgan. The exhibit features some 70 works and runs through June 25.

An unusual note will see the June opening of Moose in the City - Toronto's Outdoor Art Moose-eum. That will have hundreds of life-size fibreglass moose replica displayed in different parts of the city.

Tourism Ontario spokesman Tom Boyd is quick to point out that Ontario's museum scene is by no

means limited to Toronto. Ottawa is fortunate to count the likes of the Canadian Museum of Nature, the Canadian Museum of Contemporary Photography and the War Museum among its many attractions.

ONTARIO MUSEUMS ARE AN ECLECTIC COLLECTION

But Boyd adds Ontario is blessed with many other museums that aren't found in either the provincial or national capital. "It's tremendous," he says. "We have everything from a bush plane museum in Sault Ste. Marie to a museum on growing apples near Colborne." The Colborne-area museum, which carries the catchy name of The Big Apple, has built a following among families, thanks in part to a pie factory where visitors can see apple pies being made and a three-storey-high apple that has educational displays on the McIntosh apple, Boyd reports.

Kingston, home to a federal penitentiary, has the Kingston Correctional Services Museum, while those visiting Ingersoll can learn about cheese. Hamilton has more than its fair share of museums, including the Canadian Warplane Heritage Museum, which features more than 30 aircraft dating back to World War II. Flight simulators are popular and visitors can climb

into the cockpits of a World War II trainer and a jet.

Other museums found in Hamilton include Dundurn Castle, a 19th-century Italianate villa that has costumed staff giving guided tours, and Whitehern, another one-time home that enables visitors to learn about the Ontario of yesteryear. Nearby Stoney Creek's attractions include the Battlefield House Museum, a farmhouse restored to its 19th-century character. Again, costumed guides tell visitors about the property's history.

MANITOBA MUSEUMS COMING ON STRONG

Meanwhile, neighbouring Manitoba is enjoying a major development on the museum front, with Winnipeg's Museum of Man and Nature having just opened the Hudson's Bay Company Gallery, reports Colette Fontaine, a marketing consultant with Travel Manitoba.

"It explores how the West was developed, the voyageurs' world and the impact they had on aboriginal people," she says.

Gallery visitors will also learn about the search for the Northwest Passage and can view 10,000 Hudson's Bay Company artifacts that are available in the gallery, including a replica of the company's early headquarters in England. Other points of interest include a 14-metre York boat and relics from the Franklin expedition tragedy.

The southern Manitoba community of Steinbach is home to the Mennonite Heritage Village, which enables visitors to gain insights into an 1800s Mennonite village, count-

ing a church, flour mill and other structures among its exhibits. Those visiting Dugald, Manitoba, can see the Costume Museum of Canada, which has a collection of men's, women's and children's clothes that span some 400 years.

RENOIR TO PICASSO AT MONTREAL MUSEUM OF FINE ARTS

The Montreal Museum of Fine Arts is presenting the eastern North American debut of "From Renoir to Picasso: Masterpieces from the Musée de l'Orangerie" this summer. The exhibition, running between June 1 and October 15, is mounted in partnership with Abitibi-Consolidated; it is touted as the greatest collection of Impressionist and Post-Impressionist art in the world.

The exhibition presents 81 masterworks brought over from Paris, and will serve as a signature event to celebrate the Millennium in Montréal.

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



BC Rail's Pacific Starlight Dinner Train adds superb extra value to west coast vacations

by Fred White

For less than \$100, BC Rail's Pacific Starlight Dinner Train offers travel agency clients a memorable add-on to any British Columbia vacation. Leaving North Vancouver, from early May to October 22, the train offers spectacular views of the city skyline, coastal mountains, ocean vistas, islands and sunsets up to Porteau Cove.

Gourmet candlelight dinners, including sesame crusted BC Salmon and BC Guinea Fowl with all the trimmings, can be reserved in the beautifully refurbished art deco cars of the big-band jazz era. On-board music from the same era sets an elegant tone for candlelight dining. And for those who love the era and the music, the dance floor at Porteau Cove offers every opportunity to keep the mood.

BC Rail is also offering fall foliage trips in October with special Autumn Sunday lunches. If local endorsement is a good sign of any product's quality and value, and I think it is, BC Rail told me that for the first few years of service, 90% of business on the Pacific Starlight was local. However, the word has spread across Canada and the US, and this year they expect a mix of 70 per cent local and 30 per cent from out of province.

The Pacific Starlight Dinner Train has a seating capacity of 400, including 120 seats in dome cars. Prices are \$83.95 for salon service and \$99.95 for dome service, taxes and tips included. Comedy and mystery become the entertainment themes during additional summer excursion trips at a cost of \$96.95. Meal reservations on all trips are advised, but I'm told that the maitre d'hôte will do his best to accommodate last minute requests.

*For more information,
1 800 363-3733*

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Thrilling new summer ride in Calgary

Calgary's Olympic Park is unveiling its newest addition to the facility's growing list of attractions. Road Rocket, The Summer Bobsleigh, made its official debut on the Olympic Bobsleigh/Luge Track May 1 and it's already creating quite a buzz.

"There's nothing like it in North America," says Track Manager, Greg StremLaw. "It's truly a unique experience you won't soon forget." The Road Rocket allows you to get up close and personal with Canada's only Olympic Bobsleigh track. Replacing the Summer Luge rides offered in previous summer months, four visitors can pound the pavement

down all 14 twists and turns of the track at a searing 95km/h.

In just over a minute, the ride fires down a vertical drop of 123 metres and riders experience the mind-numbing pressure of three G-force. It is a different adventure from the Bobsleigh Bullet which runs in the winter; rather than running on

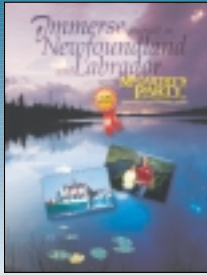
skis, the Road Rocket is a wheeled sled, sleeker in design and complete with roll cage for added safety.

"The ride is unlike the Bobsleigh Bullet in that there are no shades up during the summer months and you experience different G-forces at different points in the track," says StremLaw. "It offers a completely different perspective so even if you have ridden the Bullet before, you're still in for a new, exciting ride." Riders must be 14 or older and height restrictions apply. Group rates and gift certificates are available.

*For more information
Darryl Warren
dwarren@coda.ab.ca*

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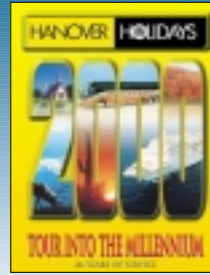


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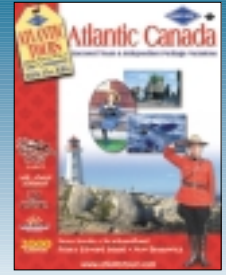


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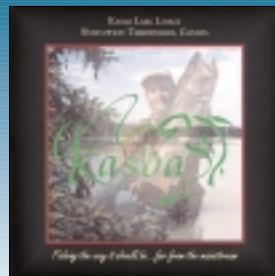
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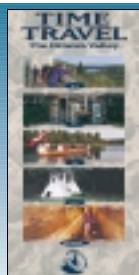
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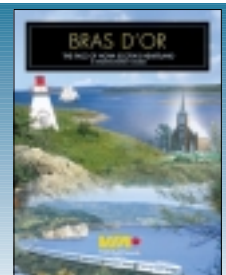


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Newfoundland The world's next hotspot?

When the UK's Destination 2000 list of little known, "must see" destinations was put together, only one Canadian destination made the list.

"They will be tourist Mecca's before you know it so get there before the crowds!" author Nigel Tisdail concluded of Zambia, the British Virgin

Islands, and Newfoundland, Canada. This prestigious recognition came as no surprise to Newfoundland and Labrador's nature tour companies. "There are some great stories to be told here," says Ella Heneghan, General Manager of Wildland Tours. "Newfoundland has one of the world's strongest outdoor products but we are still a best-kept-secret in most travel circles. Award-winning international novels like The Shipping News and the Colony of Unrequited Dreams have added to a growing international curiosity about us."

Nature is not the only highlight, according to Charlotte Jewczyk of the province's tourism department. She says, "The folks who participate in nature holidays generally have a keen interest in history, culture, archaeology, and the whole experience associated with going someplace different."

*From David Snow
in Newfoundland*

Strategy ratchets up competition in a wireless world

by Bob Mowat

Let's make one thing perfectly clear: today's consumer wants immediate gratification. I'm not sure whether that's a generational thing or simply the result of all of the boomers, x- and y-generation types being naturally cranky when they don't get their demands met instantaneously, but the awareness of that need (seemingly stamped on our DNA) is clearly driving the strategies of many information technology companies as they develop new generation e-products and e-services for the travel industry that are designed to satisfy this demand from their client, the traveller.

Wireless has become the buzz word of the day. Cellphones, PDAs (personal digital assistants) and two-way pagers have become de rigueur in today's society. For some they are

the trappings of fashion, for others they are a lifeline to the daily flow of business. I don't think I ever imagined that when I was writing about the travel industry I would ever use the phrase: global positioning satellite. But GPS is making things possible today that weren't possible a few years ago for both the traveller and for the travel companies that service their needs.

And it doesn't matter in which sector of the business you operate. (Although we should all remind ourselves that in travel, one sector is generally dependent on another: it is not a business of mutual exclusion.) Anticipating the clients' demands – in this case, access to all aspects of their lives – is a clear recipe for success.

At first it was access to telecommunications (fax and phones), then laptop hook-ups, datalines, and now

it is access to information – information that is drawn into the individual's world by wireless technology. All this, I guess, is by way of preamble: the preamble leading up to the early May announcement by Dallas-based Sabre Travel Holdings Corporation that they were introducing a whole range of new e-products and e-services designed to allow travel agencies and their clients to connect in a wireless world.

BROWSER-BASED ACCESS TO TRAVEL INFORMATION

Sabre e-Voya – as the suite of products is called – provides agency subscribers with a browser-based desktop that allows them to connect to the Sabre system over any IP network, yielding cost savings for the agents. It also makes for a continued connection to a clientele that has already in the last few years indicated to the retail travel community that they want their travel needs accommodated as quickly as possible. If they want to check their reservation, they want to do it as soon as that thought – “Gee, I think I'll check my flight time home” – flits through their cerebral cortex.

With Sabre e-Voya, the client can do this, and more, using virtually any

interactive device. From the agency point of view, this is technology that responds to a clear demand in the marketplace and one that may help retailers as they redefine their role – from ticket issuer, travel arranger to become a travel and information manager for the client.

And while Sabre may be ahead of the game right now, the travel business can expect to see more and more of this type of technology being rolled out – some will be agency friendly, some won't. While it is always wise to consider the local marketplace – an occupational hazard in the journalism business – the travel industry is a global business and the opportunities to be in touch with any part of the world at any moment from anywhere are not going to decrease, they are going to increase.

It has taken a while for us to reach the final unravelling of Marshall McLuhan's idea of the global village, but I think it is safe to say that we're pretty much there now.

And the tribe wants to travel.

*Bob Mowat is Managing Editor of the Canadian Travel Press and a frequent Communiqué contributor
bmowat@baxter.net*

Getting out of the box

Attractions go after M&IT market

by Martha Plaine

Meeting and incentive travel is a lucrative business. Visitor and convention bureaus have been telling us. Destination management organizations have been telling us.

Now a new group of people is beginning to appreciate the importance of this sort of customer.

These are marketing and sales managers of museums, galleries, and other attractions. But the meeting and incentive travel market is a particular type of business, different from other sectors. Meeting planners have very high expectations regarding service and they demand creativity and exclusivity. Attractions are finding that doing business in this sector requires additional resources and investment.

NEW STAFF AND EQUIPMENT

For example, the Vancouver Aquarium decided to enlarge its corporate and group sales office just for the purpose of pursuing the business market. Lynn Decew is Vice President of Marketing for the Aquarium. "We now have two full time people who spend their lives chasing after meeting managers," Decew says.

That's not all. The Aquarium invested in its catering facilities. They hired a top chef and provided him with a fully equipped commercial kitchen. Now the Aquarium can handle any type of meal from a cocktail reception to a full gourmet dinner in style. "We realized the meeting and business market was becoming more and more important to us," explains Dave Rebak, a member of the Aquarium's Board of Directors. As Rebak points out, revenues from commercial efforts help finance the Aquarium's main activities – research, conservation, and public education.

Of course meeting planners don't come knocking at the Aquarium's door uninvited. The Aquarium is now working closely with Tourism Vancouver, local hotels, and destination travel planners. The idea is to get these people to send meetings business to the Aquarium.

RIDING THE RAILS

In the foothills of the Rockies, David Walker and Canadian Pacific Rail are betting that they've got an attraction that will prove irresistible to meetings and incentive travel planners: a luxury train called the Royal Canadian Pacific. This is a rail tour that departs from Calgary for excursions through the Rockies. Four times during the summer season, regular customers can pay about

\$7000 for the first-class six day/five night tour of the Rockies in Alberta and British Columbia. The rest of the year the train is dedicated to the private meetings and convention market for customized tours.

David Walker is Managing Director, Vintage Tours, for the Royal Canadian Pacific. He says he's got the only train of its kind in Western Canada, and one of the few luxury rail tours in the world. "We're competing with the likes of the Orient Express and the Royal Scotsman," he says. Canadian Pacific uses its fleet of rare vintage rail cars for the tours. These eight cars are in mint condition, panelled in fine woods and were constructed between seventy and eighty years ago. Until this new service, these cars were reserved for entertaining Canadian Pacific's own executives.

As well, Canadian Pacific built a new Pavilion to accommodate the train. The Pavilion is in the style of the grand old train stations of the turn of the century and cost \$8 million. That kind of investment shows a clear commitment to the meeting market.

So far the investment seems to be paying off. "Our aim in this business is to exceed everyone's expectations," Walker says. "We believe in a true first class experience." And Canadian Pacific will go to just about any length to customize a tour to fulfil the wishes of a client. One client booked the train for a deluxe four-day excursion for a group of insurance company executives. As a special request, the client wanted to take the group hunting for partridge. Walker didn't hesitate for a moment; he found the right location for hunting and for good measure, the executives will also get to play a round of golf in the Rockies and take a houseboat tour of a lake in British Columbia. Throughout the trip they will feast on gourmet meals prepared by the train's chef and sleep in the train's own fine accommodations.

PARTNERSHIPS AND THE ARTS

The National Gallery of Canada in Ottawa is another attraction that is going after the meeting and incentive market. But they also know you can't do it alone. The Gallery's special events department works closely with Tourism Ottawa, Ontario Tourism, local hotels, VIA rail, the airport, and destination marketing organizations. They stay in touch with meeting managers about new exhibits and products.

When Ottawa was hosting a

National Gallery of Canada



medical conference, the Gallery designed a themed tour about Art and Medicine. "With enough lead time, we can work with any group and create something special," says Ursula Thiboutot, Manager, Marketing and Communications, for the National Gallery of Canada.

In addition to offering customized tours of its art collection, the Gallery is an outstanding location for events, offering a stage and auditorium with full audio-visual capacity and a grand hall with a view of Parliament Hill for catered banquets and receptions. For years the Gallery suspected that business from the meeting and incentive market was valuable and a recent study commissioned by the Gallery proved the point. This is especially true in fall and winter months when the Gallery doesn't have the high numbers of tourists that it has in the summer.

GETTING STARTED WITH INCENTIVE TRAVEL

So, suppose you have an attraction and want to get into the meeting and incentive travel market ... What do you do? Talk with your local Convention and Visitors Bureau. Andrée Steele, Vice President, Sales, for Ottawa Tourism, and a member of the CTC's MC & IT Marketing Committee, says that every city in Canada has something unique to offer. "Attractions are incredibly important to us, even in the bidding process," she says. Major cultural attractions are a big draw for people who attend conferences. Delegates may decide to arrive early before a conference begins and stay after it's closed in order to take in all a city has to offer. International clients appreciate attractions that are distinctly Canadian. Steele is always on the look out for unusual locations for special events. Heritage buildings, historic churches, and old town halls are distinctive and therefore particularly interesting to the meeting market.

Grant Snider is Vice President with JPdL Destination Management, a company with offices in Toronto, Montréal, Québec City, and Mt. Tremblant. He wants attractions to know the benefit of working with a company such as his. "First of all, attractions should be aware that there is tremendous potential if you

do business with the meeting and incentive travel sector... we spend a lot of money marketing to this market. Attractions benefit because we are a repeat client. They have to provide preferential pricing for us," he says. Good destination management companies invest in partnering with hotels and CVBs. Attractions can leverage their marketing dollars by working with a destination management company.

FEATURE THE UNIQUE

The most important aspect of the incentive travel business is that the participant has the kind of experience they could never buy for themselves. Patti Furlong is Director of Sales for Tour Canada West, a destination management company based in Canmore, Alberta. She has three recommendations for people who would like to use their attractions to get into the meeting and incentive business:

- Attractions have to be unique and creative. The level of service is very important.
- An attraction should be able to provide price quotations in a timely manner; be willing to provide the client with the service requested; be able to deliver the goods and live up to promises.
- Do some basic research. Make a quick call to a destination management company, a CVB, or CTC field representatives. They will be candid in telling you if you have the resources for this market. And Patti Furlong's best advice: "You have to think outside the box, and come up with the delightfully unexpected."

Martha Plaine
is a regular contributor to
Communiqué

"Maestro" launched by SNV

SNV International, a destination specialist company from British Columbia, has announced the launch of a new on-line booking system dubbed "Maestro Internet Connect", which will be available in October of this year in time for the 2001 booking season.

According to SNV, the system will provide speedy on-line availability searches for tourism product and pricing, as well as enable quotations and confirmation of accommodation and package bookings, around the clock. SNV plans other enhancements over the next year including, by March 2001, the ability for a user to "modify and custom design packages on-line".

For information contact
Karen Chalmers, SNV International
kchalmers@snvintl.com

Making it happen ...festivals and events

Perhaps you are a special event professional with an impressive resumé, boasting experience planning summer festivals, sporting meets or maybe even major music events. But lately you have been considering that you need to update your event management skills and you are seeking credentials that will give you recognition as a competent, committed professional.

There are many special event professionals – just like you – who want to learn more about the skills and knowledge needed to do their job well. There are several compelling reasons for pursuing “Professional Certification” in the special event field. “As marketing and promotion budgets are scrutinized, companies are becoming much more discerning in their choice of events. A poor sponsorship package, an incident from a previous year or simply an inability to produce a top-notch event are reason enough for a large company to avoid sponsoring an event,” says Pat Robertson, a Certified Special Event Coordinator and Special Event Manager.



It is your level of planning that can often make the difference between having a proposal accepted or rejected by a sponsor. Establishing oneself as a special event expert takes several years of event planning experience. Achieving Professional Certification as a Special Event Coordinator or Special Event Manager, available through the Canadian Tourism Human Resource Council, can help you to achieve competency that is required to be successful in these occupations. For many individuals working in this field, industry recognition through these certification programs is a natural fit between their work experience and career goals.

RECOGNIZING YOUR SKILLS, KNOWLEDGE, AND ATTITUDES

Professional Certification is a voluntary self-study process that can be completed within several months or

over a few years. Once registered, you receive resources that explain the occupational standards to be mastered in order to achieve Professional Certification. When you are confident that the skills have been mastered you are ready for the written exam component of the certification process.

Following the successful com-



pletion of the certification exam, you are evaluated by a certified industry professional. In the case of the Special Event Manager, the evaluation consists of an interview in which your knowledge of the occupational standards is assessed. You will be asked to produce a portfolio of an event you have successfully managed. This portfolio must include a business plan, a budget with actual results, a sponsorship package and promotional materials from the event. Upon successful completion, you receive a

lapel pin and a certificate confirming you have satisfied all elements of the certification process. This certificate will be a proud addition to your office and after achieving Professional Certification, the resources will continue to be an indispensable reference when planning for events.

For many individuals, achieving Professional Certification provides the confidence and the basis to continue on the life long learning path. If you are contemplating Professional Certification in the special events field, contact the Canadian Tourism Human Resource Council and they will put you in touch with the tourism education council in your province or territory.

For information
Glenda MacInnis, CTHRC
Tel: 613 231-6949
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www.cthrc.ca

EDITOR'S NOTE

In last month's article "On-Line Recruitment for Canada's Tourism Industry", The Pacific Rim Institute of Tourism was referred to as the Pacific Rim Institute of Technology ... our apologies!

Capital expenditures A moving target?

by Charles Suddaby

Capital expenditures in the hotel industry have been a point of contention for the longest time, and the controversy seems to be far from over. On the one side, there are the property owners and equity investors who, for the most part, are torn between maintaining their property in optimum condition but at the same time seeking to reduce unnecessary expenditures to maximize income from operations. On the other side are the management company, franchisors and lenders who, while recognizing the needs of the owner to derive a maximum yield on their investment, have their own interests at stake. The management company and franchisor want to be associated with a good quality, well-maintained asset, in order to convey the proper image to the external world. Lenders also want the property to be maintained in top condition in order to protect their generally long-term investment in the asset.

The question as to what is the proper amount to be spent on maintaining hotels will not be answered in this article; in fact, one could well argue that there is no 'correct' amount. Hotels differ from other forms of real estate in that they require the owners to invest heavily in interior finishes and equipment, while office buildings, shopping centres and apartment blocks typically require the tenant to bear these costs. Hotels obviously vary in size, as well as in their range and quality of facilities and amenities – the amount spent in one hotel will necessarily vary considerably from that required to properly maintain another. Hotels also have varied life cycles, depending upon the type and location of the hotel and, more importantly, the extent of use by guests.

RESERVE FOR REPLACEMENT OFTEN UNDERESTIMATED

For many years, the industry lived by the adage that a 3 per cent Reserve for Replacement was a reasonable guideline by which to judge future capital expenditures. In loan submissions or negotiations with management companies, owners and their consultants would typically assume that Repairs & Maintenance (normally in the 4 per cent to 5 per cent of total hotel revenues range), combined with a 3 per cent Reserve fund, would be sufficient to maintain the hotel in its new or improved condition forever. However, a study completed in 1995 by the International Society of Hospitality Consultants, and updated this year, indicates the actual expenditure on capital improvements

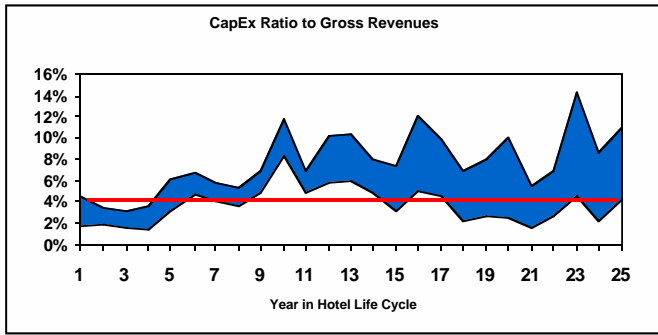
far surpasses the combined 7 per cent to 8 per cent that these two groups represent.

In its 1995 report, based upon a survey of actual expenditures by over 300 well-maintained hotels in the U.S., the ISHC found that the full-service hotels spent an average of 6.9 per cent of total hotel revenues each year on capital items; however, the addition of Repairs & Maintenance expenditures brought the level up to 11.23 per cent of total hotel revenues, or about \$2,660 (US\$) per guest room each year. In the limited-service sector, the combined capital expenditure and maintenance cost amounted to 8.05 per cent of total revenues, or \$989 (US\$) per guest room per year. These real expenditures have cast a new light on our understanding of true capital expenditure requirements.

Perhaps as interesting is the findings of the ISHC's updated study which was completed at the beginning of this year. In this case, the study attempted to identify the difference in capital spending between the recessionary times of the early 1990's and the expansionary period of the mid- to late 1990's. Again, over 300 screened properties were surveyed, with the profile generally reflecting well-maintained hotels – properties undergoing significant renovations or expansions were eliminated from the sample. The study found that in the case of full-service hotels, capital expenditures (excluding Repairs & Maintenance) as a percentage of total hotel revenues, dropped from 6.88 per cent to 6.10 per cent; however, the dollars per available room spending increased from \$1,572 (US\$) in 1995's study to \$2,219 (US\$) per room in the updated study. In the case of limited-service properties, the spending increased from 3.7 per cent of total hotel revenues to 5.5 per cent, but on a per available room basis, spending jumped from \$474 to \$1,111 (US\$).

AGE OF PROPERTY DICTATES CAPITAL SPENDING NEEDS – TO A POINT

The need for spending on capital improvements is clearly linked to the age of the property and its position in the life cycle. Obviously, newer hotels require less capital expenditure than older properties, but evidence from the survey suggests there are some reasonably evident cycles. The following graph tracks the range of CapEx spending, as a percentage of gross hotel revenues, over a hotel's first 25 years. As shown, in the early



years, the range of spending is fairly narrow, with about 2 to 3 points variance: as the years progress, the spending range increases to as much as 10 points. Similarly, the graph shows noticeable peaks at around 10 years of age, as well as at 16 and 23 years of age. Rarely, though, does the level of spending drop much below 4 per cent of gross hotel revenues.

As indicated previously, the ISHC's study is not intended to suggest what capital expenditures in a hotel should be, and more importantly, the CapEx study findings should not be construed as recommendations for Reserves for

Replacement – the two issues are quite different. However, the findings are highly revealing in identifying the patterns and amounts of spending necessary to maintain hotels in top condition and the study can be a great tool in judging future CapEx requirements.

For information about the ISHC, or to obtain a full copy of the CapEx study, please contact Mr. Suddaby at 416 221-5831



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

All for one and one for all!

by Guy Deschênes

Recent articles have shown the strategic importance of incorporating use of the Internet into the business operations of your tourism enterprise. The Internet has become a vital tool for enhancing your competitiveness in the marketplace. In matching your own competitiveness against that of your competitors, it goes without saying that everyone is getting connected, developing a Web site and playing the game.

But how can you provide just that little extra to persuade Internet surfing tourists to choose your product or service over all of the others on the Web? Tourists who are Internet users are often on the lookout for something new. What might encourage them to visit a particular Web site, and what precisely is it that attracts them to a given tourism product? The answer is the strength of the content of a visited site, its variety and novelty, whether it can be navigated pleasantly and efficiently – in short, whether it is an experience in itself.

Designing and putting together such a site is quite a task for a company that is already busy conducting everyday operations with its clients. In developing your business strategy, however, it is important to remember that the Internet is here to stay, that it will continue to grow and that, despite any reasonable doubts you may have from time to time

about its relevance or effectiveness, you cannot simply ignore it.

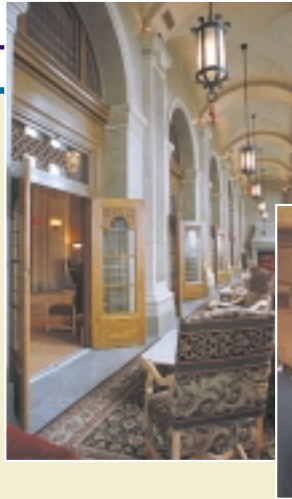
CONTENT IS THE KEY

The secret to meeting the challenge of attractive, solid content capable of generating business for a firm resides in collaboration between partners and even between competitors. Paradoxical as it may seem, one of the requirements of the new economy, in all moderation, is the calling into question of a number of different things, and we will discuss this issue in a future article. This open and collaborative approach makes it possible for everyone to benefit from shared resources, the origin and updating of which may in fact be tied to each



of you: a collaborative portal where the experience of wise internet users translates into business transactions.

Things change very quickly, as you know, but you can take comfort in the fact that technologies and human resources are available to help you effectively adopt this collaborative approach and open the door to the future: consult your technology and software supplier for more information. Awareness of the new electronic business paradigm therefore leads us to address this forward-looking reality by engaging in collaborative Internet commerce. And who knows? This Internet-based approach to business will surely lead to the devel-



The Fort Garry Hotel Investing in the past for the future

The Fort Garry Hotel in Winnipeg is staking its future on a significant investment in reclaiming its heritage. In excess of \$2 million is being spent to restore and furnish the grand ballrooms to their glory days of 1913. The restoration has been undertaken with the guidance of archive research to assure authenticity, but Richard Bel, General Manager and Managing Partner, has recognized the technical requirements of this more modern age and equipped the ballrooms with state of the art sound, video and lighting systems.

The grand re-opening of the ballrooms took place on Sunday, May 21, 2000. To mark this occasion The Fort Garry Hotel invited back all couples who celebrated their wedding recep-

tion at the hotel. The Fort Garry Hotel, part of the series of Grand Trunk Railway hotels built at the turn of the century, is the only such property in Canada that is privately owned and managed. For the past six years the hotel has been gradually renovated with the restoration of the seventh floor ballrooms marking a significant turning point in the Fort Garry's life, turning its back on ten years as a casino hotel, the first of that genre in Canada. Obviously its owners are staking their future on the growing interest in heritage and desire for a return to a more gracious time.

*For more information
Ida Albo, Director of Marketing
1 204 942-8251*

opment of new and as yet unheard of business ties between partners and competitors. Developments in this area will have to be monitored closely. All for one and one for all!!

*Guy Deschênes
Director of Communications, CITEC
citec@citec.ca
Tel: 819 536-0349*

Canada 10,000 A fam tour with a difference!

A team of journalists from eight countries will drive 10,000 km across Canada and to the Arctic Ocean in Maserati sports cars this summer. They will be filming and sending stories home for audiences in Japan, France, Germany, Italy,

Switzerland, the United Kingdom, and the U.S.A.

The marathon event, called "Canada 10,000" is co-sponsored by the Canadian Tourism Commission and Maserati, the Italian car company known for its "super-hot" sports cars. The epic journey starts in Montréal June 12 and ends in Inuvik on July 14.

Judd Buchanan, CTC Chairman, and Marcello Pochettino, G.M. of Maserati, announced the event in Modena, Italy. "This event will give foreign journalists, and their viewers, a remarkable overview of Canada," Mr. Buchanan said. "It will also show tourists how easy it is to see Canada by car, even if you don't own a Maserati."

*For more information
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613 952-9849*

Comprehensive approach yields gold for B.C.

Tourism British Columbia was awarded the Pacific Asia Travel Association (PATA) Gold Award in the international marketing category for its 1999 BC Escapes marketing campaign. The award was announced at the annual PATA conference in Hong Kong on May 1, 2000.

The \$5 million consumer-marketing program was launched last spring to capitalize on the continuing North American travel trend toward shorter getaway vacations. Aimed at the North American market, the 1999 campaign generated an estimated \$38 million in tourism revenue and 58,000 person visits to B.C.

"The PATA distinction is a significant measurement of how the Tourism

BC organizational model is producing results on behalf of our stakeholders," commented Rod Harris, Tourism BC president & CEO. "We see this as another indicator that we are making the right kind of strategic marketing decisions. It's particularly important because the process not only includes strategy and creative, but campaign results as well."

The 1999 BC Escapes marketing program was launched in partnership with the Canadian Tourism Commission and key industry partners including Tourism Vancouver, Tourism Victoria, Tourism Whistler, regional tourism associations and tourism operators throughout the province.

Ontario accommodations sector joins Canada Select

Ontario Minister of Tourism Can Jackson has announced the launch of the Canada Select – Ontario Accommodation Rating Program at the Tourism Federation of Ontario annual forum in early May. The program will be administered by the Accommodation Industry Alliance for Ontario.

"This project demonstrates the Ontario accommodation industry's commitment to continuing improvement," says Andrea Childs, owner

and operator of Scotsmans Point Resort and Chairperson of the Alliance. "It will give Ontario travellers the meaningful standards they have been wanting and asking for."

Canada Select will inspect and rate all participating properties; ratings will be based on the extent and quality of facilities, services, and amenities.

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Natural capital and investment capital high on Ministers' list

Canada's Ministers responsible for tourism within their jurisdictions met in Calgary in early May. The need to recognize the natural capital that underlays Canada's tourism industry (sustainable development) and the need to access investment capital were a key focuses of the Ministers'

discussions, that also included transportation and infrastructure issues and product development needs.

The Ministers acknowledged that National Parks continue to be the cornerstone of the tourism industry in this country and agreed that parks must be affordable and

Atlantic Canada Pro-Motion! a success

by Patti-Sue Lee

The success of the recent Atlantic Canada Pro-Motion! has left travel agents in the targeted US cities of Atlanta, Philadelphia, Greater New York and Boston, educated, enthusiastic, and delighted at the possibilities of travel to Atlantic Canada.

Pro-Motion!, a partnership between the Canadian Tourism Commission (CTC), the Atlantic Canada Tourism Partnership, and a coalition of Atlantic Canadian tourism operators, was a week long outreach and education series (March 27-31, 2000) designed to highlight Atlantic Canada as a leisure travel destination. The events consisted of a travel trade marketplace, educational seminars, an Atlantic Canadian lobster dinner and an entertainment event showcasing Atlantic Canadian talent.

Pro-Motion! was also the launch of the Atlantic Canada Expert Program (ACE), a new certification program directed at educating American travel agents about Atlantic Canada. This three part program, gives travel trade the opportunity to gain certification and progress through the levels as ACE Ambassador, ACE Specialist and ACE Master. Each level of certification offers it's own rewards and benefits for the travel agents at the respective level.

"ACE" BORN OUT OF CANADA SPECIALIST PROGRAM

The ACE Program was created as a complement to the CTC's Canada Specialist Program, a program launched over a year ago designed to educate and assist US travel agents in selling vacations to Canada. "The Canada Specialist program presently has 743 members registered, and will sponsor 225 ACE Experts as Canada Specialists so these agents can increase their product knowledge of Canada as well as the Atlantic

region," says Shelley Morris of the Canadian Tourism Commission. "Through such programs and partnerships, the Canadian Tourism Commission is building a strong network of travel agents in the US, who see the opportunity to sell Canada to U.S consumers by becoming Canada Specialists."

During Pro-Motion! 1,400 travel agents in the targeted cities signed up for the ACE program and became certified as ACE Ambassadors. For those travel agents who missed the Pro-Motion! events in their areas or who are outside the targeted cities there is still an opportunity to enrol in the ACE Program, by visiting the new web site www.atlanticcanadaexpert.com.

Overall the impact of Pro-Motion! was phenomenal! "Pro-Motion! was one of the best targeted trade show events I have ever participated in during all my years as a Atlantic Tourism operator! The travel agents were senior agents from well qualified agencies, the attendance was better than expected at all venues and we walked away with firm committed business for 2000 and beyond," said Paul E. Emmons, President, Atlantic Tours Gray Line.

All travel trade surveyed at the events thought that Pro-Motion! did a good job at increasing their awareness of Atlantic Canada as a product, and their ability to sell the Atlantic region as a vacation destination. As a result of the campaign, the travel trade said that Pro-Motion! had given them an increased interest in selling Atlantic Canada to their clients. This is good news for potential US travel consumers, and definitely for Canadian businesses and the overall tourism economy.

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accessible while sustaining the "ecological vitality and special (park) experience".

The Ministers also agreed that meetings being conducted by the Canadian Tourism Commission on investment and tourism financing should be continued, and recommended that provinces and territories should "work with the CTC to update their framework document on access to capital".

PRODUCT DEVELOPMENT NEEDS INVESTMENT

According to a backgrounder released by the May 8-9 conference, the

Ministers stated that provinces and territories need access to federal and CTC new product development programs: "That access should consider the unique needs of the provinces and territories, such as the level of industry maturity and market readiness... focusing on programs that have the ability to adapt quickly to ever-changing visitor demands."

CTC Interim President Terry Francis, and Director of Product Clubs and Partnerships Terry Ohman, were both on hand to make presentations on behalf of the CTC to the assembled Ministers.

China market offers challenges and opportunities

Canada is in the third year of a five-year memorandum of understanding between the CTC and the China National Tourism Administration. Among other considerations, this MOU has moved Canada towards "Approved Destination Status", a designation that China favours tourism destinations that include Australia. With a view to having China attain primary market status for Canada within a few years, CTC Chairman The Hon. Judd Buchanan has affirmed that the CTC is opening an office in China this year; this should ensure the approval of Approved Destination Status, essential to making China a viable market for Canada under the current political regime in that country.

China is one of the Asia Pacific hotspots for economic growth. Canadian Airlines International currently offers daily non-stop service between Beijing and Vancouver, and visitor traffic from China to Canada

has increased 16 percent between 1995 and 1998, bringing revenues in 1998 to \$75 million (52,000 visitors). Recent statistics reinforce that trend.

Capitalizing on the China market will require not only the Approved Destination Status in China, but also positive cooperation on the parts of the Canadian Departments of Foreign Affairs and International Trade (DFAIT) and Citizenship and Immigration to facilitate the establishment of a tourism program and to assist in a smooth and seamless relationship with the Chinese government. Canada will also have to be competitive with Australia, which currently receives 75,000 Chinese visitors annually and plans for growth to 500,000 within this decade.

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Selling to India Advantage Canada

Even conservative estimates suggest that outbound travel from India could almost double to as many as 8 million tourists within the next decade, and that Canada is well-positioned to benefit from this increase. These numbers reflect not only the fact that India is the world's second most populous nation, but also that it has one of the largest middle classes in the world and boasts an economy experiencing strong growth that is almost as large as Canada's.

The Canadian Tourism Commission's Market Research and Planning division reported to *Communiqué* that in 1998, Canada received 42,000 visitors from India. These visitors spent close to \$29 million; figures from the first ten months of 1999 show that tourism numbers from India have increased by 12 per cent. Contributing factors for this strong showing include the fact that many Canadians originate from Indian descent, and that Canada

shares a common language with India (both share a common history as part of the British Commonwealth).

It is interesting to note that India's economic growth rate has been one of the highest in Asia since 1994; in fact it is one of the highest in the world. When the strong economy is coupled with the country's huge population and its affinity for Canada, India provides key opportunities for Canada's tourism businesses in the near future. Australia, South Africa, Hong Kong and Singapore are already focusing on the India outbound travel market; the report recommends that a fact-finding mission be organized to bring together committed Canadian tour operators and key Indian travel industry players.

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Spruce Meadows, Alberta

World class events can trigger results

Recently, international events have become a rather strong tourism product in the German market. Major tour operators such as DER and TUI publish separate catalogues for this lucrative segment. Currently, 95 per cent of all event packages take place within Europe, with only 5 per cent going long-haul because of the rather short length of travel associated with what is usually a long week-end.

However, there are some events which attract tourists to go long-haul. A successful example for Canada is the Formula 1 Grand Prix in Montréal; the interest is driven by the overwhelming success of German drivers such as Michael Schumacher and Heinz-Harald Frentzen. Their fans follow them to most races, wherever they take place; the same phenomena could be observed years ago when Steffi Graf and Boris Becker were achieving their greatest successes. Since both retired, trips to international tennis events have suffered from substantial decreases.

SPORT DOMINATES EMERGING PRODUCTS

Soccer, figure skating, athletics and – to a lesser extent – hockey, marathons and rodeos are gaining importance. Major Canadian festivals can also be of interest – in particular if they are "exotic", authentic and within easy reach. However, there is more to be done than just promoting the events: packages have to include suitable hotel accommodation, tickets and options for trip extensions. These can be focused on a geographic region (e.g. Formula 1 racing in Montréal combined with a trip to Niagara Falls) or theme-oriented (e.g. dogsledding championships combined with various winter activities, or a visit to the Calgary Stampede followed by a ranch stay, or festivals in conjunction with city breaks).

Canada is still perceived to lack "excitement" here in Germany – a misperception which we try to overcome with the current campaigns and promotions. This also reflects on the event business – Canada is hardly

known as a location for world-class events. This can be counteracted by providing tour operators with adequate, timely product information, which has to go along with exciting options for extension packages to allow the creation of flexible modules. Time is of the essence: tour operators need detailed information at least one year prior to the event. If Canadian suppliers can deliver on these requirements, there is a good opportunity to increase our share of the event business in Germany.

From CTC Germany
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Canada-Japan Tourism Conference A work in progress

The seventh annual Canada-Japan Tourism Conference was hosted in Ottawa April 26-28 by The Hon. Judd Buchanan, Chairman of the Canadian Tourism Commission. The challenge that Canadian and Japanese tourism officials subscribed to seven years ago was to reach a goal of two million visitors annually travelling between both countries.

"Japanese markets, as with other Asia Pacific markets, require a long cultivation process," Mr. Buchanan told *Communiqué*. "This seventh annual conference has been an important part of building our relationships with Japanese outbound operators and government." Tourism between the countries reached about 800,000 visitors before the economic downturn in Japan, a significant increase since the first of the conferences and Japanese officials report that, despite a decline to about 700,000 visitors in 1998, the travel industry has been recovering steadily.

NICHE AND SHOULDER MARKETS SHOW PROMISE

Niche and shoulder markets are showing promise. There is an interest among the Japanese in ecotourism (soft adventure) and school trips. The latter are of special significance, partly because much of the school-based travel takes place in the shoulder seasons and reduces the demand on what the Japanese consider a lack of infrastructure in Canada. Mr. Buchanan pointed out the importance of this sector to the continued building of tourism relationships: "School trips help create a level of comfort and familiarity with Canada, and a lifelong personal desire for return visits as adults and for children of the next generation."

The Japanese delegation at the conference requested that, in addition to image promotion, Canada should place more emphasis on product-specific and call-to-action advertising, stressing ways to see places and spend time in Canada.

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May board meeting approves CTC budget

The Canadian Tourism Commission Board met in Calgary recently to review and discuss current program

performance and proposed plans for 2001/02, including to examine and approve the Budget for the new fiscal year.

Following reports from both the Chairman, Judd Buchanan, and Interim President Terry Francis, the Board heard from the five Transition Committees – Executive, Audit, Human Resources, Corporate Governance and the Nominating Committee. The Small and Medium Enterprise (SME) Committee summarized the work it had completed over the last six months and indicated that they would come back to the Board in the Fall with an action plan to address identified recommendations. Roger Wheelock, VP Marketing, summarized current results from the marketing programs. He noted that in nearly all cases solid growth had resulted in record levels of both tourists and revenues in 1999. In addition, both the number of partners and partnership investment in marketing had remained strong. Industry and Product Development continued to work with tourism entrepreneurs to develop Canadian tourism product utilizing initiatives such as the Product Club program.

U.N. ENDORSES SATELLITE ACCOUNT METHODOLOGY

The Research Program reported that the United Nations' Statistics Commission had endorsed in effect the Canadian Tourism Satellite Account methodology as the global standard for measuring the importance of tourism in a national economy. The Board examined and

approved the budget estimates for fiscal year 2000/01, adjusted to take into account the additional \$10 million allocated from the federal government. With these additional funds, the six marketing programs will have a total of just over \$51 million to partner with public interests and private industry. Industry and Product Development will receive just over \$3 million. The remaining budget is divided among Corporate Services that include Technology, Communication, Research as well as Administration and Salaries. Approval was also given for the notional estimates presented for the 2001/02 budget.

The Board benefited from meeting during RVC as members had the opportunity to participate in number of related business and social functions. The next CTC Board meeting will be on October third and fourth in Moncton, New Brunswick.

ALLOCATIONS

U.S. Leisure	\$19,500,000
U.S. M&IT	\$4,360,000
Canada	\$5,400,000
Europe.....	\$11,000,000
Asia/Pacific	\$10,000,000
South America & Mexico	\$826,000
Industry and Product Development	\$3,116,000

PEOPLE

Roger Wheelock new V-P of Marketing



Long-time attraction CEO and General Manager, and well-known tourism industry leader **Roger Wheelock** has been appointed Vice President of Marketing for the Canadian Tourism Commission. Roger's name will be familiar to *Communiqué* readers from his five-year tenure as Chairman of the CTC's Industry Product Development Committee, and from a career that spanned over 30 years with the famed Butchart Gardens at Victoria, B.C., a botanical attraction that sees over a million visitors annually.

Roger told *Communiqué* following his appointment that he looked forward to continuing the work undertaken in industry and product development to bring emerging tourism sectors to market ready status, thereby enriching Canada's product mix and making it more vibrant and competitive on the world stage.

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RESEARCH

Tourism GDP figures for 1999 reveal a slowdown in the tourism rate of growth

Having achieved its target – of \$50 billion in tourism spending, the tourism industry is heading again for a high rank within the national economy. Total tourism spending in Canada includes all travel-related expenses made by visitors before and after the trip, as well as those incurred during a trip, for both tourism and non-tourism commodities.

However, total tourism spending is only one measure of the significance of tourism in the national economy. It does not allow us to make direct comparisons of tourism with the activities of other industries or

the relation of tourism to the overall Canadian economy. To measure this aspect of tourism, a combination of analytical tools, including the Tourism Satellite Account (TSA), the National Tourism Indicators (NTI), and the Tourism Economic Impact Model (TEIM) have been developed to provide the industry, policy makers and researchers with an appropriate new measure of its relative significance of tourism activity – Tourism Gross Domestic Product (TGDP).

"The tourism Gross Domestic Product (GDP) allows analysts to compare the activities resulting from

tourism with the activities of other industries and to determine their relative magnitude," states Scott Meis, Director of Research for the Canadian Tourism Commission. "The tourism GDP at factor cost is the total value added by both tourism and non-tourism industries that is generated by the provision of goods and services to tourists and same-day visitors. It corresponds to the value remaining after the deduction from market prices of all applicable input costs, taxes and subsidies."

GROWTH RATE SUSTAINED

In 1999, the tourism GDP at factor cost reached \$20.3 billion, representing 2.47% of the GDP of the economy as a whole. Between 1998 and 1999, the rate of growth in tourism GDP remained the same (2.47%). Over the past decade from 1990-1999, however, the

tourism GDP rose by 43%, while the overall GDP increased by approximately 30% of the Canadian economy over this period.

These numbers show clearly that, while tourism is sustaining the higher rate of growth achieved over the past decade, it is losing its position as a leading activity in the Canadian economy. In 1999, tourism rate of growth was roughly equal to that of the economy in general.

"Through the development and implementation of the Tourism Satellite Account and the National Tourism Indicators we now have a better understanding of the economic role tourism plays in the Canadian economy", concluded Scott Meis.

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Canadians spend \$11 billion on nature activities

The natural wealth of Canada enhances the daily lives of Canadians, according to the 1996 Survey on the Importance of Nature to Canadians. The survey also tells us that Canadians commit large amounts of their leisure time to activities that depend on natural areas and wildlife. The report "The Importance of Nature to Canadians: The Economic Significance of Nature-related Activities" identifies that the 20 million Canadians, 15 years of age or over spent \$11.0 billion in pursuit of nature-related activities on special trips, where nature-related activities were the main activity, or around their homes.

by Canadians during 1996 in wildlife viewing (combined main activity and secondary activity). Over half (54.4 per cent) of this amount was spent to purchase equipment such as binoculars or recording equipment. Expenditures on other purchases such as film was next (20.9 per cent) followed by transportation (12.0 per cent), food (7.7 per cent) and for accommodation (5.0 per cent). Average expenditure by participant was \$17 per day of participation.

CANADIANS AND EXPENDITURES ON RECREATIONAL FISHING

This 1996 survey estimated that \$1.9 billion was spent for recreational fishing in Canada (combined main activity and secondary activity). Fishing equipment represented just

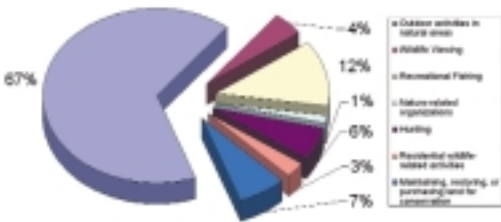
under one-half (48.2 per cent) of this amount spent by Canadian anglers in Canada. Expenditures on transportation was next (18.8 per cent) followed by food (12.6 per cent), other items such as license fees and bait (12.2 per cent) and, accommodation (8.1 percent). Participants spent an average of \$40 per day of participation.

CANADIANS AND EXPENDITURES ON HUNTING

Canadians spent an estimated \$823.8 million in hunting wildlife (combined main activity and secondary activity) in 1996. Expenditures on hunting equipment accounted for 46.5 percent followed by transportation (20.2 percent), other items such as license fees and ammunition (16.5 percent), food (12.1 per cent) and then accommodation (4.7 per cent). On average participants spent \$41 per day of participation.

The 1996 survey and reports project represents the combined efforts of 16 agencies – including the Canadian Tourism Commission (CTC) and the governments of Canada, the 10 provinces and the Yukon.

Proportion of Total Expenditures by Nature-related Activities, Where it Was Main Activity - \$11.0 Billion



Canada's natural wealth attracts many visitors from the U.S. A harmonized survey by the U.S. Fish and Wildlife Service estimated that U.S. visitors to Canada, spent over \$700 million for only two nature-related activities – wildlife viewing and recreational fishing. The total spent by U.S. visitors in Canada, would be much higher if data had been collected on the remainder of nature-related activities, such as sightseeing, camping, boating and hiking.

CANADIANS AND EXPENDITURES ON OUTDOOR ACTIVITIES IN NATURAL AREAS

Over \$7.2 billion were spent by Canadians in 1996 on outdoor activities in natural areas in Canada – an average of \$44 per day per participant. The largest proportion was spent on equipment (30.5 percent), followed by transportation (26.0 per cent); food (21.6 percent); accommodation (15.6 per cent); and, for other items such as entry fees and supplies (6.2 per cent).

CANADIANS AND EXPENDITURES ON WILDLIFE VIEWING

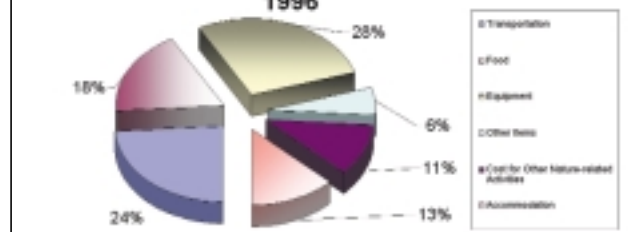
An estimated \$1.3 billion was spent

A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
TOURISTS TO CANADA			
From the U.S.	January-March 2000	2,094,000	4.2
By Auto	January-March 2000	1,247,000	7.1
By Non-auto	January-March 2000	847,000	0.4
From Overseas - Total	January-March 2000	590,000	7.8
United Kingdom	January-March 2000	126,000	6.7
Japan	January-March 2000	63,000	-6.5
France	January-March 2000	60,000	17.0
Germany	January-March 2000	39,000	-1.9
Hong Kong	January-March 2000	22,000	-4.7
Australia	January-March 2000	29,000	10.2
Taiwan	January-March 2000	23,000	15.4
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January-March 2000	3,246,000	12.6
By Auto	January-March 2000	1,483,000	12.5
By Non-Auto	January-March 2000	1,762,000	12.6
To Overseas - Total	January-March 2000	1,414,000	-3.2
EMPLOYMENT IN TOURISM			
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
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income	Fourth Quarter, 1999	\$19,059	3.5
GDP (1992 prices)	Fourth Quarter, 1999	\$888,500 million	4.7
CPI (1992=100)	March 2000	112.8	3.0
EXCHANGE RATES (in Cdn\$)			
American dollar	April 2000	1.4684	-1.3
British pound	April 2000	2.3243	-2.9
Japanese yen	April 2000	0.01391	12.0
French franc	April 2000	0.2148	-14.7
German mark	April 2000	0.7203	-14.7
EURO	April 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

Distribution of \$11.0 Billion Main Activity Nature-Related Expenditures by Canadians - 1996



To obtain a copy of this report
Tel: 1 800 668-6767
www.ec.gc.ca/nature/survey.htm

For more information
about this study contact
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International travel forecasts

by Anne-Marie Hince

Here are the highlights of the latest forecast report update for the major inbound markets to Canada and for Canadian outbound travel to the United States. These forecasts were prepared by the Canadian Tourism Research Institute (CTRI) for the Canadian

Tourism Commission and they are based on the most recent economic forecasts and market intelligence.

INBOUND TRAVEL FROM THE UNITED STATES

The revised forecast for the number of overnight trips from the

Québec tourism analysis released

United States to Canada for the year 2000 is weaker than what the previous forecast had suggested. Overnight travel from the U.S. is projected to grow by only 1.5 per cent over 1999.

For the following years, the revised forecasts are comparable to the forecast completed in June 1999 – actually they are now slightly more optimistic. So for 2001-2004, the projected increases are, respectively, 2.5 per cent, 2.0 per cent, 1.5 per cent and 1.5 per cent.

The CTRI expects U.S. business travel to Canada to continue to be strong in 2000, however, pleasure travel might be weaker due to CTRI's expectations of slower disposable income growth in the U.S.

Air travel from the United States is forecasted to grow at a higher rate than other modes of transport (mainly car travel). This year, overnight air travel from the U.S. is projected to increase by 3.5 per cent, while travel from the U.S. by other modes of transportation is projected to increase only by 0.8 per cent.

INBOUND TRAVEL FROM OTHER MAJOR MARKETS

Overnight travel from the United Kingdom to Canada is projected to increase by 2.5 per cent in 2000. For the following years (2001-2004), the projected increases are, respectively, 1.5 per cent, 1.0 per cent, 2.5 per cent and 3.0 per cent.

The number of overnight trips from France to Canada is projected to increase by 3.0 per cent in 2000. For 2001 and 2002, the projected yearly increase is 3.0 per cent and for 2003 and 2004, the yearly increase is projected to be at 2.5 per cent.

Overnight travel from Germany to Canada is expected to grow by 3.5 per cent in 2000. CTRI's economic outlook for 2000 is now slightly more optimistic than that projected last June. Together with a slightly appreciating Euro, the actual forecast for Germany is higher than previously. For the following years (2001-2004), the projected increases are, respectively, 3.8 per cent, 3.0 per cent, 2.5 per cent and 2.5 per cent.

The number of overnight trips from Japan to Canada is expected to increase by 3.5 per cent in 2000. Even if Japan's financial or political troubles are not all over, CTRI's current economic outlook for 2000 still manages to be more positive than it was back in June 1999. These positive signs do help to suggest that Japanese travel to Canada can continue to expand in 2000. For the following years (2001-2004), the projected increases are, respectively, 3.5 per cent, 4.0 per cent, 5.0 per cent and 6.0 per cent.

CANADIAN OUTBOUND TRAVEL TO THE UNITED STATES

In 2000, the number of Canadians travelling to the United States for one or more nights is projected to increase by 7.0 per cent over 1999.

The positive impact of a stronger Canadian dollar forecast and a stronger than expected Canadian (and U.S.) economy has pushed up the previous growth forecasted for the same period. In the longer term, the forecast for Canadian travel to the United States has also been positively revised. Longer term annual growth to the U.S. is now expected to average 4.0 per cent as opposed to the estimated 2.5 per cent previously projected.

For a copy of the full report you can visit our website at www.canadatourism.com or you can obtain a copy by contacting the CTC Distribution Center at 613 954-1724

Prepared by the Canadian Tourism Research Institute (CTRI) for the Canadian Tourism Commission

Easy access to travel stats on web site

Access to monthly travel statistics has never been easier or faster: the Statistics Canada's World Wide Web site is the newest route to monthly travel statistics. Be the first to find out if the American tourist market to Canada is expanding and if so, to which province. Or see if Canada is attracting more visitors from non-traditional overseas markets.

International Travel Advance Information, a four page monthly publication, is now available on the internet. The numbers are released six weeks after the reference month, making these the most timely travel statistics in Canada, if not the world. The publication provides census counts of foreigner travellers to Canada and travel by Canadians outside the country, by mode, province of entry and re-entry and country of origin. If your business decisions depend on reliable, up-to-date information, this publication is for you.

Simply go to www.statcan.ca and proceed to Products and Services to order, International Travel Advance Information, Catalogue no. 66-001PIB. Costs are \$6.00 per issue or \$55.00 for an annual subscription.

*For more information about this product or any other tourism statistics Michel Campbell, Information Dissemination Officer, Tourism Statistics Program
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Tourisme Québec, a partner in the CTC research program, has recently released a report entitled "Le tourisme au Québec en 1998 – Une réalité économique importante (Tourism in Québec in 1998 – An important economic reality)". The situational analysis summarizes statistical and economic aspects of tourism in Québec in 1998. It also includes some preliminary results for 1999 and expected trends in the year 2000.

ANALYTICAL SUMMARY

The Québec tourism industry achieved very positive results in 1998. Preliminary data for 1999 and projections for 2000 indicate continued growth over the next two years. In several areas of activity for which there is a basis for comparison, results are higher than ever before.

- 1998 tourism receipts (all markets combined) totalled \$5.7 billion, an increase of 18 per cent over 1997;
- International tourism receipts increased 7.8 per cent from 1997 to 1998, approaching \$2 billion;
- Tourism spending accounted for the creation of more than 170,000 jobs in the tourism sector and between 35,000 and 40,000 jobs in other sectors of the economy;
- Preliminary data for 1999 and projections for the year 2000 indicate that tourism receipts (from same-day and overnight travellers) will be close to \$6 billion in 1999 and could reach \$6.5 billion in the year 2000;
- Between 1993 and 1998, Québec's tourism deficit fell from \$1.206 billion to \$369 million – a drop of nearly 70 per cent in five years.

In 1998, Québec's international travel account deficit shrank for the fifth consecutive year. This was due to a substantial reduction in the number of trips outside Canada (particularly to the United States) by Québécois during this period and because of a substantial growth in the volume of international tourism travel to Québec.

EXCHANGE RATE A FACTOR

Several factors have combined to produce this enhanced performance in the tourism sector in Québec, and it is expected that these factors and ensuing results are likely to continue for several years. One of the most influential factors contributing to this situation is, of course, the exchange rate. Other factors that must be taken into account are the improved economic situation in

Québec and in its foreign markets, the continued enhancement of Québec's tourism products, and the diversity of promotional campaigns. It should be noted that the value of the Canadian dollar is largely responsible for the drop of more than one million trips by Québécois to the United States between 1993 and 1998 (from 3.3 million trips in 1993 to 2.3 million in 1998). The decreased value of the Canadian dollar in 1998 also encouraged a larger number of Québécois and other Canadians to travel more in Québec and Canada. The percentage change in the number of trips by Québécois to Québec destinations (+15.4%) and by Canadians to destinations in Canada (+12.5%) represent substantial increases from 1997 to 1998.

FUTURE LOOKS VERY BRIGHT

Preliminary data for 1999, and projections on the volume of international travel to Québec for the year 2000, point to an optimistic future. Despite an increase of 8.0 per cent in the number of international trips made by Québécois in 1999 (January to September), tourism activity in Québec as a whole should be up in relation to 1998. Québec's solid tourism performance in 1999 seems to stem primarily from the greater volume of international travel to Québec and, to a lesser degree, from the increase of the number of travellers to Québec from other Canadian provinces.

Among the tourism indicators that are comparable from year to year, the increase in the volume of international travellers to Québec is worth noting. In 1998, Québec recorded an increase of more than 10 per cent in its American tourism clientele, but a slight drop in the number of visitors from overseas. Preliminary data for 1999 (January to September 1999), however, indicate increases of 10.5 per cent and 8.0 per cent respectively in the number of American and overseas tourists travelling to Québec, compared to 3.7 per cent and 5.3 per cent increases for Canada as a whole.

Sources: Statistics Canada and Tourisme Québec. This report is unavailable in English at this time.

For more information Maurice Berthelot chief economist Research and Development Branch Tourisme Québec Tel: 418 643-3087



Marketing. Ursula's tenure as sub-committee chairperson saw the production of the document "Packaging the Potential: a five-year business strategy for Cultural and Heritage Tourism in Canada".

Blair Stevens elected to IFITT board

Blair Stevens, Chief Informations Officer for the Canadian Tourism Commission, has been elected to the Board of the International Federation for Information Technology and Tourism (IFITT). He was elected at the Barcelona, Spain annual meeting of IFITT in late April where his name was recommended by Pierre Bellerose, Director of Research and Development of New Technologies of the Office des Congrès et du Tourisme de Montréal.

IFITT is an international network for the discussion of technology and tourism issues. It hosts the annual ENTER conference and promotes international open standards for the tourism industry. The 2001 ENTER conference will be hosted in Montréal.

CTCs Scott Meis told *Communiqué*: "IFITT is the leading forum in the world where people from the technology and tourism sectors meet to discuss the impacts, challenges, and benefits of technology for tourism. It is significant that Canada is hosting the first-ever North American ENTER Conference, for an organization that has been largely European-dominated. There is now a North American Chapter of IFITT, and Blair will be in a good position to influence the goals of Canada and North America in this field."

For more information
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Canadian Tourism Commission
8th Floor West Tower,
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Crown Corporation Bill passes second reading

Bill C-5, an Act to establish the Canadian Tourism Commission, has passed second reading in the House of Commons on Wednesday May 11, 2000 and has been referred to the Standing Committee on Industry. The committee will begin its review of the Bill before the summer recess, scheduled to begin sometime in June.

SPECIAL EVENTS 2001 AND BEYOND

2001

Jeux de la Francophonie – July 14 to July 24 - Hull/Ottawa
613-749-JEUX (5389)
www.jeux2001.ca

Superfrancofête – June 24 to July 24 - Hull/Ottawa

The World Championships in Athletics – August 3 to 12 - Edmonton (toll free 1-877-240-2001
www.2001.edmonton.com)

2002

The Québec International Florales – April (418-659-2737)
Québec City

2005

World Police & Fire Games – June 26 to July 5 - Québec City
(T: 418-691-7777 F: 418-691-7646
info@wpfq-quebec2005.qc.ca)

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

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

ROGER WHELOCK NEW VP... continued from page 21

He is also keenly interested in weaving new product clusters into the traditional geographic structures of the marketing committees. Roger is committed to creating strategic directions in which all private and public partners will want to participate. *Communiqué* plans a feature interview with Roger Wheelock in an upcoming issue.

In a related matter, Tom Penney, who held the position of Vice President of Marketing prior to Roger's appointment, has been appointed Vice President of Sales. He will continue to be based out of the Ottawa office.

Roger may be reached at
wheelock.roger@tc.gc.ca
Tom Penney may be reached at
penney.tom@tc.gc.ca

Ursula Thiboutot to head CTC committee

Ursula Thiboutot, Chair of the Industry Product Development Committee's Culture and Heritage Sub-Committee, has been appointed by the CTC Board as Chair of the IPD Committee, to replace Roger Wheelock who has moved to the position of CTC Vice President of

