



CANADIAN  
TOURISM COMMISSION  
COMMISSION CANADIENNE  
DU TOURISME

# Second lowest deficit in a decade

Canada's first quarter 2000 travel deficit was up 2.5 per cent, to \$2.3 billion (seasonally unadjusted numbers)

The international travel deficit is the difference between what Canadians spend abroad and what foreigners spend in Canada. The reason for this slight increase is due mainly to the fact that the total volume of outbound travel by Canadians increased faster than inbound travel by foreign visitors.

Outbound payments for January-March period made by

Canadians abroad were up 4.4 per cent, to \$4.8 billion. This increase in payments was due to a growth of 12.6 per cent in overnight trips made by Canadians to the United States. However, overseas travel by Canadians reached 1.4 million overnight trips, down 3.2 per cent over the same period last year.

Inbound receipts were up 6.2 per cent to \$2.5 billion, with US receipts up 3.5 per cent, to \$1.4 billion, and overseas receipts up 10.2 per cent, to \$1.1 billion. "The travel deficit for the first quarter is not unusual for the winter months, when Canadians travel to warmer climates, spending considerable amounts of time", stated Terry Francis, President of the Canadian Tourism Commission. "However, the increased number of international tourists bodes well for the industry, which has been promoting Canada as a winter destination."

## BITING THE BULLET

### THREE PROVINCES, THREE PARKS

Communiqué series on parks in Canada continues on page 13

## ALL ABOARD... tour packages and tourism products "engineered" to please

by Maurice Couture

### TRAIN TRAVEL IS "ON THE RIGHT TRACK"

More than a means of transportation, the train is increasingly becoming a unique and special way to travel and discover the numerous areas and landscapes of Canada. Many of the train routes that shaped the history

and development of Canadian cities and communities can be rediscovered in an afternoon, a single day or on longer trips. These journeys of historical rediscovery, sometimes aboard a steam train, are becoming increasingly popular with clients who want to learn while travelling. From a geographic standpoint, rail routes are often blended into the landscape

and offer unique and sometimes even spectacular panoramic views. Trains will slow down or even stop to allow passengers to peacefully appreciate interesting views or gain access to isolated areas in nature. Train travel is regaining popularity among individual and group tourism clientele, and there are many signs of a substantial demand for this type of Canadian destination product:

- In recent years, railway operators and specialized tour operators (TOs) have continued to diversify the range of available train trips and tours

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# COMMUNIQUE

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

TRAVEL TRADE  
SECTION Pg. 9



PEOPLE MOVING PEOPLE

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

VIA Rail Canada

# EDITORIAL

## Canadas countryside ...what most visitors see

When people think of Canada, they think of open spaces, clean air and water, small communities (even our big ones are small to folks from Europe or Asia!) By far our largest international market is the continental U.S.A., and a great many of them bring their own vehicles in the North American tradition that we too, as Canadians, follow.

And so, most of our visitors pass through our countryside, either by choice or by necessity. A great many of them never see our whitewater rapids, our forested wilderness, or our mountain peaks, although they are keenly aware of that image of Canada. Rather, they experience, and are very comfortable with, our more pastoral areas with their small towns, farms, fishing villages, and the regional and provincial parks and campgrounds that reflect, not wilderness and solitude, but recreation and community.

In this issue of *Communique*, our writers share with our readers that same essence of Canada. They write of food – not the cast-iron skillet and bannock of the bush, but gourmet meals prepared by highly skilled master chefs in cozy wayside inns. They write of wines – not the stuff that grandpa made out of chokecherries to help pass the long dark hours of winter on the frontier, but the world-famous high quality wines that Canadas finest vintners so lovingly produce from some of the finest grapes in the world.

From the historic parks that tell about who we were, to the roadside encounters that tell about who we are, Canada is, indeed, countryside. This is the tourism of the motelier, the B&B operator, the campground operator, and the small resort owner. It is the Canada of choice for the F.I.T.\* tourist, and the economic mainstay – perhaps even saviour – of many small city and town economies. It is, in fact, the Canada that most of us know!

There are articles here that tell us who are our best prospects in the marketplace, and articles that tell us how to “go get em”. There are success stories, and loads of ideas for product developers and the travel trade alike. Read us, enjoy, learn, and... have a great summer!

PGK

\*Fly-Independent-Travel

## This vacation destination offers six distinct regions and a million different experiences.

Discover your next great advertising opportunity before space reservations close on July 5.

Explore Ontario – Summer Edition #2 is the second in our Year 2000 trio of Travel Extra Supplements all about the prime Ontario market.

To be distributed with The Globe and Mail on Friday, July 14 to an upscale audience of your best travel prospects in Ontario and Quebec.

Explore Ontario – Summer Edition #2 will feature all the latest information on Ontarios major tourist areas and vast recreational resources – from where to go and how to get there to where to stay, what to see and what to do.

Here is an information packed, proven publication where your advertising will be seen and responded to.

For complete information and to reserve your space in Explore Ontario – Summer Edition #2, call by Wednesday, July 5.

- Mark Iker at (416) 585-5440 or E-mail: miker@globeandmail.com
- Annette Bering at (416) 585-5409 or E-mail: abering@globeandmail.com
- Sandy DAmico at (416) 585-5206 or E-mail: sdamico@globeandmail.com

## THE GLOBE AND MAIL

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## COMMUNIQUE 2000 EDITORIAL SCHEDULE

MONTH	SPOTLIGHT	EDITORIAL DUE
Sept.	Cities, culture (arts, museums, restaurants / cuisine, shopping)	Wed. Aug. 30
Oct.	Skiing/snowboarding/heli-skiing, spas	Wed. Oct. 4
Nov.	Winter non-ski – Xmas (winter festivals, snowmobile, cross country skiing, snowmobiling)	Wed. Nov. 1
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 *Communique* for more details in coming months.

## LETTER TO THE EDITOR

Canadas national parks are under serious threat, not from overuse as some would have us believe, but from well-funded professional extremist groups dedicated to restricting visitors to places like Banff and Jasper National Parks. At the same time they are limiting the activities in which visitors can participate, as well as recommending the elimination of amenities as basic as shopping and health services. As an indication of the extreme views of these activist organizations, they recently made the incredible suggestion that visitors to Banff should buy their souvenirs of the national park in gateway cities such as Calgary and Vancouver! You can understand our shock therefore, to read in the May issue of *Communique* that the organization most active in their goal of restricting access and use of our national parks is listed in an article on ecotourism as an organization “with the mandate to foster a sustainable tourism industry”. Nothing could be further from the truth.

Advocating the demolition of established hotels outside the Banff townsite, creating a situation which will lead to the eventual deteriora-

tion of the infrastructure of Canadas world famous ski areas, and the meaningless cancellation of river float trips near Jasper, all illustrate my point.

The Canadian Parks and Wilderness Society – better known by their acronym C-PAWS, is listed among the organizations dedicated to ecotourism. Within the C-PAWS listing you state “While tourism is not their focus...”. This is true. Therefore it would be interesting to know what possible rationale exists to include this self-interested obstructionist group among organizations genuinely interested in fostering ecotourism. It makes one question the validity of these other organizations as well as the objectivity of your publication.

Greg McKnight,  
Executive Director,  
Banff/Lake Louise  
Tourism Bureau

## ON THE WEB

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

*Communique* est disponible en français.

## COMMUNIQUE

## CANADAS TOURISM MONTHLY

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# TOURING CANADA

## ALL ABOARD...

*continued from page 1*

- No less than four new excursion trains have just been or soon will be put into service (summer 2000) and several new tourist train projects are currently being studied
- VIA Rail carried nearly 3.8 million passengers in 1999: its best performance in the past 10 years.

## ALL ABOARD ... FOR THE DAY

Many day trips by train, lasting anywhere from a few hours to an entire day, can be incorporated into Canadian destination travel. In many cases, such trips involve fully restored period trains providing a wide range of thematic products to travellers. BC Rail operates four excursion trains in British Columbia. According to BC Rail representative Jean Cullen, these tourism products are very popular. In order to meet the growing demand, the company will soon commission the Whistler Northwind as its fifth excursion train; its dome cars will provide travellers with an even deeper appreciation of the beauty and splendour of the Rocky

Mountains. The other excursion trains operated by BC Rail are the Cariboo Prospector (which operates year-round), the Royal Hudson, the Whistler Explorer and the Starlight. Each of these trains offers specific train travel experiences. Also new for the year 2000 are: the Alberni Pacific Railway on Vancouver Island, which takes riders on an excursion to a period sawmill; the Spirit of Alberta, which is a restored steam train; the Le Riverain, which began operating June 5, 2000, out of Windsor Station provides animation and guided tours through part of Montréal Island; and the Bras d'Or, operated by VIA Rail, which brings travellers on a luxurious Celtic adventure, with music and animation, through the Cape Breton area of Nova Scotia. These new train services are the latest additions to a list of well-established excursion trains with evocative themes, such as: the Snow Train that runs through snow-covered landscapes outside of Sault-Sainte-Marie, Ontario; the Timber Train, whose passengers travel a road of discovery along the Ottawa Valley between Ontario and Québec, the Wine Train, which com-

bines a guided crossing of the Okanagan Valley with a wine tasting event; and the Stress Express, operated by VIA Rail, which offers half-day or one-day packages from Kingston or Toronto to a well-known spa. Excursion train services have continued to improve in recent years; one example, of course, is the Hull-Wakefield Steam Trains gourmet dinner excursion, in which real gourmet meals are served in a dining car on a round-trip excursion between Hull and Wakefield, Québec. According to André Groux, the number of passengers taking the Hull-Wakefield Steam Train has increased steadily, and the train operators have diversified their services in order to meet the needs of a variety of customers: groups from Québec, Ontario and the United States in May and June, family travellers during the summer, and an international clientele (primarily European and Japanese) to view the fall colours. The growing demand is such that plans are being made to add an excursion train that would operate between Hull and Montebello.

## HUGE VARIETY OF TRAIN TRAVEL PACKAGES

VIA Rail and its partners offer more

than 50 train travel packages of longer duration across Canada. These trips with a variety of themes include various guided tours and activities, as well as cruises and air travel in some cases. They range in duration from 2-3 days to 18-19 days. These packages provide access to major natural attractions, such as a number of natural parks, as well as key tourist and/or cultural attractions. Other companies such as Rocky Mountaineer Railtours, which is celebrating its tenth anniversary this year, have continued to add new train travel experiences to their range of services. Rocky Mountaineer Railtours has a slate of no less than 30 train travel packages, including passage on board the famous Rocky Mountaineer (a trip through the Rocky Mountains from Vancouver to Calgary via Banff), and also offers specialty services (meetings on board trains and incentive travel). Brewsters Great Canadian Train Vacation offers a variety of packages that include visits and stopovers in various hotels across Canada as well as the services of tour guides. According to Shannon Birnie of Brewsters, 6-7 day packages with circular return routes are the most popular with customers.

*continued on page 4* ➡

## ALL ABOARD...

continued from page 3

Such return routes are made possible by resorting to the services of several rail companies. This varied supply of trips has developed in response to the growing popularity of the train as a distinct way to travel through and discover Canada. Train trips are particularly popular with retirees and pre-retirees. Rail travel also offers some products that can satisfy more adventurous travellers.

## ADVENTURE AND NATURE WATCHING TRAIN TRAVEL

Train travel is a preferred means of gaining access to hinterland and wilderness areas, where rail lines generally follow the courses of rivers and streams. Some companies have shown proof of imagination and offer adventure and nature watching train travel packages. Ontario Northland, with trains such as the Little Bear (which has a car especially designed for transporting canoes) and the Northlander, provides access to northern Ontario for various fishing



and adventure trips. Ontario Northland also operates the Polar Bear Express, for polar bear watching along Hudson Bay in Ontario. The VIA Adventures service schedules stops in the middle of the forest for some trains upon request and will transport bulky pieces of baggage such as canoes, bicycles, etc. With various partners in the adventure tourism sector, VIA Adventures offers fishing, canoeing, mountain bicycling and snowmobiling packages in various regions of Québec. Initially planned as a service appealing primarily to individual clients, VIA Adventures has

achieved an unexpectedly strong degree of success with groups and with specialized agencies and tour wholesalers, according to VIA Rail spokesperson Benoît Laporte. VIA Rail will continue to innovate in this area with the launch this summer of a wildlife (polar bears, migratory birds, beluga) watching travel package from Winnipeg to Churchill on board the Spirit of the North. One of the novel features of this new train will be cars named after and done up in the colours of various animals that travellers can expect to see during the trip; the train will

also operate a "midnight sun" package and another trip to watch the northern lights from dome cars.

## DONT MISS THE TRAIN

Travellers are increasingly looking for travel experiences that feature trains as a comfortable means of discovering Canadian nature, history and culture. Lasting just an afternoon or as much as several days, train travel opportunities are numerous and are often accessible directly at or near major urban centres and tourist attractions. Train travel is much more than simply moving from point A to point B; it is a panoply of experiences combining interpretation, animation, comfort, gourmet eating and a wide variety of destinations. Dont miss the train, and make sure your clients dont either!

## Lamont County church capitol of North America

For tourists with a well-developed spiritual side, a trip to Lamont County near Edmonton, Alberta can be rewarding: there is a church for every 188 people in this county of over 8,000 people. Lamont Countys "Church Tours Booklet" presents four different self-guided tours covering all forty-four County churches, marvellous opportunities for historical and cultural enthusiasts.

Lamont County has a proud legacy as the birthplace of the oldest and largest agricultural settlement of Ukrainians in Canada. As more and more newcomers from Europe made East Central Alberta their home, Lamont County experienced a remarkable church-building boom expressive of the deep Christian faith brought over from the Old World by the settlers. Especially renowned are the Orthodox and Catholic churches built by Ukrainian pioneers in the Byzantine style. With their distinctive "onion domes" and free-standing bell towers, these churches have an iconic presence on the Canadian prairies akin to that of the celebrated grain elevators that once were a familiar sight on every horizon. Unfortunately, the future of many of these spiritual treasures is increasingly under threat due to the relentless tide of changes transforming the Canadian countryside; it is partly to help preserve these inspiring monuments to the faith of the early settlers that Lamont County has prepared these self-guided driving tours to welcome visitors and encourage people to cherish Alberta rich spiritual heritage.

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## SOME REFERENCES ON CANADIAN DESTINATION TRAIN TOURISM PRODUCTS AND PACKAGES

*N.B.: these few suggestions do not claim to be an exhaustive inventory.*

## PASSENGER SERVICE OPERATORS

VIA Rail Canada	<a href="http://www.viarail.ca/">http://www.viarail.ca/</a>
BC Rail	<a href="http://www.bcrail.com/bcr/">http://www.bcrail.com/bcr/</a>
Ontario Northland	<a href="http://www.ontc.on.ca/">http://www.ontc.on.ca/</a>
Algoma Central Railway Inc.	<a href="http://notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset">notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset</a>
Royal Canadian Pacific Vintage Tours	<a href="http://vintagetours@cpr.ca">vintagetours@cpr.ca</a>
Rocky Mountaineer Railtours	<a href="http://www.rockymountaineer.com/">http://www.rockymountaineer.com/</a>

## SPECIALIZED TOUR OPERATORS / WHOLESALERS

Brewsters Great Canadian Train vacation	<a href="http://www.brewster.ca/trains/">http://www.brewster.ca/trains/</a>
John Steel Rail Tours *	<a href="http://www.johnsteel.com/">http://www.johnsteel.com/</a>
World of Vacations *	<a href="http://www.worldofvacations.com">www.worldofvacations.com</a>
Cartan Tours *	<a href="mailto:info@cartantours.com">info@cartantours.com</a>
Club Animation Tours *	<a href="http://www.ntaonline.com">www.ntaonline.com</a>
Horizon Nature Adventures *	<a href="http://www.clubtrs.ca">www.clubtrs.ca</a>
Atlantic Tours Gray Lines *	<a href="http://tours@atlantictours.com">tours@atlantictours.com</a>
Julian Tours *	<a href="mailto:info@juliantours.com">info@juliantours.com</a>
American Orient Express	<a href="http://www.travelpower.com/aoe/">http://www.travelpower.com/aoe/</a>
Accent on Travel USA **	<a href="http://www.trainweb.com/aot/">http://www.trainweb.com/aot/</a>

## EXCURSION TRAINS

Salem & Hillsborough Railroad (N-B)	<a href="http://www3.ns.sympatico.ca/other/shrr.htm">http://www3.ns.sympatico.ca/other/shrr.htm</a>
Hull-Wakefield (Oc)	<a href="http://www.steamtrain.ca/">http://www.steamtrain.ca/</a>
Le Riverain (Oc)	<a href="http://www.amt.qc.ca/decouverte/index.asp">http://www.amt.qc.ca/decouverte/index.asp</a>
South Simcoe Railways (Ont)	<a href="http://www.steamtrain.com/">http://www.steamtrain.com/</a>
Timber Train (Ont)	<a href="http://www.timbertrain.com/">http://www.timbertrain.com/</a>
Algoma Central Tour Train (Ont. Sault-Ste-Marie)	<a href="http://notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset">notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset</a>
Snow Train (Ont. / Sault-Sainte-Marie)	<a href="http://notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset">notes.wclx.com/WCLX.nsf/AlgomaTour?OpenFrameset</a>
Prairie Dog Central (Man.)	<a href="http://www.winnipeg.freenet.mb.ca/pdc/">http://www.winnipeg.freenet.mb.ca/pdc/</a>
Alberta Prairie Railway Excursions	<a href="http://www.absteamtrain.com/">http://www.absteamtrain.com/</a>
The Spirit of Alberta / starting summer 2000	Will be operated by Alberta Prairie Railway Excursions
Edmonton Radial Railway Society	<a href="http://internet.ocii.com/~errs/errs.html">http://internet.ocii.com/~errs/errs.html</a>
Albarni Pacific Railway (C-B) starting July 1, 2000	<a href="http://www.albarniheritage.com/">http://www.albarniheritage.com/</a>
Pacific Wilderness Railway Company (C-B)	<a href="http://www.pacificwildernessrailway.com/">http://www.pacificwildernessrailway.com/</a>
The Royal Hudson, Whistler Explorer, Starlight, Cariboo Prospector (C-B)	<a href="http://www.bcrail.com/bcr/">http://www.bcrail.com/bcr/</a>
Okanagan Valley Wine Train (C-B)	<a href="http://www.okanaganwinetrain.com/">http://www.okanaganwinetrain.com/</a>

## TRAIN TRAVEL REFERENCE SITES

The North American Railroad Terminal	<a href="http://www.railterminal.com/touridx.shtml">http://www.railterminal.com/touridx.shtml</a>
TrainsCan	<a href="http://www.Trainscan.com/">http://www.Trainscan.com/</a>
Canadian Railway History	<a href="http://infoweb.magi.com/~churcher/candate/candate.htm#1860">infoweb.magi.com/~churcher/candate/candate.htm#1860</a>

## RAILWAY TRAVELLERS ORGANIZATIONS

TRAIN, Tourist Railway Association Incorporated	<a href="http://www.train.org/">http://www.train.org/</a>
Society of International Railway Travellers	<a href="http://www.trainweb.com/mall/irt.html">http://www.trainweb.com/mall/irt.html</a>

\* Partner in one of VIA Rails travel packages. \*\* CTC-recognized Canadian specialist

# National historic sites offer a variety of experiences

Authentic and accessible, diverse and dynamic, Canadas national historic sites offer countless opportunities to explore this countrys vibrant past. Theyre also numerous and affordable and make excellent additions to packages and tours.

Each national historic site belongs to a cross-Canada network stretching from the easternmost tip of the continent, to the Pacific coast, to the far north, to the deep south. There is at least one national historic site along just about every major tourist route, and many that are off the beaten track as well.

Each national historic site is a centre of learning, a living history adventure, a genuine Canadian experience. They are places where tour groups and independent travellers can participate in a wide variety of activities – from dressing up in period costumes to hoeing in a heritage garden, from playing a traditional military drum to joining a class in a historic schoolhouse, from riding in a horse-drawn hay wagon to strolling through the moonlight in search of ghosts.

Visitors can join animated tours or head out on short, guided excursions. They can do their own thing and hike passes and trails travelled by those who came before or view original writings of Canadas best-known authors. Tourists can walk on battlegrounds that changed the course of history; the possibilities are endless.

## COSTUMED INTERPRETERS ENHANCE EXPERIENCE

At Manitobas Lower Fort Garry, the oldest intact stone fur trading post in North America, just 30 minutes north of Winnipeg, costumed inter-

preters re-enact the daily lives of people who lived at the fort. Beautifully restored buildings and extensive grounds along the scenic Red River provide opportunities for strolling, relaxing and picnicking. Daily programs and special events, including the Red River Rendez-Vous historic re-enactment, offer addi-



Port Royal NHS. © Parks Canada

tional adventure.

St. Andrews Rectory and Church, national historic sites located at another point along the river, are still the centre of a vibrant parish. The story of the settlement of western Canada is continued throughout the prairie provinces at national sites like Batoche and Fort Battleford, where the dramatic stories of the Northwest Resistance are interpreted to visitors.

Ontarios Niagara Peninsula, lush with vineyards and orchards, is the location of several historic military sites reminding us that the picturesque region was once torn apart by war. Niagara-on-the-Lakes Fort George National Historic Site, authentically restored and refurbished to the eve of the War of 1812, rings with the sounds of drumming and fifing in

the summer, particularly during the annual Fife and Drum Muster in August. An activity room, tours with costumed guides, demonstrations, exhibits, audiovisual presentations, and other special events are also offered.

The peaceful surroundings at the nearby Queenston Heights National Historic Site offer numerous opportunities for recreation and relaxation. Brocks Monument, which dominates the site, marks the grave of the famous Major-General, Isaac Brock, who was killed in the crucial battle on the heights. An exhibit and walking tour, as well as guided tours and musket demonstrations in the summer, help visitors discover a time when Canadians, Aborigines and British soldiers fought and died to defend the province.

Just 35 kilometres from Montréal, in Québecs picturesque Richelieu Valley, the dramatic Fort Chambly National Historic Site hosts a variety of special events, including a Maypole ceremony and an antique car exhibit. Further downriver, Fort Lennox National Historic Site, one of the most authentic British fortifications in North America, offers Sunday special events ranging from period military encampments to kite festivals. Located on an island, Fort Lennox provides visitors with a unique heritage adventure beginning with a ferry ride across the river. Visitors to both sites can enjoy daily interpretation programs as well as recreational activities in the green spaces along the water.

## MORE THAN JUST FORTS

Further east, in the charming village of Compton, the Louis St. Laurent National Historic Site opens its doors to people curious about the life and work of the former Canadian prime minister (1948-57) in his home region. Visitors can meet characters in period costume and explore the familys general store and warehouse, 150-year-old house, and landscaped gardens transformed each summer by special events – from concerts and exhibitions, to a corn roast and farmers market during the Village

festival in August. The buildings, washrooms and paths are all accessible by wheelchair.

Nova Scotia is the location of Canadas first designated national historic site, Fort Anne. Set in the picturesque town of Annapolis Royal, the fort includes the oldest building at any national historic site in the country. An icon of authenticity, Fort Anne embodies Parks Canadas principles of commemorative integrity, meaning that the site is healthy, whole and not under threat, and that its heritage values are respected by decision-makers and visitors alike.

Fort Anne National Historic Site offers a walking path with a view of the Annapolis River, a Heritage Tapestry crafted by over 100 volunteers, evening candlelight walks through the graveyard, new exhibits in the Officers Quarters, and guided tours by reservation. Port-Royal National Historic Site, a replica of the earliest European settlements on the continent, is located just 10 minutes from Fort Anne. Port-Royal provides opportunities to explore 17<sup>th</sup>-century quarters for artisans and gentlemen, a forge, a bakery, and period clothing including sabots (wooden shoes) – all in the company of costumed guides. Both sites offer special pricing for pre-arranged FIT clients and tour groups.

Further north, on Cape Breton Island, visitors can enjoy a picnic, do a bit of fishing, or simply relax and watch the boats pass through the lock of the 140-year-old St. Peters Canal. An outdoor exhibit describes the functioning of the double-gate, tidal-lock system.

These places all belong to a country-wide network of over 140 historic sites and national parks protected and managed by Parks Canada to protect the essential nature of the parks and historic sites and to offer genuine Canadian experiences to visitors.

For more information  
Parks Canada  
[www.parkscanada.gc.ca](http://www.parkscanada.gc.ca)  
1 888 773-8888

## WIN with winter in Canada

The **Winter Package Tour Contest** presented by the Canadian Tourism Commission is back in 2000. The contest is an opportunity for individual tourism operators, communities, regions and sector specific associations to develop new, packaged winter tourism product.

The purpose of the contest is to provide an added element of incentive to add exciting and "market-ready"

winter product to Canadas inventory. Not only will participants win by developing new product to enhance current offerings and grow revenue in the winter months, but they will also have an opportunity to win free international promotional exposure for their specific product.

Regional entries will be reviewed and judged by a regional jury selected by each of six identified regional

partners in Canada, namely, Northern Canada, BC, the Prairie region, Ontario, Québec and Atlantic Canada. Regional finalists will benefit from a variety of promotional opportunities including inclusion in a new Winter Package Lure Brochure.

Regional finalists will go on to be evaluated by an international panel of tour operators who will judge new product submissions against specific criteria.

National winners and finalists will benefit from a variety of promotional opportunities including inclusion in a new Winter Package Lure Brochure, a quantity of product

specific sell sheets, and subsidized attendance at international travel shows and marketplaces.

The program will be facilitated through a network of provincial tourism contacts.

**INFORMATION** will be announced and distributed in July.  
**SUBMISSION** for new product ideas will close in September.  
**WINNERS** will be announced in November.

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613 954-3947

# Local culture and food enhance country touring

Canadas national historic sites are destinations for many a country tour but there is much else to see and explore along the way as farms and villages open their gates to visitors, operating bed and breakfasts and teahouses, converting old barns to restaurants, adding gift shops, and staging theatre productions in cattle pastures.

Manitoba provides some excellent examples: story telling and authentic chuck wagon cooking are the order of the day when local Boissevain farmers Barry Baskerville and Jerry Ransom join forces to entertain tourists on their "Rum Running Tours". Visitors can re-live the days of rum running in a horse drawn wagon along the Duneith Trail in southwestern Manitoba... perhaps a "rum runner" with saddle bags full of moonshine will happen by with the RCMP hot on his trail!

Newfoundland and Labrador who go on the "Mussel Bound Tour" of one of Newfoundlands largest mussel farming sites. Those taking the approximately three hour tour learn first hand about mussel farming as they cruise through the scenic, historic islands off Fortune Harbour where the farm is located.

Not only do the participants get to learn about mussel farming, they see mussels harvested. Following the tour of the farm site their boat lands so they can take a short walk up to a magnificent lookout to view the bay. The aroma of steaming mussels harvested earlier during the tour greets the visitors as they return to the shore where their boat awaits them.

## WESTERN ONTARIO FARM TOURS

Do your kids know the real source



The Wikanninsh Inn. Photo: Adrian Dorst.

A drive off the beaten path near Steinbach in Manitoba takes motorists to the Mennonite Heritage Village Museum where visitors can take a two-hour journey back in time to experience the daily life in a Mennonite home over 100 years ago. Guests can help with the chores, darn clothes, put bread in the clay oven, then enjoy a typical Mennonite meal of homemade soup and fresh-baked bread.

Tourists can partake of the savory smells and tastes of regional cuisine with Janet Blatz from the Green Tree Café in Steinbach, where she demonstrates the art of cooking with fresh herbs. Culinary workshop participants will enjoy Tomato-Basil Bruschetta, Orange Almond Salad with Ginger Orange and Cilantro Vinaigrette, Herb Stuffed Pork Tenderloin, and a lovely, fresh Raspberry Tart.

## A LITTLE MUSSEL IN YOUR MEAL

When it comes to country touring and food, the fresher the better. When it comes to learning, "hands on" is one of the best ways to learn about some things. These two concepts come together to create a unique experience for visitors to

of that after-school milk? Travellers can tour one of the dairy farms in southwestern Ontario to better understand milk production (and the phrase "until the cows come home". Did you know that they can find their own way to their stall?)

Maple syrup production, goat farms, orchards and popcorn, yes popcorn farms all offer tours. For more in-depth exploration of the industry, visitors may tour the Greenhouse and Processing Crops Research Centre in Harrow, Ontario. Essex County has the largest concentration of greenhouses in the country.

In addition to tours of traditional farming operations of cash crops, dairy, and soft fruit, Essex County boasts four wineries and a flourishing wine industry. Pelee Island Winery is delving into the realm of cuisine as a tourism product by offering classes in the art of eating and drinking. Local restaurants such as The Vintage Goose and retail establishments like Strawberries Kitchen Shop offer themed cooking evenings for residents and tourists alike where visitors can learn the tricks behind phyllo pastry and even some quick cooking tips.

## WEST COAST VILLAGES OFFER UNIQUE TASTES AND SIGHTS

A drive along the east coast of Vancouver Island and through Port Alberni to Tofino affords the visitor wonderful scenic vistas and very special foods. An afternoon spent wandering along the wharves of the fishing villages is rewarded with fascinating insights into local culture, to say nothing of the opportunity for memorable pictures. Almost every restaurant in the area features local "fruits of the sea". The Botanical Garden at Tofino, in one of Canadas newest world biosphere reserves, grows much of food offered on its simple menu, and the smoked fish is wonderful. The Wikanninsh Inn focuses heavily on haute cuisine with an emphasis on locally caught seafood.

With information from  
Mylene Deneault, CTC

613 952-1867

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## Farms and fine foods... a natural connection

Charlevoix World Biosphere Reserve, a spectacular rural travel experience on the north shore of the St. Lawrence River east of Québec City, has established the "Route des Saveurs", a countryside travel theme that combines the best of cuisine, locally-produced foods, and the unique culture of the region.

The Route des Saveurs project has been four years in development. Now, visitors discovering the scenic beauty of the region can easily experience the connection between local food production and the haute cuisine for which the region is so well known. Front line staff at tourism businesses, and the chefs, inform the visitors of these connections, and invite them to visit the primary producers – the farmers. These producers sell a variety of food products, including lamb, veal, cheese, berries, and vegetables, directly to the inns and restaurants that abound in the region.

This unique, yet somehow very logical, approach to rural tourism is gaining popularity world-wide, and interest is especially strong at the worlds UNESCO Biosphere Reserves which emphasize both sustainable agriculture and forms of community development like ecotourism and agritourism. In Canada, the Niagara region, as well as Charlevoix, are specializing in this marriage of fine food, agritourism, and cultural heritage.

For more information on Charlevoix  
Lucie Cadieux  
418 457-3356

## Huron Trail exemplifies rural tourism

One of the richest agricultural regions in Canada is located in Huron County on the West Coast of Ontario. Over the last few years, the tourism and agricultural community have joined forces to create some innovative touring ideas, primarily the Huron Harvest Trail which has been receiving rave reviews from participants since its inception in 1998.

The Huron Harvest Trail is a self-guided driving tour with 50 stops throughout the county featuring people who grow, sell or prepare locally grown food and produce. The result is an excellent variety of agriculture-related attractions and products, including emu farms, organic farms, chocolate factories, apiaries, garden nurseries, bed & breakfasts, inns, caterers, country butchers and bakers etc.

## VARIETY WITHIN THE THEME

The Harvest Trail winds its way through the county with many stops in quaint country villages and others in distinctly rural locations. The variety of overnight accommodation is endless, offering bed & breakfasts in villages, on the Lake Huron shore, on golf courses or as part of a true farm vacation experience. You can pack a picnic lunch and enjoy the lush gardens of the Maitland Manor on the banks of the Maitland River or choose a 5-star restaurant such as The Little Inn in Bayfield, which specializes in serving locally grown produce. The Jerry Rader Country Kitchen in Zurich is a favorite spot for cottagers and has a superb selection of deli products, home made pies and special treats.

The response to the Harvest Trail initiative in the first two years has been enthusiastic, with visitors from North America and Europe enjoying the wholesome variety of things to see and do on Ontario's West Coast. The complimentary Harvest Trail directories give a description of each stop, detailed directions, hours of operation and phone number. The options for groups are unlimited and visits to such as an ice carving factory, private homes and gardens can be tailored to individual needs. Ontario's West Coast is two hours from Toronto or Detroit and features miles of white sandy beaches and hiking trails. A complimentary visitors guide is available on request.

For further information  
www.hurontourism.on.ca  
1-519-524 2188

# The Joy of Coaching... lapping up the luxury

by Holly Quan

Times are changing, no doubt about that. Today's travellers demand more variety, more flexibility, more value. Motorcoach travel delivers all three - and then some.

It's true that other modes of transport have their own cachet, their unique attractions. Rail is romantic, and offers pampering service level reminiscent of a bygone age - but when was the last time a train stopped just so the passengers could take pictures of wildlife? Self-drive vacations have that "free spirit" appeal, the lure of the open road - but what happens when the car breaks down?

Travel by motorcoach has a number of advantages, now and for the future. For one thing, modern coaches are comfortable and well equipped. Wide, plush seats, air conditioning, huge windows, on-board restroom facilities and public address systems are the standard, and with each new model year, coach design and construction just gets better. Add the potential for state-of-the-art galleys for snacks and beverages, video monitors and all sorts of other accoutrements, and you've got a rolling home that's relaxing, safe and a pleasure to ride.

## SAFETY AND FLEXIBILITY

Speaking of safe, many travellers today are concerned about personal safety and safety on the road. North American coach travel has an impressive safety record. Driver training and vehicle maintenance combine to deliver a travel product that ensures a customer's well-being.

Beyond the hardware, though, the real advantages to coach travel are variety, flexibility and value. Coaches use a myriad of roadways, taking passengers to the very best in Canada's scenic and historic places, the vibrant cities, the charming villages. And, a coach can stop anytime, anywhere. Passengers can get out to stretch, take a deep breath of pure clean Canadian air. Activities, attractions, walks, sights - all these are part of a coach tour, answering the demand for variety and flexibility that today's travellers demand.

A coach-based vacation is stress-free. Passenger gets to enjoy the view, talk to other passengers, take it easy. No need to keep an eye on the road - that's someone else's job. No interruptions, no cancellations, just freedom and fun - what a vacation is supposed to be.

Alberta-based Brewster has a special place in the future of Canadian motorcoach travel. Capitalizing on a century of service to tourists, and

a special relationship with Canadian Pacific Hotel properties throughout the West, they continue to provide the epitome in luxury coach travel and independent package vacations. But that's not all. Brewster is perfectly positioned to serve the increasing popularity of "learning vacations." Their Driver/guides take extensive training in human and natural history, and provide exceptional interpretive commentary en route. Recognized by Parks Canada as a partner who stands for environmental stewardship and national park values, Brewster has a clear advantage when it comes to providing the stories behind the scenery. In fact, Brewster recently received an award from the Mountain Parks Heritage Interpretation Association for excellence and leadership in providing heritage information to passengers on their motorcoach tours. Time and again, Brewster's clients are charmed, fascinated and impressed by their exceptional Driver/guides.

Contemporary coach travel offers the best: comfort, security, flexibility, variety, fun. It all adds up to value - getting the most for a vacation dollar.

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

## R-V travel in the Land of the Midnight Sun

If you enjoy the outdoors and are interested in recreational vehicle travel, Canada's Northwest Territories offers experiences that will give you a lifetime of spectacular memories. The Northwest Territories is one of the few places where you can drive through wilderness that shows few signs of ever having been touched by the human hand. Bison, caribou and bears still wander the roadside. Safety and comfort are assured because parks, campgrounds, picnic areas, interpretive displays, visitor information centres and service centres are well positioned along major routes.

Travellers seeking travel far from the beaten path can follow the Dempster Highway, a route originally blazed by dogteams, as it traverses the Continental Divide, winds through mountain ranges and crosses the Arctic Circle. The Dempster is Canada's most northern highway and is open to anyone who has ever dreamed of exploring the Arctic.

Other driving adventures awaiting the R-V traveller include



the Mackenzie and Liard Highways and a portion of the historic Alaska Highway, this connection takes in sprawling farmland, the under-stated beauty of the boreal forest, and a land of crashing waterfalls and mountains. The South Slave regions of the Northwest Territories include historic communities like Hay River, Fort Resolution, Fort Smith, and of course, the capitol city of Yellowknife.

Northwest Territories Tourism  
1 800 661-0788  
[www.nwtravel.nt.ca](http://www.nwtravel.nt.ca)

## Albertas trails from dinosaurs to oil sands

Are you on a dinosaur hunt? Seeking traces of the old west? An oil industry buff? Collecting photos of UNESCO World Heritage Sites? Heading North to Alaska? A visit to Alberta can satisfy all of these objectives through a number of themed driving trails.

Following Alberta Dinosaur Trail takes three to five days by car. Highlights of this journey back in time include the Royal Tyrrell Museum of Paleontology near the town of Drumheller, the striking Hoodoo sandstone formations, Horseshoe Canyon, and the rich fossil beds of Dinosaur Provincial Park (A UNESCO World Heritage Site). The province's second largest provincial park, Cypress Hills, is a hilly oasis in the grasslands of southeastern Alberta and convenient to the tour.

If the life of a cowboy is for you, take a week-long break and follow the Cowboy Trail. You'll discover the

Old West lives on in art, history, food, hospitality and culture. The actual "Trail" stretches from Rocky Mountain House, in west central Alberta down Highway 22 to Waterton Lakes National Park, in the south. Along the way you'll see cowboys roping cattle and rich ranchland where quarter horses still reign. The trail takes you by Cochrane's Western Heritage Centre the Bar U Historic Ranch where they have original buildings and ongoing archaeological digs. A visit to the UNESCO World Heritage Site, Head Smashed-In Buffalo Jump Interpretive Centre, provides insight into Alberta's aboriginal heritage. The route is dotted with rustic lodges, country inns and B&Bs in which to unwind after a long, satisfying day on the trail.

## LAKES, CULTURE, AND BLACK SAND

The three-day circle tour along the Oil Sands Trail starts in Edmonton. An important part of the province's heritage is on display at the Ukrainian Cultural Heritage Centre east of Edmonton, wildlife viewing is plentiful in Elk Island National Park, and further north you can learn about the Athabasca Oil Sands in Fort McMurray. Alberta's North is famous for its freshwater fishing rivers and lakes.

For those touring UNESCO World Heritage Sites, in one or two weeks in Alberta on the UNESCO Trail you can visit five of Canada's 13. In the south visit the World's first International Peace Park, Waterton Lakes National Park, learn about the ingenious hunting technique used by the Plains Indians up to 10,000 years ago at Head Smashed-In Buffalo Jump, or tour one of the most extensive dinosaur bone fields in the world in Dinosaur Provincial Park. The scenic Icefields Parkway runs through Banff and Jasper National Parks, part of four adjacent parks, which together have been declared a World Heritage Site. In the north, Wood Buffalo National Park, with its rugged and virtually untouched wilderness has also achieved status as a World Heritage Site.

Travel Alberta  
1 800 661-8888  
[www.travelalberta.com](http://www.travelalberta.com)



Hoodoos, Drumheller, Alberta.

# Tour Nova Scotia and taste the difference

Nova Scotias breathtaking shoreline and friendly people make this province a popular travel destination for millions of travellers from around the globe. Its diverse cultural and culinary history complete the travel experience. Throughout the province you will find farm and fishing communities dotting the landscape providing spectacular scenery and a variety of fresh local ingredients.

The Taste of Nova Scotia, a province wide restaurant marketing program, has recognized the importance of the food and regional cuisine to the travel experience for over a decade. The distinctive "Taste of Nova Scotia" logo is proudly displayed by its member restaurants as their pledge to offer local products, prepared with attention to quality, taste and that reflect Nova Scotias rich tapestry of cultural and culinary heritage.

## SCENIC ROUTES OFFER TRAVELLERS TOUR OPTIONS

The Province boasts ten scenic travelways, each which offer a multitude of attractions. Visitors can view the worlds highest tides along the Glooscap Trail, swim in warm waters and walk in the velvety sand at Melmerby Beach on the Sunrise Trail, or climb rocks at Peggys Cove on the Lighthouse Route. Travellers can tour Cape Bretons scenic Cabot Trail, discover the best living history in North America at Fortress Louisbourg National Historic Site on the Fleur-de-lis-Marconi-Metro Cape Breton Trail, visit the Alexander Graham Bell Museum on the Bras d'Or Scenic Lake Drive or go square dancing on the Cellidh Trail. Visitors can find history at Sherbrooke Village on the Marine Drive, witness evidence of Acadian history at Grand Pré National Historic Site on the Evangeline Trail or take a guided tour of the Halifax Citadel National Historic Site and see the 78<sup>th</sup> Highland Regiment in action in Halifax Metro.



Along the South Shores Lighthouse Route, lighthouses dot the coastline and menus boast seafood delights such as lobsters, mussels and smoked salmon. The regions German heritage is reflected in dishes such as Solomon Gundy (pickled

herring), while the Annapolis Valley on the Evangeline Trail, the "bread basket of the province" with its rich fertile soil nourished by the world famous Bay of Fundy tides, produces lush harvests of fruits and vegetables that are found in such dishes as hodge podge and apple torte.

The Acadian fishing community of Chéticamp, nestled at the mouth of the world famous Cabot Trail on Cape Breton Island is home to many regional dishes. Some of the most popular Acadian dishes include Chicken Fricot, Tourtière and Fish Chowder. The rolling hills of the Cabot Trail were also a comforting sight to early Scottish settlers, longing for their native home. Throughout Cape Breton, the Scottish culture still thrives in the tuning of every fiddle, the shuffle of every dancers feet and in dishes such as Scotch Pies, Scottish Oatcakes and Scones that appear on many menus throughout the Island.

For more information  
1 800 563-6368

## The Joy of Eating... on the Gourmet Trail

by Marguerite McCallion, CMP

Ever wondered at what time of day a Chef decides the evening menu? Whats involved in making balsamic vinegar? Why do people give up successful careers to start over with an unproven venture? How is goat cheese made? How does the balance of our eco-system really affect what we take from the ocean and the forests?

All excellent questions and ones that are answered for those who want a vacation that is also a learning experience. Not content just to eat the food and drink the wine without having a fuller appreciation and understanding of what goes into making the tastes work so well together, people are seeking out new adventures.

A partnership of like minded hoteliers on Canadas West Coast and a destination management company with a vision of wanting others to experience what is well known to Vancouver Islanders, has resulted in a unique holiday for those who want to meet new people, enjoy good food and drink exceptional wines. Chefs have a lot to offer and those on Vancouver Island have long since discovered that supporting



# Touring the wine regions of Ontario

by Johanna Burkhard

You dont need to go to Europe to tour wineries and taste world-class wines. Scenic and historic wine routes in Ontarios three wine regions wind past acres of vineyards on the way to wineries. Visitors are welcome to visit wine country year-round to tour more than fifty wineries in Ontario, to see how the wine is made and to sample the product.

Much has changed in Ontarios wine country since the first winery opened on Pelee Island in 1866. Today, 134 years later, Ontario boasts three Viticultural Areas (VA) spread over more than 20,800 acres: the Niagara Peninsula, which surrounds the southern tip of Lake Ontario; Pelee Island, located in Lake Erie; and Lake Erie North Shore. All three wine regions have posted wine routes. These areas produce 80 percent of

the grapes used in Canadian wine production.

A special tourism promotion called the Six Unforgettable Weeks of Summer offers visitors six weeks of nonstop special celebrations starting June 26 through August 6. In addition to regularly scheduled tours and events year round, the wine regions of Ontario host over 300 spectacular activities as part of their unique summer program for you to enjoy in Wine Country. The options are endless – share in wine-makers tastings and specially guided tours of wine cellars, enjoy lunch overlooking vineyards, relax at a jazz concert or cycle along the beautiful Wine Route.

Wine Council of Ontario  
905 684-8070 ex 15

local producers and suppliers has given them a unique edge.

Experiencing an insiders view is exciting. Learning what it takes to create incredible taste sensations; meeting families who work side by side every day and enjoy each others company while making their dreams a reality; taking a glimpse into a major hotels extensive kitchens; learning the daily routine of chefs and how they personally visit with farmgate producers to ensure quality and freshness on a daily basis, and talking with gardeners who lovingly tend the bounties of their efforts only a stones throw from the kitchen door are just a few of the new experiences that create the uniqueness of the Gourmet Trail.

For more information  
First Island Destinations & Travel  
Ltd.s Gourmet Trail  
1 800 970-7722

## Fruit wines a special feature of the Maritimes

The first smell one encounters when reaching the Atlantic provinces is the salt air. The salt breezes caress

the ancient soils and rocky shores, and it is said that salt brings out the flavour of things and in the Canadian Maritimes, salt enhances our air, ocean, food, our people... and our wine.

There are growing numbers of fruit wineries in the Atlantic Region. In New Brunswick there are four wineries in St Edward, Gagetown, St Joseph and Baie Verte (close to new PEI bridge). In Nova Scotia there are six wineries (three are grape only) at Lunenburg County, Nine Mile River, Malagash, Falmouth, Grand Pré, and Canning.

Fruit wines are wonderful, fresh and vibrant. They can be made from any fruit. Fruit wines can be made dry, medium or sweet with variants in between. Try fruit wine as an aperitif, with meals, on their own, as spritzers, with desserts and finish with fruit schnaps. They are versatile and go well with many meals.

Most wineries in the Atlantic are family run farms and businesses. All are friendly and welcoming; in most cases visitors talk with the owners themselves. Daily tours are usual, some are weekly; to avoid disappointed call ahead, especially to arrange group tours.

From Heather Sanft, Co-owner of  
Lunenburg County Winery





The Chrysler Trestle, Kettle Valley Trail.

## Trail system gives new life to rail travel

by Geoff Kloos

Getting there is half the fun; an adage that seems most appropriate for train travel. Where other modes of transportation focus on the destination rather than the trip itself, train travel remains a truly romantic way to journey.

Train travel in Canada is alive and well. Visitors to Canada and Canadian tourists alike are drawn to the comfort, efficiency and adventure associated with this historic means of travel. Perhaps it is this history that lures a growing number of travellers to ride the rails each year. The railroad shaped this country as we know it. As it extended west, it opened up a new frontier for trade and passenger travel, its routes determining Canada's landscape of towns and cities as they exist to this day.

Many of these rail corridors have since been discontinued, their tracks and ties removed. Their once bustling railway stations now lie vacant, forgotten... until now. While the primary rail lines continue to carry passengers and goods

across this vast country, many of the secondary lines are being given a new life. These dormant railway corridors are once again carrying passengers through secluded landscapes, only this time without locomotive power. Travellers are now hiking and cycling their way into history along the same routes that once wound their way through mountain passes and across prairie pasture land.

This form of "time travel" is made possible by the Trans Canada Trail, the longest recreational trail in the world. The construction of this trail is ongoing and has been forging ahead since 1994. Much like the railways construction in the 1800s, the Trans Canada Trail is linking thousands of communities as it winds its way across Canada. Among the most important component in the success of the Trail has been the acquisition of abandoned rail lines. Up to 75% of the existing TCT is built on former railbed. This conversion of rails to trails brings with it tourism opportunities never before seen:

opportunities to travel along scenic routes once only accessible by train, and now only accessible by foot or by bicycle.

Where the "Newfie Bullet" passenger train once roared from Port aux Basques to St. Johns, Newfoundland, hikers can now walk the "Wreckhouse Trail" portion of the Trans Canada Trail (named for the frequent derailments caused by high winds in the area). Cyclists can enjoy the "Ptit Train du Nord" trail as it heads north of Montréal, or travel the tunnels and trestles of the "Kettle Valley Trail" - where passenger and mining trains once thundered through the Kootenays mountain range in BC. Where the CPR grain cars once chased the horizon across the prairies, walkers can now wander through the long-abandoned station grounds- where the odd grain elevator still stands.

The list of historic lines that are now part of the Trans Canada Trail is endless. From coast to coast, the adventurous traveller can enjoy the "rails to trails" experience in just about any province. For those interested in such a journey, why not combine train travel and trail travel? The Trans Canada Trail travels through several Canadian cities and towns that are accessible by rail. For those who still feel that getting there should be half the fun, it will be an experience they won't soon forget.

1 800 465-3636  
www.tctrail.ca  
geoff@tctrail.ca



## Selling clients on the Trans Canada Trail

by Ian Stalker

Signature Vacations is inviting energetic and moderately energetic Canadians alike to discover their home and native land this year. The tour operator has become a major promoter of the Trans Canada Trail, a massive undertaking that will link all provinces and territories when it officially opens during a Sept. 9 Ottawa ceremony.

"The trail is designed for hikers, cyclists, cross-country skiers, horseback riding enthusiasts and others, all of whom will be able to explore chosen parts of this country's different provinces or territories," notes Chris Robinson, Signature Vacations national marketing director. "Media exposure leading up to the Sept. 9 ceremony - which will see water gathered from the Atlantic, Pacific and Arctic Oceans ceremoniously poured into a fountain - is certain to increase over the next few months, ensuring that the trail becomes a

well-known fixture on the Canadian landscape," Robinson continues. He predicts that the trail will be used by day hikers and those whose wanderlust will keep them going for long periods of time.

Signature Vacations, which used to be best known for sending Canadians on holidays outside the country, began a domestic program three years ago that includes hotels, car rentals, train passes and air travel and is an eager participant in the program. The tour operator stands to benefit financially from the trail as it has been enthusiastically promoting its Canada program and some of the hotels it offers are actually by the trail. As well, Robinson says the trail is a great hook for travel agents looking for new ways to convince clients to vacation in Canada.

But the outdoors-minded Robinson, who has already hiked parts of the trail with his family, says Signature Vacations interest goes beyond monetary issues. "This is something we believe in. We think its a great thing for Canada. Its a great way to see the country," says Robinson. "Its going to be the worlds longest trail.. it doesnt matter whether people are going east, west,

north or south. Theres going to be part of the trail that they can hike, ride, cycle or ski on."

"This isnt a one-year wonder," Robinson says. "The Trans Canada Trail will be with us for generations."

*Ian Stalker writes for the Canadian Travel Press and is a frequent contributor to Communiqué*

## National airlines responding to summer demand

Air Canada and Canadian Airlines have announced a number of improvements to their domestic schedules, including both the introduction of new flights and aircraft changes. The changes, to be implemented beginning in June 2000, are designed to respond to peak summer travel, and run until October 29, 2000.

Lise Fournel, Air Canadas Executive Vice President, said in a

press release in late May that the integration of Air Canadas and Canadian Airlines operating schedules represents a challenge that will require fine-tuning on an on-going basis. "We are also experiencing record growth in domestic passenger traffic, resulting in continuing enhancements to the combined domestic schedule, Canada-wide," said Fournel.

Changes include the addition of flights or seats to the schedule between Canadian cities in almost all regions of Canada. The new summer schedule features a total of 31 new routes, 12 new destinations and over 1,000 daily non-stop flights, according to Air Canada representatives.



**You have arrived!** Crown Isle is located in Courtenay, mid-way up the east coast of Vancouver Island in the beautiful Comox Valley. Whether you travel by air, land or sea, you will be treated to a stunning mix of mountain, coastal and rural scenery. Whether you fly, drive or try the rail service aboard the historic E&N Dayliner from Victoria, you will be surprised at how easy it is to arrive at Vancouver Islands premier golf resort destination.

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 RESORT & GOLF COMMUNITY

# BILL C-26 TO ENABLE COLLECTIVE NEGOTIATION

A unique legislation poised to significantly impact the Canadian travel industry is about to be passed by Parliament. Recognizing the increasing inequity in the airline industry with travel agent commissions on ticket sales cut by 35 to 45 percent, Bill C-26 exempts travel agents from the Competition Act. The exemption will allow Canadian travel agents to collectively negotiate for fair compensation from airlines that have at least 60 percent of the domestic market.

The first legislation of its kind in the world, the bill passed third reading in the House of Commons and must now gain approval from the Senate. Once the bill becomes law, ACTA, as the trade association representing the interests of retail travel agents, will begin to facilitate negotiations with Air Canada for fair minimum compensation with a representative group of travel agents.

Though this is a key battle in ACTAs fight against airline commission cuts and caps, the forthcoming legislation does not allow for the right to arbitration. In other words, airlines cannot be forced to the bargaining table. The Commissioner of

the Competition Bureau will monitor the situation and report back to Parliament by the end of the year. Randy Williams, President and CEO of ACTA comments: "This will be our opportunity to advise on the spirit of negotiation in good faith with Air Canada."

ACTA also looks forward to participating in this summers government review of the Computer Reservation System (CRS) regulations. This review is expected to remove anti-competitive practices and ensure that competitive marketing information is not disclosed.

### SERVICE FEES AS A VALUE-ADDED

Another key item on ACTAs agenda is the issue of service fees some agencies have started charging customers for booking tickets. Not only do these fees compensate for the cuts in commissions and caps, but travel agents believe they appropriately represent the added value agencies provide consumers in their buying decisions. ACTA seeks to facilitate the acceptance of service fees in the marketplace by having a box designed on airline tickets indicating the optional service fee.

Williams explains: "This small measure would make seamless the processing of all charges to the consumer." Anticipating resistance from airlines, Williams continues: "When Airport Improvement Fees were introduced in Canada, the airlines were quick to accommodate this on the tickets. We feel that the distribution costs to consumers are just as relevant as capital costs in maintaining airports." Williams will continue advocating this change to the Transport Department until a satisfactory resolution is achieved.

Though ACTA has been busy advocating in the interests of its members, it has also been hard at work fine-tuning its consumer campaign "Without a Travel Agent, Youre On Your Own." Originally scheduled for this spring, the launch is postponed until September. Williams believes the timing of the campaign launch is critical in achieving the greatest impact on several fronts. He explains: "There is a sense in the industry that consumers are more apt to make buying decisions in the fall and would benefit from the awareness campaign at that time. Additionally, the Competition Bureau and Transport

Department will be filing their report to Parliament around this time regarding the progress of the legislative change, making a fall campaign potentially useful in our lobbying efforts. Lastly, with ACTA launching a membership development campaign in October-November, the consumer campaign will be helpful in keeping ACTA top of mind in the industry."

Though Williams is disappointed regarding the delay, he is convinced the industry will benefit from the postponement: "Effective planning must allow for adjustments in content and timing, and I believe this small delay makes sense at this time."



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# Edmonton to stage third-largest sporting attraction in the world

by Fred White

In size, stature and world-wide audience, the biennial IAAF World Championships in Athletics is topped only by the World Cup of Soccer and the summer Olympics.

Four-fifths of the world is expected to receive TV coverage, generating an audience of 4 billion. After being showcased in cities like Athens, Rome, Tokyo and Seville, the eighth edition of this blockbuster event will be staged in North America for the first time.

Under the authority of the International Amateur Athletic Federation (IAAF), it will focus world attention on Edmonton during August 3 to 12, 2001. More

than 3,000 of the world's best athletes, coaches and team officials from over 200 countries will take part in 24 mens and 22 womens athletic events. It is widely felt that gold medals won here are more highly prized than summer Olympic medals because this is a pure track and field gathering of champions.

More than 2500 representatives of the world's media will also attend.

In addition to the World Championships in Athletics, Edmonton will host the 43rd IAAF Congress. At least 200 countries will be represented by over 400 officials who make up the governing body of the IAAF World

Championships in Athletics.

Additional celebrations and surrounding events under the banner "Festival of the Worlds, An Arts and Cultural Celebration" will extend this tourism dream, that goes far beyond a sporting attraction, into a travel agent booking-opportunity made in heaven.

We all remember how well the winter Olympics were staged in Calgary during 1988. The World Championships in Athletics will eclipse even that major triumph. It will literally focus the eyes of the world on Edmonton and inject an estimated \$286 million dollars into Edmontons economy.

For more details and information on ticket sales as of August 3, 2000

1 877 240-2001

[www.2001.edmonton.com](http://www.2001.edmonton.com) and [www.iaaf.org](http://www.iaaf.org)

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## P.E.I a countryside cyclists dream

There are some who believe that touring Prince Edward Island by car is way too fast to fully appreciate the beauty of the tiny green province. A two-wheel vacation is increasingly the choice of visitors to this gently rolling landscape, where country roads have little traffic and a new trail will connect the province from tip to tip.



Confederation Trail, St. Peters, Prince Edward Island. Tourism P.E.I. John Sylvester.

Just about 280 kilometres from one end to the other, PEI seems sized just right for bicycling and the number of suppliers has been growing steadily to meet the increased demand. In this years Visitors Guide more than 20 suppliers are listed, offering services from completely equipped, guided excursions to bicycle rental and repair.

Probably most exciting on the PEI cycling scene is the completion

of the provinces section of the TransCanada Trail. The main tip-to-tip section of the Confederation Trail has many branches into communities such as Montague and Georgetown, Souris as well as a section of trail in the scenic Murray River/Harbour region. The provinces Scenic Heritage Roads also provide wonderful cycling

experiences as the red dirt surfaces are preserved with their original tree-lined character.

Because PEI is Canadas most densely settled province, the trails wind their way through many small fishing villages, farming communities, woodlots and pastures. It is possible to plan a whole vacation without ever resorting to a car and still enjoy the best of PEI beaches, theatre and of course lobster.

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

## Cycle touring on a roll in Québec

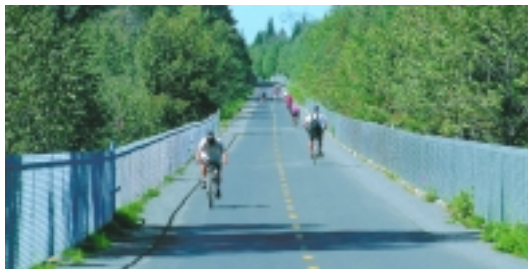


Photo: Mathieu Lamarre

In 1995, an estimated 150,000 people took a cycling tour of at least one nights duration in the province of Québec. In fact, one travel agent alone reports sales of more than 18,000 cycle touring packages over the past five years.

This is cause for celebration for the provincial and municipal governments who have invested several million dollars over the last decade to provide infrastructure for this

pastime, which is a recreation, a means of transportation, and increasingly a tourism product. The anchor for this development is La Route Verte (the Green Trail) that will pro-

vide 4,000 kilometres from west to east and north to south by the time it is completed in 2005.

Already, tourism businesses are springing up, or re-adjusting, to serve the growing cycling phenomenon, providing baggage and cycle transport and rentals. The hotel sector has been particularly adaptive to the trend.

From information supplied by  
Robert Boivin  
[www.velo.qc.ca](http://www.velo.qc.ca)

# Touring Niagaras wineries by bicycle



For those who feel a wee bit cautious about driving a car from winery to winery, there is another way! Cycling tours of Niagaras wineries offer an experience that is off the main highways, a leisurely pace, and a fascinating (and tasty) glimpse into the world of producing internationally acclaimed wines.

Niagara Wine Tours Internationals Leslie Wells (Director of Group Sales) credits the companys success to attention to client needs and programming. "Our success is based on our ability to offer a unique program for our clients, whether its a gourmet luncheon in a private vineyard or testing the sugar content of the grapes with a local winemaker, and an impeccable service which handles every detail of their visit."

Company Founder Jim Bruces vision permeates the operation. "Our guides provide a very relaxed atmosphere on our tours; theres always time to smell the grapes." The company has developed a variety

of bicycle tours, complete with a van pick-up service to bring cyclists back to their point of origin once their tour is completed, or to transport souvenir and other products purchased en route. New, high quality touring bicycles are provided for each guest.

Niagara Wine Tours International is in its ninth season of operation, and offers a variety of travel experiences for visitors to the region.

### MARKETING WINE AND THEATRE

Successfully promoting any tourism destination is almost always a partnership effort, and the collaboration between the popular Shaw Festival at Niagara-on-the-Lake and Bell Canada is a note-

worthy example. The focus of this initiative is "Theatrical Adventures in Wine Country" and features packaging the Shaw Festivals world-renowned theatre with ten internationally-acclaimed Niagara region wineries into a series of mini-getaways.

Bell Canada is playing a major role. Through its website ([www.bell.ca](http://www.bell.ca)) Bell is running an online contest; registrants are required to match Niagara wines with the current Shaw Festival productions. "As an internet company, Bell is pleased to have this opportunity to work with the Shaw Festival and Theatrical Adventures in Wine Country to combine our online tools with the arts," says Sal Iacono, V-P Consumer Markets for Bell Canada.

For more information  
Niagara-on-the-Lake Wine Tours  
1 800 680-7006  
Shaw Festival  
1 800 511-7429



Shaw Festivals "Theatrical Adventures in Wine Country".  
Photo: David Cooper.



## Trail of the Great Bear Product Club

How do you create an international touring corridor? When the Trail of the Great Bear project began in 1985, there were no ready answers. Today more than a decade later, Trail of the Great Bear tour programs promote nature based travel between the Greater Yellowstone (USA) and the Canadian Rockies.

The Trail links scenic roadways from the worlds first national park (Yellowstone) to Banff, Canadas first national park, through Waterton-Glacier, the worlds first International Peace Park. These are the Wild Rockies where the Grizzly still roams free and the spirit of place thrives in the history and heritage of the land. Trail of the Great Bear itineraries guide visitors through intact ecosystems highlighting aboriginal perspectives, western lifestyles, and personalized learning experiences. An award winning ecotourism initiative, the Trail dedicates revenues to interpretation and habitat restoration.

### PRODUCT CLUB PROGRAM HELPS DEVELOP SOLUTIONS

Much has been accomplished, yet, in many ways, the Trail of the Great Bear is still a yearling cub. How can we do better? What new programs would appeal to targeted visitors? How can we better contribute to the sustainability and restoration of the natural resource base of our travel industry? How can we better serve visitors and our partner suppliers? How can we be more efficient in our marketing activities? These questions and more, are being addressed and answered through the Product Club Program.

The Trail of the Great Bear is supported by a marketing consortium of 135 small and medium-sized tourism businesses and communities. The partnership follows marketing activities detailed in the 1991 Trail of the Great Bear Tourism Study conducted by Industry Canada,



Alberta Tourism and the State of Montana. Projects have primarily been awareness-building initiatives. Consumer inquiries indicate an increasing level of awareness and interest in purchasing packaged products.

Currently, the Trail of the Great Bear services more than 5000 travellers annually. To better document these inquiries and secure maximum marketing intelligence, the Product Club engaged data base specialists from Western Management Consultants. Consultants reviewed the existing data collection procedure and developed an enhanced template. The annual analysis of the data captured with the enhanced template will contribute to new product development, target marketing and return on investment for partners.

### NEW PACKAGES TO INCREASE CONVERSION RATE

Although package development has occurred since 1996 the range of market-ready product was limited to niche markets in peak season. The Product Club addresses the supply side of the purchase cycle and builds on the success of the existing pro-

gram. The development of a wider variety of year-round market ready touring packages will target new market segments and repeat visitors, while increasing the conversion of visitor inquiries to sales.

Parks Canadas Mountain region and its Heritage Tourism partners have designated 2001 as "The Year of the Great Bear", a celebration of mountain parks ecosystems and the Great Bear. That theme was the focus for the first in a series of annual packaging seminars hosted by the Trail of the Great Bear Product Club. Components identified at the workshops were packaged and presented at Rendez-vous Canada in May.



Trail of the Great Bear  
1 800 215-2395

## Three provinces, three parks

by Martha Plaine

In Québec, what was once a faded dowager resort has undergone a dramatic transformation to become a booming, four season destination, with massive condo, hotel and retail investment. This is the Mont Tremblant Resort, complete with a hill-side "village", scores of bars, restaurants and fashionable shops, and golf courses. On the border of this bustling site: a wilderness park – Mont Tremblant Park.

The challenge for the managers of the park: how to turn a potential threat into an opportunity. Their strategy: to enlist the developers in efforts to conserve and preserve, and to package the quiet contemplation of nature as part of the attraction to tourists, alongside the discos and ultra modern ski lifts.

In British Columbia, a remote mining town is an all too common

Canadian story. The mine shuts down leaving few economic options for the towns residents. Their one great resource: magnificent, unspoiled natural surroundings. Theyre already known as a summer destination for canoeing. But they are not on the main tourist track, so the challenge is to get more visitors to beat a path to their area.

Ontarios Algonquin Park is part of the essential Canadian mythology. It is here that Tom Thompson painted: here that he died mysteriously. It is classic Canadian shield countryside – complete with a healthy wolf population and well over a thousand moose. But Algonquin Park is uncomfortably close to Toronto and other major concentrations of population – it is no longer the remote back country of Tom Thompsons day. And with provincial funding shrinking park

managers have had to come up with novel ways to raise money, money to invest in preserving the natural integrity of the park.

### MONT TREMBLANT: WORKING WITH DEVELOPERS

Mont Tremblant Park is just an hour and a half drive north of Montréal, but the feeling is so remote, so wild, you might as well be a thousand kilometres away. Mont Tremblant Park is the oldest in Québecs provincial park system; it was created in 1895. The Park takes its name from the tallest mountain in this rough landscape of mountains and forest, rivers, lakes and waterfalls. Camping, hiking, canoeing, fishing, wildlife viewing, and, in the winter, cross-country skiing are the favourite activities. Commercial activity is strictly forbidden:

no mining, no lumbering, no hydro-electric projects.

"The Park is not an attraction like Disneyland," says Danielle Soucy, marketing and communications officer with Mont Tremblant Park. "Its a wilderness." But Soucy does see potential to further develop some of the parks best attributes and to increase the numbers of visitors. This summer there will be a new circuit for canoe-camping. That should help relieve the pressure of over-use on the parks Devils River. The back-country hiking system is getting another fifty kilometres of new trails and three new huts. And park staff are looking into the pos-



Photo : Pierre-Philippe Brunet

sibility of developing areas for mountain-bike use.

Nine years ago in 1991, when Intrawest purchased the Mont Tremblant Ski Resort, the Parks staff eyed the development with suspicion. Tremblant Resort sits right on the Parks southern border. And the mountain is actually located within the provincial park. "The two cultures – a wilderness park and a commercial enterprise – are very different," Soucy explains. The Park decided it was worth the effort to try to get along. Its unusual marriage for a nature park and a big international company like Intrawest," Soucy admits. But the relationship seems to be working. One reason is that the two groups have really opened the lines of communication. They talk to each other all the time. Managers at Intrawest appreciate that Mont Tremblant Park is one of their best assets. They are doing their part to educate their clients about the value of the wilderness. This summer visitors who take the gondola ride to the summit of Tremblant mountain will find two types of experience. They can sit down for boeuf bourguignon with a glass of red wine chased with an espresso at Le Grand Manitou restaurant. Or they can meet with rangers from Mont Tremblant Park to hear about the wolves and moose who live in the park and the geology of the region.

The Resort is making an effort to develop activities that represent a better fit with the culture of a wilderness park. They've cut a series of hiking trails and added a centre where you can rent hiking boots and gear. On their side, Park staff participate with Intrawest on marketing activities. In this seasons Activity Guide for Tremblant Resort (a glossy pamphlet put out by Intrawest), the Park is featured on the very first page with a large color photo and a text about its wilderness features.

But the development of the region is not static. Tremblant Resort is sparking a building boom. The winding mountain road that runs from the Resort to the Park entrance used to be a true wilderness highway and a favorite route with hardy cyclists. Now there is a steady stream of traffic, and parts of the wilderness are starting to resemble the suburbs. So far the people who manage the Park have been able to work with the resort and real estate developers to protect the environment. But the pace of development is not letting up. Among the major construction plans being considered: a light railway that would link the north and south sides of Mont Tremblant and continue right into the heart of the Park. For the managers responsible for protecting the Park the greatest challenges are probably yet to come.



Skoi Lake on the Bowron Canoe Circuit. Photo: BC Parks.

## WELLS: WORKING WITH COMMUNITIES

People in the district of Wells, in the remote Cariboo region of British Columbia, used to know boom times. Gold mining created prosperity in Wells and other towns like it. Now the mines are closed, and Wells is facing an uncertain economic future. Recently the B.C. government decided that if Wells wasn't going to be a mining town, they should consider other economic development for the area.

One asset that Wells has is the beautiful wilderness that sits right on its doorstep. Wells might be a good location to invest in tourism to exploit all that wilderness. There is already a certain level of adventure tourism at the local provincial parks. Bowron Lake Provincial Park, for instance, is famous for its wilderness canoeing. Local outfitters such as Beckers Lodge, on Bowron Lake, do a brisk business in the summer guiding small groups of paddlers from Europe and North America over the Bowron Lake circuit. To figure out the potential for tourism in Wells, the B.C. government applied a concept borrowed from the United States. They designated Wells a "gateway community." (That means that Wells is a gateway to an area of back-country, wilderness, parks, and recreation areas.) And they gave funding for a "gateways study."

There are three points to the study: to look into economic opportunities for tourism, the environmental situation, and the marketability of the tourism product, the potential pay-off for investment. Staff at Bowron Lake and nearby parks are running the study. They've organized about a hundred and thirty residents and stakeholders into small "task groups" on various issues.

Verna Savor is treasurer of the Chamber of Commerce in Wells. Along with her husband she runs a snowmobile touring operation. She's part of the task group that's looking into snowmobiling, heliskiing and other motorized recreation. Verna believes Wells could be a good destination for winter activities. (The snow stays on the ground until late May in the Cariboo). Beckers Lodge

has said it would be happy to extend its season for cross-country skiing. What's needed is the cooperation of parks like Bowron Lake. But parks people worry about the effects of development and more visitors. New trails and corridors for activities such as snowmobiling might put stress on wildlife, especially grizzly bears and caribou, an endangered species.

Chris Hamilton is a senior park planner. "This gateways study is going to be a process of give and take," he says. "We'll be looking at where there are opportunities ... and also constraints." The task groups will meet for a year, and park staff will write the final report. Verna Savor fears there is already a bias against development. "The biggest issue is the ultra-conservationist ethic here," she says. "It's becoming difficult for the public to get access into the parks."

Lately there is talk in Wells of the possibility of a new venture, an open-pit gold mine. "Economically we're beggars, so we can't be choosers," Verna Savor says. Wells future may be in tourism or gold-mining – or both.

## ALGONQUIN: CORPORATE PARTNERSHIPS

It's a typical scene in Algonquin Park: A twenty kilometre long procession of automobiles, parked on both sides of Highway 60, their headlights dimmed. An August night, ten p.m.; thousands of people, silent, waiting and listening to the howling of wolves.

So far more than one-hundred thousand visitors to Algonquin Park have taken part in these wildly successful "wolf howls." Ontario's oldest park (it was created in 1894, just a year after Banff) has no trouble attracting the visitors, but it is facing the same challenges as its sister parks: how to finance parks during this era of drastically reduced provincial funding. Under the government's new strategy, Algonquin Park – like all parks in Ontario – is required to follow a business model, with an emphasis on business practices to improve the bottom line and provide better value to the taxpayer.

Whats more, parks have to

pay their own way. Out of a total budget for parks of about \$39 million, the provincial government provides only \$9 million. Parks must raise the balance – \$30 million. Algonquin Park charges entrance fees, campground fees and permits bring in money – but it's not enough. Parks have had to find new ways to raise money or face the consequences and cut services, cut back on interpretive programs, further reduce staff. The parks looked around and found some new sources of money. An example: Pepsi Cola Company purchased exclusive cold beverage rights for all Ontario provincial parks.

Park officials say this has meant better service and distribution – and also a significant amount of money in the parks coffers. Bart Feilders, manager of planning for the Ontario Provincial Park system, says deals such as the Pepsi Cola agreement have been good for parks like Algonquin. "It means we've survived all the cuts," he says. "We hope and believe we were more able to maintain the same level of customer service, and that we've maintained our responsibility to protect and conserve." There are deals with other non-traditional partners – the Milk Producers of Ontario, Merrill Lynch, Canadian Tire Company, Honda, and Columbia Sporting Goods. Every cent of the revenues raised is directed to a special purpose account: The money can only be spent on park purposes. At the same time, staff at Algonquin Park continue to promote their park in all the usual ways: trade shows in Ontario, Québec, and the border states; representatives on provincial tourism committees; members on regional tourism associations; and working with private sector operators in the park.

And – although commercial activity such as logging, mining, and hydro-electricity development



Canoeing in Algonquin Provincial Park.

# Wine industry growth feeds desire for knowledge

by Glenda MacInnis, (CTHRC)

The wine industry in Canada is growing and this increase is cultivating a desire for wine knowledge. This thirst for wine knowledge is evident in the success of publications such as *Wine for Dummies* and *Windows on the World: Complete Wine Course*. Wine appreciation courses are becoming more popular than ever. In Ontario, the Liquor Control Board of Ontario (LCBO) offers four-week wine appreciation classes in selected stores.

As consumers tastes become more discerning, so do their expectations from those establishments involved in the service of wine. Exceptional wine service is expected to enhance the knowledgeable customers experience with wine. Wine servers not only need to be able to successfully decant wine, they may also be asked by the consumer to describe various types of wine, pair wine with food and explain wine production in other countries.

Business owners are recognizing more and more the need to invest in wine service training in order to meet the consumers expectations of service, skills, and knowledge. In light of this, the tourism industry, working with the Canadian Tourism Human Resource Council (CTHRC), has developed national training resources designed for use in the workplace. These include Wine Service National Occupational Standards and a Wine Service Professional Certification program.

Another program that is improving the level of wine service is offered by the Canadian Sommelier Guild. The Sommelier Guild course is an intensive 23-week program offered in cities across the country. The CTHRC Wine Service Professional Certification has just recently been made a prerequisite for the Sommelier Certification program. "We have chosen to make Wine Service Professional Certification a prerequisite because we want a tool to assist potential students who enter our program. If they are better prepared, we anticipate they will benefit by achieving a higher passing grade," says Joseph Miller, President of the Canadian Sommelier Guild.

## CONSUMER KNOWLEDGE INCREASING

The consumers knowledge and interest in wine will likely only increase in years to come. For many individuals, the study of wine has become a pleasurable pursuit that offers variety and change. Once embarked upon, the study of wine often

becomes a life-long source of continuing satisfaction. The industry must be prepared to offer the high level of service and knowledge that these consumers demand.

Take advantage of the national training tools aimed at strengthening the professionalism of your team and the image of your business. If you would like help with your human



resource needs, contact the Canadian Tourism Human Resource Council and they will put you in touch with the tourism education council in your province or territory. Or, for more information on Sommelier Certification program, contact the Canadian Sommelier Guild.

Canadian Tourism  
Human Resource Council  
613231-6949  
cthrc@cthrc.ca  
www.cthrc.ca

The Canadian Sommelier Guild  
905 858-1217  
canadiansommelierguild@  
sympatico.ca

## All for one and one for all

Part two: by Guy Deschênes

Part two of the article All For One and One For All, which appeared in the June issue of this magazine, takes a closer look at the concept of collaborative commerce and Internet business. The Three Musketeers well-known motto applies quite well to this concept.

### ALL FOR ONE

The rapid evolution in the concept of client-centred electronic commerce leads all of the stakeholders in a given area of activity to seriously consider grouping products and services under one roof in order to improve the potential for establishing contact and doing business with Internet users. These are known as vertical portals on the Web. These vertical groupings by association or collaboration make it possible to truly increase the visibility of a particular industry or sector on the Web.

Individual Websites, no matter how well put together they are, do not have the level of visibility available through these groupings of business-

es and their products and services. Indeed, there is strength in togetherness in the real world (bricks and mortar) as well as in the virtual world of the Web. Major industrial players on the Web (e.g., automobile manufacturers) have tended to group even competing products and services into vertical portals, and these portals will contribute to improved overall industry productivity that will benefit each of the collaborative members. In relative terms, the same approach should have positive results for the Canadian tourism industry and its members.

### ONE FOR ALL

One cannot overemphasize the importance of such groupings, given the nature of our industry and its strong degree of competitiveness on domestic and foreign markets. However, examples of these client-centred groups of proud individual small businesses are starting to emerge on the Web and are highly appreciated by Internet users. This is a winning approach, in which the contributions of individuals strengthen the industry and its Web portal as a whole and benefit individual enterprises as well.

### A WINNING STRATEGY

The collaborative approach is a winning alternative to individual sites drowning in the Internet sea. This is a "New Economy" approach to making better use of the Internet and ultimately deriving the desired benefits from it. With a forward-looking and result-oriented vision, you will find the key to your business success on the Web in this approach. Think about it, talk about it and become a team player, like one of the musketeers.

Guy Deschênes  
is a regular contributor to  
Communiqué  
819 536-0349

is prohibited in Ontario parks – Algonquin Park is the exception to the rule: the Algonquin Forest Authority, a crown corporation, carries out logging in park areas that are remote from recreational users. John Winters, superintendent of Algonquin Park, is justly proud of the world-class interpretive programs such as the "wolf howls". Hes proud of the visitor center and art gallery, and proud of the Parks heritage as a wilderness paradise for canoeing and back-country hiking and camping.

Winters is also pleased that Algonquin Park has been able to live within its master plan that governs development. The park has increased the number of campsites and theyve kept the same quotas for interior back-country visitation. "We could have opened the flood-gates (to tourists)," he says. "I think the integrity of the park is in good shape. And there is a growing awareness among young people of the value of the parks. I see positive signs that weve struck a nice balance between the use of the park and avoiding abuse of the park."

### BITING THE BULLET TO FIND SOLUTIONS

In three provinces three parks are facing substantial challenges and looking for the best ways to preserve the natural resource, serve the public, and work with the private sector business community. For the people responsible for Mont Tremblant Park, they may feel as if theyve got a lion by the tail. Theyve got an enormous investment in tourism development, but it has potential for environmental disaster. So far theyve managed to incorporate environmental values into the development process and forge a partnership with the tourism development.

In B.C., residents of Wells, local tourism businesses, and managers at Bowron Lake Provincial Park are looking for ways to turn the wilderness into an economic asset without destroying that asset in the process. Theyre just getting started; there are no guarantees that what theyre considering would be an economically viable investment.

Canadas oldest and best known provincial park in Ontario has had to turn to the private sector for the resources it needs to preserve its essential character. It may not fit the usual idea about the role of business, but if it werent for corporate partners, Algonquin Park would be facing more cuts. Thanks to Pepsi Cola and others, Tom Thompsons vision of the Canadian wilderness survives.

Martha Plaine  
is a freelance writer and a frequent contributor to Communiqué

## Spiritual Destinations Needed

Our firm is a small out-bound and receptive tour company with U.S. based partners researching the opportunities for religious pilgrimage tours to Canada. Tours to Ste. Anne near Quebec, Midland and Marmora in Ontario are proven draws.

We are currently looking at the Acadia region and we need some destinations west of Ontario. These could be destinations that have significance for people of any faith or background – Jews, Christians, Muslims, Native Americans, etc.

Dave Thomas  
thomasd@vianet.on.ca

# Camp Fortune is not just for skiing anymore!

Located in the heart of Gatineau Park only 15 minutes from the Parliament Buildings in downtown Ottawa, Camp Fortune is developing as a four-season day resort. With a story that goes back as far as 1910 in local ski history, Camp Fortune has remained one of the most popular skiing and snowboarding resorts in the area and now offers a variety of services year-round.

Taking advantage of the proximity to the Ottawa metropolitan area as well as the beauty of Gatineau Parks natural surroundings, Camp Fortune has diversified its product line, developing a conference and banquet business that keeps the facility busy year-round. With a newly renovated day lodge that can accommodate up to 600 people as well as a renovated conference centre for up to 150 people opening this June, Camp Fortune is ready to cater to any event from corporate retreats and meetings to incentive events and group tours. The local corporate and wedding markets are discovering the convenience, value and quality of the meeting facilities and

banquet services available on-site.

The new product line at Camp Fortune includes warm-weather activities for groups, with a guided nature interpretation program and a new challenge activity geared toward the corporate market. The Fortune Quest hiking program, is designed by local experts to introduce participants to the indigenous plant and animal life found in Gatineau Park and is available in 90 minute to day-long program segments appealing to a wide variety of client groups and itinerary time restrictions. The Fortune Challenge program is available year-round and combines orienteering and obstacles to promote team-building. Student groups can take advantage of evening program ideas from dinner and dancing to an overnight park adventure complete with a campfire and ghost stories. Of course, Camp Fortune offers group ski and snowboard programs including lift tickets, rentals, lessons and meal packages to suit everyone's tastes and the completion of the conference centre will provide a private winter retreat for groups.



The excellent menu selection, efficient service and new programs at Camp Fortune provide operators with

Rosemary MacEachen  
1 819 827-3117

a variety of packaging options. Other unique attractions located within ten minutes drive include Mackenzie King Estate, Champlain lookout and the new Gatineau Park Visitors Centre.

## WestCoast Treasures markets B.C. on CD-ROM

WestCoast Treasures is another entry into the field of hi-tech marketing tools. The CD-ROM based system is designed to be useful for tour and convention planners as well as for individual vacationers who have British Columbia in mind as their tourism destination.

The Vancouver based company has researched, developed and is currently marketing "Vacation Destinations British Columbia",

A CD-ROM Vacation Planner Guide For BC. The company is advertising the product on its web site, internet news groups, print media, travel-related web sites and it is well-placed on the top ten major Internet search engines. The web site also features secure on-line ordering.

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

## CTC REPORT

# "Americans are Canadas best prospects"

The report *Americans as International Travellers - 1999-2000*, prepared for the Canadian Tourism Commission by Menlo Consulting Group of California, examines the potential market for pleasure travel from the United States to Canada. The survey identified outbound American travellers who have traveled for pleasure in the past three years, who say they are extremely or very interested in visiting Canada, and who plan to visit in the next five years, as "Canadas best prospects".

### HIGHLIGHTS

- The U.S. outbound market is showing signs of substantial growth.
- The bulk of American outbound pleasure travel is to destinations in the Americas, with the Caribbean being the most popular (37.1%) followed by Mexico (26.3%) and Canada (26.2%).

- Interest in visiting Canada is high; nearly two-thirds of American outbound travellers are extremely or very much interested in visiting or revisiting Canada. Seven in 10 outbound pleasure travellers (71.5%) have been to Canada at some time in their lives for pleasure, business or other reasons.

### BEST PROSPECTS PROFILE

- Canadas best prospects have considerable experience travelling the Americas.
- More than 8 in 10 best prospects have visited Canada. This high level of penetration augurs well for future visitation. A previous visit is one of the top influencing factors for Americans destination choice.
- The greatest share of best prospects reside in the Pacific (18.3%) and Middle Atlantic (18.2%) census regions.

- Canadas best prospects are highly educated and affluent. Six in 10 are college graduates, and almost 3 in 10 have annual household incomes of \$100,000 or more.
- Older baby boomers and younger seniors dominate the market for Canada, representing nearly half of Canadas best prospects; older boomers are a particularly strong segment.

### TRAVEL PREFERENCES

- Most Americans travel to Canada on their own. However, interest in group travel is growing.
- Canadas best prospects are most interested (75.6%) in general sight-seeing trips. They also want to learn more about the destination they are visiting. After dinner, there are a host of activities they would be interested in doing. More than 6 in 10 would wind down in a pub or local bar. Nearly half would be interested in gambling; almost 4 in 10 would want to go dancing.
- Best prospects are more enthusiastic than other travellers about sport activities. Hiking leads the list, followed by sailing, horseback riding and whitewater rafting.
- Canadian cities have a strong appeal.

### LODGING

- Canadas best prospects express above-average interest in a wide array of lodging options. Hotels are the type of lodging most commonly used (65.5%). Visiting friends and family is the next preferred option (18.3%). A sizable number are interested in alternative accommodations such as bed and breakfast/guest houses.
- Canadas best prospects are most likely to turn to travel agents, tour brochures, and guidebooks when searching for a place to stay. However, the Internet is rapidly increasing in popularity as a source of lodging information; its use for this purpose has doubled among best prospects since 1997.
- Prices guaranteed in U.S. dollars is best prospects top criteria for the selection of a place to stay on an international vacation, but the availability of non-smoking rooms and charm or character follow closely.

### INFORMATION AND PLANNING

- Best prospects to Canada are most influenced on selecting Canada for a vacation trip by a good exchange rate and a previous visit there.
- Of the factors that can influence



to some degree, editorial coverage is the most important.

- Picking up information from a travel agency (73.5%) and referring to travel guidebooks (72.3%) continue to be the most commonly used means of learning more about a destination.
- Canadas best prospects, like American outbound pleasure travellers in general, tend to rely on travel agents to make travel arrangements for trips but not to help them decide which destinations to visit.
- When it comes to deciding where to go, a majority of Canadas best prospects are surprisingly early planners. Almost 6 in 10 who traveled to Canada on their most recent outbound trip decided on their destination four months or more in advance.

**MEDIA**

- Nearly three-quarters of Canadas best prospects have access to the Internet; more than half use it to learn more about a destination after deciding to visit it, and 3 in 10 use the Internet to help them decide whether to visit the destination. The Web is still used more for information gathering than

for making reservations and purchasing travel.

- Magazines are a nearly ubiquitous medium in the United States, with hundred of publications, with new ones being introduced almost every day. Several non-travel magazines do much better with travellers than the travel publications. Readers digest, Modern Maturity, and National Geographic register the highest levels of regular readership among Canadas best prospects.
- Community newspapers in selected upscale neighborhoods may offer an excellent opportunity for Canada. Direct mail is another potentially effective way of reaching Canadas best prospects.
- Nearly two-thirds of Canadas best prospects have an e-mail address, and about half of these say that they are amenable to receiving travel offers via e-mail. In fact, one-fifth have taken advantage of offers received through e-mail.

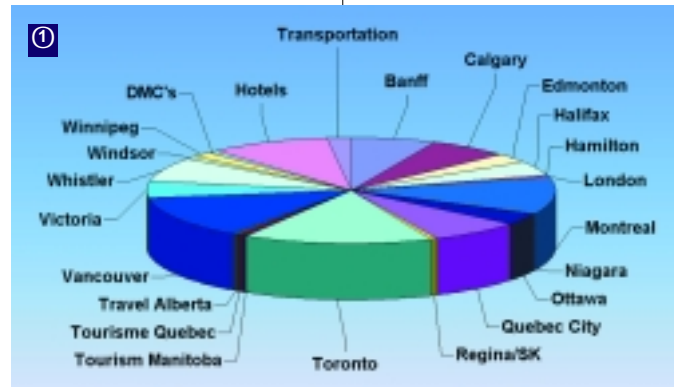
Roger Laplante  
1 613 954-3971  
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**U.S. meeting and incentive year-end sales review**

The CTCs meeting and incentive sales force delivered 405 leads, representing over \$189 million in potential revenue to Canadian cities, resorts, hotels, destination management companies and transportation services. A lead is defined as a meeting or incentive which has defined open dates, destina-



tions of interest and a commitment date. Graph 1 illustrates the distribution to each destination and Graph 2 demonstrates the regions in the U.S. from which they are generated.



**INTERNATIONAL REPORT**

**So you want to play in the U.S. Market...**

by Monica Campbell-Hoppe

Did you know that without spending a small fortune, you could establish visibility for your destination or product in the U.S. through unpaid editorial coverage in print and electronic media outlets?

The press is a powerful tool with which to reach the public, especially in North America. A Conde Nast Traveller Magazine poll of readers indicated that 70 per cent made their vacation decisions based on editorial they read in newspapers, magazines or guidebooks. People are influenced by what they believe to be unbiased opinions, placing a high level of credibility in stories, photographs or messages broadcast by a believable third party. Compared to advertising, which is what we say about Canada, editorial is what others say about Canada, and cannot be manipulated.

The Canadian Tourism Commission has a small but vibrant

Media Relations unit in the U.S. that addresses consumer and business travel outlets. Our goal is to increase the quantity and quality of unpaid editorial coverage for Canada as a 4-season destination, thus generating additional tourism receipts for our industry – i.e. your Canadian destination or product.

**WHAT IS MEDIA RELATIONS ANYWAY?**

The word is inter-changeable with Public Relations. Basically, it is relationship building with print and electronic outlets in the U.S. We generate story ideas with a good hook, provide assistance to those needing to get the story and follow-up on details after the fact. We keep in touch with the media on a regular basis; belong to journalistic organizations; and arrange partnered promotions in areas of the U.S. with a high concentration of target media. We maintain

up-to-date media databases – and before you ask the question – we share our lists only with our partners!

Relationship building can be subtle too. It takes time. Its about cajoling but not pestering! It means staying in contact, responding to requests quickly, building a reputation for reliability, and always being as good as ones word.

**GETTING STARTED**

Each province/territory and most regions and cities in Canada have a media relations program specialist. They partner with the CTC by hosting individual media visits, press trips and participating in various promotions inside the U.S.

The first step is to contact your provincial, region or city media relations department to find out how you can be part of their marketing efforts with the U.S. team. Offer to host visiting media to show them your product. If the public can visit it, the media can talk about it. But its best to be prepared. The media is always looking for the new angle – so create some story ideas with a new twist to help sell your story. sure you have good colour transparencies to show off your product. If you can afford it, have someone shoot some “b-roll” with no sound,

music or voice-over. (“B-roll” is used for television, usually to illustrate what the host is saying about a destination.)

If appropriate, find out from your provincial media relations contact where and when the U.S. media promotions are being held, and how much they cost. (And if you are prepared to participate in these events, make sure the person representing you has media relations responsibilities.) We organize various functions solely for qualified journalists – editors and freelancers alike – the cream of the crop! These partnered events vary from city to city but usually consist of events such as lobster dinners (everyone loves a lobster!) or visiting Canadian attractions like the Musical Ride, Cirque du Soleil, theatre, dance, exhibitions, and so on – prime opportunities for relationship building.

The mother of them all is CTCs Canada Media Marketplace! This annual 3-day event alternates between Los Angeles and New York City every April. It has earned the reputation as “the” media event of the year. The latest Canada Media Marketplace took place in Los Angeles from April 9-11 with over 80 Canadian partners and 164 media in attendance. For more information

on this event, visit our web site at [www.canadamediainmarket.org](http://www.canadamediainmarket.org)

## WHAT RESULTS CAN YOU EXPECT?

Print coverage. Photos. Broadcasts. Mentions or feature pieces on your destination or product in small and large, niche and general consumer outlets. More visibility and business for your destination! Print and electronic coverage on Canada has demonstrated time and time again the power of unpaid editorial. Testimonials abound. A piece on Canada appears somewhere and like magic, the phones start ringing!

Monica Campbell-Hoppe is Media Relations Manager at the Los Angeles office of the Canadian Tourism Commission  
Tel: 213 346-2782  
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## WORKING ON THE MEDIA WORKS FOR YOU

"Six years ago, Monica Campbell Hoppe encouraged an editor from Shape magazine to visit my small hiking spa in the B.C. Rockies," says Wendy Pope, President of Mountain Trek Fitness Retreat and Health Spa. "The resulting story has, to this day, been one of the most successful marketing initiatives for Mountain Trek. The credibility of the CTC representatives with the media certainly helps (even) relatively unknown Canadian properties."

Larger properties are equally enthusiastic. Malcolm Andrews of VIA Rail Canada had this to say about the Canada Media Marketplaces: "These have become a key component of our U.S. media strategy. Each year, we meet a high-profile group of top-producing journalists in one location (New York or Los Angeles), often leading to fruitful outcomes. To cite just one example, a week-long Good Morning America tour across Canada essentially had its inception at an initial encounter at a Media Marketplace, garnering VIA and Canadian tourism a continent-wide exposure equivalent to over \$150 million (CDN)."

DMOs like Ontario Tourism are keen as well: "Canada Media Marketplace is one of our key PR tools, and the 2000 event was a particularly fine one. It yielded almost immediate results and we are currently working with a list of media contacts generated directly from both the marketplace itself and the events surrounding it," says Helen Lovekin.

## Superfam planned for October

The Canadian Tourism Commission is teaming up with a number of tourism partners to invite 120 first class travel agents from Germany to visit Eastern Canada. Six groups of 20 qualified travel agents each will experience a variety of regions and themes before coming together October 22 in Québec City & Montréal for a four-day seminar to exchange their experience with the other groups. Québec and Montréal are hosting the seminar; other project sponsors will make rotating presentations and there will be a variety of opportunities for partners and sponsors to contact the agents directly.



The tours that visit Québec (province) will experience Motorhome, All-Wheel-Drive, and Gourmet and Culture themes. The theme in Newfoundland and Nova Scotia for visitors on the "Superfam" tour will be "Fishermans Friends", New Brunswick and Prince Edward Island visits will feature beaches, and the Discover Ontario theme will be the feature in that province.

Staff from first class german travel agencies who are specialized in tourism products to North America or other long-haul destinations, as well as sales staff of tour operators dealing with Canada, will be eligible to participate in this project, subject to payment of a fee.

For further information  
Barbara Ackermann  
[b.ackermann@ctc-germany.de](mailto:b.ackermann@ctc-germany.de)

## Trailblazers 2000 "on track"

The sun was shining early on the morning of May 6<sup>th</sup> as 110 incentive industry buyers and suppliers gathered at the train station in Vancouver for Trailblazers 2000, the Incentive Travel Marketplace. A joint venture of the Canadian Tourism Commission, the British Tourist Authority, the New Zealand Tourism Board, the Fiji Tourism Board and the Danish Tourist Board, Trailblazers is an appointment-driven marketplace that brought together suppliers from the 5 countries and incentive buyers from across North America. This event has been an annual feature of the CTCs MC&IT strategy for the

past seven years. This year, holding the marketplace in the Gold Leaf dome cars of the Rocky Mountaineer gave the program an entirely new slant.

The entire event came together after a suggestion by Barbara Hill, the corporate and incentive sales manager from the Rocky Mountaineer. The three day event started with a welcome kick off at the Hotel Vancouver, hosted by Tourism Vancouver and the Fairmont Hotels of British Columbia on Saturday night. The marketplace began on Sunday morning aboard the train, as the buyers moved between cars to meet the suppliers

Travel stops included the South Thompson Guest Ranch in Kamloops for a western themed evening and dinner and Banff, where participants were transferred to the Banff Springs Hotel for the final night gala, hosted by Banff/Lake Louise Tourism, Travel Alberta and the Fairmont Hotels of Alberta. Kelly King, sales manager of the Westin Bayshore, and a first time supplier participant commented "This was one of the best industry events I have ever attended, the captive audience with set appointments was a great format."

A survey of the Canadian contingent immediately following the event indicated that there were 28 leads, with a potential of 2.1 million dollars in business. The majority of the suppliers also mentioned that with the relationship nature of the incentive travel business, they expected to get much more business

from the buyers in attendance over the long term. The other comment mentioned over and over, was the one to one ratio of buyers to suppliers. The partners said this was key to the success of the event. Planning is underway for next years Trailblazers event in July, 2001.

For further information  
Michael Zaretsky  
Director of Incentive Sales  
213 346-2788

## Tall ships sail to Chicago

The Canadian Consulate General and the Canadian Tourism Commission are delighted to announce their partnership with Chicagos spectacular Navy Pier for a very special event over the Labour Day 2000 weekend.

Five of the eight tall ships to be showcased at the Navy Pier are Canadian: the *True North* from Toronto, the *Highlander Sea* from Dartmouth, the *Fair Jeanne* from Ottawa, the *HMS Tecumseh* from Penetanguishene, and the *Picton Castle* from Lunenburg.

The Parade of Sails will kick off the festival on August 31<sup>st</sup>, followed by the opening ceremonies. All ships will be available for public boarding September 1 through September 4. A truly fabulous mosaic of uniquely Canadian talent, representing the rich cultural diversity of Canada, will perform at Navy Piers Skyline and Yellow Stages.

## Yukon heralds new international service



The first direct international flight from Zurich to Whitehorse arrived in the Yukon on Thursday, May 25. Balair, a subsidiary of Swiss Air, flew a brand new Boeing 767 from Zurich to Whitehorse and Anchorage, beginning a service that will operate every Thursday from May until the end of August.

"We must take a strong leadership role in selling the territory to the rest of the world," said Sue Edelman, Yukon Minister of Tourism. "It is important to build on our tourism industry in order to provide

long term economic growth."

Balair, in conjunction with four Swiss tour wholesalers (Kuoni, Hotelplan, Imholz/ITV, and Skytours) organized a Yukon/Alaska familiarization tour as part of the inaugural flight. Twenty-five of the companies top-producing travel agents took part. Swiss tour wholesalers are expected to fill up to 250 seats per week on the Yukon/Alaska route.

Diane Nikitiuk, Tourism Yukon  
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## 1999 was a good year

1999 was another excellent year for the Canadian tourism industry. More than 19.4 million foreign tourists visited Canada during 1999, spending over \$12 billion in our country. While overall international tourism performance for Canada is excellent, the performance of each geographical foreign markets of the Canadian Tourism Commission differ from one another. The five major geographical foreign markets of the Canadian Tourism Commission are US Leisure, US Business, Europe, Asia/Pacific and Latin America.

In 1999, the US Leisure and the European markets generated the highest percentage increases in tourism revenues over the previous year. The Asia/Pacific and the Latin American markets both saw increases in the

number of overnight visitors to Canada but decreases in the overall tourism revenues. Argentina and Brazil are mainly accountable for the decrease in tourism revenues in the Latin American market in 1999. The Mexican market recorded a strong increase in both tourists arrivals to Canada and tourism revenues. Business travel from the United States remained relatively flat in 1999, however, spending increased by 3.6 per cent.

Targets for each markets in 1999 were added to the tables in order to measure the objectives that were set a year ago in the CTC Strategic Plan with the actual numbers.

Anne-Marie Hince  
613 952-1117

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Note: all visitor and revenues estimates deal with overnight travel.

### US LEISURE TRAVEL\*:

	Actual 1998	Actual 1999	% change over 1998	Targets 1999	Difference (actual/target)
Visitors	12,539,000	12,828,000	+2.3	13,166,000	-2.6
Revenue\$	\$5.04 billion	\$5.43 billion	+7.7	\$5.52 billion	-1.6

\* Includes Visiting Relatives and Friends (VFR) and personal

### US BUSINESS TRAVEL:

	Actual 1998	Actual 1999	% change over 1998	Targets 1999	Difference (actual/target)
Visitors	2,353,000	2,352,000	0.0	2,471,900	-4.9
Revenue\$	\$1.66 billion	\$1.72 billion	+3.6	\$1.77 billion	-2.8

### EUROPE:

	Actual 1998	Actual 1999	% change over 1998	Targets 1999	Difference (actual/target)
Visitors	2,211,000	2,320,000	+4.9	2,242,000	+3.5
Revenue\$	\$2.48 billion	\$2.65 billion	+6.9	\$2.58 billion	+2.7

### Asia/Pacific\*:

	Actual 1998	Actual 1999	% change over 1998	Targets 1999	Difference (actual/target)
Visitors	1,240,000	1,354,000	+9.2	1,277,000	+6.0
Revenue\$	\$1.4 billion	\$1.38 billion	-1.4	\$1.41 billion	-2.1

\* Excludes Israel

### MEXICO, ARGENTINA, BRAZIL :

	Actual 1998	Actual 1999	% change over 1998	Targets 1999	Difference (actual/target)
Visitors	191,000	193,000	+1.0	202,000	-4.5
Revenue\$	\$253 million	\$248 million	-2.0	\$278 million	-10.8

## First quarter shows strong growth

The international travel numbers for the first three months of this year indicate the Canadian tourism industry may break another record. Compared to the same period in 1999, international tourists made five per cent more trips of one or more nights to Canada from January through March 2000.

"It is no accident Canada has moved to an eighth position as a tourism destination," said Roger Wheelock, Vice President Marketing and Partnership of the Canadian Tourism Commission. "Industry efforts to market Canada as a premier four season destination are

## A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
<b>TOURISTS TO CANADA</b>			
From the U.S.	January-April 2000	2,995,946	2.7
By Auto	January-April 2000	1,797,663	4.5
By Non-auto	January-April 2000	1,198,283	0.1
From Overseas - Total	January-April 2000	881,130	14.3
United Kingdom	January-April 2000	187,427	19.3
Japan	January-April 2000	95,084	-3.6
France	January-April 2000	82,262	16.0
Germany	January-April 2000	59,892	9.6
Hong Kong	January-April 2000	31,150	4.9
Australia	January-April 2000	39,392	11.5
Taiwan	January-April 2000	37,070	12.7
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January-April 2000	4,595,722	12.1
By Auto	January-April 2000	2,205,749	11.9
By Non-Auto	January-April 2000	2,389,973	12.3
To Overseas - Total	January-April 2000	1,831,696	-0.7
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Fourth Quarter, 1999	524,600	2.3
Accommodation	Fourth Quarter, 1999	142,000	2.7
Food and Beverage	Fourth Quarter, 1999	142,100	0.1
Transportation	Fourth Quarter, 1999	98,100	4.3
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income	Fourth Quarter, 1999	\$19,059	3.5
GDP at market prices (1992, \$ billion)	First Quarter, 2000	\$908.0	4.9
CPI (1992=100)	April 2000	112.4	2.1
<b>EXCHANGE RATES (in Cdn\$)</b>			
American dollar	May 2000	1.4955	2.3
British pound	May 2000	2.2567	-4.5
Japanese yen	May 2000	0.0138	15.0
French franc	May 2000	0.2068	-12.7
German mark	May 2000	0.6937	-12.7
EURO	May 2000	1.3567	-12.7

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.

paying dividends particularly during the first quarter, when Canada has so much winter product to offer."

The International Travel Survey results released by Statistics Canada yesterday showed that Americans made 4.2 per cent more trips to Canada in the first three months of 2000 compared to the same period in 1999. Also, the number of overnight trips to Canada from overseas increased by 7.8 per cent to 590,000 during the first quarter of 2000.

### ASIAN TRAVEL UP DESPITE SOME WEAK SPOTS

Travel to Canada from Asian countries is up 10.8 per cent over the same

quarter of 1999. Increases were recorded in travel from South Korea, up 50.5 per cent and from Taiwan, up 15.4 per cent. However, the financial crisis is still being felt with Japan, as tourism numbers were down 6.5 per cent, and in Hong Kong, down 4.7 per cent in the first quarter of 2000.

The CTC promotes the excellence and competitiveness of the Canadian tourism product, and markets Canada as a preferred international destination.

Ed Thomson  
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613 946-2145

## Canadians plan to take summer vacations

The results of a survey of Canadians travel intentions undertaken by the Canadian Tourism Research Institute indicate that almost 60 per cent of Canadians plan to take a vacation during this summer season, the highest numbers since 1996.

Canadians have several reasons to be optimistic: the economy is showing a 4 per cent growth rate, salaries are on the increase, and provincial and federal governments are cutting taxes. Seven out of ten

people who intend to take a trip of at least five days this summer plan to travel within Canada, 15 per cent plan to visit the United States, and about 6 per cent are looking at Europe as a destination.

The survey results indicate that, of those not planning holiday travel this summer (40%), 7 per cent blame rising fuel costs. CRTC estimates that as many as 636,000 potential trips have been cancelled for this reason.

# Website creators win award for design

Vickers & Benson Direct Interactive (VBDI) picked up a silver award at this years @D:TECH WORLD awards for its work on the Canadian Tourism Commissions new consumer web site. VBDI was one of only two Canadian agencies honoured by a panel of international judges in San Francisco. "@d:tech" is a leading conference on internet marketing, advertising and e-commerce. VBDI was a finalist for web site design in the Travel and Tourism category.

VBDI Account Director Brian Clarey says that developing a national umbrella site for domestic and international travellers was both a strategic and technological challenge. "Enabling visitors to access vast amounts of tourism information – including destinations, festivals and attractions, airlines and travel packages – required a smart interface design supported by a sophisticated database infra-

structure," says Clarey. "Industry award recognition is encouraging, as we continue to expand and adapt the site for global audiences."

There remain some concerns among Canadas small and medium size tourism businesses about the websites utility. "We are pleased that the CTCs efforts to develop a consumer web site have been acknowledged by the technical sector, but we recognize that there is much work to be done to make it truly representative of the Canadian tourism industry and to fully take advantage of the Internet opportunity," says Debbie Greening, owner of Land of the Loon Resort in northern Saskatchewan and a member of the CTCs Small and Medium Size Business Committee. "We understand that the technical platform is in place, but the truly creative work must now begin."

# Bill C-5 moves to Senate

Bill C-5, legislation that would establish the Canadian Tourism Commission as a Crown corporation, passed the third reading in the House of Commons in a vote held June 13, 2000.

The legislation was re-introduced for first reading in October, 1999 by the Honourable John Manley, Minister of Industry, and passed second reading on May 10, 2000. Following second reading the bill went to a parliamentary committee for review before being read the third time on June 12.

The committee hearings (late May and early June) received input from a number of key industry witnesses, including the Minister of Industry, John Manley, CTC President Terry Francis, Duncan Ross representing the Tourism Industry Association of Canada, Peter Elmhirst of Elmhirst Resorts in Ontario, and Debbie Greening of Land of the Loon Resort in Saskatchewan. Neil Hartling of Nahanni River

Adventures in the Yukon was unable to appear but had submitted a written brief to the committee.

Greening, a CTC Board member and one of several representatives of the Small and Medium Enterprise Committee, was pleased with the level of interest shown by the parliamentary committee members. "The committee showed a genuine – and unexpected – interest in tourism issues," said Greening, who looks forward to the establishment of the Crown corporation as a way to better serve the industry as a whole. "The development and administration of partnerships for marketing and development will be greatly facilitated by having the CTC as a Crown corporation."

It is unknown whether Bill C-5 will clear the Senate and receive Royal Assent before the Senates summer recess.

# PEOPLE

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## CTC chair honoured



Canadian Tourism Commission Chairman The Hon. **Judd Buchanan** received an honorary Doctorate of Law from the University of Victoria on June 7. The degree recognized his "contribution to the community of Victoria, his years in public service and his volunteerism." Buchanan received a similar degree from Ryerson Polytechnic University in June of 1997 for his contribution to tourism.

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## Ursula Thiboutot accepts new position

**Ursula Thiboutot**, formerly with the National Gallery of Canada, has accepted a new position with the firm of Delta Media in Ottawa. Thiboutot was also appointed last month to head up the Canadian Tourism Commissions Industry Product Development Committee.

## François Goulet joins Tourisme Montréal

After a 12-year stint with Tourisme Québec, **François Goulet** is leaving to join Tourisme Montréal. He will take on the position of Vice President of Sales on July 28.

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## Karen Squires departs from CTC

**Karen Squires**, who has served the Canadian Tourism Commission for the past three years as Director, Domestic Market, has left the CTC to return to her home province of Newfoundland.

Until further notice, all business related to the domestic program should be directed to Jacques Duval.

Tel: 613 952-7397  
Fax: 613 954-3988  
duval.jacques@ic.gc.ca

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## Wendy Swedlove to be honoured

The International Council on Hotel, Restaurant and Institutional Educations Industry Recognition Award will be presented to **Wendy Swedlove** in New Orleans on July 21. Swedlove is Executive Director of the Canadian Tourism Human Resource Council.

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

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

Standing around in line is now optional for **Fastbreak** members.

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