



The world discovers Canada for MC&IT planning



Stunning scenery and exotic destinations help put Canada in the forefront. This month, *Communiqué* features Meetings, Conventions & Incentive Travel beginning below with a discussion of the opportunity for Canada. Photo: Peter Clarkson

MC&IT has become one of Canada's largest visitation and revenue growth sectors. North American and international prospects are now fully recognizing our combination of infrastructure, easy access, activities, travel opportunities and an undervalued dollar as offering unique opportunities in their planning decisions.

THE NUMBERS SPEAK FOR THEMSELVES:

- In 2000, Americans made 2.36 million business trips to Canada of one or more nights and spent \$1.78 billion
- In 2000, overseas visitors made 782,700 business trips to Canada of one or more nights and spent over \$1 billion (CDN).

continued on page 2 ➡

SOME NEW FACES CTC board members appointed

The Hon. Brian Tobin, Minister of Industry responsible for the Canadian Tourism Commission has announced two new appointments and one reappointment to the CTC Board. The new nominees are Michele McKenzie and Robert (Bob) McLeod. Continuing to serve on the Board is Donald A. Obonsawin. All three will occupy seats reserved for public-sector representatives from various parts of the country.

"The nominees combine an interesting mix of public and pri-

ivate sector experience," said CTC Chair, the Hon. Judd Buchanan, "which promises to help the CTC forge effective partnerships between the tourism industry and the federal, provincial and territorial governments."

Michele McKenzie, who will serve as representative for Nova Scotia and Newfoundland, brings a wealth of tourism-related experience to her new position, including a March 2000 appointment as Deputy Minister of Tourism and Culture in the Nova

continued on page 2 ➡

COMMUNIQUÉ

CANADA'S TOURISM MONTHLY
www.canadatourism.com
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CTC Showcase 3

MC&IT Feature 5

Research 12

E-Commerce 13

Upcoming Events 15

Discover our true nature



CANADA'S TOURISM MONTHLY

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2001 EDITORIAL SCHEDULE

FEATURED THEME DEADLINE

Nov. Canadian winter Wed. Sept. 26
Dec. Wellness of body and spirit Wed. Oct. 24



THE CANADIAN TOURISM INDUSTRY:

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

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

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www.canadatourism.com

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613-954-3884

SOME NEW FACES...

continued from page 1



Michelle Mackenzie

she has held a number of positions in the tourism portfolio including, most recently, that of Executive Director of Tourism and Executive Director of Marketing.

Bob McLeod hails from the Northwest Territories where he has served as Assistant Deputy Minister of Resources, Wildlife and Economic Development from 1989 to 1998 and, since 1999, as Deputy Minister. He will occupy the seat belonging jointly to Alberta, the Northwest Territories and Nunavut. "I am excited and enthusiastic about this appointment," says McLeod. "Alberta



Bob McLeod

and the territories hold so much promise as world-class tourism destinations." McLeod also noted that, in the Northwest Territories in particular, there is strong interest in expanding into the already significant Japanese market and in developing a stronger European presence. "We will have to focus on product development, particularly in the ecotourism and Aboriginal tourism areas, to grow in the European market," he said.

Donald A. Obonsawin,

Deputy Minister of the newly created Ontario Ministry of Tourism, Culture and Recreation, continues to serve on the Board



Donald A. Obonsawin

as public-sector representative for Ontario. He was first appointed in July 1999

and, as a member of the Corporate Governance Committee, played a key role in the transformation of the CTC into a Crown corporation in January 2001. Laurentian University in Sudbury recently honoured him with an Honorary Doctorate in

Letters in recognition of his contribution to the social, economic and cultural life of Northern Ontario.

For more information on the appointments contact Pierre Gauthier, Director, Communications at: (613) 954-3956

New publications help business travellers

The convention and incentive travel business in Canada is a lucrative sector of the tourism and travel industry. To ease the way for U.S. and other foreign business travel to Canada, Canada Customs and Revenue Agency (CCRA) has assembled a variety of resources that include printed material and electronic information on the Web.

The CCRA also employs trained staff who are specialists in the field of meetings, convention and incentive travel and the CTC's sales force stationed throughout the U.S. is also specially trained to assist meetings planners and business travellers.

The CCRA booklet, *Welcome to Canada, Your Guide to bringing a convention, meeting, trade show, or exhibition across the Canadian border*, is an indispensable tool. The guide explains Canadian regulations and how to follow them. Subjects include how to make arrangements with the government of Canada to hold an event, duties

and taxes, hiring a customs broker, moving goods to a trade show, procedures for on-site clearance, employment and immigration requirements for speakers, exhibitors, planners and delegates, and general tourist information.

Two additional CCRA pamphlets treat the subject of tax refunds for business travellers in detail. The pamphlet *Tax Refund for Non-Resident Tour Operators, Incentive Travel Organizers, Meeting Planners, and Convention Organizers* covers the subject thoroughly and contains the necessary forms to apply for tax refunds. The pamphlet *Tax Refund for Business Travel to Canada* is for other business travellers not included in the categories above.

Visit the CCRA's comprehensive website (www.ccra.gc.ca) for more information, or telephone Carole Anne Collingridge the national conventions coordinator for CCRA at 613-946-0237.

THE WORLD DISCOVERS...

continued from page 1

Of 782,700 overseas business visits to Canada, 43% of trips originated from Europe and 41% from Asia.

- Over the last five years, total business travel from the U.S. has increased by 20%.
- 68% of U.S. business travelers are male with over half of total travellers between the ages of 35 and 54.
- Four provinces account for the majority of U.S. business visits:

Ontario (54%), Québec (18%), British Columbia (16%) and Alberta (8%).

- A U.S. business traveler spends \$213 more on accommodations per trip than a U.S. leisure traveler, and \$63 more on food and beverages.
- The U.S. and Overseas MC&IT market captures 5% of total tourism expenditures at a combined \$2.78 billion.

For more MC&IT facts visit Communiqué at: www.canadatourism.com

Due North: Mounties a friendly welcome with visitors

As part of a ten-week pilot project that began July 25, RCMP veterans in the red uniform have been greeting Canadian and foreign tourists at the Canadian Museum of Civilization in Hull, Québec to promote Canada's image as a tourist destination.


This program is intended to fulfill the expectations of tourists from Canada and abroad who are always delighted to come across the celebrated RCMP officers during their stay in Canada. In Dawson City, Yukon, that community's Red Serge Program has met rave reviews each year since the 1995 Centennial celebrations in the territory. There, a regular service Mountie patrols in full dress uniform on horseback



Standing on Guard: These Mounties are waiting to deliver photographic memories at the Canadian Museum of Civilization in Hull, as part of a pilot project launched July 25. Pictured are the first two volunteers, retired staff sergeant David Stewart (L) and retired staff sergeant Bernard Gagnon (R), shown here with Jim Watson, President of the CTC. The officers will be greeting visitors to the Museum, signing autographs and having their picture taken with tourists. (Photo: Serge Paquin)

most days, visiting attractions and the visitor information centre to provide ambience and the inevitable photo opportunities for visiting tourists. A similar program has been underway in Swift Current, Saskatchewan, this summer.

Jim Watson, President and CEO of the Canadian Tourism Commission, in collaboration with Antoine Couture of the RCMP and Pierre Pontbriand of the Canadian Museum of Civilization, launched the pilot Project at the CMC at Hull. In Dawson City, the program is conducted in partnership with business sponsors, the RCMP, and the Centennial Society.

"The Canadian tourist industry offers a whole range of experiences. I am sure that the famous mounted police, one of Canada's emblems, will be a huge success with Canadian and foreign visitors," said Watson at the Hull launch. "Visitors always expect to see RCMP officers in their red tunics when they come to Canada. I am certain that the popularity of officers in their distinctive uniforms will make the pilot project a success and that the CTC will then be able to extend the program in conjunction with partners across the country." 

Getting to Know You The 2001 CTC Road Show




This month, the CTC hits the road for the first of a two-month-long series of meetings and presentations on CTC tourism programs and opportunities around the world. "The motive behind these "road

shows" is to keep CTC in direct contact with its partners in the Canadian tourism industry and to foster an exchange of information that will energize all of us in marketing Canada and Canadian tourism products internationally," said Patrick Gedge, Senior Vice President, Marketing & Sales.

By continuing the dialogue with officials and representatives from tourism organizations across the country, the CTC intends to build awareness of its global marketing programs. At the same

time, the Commission will gain valuable insight into what is going on in the provinces, territories, cities and industry. By showcasing various partnership opportunities, the CTC foresees a strengthening of relationships within the Canadian industry.

The country-wide sweep begins on September 5 in Halifax and ends nearly two

months later, on October 27, in Hay River, NWT. In between lie 18 stops ranging across all the Canadian provinces and territories, with layovers in many Canadian towns and cities from Little Rapids, Newfoundland, all the way to Victoria, B.C. 

For more information contact
Sylvie Lafleur
613-954-3817
lafleur.sylvie@ctc-cct.ca

TENTATIVE SCHEDULE

Sept. 5	Halifax	Sept. 24	Winnipeg	Oct. 5	Quebec City
Sept. 6	St-John's Nfld.	Sept. 25	Regina	Oct. 25	Whitehorse
Sept. 7	Little Rapids	Sept. 26	Kelowna	Oct. 27	Hay River
Sept. 10	Moncton	Sept. 27	Vancouver	October	Nunavut
Sept. 11	Charlottetown	Sept. 28	Victoria	<i>(will be held the 2nd or 3rd week of October)</i>	
Sept. 17	Ottawa	Oct. 1	Edmonton		
Sept. 18	Toronto	Oct. 2	Calgary		
Sept. 19	Niagara Falls	Oct. 4	Montreal		



Birthplace of incentive travel

This gorgeous, exotic place called Yukon has been motivating travellers ever since Klondike gold was discovered in 1896. And the gold is just the starting point. Call and find out why people stay ... and why Canada's true north is the perfect incentive destination for your group.

Contact the Yukon Convention Bureau: 1-867-668-3555 www.meetingsyukon.com




So many meetings, so much opportunity!

Some cynical wag once remarked that Canada was a place with eight months of winter and four months of poor sledding. Wrong. Canada is, instead, a place with four months of summer and eight months of meetings!


Indeed, Canada does meetings well, and we do them a lot. This month, *Communiqué* has featured the Arctic as a developing incentive travel and meeting destination, and contributor Martha Plaine has delivered an “in conversation” interview with MC&IT committee chairperson Penny McMillan, providing an excellent overview of the MC&IT potential for Canada and a look at the marketing and sales work the CTC is doing in the U.S. market.

Conventions, and corporate meetings travel, are sometimes viewed as the “dry” side of tourism, with a focus on big cities, big hotels, and big convention centres. Not much chance to really show off the essence of our country as a destination, some might say. Well, if indeed that was ever so, things are changing. Just for starters, there is an article in our feature section on MC&IT and cuisine: meetings and conventions have come along way from the “rubber chicken circuit”!

In fact, one would be hard-pressed to think of any tourism product that cannot find a niche from which to benefit from, and participate in, an enhanced and growing MC&IT industry in Canada. Post- and pre-convention tours are just part of it: meeting planners are looking for unique experiences and products, and corporate planners are seeking leading-edge training and motivational opportunities for their personnel.

Suppliers must be certain that they can deliver exemplary quality product in a highly competitive environment to companies and decision-makers who are “high-rollers”. These folk have long memories and their tentacles reach far and wide; a bad experience can have far-reaching implications for future business, no less than a first-rate product can yield highly profitable repeat business by word-of-mouth.

And size has little to do with it. Many “niche” operators, some who have been featured in *Communiqué* over the past couple of years, are basically one-person operations. However, they are well enough organized to be making big gains in partnering with major hotels and planners to deliver team-building and incentive experiences for a corporate management clientele.

Tourism, as always, is a “people business” and that is no less important for the MC&IT sector than any other. 

Peter Kingsmill, Editor

A CLEARER READ!

Most of you will have noticed that *Communiqué* is easier to read this month. That's because we've made some typographical changes to enhance your enjoyment of Canada's Tourism Monthly. First, we've decided to use a Garamond font and slightly increase the size of type for your reading pleasure. You'll also notice slight enhancements in the type style of headlines and the way some of the stories have been organized. Also starting this month, a CTC calendar of Industry events has been introduced on page 15. It's just another way of keeping you informed of industry related events.

Look for more changes in future issues of *Communiqué* as we continue to reflect the CTC publications. We're always interested in your comments and feedback so please feel free to drop us an e-mail at: communiqué@ctc-cct.ca

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME

Tourism & Technology: communicate for profit

Is your business or association looking to enhance its competitive advantage? Are you searching for an effective method in which to communicate with other members of the Canadian tourism industry, exchange information, receive the latest tourism related news and statistics, and seek new partnerships? If so, visit www.canadatourism.com and become a member of the Canadian Tourism Exchange (CTX).

The CTX, which currently has more than 10,000 members, is a free business-to-business website for the Canadian tourism industry. Its purpose is to connect the tourism industry – to bring buyers and suppliers together, to put forth information and knowledge quickly and extensively, to allow for collaborative marketing initiatives, and to enable business-to-business transactions. The CTX provides tools to help Canada's tourism industry gain a competitive advantage while offering a level playing field to businesses of all types and sizes within the industry regardless of location.

Registered members have access to the following features:

- Business-to-Business: Allows other members to search through the ever-expanding

database of industry products and services to reduce search time and improve business operations.

- Business-to-Consumer: Organizations who become members of CTX automatically have their contact information (website URL, telephone number, address, etc.) made accessible to consumers through Travel Canada's search engine.
- Tourism News: Gives users, via email, daily tourism related news from newswires, magazines, newspapers and trade publications.
- Business Connections: Allows users to post messages and to join or create discussion forums.
- Research & Publications: Gives users access to CTC publications, surveys, research studies, market profiles, statistics and sectoral analyses.

The CTC has developed this network to meet your needs. We invite you to use it regularly and welcome your comments and ideas in order to better serve the industry's interests.

Contact Patrick Pichette
CTC E-Business Projects Coordinator
pichette.patrick@ctc-cct.ca

www.canadatourism.com 


New HR tool kit created

Building on the success of the *Performance First® Series*, a seven book set that provides solutions to many of the human resource challenges faced in today's work environment, the Canadian Tourism Human Resource Council (CTHRC) has produced the *Performance First® HR Tool Kit*, a pragmatic guide to human resource management that will be available in the fall.

Where the *Performance First Series* provides practical solutions to several key human resource management issues and challenges in the tourism industry,

the *Performance First HR Tool Kit* provides the strategies, tactics and resources required to recruit, select, hire, train, coach and manage employees effectively.

User friendly templates include essential human resource policies and procedures, making it easy for the user to focus on customizing job advertisements, application forms, interview evaluations, job offer letters, training plans and employee manuals to fit the position they're hiring for.

continued on page 11 

CANADA'S ARCTIC:



THE INCENTIVE TRAVEL FRONTIER

“Business travel includes both individuals and groups... where we can have some influence is with groups in the meetings and convention travel sector. It’s self-explanatory: delegates who attend a conference, speakers, exhibitors for a trade show are all in the meetings and convention category. With incentive travel there is the opportunity to attract large incentive groups when corporations award trips to their top people. In general these types of travellers are somewhat higher-spending than leisure travellers.” (Penny McMillan, Chair, MC&IT Committee, CTC)

ABOVE: Small-ship cruising companies offer a range of unique incentive travel opportunities in Arctic waters. Such vessels can provide luxurious accommodation and meeting facilities in the midst of sparsely populated landscapes.

BELOW: Nunavut is coming of age as a destination for seekers of the spectacular. Photo: T. Parker.

The meeting and incentive travel planner harbors an insatiable appetite for new and extraordinary destinations to send increasingly adventure-jaded executives. The Canadian Arctic is one of the most exotic destinations in the world today and a new company – Destination Arctic – is forging new programs and alliances to place Arctic product at top-of-mind in the MC&IT sector.

The Arctic, the world’s last true great wilderness, has a romantic appeal that combines remote adventure and cultural uniqueness. Opportunities for fresh itineraries exist around every snowdrift. Corporate off-sites in the Arctic can include some non-traditional team-building programs such as igloo construction or dog-team racing.

Problem-solving skills can be honed staring down a muskox on Banks Island, your culinary expertise tested over the campfire with caribou steaks or your next executive meeting in an igloo under the Northern Lights.

“I learned quickly that the Arctic is indeed remote. However the most exotic destinations in the world frequently are. Somehow the layovers and connections enhanced the sense of “specialness” and hinted at the adven-

ture to come”. said Michele Saran of the CTC Chicago office.

Lest the planner feel intimidated by the logistics involved in staging an event in a destination that has more caribou than people, Destination Arctic provides a comprehensive range of services. The sales and planning team is in Toronto, and it calls on the event planning know-how and remote-destination experience of sister company Encore Encore Strategic Marketing.

In the North, Destination Arctic is teamed with the Arctic’s most experienced tour operator – Arctic Nature Tours, a subsidiary of the Inuvialuit Development Corporation. Director Dennis Zimmerman brings a depth of experience to Arctic adventuring



continued on page 7 ➔

In conversation with Penny McMillan

Penny McMillan is Chair of the Canadian Tourism Commission's MC&IT Committee. In her "day job" as executive director of Tourism Winnipeg, McMillan experiences firsthand the challenges and rewards of the business. She sees her work as chair of meetings, conventions and incentive travel committee as one way to contribute to the overall well-being of the travel industry. She spoke to *Communique* contributor Martha Plaine from her office in Winnipeg:

Q *Communique:* Business travel is a catch-all phrase that includes several different groups. How would you explain the categories – meetings, conventions and incentive travel?

A *McMillan:* When we look at statistics, business travel includes both individuals and groups. But the areas that interest us, because we can have some influence, are meetings and convention travel. It's self-explanatory: delegates who attend a conference, speakers, exhibitors for a trade show are all in the meetings and convention category. Then there is incentive travel, and the opportunity to attract large incentive groups when corporations award trips to their top people. In general these types of travellers are somewhat higher-spending than leisure travellers.

Q *Communique:* The United States is the focus of CTC marketing activities for meetings, convention and incentive travel. Just how important is the U.S. market?

A *McMillan:* The U.S. is such an important market because of the sheer size of the U.S. population. That makes it a priority for Canada. When we look at the revenue for Canada in 2000 (\$1.8 billion) we see it is considerable, and room for growth in that market is enormous. In fact, considering the size of the U.S., we're barely making an impression.

We know that 30% of tourism revenues for Canada come from outside our borders. The \$1.8 billion generated by

MC&IT business is equal to 4.3% of the 30% – but to appreciate its significance, that amount is equal to revenues generated in the Asia Pacific market. MC&IT is a higher yield segment. When you are looking for the best returns on your investment, the best use of your resources, then potential revenues are a prime consideration.

Q *Communique:* Where is the competition coming from?

A *McMillan:* Competition is global in all travel markets – including the MC&IT business. For instance, a meeting that might come to Canada one year could be in the U.S. next year, and then Singapore or Hong Kong in two years. The internal level of competition in the U.S. is fiercer than ever because the domestic situation in the U.S. is changing with an expansion of convention centers. American cities that would have been considered second tier a short while ago are building and expanding their convention facilities so fast that their capacity is in excess of even Canada's tier one cities. This increases the level of competition. We in Canada can't take anything for granted.

Q *Communique:* What is Canada doing to keep ahead of the competition?

A *McMillan:* We're taking the time and making the effort to do research so that we know our customers, and know them well. First, we're looking at our strengths: We are a foreign country to U.S. visitors but at



the same time there is a familiarity and closeness. Another strength that has been identified for us is cuisine; the food and beverage services that Canada offers are often ahead of our U.S. competition.

Still another strength, because of the way the CTC works, is based on partnerships. We know this is an effective way to do business. We're looking more and more at integrated marketing approaches – with ads, direct mail, on-site promotions, all part of the total sale.



The whole concept of how you market and sell is changing and evolving. Once it was just a question of placing an advertisement. Now, marketing and selling are based on relationship selling which means that our customers have to have confidence in us at every level. The CTC's on-site U.S. sales staff is focussed specifically on these business markets. They're out there, talking to our potential customers – the decision makers – and running sales activities, building relationships. This helps

build confidence in Canada.

Also, the branding exercise which resulted in the new global brand for Canada is important. In the meetings and conventions sector, just as in the leisure sector, people have to be aware of your product. Branding gives us the opportunity to build on synergy with the leisure market. Our customers receive the Canada message from us and it's reinforced by leisure market activities. And with the leisure budget in the U.S. much bigger than our own, we benefit.

Q *Communique:* How has the MC&IT committee been functioning?

A *McMillan:* The MC&IT committee is a very representative cross-section of the national industry. One of the exercises we go through at our meetings is a round table. People don't give away any trade secrets but they

Room with a view: offering clients the opportunity to meet in a boardroom furnished and situated like this one at the Rimrock Resort Hotel in Banff, Alberta could be a meeting planner's dream.

do share information. That's where some of the changes in focus have originated.

For instance, one development that originated with the committee has been the idea of focussing on the level of food service available at convention centres. There are two sides to this: in Canada in general, the quality of food service at conven-

tion centres is very high because we attract gold-level top chefs, unlike in the U.S.

So this is an opportunity for us. But it is not enough to say we've got great food. We must deliver food and beverage service at a level that is clearly superior.

Another opportunity the committee has identified concerns the CTC's integrated database. In the last year partners have really started using the database to build their contacts in the U.S. We're not talking about just a list of names, but a qualified list of potential customers, a list that is constantly being worked on and refined. The effort to bring the database to its current level of excellence coincides with the creation of the CTC. It has been a priority for the in-market U.S. sales staff, and they have played a critical role at ensuring its high quality.

Also, at the committee we are talking about expanding activities beyond the U.S. market, and this would mean a new database. Accomplishing this requires that the CTC be able to respond to its national mandate – that is, provide the tools for all destinations to enter the markets. Cities such as Montreal, Vancouver, and Toronto – even Winnipeg – have the capacity to do this for themselves. But smaller markets can't afford to maintain and build this kind of market intelligence to the same degree. That's where the CTC comes in and is so valuable for activities such as direct mail where you absolutely need to have a list of qualified customers. ❄️

Gourmet dining introduced at convention centres

In many ways, it's a level playing field for North American destinations competing to attract meetings and conventions business. Their facilities are strikingly similar: high-quality, luxury hotels and convention centres that are state-of-the-art

is doing in the United States. The MC&IT sales force is spreading the word that Canadian destinations offer fine cuisine and fine wine and beers that make for memorable meetings and conventions. And this is true of Canadian convention centres as



Fashion Cares gala, held at the Metro Toronto Convention Centre in June 2001, served a gourmet plated dinner for approximately 2500 people. Photo: Jim Babbage, Plum Communications Inc.

with high-speed internet access and audio-visual capacity. For a destination to really stand out from the competition, it has to cultivate special qualities.

And it has to let the marketplace know that the destination excels. That is just what Canada

well as restaurants and caterers.

If some business travellers are surprised, even dubious, it is understandable. After all, gourmet dining at an intimate candlelit restaurant is one thing, but few people expect a banquet for a thousand delegates to feature

haute cuisine. But dining at Canadian convention centres will be a revelation for these people, says Susan Iris, director of the CTC's sales force in the U.S.

This is because convention centres in Canada attract the very best culinary talent. They hire top executive chefs to oversee food and beverage services, devise menus and cater events. This isn't the case in the U.S., where top chefs are not likely to consider jobs with convention centres. The high calibre of cuisine at convention centres depends on fine produce and local ingredients as well as the skill and imagination of the chefs. Beverage services, likewise, rely on the highest quality domestic and imported products.

The decision to promote Canadian cuisine in the U.S. marketplace began with discussions by the MC&IT committee about their strategy in the U.S. market. The committee recognized that food and beverage service was an integral part of the meetings and convention business. They realized that the fine art of cuisine, as practised in Canada, was unique in North America and could give Canadian destinations a competitive edge. In April, the committee approved a new sales program which aims to differentiate Canada by virtue of its cuisine. For twelve months all marketing and promotional activities in the U.S. will make reference to Canadian food and drink. The campaign will include advertising, direct mail, media events, themed promotions, and a national presence at events. ❄️

CANADA'S ARCTIC...

continued from page 5

and a real understanding of the culture of the area. *The Swiss chef concocted elaborate meals that highlighted local specialties such as beautifully prepared Arctic char, caribou and muskox,*" said Saran.

While standard itineraries are available, most trips are custom designed to the customers' specifications. For example, a tire manufacturing company could

combine product testing on the world's longest ice road with an off-site meeting of corporate executives and the filming of a commercial. This kind of agenda can be designed to satisfy the front office, the product development team and the marketing professionals.

"We shared experiences that we'll remember forever – such as meeting local artists and listening to the ancient tales and legends they'd heard from their grand-

parents. Seated around a roaring fire in a teepee, we learned traditional cooking techniques. We listened to village elders tell stories of their life struggles. There was no shortage of excitement either: activities such as helicopter touring, dog-sledding and pingo-climbing were guaranteed to get the adrenalin rushing," added Saran.

Company Director Andrew White explains that "these multi-function trips are Destination

Arctic's specialty and are, to our knowledge, industry-unique in their ambition and scope." He goes on to say that a large part of the appeal of Destination Arctic is the company's ability to talk the language of business. "Although the product is north of the Arctic Circle, our focus is Bay Street. Located right in the heart of Toronto we bring the Arctic to the city and deliver it to the boardroom."

www.destinationarctic.com

The incentive: nature's extremes and top service

The Wickaninnish Inn at Tofino, B.C. offers what manager Charles McDiarmid refers to as "magical resort experiences" on the rugged West Coast of Vancouver Island in Clayoquot Sound. "We welcome

that filled us up). Or, we have small board groups or strategic planning groups of the 10 to 20 person size. A big plus from the meetings and group side is that guests can fly into the Tofino Long Beach Airport with its

5,000 foot runways, making it one of the largest airports in BC only a 10 minute drive from the inn."

The Wickaninnish Inn has been in business for five years. McDiarmid reports that the principal market is Western Canada, but the U.S. market is growing. He attributes much of the inn's success to "first-class Relais & Chateaux service in a totally relaxing environment."

For information visit
www.wickinn.com



The Wickaninnish Inn's 46 guest rooms deliver awe inspiring ocean views revealed by floor to ceiling picture windows. Guests can find an in-room book collection, binoculars, private bar, and a down duvet on the bed.

people in true personal style year round but we relish in making the winter storm season a truly exceptional time to visit," says McDiarmid. "Wind, rain and 20 foot waves are not unusual and make for a dazzling performance by mother nature that is captivating, invigorating and always a joy to watch as the foaming breakers pound the surrounding rocky shore and adjacent beach."

McDiarmid told *Communiqué* that the MC&IT portion of the inn's business is about 6% and growing. "We find we have two types of business from this sector: complete "buyouts" of the inn (for example we hosted a German Food Products Company in June

"Culinary Site Inspection" tour is the brainchild of Halifax's World Trade and Convention Centre where Chef Christophe Luzeau presides in the kitchen. Chef Luzeau was recently chosen as a member of Canada's Culinary Olympic team. Qualified meetings planners will be invited to travel to Halifax to participate in a variety of activities that focus on food and beverage. They'll go behind the scenes to visit the kitchens and wine cellars of some of Halifax's top meetings facilities, hotels, and

restaurants. They'll shop for apples and berries, vegetables, poultry and lamb at farmers' markets. They'll go to the wharf to choose the freshest seafood and fish. And they'll have the chance to attend cooking classes with Chef Luzeau and other fine Halifax chefs.

For more information about the Culinary Site Inspection, contact
Anne Hachey
U.S. Sales Manager, World Trade and Convention Centre, Halifax
902-421-8686
ahachey@wtcchmc.com

Halifax treats for convention planners

ARCTIC MC&IT PRODUCT CLUB UNDERWAY

Four Arctic tourism proponents have teamed together to form the Arctic Corporate Travel

Event (CTE) Product Club under the Canadian Tourism Commission's Product Club program. Arctic Nature Tours, NWT Arctic Tourism and the Town of Inuvik are founding partners along with Destination Arctic, and they understand that for the many small and medium sized enterprises offering tourism products and services in the Arctic, the business challenge is to broaden their customer base beyond traditional and seasonal markets.

The partners share the belief that Canada's Arctic is a unique global travel destination with

the romance and appeal to attract corporate travel events seeking something out of the ordinary – a destination with attitude. The CTC has pledged a total of \$300,000 over three years to develop the MC&IT market and enhance the competitiveness of NWT tourism suppliers, marking the first time that CTC product club funding has been awarded to an NWT-based initiative.

Among the components of the business plan are establishing a prospects database, developing a business-to-business website, delivering operator and outfitter training programs, and hosting an Arctic CTE Conference on September 16 and 17, 2001 in Inuvik.

For more information contact
Andrew White, 416-923-3800, awhite@eesm.com

CTC MC&IT COMMITTEE

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zalloni.claude@tourisme-montreal.org

NOTE: The Canadian Tourism Commission's worldwide contact list for MC&IT is available on the CTX Website:

www.canadatourism.com

Mementos that make the meeting!

How often have you pulled an item off your shelf or even your office wall and said ... "I remember getting that in New Orleans or ... what a great meeting we had! So often, the memento given to the delegates is truly your lasting memory of a very special event or meeting!

Where do you start? First, the purpose and objective ... what is the purpose of the proposed gift and what would you like it to achieve. Second, the budget. What funds do you want to set aside to try and achieve your purpose. Third, is the gift meant to support a brand as well as the theme. Gifts themselves



Meeting planners welcome a wide variety of choices for delegate "keepsakes", often choosing ones that are representative of the destination area where the meeting is held.

However, gift and promotional products are often the last line items considered with meeting planning. Small or large budget, a gift can serve many purposes and be an extremely effective form of advertising.

can be anything from delegate tote bags to more elaborate themed mementos. Packaging and presentation is absolutely key in this process. Whether the gift is given at registration or is presented on the pillow at turn-

down, the initial presentation and packaging may well be your only opportunity to provide special appeal to the gift.

Popular gifts and amenities can come in all shapes, sizes and prices. Popular gifts include top quality outdoor hats, coffee table photo books of the local area, local art from the destination where the meeting is being held, sports clothing tied to an achievement or team building event, and food gifts from the area.

One must also be careful of overuse of particularly "trendy" items. One such item over the past three years in Canada has been the Inukshuk; while at first novel and very representative of Canada with great interpretive meaning, now one has to be careful that delegates have not already received the same items.

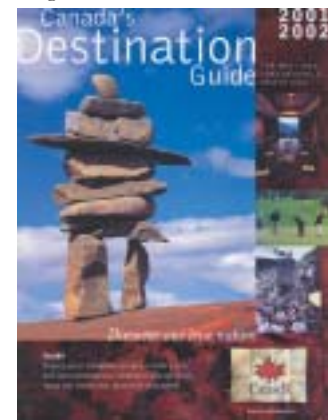
Consider carefully working with a professional on your selection of items. You may think you know exactly what you want but if you haven't consulted with an advertising or promotional gift consultant you may be surprised about how many new techniques and ideas are available to you that may better suit your needs. These individuals work with gift products daily and their sole purpose is to achieve the best possible scenario for you and your attendees. In Canada, the Promotional Products Association of Canada (PPAC) can help point you

toward professional and qualified companies and people in cities throughout the country.

*With contributions from
Fiona Marshall White
of LOGOTEX Mfg. Ltd.,
logotex@logotex.com*

New MC&IT Destination Guide

In May 2001, the Canadian Tourism Commission presented the latest edition of the annual *Canada's Destination Guide for Meetings, Conventions & Incentives*. This 68-page resource manual, published by the CTC and *Meetings & Incentive Travel Magazine*, features Canada's



leading accommodation and meeting facilities, activities, attractions and services for U.S. MC&IT planners. The goal of the document is to target the U.S. Meetings, Conventions & Incentive Travel market and increase the awareness of Canada as a four-season product and a premium business travel destination. Distinguished Canadian cities and regions and their featured amenities are advertised by industry partners and the guide is distributed to 200,000 MC&IT planners throughout the U.S. The 2001-2002 guide boasts 37 participating partners, all with a keen interest in attracting the attention of American meeting planners.

*For more information on advertising opportunities in the 2002-2003 CTC Destination Guide contact
Christina Scott at
scott.christina@ctc-cct.ca
or 613-954-1900*



The number of corporate meetings and events at establishments in the Quebec Resorts and Country Inns Network (Hôtellerie Champêtre) is on the rise. The network's 24 establishments provide charm and comfort in less usual destination areas like the Charlevoix UNESCO Biosphere Reserve where the Canadian Shield meets the Gulf of St. Lawrence.

MC&IT market buoyant in U.K.


The UK conference & incentive travel market continues to remain buoyant. Although total expenditure shrank by 7 per cent from last year, and agencies operated 10 per cent fewer groups, the number of room nights remained constant, with the market still worth an impressive £950 million, according to the latest Trends & Spends Survey conducted by *Meetings and Incentive Travel* magazine.

Canada continues to hold a relatively strong position, rated 4th in the long-haul destinations table with 5 per cent market share. However the USA still remains dominant, taking a mighty 54 per cent of all UK long haul groups, while the rise of the United Arab Emirates, and Dubai in particular, continued unabated. Dubai topped the table of states by delegate nights and lost out only to New York

and California in the long-haul groups sector.

Competition among the UK national tourist offices for a piece of this lucrative market is fierce. Sixty-four per cent of all NTO's have a dedicated MC&IT department. The CTC UK office has been working hard to increase groups to Canada and latest initiatives include new collateral material, an expanded media visit program and familiarisation trips for corporate end-users.

"In April this year we launched a dedicated video in partnership with British Airways, Fairmont Hotels & Resorts, Tourisme Québec, Tourism British Columbia and

Ontario Tourism, and this year for the first time we are working closely with several key agencies to bring their top clients out to Canada," states CTC's Kirsty Drake. "One of our greatest challenges is to convince the corporate end-user that Canada is where they should go next. That it is not a cold and rather boring destination but young, exciting and sexy. Our newest initiative is the implementation of a dedicated MC&IT Website for the UK market. We are aiming to be online by January 2002". 

For more information, contact
Kirsty Drake
kirstydrake@ctc-uk.org

Internet MC&IT newsletter working in Germany

The German office of the Canadian Tourism Commission uses an exclusive Internet Website to promote Canada as an MC&IT destination in the German market. The Website includes a

quarterly newsletter which is sent to some 400 Incentive agencies and high-end decision-makers in big companies which carry out incentive trips to long-haul destinations.

The newsletter reaches the right audience on a regular basis. The first issue featured British Columbia and Alberta, Yukon, the Atlantic Provinces and Ontario. The July 2001 newsletter features Quebec, and issues are planned for Saskatchewan, Cities, Outdoors, National Parks, Soft & Hard Adventure, and

specialized MC&IT Hotels.

So far, ten incentive trips have been developed that can be attributed to the Website. A number of partners have invested in the Website initiative including Fairmont Hotels & Resorts, Tourisme Montréal, Via Rail, Cascade Interlink, Trails, CTI, HOST Destination Management, Delta Hotels, and Rocky Mountaineer. Visit the website at www.kanada-incentives.de


For German market MC&IT information contact:
Jens Rosenthal
j.rosenthal@ctc-germany.de



Down-under boarders take it to the top on Canada's slopes.

Selling snow down under

The Canadian Tourism Commission and its Kiwi and Canadian partners are hard at work promoting the Canadian winter sports option to "Skiwis down under". With daytime temperatures plummeting to 12°C one weekend in June, the CTC and its partners mounted a major presence at the Auckland Snow Show with a "Ski And Board Canada" plaza, and talked to over 5000 enthusiasts. Winter visits from New Zealand to Canada jumped 11 per cent during the first three months of 2001 and both Canadian and New Zealand operators reported good growth in their winter business.

The CTC's Ski 'n Board Canada Program is at its height June through October, when Kiwis hit the boards at the major resorts of Mt. Ruapehu, Mt. Hutt and Queenstown. The promotional mix includes Ski 'n Board Canada Shows, newspaper competitions, on-mountain promotions, window displays, in-store promotions and blanket distribution of the CTC publication *Ski 'n Board Canada*. There are even a couple of new "Ski 'n Board Canada" wagons cruising and parking in prime locations. 

For more information, contact
rpennick.ctc@xtra.co.nz



Whale of a promotion

The CTC in Germany has developed a cross-marketing partnership with the Whale and Dolphin Conservation Society (WDCS), the world's largest non-profit whale protection organization with more than 100 protection projects worldwide.

Partners within this cooperation are: Tourisme Québec, Air Transat, DERTOUR, AVIS, the

airports of Düsseldorf, Munich, Berlin-Schönefeld, Ratio Reisen (a travel agency chain), ricardo.de (Internet auction channel), *Familie & Co.* (a magazine for families), and GREMM (a local whale protection organization).

This joint venture has two principal goals: first, to promote Canada on a broad basis, attracting especially families to nature products offered by the Province

Spectacular whale-watching experiences in Canada will benefit from a marine-mammal research and tour-operator certification partnership. Photo: Nova Scotia Tourism.

of Quebec and Canada's whale watching products in general, and second to promote the WDCS and their whale certifications to help purchase technical equipment for marine mammal observation in the St. Lawrence River.

Contributed by
Jens Rosenthal,
CTC Marketing & Business Travel
Specialist, Germany
j.rosenthal@ctc-germany.de

Partnership marketing: out of the box at OTMP

The Ontario Tourism Marketing Partnership (OTMP) is constantly exploring new and unique marketing initiatives to help keep Ontario the premier destination in Canada. One of the ways it is doing this is through joint-partnerships and alliances. These partnerships bring together groups that would otherwise be competing against each other, to give the traveller a more memorable experience in a world

where borders are disappearing and tourism brings more than \$7 billion in foreign exchange annually to the province.

Successful OTMP partnership programs include *Theatrical Adventures in Wine Country* (combining the efforts of the Shaw Festival, regional wineries, hotels, and corporations). Another good example is the partnership between the province and *Resorts Ontario*, to promote

the latter organization's new *100 Reasons to Enjoy the Season* program.

"By taking a new approach to marketing and using out-of-the-box thinking, solid, long-term partnerships and alliances are being created," adds Eugene Zakreski, CEO of the OTMP.

For more information
about the OTMP, visit
www.tourismpartners.com
800-263-7836


Calgary markets under new name

Calgary's convention and tourism authority took on a new wordmark on August 15: what was formerly known as the Calgary Convention and Visitors Bureau is now officially Tourism Calgary, joining most "CVBs" across Canada who promote their cities under names like Tourism Vancouver, Tourism Montréal, Tourism Saskatoon, and Tourism Toronto. "We are pleased with the overwhelming support we have received (for the name change)," says Tourism Calgary's CEO Joe Fardell, pointing out that 97% of visitors surveyed indicated that they found the new name easier to say and to remember, as well as more descriptive of the agency's function. 

NEW HR TOOLKIT...

continued from page 4

Other resources include a generic interview guide, strategies for finding job applicants, and interview evaluation and employee decision forms. In addition, "Performance Paks," pre-customized tool kits for specific occupations such as House-keeping Room Attendant, Entry Level Cook, Front Desk Agent, Tourism Visitor Information Counselor, and Food and Beverage Server will also be available.

"The tool kit provides human resource managers, supervisors, job trainers, coaches and owner/operators with a how-to, step-by-step approach to implementing effective human resource management practices," says Philip Mondor, Vice President and Director of Development for CTHRC. For further information or to order the Performance First Series and Performance First HR Tool Kit, contact the CTHRC and they will put you in touch with the council in your province or territory. Visit www.cthrc.ca or telephone 613-231-6949. 

RESEARCH

Numbers up, feelings mixed in N.W.T.

More tourists are visiting Yellowknife than ever before, according to the manager of the Northern Frontier Visitors Centre, Beth Harding. "The numbers have been steady into the centre," she said, adding "quite a few people have been coming in from Ontario and Alberta and of course, lots of Americans." She attributed the unusually high numbers from Ontario to an advertisement in a Canadian Tourism

Commission booklet called Go. But not all tourism-related businesses are happy with the

state the industry is in. Bill Tait of Raven Tours said his company has seen a decline for at least 10 years and is experiencing one of the worst tourism years on record. "We've seen a drastic drop," he said, adding that he thinks the city's marketing strategy is the problem. "We don't have enough product here to draw people," he said. Although he believes the U.S. economy is mostly to blame, "We're not going to solve the summer tourism problem here without facing it." (From *The Yellowknifer*).



Magnificent scenery and a sense of the exotic fuel visitor demand for northern destinations, and Canadians are discovering the possibilities through domestic marketing programs. Photo: Tourism Yukon.

Taxicabs and tourism

In Canada, the activities of taxi and limousine services have been identified in Canada's Tourism Satellite Account as a significant part of the Canadian tourism sector both as a Canadian tourism commodity and a Canadian tourism industry. According to the Canadian Tourism Satellite Account, updated for the reference year 1992, the total tourism output share accounted for 24% of the total revenues of the taxicab industry. Furthermore, the

tourism share of the GDP of the taxicab industry reached almost 29% in 1992.

According to the preliminary results recently released by Statistics Canada in the 1999 Survey of the Taxi and Limousine Service Industry, the taxi and limousine service industry generated operating revenue of \$1,064 million.

For more information visit
Communiqué at
www.canadatourism.com

Air fare rising

According to a July 2001 report from Statistics Canada, the average domestic airfare paid by passengers was \$208 in the second quarter of 1999, up 5.6% from the second quarter of 1998 and 2.1% above the previous highest amount of \$204 recorded

in the second quarter in 1995. In the domestic sector, this amount represented the ninth consecutive quarterly increase in average fares. International fares remained stable for four consecutive quarters in the same period.

A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	% Change from previous year
TOURISTS TO CANADA			
From the U.S.	January - June 2001	6,458,784	5.6
By Auto	January - June 2001	3,907,924	5.9
By Non-auto	January - June 2001	2,550,860	5.0
From Overseas - Total	January - June 2001	1,793,449	-1.0
United Kingdom	January - June 2001	374,177	1.6
Japan	January - June 2001	192,091	-0.2
France	January - June 2001	142,797	-7.1
Germany	January - June 2001	134,389	-8.9
Hong Kong	January - June 2001	62,674	-0.3
Australia	January - June 2001	81,929	4.2
Taiwan	January - June 2001	62,982	-16.5
Mexico	January - June 2001	61,753	11.8
Korea (South)	January - June 2001	61,755	6.8
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January - June 2001	6,751,741	-2.8
By Auto	January - June 2001	3,320,888	-3.5
By Non-Auto	January - June 2001	3,430,853	-2.1
To Overseas - Total	January - June 2001	2,795,048	13.6
EMPLOYMENT IN TOURISM			
Total Activities	First Quarter, 2001	539,000	4.1
Accommodation	First Quarter, 2001	149,400	7.6
Food and Beverage	First Quarter, 2001	142,600	2.3
Transportation	First Quarter, 2001	100,000	1.0
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income	First Quarter, 2001	\$21,212	1.4
GDP at market prices (current, \$B)	First Quarter, 2001	1,095.1	1.9
GDP at market prices (1997, \$B)	First Quarter, 2000	1,025.4	0.6
CPI (1992=100)	June 2001	117.5	3.3
EXCHANGE RATES (in Cdn\$)			
American dollar	July 2001	1.5304	3.6
British pound	July 2001	2.1648	-2.9
Japanese yen	July 2001	0.0123	-10.2
French franc	July 2001	0.2010	-5.0
German mark	July 2001	0.6742	-5.0
EURO	July 2001	1.3186	-5.0

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

E-commerce and the travel trade

Retail Travel Services firms are adapting to the advent of electronic commerce. This is the conclusion of a recent study produced by Industry Canada examining the use of electronic commerce and its implications for the retail travel services industry in Canada.

Industry Canada and the Canadian Tourism Commission (CTC) undertook this study as part of a broader analysis of numerous industrial sectors, under the guidelines of the Organisation for Economic Co-operation and Development (OECD).

The study revealed the many changes already underway in this business sector. Traditional "bricks and mortar" retail travel services face a challenge to their current business model in order to maximize new opportunities offered by on-line distribution channels. Airlines are developing direct front-end e-commerce solutions to reach the consumer and to reduce Computer Reservation Systems fees and distribution costs. New co-operative partnerships are evolving among airlines to jointly develop e-commerce super portals providing unbiased schedules, availability and pricing formulas for anyone with access to the Internet.

The study examined three segments of the retail travel services industry, the small,

large and virtual travel businesses. Six firms were included as case studies of leading edge firms. The findings of this study along with those from different sectors in other OECD countries will be included in an international study to be released by

these large travel services retailers may require partners from the United States or elsewhere for additional capital and e-commerce solutions. Virtual travel service retailers are technology driven. Each has invested heavily in the research and development of their e-commerce solutions. They are able to access a global clientele from under one roof. The challenge, however, is reaching the Internet shopper of travel services and developing customer loyalty and trust. While credit cards are the dominant form of payment, consumers are often uncomfortable purchasing travel products from virtual companies and paying for those products by credit card. Although there is agreement to make credit cards universally accepted through the use on the Internet, the potential for abuse in the handling of credit card sales and credit card fraud are a major concern. Visa Canada has stated that because security concerns are the most significant barriers to e-commerce growth in Canada, they have committed to zero liability for cardholders that become victims of Internet fraud. There is also some growth expected in the use of electronic checks as an alternative payment method.

Large travel service retailers have the financial resources and technical knowledge to transform and evolve in the e-commerce economy. Many are diversifying their revenue



www.canadatravel.ca is a comprehensive e-tourism web site developed by TravelInx Inc., for global consumers and travel agents to research and book all categories of Canadian travel.

the OECD later this year.

The study revealed that small travel service retailers face the greatest challenge in adopting e-commerce. At the same time, they have the most to gain. Their obstacles are the high cost of initial investment, the steep learning curve, staff buy-in to make the transition to e-commerce, rapid adoption of the Internet by their customers and changing their business cul-

streams through conference planning, subsidiary tour companies and other complementary businesses. While their growth continues and remains profitable through a managed travel focus, in the future these firms may need to consider mergers or acquisitions to maintain a dominant position within the new e-commerce travel marketplace. In order to compete at an international level,

these large travel services retailers may require partners from the United States or elsewhere for additional capital and e-commerce solutions.

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For more information, contact:

Greg Kenney
613-952-0216

kenney.greg@ic.gc.ca

The executive summary report is available at

<http://strategis.ic.gc.ca/SSG/sc01711e.html>

Incentive travel: France likes what Canada offers

Among the European countries, France is in third place for incentive travel to other countries, behind Germany and England. However, it ranks first where the choice of Canada as the destination is concerned. In 1998, Canada's average share of the 40,000 incentive trips to other countries made by the French was estimated at 9%. One type

of product – snowmobile rallies – is of particular interest to the French incentive travel agencies.

Factors other than the attraction of an exciting sports event have worked in Quebec's favour: access (direct flights daily), the existing infrastructures and language. In Western Canada, the 4x4 Rally in the Rockies, huge conventions in Vancouver, and



cruises along the coast of British Columbia up to Alaska are attractive products that, combined with the exceptional beauty of the surroundings, have won the day over access and budgetary criteria.


Canada has much to offer the incentive travel market in France. In addition, the members of CTC-France are hoping above all to diversify what is available and to convey the charms that Canada holds in all seasons.

TOURISM ROUNDUP

Brits top overseas visits to Canada

Statistics Canada has released the figures for Canada's top ten major overseas tourists from the year 2000. The United Kingdom topped out at 866,000, followed by Japan (500,000) and France (404,000). The remaining seven top visitors were Germany (385,000), Australia (173,000), Taiwan (160,000), Mexico

(143,000), Hong Kong (137,000), South Korea (134,000) and the Netherlands (128,000).

The United States also received heavy visitation from Canada's top four: Japan led with 5,061,377, followed by the U.K. (4,703,008), Germany (1,786,045) and France (1,087,087). 

New travel channel launches this month

Canadian tourists will have something new to watch out for this month. As of press time, CTV Travel, a new specialty television channel was poised to offer 24-hour programming catered to tourists from coast to coast. The Toronto-based network is part of the new digital channels battling it out for viewers on the television dial this fall.

"It's an interesting, enticing and informative channel for Canadians," said Bruce Cowley, Senior Producer of Program Development for CTV Travel. "It's going to be watched by people who want to travel and dream about traveling. It will feature an eclectic mix of documentary style programs produced for all walks of life."

Cowley said the program grid features two prominent productions with Canadian content. The flagship program *Inside Travel* is a brave attempt to bring a daily 30-minute perspective of tourism activities all over, featuring magazine style interviews, travel news, and panel discussions every weekday evening. The second program will highlight a concept featuring 24-hours in a city and what people can do. St-John's, Halifax, Montreal, Quebec City, Calgary, Whitehorse and Vancouver are among the seven Canadian cities selected in the first season of the program. Three U.S. cities will also be featured in the same weekly series. 



Winnipeg's popular tourist event Folklorama will be featured on a commemorative coin struck by the Royal Canadian Mint in 2002. The series of coins will feature 13 events representative of each province and territory in Canada. Photo: Folk Art Council of Winnipeg.

Vancouver Island is number one

The readers of *Travel & Leisure* magazine have voted Vancouver Island as the winner of the 2001 World's Best Award – Best Island in Continental United States and Canada, and ranked the island third behind Maui and Kauai on the list of the World's Top 10 Islands.

The 6th Annual *Travel & Leisure* World's Best Awards are

featured in the August issue of the magazine. The results represent the best hotels, cities, islands, tour operators, airlines, car rental agencies, cruise lines, and spas, as selected by the magazine's readers. The criteria for the Island award were natural attractions, activities and sites, restaurants and food, people, and value.



Vancouver Island's coastal waters are a natural for cruise companies, and that's just the beginning for this highly-rated island destination. Photo: Tourism Vancouver.

B.C. gears up for TIAC conference

Tourism: Gateway to Opportunity is the Tourism Industry Association of Canada's (TIAC) national conference theme this year. The 2001 annual event will be held October 21-23 at the Fairmont Hotel Vancouver.

The Conference will focus on the issues facing Canada's tourism industry today, such as: customs and border access, infrastructure, air transportation, small

business financing and e-commerce and technology. Allan Gregg, host of the critically acclaimed TVO public affairs show "Allan Gregg in Conversation With" will kick-off the Conference as the keynote speaker. For more information about the Conference, please contact the TIAC Office at 613-238-3883 or email info@tiac-aitc.ca.

\$5 million into Nova Scotia historic site

The Government of Canada has announced a \$5 million contribution to the Grand-Pré National Historic Site of Canada redevelopment project. The site commemorates the deportation of

the Acadians from Canada and the national significance of the Minas area as a centre of Acadian activity from 1682 to 1755.

Women and Canada's historic sites

Female travellers want to learn about it, women's magazines seek to promote it, female travel writers wish to write about it – women's history. This growing demand for women's history destinations coincides with several interesting developments – from the advancement of women's history as a field of study, to the growth of the Canadian Parks Services (CPS) learning and enrichment travel program, to CPS's focus on integrating women's stories into the larger picture of this country's national history. Women's history has become a

priority initiative for CPS, along with Aboriginal peoples and ethno-cultural communities. It has led to new approaches related to women's history, enhanced interpretation of women's history at existing national historic sites, and increased designations of people, places and events associated with women's roles and achievements. In the October issue of *Communiqué*, writer Renate Sander-Regier will look in-depth at how CPS has been developing women's history destinations.



Steve Felahis, Sales Manager, CTC MC&IT Atlanta and Sandy Mukitarian, Regional Director, Tourism Quebec provided relief from the summer heat in Atlanta recently. An ice cream social was held at Community Bankers of Georgia where participants included Carolyn Brown and the staff of the Communities Bankers Association receiving frozen confections to take the edge off the 95°F+ of temperature.

Saskatchewan nixes B&B ratings

Tourism Saskatchewan will be ending its mandatory bed-and-breakfast accreditation program. The program required facilities to be inspected and accredited to get a listing in Tourism Saskatchewan's Accommodation Guide but the process proved to be expensive and convoluted, according to an article in Regina's daily, *The Leader Post*.

Golf scores for P.E.I.

Prince Edward Island recently participated in what is reportedly one of the largest and longest-running golf functions held annually in the United States. Tourism P.E.I. officials are confident participating in the Metropolitan Golf Writers Association's national trade show and awards dinner in Greenwich, Connecticut, will give the Island some added exposure as a golf destination.

CTC EVENT HIGHLIGHTS OCTOBER 2001

DATE	EVENT	LOCATION	CONTACT
Oct 1-3	G2E : Global Gaming Expo	Las Vega, Nevada, USA	G2E: Global Gaming Expo www.globalgamingexpo.com
Oct 1-3	Second NSF International Conference on Food and Water Safety in Travel & Tourism	Palma de Mallorca, Spain, Europe	World Health Organization conferences@nsf.org www.nsf.org/conference/tt2
Oct 1-4	TIA's Marketing Outlook Forum Media Luncheon	Atlanta, Georgia, USA	Travel Industry Association of America
Oct 1-12	National Travel Exchange	Long Island, New York, Westchester, North NJ, Philadelphia, Baltimore	Melissa Cain cain.melissa@ctc-cct.ca
Oct 2-4	Canada/Japan Tourism Conference.	Canada	Derek Hood hood.derek@ctc-cct.ca
Oct 2-4	Canada Japan Tourism - Judd Buchanan Co-Chair	Matsumoto	Derek Hood hood.derek@ctc-cct.ca
Oct 2-4	8th Canada-Japan Tourism Conference	Matsumoto city, Nagano, Japan	Yuki Toyoda toyoda.yukiyo@ctc-cct.ca
Oct 3	CTC MEDIA EVENTS IN USA Media Luncheon	Four Seasons, New York	Judy Love-Rondeau judy.rondeau@ctc-us.com
Oct 3	Media Luncheon	Le Cirque, NY New York	Judy Love-Rondeau judy.rondeau@ctc-us.com
Oct 4	U.S. MC&IT - FIM Expo	Washington, DC	Danielle Foisy foisy.danielle@ctc-cct.ca
Oct 4-7	ICTA National Forum, CTC & CTA	Westin Harbour Castle, Toronto, ON	Beth Cox beth.cox@ctc-us.com
Oct 9	U.S. MC&IT GWSAE Speaker Series "Bill Clinton"	Kennedy Center Washington, DC	Danielle Foisy foisy.danielle@ctc-cct.ca
Oct 9-11	U.S. MC&IT ITME	Chicago	Michele Saran, saran.michele@ctc-cct.ca
Oct 10	U.S. MC&IT Canada Night	Hyatt Regency Chicago, IL	Susan Iris, iris.susan@ctc-cct.ca
Oct 11-14	CTC-EVENTS IN EUROPE	Northern Italy	Lucia Vimercati vimercati.lucia@ctc-cct.ca
Oct 13-14	Japan Association of Travel Agents Trade Show	Fukuoka	Jun Saito jsaito@ctc-jpn.org
Oct 15-17	Showcase Canada	Bangkok, Thailand	Donna Brinkhaus dbrinkhaus@ctc-australia.com
Oct 15-19	Showcase Canada	Bangkok, Thailand	Catherin Wheelor katalyst@dps.centrin.net.id
Oct 15-19	CTC Asia/Pacific events Showcase	Bangkok	Donna Brinkhaus dbrinkhaus@ctc-australia.com
Oct 15-19	CTC - TAIWAN Showcase Canada	Bangkok, Thailand Nagano, Japan	Catherin Wheelor katalyst@dps.centrin.net.id
Oct 16	U.S. MC&IT Montreal Promotion	Chicago, IL	Melanie Boale boale.melanie@ctc-cct.ca
Oct 17	U.S. MC&IT Montreal Dinner (Tentative)	Canadian Embassy Washington, DC	Danielle Foisy foisy.danielle@ctc-cct.ca
Oct 18	Media "Heartland" Seminar	Tokyo	Masayo Hando mhand@ctc-jpn.org
Oct 18	U.S. MC&IT Montreal Promotion	Washington, DC	Danielle Foisy foisy.danielle@ctc-cct.ca
Oct 18	Media "Heartland" Seminar. CTC Japan media presentation on Saskatchewan and Manitoba		Derek Hood hood.derek@ctc-cct.ca
Oct 19-20	Virtuoso SC Regional Conference	Texas	Beth Cox beth.cox@ctc-us.com
Oct 18-21	CTC-EVENTS IN EUROPE SkiHapp / Ski-Inn (Consumer – Wintersport)	Ahoy Rotterdam	Fred Van Cleef vancleef.fred@ctc-cct.ca
Oct 18-23	U.S. MC&IT Quebec City FAM	Quebec City	Susan Iris iris.susan@ctc-cct.ca
Oct 21-23	National Conference on Tourism: Tourism Gateway to Opportunity	Vancouver, BC	Murray Jackson jackson.murray@ctc-cct.ca
Oct 22-23	CTC – Research planning presentation at TIAC Conference	Vancouver	Murray Jackson jackson.murray@ctc-cct.ca
Oct 22-26	CTC-JAPAN EVENTS	Tokyo/Osaka	S. Yokoyama yokoyama@ctc-jpn.org
Oct 22-26	Trade show in Tokyo Oct 22/23 and Osaka	Kanata, Ontario	Derek Hood hood.derek@ctc-cct.ca
Oct 28-31	AAA Congress	Vancouver, BC New York	Atlanta – Tiffany Thompson Thompson.tiffany@ctc-cct.ca membership@tia.org
Oct 28 – 31	AAA Travel Congress	Vancouver, BC	Sandra Carol scarroll@national.aaa.com
Oct 29-30	Muskoka Language School Workshop	Seoul, Korea	Jessica HJ Son, sonhj@travelcanada.or.kr
Oct 31-Nov.2	CTC Advanced Market Readiness Workshop for Adventure Travel Operators	Marble Mountain, NFLD	Frank Verschuren verschuren.frank@ctc-cct.ca

Choice Hotels has appointed **Gary Masters** to the position of regional marketing manager for Ontario and Western Canada.

Kim Barbisan has been appointed as the Toronto-based national sales manager and **Barb Muncey** as Montreal-based national sales manager for the Choice group.

Christina Scott, formerly with *Canadian Geographic* magazine, has been appointed MC&IT Marketing Specialist with the Canadian Tourism Commission. During her three years as a marketer at *Canadian Geographic* magazine, she developed and implemented creative marketing campaigns to promote Canada to Canadians and to the world, negotiating corporate partnerships and initiating public rela-

tions campaigns as part of the process.

Shelley Morris of the CTC's U.S. Leisure Program is away from the office on leave until late September. **Kristine Sigurdson** will lend a hand in Ottawa while Shelley is away. Kristine is currently CTC Manager, Leisure Travel Sales covering Northern California, Utah, Colorado, Nevada (excluding Las Vegas), Nebraska, the Cruise sector and the Gay & Lesbian market.

...**Mike Zaretsky**, former Director, Incentive Travel Sales in Los Angeles, is taking a sabbatical beginning in mid-August until January, when he plans to become involved in the industry in a different capacity...**Louise**

Collignon has resigned her position as administrative head of ACTA-Quebec to join Vacances Air Transat as senior director of national marketing, based in Montreal.

Stephen Outerbridge has been appointed vice-president of industry relations in Canada for Carlson Wagonlit Travel. Outerbridge will continue in his role as president of Harvey's Travel.... **Susan Darch** has left her position as Public Relations Manager at Whistler/Blackcomb (B.C.) to take up a new position as Director of Communications for Aspen/Snowmass in Colorado... **Jean Pelletier**, former chief of staff to PM Jean Chrétien, has been appointed

Chairman of the Board of VIA Rail Canada. Pelletier has also served as the Mayor of Québec City.

Recent appointments to the Canadian Tourism Commission team include **Annie Lavictoire** as Human Resources Assistant, **Julia Halverson** as the Senior Procurement Officer, **Jeanine Bazinet** as Material Management Officer, and **Judith Samuels**, Product Club Officer. 

Communiqué wants to hear about people on the move, within their organizations or into new career opportunities. Please send us your news via email to : communiqué@ctc-cct.ca

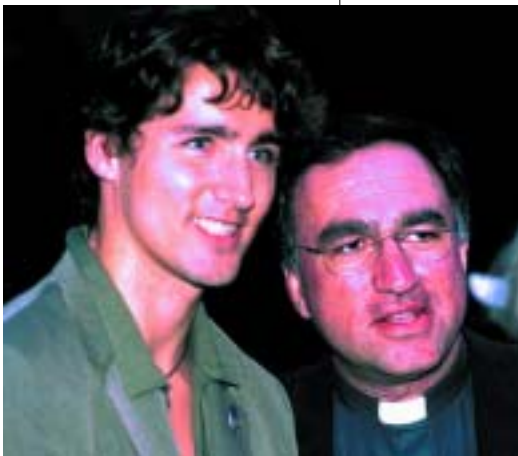
750,000 visitors expected at world youth event

As many as 750,000 young people (between 16 and 35 years old) will gather in Toronto next summer for World Youth Day. The event, sponsored by the Canadian Conference of Catholic Bishops, will run July 18-28, and will host visitors from the U.S. as well as from some 150 other countries.

World Youth Day, primarily a pastoral event, is being heralded as the largest youth gathering in the world. Federal support to what is known as "WYD2002" is provided through two mandates from the Prime Minister: Dennis Mills, M.P., Toronto-Danforth has been named as political repre-

sentative and the Department of Foreign Affairs has been given the lead responsibility for coordinating the Government of Canada's participation in WYD2002. Foreign Affairs Minister John Manley has appointed Anne Leahy as Federal Coordinator; her role also includes intergovernmental coordination with Ontario and the City of Toronto which have both set up WYD2002 Secretariats. The Canadian Tourism Commission is involved on the WYD2002 Task Force. 

For more information contact the WYD2002 National Office at: 416-971-5353 info@wyd2002.org



Justin Trudeau was a guest speaker at a July 28 event at Toronto City Hall to kick off World Youth Day next year. Trudeau is shown here with Fr. Thomas Rosica, the National Director of World Youth Day. Three quarters of a million youth are expected to take part in the event.

Photo: Bill Wittman.

Riding high in the sky



According to 37 of the New York area's wine experts who gathered at The Plaza Hotel to sniff, swirl and sip more than 200 bottles in *Business Traveler* magazine's most comprehensive wine competition ever, Air Canada has one of the best "Cellars in the Sky" for International Business Class. Canada's largest air carrier came in at number four in the competition. (Photo: Air Canada)

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