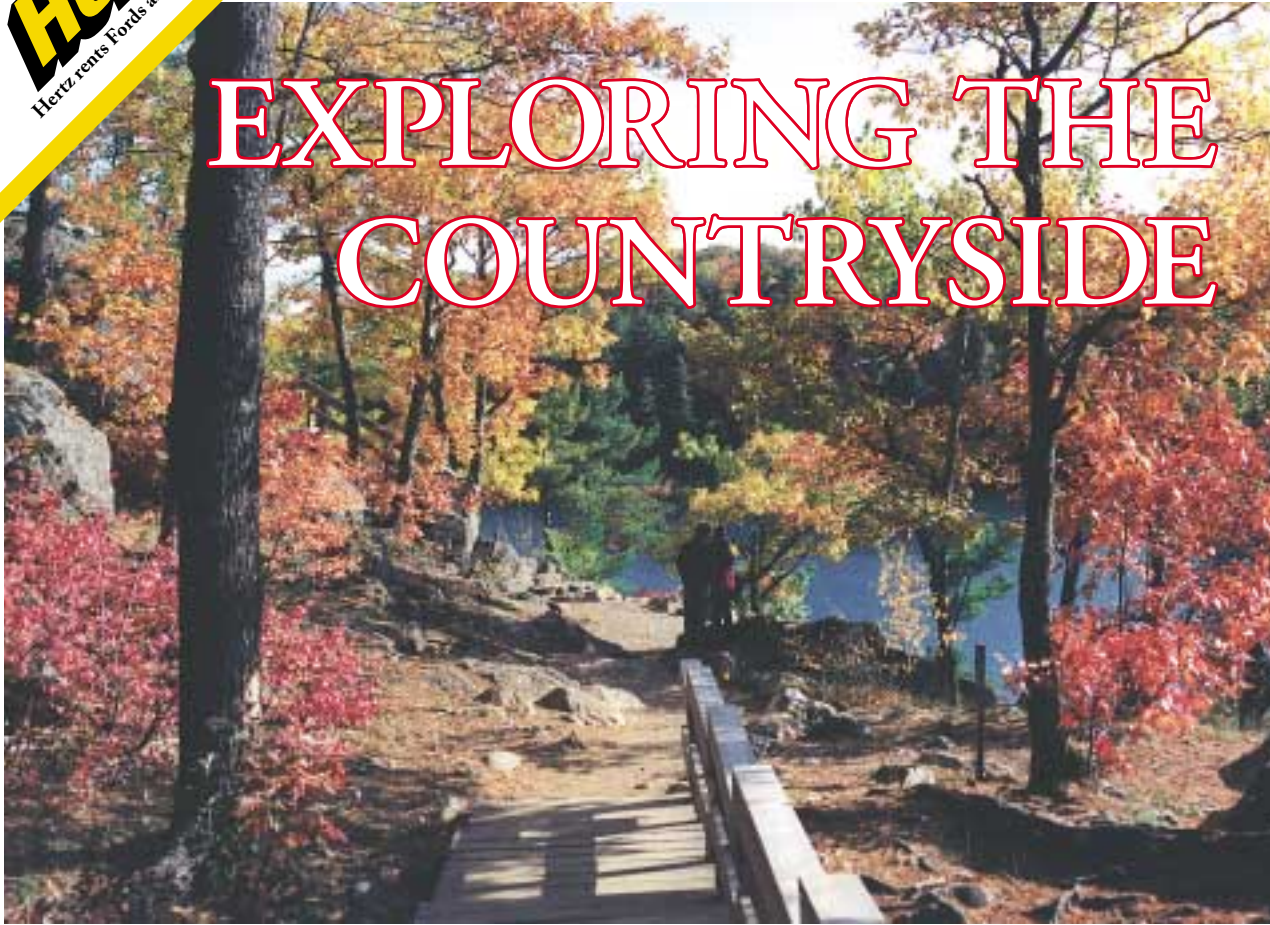




EXPLORING THE COUNTRYSIDE



Exploring the countryside bursting with autumn colours is a uniquely Canadian tradition.

MONTREAL – A TOWN AND COUNTRY EXPERIENCE by Gary Lawrence

Many Canadian cities advertise themselves in other countries as gateways to their surrounding regions. Simply put, they “sell” an urban destination by highlighting nearby rural tourist attractions. And, in its own way, Montreal is no different.

Located at the heart of three magnificent areas of Quebec – the Eastern Townships, Montérégie and the Laurentians – Montreal takes advantage of this proximity to promote its tourism industry – but only occasionally. “Other than certain instances where we market Montreal as a starting point for experiencing the surrounding natural environment – as in the

case of winter sports – we prefer to focus on Montreal as a city that offers the complete urban experience,” explains Charles Lapointe, CEO of Tourism Montreal.

However, the Quebec metropolis is often only an arrival or departure point for groups on a quick tour. For example, most of the “inbound” clients of Tours Chanteclerc “arrive via Toronto and then leave from Montreal after spending one or two days there,” says Michèle Dagenais, Director of the Inbound Service for this Montreal tour organizer.

For her part, Claudine Dujardin strongly urges her clients to take their time. “People think they can

see all of Montreal in a day. If they make the effort, they could take a number of scenic tours and use the city as their home base. There is so much to see in the surrounding area!” points out the co-owner of Vacances en Province.

Specializing in personalized visits, Dujardin recommends delving in detail into the regions rather than touring on a grand scale. “Depending on the tourists themselves, I often suggest tours that will take them to areas in the vicinity of Montreal, including the Route des Fleurs (Laval), the Route du Cidre (Montérégie and the Eastern Townships) and the Route des Antiquaires (Eastern Townships).

Continued on page 4

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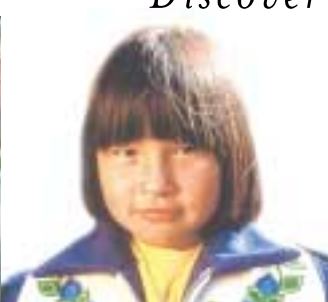
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Discover our true nature

CANADA'S TOURISM MONTHLY

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2001 EDITORIAL SCHEDULE

FEATURED THEME

Dec. Wellness of body and spirit

DEADLINE

Wed. Oct. 24

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CTC ANNOUNCES FOUR NEW PRODUCT CLUBS

The Canadian Tourism Commission has announced this year's successful applicants to the popular *Product Club* program, a tourism development initiative that supports industry communication, education, and research to move typically under-developed segments of the industry toward market readiness.

The Charming Inns of Canada product club seeks to bring together owners and operators of accommodation properties of 10-40 rooms with at least a Canada Select three-star or CAA three-diamond rating, expanding a concept begun in Alberta to other parts of Canada.

Cruising the Great Lakes on luxury vessels with passenger capacities of 50 to 600 plus is the focus of the *Inland Waterways Cruising* product club.

Linking tourism suppliers in Canada's Arctic with corporate groups seeking an absolutely unique experience is the goal of the partnership which has come together to form the *Arctic Corporate Travel Event* product club.

Recognizing the opportunities associated with taking an existing national product club and encouraging capacity-building regionally, an application was also approved from

a partnership led by the B.C. Landscape and Nursery Association to build a *Garden Inspired Tourism* product in concert with the *Bloom and Garden Tours of Canada* product club.

The product clubs have agreed to a three-year program of development activities to be funded on a partnership basis with the CTC.

For more information contact Terry Ohman, Director for Product Clubs and Partnerships for the CTC, at 613-954-3853, or by email: ohman.terry@ctc-cct.ca.



Canada's Arctic offers absolutely unique corporate travel experience.

TOURISM DEFICIT LOWEST IN TWO YEARS

According to the preliminary international travel account results just released by Statistics Canada, Canada's international travel deficit reached \$440 million in the second quarter of 2001, a drop of \$45 million over the revised first quarter of 2001. This is the lowest level in two years.

The international travel account measures the difference between what Canadians spend abroad and what foreigners spend in Canada. This decline in the deficit was mainly attributed to a 2.5 per cent decrease in spending by Canadians travelling abroad, which totalled \$4.6 billion.

At the same time, foreign travellers spent \$4.2 billion in Canada, down 1.8 per cent from the previous quarter. Americans made about the same number of trips (11.5 millions) as in the previous quarter and spent just under \$2.6 billion in Canada, up slightly by 0.3 per cent.

Source: Canadian Tourism Commission, August 2001

MALAK PHOTOGRAPHY SHOWCASE WELCOMES AIRPORT VISITORS

One hundred photographs taken by internationally renowned photographer Malak Karsh have been installed in high traffic locations in Ottawa's International Airport for the viewing pleasure of airport customers. *Portraits of/d'Ottawa* represents a major and distinctive branding exercise for the National Capital Region.

The Canadian Tourism Commission, Ottawa Airport and their partners unveiled the exhibition at a colourful ceremony on August 24, 2001. Presented by the CTC, the unique photographs of the National Capital Region and Canada are designed to showcase Ottawa-Gatineau's many attributes to the world of visitors that annually pass through Ottawa Airport.

"The Canadian Tourism Commission is proud to be associated with the Ottawa Airport Authority and its other partners in welcoming visitors and presenting them a preview of the attractions the National Capital Region has to offer," said Jim Watson, President and CEO of the CTC.

"The legendary magnificence of Malak's work is an invitation to discover the unique character of the sites and sceneries that abound in our region and make it such a great vacation destination."

Paul Benoit, Ottawa Airport President and CEO, said: "As the gateway to the Nation's Capital, Ottawa Airport is an ideal location to reach millions of visitors. Ottawa Airport wants to be a reflection of the community we serve. What better way than to bring the community within our walls through the artistic flair of Malak. We wish to thank Malak, Jim Watson and all our partners

for making this branding initiative possible."

It is estimated that millions of airport visitors and passengers will have the opportunity to admire the photographs each year while using the airport complex. Over 3.4 million passengers travelled through Ottawa International Airport in 2000, more than 700,000 above the capacity of the current facility, which was last renovated in 1987. Ottawa Airport forecasts the number to grow to approximately 5 million travellers yearly, by the time its future terminal building is completed in Spring 2004.

The exhibition features images as captured by Malak's camera, including landmarks, cultural, sports and leisure events, festivals and architectural and natural splendours. Photographs were carefully selected to ensure a cross representation of everything Ottawa has to offer, including activities for all four seasons.

Photographer, Malak, stated: "Today's exhibition at our airport is of very special significance. It is in a way the culmination of our photographic efforts to render a service to our city." 🍁

Showing the National Capital Region: Jim Watson, President and CEO of the CTC, Photographer Malak Karsh (centre), and Paul Benoit, Ottawa Airport President and CEO view one of the extraordinary photos that will greet visitors using the Ottawa International Airport facility.

Photo: Frédéric Wallace, CTC.

ALL CTC STAFF IN U.S. SAFE

Canadians, like their neighbours to the south and people all over the world, are reeling from the horror of recent events in Washington D.C. and New York City. Jim Watson, President & CEO of the Canadian Tourism Commission, speaking on behalf of the CTC, its Board of Directors and staff in Canada and abroad, expressed the sorrow and dismay felt by us all.

Watson reported that all CTC staff in the US had been located and are safe. Unfortunately, given the magnitude of this tragedy, some of their family members, friends and colleagues have been impacted by these events. "Our thoughts and prayers go out to the people who are suffering from this catastrophe," he said.

Watson also acknowledged that, down the road, these events will have implications for the travel industry. "We will have to examine the impact on our industry in the days and months to come," Watson said from his Ottawa office, "but in these early days we must focus instead on providing whatever comfort and support we can to our neighbours who were the target of this dreadful assault." 🍁

For information updates concerning the impact on the tourism industry visit www.canadatourism.com



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A COUNTRYSIDE FOR ALL SEASONS



Photo: National Capital Commission

By rail, motorcoach, recreational vehicle, and automobile, Canadians and visitors from other countries love to explore our countryside. From St. John's on Newfoundland's eastern tip to Tofino on Vancouver Island's western shore, Canada provides a spectacular tapestry of field and forest, lakes, grasslands and mountains that are the backdrop for our communities, large and small.

In this issue of *Communiqué*, we offer a brief glimpse of the range of opportunities for travellers. Manitoba celebrates its agricultural heritage and the close ties between food production and outstanding cuisine. Canada's growing railway touring product is exemplified by the two-day tours offered by Rocky Mountain Railtours to the west and VIA Rail's Bras d'Or tour in the Maritimes.

Autumn colours across Canada are a photographer's dream, and have become an icon of Canada's rural motorcar and cycling experience. While often considered to be the most spectacular in central and eastern portions of the country where our classic maple trees radiate their autumn glory, the subtle blending of colours on the grasslands of the Great Plains, and the startling and abundant splashes of yellows and reds against the evergreens of the mountains and west coast, are spectacular too.

Canada's countryside is the canvas upon which our people have painted

their culture. The network of first-class highways, roads and railways that link our urban communities lead the visitor to discover the true nature of Canadians themselves, their history and their multi-cultural heritage. Parks Canada has provided us with a feature article celebrating the role of women in Canada's history. Economuseums like the one at Sainte-Anne-de-Kent are becoming increasingly popular attractions for people wanting get in touch with Canadian culture.

Visitors to Canada seeking leisure experiences are aware of "our true nature" and expect to have opportunities to experience it, even if the primary reason for a visit to Canada may be something else. Cooperation between city-based tourism businesses and operators in the surrounding countryside will enhance the marketing impact, the visitor experience, and the bottom line for all partners. That is the industry vision: Canada will be the premier four-season destination, to connect with nature and to experience diverse cultures and communities.

Canada, indeed, defines the countryside, and the countryside defines Canada. 🍁

Peter Kingsmill,
Contributing Editor

A NOTE FROM THE PUBLISHER

Our readers have noticed a significant series of changes to *Communiqué* over the past few issues. In general, these enhancements have been well received by our readership.

The next edition of *Communiqué* (November 2001) will represent a dramatic next step in this current process. These improvements reflect the Canadian Tourism Commission's commitment to reflect the true dynamism of our vibrant industry through the pages of *Communiqué*. It is our goal that this well-read and widely distributed

publication, in its redesigned format, will serve your information needs with content that is relevant, compelling and visually stimulating.

As the newly appointed Acting Publisher, I am pleased to invite you to contribute and participate in this evolution of *Communiqué*. Please feel free to drop me an e-mail at yan.john@ctc-cct.ca. We are always interested in your comments, questions, letters and feedback. 🍁

John W. Yan
Acting Publisher

Montreal

Continued from page 1

During Indian summer, I tend to focus on the Laurentians and the Festival des couleurs d'automne," explains Ms. Dujardin, who serves 350 European tourists every year, directing them primarily into Quebec and Ontario.

For Horizon Nature Aventures (HNA), the focus is reversed because the clients of this "soft adventure" tour operator are looking to escape to the great outdoors. "But all the Europeans we deal with definitely want to see two cities: Quebec and Montreal,"

explains F.I.T. coordinator Martine Gaudreau, adding that "as a result, our packages generally include one or two nights in Montreal as an added urban adventure."

Depending on their individual interests, and excluding winter stays, two products are particularly popular with European ecotourists who use HNA: luxury, multi-activity resorts in the Laurentians and the Lanaudière region, and bicycle tours of the Eastern Townships. By combining a sports activity with gourmet meals and cosy accommodation in some of the most charming inns in Quebec, these bicycle tours are an excellent complement to the urban attractions of Montreal. 🍁

GETTING IN TOUCH WITH RURAL ROOTS

Travelling the country roads of Canada is a pleasure many tourists have yet to experience. Agri-tourism is a unique industry that encompasses country vacations, bed and breakfast and ranch stays. Some tour operators also offer agricultural tours of technical farm procedures, livestock operations and visits to tree farms and “u-pick” operations.

Rural communities are included in the mix by providing a multitude of festivals and cultural events, fresh produce and handicrafts at farmers’ markets and by keeping the past alive with heritage museums and sites. In short, Canada’s country roads offer many new experiences in a relaxed “down home” atmosphere.

A partnership between the Canadian Tourism Commission, Manitoba Agriculture and Food, Manitoba Culture Heritage and

Tourism, Manitoba Country Vacation Association, Manitoba Tourism Education Council and private tourism businesses led to the establishment of the Country Roads Agri-Tourism Product Club in 2000. The mission of the product club is to create and enhance the market readiness of agriculture-based tourism products in Canada.

A basic inventory of agri-tourism products in Manitoba has been compiled, and in conjunction with the Manitoba Tourism Education Council a training program has been developed to include three *Manitoba Best Workshops* and two *Market Ready!* seminars. As Country Roads progressed, a second inventory was required to gather specific information required to complete agri-tourism packages and future travel guides.



Photo: Tourism Saskatchewan.

Bluenose Vacation Farm in Saskatchewan: Rural communities offer broad range of agricultural tours.

A marketing research project conducted by the Product Club will become a useful tool for Canadian Agri-Tourism operators. The project consists of seven case studies of agri-tourism businesses across Canada, along with 10 customer profiles and templates for developing a customer profile, and economic impact assessment materials. The entire research package will be available for purchase in January 2002.

Steps have been taken to establish partnerships across Canada. These partnerships will build on the success of the Product Club in Manitoba and will present exciting new tourism products to international markets. 🍁

For more information contact Angela Pearen Burnside at 1-866-476-5062, or visit the website at www.countryroadsagritourism.com

TRAIN THROUGH THE CHRISTMAS TREES

This December visitors can experience a special winter holiday on Rocky Mountaineer Railtours two-day rail journey through the Canadian Rockies - and perhaps enjoy the pre-Christmas spirit of Vancouver for some last minute shopping!

The Christmas train from Vancouver courses along snow-filled valleys between glacier capped mountains on an unforgettable trip from the British Columbia coast to the mountain resort town of Banff, Alberta. Onboard the Rocky Mountaineer guests drift into the holiday spirit with music, a children’s entertainer and a special visit from Santa as they travel in warmth and comfort through the sparkling scenery of a Canadian winter.

The holiday excitement continues off the train with traditional Canadian winter activities like

sleigh rides, snowshoeing or ice fishing. For more adventurous family members, dogsledding or world-class downhill skiing is a highlight of a trip to the Canadian Rockies. Departure dates for the two-day rail journey are December 20 and 27 eastbound from Vancouver to Banff, and December 22 and 29 westbound from Banff to Vancouver. Prices start at Cdn\$510 + 3.5 per cent GST based on double occupancy for RedLeaf service travelling for two days between Vancouver and Banff. The package is family oriented and Rocky Mountaineer offers a very attractive children’s rate (Cdn\$199) including meals and overnight hotel accommodation in Kamloops, B.C. 🍁

For more information visit the Rocky Mountaineer Railtours website at www.rockymountaineer.com.

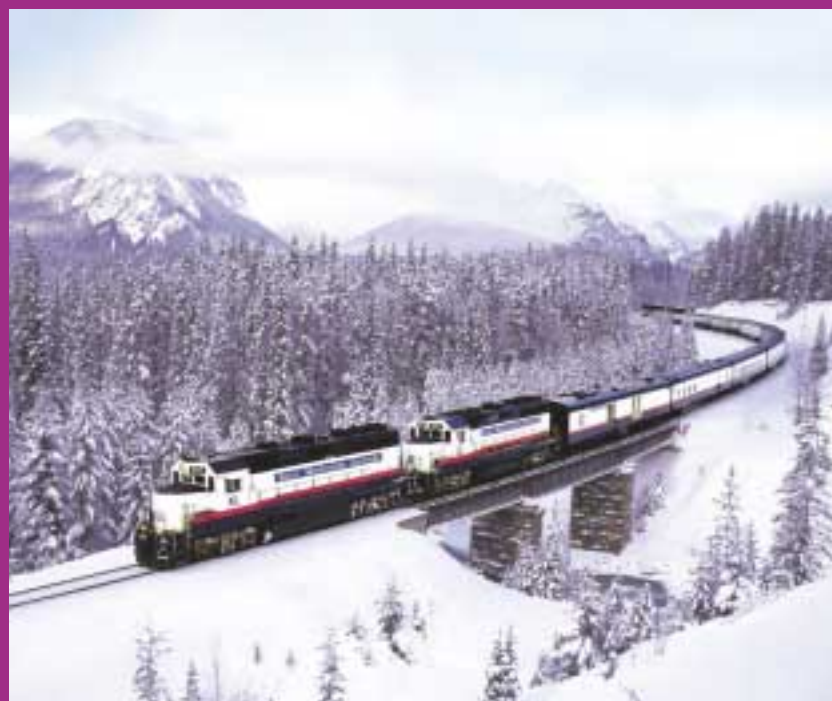


Photo: Rocky Mountaineer Railtours.

The Rocky Mountaineer brings visitors through a Christmas wonderland.



FALL COLOUR REPORTS SPUR VISITATION

For most of us, shorter daylight hours and back to school mark the beginning of fall. For many, the end of summer does not mean the end of the tourism season. Each year, more and more travellers are taking advantage of all that this increasingly popular season has to offer.

A primary attraction of the fall season in Ontario is the brilliant colour of the changing leaves.

Together with its industry partners across the province, the Ontario Tourism Marketing Partnership (OTMP) is helping international and domestic travellers to Ontario take advantage of this spectacular opportunity with *The Fall Colour Report*.

For 20 years Jack Lynch, Travel Promotion Officer with the Ontario Ministry of Tourism, Culture and Recreation, has been

broadcasting the colour reports. Reports are filed live through a satellite feed to 140 radio stations across Ontario, and more than 200 media outlets around the province carry Lynch's reports.

These regular broadcasts of *The Fall Colour Report* update travellers on the progress of the fall colour change, as well as dominant colours and ideal viewing locations across the province. The report is also used as a resource by OTMP travel trade staff in helping to determine the best time to recommend particular fall colour experiences, such as the

peak colour period for the Agawa Canyon Tour train, to domestic and international travellers to the province.

"The Fall Colour Report exemplifies how the OTMP and its industry partners are working together to provide travellers to Ontario with a memorable experience," says Eugene Zakreski, Chief Operating Officer, OTMP. "This report is just one of the many ways that we encourage travellers to visit the province throughout the year and build awareness of Ontario as a four-seasons destination." 

RAIL TOUR ADVENTURE ALONG THE ATLANTIC by Daryl Adair

Although many excursions explore the countryside, few do it like the unique partnership created by VIA Rail Canada and the tourism boards of Nova Scotia and Cape Breton Island on the *Bras d'Or*. Departing Halifax station and travelling north on Tuesdays (southbound the following day), visitors can explore the countryside while the sights and sounds come to them. An alternate way to experience this unique trip is to travel by train one way and rent a car for the return.

The early morning departure features passengers being greeted by tourism representatives dressed in Cape Breton Island colours and VIA Rail staff looking sharp in their Nova Scotia Tartan vests. Before long, the train is moving along the Bedford Basin. A delicious breakfast is served at your seat, wrapped in a cloth of the Nova Scotia Tartan and unveiled at just the right moment. Meanwhile, tourism ambassador Jeff is informing the passengers about the passing scenery and announcing the day's activities.


Passengers eventually find their way to the dome cars for a better view. Although not yet on the island, Cape Breton Tourism ambassadors Mary Rachelle and Stephanie, with guitar in hand, bring the passing countryside inside as passengers sing along to *Song for the Mira* and other island

favorites. Mary Rachelle attempts a spirited step dance on the moving train before passengers return to their seats for a lunch that includes specialties like a seafood trio of halibut, salmon and a shelled lobster claw.

Outside the windows, the train crosses the Canso Causeway and arrives on Cape Breton Island. The train stops in the community of Port Hawkesbury and passengers visit a restored creamery building for dessert and another performance by Mary Rachelle and Stephanie. After the show everyone has a chance to explore craft shops near the station.

The highlight of the trip, Bras d'Or Lake, comes into view and the afternoon is spent enjoying the vistas, especially spectacular at Grand Narrows where the train crosses the lake on an extended bridge that was once the location of a ferry service. Remaining from those grand old times is the Grand Narrows Hotel (which now lives on as a B&B). Our guide tells us that names on the register include John A Macdonald, Alexander Graham Bell, (who spent his summers here) and Helen Keller. The scenic vistas continue along the lake's shore and passengers are busy spotting eagles as the train reaches the north shore and arrives late afternoon in Sydney.

The following day, the exploring can continue by car. Visitors can head east to Glace Bay and the Miners Museum to don a hard hat for an underground mine tour and learn about the region's coal history. Turning south will lead travellers to the Fortress of Louisbourg National Historic Site to experience some of the hardships of the French settlers in the New World of 1744. The majority of countryside explorers follow the same route north of Sydney to the famous Cabot Trail and the Cape Breton Highlands National Park. Those who have had

enough adventure on the train can simply enjoy their afternoon in Big Pond at Rita MacNeil's Tea House, located 25 Miles southwest of Sydney on Highway 4. 

Daryl Adair is the author of the Guide to Canada's Railway Heritage, Museums Attractions and Excursions and be reached by email at daryl@mts.net

For information on the excursions, visit www.exploreNS.com and www.viarail.ca.



Nova Scotia Tourism Representatives Mary Rachelle (L) Jeff and Stephanie help visitors explore the countryside on the Bras d'Or.

Photo: Daryl Adair

MANITOBA: SAVOURING THE LANDSCAPE AT THE DINNER TABLE

by Statia Elliot

Influenced by a landscape that uniquely features a combination of wetlands, prairie, forests and lakes, Manitoba's top chefs serve up regional cuisine with ethnic flair, transforming the bounty of the land into a gourmet experience.

Seven premiere restaurants in Winnipeg have created signature Manitoba menus inspired by the freshest of produce, including prairie bison, forest berries, lake pickerel and wild rice from the wetlands.

Imagine a feast of peppered loin of tender bison served up with wild rice potato latkes and topped with Saskatoon berry reduction, or sample fresh-from-the-lake pickerel wrapped in rice paper with squash and beet coulis and a dessert of sun dried blueberry and apple crumble sweetly complemented by vanilla ice cream, butterscotch sauce and flowering ginger mint. Each dish is wonderfully decadent... perfectly Manitoban!

Manitoba's culinary experience has caught the attention and tastebuds of WestJet Airlines, who quickly recognized the allure of fine dining for visitors. WestJet partnered with Travel Manitoba, Tourism Winnipeg, the Canadian Tourism Commission and CIAO Magazine to promote *Good Food Manitoba*. Through its low price, no advance-purchase tickets, WestJet targeted leisure travellers to fly to Manitoba – for dinner.

“WestJet has helped make it more affordable for Canadians to check out the great attractions in their own backyard, and we think that Manitoba's restaurants are a great reason to visit Winnipeg,” says Bill Lamberton, WestJet's Vice-President, Marketing and Sales.

Or, pick a direction and head out of Winnipeg to experience dining in the country. North into the Interlake is Gimli. Founded by Icelanders in 1875, Gimli is the

largest Icelandic community outside of the homeland, and a wonderful location to sample the locally caught pickerel.

The rich agricultural land to the south of Winnipeg starts to rise up at the prehistoric beachfront of Lake Agassiz, which is now the town of Morden. Here marine dinosaurs once ruled the waves of a great inland sea. On the edge of the Pembina escarpment, this rolling landscape now boasts historic stone mansions and some great rural restaurants.

In Eastern Manitoba, the *Spirit of the Prairies Cuisine Tour* teaches while you taste a variety of indigenous delights including native berries, ancient grains and bison. The *Taste Bud Tour* includes visits to producers to sample ethnic specialties and a Parkland Cuisine dinner at the Elkhorn Resort in Riding Mountain National Park. Call 1-866-476-5062 for information.

Throughout Manitoba you'll find teahouses ready to serve baking from scratch and desserts straight from Grandma's kitchen. Pineridge Hollow, just east of Winnipeg, features a range of dishes fresh from the surrounding farms and fields, a unique gift shop and seasonal special events. Tours are available to experience several unique teahouses. Whether you desire a return to simple pleasures or a fine dining extravaganza, Manitoba will serve you in style. 🍁

For travel ideas and a free copy of *Ciao! Adventures in Dining* contact Travel Manitoba at 1-800-665-0040 or visit www.travelmanitoba.com.



This is prairie sushi by Alex Svenne of Pineridge Hollow. It consists of wild rice wrapped in beef tenderloin, served with horseradish for wasabi and beets for ginger.

Photo: grajewski.illustration.com

The Norwich, Manitoba Museum of Man and Nature, Winnipeg

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ECONOMUSEUM CLEANING UP!

A Sainte-Anne-de-Kent soap producer is boosting business by inviting the travelling public into its workshops to get their hands dirty - or, rather, clean - in the making of their natural skincare products.

Savonnerie Verso, Canada's lone soap "economuseum", will have shown more than 40,000 visitors the finer points of crafting soap by the end of this, its third season, said Vice-President Pierre Pelletier. Last year, 25,000 people paid a visit to

their workshop, which also houses a museum on skincare products and history.

Summer is the site's busiest time, he said, and the three one-hour demonstration tours they offer daily have provided a massive boost to business. The site visits account for about 40 per cent of the operation's sales. Pelletier says visitors come for a simple reason: "It's because it's unique." 🍁

PARKS CANADA AND WOMEN'S HISTORY

by Renate Sander-Regier



Photo: Gilbert Grosvenor

Mabel Bell cutting Udo plants in the garden at Beinn Bhreagh, 1919.

There has been a significant increase in interest in women's history destinations, not surprising considering the growing numbers of single female travellers and the fact that women play a major role in planning vacations and itineraries, particularly in relation to enrichment travel.

The topic has become a priority initiative for Parks Canada, leading to 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.

Canada's national historic sites preserve the memory of places, persons and events that define important aspects of Canada's diverse, but common, heritage and identity. Women have played important roles in major areas of Canadian history such as politics, economics, social reform, and the arts and Parks Canada's *Women's History Initiative* has made considerable progress in enhancing interpretation of women's history at existing national historic sites.

For example, Nova Scotia's Alexander Graham Bell National Historic Site interprets the life of the telephone inventor's wife Mabel as not only her husband's silent partner and a major contributor to his success, but also as an active citizen with numerous accomplishments unrelated to her husband's career. Visitors discover that Mrs. Bell was the manager of the Beinn Breagh estate in Baddeck, Nova Scotia, where she kept the accounts, paid the salaries, and received reports directly from the managers of the various estate departments. She also organized the Young Ladies Club of Baddeck, still in existence today, and conducted her own experiments related to, among other things, gardening and food dehydration. This remarkable woman accomplished all these things despite the fact that she was deaf from a young age.

At Quebec City's Artillery Park National Historic Site, visitors learn about the essential role women played in the war effort. At the site's Arsenal Foundry, where cartridges were manufactured during the two world wars, female workers filled the gap left in the workforce when male employees went to fight overseas.

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At the Gulf of Georgia Cannery National Historic Site in Steveston Village, British Columbia, visitors experience the "Monster Cannery," as it was called in the 1890s. The female workers who laboured alongside men to produce canned salmon made a significant contribution this important West Coast industry.

There is also a large number of national historic sites that are not owned and operated by Parks Canada but also focus primarily on the historic achievements of women.

The Walker Theatre in Winnipeg, for example, is the site of the mock Parliament staged by Nellie McClung and other suffragists, an event credited with swaying support for the early women's suffrage victory in Manitoba. Emily Carr House in Victoria and Leaskdale Manse in Leaskdale, Ontario, pay tribute to two literary and artistic women. The Ann Baillie building (a former nurses' residence at the Kingston General Hospital) is one of several sites commemorating Canadian nursing. 🍁



Mrs Bell measuring "pull" of kite, 1903.

Photo: D.G. McCurdy

VERSATILE BENEFITS FROM EMPLOYEE TRAINING PROGRAMS

The Canadian Tourism Human Resource Council's (CTHRC) *Certified Foodservice Manager* (CFM) program has proven to be very versatile: certification has been mandatory for food service officers in the Canadian military since last year.

"The CFM program has provided us with an instructional strategy to educate food service officers on how to handle the challenges of a more competitive business environment," says Major Sylvie Gagné of the Department of National Defence. Major Gagné cites similarities between foodservices in the Canadian military and commercial

restaurants. In both scenarios, financial, product and human resource management skills are imperative. "Food service officers can be responsible for feeding 3,000 people, 3 meals a day, 365 days a year," says Major Gagné. "Our officers require superior foodservice management skills to handle this volume." The skills they have will also be transferable to employment in civilian life.

Philip Mondor, Vice-President and Director of Development for CTHRC, says that the military application of the program is far-reaching and multifaceted. The program is based on national occu-

pational standards that are endorsed by the food service industry and regularly updated to reflect industry needs. Since the inception of the program in 1990 by the Canadian Restaurant and Foodservices Association, nearly 600 food service professionals have been certified. The CTHRC took over administration of the program last year.

The program modules apply to both institutional and commercial food operations from fine dining to fast food. Mövenpick restaurant in Toronto, a Swiss-based international chain and winner of the Best International Dining Award, has been offering certification to its

employees since 1998. To date, over thirty managers have been certified. "Although certification is not mandatory, we do offer bonuses for those who pass the exam," says Melanie Cirone, Human Resources Coordinator for Mövenpick Canada, who is herself certified under the program. Other restaurants that have had employees certified include C.P. Hotels, Wendy's, and Boston Pizza, as well as a number of family-run operations. 🍁

For further information on the Certified Foodservice Manager program visit, www.cthrc.ca.

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LISTENING TO THE GRASSROOTS OF THE INDUSTRY

Ontario's Northern Tourism Marketing Co. makes it a practice to check-in with the industry's grassroots on a regular basis. This fall, participants ranging from travel associations and motel operators to individual outfitters, attend 31 town hall sessions that the marketing company hosts throughout the region in an 18-day period.

"It's our job to create an awareness of Northern Ontario as a vacation destination," said Ian McMillan,

Manager of Cities, Attractions and Touring for Northern Tourism Marketing, "and we're beginning the third year of a five-year strategy that we believe should boost visitation to Northern Ontario by 15 per cent after five years."

The company gets \$3.2 million in marketing funds from Tourism Ontario and generates an advertising package that reaches trade magazines, major daily newspapers and trade shows in key markets. 🍁

THE GREAT CANADIAN FOSSIL TRAIL

"RICH TRAVEL AND LEARNING OPPORTUNITIES"

Canada boasts many of the world's most significant and fascinating fossil discoveries. Many are UNESCO World Heritage Sites. Dinosaurs, sea serpents, flora and fauna fossils – they tell an incredible story not only of the past and evolution, but about today's geology, landscapes and heritage.

Discovering these fossil sites and their host communities uncovers rich travel and learning opportunities and experiences amid diverse geographic settings, venues and cultural heritage sites.

The Great Canadian Fossil Trail links existing palaeontological (fossil) sites and their host communities into a single destination product.

Designed to showcase Canada's palaeontological heritage resources, the goal is to develop and promote a market-ready, high-quality, spectacular and rewarding learning vacation. It has the potential to be a truly experiential Canadian tourism



A MONTHLY GUIDE TO TRAVEL & TOURISM DATA

Tourism Activity	Reference Period	Quantity	Per cent Change from Previous Year
TOURISTS TO CANADA			
From the U.S.	January - July 2001	9,022,564	4.5
By Auto	January - July 2001	5,637,937	4.9
By Non-Auto	January - July 2001	3,384,627	3.7
From Overseas - Total	January - July 2001	2,445,086	-1.8
United Kingdom	January - July 2001	491,947	0.9
Japan	January - July 2001	256,081	-
France	January - July 2001	200,305	-7.3
Germany	January - July 2001	190,734	-9.2
Hong Kong	January - July 2001	82,889	-6.3
Australia	January - July 2001	101,115	2.1
Taiwan	January - July 2001	78,901	-20.6
Mexico	January - July 2001	96,682	10.2
Korea (South)	January - July 2001	87,598	9.0
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January - July 2001	8,422,262	-2.9
By Auto	January - July 2001	4,466,325	-3.6
By Non-Auto	January - July 2001	3,955,937	-2.1
To Overseas - Total	January - July 2001	3,174,670	13.2
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)	August 2001	117.1	2.8
EXCHANGE RATES (in Cdn\$)			
American dollar	August 2001	1.5402	3.9
British pound	August 2001	2.2153	4.0
Japanese yen	August 2001	0.0127	-7.2
French franc	August 2001	0.2119	3.7
German mark	August 2001	0.7107	3.7
EURO	August 2001	1.3900	3.7

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

product and is being developed under the auspices of the Canadian Tourism Commission's Product Club program.

The project, through partnerships and relationships with fossil sites, host communities, the tourism industry and business, will be developing new market products and undertaking cooperative marketing. New products, such as a Great Canadian Fossil Trail guidebook, maps, interpretive displays, documentaries and education products are planned. Cooperative marketing initiatives include, among others, promotional materials, market segment promotions, advertising, trade show participation, outreach presentations and stand-alone Great Canadian Fossil Trail special events at partner sites and in host communities across Canada. Since its inception as a Product

Club in November 2000, The Great Canadian Fossil Trail has focused on expanding its partnership base. It has increased the number of partner fossil sites from 15 to 23 and currently incorporates fossil sites in the provinces of British Columbia, Alberta, Saskatchewan, Manitoba and Quebec. Sample partner sites are: T-Rex Discovery Centre (SK); Morden & District Museum (MB); Parc de Miguasha (QC); The Royal Tyrrell Museum (AB); Yoho-Burgess Shale (BC) and Parks Canada. The objective is to include partner sites from each province and territory, and, in the long-term, establish international fossil site links. 🍁

For more information contact the Product Club at 866-367-7458, or visit the website at www.fossiltrail.org.

UNTAPPED POTENTIAL: CULTURAL AND OUTDOOR EXPERIENCES AND THE U.S. MARKET



Photo: NWT Arctic Tourism

Based on current estimates of tourism in Canada, interest in outdoor or cultural/heritage products is characteristic of over 40 per cent (45.9 million) of the overnight tourists travelling in Canada in 1999. Canadians seeking outdoor and cultural activities within Canada drive this tourist activity. In the total outdoor/culture market segment, Canadians represent 74 per cent of overnight visits, Americans account for 20 per cent and all other countries account for just over 6 per cent. The extent to which these tourists utilise Aboriginal tourism products will depend on the types of products and services offered by Aboriginal communities and how effectively the special needs and interests of target outdoor and heritage markets are met.

VOLUME VERSUS YIELD

From a “volume” perspective, the Canadian market might seem to be the logical focus for Aboriginal communities across Canada. Compared to inbound markets, however, Canadians are especially reliant on the homes of friends and relatives, private cottages and

campgrounds for their lodging. As a consequence, they spend less money in their destinations than do those who travel to Canada from other countries. The economic benefit to communities is appreciably higher if tourists rely on paid roofed accommodation.

The American market is most likely to utilise paid roofed accommodation on outdoor and culturally oriented trips in Canada. For this reason, inbound markets, and particularly the American inbound market, represent the most lucrative target for Aboriginal communities from an economic or “yield” perspective.

POPULAR PRODUCT

According to claims of what tourists like to do when they take trips, there is no shortage of soft or hard outdoor adventure enthusiasts, culture enthusiasts, anglers or hunters in Canada or the U.S.A. Literally millions of Americans and Canadians fall into each of these activity groups.

Dual track travellers are those that have sought Aboriginal cultural experiences on trips in the recent past and who also like to engage in outdoor activities when travelling. They prefer to visit natural wonders, historical sites and important places in history. Experiencing different cultures and ways of life, unspoiled nature and adventure and excitement are also important to this group. They represent 1.1 million adult Canadians and 4.8 million adult Americans. Dual Track travellers have been identified to have the greatest potential for Aboriginal experiences in Canada because their interests are most consistent with the products Aboriginal communities currently offer – a blend of the

outdoors and heritage. Aboriginal cultural experiences can make encounters with Canada’s outdoors unique.

There is a sizeable market for Canada’s “outdoors”, but the market for “culture-only” travel is considerably smaller. If communities want to showcase and highlight Aboriginal cultural experiences, they may meet with greater success in seeking tourists from the “dual track” market segment – tourists who want both outdoor and cultural experiences on their trip. In 1999, the dual track segment that paid for roofed lodging (“high yield”) represented 4.6 million tourists across the country.

Americans furthest from the U.S.A./Canada border are especially likely to fall within the high potential dual track travel market. Close to half of the Americans interested in both outdoors and Aboriginal culture live in these long-haul states.

CHALLENGES

- Canada has a strong outdoor image but a weaker image for offering Aboriginal cultural experiences. Consideration should be given to building on Canada’s strengths as an outdoor destination among Americans and to educating Americans and Canadians about the Aboriginal tourism experiences available in Canada now.
- Aboriginal tourism products compete with those available in the United States and other countries throughout the world. Only 1 in 8 American adults have travelled to Canada on a pleasure trip in the past couple of years (13 per cent). Part of the challenge of attracting Americans to Canada’s Aboriginal destinations will, in fact, be to get Americans to cross the border into Canada.
- Outdoor tourism in Canada is primarily “warm weather” tourism. Markets in Canada and the U.S.A are quite limited to niche winter

products such as snowmobiling, ice fishing, and dog sledding. These markets require specialized promotion and marketing as Canada’s image rating as a “winter” destination is also appreciably lower than is its rating as a place to visit in the summer.

OTHER FINDINGS

- Anglers or hunters exhibit demographic and activity profiles that suggest that they be treated as separate niche markets representing special segments and require separate examination.
- Americans in the primary dual track segment are older, more affluent and better educated than is the “typical” American traveller. Because they tend to be older, the niche market for outdoor and Aboriginal cultural product in the U.S.A also tends to live in adult-only households and travel without children.
- All provinces and territories benefit from tourists interested in the outdoors and cultural activities, although some parts of Canada have particular appeal to Americans and Canadians interested in a combination of outdoor activities and Aboriginal cultural experiences. Further analysis at the regional level would be required to identify the special characteristics of markets for each of Canada’s regions.

Aboriginal Tourism Team Canada (ATTC), the Canadian Tourism Commission and Parks Canada formed the partnership that generated this report on the demand for Aboriginal tourism products by Canadian and Americans. The study and analysis was conducted by Research Resolutions and findings were presented at the ATTC’s fourth annual National Forum on Aboriginal Tourism. 🍁

The full executive summary is available online at Aboriginal Tourism Team Canada’s website: www.attc.ca

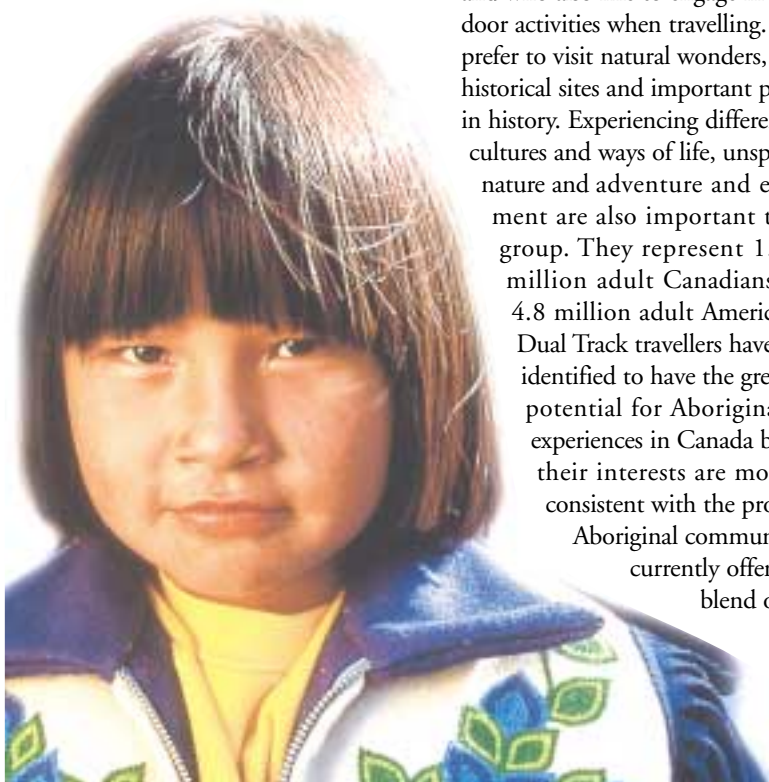


Photo: NWT Arctic Tourism

JAPAN: EVALUATING THE EFFECTIVENESS OF THE “COLOUR CANADA” CAMPAIGN

Many factors have affected long-haul outbound travel from Japan in the last decade. While travel to Canada from Japan has grown at reasonable levels, 1997 (when financial turbulence hit Asia) was an exceptionally challenging year. Since then, Japan's economic and financial instability has profoundly affected the long-haul outbound Japanese market. Japanese travel to Canada has not yet regained the growth momentum of the early 90's, due in part to the lingering effects of airline mergers and the economic downturn.

Recent consumer research undertaken in Japan estimates the size of the potential Japanese long-haul market to Canada at 3.2 million per year for the next five years. However, this same research indicates that Canada faces many barriers as it attempts to gain this potential. Most Japanese travellers

are unaware of what Canada has to offer.

The “Colour Canada” print advertising campaign in Japan, which has been running for three years, features a colour theme for each season and has represented a significant investment by the CTC and its partners. With the current slowdown in Japanese visitation, it is especially important to track the effectiveness of the campaign; this has been identified as a priority by the Asia/Pacific Executive Committee. The results of this research will assist with strategic planning for the marketing program in Japan for 2002 and beyond.

The research will measure the impact of the campaign and provide clear direction for modifying, refining and redirecting the campaign as well as contributing to a broader understanding of how to reach and



Red Canada: Effectiveness of Colour Canada Campaign being evaluated.

motivate the Japanese market effectively. The research project was initiated this August by Insignia Marketing Research Inc. on behalf of the Canadian Tourism Commission. The 2001 fall, winter and 2002 spring print campaigns will be

evaluated. Final results are expected to be available by mid-May 2002. 🍁

For more information contact Roger Laplante, Senior Market Analyst with the CTC, at 613-954-3971 or by email: laplante.roger@ctc-cct.ca.



CORPORATE AMERICA STAYING HOME?

To compete as a corporate travel destination, Canada will need to focus on being competitive, as the result of a slowing economy and rising travel costs south of the border. According to a survey conducted by the National Business Travel Association (NBTA), corporate America held back on business travel during the first three quarters of 2001. The survey indicated that a majority of U.S. companies had responded to the economic slowdown and higher travel costs by reducing travel and pursuing renegotiated contracts with industry suppliers.

The survey revealed that the travel industry is responding to the current

economic conditions with aggressive pricing as a reaction to corporate budget realities and to encourage the lifting of travel freezes. Hotels are leading the way (over 45 per cent), while only 18 per cent of the airlines are offering lower negotiated fares.

An NBTA spokesperson says that while corporations have been forced to reduce business travel during much of this year, they are also taking a long term perspective on travel and understand that it is an essential part of doing business. After staying home for the last few quarters, corporations see the importance of business travel as a means to support corporate sales, revenue and relationship goals. 🍁

ONWARDS AND UPWARDS TOWARDS 1,000,000 VISITS!



Photo: Anton's Photo Express Service, Montreal.

Canada is currently the number two long-haul destination from the U.K. market, behind the U.S.A but substantially ahead of competitors such as Australia, New Zealand and South Africa. The number of visits from the U.K. to Canada in 2000 increased by over 11 per cent to 897,000, and there is an anticipation of breaking the 1,000,000 visits per year barrier very soon.

The fact that readers of *Conde Nast Traveller* magazine voted Canada “World's Best Country” in 2000 (beating the 1999 “Runner-Up” vote) demonstrates that Canada is well established as a favourite holiday destination among U.K. consumers. Although the Visiting Friends and Relatives segment remains strong, the number of visitors coming purely for this reason is declining and as a result the spend per visit has

increased steadily over the past 5 years. Visits from the U.K. have also become much more evenly spread throughout the year.

Today there are more than 200 U.K. tour operators either featuring Canada in a stand-alone brochure or as part of their North America program. The variety of product featured in tour operator programs has grown significantly with many specialist operators selling niche products. CTC's U.K. office works very closely with key account tour operators on joint activities, either created and coordinated by the CTC or created by the operator partner. 🍁

A full report on U.K. market activities is available from the Communiqué website at www.canadatourism.com.

FIRST QUARTER SHOWS TRAVEL GAINS

A resurgence in American trips to Canada and continued growth in travel by overseas residents helped boost overall travel in the first quarter of 2001. About 2.8 million tourists arrived from foreign countries between January and March, up 5.5 per cent from the first quarter of 2000. U.S. residents took 2.2 million overnight trips in the first quarter, up 6.0 per cent from the first quarter of 2000 and the first year-over-year increase since the second quarter of 2000. About 600,000 tourists arrived from overseas countries during the first quarter, up 3.8 per cent, the ninth consecutive quarterly increase.

Downhill ski resorts are becoming increasingly popular among U.S. travellers. Approximately 400,000 trips, or 18.0 per cent of first quarter



overnight travel, involved downhill skiing or snowboarding. A large contingent of overseas tourists also visited Canadian ski resorts; during the first quarter, 25 per cent of overseas trips involved downhill skiing or snowboarding.

Overnight travel from Asian countries increased 8.5 per cent to 189,000 in the first quarter. Traffic from Japan, Canada's second largest overseas market, rose 7.9 per cent to 68,000 trips. However, European residents made 1.6 per cent fewer trips to Canada in the winter quarter. 🍁

Source: Statistics Canada

MONTHLY INBOUND STATS CONTINUE UPWARD TREND

International travel to Canada was up 4.0 per cent in June 2001, a seventh consecutive monthly gain. Overnight total international travel to Canada increased 4.0 per cent during the month of June 2001 compared to the same month in 2000. For the first six months of 2001, international travel to Canada was up 4.1 per cent over 2000, reaching 8.3 million overnight tourists. U.S. overnight tourist entries were up 6.1 per cent on a year over year comparison. Both auto and non-auto travel grew, up 7.8 per cent and 3.3 per cent respectively.

During the first six months of 2001, U.S. tourists to Canada were up 5.6 per cent over the same period last year, reaching 6.5 million overnight trips. Overnight travel by car was up 5.9 per cent in the January to June period, while non-auto entries (mainly air travel) increased 5.0 per cent. Overseas travel

from the Asia/Pacific and Europe region to Canada registered declines in June 2001.

In terms of overseas travel to Canada, overnight entries were down 1.0 per cent (reaching 1.8 million tourists) during the first six months of 2001. For the month of June 2001, overnight entries were down 3.2 per cent over the same month last year. While Mexico registered exceptional growth (17.8 per cent), with the exception of the United Kingdom (0.6 per cent), declines were registered in all other CTC overseas primary markets: Germany (-10.6 per cent), France (-3.4 per cent) and Japan (-3.0 per cent). For the first six months of 2001, overnight entries from the Asia/Pacific region were up 1.1 per cent and from Europe down 2.9 per cent. 🍁

Source: Canadian Tourism Commission and Statistics Canada

CTC EVENT HIGHLIGHTS NOVEMBER 2001

DATE	EVENT	LOCATION	CONTACT
Nov. 2001	Vancouver Event	Washington, DC	Danielle Foisy foisy.danielle@ctc-cct.ca
Nov. 2001	Showcase Canada	Minneapolis, MN	Michele Saran saran.michelle@ctc-cct.ca
Nov. 2001	Cirque du Soleil	Dallas, TX	Sandi Galloway galloway.sandi@ctc-cct.ca
Nov. 2001	AAA Carolinas Super Bowl of Knowledge		Tiffany Thompson thompson.tiffany@ctc-cct.ca
Nov. 1 - 4	Skipass	Modena	Lucia Vimercati vimercati.lucia@ctc-cct.ca
Nov. 1 - 4	CSP Quebec City Study Tour (Gastronomy & Culture)	Quebec, Quebec	Stephan Gerhardt stephan.gerhardt@ctc-us.com
Nov. 3 - 6	2001 Tourism Conference & Trade Show: the Business of Tourism: It's About People	Halifax, Nova Scotia	Tourism Industry Association of Nova Scotians scotians@tourism.ca
Nov. 5 - 7	Third Annual Timeshare Time is Money Investment	Orlando, Florida	Timeshare & Resort Investment information@timeshareinvestment.com
Nov. 6	Montreal Promotion	New York, NY	Dena Kerren kerren.dena@ctc-cct.ca
Nov. 6 - 7	BRAZTOA / Brazilian Tour Operators' Association Marketplace	São Paulo, Brazil	André Lima eventos@braztoa.com.br
Nov. 6 - 10	2001 National Interpreter's Workshop: Ideas, Harvesting Dreams	Des Moines, Iowa	National Association for Planting Interpretation (NAI) Brook McDonald brookmcd@ais.net
Nov. 7 - 11	HIGO Golf Tournament	Dallas, TX	Robin Thompson thompson.robin@ctc-cct.ca
Nov. 8	Canada Specialist CD Rom (Chinese) launching	Taipei, Taiwan	Maria Yang yangm@ficnet.net
Nov. 8	Canada Specialist CD Rom (Chinese) launching	Taipei, Taiwan	Maria Yang yangm@ficnet.net
Nov. 9 - 14	NTA Marketplace	Houston, TX	Frank LaFleche frank.lafleche@ctc-us.com
Nov. 10	Wereldcontact Reizen Info Days	Bussum	Fred Van Cleef vancleef.fred@ctc-cct.ca
Nov. 11 - 13	American Association of Airport Executives (AAAE): Airport and the Rental Car Industry Workshop	Monterey, California	Caren Centorelli caren.centorelli@airport.org
Nov. 12 - 15	World Travel Market (WTM)	London, England	Ian Harrower harrower.ian@ctc-cct.ca
Nov. 13 - 15	CTC Advanced Market Readiness Workshop for Adventure Travel Operators	British Columbia	Frank Verschuren verschuren.frank@ctc-cct.ca
Nov. 13 - 17	International Association of Amusement Parks & Attractions 83 rd Annual Convention & Trade Show	Orlando, Florida	Joe Rubel jrubel@iaapa.org
Nov. 17	Jan Doets America PowWow	Heerhugowaard	Fred Van Cleef vancleef.fred@ctc-cct.ca
Nov. 23	Neo-Cultural Tamsui MRT & Travelling Festival	Station Park	Maria Yang yangm@ficnet.net
Nov. 28 - Dec. 10	DER Academy	Vancouver, B.C.	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca
Nov. 29	Fête du homard du Canada et champagne	Paris, France	Bernard Couët couet.bernard@ctc-cct.ca
Nov. 29 - Dec. 1	Japan Association of Travel Agents (JATA)	Tokyo, Japan	Derek Hood
End of Nov. / Beginning of Dec.	Inauguration of a Canadian Christmas in Caen (TBC)	Caen	Bernard Couët couet.bernard@ctc-cct.ca

CANADIANS SURFING MORE FOR THEIR TRAVEL

Canadian vacation and travel suppliers should take note: Canadians take 49 million trips per year, and they are using the Internet in a big way. A recent PhoCusWright survey found that of a Cdn\$20 billion market for air fares, car rental and hotel in Canada, about 3 per cent, or Cdn\$655 million, was booked online in 2000.

This year, about 6 per cent, or Cdn\$ 1.1 billion, will be booked online. Air Canada has emerged as the nation's leading online travel supplier, controlling about 60 per cent of the market. Air Canada reports that 5 per cent of its total passenger revenues, or Cdn\$397.5

million, is booked online. Of that, 2 per cent, or Cdn\$159 million, is generated from its own Web site and Cdn\$238.5 million from online agencies.

In total, Canadian suppliers, including airlines, car rental companies and hotels, represented 42 per cent of all travel booked online in 2000. The Canadian online travel market is expected to grow rapidly as consumers ease into e-commerce. Gross bookings will jump 69 per cent to reach Cdn\$1.1 billion in 2001. 🍁

Source: WebTravelNews, August 2001



Join **mr-canada** cyber café and Connect with Japanese Travellers!

Located in the Kasumigaseki District in the heart of Tokyo, mr-canada cyber café is a Canadian travel and tourism showcase. Every day, the café attracts 1,600 customers while its website pulls in 5,000 virtual visitors. Featuring a 2,000- square-foot Starbucks coffee shop, food court and travel promotion lounge, mr-canada cyber café is a unique marketing experience and the best way for the Canadian tourism industry to connect with Japan's new independent traveler.



Joignez le **cyber café** **mr-canada**

Situé dans le quartier Kasumigaseki, au coeur de Tokyo, le cyber café mr-canada constitue un centre d'information sur le tourisme au Canada. Le café attire chaque jour quelque 1 600 personnes en plus des 5 000 clients virtuels qui visitent son site Web. Doté d'un café Starbucks, d'une aire de restauration et d'un salon de promotion touristique, sur une superficie de 2 000 pi², mr-canada vous offre une expérience marketing unique qui permettra à l'industrie touristique canadienne de se brancher sur le nouveau marché du voyageur japonais indépendant.

et branchez-vous sur les **voyageurs japonais!**

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INDUSTRY TRENDS AND A NEW JEWEL

Newfoundland's East Coast Trail Association celebrated the completion of the 212 kilometer first phase of trail development on September 9. The trail has been described by *Explore* magazine as "the jewel in the crown of hiking in Atlantic Canada"....

The Canadian Airports Council and western tourism organizations are pressuring the federal government to allow foreign airlines and investors to set up operations in Canada. According to the model under consideration, these carriers would be restricted to domestic flying and would be operated by Canadian employees....

The Vancouver cruise-ship industry is surviving a flat season, ending two decades of continuous growth, according to John Hansen, president of the Northwest CruiseShip

Association. The city's two cruise-ship terminals handled a record 1,053,989 passengers last year, but numbers are expected to drop into the six figure range this year and at least some of the blame is on the weakening U.S. economy. The Council of Tourism Associations of B.C. (COTA) says that cruise ship lines are planning to slash prices and are eyeing new routes in an attempt to deal with slowing demand worldwide. While this trend has affected the entire cruise industry, it raises some concern for the health of the Vancouver to Alaska route, says COTA....

The Hilton Garden Inn Calgary Airport hosted a garden party and silent auction that raised over \$10,000 for a hospice that provides support and care for the terminally ill. Florists and landscape artists gathered on June 9 to display their

works, which were then auctioned off to raise money for the Agape Hospice....

According to an American Hotel & Lodging Association survey, 2000 was the most profitable year ever for the lodging industry in the U.S., grossing \$24 billion in pretax profits, 9 per cent more than in 1999....

The Ontario Department of Tourism, Culture and Recreation announced that more than four million international visitors came to Ontario and stayed for at least one night in the first six months of 2001. Between January and June 2001, there was an 8 per cent increase in overnight border crossings from the U.S. to Ontario, compared to the same period last year, representing 3.4 million people....

Long-stay vacations are becoming increasingly popular with Japanese retirees in the 50-plus age group with money and free time. They are registering for programs which pair them with a same-aged counterpart in a different part of the world to experience life in another country from three weeks to three months. Most of the programs involve home stays....

According to the Calgary Herald, Banff has been showing a 15 to 20 per cent decline in hotel occupancy in 2001, continuing a downward trend that started last year. Hoteliers are blaming part of the decline on the relatively small (\$19-million) annual budget for Travel Alberta, which markets the province, compared to \$80 million spent by Quebec and \$46 million by British Columbia. 🍁

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VIA Rail Canada

Franck Simian has been appointed Vice-President of Air France Canada, effective Sept. 1, taking over from **Pascal Briodin**, who has held the position since March 1998. Simian joined Air France in 1972 and most recently served as Sales Manager for the Americas.... **Olga Brykov** has joined the GowayAir team in Vancouver as supervisor, Western Canada and the U.S.

Jean-Charles Morin, ex-director of the Laurentians wildlife refuge, was nominated Director General of Wildlife Operations and Tourist Centres with the Société des établissements de plein air du Québec (SÉPAQ).

Sophie Voyer, formerly with the Musée Pointe-à-Callière, was nominated Director of Communications and Marketing of the Cinémathèque québécoise.

Tourisme Baie-James has elected its new 11-member board of administration. The executive committee is composed of: René Rousseau (Club de motoneige de L-S-Q), President; Stéphane McKenzie (Municipality

of Baie-James), Vice-President; Céline Deschênes (Raid des Braves), Secretary-Treasurer.

Tourisme Saguenay-Lac-Saint-Jean has elected its new 19-member board of administration. The executive committee is composed of Gervais Couture (City of Alma), President; Réjean Laforest (City of Jonquière), First Vice-President; Céline Muirhead (Dolbeau Mistassini), Second Vice-President; Guy Parent (Réserve faunique Ashuapmushuan), Third Vice-President; Yolande Racine (La Pulperie), Secretary; Jean-Yves Boily (Holiday Inn Saguenay), Treasurer.

The Decoration of Merit in Gold of the Republic of Austria was awarded to Toronto's Delta Chelsea Hotel's Managing Director **Josef Ebner** by Austria's Ambassador to Canada. Ebner received the honour for his professional achievements and for promoting business and cultural exchanges between Austria and the countries he has worked.

Guy McMurray has been named Director of Sales, Eastern Region, for NTS Travel Response. McMurray, who is based in Oakville, Ontario, has worked in

the travel industry for more than 25 years. **Steve Nardi** has been named Director, Information Technology for Encore Cruises. Nardi will be responsible for the development of a next generation reservation system as well as a browser-based product to enhance the booking process for travel agents.

Faye Armstrong has been named Director of Membership Services, Eastern Canada for GIANTS Travel Ltd. Armstrong was most recently with Canada 3000 Holidays in Toronto. **Cora Castellvi** has been hired as a Sales Manager for Eastern Canada for Vancouver-based Latin America specialist Global Connections. Castellvi has worked for Canadian Airlines and American Airlines for more than 25 years.

CTC staffer **Joselyn Reyes-Seaney** (finance) has obtained her Certified General Accountant designation. **Tracy Breher** has joined Tourism Saskatchewan as Manager of Communications and Public Relations. Tracy joins the organization from Fast Consulting, where she worked in communications project management. **Sheila Vokey**, Chief Financial Officer for the Canadian Tourism Commission, has resigned to take a position

with the Bank of Canada, effective early September. **John Yan** has been appointed Acting Publisher of the CTC's Communiqué news-magazine. He brings over 18 years of private and public sector experience in both new media design and traditional publishing. **Tom Karins**, formerly the Vice-President, Travel Industry Sales for Budget Rent A Car, is the CTC's new Director of Leisure Travel Sales. Based in the Commission's office in Chicago, he will lead the efforts of the leisure sales force in the U.S. to increase both revenue and visitors from Canada's largest international market. **Scott Patterson** has joined the CTC as Program Director, Canada. Most recently he was a Senior Consultant with Pricewaterhouse Coopers in Montreal and Ottawa. Earlier in his career, Scott was also the Marketing Director for four retail consumer products and direct marketing firms. 🍁

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