

TOURISM

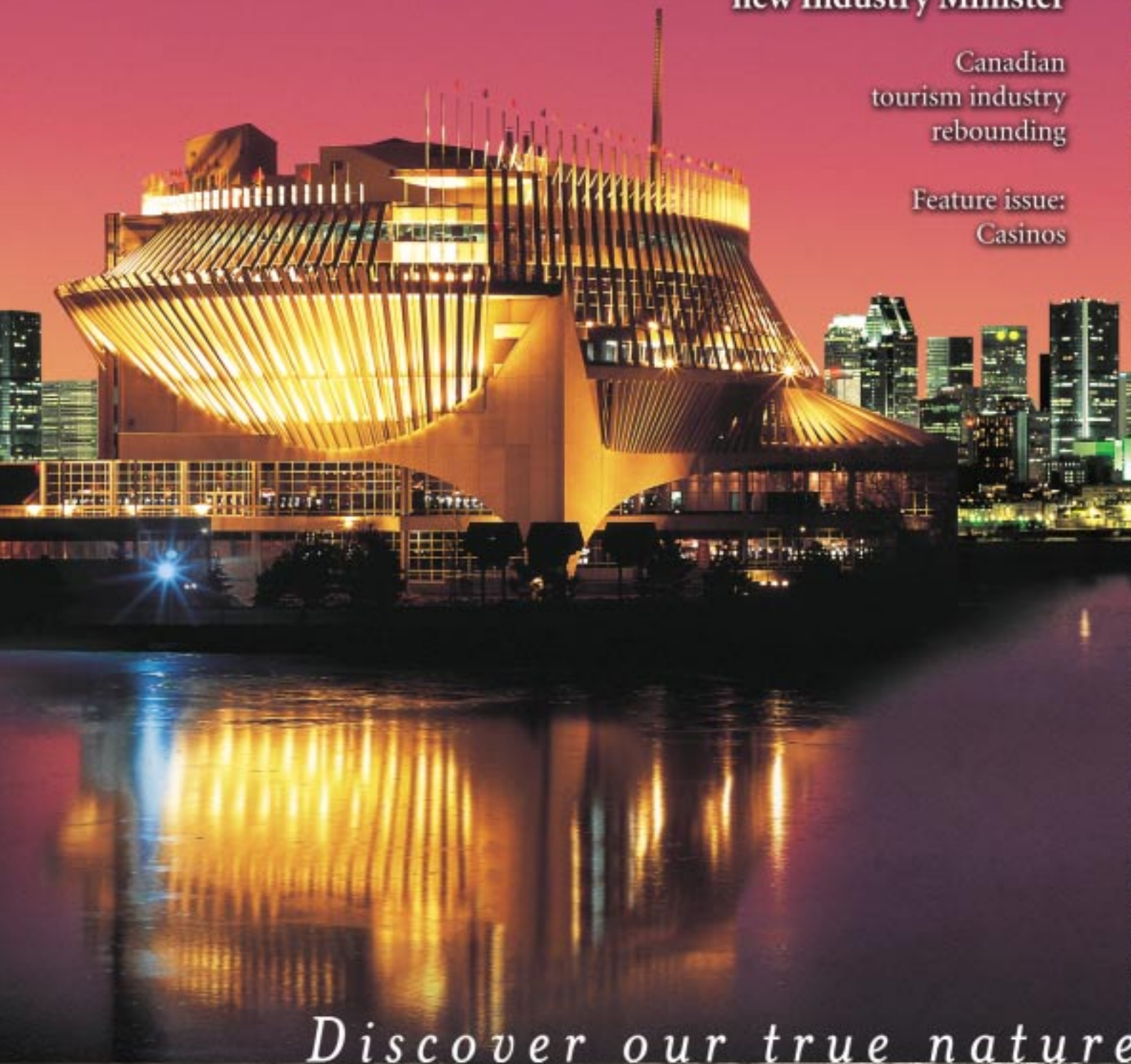
CANADA'S TOURISM MONTHLY

January – February 2002

Allan Rock named
new Industry Minister

Canadian
tourism industry
rebounding

Feature issue:
Casinos



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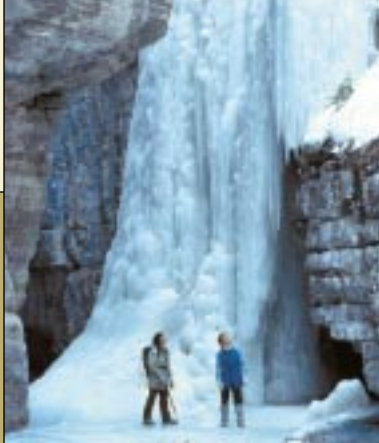
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Editorial

by Peter Kingsmill



On the cover: The Casino de Montréal, the city's glowing mecca is becoming one of the world's great international gaming destinations.

Interesting times

"May you live in interesting times." So says an ancient Chinese curse. Its author obviously did not have magazine editors in mind. Living in interesting times is not a curse, but a blessing, for those of us in this business.

September 11, and the last quarter of 2001, was perhaps far too interesting. Few people will ever forget this time, and all of us – except possibly film makers – will be happy to leave it in the past and move forward. This is especially true in the tourism industry, and as the articles in this edition of *TOURISM* show, the industry is, indeed, moving forward.

Those who work together to produce this magazine have had an opportunity to reflect, not only on the issues facing the tourism industry, but also our role within it. Substantial changes have been made to how we present tourism news and information to our readers. The most visible has been the transformation of the old *Communiqué* to the "new look" *TOURISM*. Judging from the emails, letters and calls we have received since the November launch edition, these improvements have been met with almost universal approval, for which we are encouraged, and grateful.

Redesigning *TOURISM* magazine has not come without its price. Its open format, with larger pictures, has meant that we have had to insist on shorter articles, often with less "in-depth" or background content. Readers should not fear, however, that we are "dumbing down" their magazine. Instead, we are trying to increase the accessibility to tourism news and information as we broaden our readership.

Our goal is that the print version of Canada's tourism monthly will be more than just an attractive window into the tourism industry. We want the magazine to be the lens through which readers can find a full range of valuable information. The creation of a web-based version of *TOURISM* is also planned. These initiatives will ensure that the magazine reflects the Canadian Tourism Commission's mandate to be industry-led, market-driven, and research-based.

As we move forward, I would like to express my personal thanks to our contributors, who have responded so positively through the submission of news items, notes for our *People* column, and informed opinions. It is ultimately your magazine, and we can't do it without you! 🍁

Peter Kingsmill, Editor-in-Chief

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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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■ Acting Publisher

John W. Yan
Canadian Tourism Commission
235 Queen Street
8th floor, West Tower
Ottawa ON K1A 0H6
yan.john@ctc-cct.ca

■ Editor-in-Chief

Peter G. Kingsmill
112 – 2nd Ave. East
Hafford, SK, S0J 1A0
Tel.: 306-549-2258
Fax: 306-549-2199
kingsmill.peter@ctc-cct.ca

■ Circulation

Tel.: 613-954-3884 Fax: 613-946-2843
tourism@ctc-cct.ca

■ Design

Séguin Labelle Communication
733 St-Joseph Blvd., Suite 320
Hull Qc J8Y 4B6
Tel.: 1-877-505-2110
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■ Printer

St. Joseph M.O.M. Printing
300 Parkdale Avenue
Ottawa, ON K1Y 1G2

■ Media/Advertising

APR Ltd.
Tel.: 416-363-1388
Fax: 416-363-2889
Atlantic Canada/Ontario
Lindsey Wright – lwright@aprcanada.com
Québec
Erika Veh – eveh@aprcanada.com
Western Canada/North
Julie Bell – jbell@aprcanada.com

■ Contributors

Daryl Adair, Bonnie Baird, Pierre Cremer, Denisa Georgescu, Peter Kingsmill, Racelle Kooy, Scott Meis, Arden Redfern, Debra Ward, Jim Watson, John W. Yan.

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Let's do breakfast!



Breakfast with the CTC: A few of the people who joined Canadian Tourism Commission President Jim Watson for breakfast in Banff. (left to right) Ladd Snowsell; Myron Thompson, M.P.; David Morrison, CTC Vice-Chairman; Banff Mayor Dennis Shuler; and Greg McKnight.

Over the course of my first year, I have made it one of my priorities to get out of Ottawa on a regular basis and visit with tourism leaders in Canada's many and diverse regions. I have had the pleasure of meeting with hundreds of tourism people in every province and territory

and I can tell you it has been an extremely positive experience.

My latest session was a breakfast just before Christmas in Banff where, with David Morrison, President of Brewster Transportation and our CTC Vice-Chairman, we hosted

about 35 Banff/Lake Louise operators for a hearty meal and lots of talk. I made a point of inviting local elected officials and was pleased that Member of Parliament Myron Thompson and Mayor Dennis Shuler were able to attend. I usually ask the local tourism DMO to provide suggested names of invitees and we make sure there is a good cross section of sectors represented – both public and private.

At the Banff breakfast we had ski operators, Parks Canada, hoteliers, transportation and attractions people and Travel Alberta representatives. The format is pretty informal. I speak for about 10 minutes giving an update on the CTC and the state of the tourism industry, and then open up the floor for feedback and comments.

This open dialogue is what I find the most rewarding part of the visit. It's

a chance for the industry leaders to tell me what's on their mind and how the CTC is doing to promote tourism. The group was complimentary about the research that the CTC has provided the industry (on CTX via www.canadatourism.com) since September 11, and they like the focus of the domestic and near-border states campaign we have embarked on.

It is my hope to host at least another 10 or 12 of these tourism breakfasts across Canada and hear what you have to say about the state of the industry. 🍁

Jim Watson, President and CEO

Letters to the editor

Taxing issue

I read with amusement the article in *TOURISM* entitled "Tobin Launches Travel Marketing Campaign". It states that this campaign is being implemented to encourage U.S. and Canadian travellers to travel in Canada.

This is a good idea, but the federal government is ignoring the reality that while all foreign visitors receive a rebate of GST on hotel rooms, Canadians do not. It appears as if our government wants to discourage Canadians from travelling in their own country.

Foreign visitors use the infrastructure of roads, sewage treatment and water supply, but contribute nothing directly through taxes. Canadians, on the other hand, pay for these services at all

taxation levels. I believe that Canada is the only country in the world that rebates value-added taxes on hotel rooms to foreign visitors. Is it not time to correct this imbalance?

*Erle Nash,
Nash Travel and Tours,
Wheatley, Ontario*

Hot cover shot

I enjoyed reading your magazine *TOURISM* (December 2001), and I am very curious about the location of your front cover photo. It's very beautiful and if it's not too far from where I live, I would love to go there.

*Ute Brenner
Tour Coordinator
Travels by George
Vancouver, British Columbia*

Publisher's Note

The December issue cover photo was taken at the Liard River Hotsprings Provincial Park northwest of Fort Nelson, B.C. on the Alaska Highway. The photo belongs to *OverCanada* but it is part of the Canadian Tourism Commission collection through them. And, because our cover shots are causing such a stir among *TOURISM*'s readership, our designers will be providing photo credits on the editorial page from now on. 🍁



December cover: Liard River Hotsprings, B.C.

We welcome your letters.
Write to us at: tourism@ctc-cct.ca

Canadian tourism industry rebounding

CTC President Jim Watson announced at year end 2001 that Canadian travel numbers are starting to move up again despite the September 11 attacks and a period of weaker economic activity. CTC research also raises the possibility that the winter 2001-2002 season may offer additional relief, as bookings for this season are up one percent compared with last winter.

According to seasonally adjusted international-travel estimates released by Statistics Canada, there are signs of a slight recovery in October, as compared with September of this year. Compared with August and September, October travel was down; but declines were not as serious as they

were in September. In some areas, there were clear signs of recovery: 285,000 Americans flew to Canada for an overnight stay in October, up 16.5 per cent over September.

“More people are making plans that involve less expensive getaways closer to home, opting instead for domestic flights and shorter-haul trips by car, bus or train. As a result, redirected demand in Canadian domestic and U.S. cross-border markets is emerging as a new opportunity for the industry in the short term,” Watson said. 🍁

Further details of current research can be found by logging onto www.canadatourism.com

Allan Rock named new Industry Minister

Canada has a new Minister of Industry, responsible for the Canadian Tourism Commission. As part of a major federal cabinet shuffle January 15, Prime Minister Jean Chrétien announced that The Honourable Allan Rock, previously Minister of Health, will assume the Industry Canada portfolio from The Hon. Brian Tobin, who has resigned from politics.

“Mr. Tobin was a tireless advocate of both Canada and our tourism industry. We wish him well,” said Canadian Tourism Commission President and CEO Jim Watson. “We also look forward to working closely with Allan Rock to meet the current challenges facing the industry.”

Allan Rock entered political life in 1993 as M.P. for Etobicoke Centre, following a successful professional career as a trial lawyer. He has been Minister of Health

since June of 1997, and has served as Minister of Justice and Attorney General of Canada. 🍁



Photo: Couvrette Photography

The Hon. Allan Rock

Weak economy hinders tourism recovery

Tourism is showing signs of recovery after a disappointing fourth quarter in 2001, but CTC research suggests that a weak economy, rather than fear, is the most significant deterrent to recovery. The CTC's *Tourism Intelligence Bulletin* reports that travel is recovering amid subsiding fears about further terrorist attacks. The *Bulletin* summarizes the latest industry and consumer research, polling data and market intelligence from Canada and abroad.

“While on the whole, North Americans seem willing to travel again, the state of the economy has now become the greatest impediment to travellers,” said Scott Meis, Director of Research at the CTC. “Less expensive getaways, closer to home, are becoming the preferred travel option, especially domestic and shorter-haul trips by train, bus or car. More people are returning to the skies, but passenger volumes are still dramatically off from last year.”

Canadians travelling in Canada appear to be fuelling this recovery.

According to a Canadian travel intentions survey conducted in December 2001, 38 percent of Canadians intend to take a vacation within the next six months. Of those Canadians planning a winter or spring trip, 56 percent indicated they will take a domestic vacation. CTC President Jim Watson told a January 10 press conference that recovery for the tourism sector is moving faster in some areas than in others.

“In the short term, Canada's domestic travel market is where the greatest opportunities reside,” Watson said. “Whether it's driving to a ski resort, a weekend getaway or visiting friends, more Canadians are deciding to vacation here at home this year, helping at least partially to offset a slow recovery and continuing declines in other areas.” The CTC *Bulletin* reports that domestic bookings are on the rise, with the short-term outlook for Spring 2002 predicting a 3 to 4 percent increase over last year. 🍁



Photo: Brian Denehey

Drumming up more tourism: Performers at DERTOUR cultural showcase in Vancouver. 700 influential German travel agents visited British Columbia as part of Germany's DERTOUR Travel Academy, one of Europe's most influential tourism-training programs. Germany is BC's fourth largest global market and the second largest in Europe, accounting for 21.9 percent of European visits.

CTC Board appointments

The Honourable Charles Lapointe, Nancy Huston, and Ms. Susan LeBlanc-Robichaud have been appointed to the Board of Directors of the Canadian Tourism Commission, as regional private sector representatives for Québec, Yukon, and the New Brunswick-Prince Edward Island region respectively.

“The new nominees are well-known and respected tourism leaders, with in-depth knowledge of the CTC and its programs,” said the Honourable Judd Buchanan,

Chair of the CTC Board of Directors. Mr. Lapointe, President and CEO of the Greater Montreal Convention and Tourism Bureau, previously served on the CTC Board from February 1995 until May 1998 and has actively contributed to the Board and CTC affairs.

Ms. Huston is co-owner of both the Midnight Gallery and The Whitehorse General Store in Whitehorse, and serves as Vice-President of the Tourism Industry Association Yukon.

Ms. LeBlanc-Robichaud, General Manager of the Memramcook Learning and Vacation Resort since 1998, has held various management positions both with the public and private sectors in New Brunswick.

Resort owner Deborah Greening (private sector, Saskatchewan-Manitoba region) and Marina owner Yvon Milette (private sector – national) have both been re-appointed to the Board. 🍁



Nancy Huston



Honourable Charles Lapointe



Susan LeBlanc-Robichaud



Yvon Milette



Deborah Greening

TIAC claims air security surcharge counter-productive

Canada's principal tourism industry lobbying group is not at all happy with the \$12 per ticket (one way) that travellers will be paying the federal government once the Air Travellers Security Charge is in place. “The Tourism Industry Association of Canada (TIAC) is unequivocally against this levy on air travel,” stated TIAC's new President and CEO, Randy Williams on January 10.

“The government is using the tragic events of September 11 and the ensuing security concerns as an excuse to further tax Canadians,” said Williams in a press release referring to a recent letter TIAC wrote to Minister of Finance Paul Martin. “When combined with a large list of surcharges that are already paid, this new tax will have a negative impact on the travelling public and the Canadian tourism industry.”

The letter to Martin claims that the tax will further hurt an industry still recovering from the September 11 terrorist activities and the economic slowdown, and that the surcharge presents a competitive barrier to short haul, regional and economy carriers. 🍁

Atlantic Canada gets marketing boost

The Tourism Atlantic Marketing Initiative has received \$3.75 million to encourage increased travel to Atlantic Canada. The program will consist of a media-based consumer campaign focussed on Atlantic Canada's leading external markets,

Ontario, Québec and New England, representing 75 percent of inbound visitors to Atlantic Canada.

The Honourable Robert G. Thibault, Minister of State for the Atlantic Canada Opportunities Agency (ACOA) made the announcement January 8. “The Atlantic Canada Opportunities Agency is committed to supporting and strengthening our tourism industry as it strives to restore consumer confidence and interest in travel after September 11,” said Minister Thibault.

ACOA will fund the Tourism Atlantic Marketing Initiative with \$3.75 million from the Business Development Program. It is anticipated that this funding will leverage an additional \$1.25 million from provincial governments and industry associations in Atlantic Canada. The Tourism Industry Association of Prince Edward Island (TIAPEI) is administering the initiative on behalf of its regional counterparts. 🍁



Photo: Parks Canada

Cape Spear Newfoundland: More funding to support Atlantic tourism industry.



Ontario casinos gateways to tourism

The Ontario Tourism Marketing Partnership Corporation's (OTMPC) border marketing campaign with Niagara Falls and Windsor has helped Casino Niagara and Casino Windsor continue to increase both revenue and the number of visitors to Ontario.

Ontario's new casinos have substantially contributed to an increase in visits and revenue to the province. In fiscal 2000-2001 the total number of visitors to Ontario's commercial casinos was 19.5 million with an estimated \$2.4 billion in new economic activity. In the city of Windsor, the number of annual visitors in 2000-2001 was 9.1 million, an increase from 3.2 million prior to the casino's establishment.

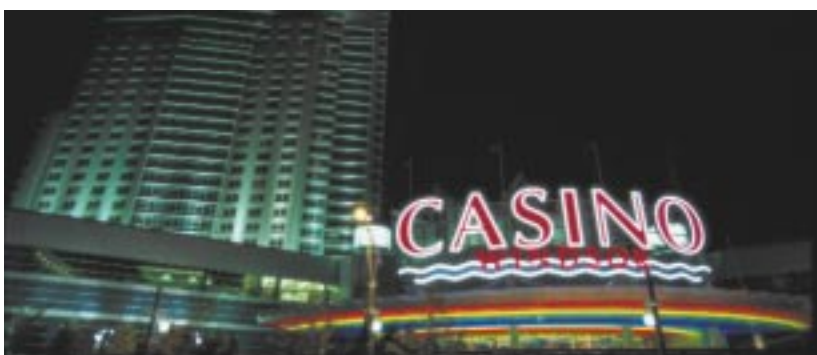
According to Elizabeth Hamel, general manager of the Windsor, Essex County and Pelee Island Visitor and Convention Bureau, the Windsor Casino has greatly increased the number of American visitors to the city and province. "American visitors supercede visitors from all other countries. Of 9.1 million annual visitors to the region, 7.9 million are American."

Noel Buckley, president of Niagara Falls Tourism, has seen the same increases in the Niagara region since the December 1996 opening of Casino Niagara. "We have seen a 30 percent increase in hotel room revenue and occupancy levels since December 1996. Since that time we have never looked back!"

Noel Buckley believes that the OTMPC partnership with Casino Niagara and other tourism operators has been very successful in encouraging Americans to visit the area. "The OTMPC has been incredibly helpful in getting the program off the ground. It has enabled us to reach larger audiences and draw more people into Ontario casinos and thus the rest of the province."

Recent OTMPC cross-border marketing campaigns with Windsor and Niagara Falls have been aimed at maintaining this success. The Windsor *Play, Stay & Save a Bundle* campaign, which started running on December 1st, has generated 675 inquiries, 321 bookings and 354 room nights in the first two weeks. The *Niagara Falls Getaway* program has also generated 4,441 inquiries in its first month, translating into 1,687 reservations and 2,021 room bookings.

According to OTMPC chief operating officer Eugene Zakreski, the OTMPC's role in the border marketing campaign helps establish both good relationships and excellent returns on investment. "The OTMPC's winter border marketing campaign will continue to target our American neighbors, including potential visitors from Chicago, Boston, New York City, Philadelphia and Washington DC." 🍁



Windsor Casino: Greatly increasing both revenue and the number of visitors to Ontario.



Lighting up the city: Casino Niagara encouraging Americans to Canadian side of the Falls.

Profits in difficult year

Ontario's commercial casinos, charity casinos and racetrack slot operations generated more than \$890 million in gross revenue for the three months ending in September. That represents an increase of 6.3 percent from the previous quarter and 8.7 percent more than the same period a year earlier. Revenues between April and October also increased by nearly six percent from 2000.

All gaming facilities in the province lost business in the first week following the terrorist attacks. Border casinos in Niagara and Windsor were especially affected when Americans, who account for 80 percent of the casinos' business, stayed home or gambled at U.S. facilities. The situation is returning to normal but overall financial impacts are as yet unknown. 🍁

Coordinating with casinos for winter marketing

Warm Up to Winter packages built around Casino Sault Ste. Marie and offering accommodations and incentives from a number of city businesses and organizations are being marketed into Northern Ontario and Michigan State, thanks in part to contributions totaling \$220,000 from the Canadian Tourism Commission and the Ontario Tourism Marketing Partnership.

Tourism Sault Ste. Marie's Ian McMillan says that prices are based on a 50 percent exchange in favour of the American greenback, a feature that should highlight just how

inexpensive it can be to vacation in Canada. Included in the package are five coupons from the city's charity casino offering discounts on meals, clothing and gaming opportunities and five dollars in "Queenstown bucks" for purchases in the city's downtown core.

Marketing efforts in the U.S. include advertisements in 10 Detroit and central Michigan newspapers, commercials on 29 radio stations in the same communities, and an email promotion targeting 100,000 Americans who have indicated an interest in travelling to Ontario. 🍁

From slahal to slots:

Aboriginal casinos across Canada

By Racelle Kooy



Casino Rama: Over 20 million visitors and counting.

Today, just like two thousand years ago, my family still enjoys a good wager on a game of *slahal*, the bone game. *Slahal* is played at many gatherings, such as Pow Wows, weddings, and family feasts. Aboriginal casinos are considered a continuation of this tradition.

Aboriginally owned and managed casinos exist in various provinces with a promise of more to come. The Saskatchewan Indian Gaming Authority (SIGA) and Casino Rama in Ontario, seem have found a winning combination, and a number of First Nations are eager to follow their lead.

SIGA is the first wholly owned and operated First Nations gaming authority in Canada. SIGA is

responsible for the management and operation of four casinos in Saskatchewan: the Northern Lights Casino in Prince Albert, the Gold Eagle Casino in North Battleford, the Painted Hand Casino in Yorkton and the Bear Claw Casino in Carlyle. The four casinos are rated at the equivalency of a U.S. "class three" casino, featuring live table games and coin-out slot machines. They also have restaurants and live entertainment in their lounges; the Northern Lights Casino (largest of the four venues) hosts concerts on their main stage. The casinos attract a steady stream of bus tour groups from Alberta and Manitoba.

SIGA employs over 1,100 people, of which 70 percent are of Aboriginal ancestry. Casinos and employees

continue to be recipients of numerous provincial business, tourism and training awards. Three of the four casinos are located on designated reserve land. 75 First Nation bands in Saskatchewan are shareholders of SIGA.

Since opening in 1996, over 20 million people have visited Ontario's Casino Rama. The province's only First Nations commercial casino is located just north of Orillia on the Rama reserve. It offers over 2,100 slot machines, 120 gaming tables and seven distinct restaurants. Casino Rama is clearly defining itself as a destination casino, with a newly completed 5,000 seat Entertainment Centre. A 300-room all-suite, full-service hotel, featuring two additional restaurants, a spa and health club facilities is scheduled to open in May 2002.

In north-central Manitoba, across the river from Le Pas, the Opaskwayak Cree Nation will celebrate the grand opening of the Asekneskak Casino on February 15th 2002. This casino will showcase the Cree culture, through its architecture, interior design and art gallery.

Also in Manitoba, the Brokenhead River Casino Resort is the fruit of the labour of the Brokenhead Odjibway Nation. This destination resort will be located at the southern

tip of the southeast side of Lake Winnipeg, minutes away from Grand Beach and 50 minutes from Winnipeg. Construction will begin later in 2002, with the opening slated for mid 2003.

In British Columbia and Alberta, First Nation organizations are working steadily towards owning and operating their own destination casinos. In Alberta they hope to construct six to eight destination casinos, with one located just outside of Calgary on the Tsuu T'ina reserve and another on the Enoch reserve located just outside the city limits of Edmonton. The Alberta moratorium on casinos is expected to be lifted this winter.

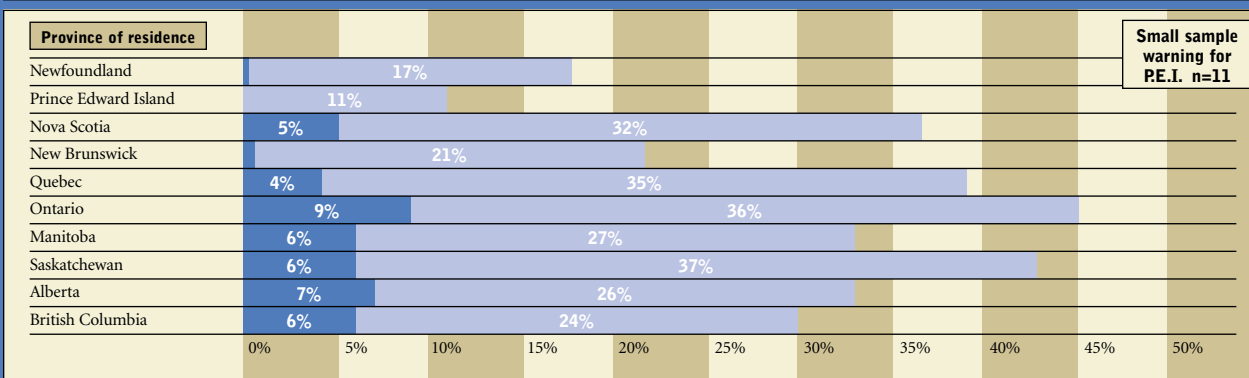
With every casino success story, there are repercussions, and of course many precautionary measures need to be in place. Above all, each casino must resolve a number of these issues with its own community. 🍁

Racelle Kooy is Projects Manager, Aboriginal Tourism Team Canada, or email: projects@attc.ca.

For more information see these web sites: www.siga.sk.ca, www.casinorama.com.

INTEREST IN CASINO GAMBLING – CANADA: BY PROVINCE

Based on visiting a gambling casino while traveling and not traveling
Base: Percent of population (18 plus) who either traveled in last 2 years or intends to travel in next 2 years



Among Canadians, visiting a gambling casino (while traveling and not traveling) was more prevalent in Ontario and Saskatchewan compared to other provinces. There was also above average interest in casino gambling in Quebec and Nova Scotia. Casino gambling enthusiasts were most frequently found in Ontario. Interest in casino gambling tended to be lower in New Brunswick, Newfoundland and P.E.I.

■ Enthusiast
■ Moderate interest

Casinos deal a good hand — tourism slow coming to the table

A leading spokesman for Canada's casino industry points to a number of success stories where partnerships between casinos and the tourism industry have yielded encouraging results, but he feels that "much more could still be done" to develop the tourism potential afforded by casinos.

In 1993, there were two casinos in Canada. A scant nine years later, there are 77 casinos operating across the country, generating gross profits of over \$4,477 million in 1999-2000, according to the magazine *Canadian Gaming News*. Ivan Sack of Mississauga, editor and publisher of the magazine, told *TOURISM* that some 47,000 people are currently employed in the casino industry. Several more casinos are coming on-stream in the very near future, and interest in all aspects of the industry is apparent when one considers a projected attendance of 1000 delegates at the annual conference sponsored by *Canadian Gaming News*, to be held this spring in Regina.

Sack points to Regina as a city that has "made an art of it" when it comes to developing relationships between the tourism sector – hotels, attractions and services – and the

very popular casino in that city. In fact, Casino Regina, which is undergoing a major expansion, has been able to join forces with the tourism sector to create what could be termed a "destination" model for the casino industry, albeit not on the same scale as, say, the new facility in Hull, Québec. "The vast majority of the facilities in Canada are 'locals' casinos' as they are called in the industry," says Sack.



Photo: Société des casinos du Québec inc.

Casino du Lac-Leamy and newly opened Hilton combine to create a true gaming destination resort.

Sack says that this is changing, and we are seeing more destination casinos coming on line. Facilities like the Casino du Lac-Leamy, and the considerably smaller Casino de Charlevoix east of Québec City at La Malbaie, are truly destination casinos, closely associated with hotels and other visitor services and attractions. The expansion of Casino Rama, and the new casino being

built at Niagara Falls, will draw significantly from distant tourism markets as well as local and nearby clientele.

The casinos in Montreal and Winnipeg have been developing similar capabilities through working closely with nearby attractions and services. "Casinos should really be seen as an engine that can drive other opportunities," says Sack.

"Too often, in Canada, casinos are the lone engines on the track, and not very many sectors of the Canadian economy are hooking up to the train."

Sack is unaware of any research studies that have examined the financial spin-offs from the casino industry. He notes that, while the management structures of the

gaming industry in Canada vary from province to province, all casinos are, to a large degree, creatures of government and structured along provincial lines. They have been regarded as consistent and lucrative, if somewhat controversial, sources of revenue for government programs. Politicians and management alike are hesitant to venture into the uncharted waters of coordinating the joint development and marketing of casino-based product for international markets.

"If we were to think outside the box," says Sack, "we could really expand the revenue-generating capabilities of Canada's casinos by offering a national range of casino product into international markets." Sack contends that people like the full-service "Vegas model" of casino experience, and until Canadian casinos develop to their potential, they will stop short of reaping the rewards of a full tourism enterprise such as offered at Las Vegas. 🍁

For more information on the Canadian Gaming News, visit www.canadiangaming.com. Ivan Sack may be reached by email at ivansack@rogers.com.

TAMS: Casino gaming in Canada by Bonnie Baird

The TAMS study was undertaken in 1999 and 2000 by a consortium of partners to determine the current and potential Canadian and United States markets for a wide variety of Canadian tourism products and experiences. The following information is excerpted from the *Travel Activities and Motivation Survey "Interest in Casino Gambling Profile Report"*.

The TAMS survey contained three items specifically associated with casino gambling. These were:

- How often the respondent had visited casinos during the past two years while not on a trip;
- Whether a casino gambling vacation experience had been sought in the past two years; and

- Whether the respondent had visited a casino and gambled while travelling in the past two years.

Highlights:

- Americans are much more interested in casino gambling than Canadians with 47.3 percent of Americans having at least moderate interest in casino gambling while 38.2 percent of Canadians exhibit a moderate interest.
- Casino gambling enthusiasts were more likely to have sought vacation experiences associated with personal indulgence (experience the good life, city night life) and to have pursued a sports or learning experience.
- Individuals who have an interest in casino gambling were more likely to be active in outdoor activities. This is directly related to the more affluent aspect of travelling casino gamblers compared to other travellers.
- Casino gamblers consult a wide variety of sources when planning their trips and are more likely than general travellers to use travel agents, the internet, newspaper and magazine articles as sources of trip planning information. They are heavy viewers of professional sports on television.

dining, professional sports, theme parks and concerts, carnivals and festivals.

Electronic versions of the TAMS study and reports are available from the CTC (log in to www.canadatourism.com) and hard copy reports will be available from the Ontario Government Bookstore. 🍁

Bonnie Baird is Research Manager for Tourism Saskatchewan and writes on behalf of the TAMS partners. She can be reached by email at bonnie.baird@sasktourism.com.

Other interests of casino gambling travellers include golf, team sports, fishing, snowmobiling, shopping,

Casino H-R certification available this spring

By Arden Redfern

The Canadian Tourism Human Resource Council (CTHRC) will offer Casino Dealer and Casino Slot Attendant Professional Certification programs beginning this Spring. Professional Certification is a national, industry-recognized credential granted to a candidate upon successful demonstration of their mastery of the National Occupational Standards. Professional Certification and the National Occupational Standards were developed by casino, lottery and gaming professionals from across Canada including the Saskatchewan Gaming Corporation, Casino Nova Scotia, Casino Edmonton, and the McPhillips Street Station Casino in Winnipeg.

As more and more casinos open and compete for business and qualified staff, the demand to hire the most qualified people will also

increase. Five aboriginal casinos will open in Manitoba over the next two years.

Joe van Koeverden, President and CEO of Casino Regina, supports the CTHRC's certification model. "We've already tested and proven the concept of professional certification in our food and beverage department with great success, improving both morale and productivity," he says. "We anticipate that training and certification for slot attendants and dealers will have the same impact."

To become professionally certified, Casino Dealers and Casino Slot Attendants are required to pass an examination, then undergo an industry evaluation to demonstrate they have the knowledge, ability and expertise as defined in the National Occupational Standards.



Casino dealers and slot attendant accreditation: Increased demand for qualified staff.

Professional certification can help individuals and properties differentiate themselves from what is currently available in the marketplace. 🍁

For more information contact the Canadian Tourism Human Resource Council at 613-231-6949 or email cthrc@cthrc.ca.

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April 2002	Festivals: Tulips, Films or Just for Laughs	February 25, 2002
May 2002	Canada's Waterways	March 25, 2002
June 2002	Endless Summer: Canada's Beaches	April 26, 2002
July-August 2002	Sports Tourism: Racing in the Streets	May 27, 2002
September 2002	Autumn Fairs	July 29, 2002
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November 2002	Cultural and Show Tours	Sept. 30, 2002
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Resort gaming European style

What do you get when you combine the charm of a French château with a mountain-side casino? "Breathtaking," according to visitors to this part of Québec's Charlevoix region.

Le Casino de Charlevoix and Fairmont's Le Manoir Richelieu seems to be the perfect marriage between a four-star hotel and a world-class casino. Only 90 minutes from Québec City, guests are treated to fine dining, the thrill of gaming amid a rugged natural environment that features the highest rock face east of the Rockies. The resort is also home to one of Canada's most impressive and historic

golf courses. For nature lovers, the surrounding area is a designated World Biosphere Reserve, offering whale-watching and other ecotourism-related activities.

Recently renovated, Le Manoir Richelieu is one of Fairmont's most unique properties. It houses state-of-the-art conference facilities situated on premium waterfront over the St. Lawrence Seaway. With improvements to the nearby Le Massif ski operation, the European flavour of this destination is unmistakable. 🍁

For more information visit: www.casinos-quebec.com.

Photo: Société des casinos du Québec Inc.



Casino de Charlevoix: European charm

The casino gamble not for everyone

by Daryl Adair

After the Grand Trunk Pacific Railway opened the doors of the Hotel Fort Garry in 1913, it soon became a Winnipeg landmark. A short walk across Main Street from Union Station, the hotel was – and remains – a popular destination for travellers and local social clubs. This grand old hotel, located on the grounds of Upper Fort Garry, has seen many changes in society, and in itself.

In 1989, The Manitoba Lotteries Commission (MLC) was looking to expand its casino operation at the Winnipeg Convention Centre, and arranged to open the Crystal Casino on the Fort Garry's seventh floor. Two ballrooms were connected by a hallway with elevator access from the ground floor, and a foyer that was transformed into a cashier's pit. One ballroom featured slot machines while the other had Roulette, Baccarat and Blackjack tables. High stakes card games went on in a quiet

upper mezzanine room; behind the scenes, the tenth floor guest rooms were used as administration offices.

Featuring a dress code appropriate to the grand location, the Chrystal Casino soon become a popular destination. In 1994 the owners of the hotel (the Lebarge group from Québec) approached Winnipeg restaurateurs Richard Bel and Ida Albo to manage the hotel. They were already using the hotel's underutilized banquet kitchens for their catering service and the two were becoming well known in Winnipeg.

Under the new management, the banquet rooms on the main floor and the upper lobby were becoming increasingly busy and more space was needed. Also, as the hotel's director of sales Sherraine Christopherson notes, "the existence of the casino did not bring in additional occupancy to the rooms."



Roulette: Casino gaming success not always a sure bet.

In 1997, Price Waterhouse consultants conducted a thorough review of the overall gaming industry in Winnipeg. The MLC's Kelly Langevin points out that "the study recommended that the Crystal Casino operations be consolidated with two other MLC gambling operations – the McPhillips Street Station Casino and Club Regent Casino."

By 1999, the Hotel Fort Garry was emptied of the slot machines, card tables and the seemingly endless wires from the security. The goal was to return the rooms to their original grand ballroom elegance, an effort that required painstaking research, material sourcing, and an investment of about \$2.2 million.

For its part, the MLC has no plans to bring back gambling to downtown Winnipeg. The two existing casinos in Winnipeg are destination casinos attracting locals from the city and province as well as group tours from Saskatchewan, Alberta, Ontario and the Northern United States.

At the Fort Garry, the tenth floor guest rooms still await renovation, but management has been able to capitalize on the space in the meantime hosting special events. One senses that the decade-long experiment with casinos will not be missed at this classic old hotel. 🍁

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Canada's airline industry: Post – September 11 snapshot by Debra Ward

There has never been a time like this for Canada's airlines or for their Canadian customers. The process of restructuring began long before the events of September 11, and they began with a simple goal: a competitive, healthy airline industry which meets the needs of Canadians. At this writing, the airline industry is not (with some exceptions) competitive, and nor is it particularly healthy. The needs of some Canadians are being met, but far from all.

While many industries and communities require air access to succeed, few can draw such a thick black line between business success and air service as tourism. Tourism's need for reliable and affordable access has been documented over and over again, and many people have recounted their frustrations with how unsatisfactory today's situation is for tourism and for their communities.

The legacy of September 11 will affect our airline industry for a long time, perhaps years. Airline revenues are down, as the result of a combination of economics and some lingering reluctance to travel long distances. At the same time it's getting more expensive to fly, and both government and airlines are trying to recapture their higher costs arising

from September 11. The net result (at least in the short term) is a smaller number of passengers paying for more and more of the costs associated with, but not part of, air travel, such as security and policing. The overall impact of the new security fee isn't yet known, but concerns about its impact on low-fare and short-haul travel have been voiced by many people both inside and outside the airline and tourism industries.

Dealing with the economic slowdown and post-September 11 environment is only part of the challenge. There are a number of airline restructuring issues which predated these events that haven't changed, except perhaps in their urgency. These include, for example, the quantity and quality of regional service, the gap between the level of service people receive vs. the level of service they want, and the debate around re-regulation and liberalization. We seem no closer to resolving these issues. In some ways, we seem even further away.

Ultimately, we want an airline sector that can survive the bad times and flourish in the good. It should provide a key part of a Canadian transportation network that fosters

tourism and business opportunities at the same time as it brings our communities together, and links us to the world. It should be competitive, allowing maximum choice for consumers. Oh, yes, the airlines should make money, too, attracting investors back into an industry that has virtually become a pariah in financial markets.

For all their apparent simplicity, these are ambitious objectives, and the only way we can to hope to achieve them is to ask (and answer!) some hard questions. How can the smaller communities of Canada get reasonable service? How do we determine what "reasonable" is? Should Air Canada, given its dominance, be subject to special and unique rules? Or should it have the same opportunities under the less onerous regime enjoyed by other carriers in Canada? Should we care about "what's fair for airlines" or should we be more concerned with "what's fair for Canadians"? Should we care if Canadian or non-Canadians own or run the airlines? And why (or why not)?

The tourism industry has to have a say in the answers. Tourism, in all its forms, is a key reason that airlines exist in the first place, let alone make

money. Moreover, despite the size of the airline industry, it pales in comparison to the size of tourism as a whole.

My mandate as Independent Observer still has a way to go. The third report, which will outline and assess the newest challenges we are facing, will be completed early in the new year. The final report, due in the summer, will contain my recommendations for change and action; I invite the readers of *TOURISM* – indeed all people in the tourism industry – to provide input and comment as the process goes forward.

The issues are large and complex, and there may be no simple fixes at the end of the day. However, the tourism industry's voice is necessary if we are to design an airline industry that works. 🍁

Debra Ward is the federal government-appointed Independent Transition Observer on Airline Restructuring, and may be reached by email: debra.ward@rogers.com.

Outdoor experience sector shows resilience and potential

"People who take (adventure) trips have greater tolerance for unpredictable world events than those who go on more conventional programs," said Trevor Saxty of the California-based travel firm Adventure Center. Adventure travel companies may be showing some resilience during the slump in long-haul travel because they sell a wide range of destinations and their tour participants are by nature "intrepid

travellers, more comfortable with the element of risk." Saxty was among several other adventure travel operators interviewed recently by *Travel Weekly*.

TOURISM will focus its March issue on the subject of outdoor travel and – specifically – ecotourism. Ecotourism, its definitions, and its pros and cons are highlighted in May this year at Québec City, where Canada and

Québec host the International Year of Ecotourism conference. This major conference is being held under the auspices of the World Tourism Organization and the United Nations Environmental Program (UNEP). 🍁



Adventure travel: Participants more comfortable with the element of risk.

Photo: Canadian Tourism Commission



BeaverTails in Texas: Feed them and they will come!

Ottawa-based BeaverTails Pastries was called upon to provide a “homey touch” for a Canadian delegation visiting Dallas, Texas for a trade conference. The company, founded by former CTC Board Member Grant Hooker, has a location in the Fort Worth Stockyards, one of two in Texas.

“Mini-tails” were served to members of the Team Canada West Trade Mission led by Prime Minister Jean

Chrétien and premiers of western Canada territories and provinces during a reception at the Dallas Fairmont Hotel. (The original “BeaverTail” is a foot-long, 3-inch-wide, and half-inch-deep pastry made from whole wheat dough.) The CTC’s Judy Love Rondeau recruited the Fort Worth BeaverTails store for the gig. “BeaverTails is a great Canadian company, and is very supportive of the work we do in trade and tourism,” she said. 🍁

China and Canada sign cooperation agreement

The Beijing Tourism Administration and the Canadian Tourism Commission have signed an agreement on International Conferences and Exhibition Cooperation. According to the agreement, the two sides will strengthen training, information exchange and cooperation in hosting conferences and exhibitions. Both sides will work together to make Beijing and Canada venues of international conferences and

exhibitions and help carry out promotion activities.

The CTC’s representative in China, Richard Liu, says that China’s entry into WTO and Beijing’s successful bid for the 2008 Olympics will further promote the exhibition industry. “We believe the cooperation will become important channels in trade and economic cooperation between two nations,” said Liu. 🍁

Winning campaign: Samsonite carries Canadian tourism message.

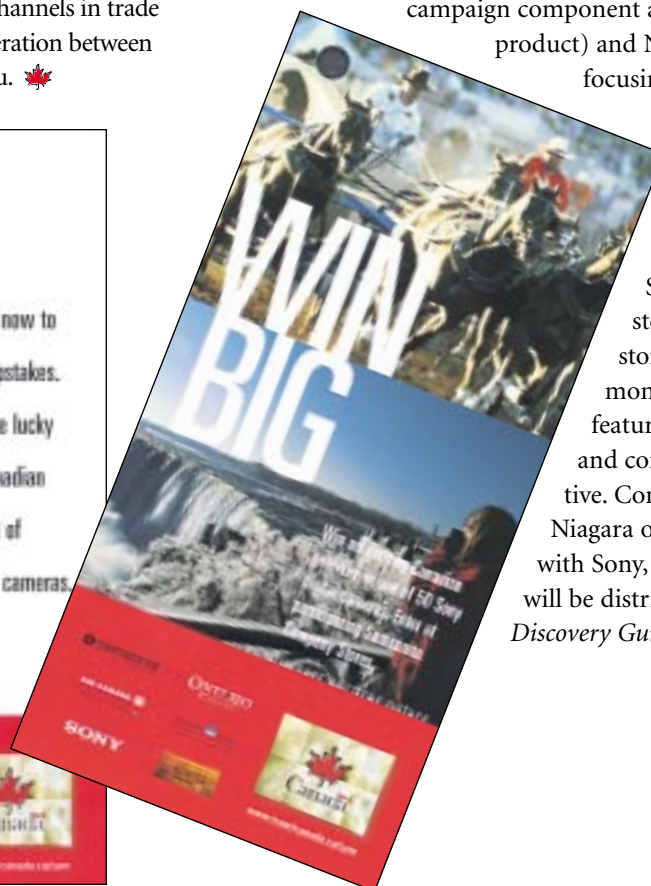
CTC EVENT HIGHLIGHTS MARCH-APRIL 2002

DATE	EVENT	LOCATION	CONTACT
March 7	U.S. Leisure & Media Calendar Media Dinner	Washington, DC USA	Judy Rondeau judy.rondeau@ctc-us.com
March 8-10	CTC-Events in Europe Op Pad Adventure Festival (Consumer - Adventure Travel)	Amsterdam The Netherlands	Fred Van Cleef vancleef.fred@ctc-cct.ca
March 12-13	CTC-Events in Europe Spotlight	London United Kingdom	Ian Harrower harrower.ian@ctc-cct.ca
March 13	CTC-Events in Europe Canada Travel Awards	London United Kingdom	Ian Harrower harrower.ian@ctc-cct.ca
March 13-17	Non-CTC Media Events in Canada involving U.S. Media North American Snowsports Journalists Annual Meeting	Banff, Alberta	Monica Campbell-Hoppe monica.campbell@ctc-us.com
March 16-20	CTC-Events in Europe International Tourismus-Börse	Berlin, Germany	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca
April 11	CTC Media Events in USA Media Dinner	San Francisco USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com
April 28-30	CTC Media Events in USA Canada Media	Pasadena, CA USA	Judy Love-Rondeau judy.rondeau@ctc-us.com

Samsonite and Sony help promote Canada in U.S.

Two series of advertisements have been developed as part of the special U.S. campaign launched last November. The partners involved in this campaign component are Travel Alberta (featuring ski product) and Niagara (with OTMP involvement focusing on cuisine). Inserts are being run in the January editions of *Condé Nast Traveler*, *Gourmet*, and the *New Yorker* magazine.

As part of the overall campaign, Samsonite (luggage) will conduct in-store promotions at over 200 of its stores across the U.S. Throughout the month of January, Samsonite stores are featuring Canada on posters, hang tags and contest ballots using CTC brand creative. Contest winners receive trips to either Niagara or Alberta or, through a partnership with Sony, one of 50 digital cameras. The CTC will be distributing the new 2002 *Canada Discovery Guide* at all the stores. 🍁



Third quarter shows mixed results

Despite the severe impact of the September 11 events on travel, the tourism industry showed mixed results in the third quarter of 2001, with tourism spending in Canada recording a decrease while the number of jobs generated by tourism increased marginally (0.5 percent).

According to the National Tourism Indicators Quarterly Estimates Third Quarter 2001 released by Statistics Canada, although tourism injected almost \$19.7 billion into the Canadian economy during that period, this amounted to a 0.1 percent (annual rate) decline, the first such decrease in 10 years.

Gains in recreation (2.8 percent) and entertainment (2.4 percent) spending prevented a further drop

in total spending, which was due mainly to decreased spending on passenger air transportation (- 3.3 percent) and accommodation (-3.1 percent). Statistics Canada notes that the overall reduction in spending during the third quarter is attributable to a decrease in non-resident expenditures in Canada during July-September 2001.

Compared with the same period last year, foreign visitors spent \$7.1 billion in Canada in the third quarter of 2001, an increase of 0.4 percent, while the number of foreign visitors registered an increase in July and August 2001, but then fell sharply (24 percent) in September 2001.

"As expected, these results provide a hindsight of the situation

we have experienced globally. Through these challenging times, the CTC and the industry have taken measures to stimulate tourism in Canada. Already, new results are coming in that support the appropriateness of these focused and timely actions," said Jim Watson, President and CEO of the Canadian Tourism Commission (CTC). "Aside from the turmoil, the numbers are indicative of the soundness and resilience of the Canadian tourism industry, as is shown for instance by the increase in the number of jobs in the accommodations industry. Altogether, Canadians, as well as foreign tourists, are interested in travelling to Canada and are experiencing Canada," stated Watson.

A CTC/Statistics Canada initiative, the NTI measure tourism and its socio-economic significance for Canada. Canada is the first country in the world to develop and publish such indicators.

For information on NTI, contact Denisa Georgescu at 613-946-2136, or email: georgescu.denisa@ctc-cct.ca.



Photo: Canadian Tourism Commission

Asia-Pacific marketing staff: Stimulating tourism to Canada.

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Fewer tourists from abroad

The *CTC Business Outlook* anticipates that U.S. leisure travel to Canada will be down by 1 to 3 percent during the period of April to June, 2002. Nonetheless, this continued decline represents a significant improvement from the 9 to 19 percent drop evident in the immediate aftermath of September 11th.

Similarly, for the United Kingdom, a 4 to 6 percent decline in travel is

anticipated in the second quarter of 2002. Travel from France to Canada is expected to decline by as much as 8 percent overall, with declines of 10 percent for Germany for the same period. For Japan, leisure travel to Canada is expected to be down by approximately 13 percent. However, there is an expectation that international overseas travel from these markets will rebound by an estimated 1 to 4 percent by year end. 🍁

Canada viewed as a safe travel destination, but business travel slump continues

“Americans now view Canada as a safe international destination,” said Mr. Meis. “We are starting to see the impact of redirected demand in terms of bookings for travel to Canada, particularly for short-haul leisure trips.” A recent U.S. Travel Recovery Monitor study conducted by D. K. Shisflet and Associates reported that Canada is viewed by Americans as a safe or extremely safe travel destination.

But it is probably the slumping economy that sent business travel on

a continuing downward trend, and recovery is likely to be long and slow. The *American Express Travel Monitor* reports that one-fifth of North American companies say they will spend less on travel in 2002 than last year. The high cost of business travel and reduced air capacity are forcing businesses to seek alternative modes of travel and even different ways of doing business. 🍁

Long-term forecast for 2002

The *CTC International Travel Forecast (Winter 2001 Update)* predicts a slight rebound for the remainder of 2002. “We expect to see a recovery in the United States and an expansion in existing leisure travel,” stated Research Director Scott Meis. “But the combination of economic conditions and continuing fear of air travel will have an impact on how Canadians travel and where, and it will make domestic tourism a more attractive option to many Canadians.”

“We are committed to making in-depth information and analysis as widely available as possible,” said Watson. “Our objective at the CTC is to be a resource for the tourism industry, the media, industry-watchers and economic analysts and to support the industry in rebuilding for the future.” 🍁

For more information, visit www.canadatourism.com.

WTO sees industry stabilizing

“Severe decline in world travel demand is not anticipated. From the viewpoint of tourism, one of the possible scenarios would be a redistribution of total demand with the focus on regional or domestic tourism, with no major changes in the motivations for trips, together with possible changes in total spending and average length of stay. The

air transport industry might be more seriously affected than other means of transport. The impact on long haul journeys might be greater than on domestic or short flights.” 🍁

World Tourism Organization, Special Report Number 18, updated November 2001.

A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
TOURISTS TO CANADA			
From the U.S.	January-November 2001	14,642,794	1.9
By Auto	January-November 2001	9,311,992	4.1
By Non-auto	January-November 2001	5,330,802	-1.8
From Overseas - Total	January-November 2001	3,873,041	-7.1
United Kingdom	January-November 2001	796,515	-2.7
Japan	January-November 2001	399,049	-17.5
France	January-November 2001	343,072	-10.7
Germany	January-November 2001	327,758	-12.1
Hong Kong	January-November 2001	118,647	-10.3
Australia	January-November 2001	148,706	-4.5
Taiwan	January-November 2001	111,504	-28.7
Mexico	January-November 2001	140,373	5.6
Korea (South)	January-November 2001	133,726	6.4
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January-November 2001	12,790,899	-7.4
By Auto	January-November 2001	7,197,616	-5.2
By Non-Auto	January-November 2001	5,593,283	-10.2
To Overseas - Total	January-November 2001	4,530,024	8.4
EMPLOYMENT IN TOURISM			
Total Activities	Third Quarter, 2001	584,700	3.5
Accommodation	Third Quarter, 2001	174,300	7.7
Food and Beverage	Third Quarter, 2001	153,400	2.2
Transportation	Third Quarter, 2001	92,200	-1.4
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income per person	Third Quarter, 2001	\$21,139	0.5
GDP at market prices (current, \$ billion)	Third Quarter, 2001	1,077.7	-1.4
GDP chained (1997, \$ billion)	Third Quarter, 2001	1,022.9	-0.2
CPI (1992=100)	November 2001	115.8	0.7
EXCHANGE RATES (IN CDNS)			
American dollar	December 2001	1.5775	3.6
British pound	December 2001	2.2732	2.1
Japanese yen	December 2001	0.0124	-8.8
French franc	December 2001	0.2145	3.1
German mark	December 2001	0.7194	3.1
EURO	December 2001	1.4070	3.1

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.



Wine and cuisine are government and industry priorities for tourism in Ontario. Between the provincial government (\$243,000) and the industry (\$337,000), over half a million dollars will be spent to develop and implement a six-point **Wine and Culinary Tourism Action Plan**. This initiative complements the \$20-million provincial wine strategy, dubbed *Poised for Greatness: A Strategic Framework for the Ontario Wine Industry* announced by the provincial government in October.



The federal government is contributing \$4 million to a **Skidegate Indian** band project to build a heritage centre and high-end destination lodge and restaurant at the southern end of Graham Island in the Queen Charlotte Islands. It is scheduled to open in late 2002.



Prince Edward Island has earned a *Globe and Mail Readers Choice Award* as a top holiday spot. The newspaper's readers were asked for feedback regarding their choice of favourite vacation destinations and P.E.I. was picked in the Eastern Canada category. This is the second consecutive year the Island has earned this honour.



Tourism Yukon has received its first *Marketing Media Innovation Award*. The department was a certificate winner in the *Small Space Magazine* category among campaigns led by Nike and Rogers Video. The Tourism Yukon advertisements tied with Eaton's for recognition, while Nike received the gold and Rogers the silver award. *The Media Innovation Awards* are issued by *Marketing Magazine*, a Canadian publication.



Interest in developing festivals, events and attractions as tourism products is growing in **Québec**. The *Congrès*

2001 des festivals, événements et attractions touristiques held in **Trois-Rivières** in November, drew over 245 delegates, a 44 percent increase over last year.



Showcase Canada in Thailand recently hosted 45 Canadian sellers and 90 buyers from Taiwan, Korea, Hong Kong, Singapore, Malaysia, Thailand and the Philippines. This show facilitated 8,100 free scheduled appointments over the five day

money when purchasing travel products. *The new website is www.airlines.ca*



Following the **Grey Cup** spectacular in **Montreal**, cabbies on Monday morning said they were sad to see the weekend end. The general feeling was that it had been "the busiest tourism weekend Montreal had seen since the events of September 11." As well as the game and the many traditional parties, the new



Photo: Canadian Tourism Commission

The Honourable Charles Lapointe, CEO of Tourisme Montreal, received the World Travel Market's Global Award at a ceremony in London, England in November. He accepted the award on behalf of Tourisme Montreal, and is shown here with Mr. Lord Oxfiurd, (Lapointe), David McClung of Canada's Baxter Group, and Fiona Jeffery of the World Travel Market.

period; several Canadian companies had cancelled their participation due to the events of 11 September but not one buyer cancelled their participation. Says **CTC's Donna Brinkhaus**: "Tourists from South-East Asia and the Pacific will constitute more than 1 in 4 tourist arrivals globally by 2020. "Canada wants to be an important part of that growth and with the support of our industry partners and Canadian product suppliers we are confident that we will succeed."



Airlines.ca has launched an internet search engine touted to offer more flight options and significantly lower prices on most routes. Company President **Yoav Cohen** believes that a combination of good prices, user-friendliness and quality customer service will create a recipe for success, and that more Canadians will use its services to save time and

Grey Cup Village set up in the **Place du Canada** park was a big hit, featuring numerous tents housing an entertainment stage, a bistro, kids games and displays from the **Canadian Football League's Hall of Fame**.



ARC the.hotel, Ottawa's first Design Hotel, won the *2001 Gold Award* as **New Business of the Year** at the Greater Ottawa Chamber of Commerce Business Achievement Awards. With its unique motto "Rising Above the Ordinary", the ARC Lounge and ARC the.hotel is one of the most exciting new ventures in the Nation's Capital, featuring exceptional entertainment and accommodation services to business and vacation travellers.



Tourism Toronto has doubled production of its second annual

Gay and Lesbian Guide to Toronto. The 32-page guide is designed to help travellers, especially from the U.S., plan trips to Toronto. Studies conducted by San Francisco-based Community Marketing Inc., indicate that American gay and lesbian travellers expect to take no fewer vacations in the next 12 months as a result of the September terrorist attacks, and that 31 percent will spend at least one vacation in Canada.



A Los Angeles doctor and Canadian investors are attempting to lure travellers north to the **Yukon**, by promising them a 3-D peek at their clogged arteries in a full-body CT scan, along with a visit to the **Frostbite Music Festival**. As Los Angeles-based radiologist Robert Wilson points out, this is not an ordinary spa experience, but a way to "take knowledge home and use it in your daily life." The packages will be offered through tour operators in Asia, Europe and the United States.



Tourism Saskatchewan's 2001 marketing campaigns recently received special recognition at the *2001 Awards for Communication Excellence (ACE)* in Regina. The Saskatchewan branch of the **International Association of Business Communicators (IABC)** holds these awards annually. **Brown Communications Group of Regina** developed the 2001 ad campaigns with **Tourism Saskatchewan**.



The **Westin Calgary** has been named one of the top 50 hotels in North America in the *Conde Nast Travelers 2001 Readers' Choice Awards*. "The readers of *Conde Nast* are some of the world's best travelled people. To be awarded this honour based on their feedback speaks volumes about the quality of our staff and services," said Michele Maskell, hotel general manager. 🍁



Randy Williams has been appointed President and CEO of the Tourism Industry Association of Canada (TIAC). Williams was formerly the President of ACTA Canada. **Doug Nadorozny**, General Manager of Economic Development & Planning Services for the City of Greater Sudbury, has been selected to the Board of the Northern Tourism Marketing Corporation (Ontario).

Steven Larkin has joined Tour East Holidays as General Manager, Sales and Marketing based in Toronto. Qatar Airways has named **Janet Rivers** as its Vice-President of Sales and Marketing in Canada. Rivers' appointment marks the first time that the Qatar-based airline has had a Canadian representative office.

Radisson Hotels & Resorts Worldwide has announced that **Diana Reichert** has been appointed to the position of Senior Marketing Manager, Canadian Region. She was Director of Marketing at Unihost Corporation. Tourism Sun Peaks has announced the appointment of **Vince Accardi** as Director Marketing and Media Relations. Most recently, Accardi was the Sales and Marketing Director for Gotta Travel! Tours based in Toronto.

Louise Champagne has been appointed General Manager of the Fairmont Le Manoir Richelieu, an all-season resort and casino in Quebec's Charlevoix region. She comes to Le Manoir from the Delta Beauséjour in New Brunswick. The **Hon. Jim Antoine** has been appointed Minister of Resources, Wildlife and Economic Development, responsible for tourism.

The Board of Directors of the new Lethbridge Convention and Visitors Bureau has appointed **Doug Kryzanowski** as the Bureau's first Executive Director. He was formerly the General Manager of Chinook Country Tourist Association. **Cathy Senecal** has joined Travel Manitoba as a Marketing Consultant. **Helen Young** was elected President of the Innkeepers of Ontario at the association's annual

meeting. Young is Innkeeper at *Inn on the Twenty* in Jordan.

Meta Williams was elected President of the Yukon First Nations Tourism Association at its recent annual general meeting in Whitehorse. She also holds a board position on Aboriginal Tourism Team Canada. RBC Insurance has appointed **Nancy Jackson** to the position of Regional Director for its travel insurance operations.

fill the newly created position of Director of Reservations & Human Resources.

Gord Vizzutti has been appointed Resort Marketing Manager of Kicking Horse Mountain Resort. Mr. Vizzutti will be responsible for all resort marketing activities and the coordination of real estate initiatives at Kicking Horse Mountain Resort. **Luc Lapointe** has been appointed Director of

for Sunquest/Alba. **Lorrie King** is the new President of Retail Distribution for MyTravel Canada.

Noreen Schembri has been appointed to the position of Chief Financial Officer for Choice Hotels Canada. **Frank De Cesare** has been appointed Vice-President of Marketing for ANC Rental Corporation Canada (National Car Rental).



Nolwenn Menez has been named Acting Sales Development Director, Europe, at Travel Alberta International until a new director is appointed to replace **Doug Kryzanowski**, now the Executive Director of the Lethbridge Convention and Visitors Bureau.

Seven new industry members have been appointed to Alberta's Strategic Tourism Marketing Council: **Julien De Schutter**, (Calgary Airport Authority), **Tim Gillies** (Mikisew Tourism Corporation, Fort McMurray), **Mark Medland** (Maclab Enterprises, Sherwood Park), **Andrew Clark** (Fairmont Hotels and Resorts, Banff), **Lloyd Kunkel** (Great Canadian Barn Dance and RV Resort, Hillspring), **Mac Makenny** (Homeplace Ranch, Priddis) and **Gary Hanson** (West Edmonton Mall).

Paule Riverin has been appointed Director of Sales and Marketing at Fairmont The Queen Elizabeth in Montreal, and **Susan Ohlson** will fill the same post at the Fairmont Chateau Laurier in Ottawa. Both are moving within the Fairmont chain, and both are returning to their home country from foreign postings.


Tony Pollard, President of the Hotel Association of Canada has been named the new Treasurer of the Canadian Tourism Human Resource Council (CTHRC) replacing **Grant Thompson** who will continue to work with CTHRC developing custom product for national chains. 🍁

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- **RESULT MANAGEMENT**
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- **RESOURCES MANAGEMENT**
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- **LEADERSHIP**
Defining a vision and guiding individuals and groups toward the vision, while maintaining group cohesiveness, motivation, commitment and effectiveness.
- **COMMUNICATION**
(Bilingual-French & English).
- **INDUSTRY KNOWLEDGE AND AWARENESS**
Tourism and youth travel.
- **BOARD RELATIONSHIP**
Understands, appreciates and is able to work with a volunteer Board of Directors.

A resume and covering letter outlining your qualifications in these areas must be received by **February 28, 2002** and should be directed by mail or e-mail to:
Hostelling International - Canada
Attention Recruitment Committee (Confidential)
205 Catherine Street, Suite 400, Ottawa, ON, K2P 1C3 Canada
ned.recruit@hihostels.ca



Camping Québec has elected a new Board of Directors for 2001-2002: **Jean-Claude St-Amant, René Raïche, André Fleury, Lise Lefebvre, Bruno Labbé, Marc Lachance, Lise Loiselle, Aimé Mélix, Danielle Paquin**. The Board of Directors of Scotia Prince Cruises (Yarmouth, N.S.) has announced two senior management appointments: **Mark Muise** has been appointed Director of Finance and **Sharon Johnson-Legere** will

Communications and Development for Acadian Tourist Product.

MyTravel Canada has appointed **Michael Friisdahl** as President. Friisdahl was previously President of the Holiday Network, a MyTravel Canada division. **Eamonn Ferrin**, formerly with Airtours Holidays in Britain, was named President of Sunquest/Alba, while **Andrew Dawson** was appointed Senior Vice-President Operations

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