

# TOURISM

CANADA'S TOURISM MONTHLY

April 2002

Industry Minister applauds  
success of 'Travel Canada'

Parks Canada and TIAC  
sign historic accord

Feature issue:  
Festivals



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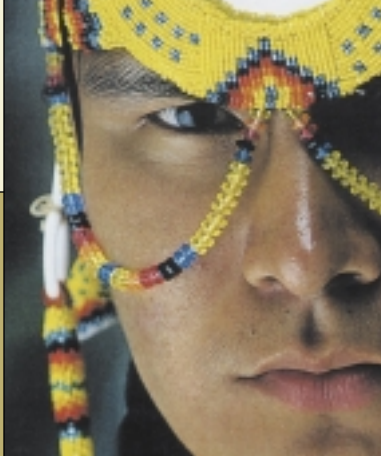
 **FIRST AIR**  
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# Editorial

by Peter Kingsmill



**On the cover:** Parliament Hill, rising above a sea of vibrant spring colours. This is one of many enduring photos by the late Malak Karsh capturing the beauty of the nation's capital in full bloom during the Tulip Festival.

## Investing in fun

Having fun costs money, or at least *most* of the fun things we do cost money. And while the “homegrown” fun may be the most satisfying, generating things to do and places where to do them is part of the human experience.

Festivals are part of the Canadian fabric, and making them happen involves money and time, especially when we expect to invite visitors – tourists – to share the experience with us. The biggest and best festivals almost always have their origins in “homegrown” or community-driven events that grow over the years, maturing into major tourism attractors that yield substantial revenue for the host communities and their businesses.

Celebrations of human culture – and in some cases even natural heritage – are found across the breadth and depth of this country in abundance. As I write this, there is a music festival underway in my tiny home town that draws a few hundred people from within a 200 kilometer radius for three days. Elsewhere in this edition, you can read about larger festivals at places like The Pas and Kapuskasing. These festivals are fundamentally local celebrations, though they do draw visitors. They also rely on huge commitments of volunteer time and locally donated money in order to take place at all.

Whether in small towns or large cities, event organizers everywhere promote their events to their own residents and compete for visitor attendance and revenue. When municipal and provincial governments make strategic investments in festivals and events, good things happen for the tourism industry. The return on investment to the province, region, and community can be substantial.

The province of Quebec, and its two largest cities, understand this well. The article by Gary Lawrence in this edition of *TOURISM* attests to this fact; the province and cities are investing heavily in the festival industry, and are reaping huge rewards. The province understands that when an investment is made that supports local volunteer initiative, the investment is compounded by increased volunteer commitment, and it is that synergy that creates truly marvelous tourist experiences.

It costs money to have fun, but the rewards are worth it. 🍁

Peter Kingsmill, Editor-in-Chief

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## Our campaigns are getting results

"I was recently in Canada and saw a brilliant TV ad encouraging Canadians to holiday at home. It was very powerful and we could do with something like that."

*The Right Honourable Kim Howells  
British Tourism Minister  
as quoted in The Times of London  
(March 16, 2002)*

You can well imagine my surprise and delight when I happened across this article in The Times of London while participating at CTC's *Spotlight Tradeshow and Awards* presentation last month. The British Minister was being asked what his government was going to do to help the domestic tourism industry and I was thrilled to see his comments about the CTC's response to this same challenge.

Thanks to the Federal Government's injection of an additional \$15 Million in one-time funding, and the tremendous provincial/territorial and private sector support that more than doubled our marketing reach, we were able for the first time to have a significant presence in the Canadian market and convince Canadians to visit their own country this year.

The initial results look promising. We have seen a 200 percent increase in visits to our web site and the

recall levels of our ads and its message is extremely high. In 2001, the travel deficit was at its lowest since 1986 at \$1.3 billion, down from \$2.1 billion the year before. Canadians are responding to our campaign, but of course, several other facts determine travel patterns including the state of the economy and the value of the dollar.

I am very excited about the work of our CTC Canada Committee, under the very able direction of **Pierre Labrie** and staffers **Scott Patterson** and **Jacques Duval**. Equally impressive are the efforts of the U.S. Leisure Committee under **Christena Keon Sirsly's** direction. She is ably supported by U.S. Program Director **Mark Schwilden** along with **Sharon Cardiff**, **Shelley Morris** and one of the newest members of the CTC staff, **Yolaine Dupont**.

The U.S. Staff still have a tremendous challenge ahead to get back to pre-September 11th levels, but we are continuing to see positive signs of confidence in the U.S. market and their economy. Interest in Canada is growing and requests for our *Discovery Guide* grew from 8,729 in the 1st Quarter of 2001, to 69,200 in the same period in 2002!

**Derek Fry**, President of VISA Canada, reported that Canadians

and Americans are starting to get back into travel mode based on their statistics. Statistics Canada reports that for January 2002, overnight travel by car was up over January 2001 and the increase was higher than the average increase over the past 5 years.

At our last Board Meeting in Québec City, Board members also made it clear to staff that we must not neglect the long haul markets both in the U.S. and overseas. Our commitment to these markets remains strong and in fact the Board has recommended we put additional 2001 carryover funds into the U.K. market for 2002.

Thanks to all who have taken the time to contact me in recent months with your positive contributions and suggestions. Any compliments I receive on CTC initiatives are shared with my colleagues on the Board, volunteers on committees and our dedicated staff. I look forward to seeing many of you at *Rendez-vous Canada* in Halifax next month. 🍁

*Jim Watson, President and CEO*



Photo: Optimimage

Forging a significant presence in the Canadian Market: Jim Watson with (left to right) CTC Canada Committee Chairperson Pierre Labrie, CTC Chairman of the Board, Hon. Judd Buchanan, and Quebec City Mayor Jean-Paul Lallier at the CTC's recent board meeting in Quebec City.

## Letters to the editor

### Alberta's great digs

We enjoy your upbeat magazine! Do you want to know where the tourism stats are up and continuing to rise? Fort McMurray and the Oil Sands Tours. *Experience-the-Energy* where you can see gigantic machines - the biggest in the world dig out energy from the world's only oil mines. Come to Fort McMurray and join us! Travel Alberta and our local Fort McMurray Visitor's Bureau/Port of Entry are doing a great job!

*Bert MacKay, Facility Supervisor  
Oil Sands Discovery Centre  
Fort McMurray, Alberta*

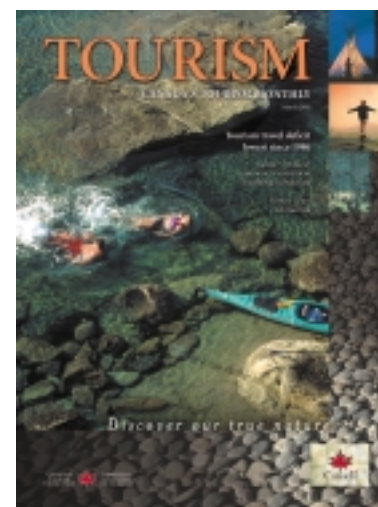
### Ouch!

I am a small tourism operator in Nova Scotia and I am trying very hard to identify one benefit this magazine might have for me but am coming up with none. It is not even recyclable which is at odds with the idea this month of ecotourism. I cannot believe that you honestly feel that this is what the industry needs and wants. The articles are shallow and, as I said, the magazine is not even recyclable. You have missed the boat in my opinion.

*Ardythe & Bruce Wildsmith  
100 Acres & an Ox  
Barrs Corner, Nova Scotia*

### Publisher's Note:

*TOURISM* magazine is printed on paper that is both 100 percent chlorine and acid-free. The colour inks are vegetable-based, and the glossy cover is achieved with an aqueous, water-based varnish. Like all fine papers, the magazine is recyclable. Waste management technology has come a long way from the days when only newsprint was recyclable. Your local waste management company will be happy to recycle *TOURISM* - even if it's dog-eared from being read cover to cover. 🍁



We welcome your letters.  
Write to us at: [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)

## Industry Minister applauds success of 'Travel Canada'



Photo: Ron Devries Photography

Waiting in Canada: Industry Minister Allan Rock and newly named honorary Canadian Tourism Ambassador Jann Arden.

CTC research is showing that the 'Travel Canada - There's No Place Like Home' marketing campaign is yielding positive results. On March 18, Industry Minister Allan Rock celebrated the success of the campaign at Ottawa's National Arts Centre, where he was joined by the CTC's Jim Watson and Canadian country singer Jann Arden.

The domestic marketing campaign was launched last November following the September 11th terrorism attacks. It was aimed at encouraging Canadians to keep travelling domestically and included television, cinema, print and e-marketing.

"Our campaign spoke directly to Canadians, inviting them to experience Canada as a year-round tourism destination to discover and re-discover what our country has to offer," said Minister Rock.

"Keeping tourism strong in Canada supports over 561,000 Canadian jobs and contributes over \$54 billion to our economy."

Minister Rock took the opportunity to name singer Jann Arden as an honorary Canadian Tourism

Ambassador. Arden's voice and her song *Waiting in Canada* were at the very heart of the 30-second advertisement for the television commercial and later on the one-minute version for movie theatres. "Jann's music fits so perfectly with the message and emotions we wanted to send to Canadians," added Jim Watson.

Research indicates there is a sizeable group of travellers who are considering travelling within Canada instead of going to a U.S. or overseas destination. This represents close to half of the Canadian market, or approximately 9 million travellers.

The campaign portrayed Canada as an exciting and unique travel experience in a familiar setting proved appealing. Nearly 6 in 10 Canadian travellers (59 percent) say they are "very likely" to consider a trip within Canada in the next year, up 7 percent from last November. Significantly, the CTC's consumer website [www.travelcanada.ca](http://www.travelcanada.ca) posted a 200 percent increase in the number of visitors over the same period a year earlier. ❁

## Travel journalists awards

The Travel Media Association of Canada (TMAC) presented awards to a number of travel writers and photographers at its annual conference, held in Quebec City this winter. Kathryn Harley's Atlantic Progress magazine feature, "No Ordinary Inn" won Best Hotel/Resort Article from Starwood Hotels & Resorts. Starwood also presented a Bursary for Continuing Education to National Post travel columnist, Cleo Paskal.

The Best Places photo award was won by Vancouver photographer Michael DeFreitas, and fellow Vancouver photographer Alison

Appelbe received an Honourable Mention for her Kings Landing, New Brunswick, photo. The *Award of Excellence in Travel Journalism - Canadian* award was won by Winnipeg writer Judy Waytiuk for her "Oh Baby" story on baby polar bears in Wapusk National Park in northern Manitoba.

The Travel Media Association of Canada has approximately 370 members, about half of whom are freelance writers, broadcasters and web producers. ❁

For more information, visit [www.travelmedia.ca](http://www.travelmedia.ca).

## New Board for Aboriginal Tourism Team Canada

Aboriginal Tourism Team Canada (ATTC) has announced the election of officers and new appointments to the national board following its Annual General Meeting held in Whitehorse on February 23. The new Chair is Dwayne Hounsell, representing the newly formed Aboriginal Tourism Association of Saskatchewan. He is a Métis businessman operating a big game outfitting camp and the former Outdoor/Adventure sector representative for ATTC.

Stacey Bruyere, Culture/Heritage Product representative, is the new Vice-chair and Secretary for ATTC. Treasurer is Meta Williams, repre-

senting the Yukon First Nations Tourism Association. New board members are Chief Allan Luby, Don Morin, and Wally Samuel; they join re-elected board members Constance Jamieson and Nancy Nightingale.

Aboriginal Tourism Team Canada (ATTC) is the national voice for Aboriginal tourism whose mission is to influence and develop tourism policies and programs to benefit Aboriginal people in Canada. ATTC's vision is to represent Aboriginal people as world leaders in tourism in harmony with Aboriginal culture. ❁



Photo: Canadian Tourism Commission

Tourism in harmony with Aboriginal culture.





## The 'Promised Land' for festivals



Photo: Jean-Guy Laviole.

Festival goers: A significant catalyst in the provincial economy.

Festivals have long been part of the tourism landscape in Quebec. Rooted in a fertile history and culture, they now constitute a vital catalyst in the provincial economy.

Where would the province be without its festivals? Tourisme Québec Communications Director, André Lachapelle, agrees: "There would be quite a gap in our product offerings." A study published in 2000 by KPMG concluded major events alone generate \$344 million in economic activity annually.

Most of these economic benefits are concentrated in the Montreal area. The *Jazz Festival* and the

*Just for Laughs Festival* each attract 1.6 million visitors; the second of these two alone generates \$113 million in spin-offs. In just one week, Formula One fans who come to Montreal for the *Grand Prix* spend \$80 million, making this race the most lucrative event in the country. In the words of Tourisme Montréal President Charles Lapointe: "Montreal is 'Festival City' and much of our advertising outside the province focuses on that fact." He was pleased to note that the newest addition, the *Montreal High Lights Festival*, attracted 20 times more visitors to its sites this year and sold out the gourmet foods portion of its program. Quebec City, the provincial

capital some 275 kilometres from Montreal, receives nearly \$90 million in spin-offs from its various festivals, including \$38 million generated by the winter carnival. Nearing its 50th anniversary, the *Quebec Winter Carnival* attracts a million visitors to Quebec City and raises local hotel occupancy rates to 89 percent for three consecutive weekends. "Seven out of 10 visitors come to Quebec City for its special atmosphere and architecture, which are unlike any other in North America," according to Pierre Labrie, Director of the Greater Québec Area Tourism and Convention Bureau.

The *Jazz Festival* attracts at least 300,000 people to Montreal. During the *Just for Laughs Festival*, 45 percent of visitors to Montreal come primarily for the festival, estimates Éric Naveteur, the festival's Vice-President in charge of Marketing and Tourism. Mr. Naveteur added that 67 percent of visitors from Ontario are primarily in the city to attend festival activities.

### What about the regions?

More often than not, the 200 or so festivals held in Quebec each year are strong tourism vectors, sometimes over short periods of time. The *Truck Rodeo* in Sainte-Rose-du-Nord, a town of 1,300 people attracts 50,000 visitors in a single weekend. With a budget investment of \$1.5 million, this small town generates \$4 million in benefits.

Elsewhere in the regions of Quebec, however, there are complaints about urban festivals and the adverse effect they have on the high tourism season by keeping potential travellers in town. Pierre Labrie refutes this claim: "The regions of Quebec simply need to exert enough efforts to encourage tourist visitation. My concern is getting tourists to travel to my city. Once they are here, it's up to the regions to attract them as well."

Charles Lapointe has his own opinions on this subject: "The more people come to Montreal, the more the other regions of Quebec can benefit. The trick is to establish that initial contact and encourage return visits. But to do that, it is important to promote Montreal as a hub destination." Notes André Lachapelle: "That is why Tourisme Québec has organized a dozen day-trips around the Greater Montreal area, to siphon off some of the festival goers."

Major events nevertheless contribute to regional tourism development. "The first *Harricana Raid* 10 years ago generated tremendous excitement and its impact is still being felt. The media coverage of this event have fired the imaginations of European and French people, an increasing number of whom are now engaging in snowmobiling and Aboriginal tourism in Quebec," says Lachapelle. 🍁

## Summer feast at Toronto's Harbourfront

Toronto's Harbourfront Centre presents distinctive festivals each weekend from June to September to introduce audiences to the communities and cultures that make up Toronto. The festivals combine various artistic disciplines, taking advantage of the Centre's striking waterfront ambience. Rhythms of the World 2002, as the festival series is billed, kicks off the season in mid-June with the annual *JVC Jazz Festival* and closes off the season on Labour Day weekend with

*The World Café*, a chance to experience world cuisine from a rotating selection of restaurants and caterers. All summer long there is, indeed, a feast of cultural experiences aimed to delight Toronto residents and visitors alike. 🍁

For more information:  
[info@harbourfront.on.ca](mailto:info@harbourfront.on.ca)



Photo: Canadian Tourism Commission

Toronto: Waterfront ambience.



# Tulipmania comes to Ottawa and Gatineau by Melanie Little

A dazzling mosaic of tulips has traditionally blossomed throughout Canada's National Capital Region each May, but in 2002, visitors to Ottawa and Gatineau will experience tulips like they've never seen them before. In celebration of its 50th anniversary, the Canadian Tulip Festival will go wild for an extra week this spring with Tulipmania! From May 3 to 20, 2002 the Tulip Capital of North America will spring to life in an explosion of colour, with millions of tulips lining the Rideau Canal and the Tulip Route of world-class attractions.

The Tulipmania Exhibition at Major's Hill Park from May 10 to 20 is a juried exhibition of twelve gigantic, innovative and artistic tulip displays designed and built by artists from across Canada. *Tulip Explosion*, the Canadian Tulip Festival's new floral design and flower show takes place at Maison du Citoyen, Gatineau (Ville de Hull), from May 3 to 6. Throughout

the festival, the Eaton's Ottawa Community Tulip Garden of 260 five-foot fiberglass tulips, each artistically painted to represent a different segment of the community, will grace Festival Plaza in front of City Hall; area businesses will also be taking part in the pageantry by painting and displaying their own five-foot Tulipmania Tulips.

The first-ever *World Tulip Summit*, bringing together international tulip experts for a three-day symposium, will take place from May 9 to 11th. And the social event of the year will unfold on the evening of May 4 with the inaugural *Tulip Ball and International Flower Gown Competition*. All this, plus a royal visit by Princess Margriet of the Netherlands and more concerts, activities, parades, and exhibits than ever before promise to make the 50th Anniversary of the Canadian Tulip Festival one of the most memorable events of the new millennium. 🌸



Photo: Malak Karsh.

Tulipmania: 50th anniversary celebrations.

## 50<sup>th</sup> Anniversary of the Canadian Tulip Festival

Millions of tulips will blossom in May of 2002, creating an exotic mosaic of colour and beauty. The Tulip Capital of North America will spring to life with colourful floral displays lining the beautiful Rideau Canal and the Tulip Route.

*NEW in 2002, the Festival will expand by one week – running from May 3 to 20.*  
**50<sup>th</sup> Anniversary – Tulipmania!**  
**Tulips like you've never seen them before.**

-  **Tulipmania Exhibition** from May 10 to 20 Exciting new, spectacular artistic tulip structures designed and built by Canadian artists and sponsored by Canada and VIA Rail Canada.
-  **eatons Ottawa Community Tulip Garden** 260 five-foot artistic tulips painted by local artists on display at Festival Plaza in front of the new City of Ottawa's City Hall.
-  **Tulip Explosion!** The Canadian Tulip Festival's new flower show site at la Maison du Citoyen, Gatineau, will feature floral designs by international, Canadian, Ottawa and Gatineau floral designers from May 3 to 6, 2002.

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 Canadian Heritage / Patrimoine Canada  
 Human Resources Development Canada / Développement des ressources humaines Canada



# Vancouver a city of summer festivals by Walt Judas

Photo: Canadian Tourism Commission



Vancouver: "City of Summer Festivals".

Fifteen of Vancouver's best known summer festivals and celebrations are working together to market themselves as "Vancouver, City of Summer Festivals", highlighting the growing potential of cultural tourism.

In 2000, the 15 individual events entertained visitors and Vancouverites for 247 days. The combined

audience of two million included more than 160,000 out-of-town visitors. In 2002, local organizers are planning to create a giant "Vancouver, City of Summer Festivals" umbrella, jointly promoting their individual events.

Summer audiences will be able to see everything from waterfront performances of Shakespeare and

dragon boat racing at False Creek, to comedy, opera, jazz, dance and choral extravaganzas. "The City of Summer Festivals initiative demonstrates the breadth of festivals and events in Vancouver that benefit both residents and visitors alike," said Scott Fraser, Tourism Vancouver's community and cultural tourism representative. "These events are growing in popularity and are an integral part of the marketing of our city to people worldwide."

"Working under the City of Summer Festivals' umbrella, were going to build on the awareness, publicity and independent marketing we carry out on behalf of our individual events," added Dr. Stephen Drance of Festival Vancouver. "We'll continue as independent productions, but all of us can help each other by pooling our promotional, marketing and publicity opportunities.

For instance, cross-promoting all 15 events through each of our brochures adds to our overall marketing efforts and gives everyone even more exposure. The same is true when it comes to linking our web pages, or being side-by-side on the event pages of Tourism Vancouver and Tourism BC publications as City of Summer Festivals events."

Stephen Darling, General Manager of the Westin Grand, adds that cultural tourism has tremendous potential for Vancouver. "These exciting and colourful local events present incredible opportunities to position Vancouver as a home for world class entertainment in a spectacular natural setting," he says. "The fact is, that Vancouverites already support these vibrant events, so it's a pretty safe bet that our visitors and guests will also enjoy them." ❁

## Northern festivals celebrate living heritage

### Winter in The Pas

Every year during the third week of February, the Town of The Pas and the surrounding communities celebrate *The Northern Manitoba Trappers' Festival*. People of the First Nations, descendants of European settlers and adventurers, and visitors come together to celebrate the role the area played in the fur trade.

In the town known in Manitoba as "The Gateway To The North", the busy festival weekend begins with an evening torchlight parade and continues with an endless array of activities including smoked fish demonstrations, craft shows, *Moose and Goose* calling contests and jiggling competitions. Displays related to the history of the festival can be viewed at the Sam Waller Museum, and visitors can meet the contestants in the *Fur Queen Pageant*.

Festival director Jenn Hoskins described the festival as one with "total community involvement!" as she headed off to award the winner of the *Stork Derby*, an event in which the first local baby born during the festival is awarded a gift basket with prizes from more than

20 local businesses. At the same time in another part of town, The Pas' Mayor Gary Hooper, dressed in appropriate trapper's attire, welcomes visitors getting off of the train that has just arrived.

Established in 1916 with breaks during the great depression and war years, this year's festival celebrates its 55th Anniversary, making it the oldest winter festival in Manitoba. The festival's most popular event is the *World Championship Dog Sled Race* in which contestants from Canada and the United States compete for \$25,000 in prize money.

Despite the festival's success, no group tours use the event as a destination. This could change as Winnipeg's Rail Travel Tours is organizing a tour to the 2003 festival using VIA Rail's *Hudson Bay* service.

### Summer in Kapuskasing

A summer festival with its roots in the cultural heritage of Canada's north has been born in Ontario. Last July, thousands of people from as far away as Russia and British Columbia converged in Kapus-



Photo: Daryl Adair

The Pas' Mayor Gary Hooper: Welcoming visitors to Canada's oldest winter festival.

kasing for the second annual *Kapuskasing Lumberjack Heritage Festival des bûcherons and Amateur Lumberjack Competitions*.

The event was coordinated by the Kapuskasing Economic Development Team's Tourism Task Force who targeted over 800,000 people with a successful and extensive national and international marketing campaign. The 2002 event will be filmed for the *Lumberjack Television Series* hosted by Bill Deba and airing on the Outdoor Life Network and The Sports Network viewed

by millions of Canadian and U.S. residents.

According to Karen Sabovitch, tourism coordinator for the Kapuskasing economic development team: "Tourism is all about our people, our Canadian Heritage. It's also about educating our children that living in Canada is a privilege and a gift passed on to us by our forefathers." ❁

*With thanks to TOURISM contributor Daryl Adair, Laura Finlay (The Pas) and Karen Sabovitch (Kapuskasing).*



# Event certification: quality on tap!

by Sylvie Théberge



Photo: Canadian Tourism Commission

Historical Quebec City: Relying on quality to attract tourists.

Tourism products in Quebec will soon rely on quality to attract tourists and tour operators. A quality standard for the tourism attractions and events sector in the province has been developed by a committee made up of industry representatives, potential users and tourism specialists. A public consultation process also gave everyone involved an opportunity to express their views, thereby making it possible to arrive at a quality standard that reflects industry preferences and is based on the World Tourism Organization's *Global Code of Ethics for Tourism*.

The standard specifies requirements for the delivery of services to users and touches upon a number of elements such as hospitality, dealing with complaints, human resources, client safety, equipment and facilities, and clients with special needs or limitations.

*Festivals et Événements Québec* (FEQ), an association representing more than 170 events throughout the province of Quebec, decided to implement the standard and will lend its support to businesses seeking certification. To get things started, FEQ will manage a support program for 10 events and 10 attractions. Financed by Tourisme Québec, the program will assist participating organizations through training sessions and with tools such as sub-contractor evaluation grids and contingency plan models. The support program will be carried out in the spring of 2002 and FEQ hopes to see the entire sector seek certification by the end of 2002.

To ensure the objectivity and rigour of the certification operation, the *Bureau de normalisation du Québec*

(Québec standards bureau), which is independent of Tourisme Québec and of the sectoral and regional associations, will be commissioned to judge companies' compliance with the sectoral standard. Plans call for the certification to be valid for a period of two years, and certified companies will be subject to at least one visit per year to ascertain whether they are still entitled to their certification.

FEQ's mission is to encourage the development of its members through various tools, and sees the quality standard as a vital tool in this context. The *Société des événements majeurs internationaux du Québec – SEMIQ* (Quebec major international events corporation) is another organization working hard to promote the growth of events in Quebec. SEMIQ received \$30 million in funding from the Quebec government to support festivals and events, in particular international events. SEMIQ has implemented a number of initiatives, including a new program to promote the development of major events outside the summer months.

A study conducted in 2000 by the KPMG consulting firm found that support for festivals from all three levels of government amounted to 13 percent of costs, compared to 47 percent in France, despite the substantial economic impact of festivals that includes the creation of 9,000 jobs (person-years) and combined direct revenue to the federal and Quebec governments on the order of \$83 million. 🍁

For more information:  
[info@attractionsevenements.qc.ca](mailto:info@attractionsevenements.qc.ca)  
or [info@semiq.org](mailto:info@semiq.org).

# Stratford is Just the Ticket

The Stratford Theater Festival is preparing for a particularly exciting season, as it celebrates its 50th anniversary this year. From its humble beginnings in a tent, the primarily Shakespearean festival now stages more than 650 performances with more than 590,000 admissions during its 28-week season and brings an estimated \$169 million to the local economy. Last year, the festival enjoyed its second most successful season, selling 614,226 tickets and realizing a two million dollar surplus.

The Stratford Festival's 50th season includes 18 productions and features the completion of the main Avon Theatre renewal project, the opening of the new Studio Theatre as well as a host of other events and celebrations.

To promote festivals such as the one at Stratford, the Ontario Tourism Marketing Partnership Corporation (OTMPC) has created getaway packages that combines excitement and leisure with a little culture. *Just the Ticket*, a new OTMPC

product, combines great theatre with fine dining and unique accommodations to create diverse vacation packages throughout Ontario. Created in partnership with the Theatre in Ontario Alliance, the diverse vacation packages are designed to appeal to both the domestic and U.S. border state markets. A pilot phase in April of 2001 resulted in the sale of more than 1,200 *Just the Ticket* packages.

"*Just the Ticket* is a winning partnership," says John Williams, chair of the OTMPC. "This new product combines many of the province's most successful professional theatre companies with overnight accommodation and other value-added components to give visitors more reason to stay in Ontario and spend money." 🍁

For more information visit  
[www.ontariotravel.net](http://www.ontariotravel.net).



Photo: Ontario Tourism Marketing Partnership Corporation.

Stratford's 50th season: Packages of excitement, leisure and culture.



## The road to pink gold



Photo: Michel Bazinet, Divers/Cité 2001. ©

Divers/Cité Pride Parade: One of the biggest gay events in North America.

Divers/Cité, the Pride Celebration, has become one of the hallmark events of Canada's burgeoning gay tourism sector.

Celebrating its 10th anniversary in 2002, the festival (July 29th to August 4th) offers seven nights of free thematic music concerts, cabarets and dance performances, culminating with the *Pride Parade*. Arguably one of the biggest single gay pride events in North America, last year's parade attracted over 700,000 spectators, and 524,000 television viewers. Total festival attendance topped a million.

This year's program includes Boulevard des Rêves presented by the Bay, featuring jazz, pop and lyrical melodies performed by Quebec's best female personae and recording artists. A model of event organization, Divers/Cité was the recipient of the *Montreal Tourism Award* in 2000 and 2001, and a 2001 *Grand Prix Award* from Tourisme Québec.

CROP Research estimated celebrations in 2000 injected over \$40 million into the local tourism economy. From an industry perspective, the gay tourism product offers enormous growth. The Canadian gay consumer market is estimated at \$40 billion, compared to a U.S. market potential of \$400 billion.

Montreal will continue to play a major role in this market as it prepares to host the 2006 Gay Games. The city is expected to welcome 19,000 athletes, 5,000 artists and over 250,000 visitors from Canada alone, as it stages 22 sporting events and cultural activities during the seven-day international event. Tourism Montreal anticipates the 2006 Gay Games will have \$150 million in economic impact. 🍁

For more information visit: [www.diverscite.org](http://www.diverscite.org).

## Find those festivals!

Finding festivals and events across Canada is getting easier! *TOURISM* magazine and the CTC website have teamed up to provide an Internet listing of those events and festivals we are aware of. This information is available at: [www.travelcanada/events](http://www.travelcanada/events)

You may also want to visit the following industry website: [www.festivalseeker.com](http://www.festivalseeker.com).



## Nova Scotia International Tattoo

More than 2,000 international and Canadian performers will come together for the 2002 *Nova Scotia International Tattoo*, a unique and traditional showcase of music, pageantry, dance, drama, gymnastics, comedy and military displays to be held in Halifax June 29 to July 7.

The 2002 Tattoo has an impressive line-up featuring pipes, drums and marching bands. Performers confirmed for the show include His Majesty the King's Guard Drill Contingent and Band from Norway

and DVS Katwijk from the Netherlands. Club Piruett from Estonia, reigning World Champions in Aesthetic Group Gymnastics and the Motorcycle Display Team of the Berlin Police Force from Germany will also take part. Canadian acts include over one hundred pipers and drummers from across the country, the RCMP, the harmonious voices of the Tattoo choir, highland dancers, and military bands. 🍁

For more information, visit [www.nstattoo.ca](http://www.nstattoo.ca).



Photo: Canadian Tourism Commission

Nova Scotia's Tattoo: More than 2,000 performers.

## Ontario festivals and events conference

Festivals & Events Ontario hosted a one day forum on February 13, 2002 in Hamilton, Ontario to bring together colleges and universities offering (or planning to offer) programs geared specifically towards the festivals and special events industry to ensure that the needs and requirements of all interested parties are being met. The goal of the symposium was to optimize the skill level of graduating events management students to match current and future needs of the festivals and events industry and to facilitate linkage activities between the educational institutions and the

industry pertaining to curriculum and volunteer training and management issues.

A final report is now being prepared and will be introduced during Festivals & Events Ontario's annual conference scheduled to take place April 11-14, 2002 in Windsor, Ontario. 🍁

For more information, contact Sue Gemmell: [feo@festivals-events-ont.com](mailto:feo@festivals-events-ont.com).



## Exotic is – winter in Canada by Deb Greening



Photo: Canadian Tourism Commission

Northern Lights: One of the world's most spectacular and exotic outdoor experiences.

*Ice Music*, the plaintive sound of a Métis fiddle, and the musher's call of "Gee" and "Haw" as the dog's race through the winter night are some of the sounds that greeted a delegation of Mexican Group Travel Operators in February. Their adventure in Manitoba and Saskatchewan gave them a taste of how exotic winter in Canada can be.

The CTC's product development group assisted a Manitoba-based learning travel company, *Earth Rhythms*, to bring together a number of operators from Manitoba and Saskatchewan. They hosted five group tour operators and the CTC's Mexican sales representative Susana Morales on an eight-day *Heartland Canada* experience. The highlights of their trip included visits to the *Winnipeg Festival du Voyageur*, the *Canadian Challenge Dog Sled Race* in Saskatchewan, the boreal forests, forest fringe and two National Parks in both Manitoba and Saskatchewan. "Exotic" is the best word to describe such experiences as walking on a frozen lake, handling a team of sled dogs, learning how to make First Nations artwork from bark and hide, and listening for wolves while sitting around a campfire suspended on ice above 30 feet of frigid water.

This familiarization tour gave Mexican tour operators a taste of Canada and taught Canadian operators that we do, indeed, have an exotic winter product. People from warm climates are looking for new experiences that we take for granted: like falling snowflakes; tingling fingertips; and the taste of boreal forest

cuisine made from wild berries and fresh fish.

Mexican tour operators are not the only ones who see Canada as home to some of the world's great exotic destinations. The March edition of *Outside Magazine* ranked four Canadian adventure tours among their "Top 25 Trips of a Lifetime".

ROAM Expedition's six-day white-water rafting excursion down Alberta's feared Ram River just north of Banff, placed sixth on the magazine's list, in a category labelled "Scare Yourself Witless on a Class V River". The trip, which includes rappelling down 30-metre high waterfalls, fared well against similar trips such as paddling down China's Yangtze River.

British Columbia-based Rocky Mountain Cycle Tours' 10-day adventure tied for seventh (edging out riding with Mongolian eagle hunters). Also on the list was Natural Adventures' trek to view the northern lights in Churchill, Manitoba. Although less strenuous, it is described as an exotic "Arctic safari". Visitors observe the spectacular light show from the comfort of a lodge built in 1919 to serve as a Hudson Bay trading post.

Rounding out the list was Smoker Brook Lodge's fly-fishing trips in search of Atlantic salmon on New Brunswick's Miramichi River. A sport-fishing enthusiast's dream adventure, it ranked well against competing destinations like New Zealand's Rangitikei River. ❄️

## CTC EVENT HIGHLIGHTS MAY 2002

DATE	EVENT	LOCATION	CONTACT
May 16	U.S. Leisure & Media Calendar Media Dinner	Boston USA	Ralph Johansen ralph.johansen@ctc-us.com
May 19-22	The World Ecotourism Summit	Quebec City	Frank Verschuren Verschuren.frank@ctc-cct.ca
May 21-23	CTC-Events in Europe European Incentive and Business Travel and Meeting Exhibition with Conferences (EIBTM)	Geneva Switzerland	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca
May 22-23	CTC Board of Directors	Halifax	Joanne Dubeau dubeau.joanne@ctc-cct.ca

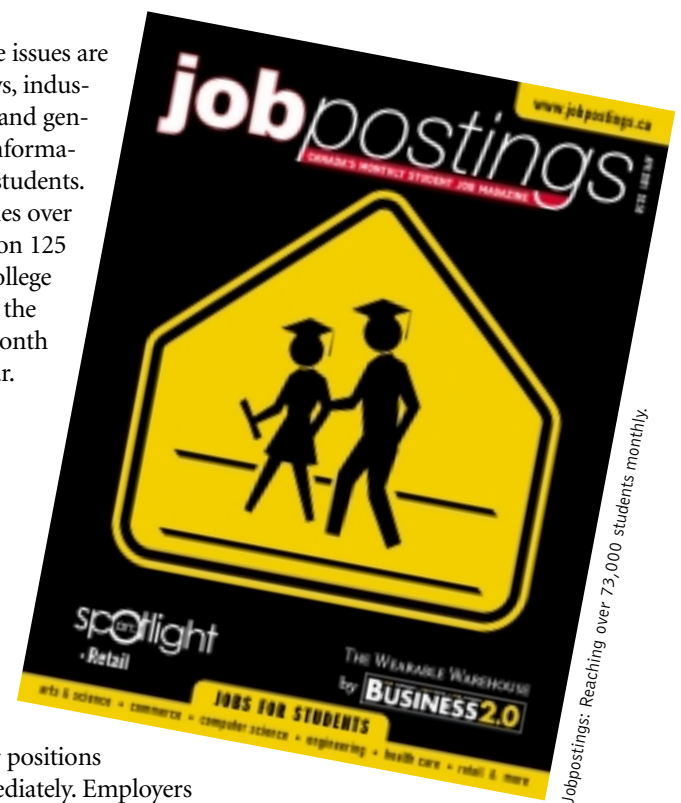
## Helping students and employers find each other

*Jobpostings* magazine is a North American publication that aims to bring together students searching for jobs and businesses looking to employ them. While the main content of the magazine is job opportunities for students, each issue also focuses on a specific Canadian industry i.e. healthcare, travel and tourism, and education.

Included in these issues are feature interviews, industry assessments, and general job search information relevant to students. *Jobpostings* reaches over 73,000 students on 125 university and college campuses across the country every month of the school year.

The magazine is complemented by a website for businesses and prospective employees. It allows students to search through all the jobs in the magazine and other positions to be filled immediately. Employers can also register their company making it possible for students to apply for jobs online.

*Jobpostings*' sixteen employees average age is 25 years old. This youthful environment makes it easy to address the needs of students directly. The company won the Business Development Corporation's Under 30 Entrepreneurs of the Year Award for 2000. ❄️





# Parks Canada and TIAC sign historic accord

Canadians are extremely proud of their thirty-nine national parks, three national marine conservation areas and over 850 national historic sites. In a recent survey, they stated that after “O Canada” and the flag, they consider these natural and cultural attractions to be their premier source of identity and pride.

Experiencing these special places is a top motivator of both domestic and international travel, and a vital component of Canada’s multi-billion dollar tourism industry. Sustainable enjoyment of these sensitive resource areas is a shared responsibility and to help sustain them, Parks Canada and the Tourism Industry Association of Canada (TIAC) recently enhanced their relationship by signing an historic accord.

The accord formally acknowledges a shared stewardship in managing, enhancing, presenting and protecting Canada’s national parks and national historic sites. It also reaffirms the belief that while Parks Canada and TIAC may take the lead, everyone has a role to play to ensure their preservation and presentation.

“Fostering sustainable tourism is the main tenet of the accord between Parks Canada and TIAC,” says Randy Williams, President and

CEO, TIAC. “This collaboration plays a key role in providing the leadership and motivation in the sustainable development of Canada’s tourism products to both the tourism and parks communities.”

“The national parks and national historic sites rank amongst the great symbols of Canada,” says Tom Lee, CEO, Parks Canada. “These are fragile places which must be handled with care. We are seeking collaboration based upon agreed underlying principles and a shared understanding of their application.”

## Accord principles

- To enhance the system of National Parks and National Historic Sites of Canada;
- To maintain and enhance the ecological integrity of National Parks and the commemorative integrity of National Historic Sites;
- To foster sustainable tourism, tourism that is economically viable, environmentally supportable and culturally acceptable;
- To seek well-informed and creative solutions to manage demand and use (in a manner which supports the right experience, in the right place, at the right time);
- To manage and reduce the impact of visitors on natural and cultural features and to pursue solutions to environmental impacts;
- To enhance interpretive and educational programs for the experience, benefit and knowledge of visitors;
- To provide accurate information and informed opinion on matters of significance to the planning and management of these special places.

A committee of tourism industry leaders, senior Parks Canada officials, representatives of natural and cultural heritage conservation and leading members of the communications industry will identify opportunities to implement the accord in the actions of both Parks Canada and TIAC, and to foster federal government support and industry education for sustainable tourism. 🍁



Photo: Parks Canada/Barrett & MacKay

Clear Lake, Riding Mountain National Park, Manitoba.

# Certification moves special events industry forward by Arden Redfern

The Canadian special events industry is not only thriving but making its mark on the international community. In January, U.S.-based Special Events Magazine honoured best practices at its awards ceremony in Phoenix, Arizona. Eight Canadian companies were nominated in 36 categories.

Sensix Communications & Events, of Montreal, claimed two awards – one for “Best Achievement in Logistics” and the other for “Best Entertainment Concept and Execution, Entertainment Budget \$25,000 to \$100,000.” The ceremony was attended by more than 900 guests from 20 countries.

Chris Lowe, President of the Canadian Special Events Society

(CSES) and owner of Lowe & Associates (an event planning and conference management company in Burnaby, B.C.) is optimistic about the future of special events in Canada. “We are expecting the industry to pick up in 2002 after a major slow down during the fall of 2001,” says Mr. Lowe. “Event planners are telling us they expect an increase in revenue this year and many have seen an unprecedented increase in events held in Canada by U.S. and international companies post September 11.” 🍁

*For more information on CSES visit [www.cses.ca](http://www.cses.ca). For information on Professional Certification, visit [www.cthrc.ca](http://www.cthrc.ca).*



Grand Prix de Trois-Rivières : Industry to pick up in 2002.





## Media Fams work

In 2000, Rocky Mountain Railtours (RMR) worked with Monica Campbell Hoppe of the CTC in Los Angeles to bring Bob Shue (Travel Editor, *Denver Post*) to Calgary to ride the Rocky Mountaineer. He rode in early spring and his articles were published on June 11, 2000. He dedicated most of the travel section of the *Denver Post* to Western Canada.

A couple of months after the coverage, RMR's sales director noticed a huge jump in the number of FIT guests coming from Colorado. She asked the marketing department if they had done anything different in Colorado that year. The answer

was "no". She proceeded to the communications department to raise the same question and learned of the Bob Shue articles.

RMR experienced a 73 percent increase in bookings in the first six-weeks following the article, and over the course of the year saw an 88 percent overall increase from the previous year. In 2001, the numbers remained high and a year-to-year comparison of guests from Colorado 1999 to 2001 was up 63 percent. 🍁

*For more information, contact Nick Campbell: [ncampbell@rockymountaineer.com](mailto:ncampbell@rockymountaineer.com).*

## P.E.I. looks to U.S. market

Prince Edward Island has launched its largest-ever tourism marketing campaign this year. The investment will be \$6.8 million, or double what was spent last year according to Tourism Minister Greg Deighan. For the first time, the government will buy ads on U.S. network television, at a cost of \$1 million; the tourism department says it believes Americans are more likely to drive

to vacation spots than fly since the terrorist attacks in the United States, putting P.E.I. in a good position to improve tourism revenue. In spite of last year's economic downturn and the September 11 events, P.E.I. had a 15 percent increase in tourism revenue in 2001 compared to the year before and was the only province to experience an increase. 🍁



## Cruise ships: more tourism revenue

According to Patricia McDermott, vice-president of marketing for the Halifax Port Authority, cruise ship passengers contribute an average of \$85 in spending into the Halifax economy, totalling over \$14 million in 2001, a record for the fifth consecutive year. This revenue to Halifax businesses does not include revenue derived from the cruise ship operations themselves, such as pilotage and fuel. Across the country, Victoria and

Vancouver will also receive more cruise ship business. Cruise ship arrivals in Victoria alone are expected to jump to a record 114 from 75 last year. On the mainland, the number of ships that will use Vancouver as homeport is expected to increase to 25 from 22 last year. Most of the additional ships will be cruising to Alaska to fill demand by cruise passengers to venture closer to home and to have the option of driving to embarkation ports. 🍁

## New partners in tourism promotion

A non-traditional partnership program in 2001 involving Albertson's Grocery Stores in California, Alaska Airlines, and Tourism British Columbia has proven so successful that the west coast-based airline has embarked on a second endeavour with Albertson's to promote its new routes to Calgary. Travel Alberta and Calgary Tourism are partners in the 2002 campaign.

Albertson's goal is to excite and reward consumers with a chance to win "Escape to British Columbia" or "Rocky Mountain Escape" packages. Albertson's 200 stores in northern California are included in the January 2002 promotion this year, and the program may be extended to include the company's over 300 stores in the southern part of the state. Both partnership ventures have been coordinated by the CTC in conjunction with Epic Marketing in California.

Campbell's Soup Co. Ltd. is cross-promoting Canada's summer attractions at over 2000 grocery stores in Canada, including a householder mailing of over 15 million retailer flyers announcing the in-store promotion. Attractions are invited to participate at no cost other than the redemption value of coupons offered in the campaign. While this campaign is

aimed at regional and local markets, it should help bolster attendance and sales at many of Canada's tourism services and attractions.

Travel Alberta and the Alberta Cattle Commission have joined forces to promote travel to Alberta along with Alberta Beef. Alberta Beef is now on the menu at Travel Alberta tourism promotions across North America. "Our partnership is a natural fit," says Derek Coke-Kerr, Managing Director of Travel Alberta. "It promises to be an excellent promotion for Alberta." The partnership was recently piloted at a trade show and marketing blitz in Seattle which received positive reviews. The promotion included celebrity chef John Berry who prepared an Alberta Beef prime rib dinner for 12 firefighters at a Seattle fire hall.

"We are especially pleased with these new initiatives involving the retail food industry with marketing travel to and within Canada," says the CTC's Patrick Gedge, senior vice-president for marketing. "The enthusiasm of the food industry, and hard work by tourism sales and marketing people like our staff in California who pulled together the Albertson's campaign, will result in significant benefits to our tourism products and services." 🍁



Photo: Canadian Tourism Commission

Alberta Beef and Travel Alberta – along with Big Rock Brewery – are on the road promoting the province's tourism businesses. Calgary Stampede's Lindsay Jardine, Alberta North's Blain Sepos, and Edmonton's Mary Barendrecht-Kohn checked out the kitchen at John's Prime Rib in Saskatoon during the Saskatoon Home and Garden Show.



## U.S. airline features B.C. adventure property



Photo: Nimmo Bay Resort

Nimmo Bay Resort A United Airlines featured destination.

Nimmo Bay Resort, on the north tip of Vancouver Island, has become a 'frequent flyer' venue for the United Airlines' Mileage Plus Program. United Airlines' best clients have the opportunity to bid points via an auction to purchase a trip to this fly-in destination that offers experiences ranging from helicopter mountain tours to heli-fishing.

The U.S. airline has developed a 2-minute video highlighting

Nimmo Bay and this special Canadian travel opportunity. The video was shown on every scheduled United Airlines flight during the month of March this year, and the company has developed a fully-linked website to promote Nimmo Bay as a featured destination.

Nimmo Bay has been selected as one of the 10 Best Lodges by *Outside Magazine Travel Guide*, and will be featured in a profile this October.

Resort owner Craig Murray stressed the importance of building top-of-the-line client relationships. "In fact, he told TOURISM, it was customer satisfaction and good client relationships that resulted in this marketing partnership that is perhaps a first for a Canadian property of this sort." 🍁

For more information:  
[www.united.com/nimmobay](http://www.united.com/nimmobay).

## Tourism Vancouver goes to Ottawa

Tourism Vancouver rolled out the sushi in grand style in February for a relationship building reception aimed at attracting more meeting and convention business to B.C.'s premier city. About sixty people turned out at the Tourism Vancouver reception at Kinki's restaurant in the heart of Ottawa's Byward Market.

Ann Vachon, Tourism Vancouver's manager of sales & market development for Canada, said Ottawa's position as the headquarters for national associations, non-governmental organizations, in addition to its stable government base, are key factors in developing her city's meetings and incentives business. "When you consider the number of associations and organizations based in the Ottawa region, this represents a great opportunity for Tourism Vancouver to build business," said Vachon.

The evening proved to be a success attracting a number of organizations, meeting planners and sales staff from the various hotel properties, and coincided with the annual gathering of the Canadian Society of Association Executives. 🍁



Photo: Canadian Tourism Commission

Ottawa: Great opportunity.

## Annual Roadshow kicks off in May

### CTC Road Show Schedule 2002


May 28	Edmonton, Alberta	June 13	Whitehorse, Yukon
May 29	Calgary, Alberta	June 18	Winnipeg, Manitoba
May 30	Victoria, British Columbia	June 18	Quebec City, Quebec
May 31	Vancouver, British Columbia	June 19	Saskatoon, Saskatchewan
June 5	Ottawa, Ontario	June 19	Montreal, Quebec
June 6	Toronto, Ontario	June 25	Moncton, New Brunswick
June 7	Niagara Falls, Ontario	June 26	Charlottetown, P.E.I.
June 10	Iqaluit, Nunavut	June 27	Halifax, Nova Scotia
June 11	Yellowknife, N.W.T.	June 28	St. John's, Newfoundland

Beginning this spring, the Canadian Tourism Commission will be holding its *Roadshow* meetings across Canada in May and June rather than in the autumn. This is part of the CTC's new planning process, geared to assist the industry by putting the CTC strategic plans into its hands as early as possible.

These 18 half-day sessions will be held in every province and territory, from May 28 to June 28. These events are ideal for all industry players, including the small and medium size businesses that make up the majority of our industry.


Roadshow activities will be posted on the CTC website at [www.tourismcanada.com](http://www.tourismcanada.com), as well as communicated through tourism destination marketing organizations and industry associations across the country. 🍁

For more information, contact Judith Samuels at [samuels.judith@ctc-cct.ca](mailto:samuels.judith@ctc-cct.ca) or at 613-952-9847. You can register online for *RoadShow 2002* at: [www.canadatourism.com](http://www.canadatourism.com).



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## From the Research Director's desk – What goes down, does come up!



Photo: Canadian Tourism Commission

Scott Meis

Welcome to the inaugural edition of *From The Research Director's Desk*. As part of the evolution of the *TOURISM* magazine and the CTC, this column has been added to allow me the opportunity to share with readers the latest news, trends and findings from the CTC research program.

It seems as though it could not have been launched at a better time – there is good news brewing in the tourism market. We have been preoccupied since September 11 with that day's tragic events and the resulting fallout in our industry. As tourism is an industry that is more volatile than other industries, the impact of September 11 was devastating.

But what goes down, does come up. The most recent market intelligence,

gathered in February of this year, shows an industry on the rebound. The phenomenon known as pent-up demand, by which consumers delay making purchases they are used to making, has been attributed for marked growth in tourist traffic in recent months. Some of the highlights include dramatic rises in outbound travel to the South Pacific, Caribbean and Asia, a rise in inbound travel from the U.S., American Airlines adding back most of the routes it had shed after September 11, seven of Canada's top 12 overseas markets posting gains, and Canada's international travel deficit, (which is the difference between what Canadians spend abroad and what foreigners spend in Canada), fell to its lowest level in six years in the fourth quarter of 2001.

The signs are there – the tourism industry is on the upswing. There are lingering concerns, of course, with worries about air travel safety welling up again and a dip in domestic tourism in January. But the overall impression is that the tide has turned. Indeed, a recent survey estimates that 81 percent of Canadians in key markets consider vacations a very important part of their overall quality of life. The numbers confirm that they are getting back to fulfilling that part of life.

**Next month:** Canada does it again! Yet another world first with the Tourism Satellite Accounts. 🍁

## China outbound tourism

by Nicolino Strizzi

Two decades of rapid economic growth, ongoing economic reforms, rising incomes and a market of over 1.2 billion potential consumers for all types of goods and services has prompted much speculation that China is poised to become one of the world's leading economies in the new millennium. Competition is intensifying to grab a larger share of the expected rapid growth in outbound travel from China. By the year 2020, the World Tourism Organization expects that China will become one of the world's major outbound tourism markets, generating globally 100 million tourists, or 6.2 percent of the world total.

China's outbound travel volumes and spending patterns will continue to be highly influenced by income and employment growth, and its future unemployment rate will most likely remain high and even rise. Other possible constraints include continued financial sector weakness, ongoing global

stock market volatility, regional currency weakness, and any future devaluation of the Chinese currency.

If China continues to generate rapid wealth and per capita income rises, and if the government eases travel restraints, it has the potential to become one of the world's largest generators of international tourists.

Competitive product, price, quality as well as access to and delivery of tourism goods and services will be the major success factors in attracting new Chinese outbound tourists and encouraging repeat travellers in the next decade and beyond. 🍁

*This article, reproduced in full, and the CTC's report An Overview of China's Inbound and Outbound Tourism Markets, are available at [www.canadatourism.com](http://www.canadatourism.com). The report is available from the CTC Distribution Centre at [ctcdistributioncct@ctc-cct.ca](mailto:ctcdistributioncct@ctc-cct.ca) or (613) 954-1724.*

## Hotel occupancy down

According to the *Canadian Lodging Outlook* (December 2001), a monthly publication of Smith Travel Research and HVS International in Vancouver and Toronto, Canada's year end occupancy was 60.3 percent, down from 62.3 percent in 2000. Hotel room night demand was down 3.2 percent; however, the average room rate was up by exactly 3.2 percent, from \$99.67 in 2000 to \$102.84 in 2001. With the continued slowing of the economy during 2001, and the September 11th terrorist attacks, the hospitality industry was faced with a high number of cancellations and consumers unwilling to travel. With that being said, revenue per available room (RevPAR) for 2001 is sitting at \$62.01, just about equal to \$62.09 in 2000. Although occupancy has declined, the average room rate has continued to climb.

All provinces except Prince Edward Island and Newfoundland reported declines in occupancy ranging from 1.2 percent to 6.1 percent. All provinces except Prince Edward Island and Alberta reported an

increase in average room rate of 1.2 percent to 4.3 percent. Toronto led the market in terms of RevPAR decline, down 3.4 percent from \$116.02 in 2000 to \$110.86. Ottawa stayed even in 2001, while Edmonton reported a significant (12.8 percent) increase in 2001 compared to 2000. 🍁

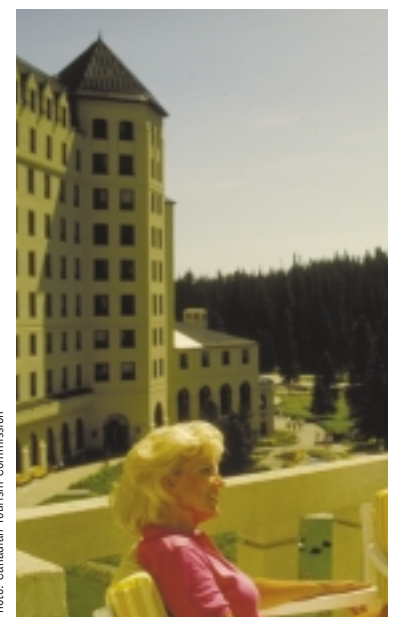


Photo: Canadian Tourism Commission

Lower occupancy, but higher rate in 2001.



# Canada's European advertising reviewed

In 2001, the CTC European Marketing Committee commissioned a first ever in-depth review of the competitive advertising situation in three of Canada's top inbound markets: the United Kingdom, Germany and France. The report also analyzes Canada's own competitive position in these countries where consumer advertising is a major and essential component of the marketing mix.

Three twelve-month periods were monitored – mid-summer to mid-summer of each of the year from 1998 to 2001. The objectives of the study were to determine Canada's share of voice, the media mix and respective spends of the top ten competitors, as well as the primary messages of Canada's core competitors. Core competitors were selected based on three criteria - distance to destination, product parity and similar messaging. Canada's total ad spend in each market included the collective spend of the CTC and provinces.

## Highlights: United Kingdom

The top 10 destination advertisers dominated the market with over 50 percent of total tourism advertising dollars spent. Although press was the dominant medium, television represented 34 percent of the total sector ad spend in the 2000/01 period, and 40 percent of the marketing mix of the top ten. Egypt led the field in all three periods monitored, followed by Ireland, Scotland and Spain. Canada ranked tenth or better with 2 to 3 percent share of voice. The U.S. was just ahead with 3 to 4 percent. Canada's core competitors are Australia, New Zealand, South Africa and Ireland. All four utilized messages that highlighted the ability of the destinations to change consumers' everyday lives.

## Germany

The top 12 destination advertisers represented only 16 percent of the

total tourism sector spend in 2000/01. The market consists of a large number of advertisers with similar advertising spend levels. The U.S. ranked first in the two earliest periods monitored, and dropped to second in 2000/01. Canada ranked fourth with 2.0 percent share of voice. Print was the dominant medium. Television is gaining in popularity and represented 30 percent of the total sector ad spend, and 19 percent among the top 12 advertisers. Canada's core competitors are Australia and South Africa which used messages focusing on their uniqueness in the world; and New Zealand, featuring authenticity and escapism.

## France

The top 10 advertisers represented 27 percent of the total tourism sector spend in 2000/01. France consists of a large number of advertisers with similar advertising spend levels. Ireland, Spain and Israel were the top three advertisers in all periods monitored. Canada ranked tied for fourth with 2.6 percent share of voice. The U.S. does not appear in the list of top ten. Print dominated, with television representing 19 percent of the total sector ad spend and 25 percent among the top ten advertisers. Canada's core competitors are South Africa and Spain with messaging focusing on diversity; and Ireland, whose campaign promised spiritual enrichment.

The analysis highlights unique opportunities and suggests specific strategies for the CTC and its partners. 🍁

*For more information contact: Caroline Boivin, CTC Marketing Specialist, Europe boivin.caroline@ctc-cct.ca. The report is available from the CTC Distribution Centre: ctcdistributioncct@ctc-cct.ca or (613) 954-1724.*

# Americans planning to visit Canada this year

According to a recent study by U.S.-based Opinion Research Corporation, Americans plan to travel this year, and 15 percent of them could be coming to Canada. The study also found geographic differences in vacation travel plans, with Americans living in the Northeast, West and North Central regions being considerably more likely to travel to Canada in the coming year than those residing in the South (21 percent, 19 percent and 18 percent respectively vs. 6 percent).

The study used a nationally representative sample of 1,039 adults in America and claims a margin of error of plus or minus 3 percent. The survey was conducted November 9-12, 2001. Opinion Research Corporation, founded in 1938, is a measurement-based global marketing services firm. 🍁

*For more information, visit [www.opinionresearch.com](http://www.opinionresearch.com).*

## A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
<b>TOURISTS TO CANADA</b>			
From the U.S.	January 2002	610,251	-1.6
By Auto	January 2002	371,797	-5.3
By Non-auto	January 2002	238,454	-10.7
From Overseas - Total	January 2002	162,735	-14.1
United Kingdom	January 2002	32,080	-12.7
Japan	January 2002	14,457	-20.2
France	January 2002	13,925	-14.1
Germany	January 2002	8,913	-12.8
Hong Kong	January 2002	5,381	-45.0
Australia	January 2002	10,408	-22.4
Taiwan	January 2002	5,099	-31.9
Mexico	January 2002	5,228	-4.8
Korea (South)	January 2002	9,421	16.9
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January 2002	824,176	-17.0
By Auto	January 2002	410,286	-7.0
By Non-Auto	January 2002	413,890	-25.0
To Overseas - Total	January 2002	493,175	-13.9
<b>EMPLOYMENT IN TOURISM</b>			
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
<b>SELECTED ECONOMIC INDICATORS</b>			
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)	January 2002	116.2	1.3
<b>EXCHANGE RATES (IN CDN\$)</b>			
American dollar	February 2002	1.5958	4.8
British pound	February 2002	2.2710	2.8
Japanese yen	February 2002	0.0119	-9.2
EURO	February 2002	1.3895	-0.8

Note: All tourist estimates deal with trips of one or more nights; All data on this table is not seasonally adjusted.

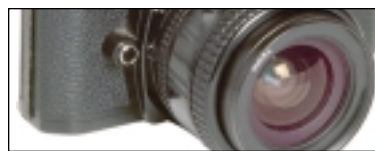
Source: Statistics Canada and the Bank of Canada.



Inbound markets to Yukon.

Photo: Canadian Tourism Commission





**Horizon Holidays**, Canada's leading operator of quality escorted vacations, is publishing a brochure devoted exclusively to holidays within Canada. The brochure addresses a market trend that shows more Canadians staying home to travel. Horizon has completely reversed its balance of travel. Last year, 77 percent of the company's tours went to destinations outside Canada. Now 75 percent of their clientele travel to Canadian destinations.



**Conquest Vacations** has announced a major expansion in air service to Canadian cities from coast to coast. The expanded air-only program, which will operate in addition to Conquest's existing package holiday business to sun destinations, begins May 1 and will initially operate between 10 Canadian cities: Toronto, Vancouver, Victoria, Calgary, Edmonton, Winnipeg, Halifax, Moncton, St. John's and Gander.



The **Canadian Institute of Travel Counsellors** plans to offer a new training program to travel counselors that will focus on family travel in Canada. The course will focus on defining the family travel marketplace, "do's and don'ts" for family travel. For more information, visit [www.citc.ca/seminar-program.html](http://www.citc.ca/seminar-program.html).



The **Yukon Convention Bureau, Destination Arctic, Tourism Yukon**, the **CTC, Air Canada** and **Yukon Quest International** teamed up to invite 12 senior executives from North American corporations and other business groups to experience the *Yukon Quest sled dog race*.



The **Hospitality Sales & Marketing Association International (HSMIAI)** has recognized Toronto based **Fairmont Hotels & Resorts** with the *Gold, Platinum, and Best of Show Awards* for public relations excellence in the *Golden Bell Public Relations Travel Awards Competition*. The luxury hotel management company garnered the recognition

for their innovative *Adopt-A-Shelter* program, which partners the company's hotels with women's shelters across the continent, encourages employee volunteerism, and funds violence prevention education.



The **British Columbia Government** appears ready to hand the management of provincial heritage properties like **Barkerville** and **Fort Steele** to the private sector, local municipalities or non-profit organizations. The government's Minister of Community, Aboriginal and Women's Services says that the province is committed to a devolution of management of heritage sites by 2005, although the government would retain ownership of the sites.



The **Culture and Heritage Department** is giving a native community in northern New Brunswick \$1.1 million to help develop a garden tourist attraction. Ottawa is contributing to the **Eel River Bar First Nation's** efforts to open an attraction called *Aboriginal Heritage Gardens*. The First Nation sees the gardens as having the potential to draw up to 125,000 tourists to the area.



This summer, when **Edmonton** increases its Airport Improvement Fee (AIF) by 50 percent, the amount it will be charging its customers will be on par with **Vancouver** as the highest AIF in Canada. Starting July 1, the AIF will be \$15 in both cities. **Toronto** has a \$10 departure fee and a \$7 inbound fee; **Calgary's** fee increased to \$12 last October; and **Montreal's** AIF is \$10.



**Natural Resources Canada** has recognized **Fairmont Hotels & Resorts** as a leader in the hospitality industry in reducing greenhouse gas emissions. Fairmont's energy efficient achievements were recently highlighted at an awards ceremony in Toronto.



The *Celebrate Toronto Street Festival* has won two **Economic Development Council of Ontario** Awards, in the categories of *Best Special Event Campaign*, and *Best of Show – Tourism*.



*Ski Canada Magazine's Best Blast from The Past* award was accorded to the **Chateau Lake Louise** in Alberta for preserving its historical charm and providing guests with a chance to step back into history and the early days of skiing at Temple Lodge in the Lake Louise Ski Area.



Despite the economic slump and the post-Sept. 11 collapse of air traffic, **Prince Edward Island's** tourism numbers increased slightly last year. The province's study show the number of visitors rose 0.5 percent from 2000 to 1.18 million visitors. Expenditures of business and pleasure visitors rose 9 percent over the same period, putting \$328 million into the P.E.I. economy.



**Jimmie Spencer**, Chair of the *Canadian Ski Council (CSC)* has announced the formation of a special committee to identify actions needed to increase the size and financial viability of the Canadian ski and board industry in the next 10 years. **Gord Canning**, President of *Blue Mountain Resorts*, will chair the committee.



American cable news giant **CNN** recently compiled its list of the *Ten Best Ski Destinations* in North America and **Whistler** and **Fernie** in B.C. were rated first and third respectively. The other top-ten Canadian locations were **Tremblant**, Québec and **Banff-Lake Louise** in Alberta, at ninth and tenth on the list.



The **Ontario Government** has announced it will invest \$480,000 in Northern Ontario to help local organizations promote tourism in the region. **The Northern Ontario**

**Tourist Outfitters Association (NOTO)** will use the funding to develop *Resource Stewardship Agreements (RSAs)* between resource based tourism operators and forest companies. The RSA process is designed to accommodate the interests of the resource-based tourism and forestry industries as they move toward a co-operative approach to forest management planning.



The **Travel Industry Council of Ontario (TICO)** recently approved payments totalling \$157,881 to 100 consumers who failed to receive travel services they paid for. The payments were due to the closures of **Canatours** in Windsor, **Travel Search Inc.**, **Golden Escapes**, **Canadian Venture Travel Ltd.** (operating as **Marine Expeditions Travel**), **Travel-pack** and the **Ultimate Travel Brokers**.



An **Expedia Canada Corp./Ipsos-Reid** study indicates that 81 percent of Canadians surveyed in seven major markets consider vacations or pleasure trips a very important part of their overall quality of life and that 89 percent are planning to take a vacation in 2002. When planning vacations, 80 percent of these Canadians prefer to research their own travel plans. 🍁

The Auditor General has issued a clean audit report of the financial statements covering the Canadian Tourism Commission's first year as a Crown corporation. The report confirmed that the Commission has complied with the Financial Administration Act as well as accounting rules. CTC President and CEO Jim Watson congratulated the Commission's CFO Karin Zabel and her finance group for their efforts during the intensive 3-month long process to complete the audit within the statutory timeline.



# People



Three new appointees have been added to the Travel Industry Council of Ontario's board of directors – **Anne Rowe** of American Express Canada, **Jill Wykes** of NALG and **Robert Pentland** of Ottawa.

**Therese St-Onge**, the National Capital Commission's festival manager, will take over as chair of the International Festivals and Events Association's board of directors in January 2003. St-Onge is the first non-American chair of

the 47 year old association. **Diane Racine** has been appointed administrative assistant within the Product Development group of the CTC. Racine, from Timmins, Ontario, has been providing administrative support in a similar role since August, 2001 on an agency contract basis.

The World Tourism Organization (WTO) has appointed **Geoffrey Lipman** as a special adviser to the secretary-general on trade in tourism services. Lipman was the

president of the World Travel and Tourism Council during its first decade of operation.

**Chris Hales**, general manager of the Radisson Hotel Toronto-Markham, was named the chain's top general manager and awarded the 2001 *Esprit Award*. **Jose Diaz**, bellperson at the Radisson Hotel Winnipeg-Downtown, was selected from over 47,000 Radisson employees to be named *Employee of the Year* for 2001. The Calgary and Area Tourism

Destination Region has appointed **Brook Carpenter** as manager. Previously, Carpenter was tourism development coordinator at Alberta Economic Development.

German architect **Daniel Libeskind** has been selected to lead the design of the Royal Ontario Museum's transformation project *Renaissance ROM*. 🍁



## TOURISM Profiles:

Chris Cahill

Over the coming months, *TOURISM* will introduce its readers to the key decision-makers who represent the industry on the Canadian Tourism Commission's Board of Directors. Each profile highlights the personal vision of these business leaders as they voice their views on the wide range of important issues facing the tourism sector.

### Chris Cahill

#### Private Sector Representative — Ontario

Chris Cahill is the Ontario private sector representative on the CTC Board of Directors. Cahill was appointed President & Chief Operating Officer for Fairmont Hotels & Resorts (formerly Canadian Pacific Hotels), January 1, 1998. He is Executive Vice President and trustee of Legacy Hotels Real Estate Investment Trust as well as a member of the Board of Directors of Delta Hotels.

Before becoming President and CEO, Cahill held the positions of Executive Vice President and Vice President of Sales, Canadian Pacific Hotels. Cahill possesses extensive experience in all facets of the hospitality industry, having assumed positions of increasing responsibility with Delta Hotels over a 15 year period. Prior to joining Canadian Pacific Hotels, he held the position of Vice President, Operations, Eastern Canada, Delta Hotels.

Cahill has a Bachelor of Science degree and a Bachelor of Education degree from the University of Ottawa and a Master of Business Administration degree from the University of Toronto.

Chris Cahill is excited about Canada's position in world tourism markets. Tourists are increasingly seeking clean, safe destinations, and Canada's branding fits with this new trend. "The CTC has a clear vision and mission, and the CTC must be the driving force behind the brand image. DMOs (destination marketing organizations) and tourism products and services need to come in under that brand," says Cahill.

He feels that the CTC's number one priority for 2002 is to assess the global marketplace and set new priorities in the face of new global realities. "We could very well be entering a new paradigm in the marketplace post-September 11," says Cahill. "We need to learn quickly how to redirect our resources to turn change into opportunity." 🍁

We love to hear about "People"  
[tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)

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September 2002	Autumn Fairs	July 29, 2002
October 2002	Airports: Gateways to Tourism	August 26, 2002
November 2002	Cultural and Show Tours	Sept. 30, 2002
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