

# TOURISM

CANADA'S TOURISM MONTHLY

June 2012

**Minister champions western tourism**

Rubber tire helps drive recovery

Feature – Canada's beaches



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# Editorial

by Peter Kingsmill



**On the cover:** Goden sunset illuminates Cavendish beach in Prince Edward Island National Park. Courtesy of Tourism P.E.I. Photo by John Sylvester.

## Summer forecast: mixed sun, cloud and statistics...

*It's going to be a great summer! Soft rains after midnight, sunny, warm days, gentle breezes during the heat of the day, and velvet evenings. Wow... and that's just the weather!*

Canadians will be hitting the highways in record numbers, turned on to visiting their home and native land this summer, just a little nervous of crossing that southern border into the U.S. and certainly worried about flying into foreign airports. Our neighbours to the south, however, will be crossing north into Canada in droves, seeking that special "so close, yet so foreign" travel experience in safe, dependable old Canada.

It is our fervent hope that all these forecasts come true, notwithstanding the fact that, weather-wise at any rate, the May long weekend was sort of a rough start along the road to success. Many businesses have talked about increased interest from prospective customers in the resident and nearby markets – people who are reluctant to stray too far from home in the wake of September 11.

In his regular column this month, research director Scott Meis writes, "it bears saying that forecasting is an imperfect science." That is not a cop-out; that is a matter of fact (and applies equally well to weather and business forecasting). Meis points out that "just as important as the numbers you get is the exercise of asking and finding out what they are most likely to be."

We have to be careful that our expectations are based on knowledge and analysis, not on marketing-generated hype. Again, as Meis says, "the forecasts we produce are not the same as the goals that marketers set." Certainly we have done some careful refocusing of our marketing efforts to target those whom we predict are the most likely people to respond to our message. Let's hope that they listened, that they heard, and that they will respond as we have forecasted.

Oh, yes, and let's hope that the weather cooperates too! May your businesses recover and prosper over the summer season! 🍁

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.



#### ■ 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

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tourism@ctc-cct.ca

#### ■ Design

Séguin Labelle Communication  
733 St-Joseph Blvd., Suite 400  
Hull Qc J8Y 4B6  
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#### ■ Printer

St. Joseph M.O.M. Printing  
300 Parkdale Avenue, Ottawa,  
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#### ■ 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

Monica Campbell-Hoppe, Jacques Duval, Ghislain Gaudreault, Denisa Georgescu, Tony Glynn, Raymon J. Kaduck, Roger Laplante, Gary Lawrence, Shauna McCabe, Scott Meis, Martha Plaine, John W. Yan.

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## On The Road Again!

The old Willy Nelson song *On The Road Again* has special significance at this time of year for my colleagues at the Canadian Tourism Commission and our industry partners. As you

read this, our annual marketing *Road Show* is in full swing.

This year, as a result of the CTC board changing our planning cycle,

the *Road Show* has been moved to the spring from the fall. When we reviewed our strategic planning process it quickly became evident that holding the *Road Show* in the fall made little sense. The whole purpose of the *Road Show* is to highlight and sell our marketing plans for the following year. Leaving it until September and October meant that many partners had already committed to their marketing plans. Therefore, in consultation with the provinces, DMO's and the industry, we moved this annual event to May and June.

The *Road Show* allows us to talk and listen to the industry and our partners and engage in a meaningful dialogue on how we can all better market Canada to Canadians and the world. Our marketing staff together with either myself or a vice-president have already travelled or will travel to a total of 18 cities in every province and territory.

As a result of comments from the industry during last year's *Road Show*, we will also have more round table breakaway sessions to allow for a meaningful exchange of ideas.

I encourage you to participate in these sessions and I thank you if you already have. A complete list of the *Road Show* is found on our home

page at [www.canadatourism.com](http://www.canadatourism.com). My thanks to CTC staff Judith Samuels-Ouellette for her co-ordination of the activities and to senior vice-president Patrick Gedge for his leadership. 🍁



What more can we say about *Rendez-vous Canada* – congratulations to our hosts from Atlantic Canada! In particular, thanks to the CTC board members and deputy ministers, Michele MacKenzie and Frank Butler for all their efforts. To the industry, volunteers and partners, thank you for making this event such a success. I look forward to working with Rod Harris and all of our partners from B.C. for next year's RVC. 🍁



As always, I welcome your input into how the CTC can improve. My phone number is (613) 954-3549 and my e-mail is: [watson.jim@ctc-cct.ca](mailto:watson.jim@ctc-cct.ca).

Have a great summer!

*Jim Watson, President & CEO  
Canadian Tourism Commission*



David Morrison, CTC vice-chairman (far right), and Old Fort William's marketing manager Doug Stanton, the lucky winner of a Roots Canada jacket, at the CTC-sponsored RVC luncheon.

Photo: Lois Smith, courtesy TIAC.

## Letters to the editor



Fishing in the Outaouais, Québec, Canada.

Photo: The Outaouais Tourism Association.

The March, 2002 editorial on ecotourism (so-called) tried to come up with a definition but failed. It did note that ecotourism "should somehow contribute to the conservation

of natural environments and to the well-being of local people."

Angling and hunting fit this to a tee. It was anglers and hunters, after all,

who invented conservation and habitat protection and have never been afraid to spend the requisite dollars on these activities.

As far as local people go, the angling and hunting guiding traditions are deep and strong especially among the residents of remote and rural Canada.

There appears to be a complete absence of any articles, stories or references to angling and hunting in your publication. For a magazine, ostensibly billed as "Canada's Tourism Monthly," to ignore angling and hunting when those activities are major contributors to local econo-

mies, especially in remote and rural regions, makes a mockery of your sub-title. I believe that this is nothing more than a deliberate bow to political correctness and, more ominously, a deliberate attempt to downplay and suppress an important facet of Canada's tourism industry. I hope I'm wrong, but I don't think so. 🍁

*Robert D. Sopuck  
Sandy Lake, Manitoba*

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

## Minister champions western tourism

The Canadian Tourism Commission has negotiated a partnership with Japan Broadcasting Corporation to televise their popular daily morning news program "Good Morning Japan" live from across Canada this summer. The project was announced May 14 from Vancouver by federal Industry Minister Allan Rock. "For a relatively modest investment, we're going to be getting something like \$35-million worth of exposure in that huge market, which is so important for B.C. tourism," said Rock.

The goal of "Canada – The Transcontinental Fantastic Journey" is to showcase a wide range of Canada's regions to the Japanese audience. The program will travel across the continent from west to east by Via Rail, broadcasting live from 10 cities within 7 provinces, as follows: Vancouver, Kelowna, Jasper, Saskatoon, Montreal, Quebec City, Mont-Joli (Quebec), and Cavendish (P.E.I.). Of special cultural interest, during the Saskatoon segment, the Japan Broadcasting Corporation will invite a traditional Ainu (aboriginal) artist from Japan for a joint musical performance with Native Canadians, coinciding

with the 10th anniversary of Wanuskewin Heritage Park.

The partnership will cost the federal government \$70,000, and is part of a \$4.2-million federal expenditure on British Columbia's tourism industry.

While in Vancouver, Rock also unveiled plans for a new cruise ship terminal in Prince Rupert. "For every cruise ship that lands at a B.C. port, it's estimated that about a million dollars in economic activity is created," Rock said. "That means jobs and that means opportunities for people." Within 10 years, it is hoped that up to 140 large cruise ships a year will dock at Prince Rupert's new port; the federal government will contribute \$1.5 million to the \$9-million project.

In addition, Rock announced funding for several other projects. A consortium of ski resorts across Canada, including six in British Columbia, will receive \$1.8 million to promote ski tourism, and the Tourism Alliance for Western and Northern Canada will receive \$2 million for a campaign to encourage American tourists to visit the four western provinces. ❁

## Rubber tire helps drive recovery

Following a trend that was becoming apparent at the beginning of 2002, Canada's strengthening tourism recovery is being driven by increased U.S. auto travel. More international overnight travellers came to Canada in March 2002, compared to the same month of last year. It was the second successive month since August 2001 to show a positive growth in the overall monthly numbers.

"In the context of the turbulent global events that defined the end of 2001 and the beginning of 2002, these results not only show stronger signs of improvement for tourism but bode well for an overall strengthening of the industry, if not full recovery in some markets, in the months to come," said Jim Watson, President and CEO of the Canadian Tourism Commission (CTC).

Results published by Statistics Canada indicate that the total international overnight travel to Canada increased 3.9 percent in March 2002. The Canadian tourism recovery was fuelled mainly by a greater number of Americans travelling to Canada (6.5 percent), especially tourists entering the country by car (15.9 percent) in

that month. Although the number of American tourists flying into Canada was still down (-3.9 percent), the rate of monthly decline was diminishing from the -6.6 percent recorded in February 2002.

It appears that the uncertainty in the global economy, post-September trauma and developments in Afghanistan and the Middle East were more detrimental on overseas travel to Canada. While declines were seen across all regions (-5.4 percent), several Asian countries were registering positive growth for Canada. For instance, more overnight tourists from South Korea (12.2 percent), and China (2.2 percent) travelled to Canada in March 2002 compared to the same month in the previous year.

On the other hand, the number of Canadian tourists bound for U.S. and overseas destinations was down 8.2 percent and 10.0 percent, respectively.

"The CTC's marketing initiatives launched in the fall of 2001 have been effective in encouraging Canadians and Americans to visit Canada following the tragic events of September 2001," added Watson. ❁

## Media marketplace – our best foot forward! by Monica Campbell-Hoppe

Ninety-seven Canadian destinations, events, transportation and properties put their marketing and networking skills to work for three days at *Canada Media Marketplace, 2002*, from April 28-30, at the Ritz Carlton Huntington in Pasadena, California.

The event, which alternates between New York and Los Angeles and is now in its 14th year, attracted 158 print and broadcast journalists from across North America. Putting their best foot forward, Canadian partners spent a full day in deep discussion with the media pitching editorial opportunities on Canada in a series of scheduled appointments.

Two R.C.M.P. officers, Sergeant Ron Toogood and Constable

Greg Toogood, a father and son team from Saskatchewan, added dash and polish to the event.

*Canada Media Marketplace* is a CTC initiative and results in many millions of dollars worth of editorial for Canada over the ensuing months. This event is the cornerstone of the media relations program in the U.S. and the *Visit Canada Media Program* is used to send the journalists assigned to Canada to gather information for their stories/programs.

These stories yield real dollars to the industry. Just ask Charles McDiarmid of the Wickaninnish Inn in Tofino. "We booked

between \$60,000 and \$80,000 worth of bookings in the first couple of weeks after a story on the inn

appeared in the *L.A. Times* last year, and it is still generating business for us," McDiarmid said. ❁



Photo: Canadian Tourism Commission.

Two R.C.M.P. officers added dash and polish to the event.



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## Beaches in Canada offer special moments

But of course! Sand, sunshine, warm water, relaxation... the word “beach” conjures up all of these, and perhaps for many people Canada may not be the first place they think of when it comes to beach holidays. They would be missing something if they didn’t look more closely.

To be sure, Canada has climate issues when it comes to sipping cold drinks on hot sand! We can do it, but only for a limited season. That doesn’t keep beaches from being all-season tourism destinations in Canada, however – from storm-watching on the northern end of Long Beach on Vancouver Island, to world-class winter surfing in Nova Scotia, our shorelines offer up very special moments.

Of course, sunshine, sand and water are part of the fabric of summer for most Canadians, as well as for a growing number of visitors who are happy to find unpolluted, truly relaxed, and hospitable beaches across the breadth of this country. The ocean-coast provinces are obvious destinations, as are Ontario

and the inland regions of Quebec with their endless lakes and rivers.

But don’t sell the Prairie provinces short when it comes to fun in the sun! Three kilometres of white sandy beaches only 80-kilometres from Winnipeg make up Grand Beach, a Manitoba summer destination since 1916 when investors began to develop resorts like Grand and Victoria beaches along the southeast shore of Lake Winnipeg.

In Saskatchewan, larger southern lakes like Diefenbaker and Last Mountain offer miles and miles of popular summer beaches, accessible through provincial and regional parks. If salt water is your thing, lakes like Redberry and Little Manitou offer beaches and, at Manitou Beach, well-developed health spas.

In Canada, there are beaches in abundance near almost every community, from coast to coast. And as Francesca Dobbyn of Sauble Beach, Ontario puts it, “It’s our beach, and our home!” 🍁



Photo: Courtesy of Tourism Manitoba.

Sunshine, sand and water at Hecla Provincial Park, Manitoba.

## Beach paradise on Gulf islands by Gary Lawrence

Whether it’s Dune du Nord, Sandy Hook, L’Anse-aux-Baleiniers or La Grande

Échouerie, the beaches of Quebec’s Magdalen Islands are among Canada’s most beautiful.

Sandy beaches account for more than 300-kilometres of the 435-kilometres coastline of this Gulf of St. Lawrence archipelago. “To my knowledge, you would be hard pressed to find such a concentration of pristine, wild beaches elsewhere in Canada,” said Brigitte Michaud, director of the Magdalen Islands regional tourism association.

Magdalen Islands tourism relies heavily on beach tourism, and the tourism association would like to broaden its appeal by spreading the tourist season out over the year to avoid over-developing the sandy coast. “We want to keep our beaches as they are, natural and quiet,” said Michaud.

The beaches are formed mainly of sand spits that link the many islands. What sets them apart are their imposing sand dunes, which are an omnipresent feature of the Islands’ landscape. “The dunes are important features of their own accord, but the fact that they border on wetlands makes them even more unique,” added Michaud. Between the sandbanks, there are numerous saltwater lagoons that support a wide variety of wildlife and vegetation.

Quite popular in July and August, the Islands are in fact more enjoyable in June or September. “It cannot be said enough that people should visit at other times of the year, like during fishing season in June when they can get their fill of seafood, or in September when our waters are at their warmest,” concluded Michaud. 🍁

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



Photo: Gary Lawrence.

Magdalen Islands beaches are among the most beautiful in Canada.



# Beaches on the edge by Shauna McCabe



Photo: Courtesy of Tourism PEI. John Sylvester, photographer.

Relaxing on the beach at Grand Tracadie, Prince Edward Island.

On an island where you are never far from the sea, the shore is always present in the landscape and the imagination. Prince Edward Island is “all edge”, and

lacing the 1,760 kilometre threshold where land meets sea, is the beach. As you move around the coastline, the seashore changes constantly, from red sand beaches

with their rocky sandstone cliffs, to coastal marshes and tidal flats, to the shores of rivers and working harbours, and white sand beaches and dunes.

There are no best beaches. Many wonderful stretches of coastline are accessible through the Provincial and National Park systems, providing rich interpretive programmes. Others are tucked away in towns and villages, along rows of cottages, or at the end of dirt roads, off the beaten track, offering secluded spots for swimming, camping, canoeing, clam digging, walking, or just relaxation.

Everywhere, the shoreline is different, and everywhere, it is shaped by the powerful force of the sea. Everywhere, too, the shoreline is shaped by the stories that surround it. The Island rests on a layer of sedimentary rocks, often called redbeds for their red colour, which are easily sculpted by wind and sea. Visible evidence of these redbeds are the distinctive rocky cliffs that run along many Island beaches,

like Cavendish Beach within the National Park, Argyle Shore Provincial Park or any number of beaches on the Northumberland Strait shoreline.

The famous white sand beaches and dunes that stretch across the north shore, such as Brackley Beach, Tracadie, or those along the Bays and Dunes scenic drive that circles the eastern end of the Island, are composed of quartz sand eroded from the cliffs and washed ashore.

A growing human population and changing landscape threaten to endanger unique and fragile coastline ecosystems. In a way, the beach is one of the last pristine places on the Island, and the beach, with land on one side and open water on the other, offers a place to put things in perspective, a place to hang our dreams on. 🍁

*Shauna McCabe is a writer, artist, and geographer who lives in Charlottetown. For more information, visit [www.peionline.com](http://www.peionline.com).*

## Summer surf – and winter too!

No matter what the season, it is hard to resist the spectacular landscapes and dramatic beauty of Nova Scotia's saltwater beaches. And not just in summer! Nova Scotia's beaches are unique in their all-season popularity. Some, like Lawrencetown Beach near Halifax are world-famous for exciting and challenging surf conditions all year-round, where you can find wet-suited surfers taking advantage of the exceptional waves even on the coldest of winter days. The numerous winter storms off the Atlantic coast create extraordinary waves over 4-metres high; thanks to these storms, Lawrencetown sees few non-surfable days, and is the most popular surf destination on North America's eastern seaboard.

Talk about seasonality! Few would believe that Nova Scotia has some of the warmest waters around. But Pictou County's Melmerby Beach is said to have the warmest waters north of the Carolinas. Cape Breton's

Port Hood Station Beach is also remarkably warm. The shallow waters heat up early in the summer and stay warm throughout the season.

Along the Eastern Shore, Martinique Beach is 5-kilometre long, making it the longest beach in Nova Scotia. Beyond its dunes, nature lovers and bird watchers can enjoy a bird sanctuary that attracts a wide variety of waterfowl. Further east, the scenic Clam Harbour Beach hosts the annual Sandcastle Sculpture Contest.

The southern area of the province is home to some of Nova Scotia's finest beaches. Mavillette Beach is a favorite among beachcombers for its selection of seashells. Exquisite and well-developed sand dunes provide shelter, while shallow and wide tides allow for fun-filled days of splashing in the surf. At Risser's Beach, charming boardwalks provide access to an abundance of nature, including salt marsh trails, sand dunes, rivers, and forests. 🍁



Photo: Courtesy of Tourism Nova Scotia.

Exciting and challenging surf conditions all year-round at Lawrencetown Beach, near Halifax, N.S.

## Sauble Beach a Great Lakes icon

Francesca Dobbyn at Sauble Beach on Lake Huron puts it this way: “There is something to be said about growing up in a ‘beach’ town. From May until late October the social focus of life is the beach,” says the area's festival coordinator and tourism spokesperson.

Dobbyn reported that despite an unseasonably cool May holiday weekend, the beach area was busy. Located on the Lake Huron shoreline at the base of the Bruce Peninsula, this 11-kilometre stretch of white sand welcomes visitors from all over the world, and events – like the Classic Car Show and an annual sand castle building competition –

ensure a steady stream of visitors as well as fun activities for local residents.

In fact, while Sauble is more than a two-hour drive from Toronto, it came out tops as a beach destination with readers of the Toronto Star in a recent Internet poll. According to Dobbyn, even bad weather is far from being a turn-off: “The storm-watcher in all of us loves to journey down to the shoreline to watch the pounding waves during the fiercest of the Great Lake storms.” 🍁

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



## Ecotourism Summit a hit

Over 1,100 participants from 133 different countries wrapped up the first World Ecotourism Summit on May 23 in Quebec City, with a “Quebec City Declaration on Ecotourism” that will be officially tabled at the World Summit on Sustainable Development in Johannesburg, South Africa later this summer. “I have never witnessed such active participation at a summit on tourism,” declared CTC Chairman Judd Buchanan. “We were expecting 500 to 600 delegates, and twice as many have shown up in Quebec City.”

Buchanan went on to say, “Canada is blessed with an extraordinarily rich and diversified geography, and it is our responsibility to protect this natural heritage. Beyond our role as host, our participation in this first World Ecotourism Summit is another way to express our desire and willingness to do so.”

The Canadian Tourism Commission was one of the four major partners that staged this event, sharing hosting responsibilities with Tourisme Québec. “It has given us a great sense of accomplishment to have worked with our colleagues at Tourisme Québec to stage this important event,” said the CTC’s executive vice-president and chief

operating officer Roger Wheelock. “I know that the World Tourism Organization and UNEP (United Nations Environmental Programme) are deeply committed to the goals of ecotourism, and I would like to thank them for their cooperation and enthusiasm in staging this event in Canada.”

During the three-day summit, participants worked to clarify the concept of ecotourism, and while organizers agreed that many issues must be explored further, consensus was achieved on many issues, resulting in a document entitled *The Quebec City Declaration*. “It is an expression of our belief that sustainable tourism can contribute to the more global effort of protecting the sustainability of our planet’s resources,” declared Quebec’s tourism minister Richard Legendre.

“Indeed, perhaps one of the greatest impacts that the ecotourism movement has had upon Canada is the way it has elevated the bar of appropriate practices,” said Yukon adventure operator Neil Hartling in a keynote address to the summit. “Even businesses that have little in common with traditional ecotourism products are sitting up and taking note” and refining their operations to run “greener”. ❄️



Photo: Lois Smith, courtesy TIAC.

Rendez-vous Canada 2002: Putting export-ready tourism products in front of international buyers.

## Rendez-vous Canada – Halifax hosts foreign buyers

The world and Canada’s tourism products came together in grand style at *Rendez-vous Canada (RVC)* in Halifax from May 18th to the 22nd. Organizers were pleased with the 2002 edition of the popular marketplace. This premiere event attracted over 1,500 registrants. Some 218 buyer organizations were represented by 294 delegates, as well as 774 seller delegates from 495 businesses. An impressive total of 62 Canadian destination and provincial organizations were also in attendance.

RVC was hosted by the Atlantic Canada Tourism Partnership, a nine member pan-Atlantic partnership comprised of the Atlantic Canada Opportunities Agency, the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island, and the tourism industry associations of those provinces.

*Rendez-vous Canada* is an annual showcase that puts Canada’s export-ready tourism products in front of qualified international buyers. The high-profile event is operated by the Tourism Industry Association of Canada (TIAC) under a formal agreement with the Canadian Tourism Commission, which was recently renewed with a 5-year extension.

Halifax was all about tourism business during the third week in May. Provincial and territorial tourism ministers from across Canada met early in the week while RVC was in full swing, and the CTC board of directors held its meetings towards the end of the week.

There were some interesting announcements made as well: Export Development Canada (EDC) has included tourism as a service export sector that is eligible to use its services, and the new *Travel Canada* Web site was launched on May 21st at RVC.

“I am very pleased to see that EDC has expanded its services to support Canadian tourism operators and suppliers in their efforts to attract more in-bound tourism business to Canada,” said TIAC CEO Randy Williams. “This type of support is especially important given the events of last year and our interest in growing tourism sales from international markets around the world.”

EDC’s Accounts Receivable Insurance helps Canadian operators and suppliers better manage tourism credit risks by insuring the value of service contracts and travel payment vouchers issued in support of in-bound tourism business.

The CTC also took the opportunity at RVC to launch its newest consumer tourism Web site, [www.travelcanada.ca](http://www.travelcanada.ca). Developed to capture the increasing share of users surfing the Internet for travel ideas on Canada, the features-laden site invites them to “Take a Virtual Tour of Canada”. With a number of built-in tools, including interactive maps, stunning visuals and tour packaging options, [travelcanada.ca](http://travelcanada.ca) is expected to become the premier portal for travellers wanting to experience Canada. ❄️



Photo: Canadian Tourism Commission.

Local performers, Troupe de danse Oraquan du Site traditionnel Huron Onhoïa Chetek8e, entertain participants at the Summit.

# How do small communities keep air services? by Raymon J. Kaduck

Many community and tourism groups are worried that their air services might look different after January 1, 2003. That is the expiry date on an Air Canada undertaking to the federal government to maintain service to those smaller communities to which it flew at the time it took over Canadian Airlines. Several approaches have been proposed to deal with restructuring issues and these reflect different philosophies. Most involve government intervention, at some level or another.

One approach is for the federal government to subsidize routes that would otherwise not be economically viable. The Independent Transition Observer for Airline Restructuring, Debra Ward, cited this among a list of potential solutions in her most recent report. In Europe, such routes are called *Public Service Obligation (PSO)* services. The countries may specify aircraft size, fares, frequencies or service levels.

United States operates a similar program called *Essential Air Services (EAS)*. Unprofitable routes are tendered and the shortfalls are paid to the successful bidder based on the subsidy rate and number of flights flown.

While the approach has some benefits for communities, it is not a panacea. Essentially, it is a market distortion that artificially favours stakeholders in one community over those in another and asks the general taxpayer to foot the bill. And like other political solutions, *EAS* has taken on a life of its own in the U.S. The "transitional programs", started in 1978 to ease airline deregulation, continue to this day.

Canadians should note that Alaska has close to 30 *EAS* routes to small communities, while the Canadian north has none. However, northern Canadian communities continue to receive good scheduled service. This suggests that the Alaskan subsidies may be unnecessary, but once they



Air services to remote locations: Government subsidies not a panacea.

work their way into the cost and pricing structures of carriers, they are difficult to eliminate. An unbiased observer might be quite surprised by many *EAS* routes that exist in other states, but when the rationality of the program is called into question, entrenched interests immediately defend it.

A *PSO* or *EAS* approach would require careful drafting to ensure that the application is not just economic re-regulation by stealth. Deregulation allows companies the flexibility to start new services based on market demand. These programs tend to stifle the development of alternative services. Ordinary Canadians have benefited from deregulation and, if we have paid the price in terms of greater volatility in the market, it is important that we do not fritter away the gains.

While air transport is a purely federal responsibility, territorial and provincial governments have considered the use of their travel budgets as a means of achieving changes in services. The Yukon government has decided that government air travel will be awarded equitably between competing carriers. This has facilitated the entrance of a new competitor to Air Canada and new non-stop routes south from Whitehorse.

A committee oversees the allocation of travel expenditures. It may review the actions of a carrier and, if they are found to be anti-competitive, cease purchasing from that carrier. This approach provides a tool for political intervention, but only time will tell if it can be used effectively.

In Nunavut, the opposite approach has been explored.

The Transportation Strategy concept is to tender government travel to a single provider. This would effectively force carriers to consolidate, which, it argues, would reduce costs and that a single, larger carrier could provide better service to communities.

The argument on costs is questionable, since economies of scale in the airline business are not very significant. The thornier question is what happens after the merger. Many Canadians would argue from experience that creating a dominant carrier is counterproductive. It is only a few years since the Baffin Chamber of Commerce brought complaints against a carrier because of alleged abuse of dominance.

Air services could also be subsidized at the municipal level: airlines like low landing fees and airport terminal charges. Whether communities can afford to subsidize airlines is one question, but whether any level of subsidy can deter a carrier from abandoning an unprofitable route is another. Reassigning capacity to maximize profitability is what airline managers do for a living. Their responsibility to shareholders requires nothing less.

While there is room for differences in opinion, the current situation calls for calm and well-considered economic policies with a clear understanding of the long-run effects. Before mandating a solution, stakeholders should be careful that the costs do not outweigh the benefits. 🍁

*Raymon J. Kaduck is an economist and president of Policyshop.com, an air transportation consulting firm.*


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# CTC Road Show

A long-standing tradition at the Canadian Tourism Commission has been the annual *Road Show*, whereby CTC staff meets with the industry and DMOs all across Canada. The *Road Shows*, previously held in the autumn, have been an opportunity for industry to meet and discuss a variety of quality partnership opportunities, travel trends, CTC program overviews and partnership opportunities.

For 2002, the CTC has advanced the timing of its annual *Road Show*

from the autumn to the spring, beginning in May, to enable the CTC staff to meet with the broadest spectrum of the tourism industry, update them on next year's plans in a timely fashion, and receive feedback on how to better support the industry. Sessions have been restructured so that there are fewer formal presentations and more opportunities for informal dialogue. 🍁

For details on the *Road Show*, visit: [www.canadatourism.com](http://www.canadatourism.com).

## CTC Road Show Schedule 2002

June 7	Niagara Falls, Ontario	June 19	Saskatoon, Saskatchewan
June 10	Iqaluit, Nunavut	June 19	Montreal, Quebec
June 11	Yellowknife, N.W.T.	June 25	Moncton, New Brunswick
June 13	Whitehorse, Yukon	June 26	Charlottetown, P.E.I.
June 18	Winnipeg, Manitoba	June 27	Halifax, Nova Scotia
June 18	Quebec City, Quebec	June 28	St. John's, Newfoundland



## Cooking up a conference

Cuisine Canada presents "Northern Bounty V - The Many Faces and Flavours of Canada" at the University of Guelph on October 4, 5 and 6, 2002. The event will feature over 100 speakers and 25 seminars on topics ranging from *The Business of Culinary Education* (Elanor Kane), *Marketing Your Food Skills* (Marilyn Crowley) and *Culinary Tourism* (Anita Stewart).

Conference highlights include a choice of pre-conference tours, two gala dinners, and a market place. Speakers include some of Canada's finest culinary experts like Tony Aspler, Elizabeth Baird, James Chatto, and Bonnie Stern. 🍁

For more information, visit [www.cuisinecanada.ca/html/bounty.html](http://www.cuisinecanada.ca/html/bounty.html).



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## Winter product winners

The quality of experience offered to winter tourists in Canada has CTC President Jim Watson very excited. "Judging by the winners of the *Win with Winter in Canada* contest, our country is a four-seasons destination par excellence," said Watson as the winners of the second annual contest were announced. He was excited by the growing response to the contest. "The response was fabulous and demonstrated how dynamic and innovative our industry is," he added.

The seven national winners of the *Win with Winter in Canada* contest were called upon to create new or enhanced market-ready winter travel products. The Canadian tourism industry rose to the challenge, with 125 entries representing every province and territory.

Winning entries ranged from warm, family-style vacation experiences like the "VIVA" package at Quebec's Stoneham Mountain Resort to the more exotic "Memories To Savour" pre-Christmas extravaganza at The Fairmont Jasper Park Lodge in Alberta where visitors can learn

the trade secrets of the best chefs, decorators and wine fanciers in the land.

The other five national winners were **Winter Adventure** at the Ice Hotel Québec, **White Pine Winter Experience** at Kanata Native Traditional Village in Brantford, Ontario, **"Winter Solstice"** with the Canada Aviation Museum and partners in Ottawa, **"The Thrill Of The Hill"** at Banff, Alberta, and **"Christmas In November"** at the Delta Prince Edward in Charlottetown, P.E.I.

In April an international judging panel selected the seven national winners as well as runners-up from submissions from regional groups. The national winners will receive a variety of promotional opportunities including a quantity of product sell sheets, publicity in several CTC publications and releases and a feature position in a new Canadian winter lure brochure. ❁

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

## Special needs access and tourism

In 1997, Kéroul, a Canadian association that promotes accessible tourism, became a participant in the Canadian Tourism Commission's product club program. This partnership has led to the development of the Access To Travel (ATT) Web site, which provides information on accessible transportation and travel across Canada. The aim is to make accessible travel easy and enjoyable. The Web site was developed by Transport Canada in partnership with several provincial governments, as well as the private and not-for-profit sectors.

The Web site includes information on transportation by bus, rail, air and ferry, local public and private transportation, government programs and policies, and much more. The site alleviates the

problems faced by travellers with disabilities by providing a Canadian Web-based accessible travel information system. While it caters first to persons with disabilities, it also provides information that is relevant to the caregivers and families of persons with disabilities. Seniors and other travellers with special needs will also find information and links to plan their trips from the point where they exit their home to the point where they arrive at their intended destination. It is hoped that this door-to-door service information will alleviate some of the stresses caused by travelling, especially in an unfamiliar environment. ❁

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

## Sport drives tourism – higher!

In April, *Sport Events Congress 2002: Building Business through Sport*, attracted a sold-out gathering of over 120 delegates at the Delta Hotel in Ottawa, representing a 250 percent increase in attendance over 2001.

Congress attendees and speakers included Jim Watson, president & CEO of the Canadian Tourism Commission, Paul DeVillers, secretary of state (Amateur Sport), Lane MacAdam, director general, Sport Canada and Jack Poole, chairman and CEO, Vancouver 2010 Bid Corporation.

"We are extremely pleased with the remarkable progress the Canadian Sport Tourism Alliance has made in the 16 months since its inception in the development and implementation of leading edge industry and communications tools," said Mr. Watson. "As one of the CTC's best practices product clubs, we look forward to building

on our partnership with the CSTA as we continue to develop the sport tourism industry in communities across Canada."

Highlighting this year's Congress was the implementation of the *Sport Events Exchange*. The Exchange is a business-to-business opportunity for representatives of municipalities across Canada to meet one-on-one in a marketplace format with over 20 national sport organizations to explore hosting opportunities for a variety of national and international sport events.

The Congress also featured a presentation on the Sport Tourism Economic Assessment Model (STEAM), a CSTA-led initiative involving Sport Canada, Skate Canada, the Canadian Association of Convention and Visitors Bureaus and the Canadian Tourism Research Institute. STEAM is a Web-based application representing a standardized approach to economic



Exciting times for the sports tourism industry.

impact assessment to assist sport and tourism partners and municipal, provincial and federal funding bodies to measure economic activity generated by sport events. The model will be accessible to CSTA members on a secure access basis in July following the release of updated Statistics Canada census data.

Andrée Steel, vice-president, sales with the Ottawa Tourism and Convention Authority, was elected

president by the Alliance board of directors. "We're delighted with the success of the 2002 Congress," said Steel. "Our organization's greatest challenge over the next year will be to effectively manage growth. This is an exciting time for the sport tourism industry and the CSTA takes great pride in leading the charge." ❁

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





## Pre and Post: planners to experience Canada by Martha Plaine

When thousands of meeting planners get together for the Meetings Professionals International (MPI) World Education Congress (WEC) in Toronto, July 21-23, the Canadian business travel industry intends to convince them that Canada is an ideal destination.

That is why Canada delegates are being offered pre- or post-familiarization trips as part of the WEC. There are five options. For the "pre", delegates can go to the Muskoka region, Niagara Falls, or sample a selection of resorts in Hockley Valley, Port Sydney, and Port Severn. For the "post", there is the choice of a trip to Ottawa by train or a fly-in trip to Thunder Bay.

"These pre and post trips are an incredible chance for U.S. meeting planners to experience for themselves what they can offer delegates," says Donna Owens, director of meetings and incentive travel for the CTC. "Also, it's an opportunity for our destinations to demonstrate to the planners what we can do for them in terms of excellent facilities and exciting things to see and do."

And there is a good business case for pre and post business travel. When business travellers increase their length of stay in Canada, they also increase their spending. More than 3,000 delegates are expected to attend the Congress in Toronto, and some of them are good prospects for planning future meetings and

conventions in Canada. "We want to target those planners who are most interested in bringing groups to Toronto and nearby regions in Ontario," explains Patricia Nicholl, with Ontario Tourism Marketing Partnership. "A turn out of 150 to 200 planners for pre and post activities will be a great chance to show what fine facilities and exciting attractions Ontario has."

In Ottawa, Andrée Steel, vice-president of the Ottawa Tourism and Convention Authority, is delighted that the National Capital was included as a possibility for a post-conference tour. "We've been working with MPI for years – and consider it very important to have access to these planners. They have

the potential to bring groups that represent significant business our way." Ottawa's tour is designed to let participants discover in an enjoyable way the excellent convention facilities and world-class attractions of the National Capital Region.

As in Ottawa, the marketing professionals in each destination have put together an itinerary to show off their region's best qualities. All the itineraries emphasize both convention facilities and extra attractions – such as fine wine and cuisine, championship golf courses, wilderness rivers for canoeing, museums, and entertainment. ❁

For more information, visit [www.mpiweb.org/education/wec](http://www.mpiweb.org/education/wec).

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### Keeping in Touch

Copies of the reports are available from the CTC's Distribution Centre at 613-954-1724 or [ctcdistributioncct@ctc-cct.ca](mailto:ctcdistributioncct@ctc-cct.ca). They are also available at [www.canadatourism.com](http://www.canadatourism.com).



Hiker in Gros Morne National Park, Nfld.

## Aussies profit from backpackers

It seems easy to write off the ubiquitous backpacker on a summer holiday as being a low-yield tourism statistic. Down under, Australians have been saying that for years, but according to a report in the *Sydney Morning Herald* last month, research suggests that backpackers contribute more than “traditional” tourists and are a boon for regional Australia.

In fact, there is an Australian “backpacker industry” with 8,000 men and women making a living out of housing, feeding and transporting an estimated 400,000 backpackers who visit that country each year. Perhaps the Canadian tourism industry should be taking a look, especially since the

“backpacker high rollers” live right next door in the U.S.

Research is showing that the average backpacker on a working visa in Australia spends about \$8,000 (Australian) compared with \$3,766 (Australian) for the average tourist who stays in a hotel. And the events of September 11 haven't stopped them from going, because countries like Australia are considered safer than some perennial backpacker favourites like India and Pakistan. 🍁

*Quick statistics: the average backpacker down under spends \$65 per day overall (\$59 for Britons, \$51 for Japanese, \$82 for Americans).* (Australian Bureau of Statistics 1999)

### CTC EVENT HIGHLIGHTS JUNE – JULY 2002

DATE	EVENT	LOCATION	CONTACT
June 18-19	U.S.MC&IT Affordable Meetings West	San Francisco	Robin Thompson robin.thompson@ctc-cct.com
July 21, 22 and 27	Ski Canada Expo Series	Melbourne, Brisbane, Sydney (Australia)	Donna Brinkhaus brinkhaus.donna@ctc-cct.com
July 21-23	U.S. MC&IT, MPI-WEC	Toronto	Sandy Galloway galloway.sandy@ctc-cct.ca
July 23-26	US MC&IT, CESSÉ	San Jose, CA	Danielle Foisy foisy.danielle@ctc-cct.ca
July 30, 31	Ski and Board Canada Shows	Wellington, Hamilton (New Zealand)	Richard Pennick pennick.richard@ctc-cct.ca

## Regional marketing program back

The *Regional Tourism Marketing Initiatives Program* (RTMIP) will be returning for a seventh year. This Canada Marketing program is designed to provide private and public sector tourism organizations with the opportunity to create marketing partnerships with the Canadian Tourism Commission (CTC). The objective is to encourage, among Canadians, incremental off-peak inter-provincial travel by producing and marketing attractive Canadian travel packages with value added components and a strong call to action.

Over the years, many industry consortiums that have partnered with the CTC were successful in increasing their sales during off-peak times of the year. Recently, consortiums such as Tourism Regina and the Avalon Convention & Visitors Bureau have, in conjunction with their members, successfully developed inter-provincial business during slow producing months.

Proposals will need to meet RTMIP criteria to be considered. Marketing activities must be implemented within the 2003 calendar year. The closing date for receiving these proposals is **September 16, 2002**. 🍁

For more information about the program, its criteria and the electronic application form, visit [www.canadatourism.com](http://www.canadatourism.com).



## U.S. in-market team re-focused

Over the past number of months, the CTC has undertaken a review of its organization and staff in the United-States. This review of Canada's largest international market was initiated to ensure that the CTC maintains a highly effective sales force and that its efforts complement and support those of partners.

The market assessment included a review of all customer accounts, their current and potential productivity as well as where they are located. The results were then compared with the findings produced by the CTC's *Market Portfolio Analysis* to determine what areas and/or organizations would produce the highest return on investment, including the identification of the staff and regions needed to deliver expected results.

The development of a strategic plan emphasizing the importance of a fully integrated and far-reaching media and public relations campaign in the U.S. has resulted in the CTC contracting a major public relations firm in New York City (Weber Shandwick Worldwide) to create a broad-based, dynamic impact in the market. 🍁

*For more information on the leisure program re-organization, contact Tom Karins, director of leisure travel sales in Chicago at [tom.karins@ctc-us.com](mailto:tom.karins@ctc-us.com). For the meeting and incentive program, Susan Kussow, director of meeting and incentive sales in Los Angeles at [susan.kussow@ctc-us.com](mailto:susan.kussow@ctc-us.com). For the media relations program, Susan Iris, managing director in Washington, DC, at [susan.iris@ctc-us.com](mailto:susan.iris@ctc-us.com).*





## From the Research Director's Desk

### Forecasting for the tourism industry by Scott Meis

In the May issue there was an article on the recent release of the forecast of visitors from major international markets, prepared by the Canadian Tourism Research Institute (CTRI) for CTC research. Sometimes, we in research take our knocks when we produce forecasts like this. We do forecasts for the tourism industry and then subsequent events have the effect of making them seem a bit off, out of date, or just plain wrong-headed. Why bother, some might say.

It bears saying that forecasting is an imperfect science. We use a set of parameters, such as exchange rates, gross domestic product, established travel trends, and so forth. After drawing on the expertise of our researchers and factoring in assumptions from what we know of the past, we run the variables through analytical models to produce statistics for the future – the number of overnight trips, the purpose of travel, expected revenues (the total number of

dollars coming from a particular market) and expected yields (the average expenditure per visitor). Once we have these preliminary estimates, we consult with our sales force and directors in the various markets, who keep us informed of other factors we have not considered. And then, if appropriate, we adjust our forecasts to make our estimates as accurate and useful as possible. For example, for this year's spring international travel forecasts we had to be reminded that there was a presidential election underway in France, and changes to airline seat capacities and flights from overseas markets.

The forecasts we produce are not the same as the goals that marketers set. It is the researchers' job to track past trends and the current competitive economic context, and produce our best technical estimates of what is going to happen in the future. This way marketers can set their own plans and targets.

Of course, what we cannot take into account is unexpected events such as 9-11. In the short term, that event threw a wrench into all our short and medium-term forecasts of demand from major international markets. In the long term, though, it is because we have been involved in forecasting for many years that we were able to adjust our forecasting to the new reality. Because of this, and after a review of our research activities carried out over the past two years by Simon Cooper, the former chairman of the national CTC research committee, we have increased the frequency of our international travel forecast, along with many other forecasts we produce.

Like weather forecasting, tourism forecasting becomes more useful the more often it is done. And, like weather forecasting, people are beginning to realize that while we cannot be precisely right all the time, we are close enough to

the mark, often enough, so that our forecasts are useful.

Indeed, this may be the real benefit of forecasting. Just as important as the numbers you get is the exercise of asking and finding out what they are most likely to be. This process of reaching out to the future is important for any forward-looking organization. It's the discipline that counts, the discipline to face the future and plan for it. None of us, at the CTC or anywhere, can be content any more with only understanding the past. To paraphrase Ontario-born economist John Kenneth Galbraith, "economists don't produce forecasts because they know any better than anyone else what will happen, they do so because they are asked."

With recent world events, and the CTC's mission to become the top tourism marketing organization in the world, we will likely be asked more and more about what the future holds. 🍁

## North American market consumer attitudes

Since September 11th, the tourism industry has been in turmoil in large part due to terrorist and economic concerns. To understand consumers' attitudes in this volatile environment, the CTC has commissioned several studies of the travel markets in Canada and the U.S. What follows are brief highlights of what we have learned to date.

Consumer concerns continue to decline and economic indicators are stronger than expected and while challenges remain within the global tourism industry, many of the challenges which first emerged have turned into opportunities.

Some key trends that have emerged are:

- Strong increases in auto travel, decreases in air travel.

- Increase in family travel.
- Increased importance of price and flexibility.
- More late bookings.
- Increasing Internet usage for travel research and deals.
- Popularity of rural and back-to-basics travel.
- American top-of-mind awareness of Canada at an all time high due to our 'safe' image.

Some of the opportunities that have resulted are:

- Canada's 'safe' image within America provides an opportunity to promote Canada as an easily accessible destination highly suited for family travel.
- The trend for late booking could provide marketers with the opportunity to emphasize Canada's proximity to near-border

states and the ease of travelling at the last minute with the flexibility and control offered by auto-travel.

- There still remains a group of potential travellers that may be willing to convert their overseas travel for a trip to Canada. Although the size of this group of travellers may be decreasing, the instability of the Middle East situation may prompt some cautious travellers to redirect their travel plans for a familiar and close destination alternative.
- Since many Americans know little about Canada, the Internet provides a relatively inexpensive way to reveal the many travel benefits that are being offered north of the border.
- Back-to-basics destinations may mean that parks, historic sites,

touring small towns, getting reacquainted with once familiar destinations, may be important motivators for travellers this year. Travel magazines for example are focusing many articles on familiar, perhaps once vogue destinations as places to rediscover. 🍁

For more information on emerging trends and opportunities as well as challenges facing the Canadian tourism industry, visit [www.canadatourism.com](http://www.canadatourism.com) and refer to *Synopsis of Research Findings Post 9/11*.



## 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 - March 2002	2,295,829	3.2
By Auto	January - March 2002	1,482,716	11.4
By Non-auto	January - March 2002	813,113	-9.0
From Overseas - Total	January - March 2002	568,616	-8.2
United Kingdom	January - March 2002	130,645	-3.8
Japan	January - March 2002	54,038	-22.9
France	January - March 2002	49,037	-11.8
Germany	January - March 2002	32,359	-10.9
Hong Kong	January - March 2002	23,174	-1.0
Australia	January - March 2002	26,324	-17.6
Taiwan	January - March 2002	16,155	-31.6
Mexico	January - March 2002	23,606	33.1
Korea (South)	January - March 2002	26,149	15.5
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January - March 2002	2,795,993	-12.3
By Auto	January - March 2002	1,449,120	0.2
By Non-Auto	January - March 2002	1,346,873	-22.6
To Overseas - Total	January - March 2002	1,457,234	-12.4
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Fourth Quarter, 2001	554,400	0.4
Accommodation	Fourth Quarter, 2001	160,800	4.2
Food and Beverage	Fourth Quarter, 2001	147,300	1.6
Transportation	Fourth Quarter, 2001	94,500	-7.5
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income per person (current, \$ billion)	Fourth Quarter, 2001	\$21,205	3.2
GDP at market prices (current, \$ billion)	Fourth Quarter, 2001	1,073.9	-0.2
GDP chained (1997, \$ billion)	Fourth Quarter, 2001	1,027.8	0.5
CPI (1992=100)	March 2002	117.7	1.8
<b>EXCHANGE RATES (IN CDN\$)</b>			
American dollar	April 2002	1.5814	1.5
British pound	April 2002	2.2819	2.1
Japanese yen	April 2002	0.0121	-4.0
EURO	April 2002	1.4012	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.

## Domestic leisure travel leads the way

In the past year, the CTC has published seasonal Business Outlooks (BO) for domestic and international travel to Canada to help direct its marketing efforts, and those of the industry at large, more effectively. The following is a summary of the key highlights contained in the Summer 2002 Business Outlook.

### North America

According to the Summer 2002 Business Outlook, domestic leisure travel will lead the tourism industry in Canada out of its recent downturn. Driven by higher consumer confidence, overall domestic leisure travel is expected to increase 3.5 percent, led by independent leisure travel (expected to be up 5.5 percent). In contrast, business travel is expected to continue to lag due to weak operating finances, tighter travel policies, higher airfares, and capacity constraints.

The latest travel intentions indicate that the vast majority of Americans, who plan to take a vacation during the next six months, intend to remain in the U.S. As a consequence, overnight travel to Canada is expected to be up 1.5 percent at the most. Leisure travel is projected to be up 2.5 percent, while business travel is expected to be off 2.5 percent.

Reflecting some difficult economic circumstances at home, overnight travel from Mexico is anticipated to increase by only 2.5 percent.

### Europe

Overnight travel from Canada's three major markets in Europe is expected to be down this summer. The outlook for travel from the U.K. is a decline of 1.0 percent, compared with the same period last year. Uncertain economic conditions and reduced air capacity are expected to lead to a decline of between 1.0 and 3.0 percent in overnight travel from France. An even poorer economic outlook in Germany is expected to reduce travel to Canada by between 4.0 and 6.0 percent this summer.

### Asia/Pacific

In the short-term, it is expected that the safety-conscious Japanese will continue to avoid long-haul travel to North America. Travel to Canada this summer will be down 4.0 to 6.0 percent. While domestic travel has responded to government travel incentives, travel to Canada from Taiwan is projected to be down between 9.0 and 11.0 percent this summer. The short-term outlook suggests that travel from South Korea will fall 3.0 to 4.0 percent, travel from Hong Kong will be down 1.0 to 3.0 percent, and travel from Australia down 1.0 percent.

China is the lone market in Asia-Pacific from which travel to Canada is forecasted to be up in the short-term, up 4.0 to 6.0 percent. 🌸

The full report is available at [www.canadatourism.com](http://www.canadatourism.com)

## Travel deficit shrinks to 15-year low

"The larger number of Canadian and foreign tourists travelling to and within our country in the first quarter of 2002 indicates that, following the September 11 tragic events, Canada's tourism industry is on the mend," says Jim Watson, President and CEO of the Canadian Tourism Commission (CTC). "Moreover, Canada recorded its lowest international travel deficit since 1986."

According to the latest international travel account preliminary seasonally adjusted estimates published by Statistics Canada, Canada's international travel deficit reached \$30 million in the first quarter of 2002, a

decline of \$430 million for the same period from the previous year.

The amount of spending by foreign tourists to Canada equalled that of Canadians travelling abroad. From January to March 2002, foreign spending in Canada totalled \$4.2 billion, up 3.6 percent from the previous quarter, while Canadians spent the equivalent amount on international travel, up 2.0 percent. The decrease in the foreign travel deficit was also fuelled in large part by an increase in travel (8.2 percent) and spending (3.6 percent) by American tourists to Canada when compared to the previous quarter.

The increase in spending by foreigners, especially Americans, during January to March 2002 reflects the emerging recovery following the September 11 events.

"Canada is a great destination with a wealth of experiences for all to live. Its dynamic and innovative industry has adjusted well through these trying times to offer discerning travellers unique tourism products and experiences in a variety of exciting and welcoming settings, from vibrant cities to pristine forests," said Watson. "The CTC's ongoing marketing efforts, along with its various initiatives to provide timely in-depth

information and analysis and its prompt and comprehensive marketing and information programs following last fall's tragic events, are helping the industry weather these difficult times and prosper even though a full recovery is not expected until 2003."

The international travel account, published on a quarterly basis, measures the difference between what Canadians spend abroad and what foreigners spend in Canada. 🌸



**The Professional Convention Management Association (PCMA)** held its *2002 Conference on Leadership* in April, at **Fairmont Royal York Hotel** in downtown Toronto. Meeting and convention executives from around North America took part in the conference's workshops and development seminars designed to further their professional and personal leadership skills. "Having this important conference in Toronto underscores the vital contributions our Canadian colleagues are making to PCMA," stated Lisa Block, director of meetings and conventions for the *Society of Human Resource Management*, and chairman of the board of PCMA.

\$8.3 million has been earmarked for the latest phase of an expansion project at the **Duchessnay Ecotourism Station** northwest of **Quebec City**. The location was in the news earlier this year as the site of the **Ice Hotel Quebec**. The new project involves the construction of a 54-room lodging facility with restaurant, bar, banquet hall and fitness centre, as well as four cottages on the shore of **Lac Saint-Joseph**.

A survey shows the average daily cost of staying in **Vancouver** is \$187 US, less than half as much as **New York** or **London** and the least expensive of 14 major destinations worldwide. This makes Vancouver a bargain destination for business travel. **Sydney** (Australia) scored a very close second at \$188 for similar accommodation and meals while **Toronto** came in at \$224. **Manhattan** topped the chart at \$457 with **London** a close second at \$430. (All figures are in U.S. dollars.) The survey was released by U.S. management consultants **Runzheimer International** with the headline, "For the business traveller, New York and London are costly, Vancouver and Sydney are not."

The **National Tour Association's** home on the Internet has received a facelift. The new Web site has been given a fresh look and several new features, including

up-to-the-minute news and information, more business opportunities for members and a host of tools designed to foster a more interactive community among NTA members. The revamped Web site can be viewed at [www.ntaonline.com](http://www.ntaonline.com).

**CHIP Hospitality** is helping Aboriginal students further their studies in tourism through a new scholarship program supporting the **Foundation for the Advancement of Aboriginal Youth (FAAY)**. The company has made a three-year

commitment to FAAY and will provide six scholarships of \$2000 per year for post-secondary students.

**Prince Rupert, B.C.** is expecting a 50 percent increase in cruise ship traffic this year. Thirty ship visits are scheduled at the Prince Rupert Port Authority's Atlin Terminal, carrying a potential 2,300 passengers according to Don Krusel of the port authority. According to the *Prince Rupert Daily News*, the port

convention is in November in Charlotte, N.C. The National Tour Association is an organization of nearly 4,000 tourism professionals representing the packaged travel industry.

**Marine Atlantic** is expecting one of its best tourist seasons ever this summer. Already, cabins on the service between **Argentia** and **North Sydney** are almost booked solid for July and August, while peak season summer reservations on both the **Argentia** to **North Sydney** and **Port aux Basques** to **North Sydney** runs are reported to be 58 percent higher than last year.

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commitment to FAAY and will provide six scholarships of \$2000 per year for post-secondary students.

Canada will host the *National Tour Association 2003 Tour Operator Spring Meet* in **Victoria** from March 26-30. The association's Annual Con-

vention is in November in Charlotte, N.C. The National Tour Association is an organization of nearly 4,000 tourism professionals representing the packaged travel industry.

This year after the Sept. 11 tragedy, the number of Japanese tourists to **Yellowknife** plummeted to about 65 percent of last year's numbers because many Asians fear visiting

The *Tourism Industry Association of Canada's National Conference on Tourism* will be held in **Charlottetown** from October 20-22. This year's forum will combine a series of plenary and concurrent sessions, dynamic speakers and networking opportunities.

The **Metropolitan Hotel Toronto** has received the Twelve Diamond Rating from the CAA/AAA for the fifth consecutive year.

It's getting bigger! The **West Edmonton Mall** is taking on a massive \$145-million expansion program. Expansion plans at Edmonton's largest tourist attraction include a third hotel, an 8,000-seat indoor stadium for sports or conventions, an office tower, a 600-room adult apartment complex and a lineup of new high-end retailers.

According to forecasts, the budget of the **Charlevoix** tourism region association (ATR) will grow by over \$640,000 in 2002 because of the implementation of Bill 76 (Quebec) allowing a \$2 per night tax to be applied on tourist accommodation. The money is to be directed towards marketing. 🍁



**Jil Larsen** has been appointed director of sales and marketing at the Metropolitan Hotel in Vancouver. She returns to Vancouver from the U.S. east coast where she was affiliated with Six Continental Hotels as a revenue consultant.

**Amanda Robinson** has been appointed manager of the Fairmont Banff Springs hotel. She has been with Fairmont for the last 12 years in a variety of management positions, most recently as the general manager of the Calgary Delta Airport Hotel. **Laura Fairweather** has been appointed executive director, public relations for Fairmont Hotels and Resorts. She has worked at a number of posts with Fairmont, most recently as director of communications.

**Darryl McCallum** joins Tourism Saskatchewan as the Director of Industry Development. He has been involved in numerous marketing and development projects and programs, including the RCMP National Heritage Centre, Wanuskewin Heritage Park, the Manitou Beach and Moose Jaw spas, and the T-rex Discovery Centre at East End, Saskatchewan.

**Tim Oldfield** has been named the new vice president of sales and marketing for Thrifty Canada. Oldfield joined Thrifty in 1994 as a local sales representative and worked his way up to a director's position in June of 2000.

**Brian Price** joins the Days Inns – Canada team as the new regional franchise manager based in Abbotsford, British Columbia. Brian will assume primary operations responsibility for Days Inns west of Ontario. **Brian Winters** joins the Days Inns – Canada team as Marketing coordinator, and **Kristi Stemmler** takes on the position of marketing specialist with responsibility for corporate identity, electronic marketing and liaison with graphic design and print production suppliers.

**Leslie Miller** resigned in April as president of the Ottawa Tourist and Convention Association. **Keith de Bellefeuille Percy**, a former CTC vice-president of marketing, has been appointed 'pro tem' to replace Miller. Veteran tourism promoter

and president of Intertask Conferences **Paul Akehurst** is the new chairman of the Ottawa Tourism and Convention Authority.

The City of Toronto has announced the appointment of **Duncan Ross** as executive director of Tourism for the city's Department of Economic Development Culture and Tourism. Ross had been with the Muskoka Tourism Marketing Agency as executive director.

**Kim Brown** has joined Travel Alberta International (TAI) as marketing co-ordinator, Asia/Pacific. Brown is filling in for Mito Ota during maternity leave. **Heather Lundy** has been promoted to manager, advertising and product distribution at TAI.

**Craig Strickland**, Tourism British Columbia's manager of industry development, is retiring after a career spanning more than 25 years in the tourism industry.

The Canadian Standard Travel Agent Registry (CSTAR) has announced that **Bruce Bishins** has been appointed president of the organization. **Les Cassettari**, former CSTAR president, moves to the position of Chairman.

Silver Star Mountain Resort has announced the appointment of **Glenn Bond** as manager, Nordic operations effective September 1. The Alberta South Tourism Destination Region has appointed **Jackie Velcoff** as interim marketing manager.

Transat A.T. Inc. has announced the appointment of **Denis Jacob** to the newly created position of senior vice-president, Air Transportation. **Allen B. Graham** has been appointed president and CEO of Air Transat.

**Andrea Lemelin** has joined the CTC's Canada marketing team as marketing officer. She will be working with the team to develop and implement marketing projects and programs in Canada's domestic tourism market. Her previous tourism-related posts include project manager at Gosselin Public Relations where she coordinated national special event projects including *Rendez-Vous 2000* and the Trans Canada Trail.

**Lyne Ducharme** has joined the CTC's Communications Group in Ottawa as a writer, editor and translator. She comes to the CTC from the Office of the Commissioner of Official Languages, and has worked in the tourism and marketing fields at the National Capital Commission.

**Rod Holden** has joined the Canadian Tourism Commission as

director of procurement. He was formerly the manager, contracting materials and services, for Canada Post and is a seasoned "procurement specialist" with over 18 years of extensive experience in large scale national and international purchases. Holden has a B.A. from McGill University. 🍁



Debbie Greening

## TOURISM Profile

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.

Debbie Greening is the regional private sector representative for Manitoba/Saskatchewan on the CTC board of directors. She is a member of the human resources committee and Chair of the small- and medium-sized enterprises committee.

Greening is owner/operator of Land of the Loon Resort and is a director of Shearwater Properties Ltd., a boat tour and tourism development company. Greening has been deeply involved in her community; among her long list of contributions, she is a member of the Northern Tourism Task Team for Saskatchewan Northern Affairs, she has been president of the Tourism Industry Association of Saskatchewan, president of the Lakeland Chamber of Commerce, chair of the Saskatchewan Watchable Wildlife Association, member of the Minister's Advisory Committee to the Superintendent, Prince Albert National Park, and chair of the Northern Shores Tourism Region. She is also on the boards of the Saskatchewan Forestry Centre and Women Entrepreneurs of Saskatchewan Inc.

Greening feels that this country is much more than a geographic destination; Canada's future lies in marketing its diverse experiences to a world ready for its culture, adventure and lifestyle. The CTC's role is to continue to place Canada's image in front of the world as a safe and friendly haven for holidays. She also sees the importance of the CTC as a broker of new and innovative partnerships that will create opportunities for SME's to work more closely with major suppliers, operators, and regions.

Greening feels the first priority of the CTC in 2002 is to lead the industry in adapting to new tourism business realities since Sept. 11th and to show Canadians that they do indeed have an exciting and interesting country, worth staying home to see and get to know at a time when safety and comfort are so important. 🍁



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