

TOURISM

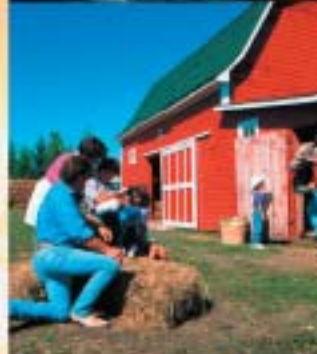
CANADA'S TOURISM MONTHLY

September 2002

News on the recovery

Nine new product clubs

Feature – Autumn Fairs



Discover our true nature

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME



Your choice for the adventure of a lifetime



Mike Beedel, www.ocanadaex.com

Canada's Arctic

Breathtaking vistas are as accessible as you want them. It's an adventure in Northern tourism and growing business opportunities that First Air has helped open to the world. Our fleet of over 30 planes including 727 and 737 jet service has made travel to Canada's North more comfortable and convenient than ever. We are northern experts in transportation and the only airline that brings you 28 scheduled Northern destinations and a world of choice in charter services. And, through our partnership with Air Canada, connections from major southern gateways including Montreal, Ottawa, Winnipeg and Edmonton are seamless.

Our northern heritage continues.

Book First Air (7F) the airline of the North and connect to Air Canada (AC) worldwide.

For details, visit our Web site at www.firstair.ca

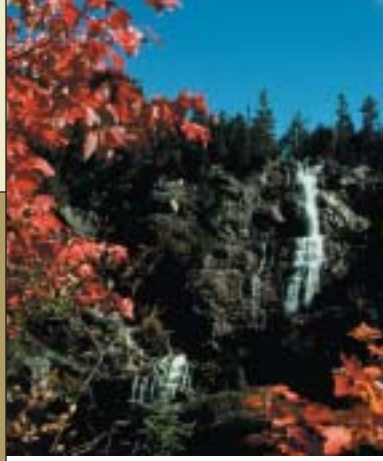
Aéroplan





Editorial

by Peter Kingsmill



On the cover: Saskatchewan's Qu'Appelle Valley, near Regina: a stunning example of "The Land of the Living Skies". Photo: Courtesy of Tourism Saskatchewan. Photographer: Douglas E. Walker.

Of fairs, farms, and fantasies

Fall fairs and harvest celebrations have been a tradition in rural Canada for a very long time. In the early years, almost every community had one, but as farm size grew, transportation modernized, and many communities dwindled away, these celebrations of rustic endeavour and community pride have fallen on hard times.

Now, fall fairs and agricultural exhibitions are fewer in number and cater to a wider – and more diverse – audience. The rickety and noisy midway of old has been replaced by multi-media extravaganzas that certainly take the concept of rural celebration down a whole new path. The re-branding of the Central Canada Exhibition in Ottawa last year as the "Rogers SuperEx" is a case in point: the Canadian media giant Rogers Communication is now the "title sponsor" and promotional material for the August festival would be unrecognizable to the Exhibition's 1888 founders, in both style and substance.

Progress and change are inevitable of course, but at a time when motivation studies show that tourists are seeking rural experiences somewhat more gentle and earthy than a high-tech midway, there is a certain irony in the new face of the fall fair. Indeed, it seems that more and more tourists are headed out onto the country roads to get in touch with their roots, on the farm, in the quiet villages, and surrounded by traditional rural landscapes.

Well, traditions are not always as secure as we would like them, and the face of rural Canada is changing as surely as the reality of the fall fair. However, a growing number of families – and communities – across Canada are recognizing that, with a little effort, they can sustain some aspects of traditional rural life by sharing it with tourists. Farm and ranch stays, country inns, parks, and B&Bs all afford cozy and relaxed accommodation for the soft-adventure seeker. Fall suppers, horticultural exhibitions, cattle shows and country rodeos are more than attractions and events: they are places to relax and reflect.

Perhaps the same youngsters, who in the sixties went out on the road in search of themselves, are headed out again in search of what they left behind! The broad tapestry of Canada's rural experiences awaits them, and they will not be disappointed. 🍁

Peter Kingsmill, Editor-in-Chief

In this issue

3 Editorial

- From the President's Desk
- Letters to the Editor

5 News

- Minister appoints Sandra White to CTC board
- High profile launch for gardens product club
- Recovery shows continued weakness

6 Feature

- Fall fairs: something for everyone
- Touring out of Toronto
- Growing Canada's railway product
- Rural roots and agri-tourism
- Rural experience and the summer cottage
- Secret to good eating: visit a farm!

9 Markets

- Travel Canada.ca scores a hit
- E-marketing and tourism – A compelling partnership
- Canada West marketplace
- RVC 2005 in Saskatoon
- CTC markets future travel to youth

12 Industry

- Introducing nine new product clubs
- Get the facts
- Learning travel alliance formed
- Saint John heralded for its heritage
- Frangialli calls for commitment
- Tourism training center at Niagara
- Via in the game and scoring big
- Protecting operators from financial loss

15 Research

- Rebuilding the Canadian Travel Survey
- 2001 tourism performance highlights
- Domestic travel: 2001 closes on a positive note
- Feds undertake security charge study
- Monthly guide to travel and tourism data

17 Tourism Roundup

18 People

- Board member profile



September 2002, Volume 6, Issue 7
ISSN 1499-5719

TOURISM is published by the Canadian Tourism Commission in cooperation with the Canadian tourism industry.

■ The Canadian Tourism Industry

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

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

www.travelcanada.ca
www.canadatourism.com (CTX)

■ Publisher

Ghislain Gaudreault
Canadian Tourism Commission
55 Metcalfe Street, Suite 600
Tel.: 613-954-3919
Ottawa ON K1P 6L5
gaudreault.ghislain@ctc-cct.ca

■ Editor-in-Chief

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

■ Circulation

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

■ Design

Séguin Labelle Communication
733 St-Joseph Blvd., Suite 400
Hull Qc J8Y 4B6
Tel.: 1 877 505-2110
www.seguinlabelle.com

■ Printer

St. Joseph Printing
1165 Kenaston Street,
Ottawa ON K1G 6S1

■ Media/Advertising

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

■ Contributors

Daryl Adair, Lynn Flury, Denisa Georgescu,
Joan Healey, Greg Klassen, Lydia McCourt,
Laurie McDougall, Scott Meis, Judith Samuels-
Ouellette, Stephen Wong, Rosemary Wrong.

■ Subscribe to TOURISM:

TOURISM – Canada's Tourism Monthly is delivered to your mailbox as a service of the CTC at no extra cost to you!

How to subscribe: Send your name, address, organization, language preference and e-mail address to: tourism@ctc-cct.ca. Fax: 613-946-2843

If you wish your tourism association or staff to receive *TOURISM*, please contact Lana Bérubé at 613-954-3884 to discuss how we can receive your association's mailing list.

■ Canadian publications mail product sales agreement number 1468367

The views and opinions expressed in *TOURISM* are those of the authors and not necessarily those of *TOURISM* or the Canadian Tourism Commission.

■ Votre copie française de TOURISME est disponible en composant le : 613-954-3884

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME



September 11th – one year later



Photo: Canadian Tourism Commission.

During a recent trip to New Brunswick, CTC president Jim Watson was on hand for the official opening of a new Economusée, "The Olivier Soapery", a hands-on soap-making operation in Sainte-Anne-de-Kent. From left to right: Economusée International president Cyril Simard, local M.P. Dominic Leblanc, president Watson, and co-owners Pierre Pelletier & Isabel Gagné.

As we come upon the one-year anniversary of the September 11th tragedy, we stop to think about how much the world has changed during these past 12 months. Newspapers, magazines and television have and will cover the anniversary like nothing we have seen before, and it will be an opportunity for us to remember the 3,244 people whose lives were lost, including the 27 Canadians. It will also allow us to thank the soldiers from around the world who sacrificed so much in

Afghanistan, including the 4 Canadians who were killed.

Shortly after the tragedy last year, many of us said that the tourism and air transportation industries would be the hardest hit from an economic standpoint. Together with a weaker U.S. economy, the impact on tourism has been negative, and results from the summer show that a good number of destinations across Canada were less well off than the previous summer.

The airline industry has faced an even greater challenge, I believe. Several international carriers either folded or went into bankruptcy protection; the most recent of these is U.S. Airways who filed for Chapter 11 protection just last month.

While many of you have experienced a decline in your numbers, I believe that had we not worked together to put additional efforts and dollars into the marketplace, the news would be even worse. Literally tens of millions of new dollars were spent post-September 11th in an effort to convince the world to travel again.

And while the results are not all in, now is the time for us to continue this aggressive approach – we can't stop now. The momentum that we have built together must be sustained, and it is for that reason that CTC Chairman Judd Buchanan and I continue to press the Federal Government for additional financial resources.

I would encourage your efforts to ensure that your provincial and territorial governments continue to invest in tourism marketing. Of course it can't just be from governments where new dollars are sought; the industry responded "in spades" following September 11th and we need your continued support in the year ahead.

This industry, with its 550,000 jobs and \$54 billion contribution to the Canadian economy, is too important for us to simply maintain the status quo. That is why we are working diligently at the staff, committee and board level to bring forward our 2004 strategic plan even sooner to allow the industry to know how we are planning on moving past September 11th. 🍁

Jim Watson, President & CEO
Canadian Tourism Commission

Letters to the editor

It was great to see an article on the value of backpacker travel (*TOURISM*, June 2002: *Aussies profit from backpackers*). It's a tourism market that doesn't get a lot of attention or coverage in Canada and one that is not well understood by the industry.

For this reason, it was a shame that the article didn't provide a little more background. In fact, the accompanying photograph of a hiker in Gros Morne National Park seemed to confuse the issue by equating these backpackers with hikers or nature enthusiasts. The two are very different demographically and psychographically. Here are some important facts about international backpackers:

- They tend to be between the ages of 18-35, with a major sub-segment in the 18-25 range.

- The term "backpacker" (coined in Australia) refers to the mode of travel this group tends to prefer (i.e. self-directed touring.) Backpackers use inexpensive communally-oriented accommodations like hostels offering shared rooms and guest facilities.
- Although backpackers tend to represent a lower "daily spend" than other tourism segments, their length of stay is usually much greater, making their overall financial impact greater.
- These travellers also provide regional benefits by visiting more of the country than a standard tourist, tending to spend their travel dollars in the country on independent itineraries, injecting money into local economies.

Backpackers make up an active and growing group of travellers which countries like Australia,



New Zealand, Britain, and South Africa have been eagerly developing over the past decade. It's time Canada took a closer look. 🍁

Nina Chung,
Savvy Marketing,
Ottawa, ON

We encourage our readers to submit letters on any topic or issue covered in *TOURISM* magazine. Please include your full name, address, and telephone number. The editorial board reserves the right to select and edit letters for publication.

Minister appoints Sandra White to CTC board



Photo: Canadian Tourism Commission.

Sandra White brings a wealth of experience to the CTC board.

The Hon. Allan Rock, Minister of Industry and Minister responsible for the Canadian Tourism Commission (CTC), has announced the appointment of Sandra D. White to the CTC board of directors for a term of three years. "Ms. White brings a wealth of experience, talent and perceptiveness to an already strong and diverse board at the CTC," said Minister Rock. "Her background and views will make an important contribution to the CTC's continued success, especially in light of growing interest both in

Canada and abroad in Aboriginal culture and heritage."

A member of the Siksika Nation, Ms. White has been active in many aspects of Aboriginal tourism throughout Canada. She has worked extensively in the field of training, and has also founded an adventure tourism business. Ms. White has served on many boards and committees, namely as chair of Aboriginal Tourism Team Canada from 1999 to 2001 and president of the Aboriginal

Tourism Association of B.C. from 1998 to 2000.

"With a proven track record in the tourism industry, the business and management expertise of members like Ms. White will sustain the board's leadership in ensuring that the CTC remains the premier tourism organization," said the Honourable Judd Buchanan, chairman of the CTC board of directors. 🍁

High-profile launch for gardens product club

Allan Rock, Minister of Industry and Minister responsible for the Canadian Tourism Commission (CTC), was in attendance with Yvon Milette, member of the CTC board of directors, to launch the Gardens and Green Spaces Product Club at Les Jardins de Métis in Grand-Métis, Québec in July. The CTC will contribute \$150,000 over three years to a partnership with the Product Club for the development of new tourism products and the consolidation of this tourism segment. This funding will be matched by contributions from 17 partners in Québec

and New Brunswick, for a total of \$300,000.

The initiative is designed to help develop horticultural tourism, a tourism product that attracts some 4.5 million Canadian and U.S. travellers. According to recent travel surveys, Canadian and U.S. respondents indicated that interest in horticultural tourism topped any other tourism attraction or activity. "We're delighted at the support we've received from the Minister of Industry, the Canadian Tourism Commission, and our product club partners," said Alexander Reford, president



Photo: Courtesy of Journal d'Information.

Minister Allan Rock with Yvon Milette (left) and Alexander Reford (right).

of the Québec Gardens' Association and head of the new partnership. "We look

forward to sharing a high-quality vacation experience with visitors to the region." 🍁

Recovery shows continued weakness

The Canadian tourism industry in June continued to feel the impact of the effects of the events of September 11 and the war in Afghanistan, and the ongoing uncertainty in many of the world's economies. Fewer U.S. tourists came to Canada in June 2002, down 2.2 percent compared to the same month last year, compounding the decrease in the total number of overseas tourists to Canada (-15.9 percent). On a seasonally unadjusted basis, total overnight international travel to Canada was down 5.1 percent in

June 2002, the third consecutive monthly decrease in the year.

"It is obvious that these are challenging times for Canada's tourism industry. We are confident, however, that our current approach which focuses on the near-border U.S. travellers and domestic markets will continue to yield positive results," said Jim Watson, president and CEO of the Canadian Tourism Commission.

Results published by Statistics Canada indicate that in June 2002,

the drop in overnight travel from the U.S. to Canada occurred despite an increase in the number of U.S. tourists travelling by car (1.9 percent). The number of overnight auto trips to Canada was up 6.3 percent for the first six months of 2002 over the same period in 2001.

On the other hand, the number of Canadian tourists to U.S. or overseas was down 3.6 percent at 1.3 million in June 2002 and down 10.2 percent at 8.6 million for the first six months of 2002,

compared to the same period last year.

While declines in overseas travel to Canada were seen across all regions, several Asian countries were registering positive growth for Canada. For instance, more overnight tourists from China (14.3 percent), the Philippines (11.1 percent), Indonesia (14.4 percent) and Thailand (31.6 percent) travelled to Canada in June 2002 compared to the same month in the previous year. 🍁



Fall fairs: something for everyone

The Central Canada Exhibition Association was founded in 1888 in Ottawa, which boasted a population of 10,000 at the time. The Exhibition was originally established as a local or regional agricultural fair, complemented by educational, commercial and institutional displays as well as featured entertainment.

Today the Exhibition targets tourists from Canada and the U.S. as well as residents of the greater Ottawa area. A spokesperson for the Exhibition feels that it has been successful in its goal to entertain and educate patrons with a diverse program of attractions and features reflecting the changing times. “However,” says Andrea Guzzo, public relations director for the Exhibition, “we make a concerted effort to continue the traditions that have been part of this event since the beginning. We have two venues that are dedicated entirely to the agriculture and home crafts components, and in fact we are outgrowing them,” Guzzo says. She will be pleased when the Exhibition moves to its new location next year and there is more room.

As “title sponsor” since 2001, Rogers Communication has imprinted itself firmly upon the Exhibition, now called the Rogers SuperEx. The Canadian media giant has provided multi-media

and interactive activities along “Rogers Boulevard”, and Rogers Television broadcasts a regular show from the grounds every day of the fair.

Some 3,200 kilometers to the west, in Regina, is an exhibition that is all roots and no Rogers. Regina’s Agribition seems to define the agriculture-based autumn event, as surely as Ottawa’s SuperEx seems to define urban consumerism.

The Canadian Western Agribition is a meeting place for close to 150,000 people from 9 Canadian provinces, over 20 American states and more than 30 countries worldwide. It most certainly lives up to its mission statement, “to create and maintain an effective, hospitable and entertaining atmosphere in which to market Canadian agriculture products and expertise to the world!”

This annual November event in Regina is primarily a marketplace. Over \$2.2 million in livestock are bought and sold at the public auctions and satellite sales. Millions more in sales occur by private treaty because of Agribition. It is easily one of the best livestock shows in the world with nearly 2,000 exhibitors and 4,000 head of livestock in total.

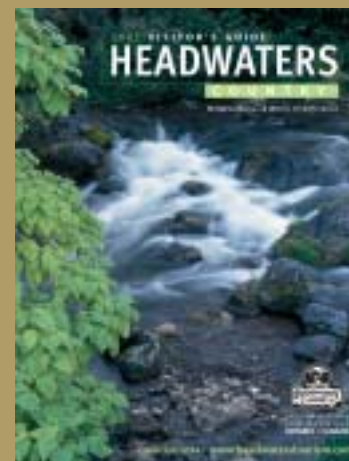
Agribition may be, in fact, the quintessential “fall fair”. It is not

typical of the entertainment-focused exhibitions, large and small, that one can find across the country. Agribition is exactly where rural meets city, where farmer meets consumer, and where tourists seeking cultural insight and a hospitable atmosphere can have unforgettable experiences.

As enjoyable and even educational as these exhibitions can be, by their nature both are urban events. Visitors seeking agri-tourism experiences will have to leave both the lights of the midway and the shrill cries of the ringmasters and auctioneers, and head out into the country. That is where the rural soul of Canada still exists. 🍁

Touring out of Toronto

The Headwaters Country Tourism Association has published the premier edition of a comprehensive guide to the sites and attractions in the hills and valleys of Headwaters Country, a region west of Toronto that encompasses the eight towns and villages at the birthplace of four major southern Ontario river systems: the Nottawasaga, the Credit, the Humber, and the Grand.



Headwaters Country boasts spectacular rural landscapes that rival any in the country. Quaint villages, towns and hamlets are the perfect backdrop to this scenic region and the 2002 Visitor’s Guide introduces visitors to experiences available in the area including accommodation, dining, shopping, arts and culture, golf, skiing, and festivals and events. It also provides visitors with heritage information about the villages and towns and introduces visitors to the region’s active and vibrant arts community. For more information, visit: www.headwaterstourism.com. 🍁

Growing Canada’s railway product by Daryl Adair



Photo: Ron Elinson.
The Winnipeg Railway Museum.

Railway enthusiasts enjoy more than simply riding around on trains. Many are dedicated to developing a railway-based

tourism industry, and many more are eager simply to share their love of trains with visitors.

During the summer of 1997, volunteers at the Winnipeg Railway Museum wanted a way to celebrate their museum’s fifth anniversary as well as to showcase their restoration efforts. They did not want to duplicate events hosted by other attractions, but to use the strengths of the Winnipeg Railway Museum to create an original fall festival.

The member-based organization had little, if any, budget for the new event and stretched their volunteer manpower to the limit. Letters of invitation were sent out to all the rail-related groups in the city.

National organizations were invited to take part in the new festival.

The local media turned out to be supportive, and the event began to gain momentum. The first edition of the event went over well with the presenters, who inquired about coming back the following year. And so Winnipeg’s newest festival was born.

Attracting and entertaining railway enthusiasts is also the focus of the new Canada by Rail Product club, initiated in 2002. Bookmark their new website at www.canadabyrail.ca for future information. 🍁

Rural roots and agri-tourism by Lynn Flury



Photo: Courtesy of Tourism Saskatchewan

Although agriculture is changing, tourists can find vacation farms like this one in Saskatchewan, from coast to coast.

Fall suppers and harvest festivals, cattle roundups, sports days, market gardens and country churches, spectacular sunsets and fresh-picked berries...if all of this sounds interesting then Saskatchewan may be your next rural tourism vacation destination. Forty percent of Canada's arable land is in Saskatchewan and in fact, early settlement in the province was predicated on a national desire for agricultural development. This has shaped the music, the way of life, and indeed the province's whole cultural identity.

Despite the growth of new industries, Saskatchewan remains a farming province. Agriculture is still the third largest industry (tourism is the fourth!) and has

undergone dramatic modernisation, but there is a wealth of experiences to be shared about the history of agriculture, its triumphs, disasters, and unique blend of rural cultures.

According to the recent *Travel Activities and Motivation Survey* (TAMS), there is a growing interest in agri-tourism: 7.2 percent of U.S. residents and 7.4 percent of Canadians are highly interested. Other indicators suggest growing interest in bed and breakfasts, farm or ranch stays, and attending a rodeo or western event.

Tourism Saskatchewan recently completed an extensive agri-tourism study which detailed the history and present day agricultural profile in the province, assessed

demand and profiled the supply side, as well as making recommendations for both development and marketing strategies. Over the next few years Tourism Saskatchewan and industry partners will be working towards the implementation of key strategies.

Key product areas include agri-museums, agricultural conferences and events, "back to the farm" experiences capitalising on Saskatchewan's Centennial, agricultural and rural festivals, rodeos, and rural cuisine.

The *Saskatchewan Rural Tourism Partnership* (SRTP) has recently been formed to facilitate communication between members for cooperative tourism development and marketing. The group plans to position the Great Plains as a visitor destination, featuring our treasures in the sky, the bounty of the land, diversity of landscapes, wildlife and cultures. Membership in the partnership is broad, including the Saskatchewan Country Vacation Association (a farm stay and B&B accommodation organization, a rural tourism leader for many years)

and groups representing eco-tourism, hotels, fairs and events, and heritage.

Take me home, country roads!

Saskatchewan has begun discussions with Manitoba's Country Roads Agri-Tourism Product Club, hoping to build upon their successes and expand upon the opportunities to develop and market unique prairie experiences. The Product Club was formed to enhance the market readiness of agriculture-based tourism product offerings in Manitoba and eventually across Canada. It hopes to "create a model for product enhancement with practical applications and standards for the agri-tourism product" that industry and the travelling public will accept.

The Country Roads Product Club currently includes Manitoba tourism industry operators, regional tourism organizations and provincial government partners. There are currently over 300 partners encompassing most tourism – and agricultural – industry sectors. 🍁

Rural experience and the summer cottage

A happy family headed out to their private country cottage for vacation is an enduring Canadian image, but far from a universal reality. A report from Statistics Canada shows that the rate of vacation home ownership has changed very little over the last 30 years: in 1999 only about 7 percent of households owned vacation homes, up barely one percent from 30 years earlier.

However, cottage holidays are often a family's one annual brush with a rural way of life. According to Statistics Canada analyst Frances Kremarik, it appears that

many Canadians enjoy a taste of cottage life without paying the high cost of purchasing or maintaining a vacation home.

These families are choosing to rent a cottage rather than purchase one. Data from the Canadian Travel Survey (CTS) indicate that there were more than one million person-trips to commercial cottages and cabins in 1999, a figure that may underestimate the total number of cottage rentals, since the CTS only looks at trips of at least 80 kilometres and many individuals may rent country cottages even closer to home. 🍁

Secret to good eating: visit a farm! by Stephen Wong

Ask any good chef and he or she will tell you that the secret to good cooking is to start with great ingredients. That's why some chefs now pay tribute to the farmers and producers of their ingredients by name on their menus and organize familiarization tours to farms for their cooks. That's also why the annual *Feast of Fields* in both the Lower Mainland and Vancouver Island are so well supported by chefs and draw sellout crowds of food lovers year after year.

At the *Feast of Fields* you can enjoy how wonderful it feels to eat gorgeous regional cuisine – grown, brewed and prepared – by the best among BC's farmers, winemakers, microbrewers and chefs. The venues are what make these events unique. Imagine yourself wandering around on a local farm, wineglass and napkin

in hand, looking across acres of farmland, smelling fresh-cut hay, as music from a live band wafts through the air. Then imagine the fragrance of sautéed vegetables, grilled meats, or the sweet smell of berries and chocolate mingling in the air as elegant delicacies are served to you on imaginative natural "plates" such as grape leaves, cedar shakes, and oyster shells. What better way to spend a fall afternoon?

This year the *Vancouver Feast of Fields* runs September 8th, and the *Vancouver Island Feast of Fields* runs September 15th. Visit the website at www.ffcf.bc.ca for more information. Proceeds from *Feast of Fields* will benefit FarmFolk/CityFolk – a not-for-profit organization working on issues of food, farming, social justice, health, and the environment. 🍁



*Have you ever discovered something so beautiful
that you didn't want to share it with anyone?
Neither have we.*

Travel Alberta is telling everyone what a beautiful place Alberta is to visit. We've just launched an extensive marketing campaign and product offering and we are committed to helping you share Alberta with your clients. Call or visit Travel Alberta today to find out how we can work together.



1-800-661-8888
travelalberta.com



Discover our true nature
Une g n reuse nature



Travel Canada.ca scores a hit!

Over 200 stories and images from across the country, selected in collaboration between the Canadian Tourism Commission (CTC) and partner provincial and destination marketing organizations, have produced a fresh “virtual look” at Canada through the *Travel Canada.ca* Website. The new site has received “thumbs up” reviews from the *Montreal Gazette*, *Ottawa Citizen*, and *Marketing Magazine* during the summer.

“This stunningly-designed site is put together by the Canadian Tourism Commission and is available in a half-dozen languages,” commented travel writer Catherine Boucek in the *Gazette* and the *Citizen*. “The breathtaking photos are reason enough to visit and show off the best Canada has to offer. An interactive map of the country, virtual tours section and

e-postcards provide nice interactive touches.”

Marketing Magazine’s Jeff Lennard from Calgary’s IdeaMachine was also impressed with *Travel Canada.ca*. In his review, Jeff highlights the Website’s visual power and valuable travel tools for consumers: “In Canada’s national anthem, there’s a line that ends “our land glorious and free”. *Travel Canada.ca* captures that sentiment in its stunning, evocative photography of this big ol’ beautiful country. Visitors get worked into a frenzy from experiencing what they see online. Unfortunately, the accompanying text lacks the passion of the imagery. Just imagine this site with stirring music and sound effects in the background. Nevertheless, the site motivates users to want to pack a bag and hit the

road, Canadian-style. Which is good, because – as the URL suggests – that is what the site is supposed to do. Navigation is intuitive and gives plenty of alternate routes to information, but where the site truly sparkles is in its “Notebook” feature. You can save destinations, make notations, even e-mail what you’ve found to friends and family. All in all, a very nice-looking, and usable site. Makes me want to see more of Canada.”

In its second month online, the Website saw a 19 percent increase in visitor sessions compared to May, 2002 and an increase of 108 percent compared to June, 2001. Visitor sessions by Canadians also continue to increase: up 9.3 percent from May and up 23.5 percent from June, 2001.



Breathtaking photos show the best of Canada.

What’s next? The CTC will add content on shopping opportunities and expand provincial coverage of culture, golf, and spas, among others. There will be numerous “look and feel” changes intended to increase navigational ease and sharpen the site’s visual clarity for users. 🍁

For more information or to submit an article or an image, please e-mail ctc_feedback@businteractive.com.

The 2003 Participation Kit is Online!

The 2003 U.S. Leisure and Travel Marketing Participation Kit is available in PDF format from the 'Programs' section of CTX at canadatourism.com.

You can download the document in its entirety or the separate components:

- Cultural Touring & Outdoor Experiences
- Cities & Resorts (newspapers)
- Touring
- Outdoor Experiences
- Direct Marketing
- Template (newspapers/radio)

To sign up, or for further details, please contact Gary Forshaw or Susan Taylor-Sheppard at (416) 363-1388.

Canada

www.canadatourism.com

Come... Play Here!

In London, Canada we're the pros at hosting major sporting events. From softball and hockey championships, to huge three-on-three basketball events, major golf tournaments, and the jewel in the amateur crown – the 2001 Canada Summer Games. Thanks to the many international events we've hosted, London has great expertise in every aspect of event planning, from athletic transportation to media management. **When you plan your next tournament, we invite you to *Come ... Play Here!***

Send for our Information CD and Informative Video.
Call toll-free 1-800-265-2602 EXT. 6164
www.londontourism.ca

Discover our Spirit!

E-marketing and tourism – a compelling partnership

by Greg Klassen

In spite of the failure of some very high profile companies over the past few years, the Internet is thriving and even transforming the tourism industry. The impact of e-marketing can be felt across all sectors in the industry, from large hotel chains to small outfitters. The difference with this business model is that it is based on a sound foundation – consumer demand. Customers are looking to the Internet to research, plan and even book their trips at rates that are increasing in the double digits every month.

In the U.S. in 2001, travel became the single biggest consumer retail e-commerce category, with sales forecast to increase this year to US \$20 billion from US \$14 billion last year. On-line travel agencies like Travelocity and Expedia – virtually non-existent 5 years ago – are now within the top ten revenue generators in the travel agency business. Travelocity alone is the sixth largest travel agency in the U.S. In March of 2002, traffic at all travel Web sites climbed 12 percent over the previous month and incredibly, 43 percent of all U.S. Web surfers accessed a travel site in March of this year.

According to PhoCusWright, an Internet research organization, 92 percent of U.S. online travellers use the Internet to research all aspects of travel—from the actual destination, to airlines, hotels, to detailed plans of what to see and do while at their destination. One half of U.S. travellers who have taken a vacation recently researched that vacation online. For 69 percent of Americans, the Internet was their main source of research. Thirty percent claimed that the Internet actually influenced their travel decisions.

Studies also show that the Internet is dramatically transforming the Canadian travel industry. Fifty-nine percent of Canadian Web users have used the Internet to retrieve travel information, many of whom are saying that they are now using traditional travel agents less because of the Internet. It is projected that over half of all Canadian adults will use the Internet to book their travel by 2003. *Destina.ca*, Air Canada's online travel agency, attracted over one million visitors in its first two months of operation.

The Canadian Tourism Commission has also recently completed research on North American travel intentions and the Internet. This study concluded that 35 percent of Americans used the Internet to plan or book travel in the past 12 months. Of this group, the Internet was considered the single most influential medium in helping them choose a particular destination. This study also outlines detailed research on all aspects of how U.S. and Canadian customers use the Internet to research, plan and book travel.

When large and small tourism organizations consider their marketing mix, clearly they can no longer ignore compelling evidence of the Internet as the tool most valued by travellers from the U.S., Canada and around the world to research, plan and book travel. Future issues of *TOURISM* magazine will explore the value of e-marketing in the tourism industry. 🍁

For more information, contact klassen.greg@ctc-cct.ca.

Next month: developing and marketing travel and tourism Web sites.

Marketplace welcomes delegates to “The Castle”

Banff will roll out the welcome carpet from December 2nd to December 6th as the mountain resort gets set to host more than 150 overseas tour operators and media from over 18 countries during *Canada's West Marketplace (CWM)*, held this year at the Fairmont Banff Springs.

CWM, a partnership between Travel Alberta and Tourism British Columbia, is an annual marketplace which promotes western Canada's tourism products to tour operators, wholesalers, and travel media representatives from Europe, Asia/Pacific, and the Americas. Over 400 tourism suppliers from western Canada will have an opportunity to showcase their products.

The marketplace features four-days of pre-scheduled 11-minute appointment sessions. Each province is profiled separately during two days of the marketplace. Activity tours, social events, media tours and pre and post familiarization tours round out the program.

International tour operators and media who would like further information regarding Canada's West Marketplace and who may be interested in attending the 2002 event are encouraged to visit the CWM web site at www.canadaswestmarketplace.com and register on-line. 🍁

For more information, contact cassandra.torres@travelalberta.com or christine.jones@tourism.bc.ca

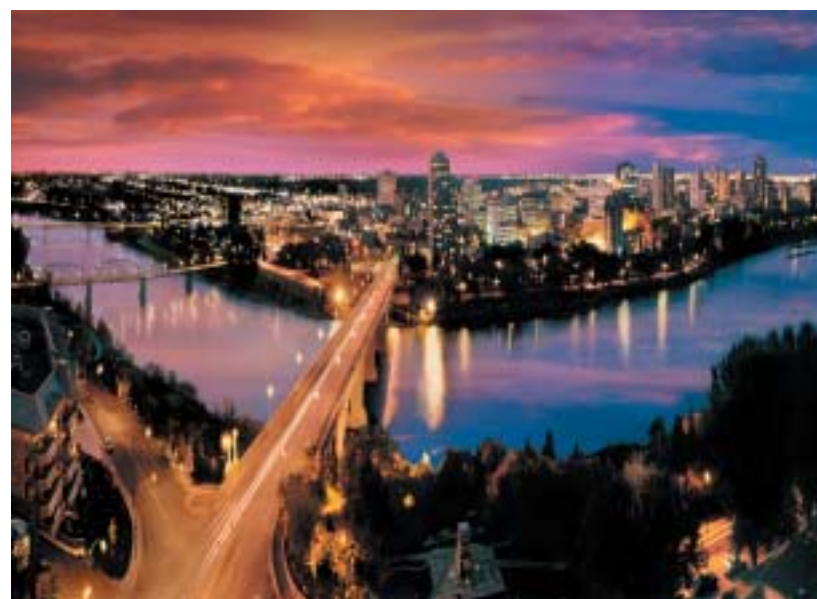


Photo: Courtesy of Tourism Saskatchewan.

RVC 2005 in Saskatoon

The Tourism Industry Association of Canada (TIAC) has announced the selection of Saskatoon as the host city for *Rendez-vous Canada 2005*. This marks the first time in 27 years that Saskatchewan will host Canada's signature showcase.

The annual international tourism trade show attracts 350-450 buyers from around the world interested in purchasing Canadian tourism products from close to 1,000 sellers. As many as 50 travel trade media members attend *Rendez-vous Canada (RVC)* each year to report on the event and host venue. "It is a credit to Tourism Saskatoon that they were able to effectively partner with Tourism Saskatchewan and the Provincial Government to ensure a successful bid for this major and prestigious event," said Peter Elmhirst, chair of the RVC advisory committee. The committee felt that Saskatoon's bid stood out on the strength of its partnership between the tourism industry and government; available square footage on one-level for the show; enthusiasm and spirit of the bid organizers; and the competitive costs of hosting an event in Saskatoon.

According to Todd Brandt, Tourism Saskatoon's CEO, "winning this bid was the ultimate goal of a five-year strategy to increase Saskatchewan's presence and impact at RVC." *Rendez-vous Canada* moves around the country each year; RVC 2002 was held in Halifax this past May and will be held in Vancouver in 2003 and Montreal in 2004. The premier edition of RVC, held in 1977, was the first of its kind in the world and is now emulated by many other countries marketing tourism. 🍁

CTC markets future travel to youth

Photo: Canadian Tourism Commission



Ontario Premier Ernie Eves (centre) visited the tourist information centre during the WYD events and was greeted by CTC representatives, Lydia McCourt (left) and Anda Carabineanu (right).

World Youth Day (WYD) took place in Toronto in July, and provided an excellent opportunity for the Canadian Tourism Commission (CTC) to promote Canada as a tourism destination to tens of thousands of foreign visitors.

In partnership with the City of Toronto, Tourism Toronto and the Ontario Tourism Marketing Partnership, the CTC published 300,000 copies of a tourism-specific visitor guide for WYD, designed to encourage travel after WYD events and future travel to Canada. The CTC was also able

to secure promotion of its consumer logo – *Discover Our True Nature* – and a link to its consumer Web site on the pilgrims WYD passes, as well as on Toronto Transit Commission vehicles and in promotional publications.

The CTC, together with the City of Toronto and Tourism Toronto, set up a tourist information centre at the Canadian National Exhibition. During the four days of events taking place at the exhibition grounds, the information centre welcomed well over 1,000 visitors each day. The centre provided tourism

information guides on Canada, including destination guides for the Domestic, U.S., European and Latin American markets. Visitors requested information on a wealth of Canadian travel experiences, from Niagara Falls to Montreal's *Just for Laughs Festival*.

A survey was conducted by the tourism partners in order to obtain more specific tourism-related information. The Toronto Transit Commission and the City of

Toronto are currently analyzing the results, which will be shared with the Canadian Tourism Commission.

Preliminary results suggest general impressions of Canada were positive among WYD participants. Visitors often commented on the beauty of Canada's landscape, as well as the friendly nature of Canadians. It was discovered that, on average, pilgrims stayed in Canada a week after the WYD events. 🍁

CTC EVENT HIGHLIGHTS NOVEMBER 2002

DATE	EVENT	LOCATION	CONTACT
To be determined	8th Canada Japan Tourism Conference	Matsumoto City, Japan	toyoda.yukido@ctc-cct.ca
Nov. 8	Travel and Holiday Expo	Sydney, Australia	brinkhaus.donna@ctc-cct.ca
Nov. 12	CTC Executive Committee	Winnipeg, Manitoba	dubeau.joanne@ctc-cct.ca
Nov. 14	China International Travel Mart	Shanghai	liu.richard@ctc-cct.ca
Nov. 20-24	TC Leipzig	Leipzig, Germany	ackermann.barbara@ctc-cct.ca
Nov. 25	Showcase Canada	Minneapolis	saran.michele@ctc-cct.ca

TOURISM CANADA'S TOURISM MONTHLY

SPECIAL COVER ISSUES

TOURISM – Canada's Tourism Monthly magazine offers a unique publishing schedule of *Special Cover Feature Reports* for 2002. Take advantage of these industry themes by submitting stories about your tourism product or service. Better yet, advertise in *TOURISM* and reach a select audience of over 64,000 readers engaged in this vibrant sector of the Canadian economy.

Month	Special Cover Feature	Deadline: Articles/Advertising
November 2002	Cultural and Show Tours	Sept. 30, 2002
December 2002	Canada's Shopping Destinations	October 28, 2002

PLAN TO ADVERTISE IN ONE OF THESE SPECIAL ISSUES.

Contact our Account Executives:
Gary Forshaw or Susan Taylor-Sheppard
Tel.: 416-363-1388
e-mail: media@aprcanada.com

TOURISM

Coast to coast. Cover to cover.

séguin labelle
communication

Creativity and strategy
with your business in mind

Let Us Guide You

Our ISO-certified agency offers the full range of communications, marketing and advertising services in both official languages.



733 St-Joseph Blvd., Suite 400 — Hull, Quebec J8Y 4B6
Telephone: [819] 776.2110 — Fax: [819] 776.9523
Toll-free: 1.877.505.2110 — www.seguinlabelle.com

ISO 9001
certifié • certified



Nine new product clubs

Last September, members of the tourism industry across Canada were asked to submit their best ideas to develop new products or enhance existing products, which have the potential to meet known market demand. The response was encouraging: the Canadian Tourism Commission (CTC) received 28 proposals ranging from Garden Tourism in Québec to the Routes of the Explorers of the Canadian Wilderness in British Columbia. At its March meeting, the industry product development committee selected 9 of these 28 proposals for CTC participation, as follows:

The Canada by Rail partnership, managed by the Railway Association of Canada, will focus on creating and enhancing passenger rail tours throughout Canada.

The Okanagan-Shuswap Bioregion, managed by the Adventure Okanagan Cooperative, will focus on the creation of “outdoor

experience” packages throughout the Okanagan valley.

The Aerotourism partnership, managed by ECOFly and Novanor – 2 operators in Québec, will focus on the creation of interpreted air routes for tourists who, either have their own pilots’ licence or, would like to charter a small craft for personal tourism.

The Northern Learning Travel Product Club, managed by the Yukon Tourism Partnership, will create specific learning travel packages for tourists to discover Canada’s North and its culture.

Canadian Meeting Facilities, managed in partnership with the Toronto Convention Centre and the Vancouver Convention and Exhibition Centre, will focus on research – seeking out innovative ways to be competitive with other Meetings, Conventions and Incentive travel destinations.

The Gardens and Green Spaces partnership, managed by “Les Jardins de Métis” in Québec, will work with the National gardening Product Club, *Communities in Bloom*, and develop garden tourism packages in the province of Québec and through the Maritimes.

The Explorers of the Western Canadian Wilderness partnership, managed by outfitters throughout British Columbia, encourages tourists to trace the footsteps of the explorers of Canada’s West and to learn of its nature and culture.

The Snowmobile Product Club, managed by Sport Action 2000, seeks to work with outfitters and clubs throughout Québec to create snowmobiling routes through the province. This partnership will create a model, which could be

superimposed to other regions that would benefit from snowmobile tourism.

The *Boreal Wilderness Adventure* partnership will tempt the “outdoor experience” seeker to explore the Northern Canadian prairies. This partnership, managed by La Ronge Community Development Corporation, will create several packages presenting the Boreal Wilderness to its tourists in innovative and exciting new ways.

The Product Club program is an example of how the CTC and the industry can work together to increase the Canadian tourism product offering. 🍁

For more information, and contact details for these and other product clubs, visit www.canadatourism.com.

Get the facts!

New fact sheet on visitor rebate program

The GST/HST Visitor Rebate Program is a good incentive to spend more money while vacationing in Canada, especially since the Canada Customs and Revenue Agency processes rebate applications free of charge and, some weeks after receiving completed applications, issues rebate cheques to foreign addresses in Canadian or U.S. dollars.

Some tourists, however, choose to contract with privately owned and operated companies that act as third parties to file applications with CCRA on a consumer’s behalf. These companies charge a processing fee for their services, which may pay off if the company issues the CCRA rebate as a bank draft or a credit card credit, for which no bank service fee is payable.

Tourists are not always aware of the options for claiming the GST Visitor Rebate, nor are they necessarily aware of the pros and cons of applying directly or through third parties. Disappointment and complaints can be avoided if tourism businesses help give consumers the full range of information available on the program and the application options.

For more information on the GST Visitor Rebate Program, the CTC has a newly issued Fact Sheet in the *Publications* Section at www.canadatourism.com. 🍁

Learning travel alliance formed

Following upon the efforts of the Canadian Tourism Commission’s (CTC) task force on learning travel in 2001, the *Learning & Enrichment Travel Alliance* was conceived by a volunteer group of Canadian businesses and established in April 2002. This group, with financial contributions from 37 founding members and the CTC, is committed to developing and marketing Canada domestically and internationally as a leading destination for world-class experiential vacations.

The Alliance crosses all product segments, encompassing themes such as cuisine, gardens, nature, history and much more. Members benefit from initiatives such as marketing to domestic and international markets and the travel trade, product development support, research, quality assurance standards, industry communications and technology, partnerships, education and leadership.

The *Learning & Enrichment Travel Alliance* has members across

Canada including regional, provincial and territorial destination marketing organizations, transportation companies, tourism businesses, product clubs, cities, resorts, museums, festivals, attractions, tour operators and resource experts. International tour operators may join as associate members, and businesses that work closely with the tourism industry may join and benefit from the networking opportunities.

In early August, the Alliance launched its business-to-business Web site www.letacanada.com. The site provides a “home” for members’ learning and enrichment travel experiences and makes it easier and quicker for tour operators to source, develop, and promote both new and existing products. It also serves as a platform from which the travel trade and media can network with experiential tourism businesses in Canada, search for ideas, and develop new business leads. 🍁

Saint John heralded for its heritage

The Heritage Canada Foundation has announced the recipients of the 2002 *Heritage Canada Awards*, and Saint John, New Brunswick was selected for the prestigious *Prince of Wales Prize*, citing the city's long record of achievement

in preserving its heritage buildings and historic districts.

Dr. Michael McMordie, director of the resources and the environment program at the University of Calgary, will receive the *Gabrielle Léger Award*.

Dr. McMordie was cited by the jury for his significant contribution to the field of heritage conservation in Canada.

The Heritage Trust of Nova Scotia, the oldest known heritage advocacy group in Canada, will receive the *Lieutenant Governor's Award* for its remarkable record in public education and advocacy – “balancing both in an exemplary manner.” The Heritage Canada Foundation is proud to join the Pier 21 Society of Halifax, Nova Scotia in honouring Dr. Ruth M. Goldbloom, O.C.

with an *Achievement Award* for her significant contribution to the preservation of Pier 21 National Historic Site.

Presentations of these awards will take place at a ceremony to be held during the Heritage Canada Foundation's annual conference to be held September 26 to 29 in Halifax, under the theme “*Discovering Heritage Tourism*”.

For further information, visit www.heritagecanada.org.



Photo: Jim Bezanon.

Saint John's Trinity Royal Preservation Area.

Frangialli calls for commitment

The official celebration of the twenty-third World Tourism Day will take place on September 27 in Costa Rica. In Ottawa, the Canadian Tourism Commission (CTC) will be observing that Friday as well, hosting a celebration not just of World Tourism Day, but of the Crown Corporation's move to new offices at 55 Metcalfe Street.

The World Tourism Organization (WTO) has selected “*Ecotourism: the key to sustainable development*” as the theme for World Tourism Day 2002. WTO Secretary-General Francesco Frangialli released a statement that recognizes the World Ecotourism Summit hosted by Canada in Québec City in May as an excellent starting point for moving the tourism industry as a whole toward sustainability.

“*The International Year of Ecotourism* must not be seen as an end in itself, but rather as an inflection point on the road to sustainable development,”

says Frangialli in the statement. “Tourism... has the potential to contribute to poverty alleviation in remote and rural areas of developing countries.”

The Canadian reality was not ignored by Frangialli's statement: “In the developed world, ecotourism can be the best tool for environmental education, for increasing the public's awareness of the need to protect fragile ecosystems, and the remedy to stop the abandonment of rural areas and traditional villages.”

CTC president Jim Watson was quick to agree with the Secretary General, emphasizing that “the urgent task now is for the whole tourism industry to begin to apply the principles set forth in Québec this year.” Like Frangialli, Watson says that the lessons learned from Ecotourism Summit “should not be seen as exclusively applicable to the ecotourism segment, but to the entire tourism sector.”

The Ground Breaking Ceremony attracted many personalities. From left to right, are Gary Burroughs, Lord Mayor, Niagara-on-the-Lake; Donald Ziraldo, President & Co-Founder, Inniskillin Wines Inc. and member of the CTC board of directors; Bart Maves, MPP, Niagara Falls; Dan Patterson, President, Niagara College; Dianne Cunningham, Minister of Training, Colleges, and Universities; Tim Hudak, Minister of Consumer and Business Services; Cam Jackson, Minister of Tourism and Recreation; Tom Gauld, President & CEO, Canadian Tire Financial Services and Chair, Board of Governors, Niagara College; Debbie Zimmerman, Chair, Regional Municipality of Niagara; Dave Taylor, Director, Hospitality and Tourism, Niagara College; Glenn Murray, Past President, Student Administrative Council, Niagara College.



Photo: Courtesy of Niagara College Foundation.

Tourism training centre at Niagara

Niagara College has unveiled a new vision for hospitality and tourism training that will see a state-of-the-art expansion at the college to create space for an additional 375 students. It will also establish, in partnership with the local tourism industry, a Tourism Industry Development Centre dedicated to meeting the human resource needs of the region's thriving hospitality and tourism sector.

Niagara College's goal is to become a global leader in hospitality and tourism training with a commitment to provide students with leading-edge facilities and services. It is a vision that has drawn the support of industry and the Ontario government, which will support the college's Glendale campus expansion in Niagara-on-the-Lake through a grant of \$4.29 million. The province has also supported establishing the Tourism Industry Development Centre with a \$1.7 million grant.

The new facility at Glendale will house the college's hospitality and tourism programs as well as the Niagara Culinary Institute. “Behind every culinary and wine growing region in the world there is an institution of higher learning. It's an absolute essential,” said Donald Ziraldo, president and co-founder of Inniskillin Wines Inc.

Protecting operators from financial loss

by Joan Healey

The economic downturn in the U.S., compounded by the after-effects of September 11, left the tourism industry shaken. When one of Canada's larger receptive tour operators went bankrupt, tourism suppliers across the country faced devastating losses that were virtually unrecoverable.

"Although tourism was an industry we were interested in, we didn't really understand its complexities and had never marketed our product offerings to tourism suppliers or receptive operators," states Andrew Douglas, director of tourism services at EDC. "But after last year, it was clear that our Accounts Receivable Insurance could really benefit the industry and perhaps encourage more in-bound tourism."

EDC's accounts receivable insurance covers up to 90 percent of your loss. Tourism contracts and payment vouchers can be insured against bankruptcy or payment

default by U.S., foreign or receptive tour operators.

Beyond the "peace of mind" the insurance brings, Douglas believes the insurance program will allow operators and suppliers to grow their business by providing flexible payment options. "When your

bank knows your tourism contracts and payment vouchers are insured, it is more likely to accept them as collateral when providing working capital." ❁

For more information, contact EDC at 1-888-332-9394.

On track!

VIA Rail will be able to capitalize on increasing ridership thanks to a four-year capital funding investment of \$402 million from the federal government. This investment allows the company to replace and rejuvenate its aging fleet of rolling stock to meet a growing market demand for rail travel and rail excursions. Industry analysts suggest that this is the largest investment program in passenger rail for perhaps half a century.

The capital funding from the government enabled VIA to purchase 21 locomotives and 139 new passenger cars, expanding the total passenger fleet by one third. Ridership on the national icon has reached a record high of 3.8 million passengers, and VIA is outperforming its American counterparts. The company operates 460 trains weekly on 14,000 kilometres of track, employing some 3,000 people. ❁

The ABCs of Accounts Receivable Insurance

- EDC's small business policy costs \$250.
- Premium costs are based on: export type, foreign buyer's country, and credit terms.
- Tourism companies tell EDC who their U.S. or foreign buyers are and then EDC does the credit checks.
- Each month, the tourism business completes a form that declares the money owing from U.S. or foreign tour operators
- "Pay-as-you-go" system accommodates seasonal businesses: "You only pay when you have outstanding receivables."
- A premium is paid on the "credit portion" of the sales declared every month.



Are you a tourism supplier or a hunter?

SPENDING TOO MUCH TIME TRACKING DOWN VOUCHER PAYMENTS?

When it comes to accepting travel vouchers from foreign or receptive tour operators – EDC's accounts receivable insurance is an ideal way to make sure you get paid. Bankruptcy. Refusal to pay. It's all the same to us.

With EDC's accounts receivable insurance you can:

- Protect yourself for up to 90% of your losses if a U.S. or foreign tour operator can't or won't pay
- Offer better credit terms to your buyers
- Raise additional working capital financing from your bank

Call 1-888-332-9394
www.edc.ca/tourism

EDC
Export Development Canada
Exportation et développement Canada



The Research Viewpoint

Rebuilding the Canadian Travel Survey by Scott Meis

It is not every day a chance like this comes along. For the past 25 years, tourism researchers have been building a mountain of data on the trips Canadians take within our own borders. The *Canadian Travel Survey (CTS)* is a veritable Mt. Everest of information, and now we are rebuilding it from the ground up!

Why go through the trouble, some might say, of ploughing through columns of numbers and impenetrable graphs and reams of grey text that only make you yawn (well, folks outside research departments anyway). The story of the *CTS* should shed light on the answer.

The *CTS* was initially begun in 1978. At that time, the *CTC* didn't exist and tourism was a relatively minor special interest of the government. There was only one federal office devoted to tourism, then-named the Canadian Government Office of Tourism (CGOT).

Researchers of that era simply tacked the *CTS* on to the *Canadian Labour Force Survey* of Statistics Canada. It was a relatively low-cost survey that

met the needs of the time. Then, like now, the *CTS* measured who is travelling, the types of trips they are taking and how much they are spending. In this way an estimation of the size and scope of the domestic tourism market can be made and the *CTS* acts as a weather vane for travel trends within Canada. Tourism industry decision-makers use this information when planning their business operations.

Over time, tourism has grown and become recognized as a strategic central sector of the Canadian economy. The number of government departments wanting this information has increased to the point where today, several federal agencies, all provincial and territorial governments, and many municipalities await the new numbers from the *CTS* with baited breath.

All this interest exposed some of the weaknesses in the *CTS*. The first is timeliness: because of its size and the methodology used to draw meaning from the numbers, survey results are often not available until several months after the time period measured (see the story on the results of the 2001

CTS in this issue). Reporting of the *CTS* was spotty – it was only after the foundation of the *CTC* in 1995 that the *CTS* started to be conducted on a regular monthly basis. It was only several years later that the frequency changed from a biennial to an annual survey.

The second is sample size and distribution: a labour force survey measures employment level, which is a stable, high-volume phenomenon, whereas tourism is a more volatile and relatively low-volume phenomenon, so sampling and collection methods were not well suited for measuring tourism.

The third is content: factors such as regional variations, including comprehension of questions among different language and cultural groups, were not adequately addressed.

So we have decided to rebuild it, and rebuild it properly. We have involved the *CTS* data users, and have had to go back to issues of definition of the tourism phenomenon. There are more than 1400 people working collecting data for the *CTS*, interviewing more than 15,000 Canadians per

month. So the amount of coordination and organization necessary to change this survey is massive. It takes more than one bulldozer to move a mountain!

It may seem surprising that so much work is put into the *CTS*. It highlights another aspect of research in this age of information: not all information is equal. Some of it is useless, and some is just plain wrong. Reliable, credible and usable data still takes time and effort and manpower to acquire. The businesses working in tourism in Canada have demanded the best, and we are out to make sure they get it. Tourism is now a central sector of the Canadian economy – a sector worth more than \$50-billion in 2000 – and more than 70 per cent of that is due to Canadians travelling within Canada.

We began re-thinking the *CTS* in 2001. Over the next year and a half we will continue testing alternative questionnaires, conducting pilot surveys and comparing the results with the numbers gleaned from the old methodology. The goal is to implement a shiny new *CTS* in 2004. 🍁

Domestic travel: 2001 closes on a positive note

Despite declines throughout most of 2001, domestic travel increased 4 percent in the fourth quarter, ending the two-year downturn and pointing to a recovery in the domestic travel market in 2001. The improvement in domestic travel activity coincided with a marked improvement in the consumer confidence index.

Canadians took 73.9 million one or more night trips in 2001, down 12 percent from 2000. The slowdown in the economy, shaky consumer confidence and the events

of September 11 contributed to a downturn in domestic travel. A severe decline in domestic business travel activity, especially in the latter part of the year, was a major factor in the overall decline. Non-business trips fell 11 percent with most of the shortfall taking place in the third quarter, the most heavily travelled time of the year.

Domestic spending held up better, down just 5 percent to \$19.5 billion. Nevertheless, average spending per trip rose 7 percent to \$265 in 2001.

Early indications of a rebound in domestic travel began with a 9 percent increase in inter-provincial travel in November. This was followed by a 2 percent increase in December. At the same time, pent-up demand for intra-provincial travel was released and travel by Canadians within their own province surged by 31 percent in December compared with the same month in 2000. The rebound was led by leisure travel, which was up 11 percent in the fourth quarter following three previous quarters of decline.

The declines witnessed in 2001 were more severely felt in the drive sector, the mainstay of the domestic travel market. Domestic auto trips fell 13 percent from 73.2 million to 64.1 million over the 2000 to 2001 timeframe. On the other hand, air travel remained steady at 6.1 million trips. 🍁

For more information on the *Canadian Travel Survey*, contact thomson.ed@ctc-cct.ca

2001 tourism performance highlights

Tourism spending in Canada

- Total tourism expenditures reached \$54.6 billion, up marginally by 0.9 percent from 2000.
- Tourism spending in the recreation and entertainment, the passenger rail transport and the food and beverage services industries registered strong growth (4 percent to 5 percent range) from the year before.
- Between 2000 and 2001, domestic tourism expenditures increased by 1.3 percent to \$38.4 billion, while foreign tourism spending in Canada rose by 0.2 percent, reaching \$16.2 billion.

Tourism gross domestic product

- As a percentage of total economy, tourism gross domestic product at factor cost reached 2.3 percent or \$22 billion.

Government revenues

- Total government revenues at all levels was \$16.9 billion: federal government: \$9.3 billion; provincial government: \$6.5 billion; and municipal government: \$1.1 billion.

Employment and tourism

- Tourism employed 563,500 people, up 3.1 percent (17,100) over 2000.
- Tourism employment growth outpaced the 2.3 percent rate of growth in both business sector employment, and in total employment.

Inbound travel to Canada

- Overnight trips by overseas residents decreased by 8.2 percent to 4.0 million, with Japan, Germany and France registering double-digit declines.

- Foreigners made 19.6 million overnight trips to Canada, representing a 0.03 percent increase over 2000.
- The number of trips by Americans increased by 2.4 percent to 15.6 million.

Canada outbound travel

- Total outbound travel by Canadian residents declined by 4.3 percent to 18.3 million overnight trips.
- The number of overnight trips made by Canadians to the U.S. decreased by 7.8 percent to 13.5 million.
- Travel to overseas countries increased, reaching 4.8 million overnight trips, up 7.0 percent over 2000.

Canada's travel account

- Canadians spent more outside the country on tourism than foreign visitors spent in Canada. The nation's revised travel account deficit totalled \$1.3 billion, a 40.6 percent decrease over 2000. This is the lowest recorded deficit since Vancouver's World Expo, in 1986.
- In 2001, for comparison purposes, Canada's tourism exports as a share of services receipts reached 28.7 percent.

World Tourism Organization (WTO) international ranking

- According to provisional WTO data, Canada is one of the most popular destinations in the world, holding the 9th position and a 2.8 percent share of the global travel market. Canada also ranked 9th among the world's top 15 tourism earners. 🍁

A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
TOURISTS TO CANADA			
From the U.S.	January - June 2002	6,459,212	-0.2
By Auto	January - June 2002	4,154,746	6.3
By Non-auto	January - June 2002	2,304,466	-10.2
From Overseas - Total	January - June 2002	1,561,181	-13.0
United Kingdom	January - June 2002	323,846	-13.5
Japan	January - June 2002	160,557	-16.4
France	January - June 2002	116,745	-18.2
Germany	January - June 2002	109,949	-18.2
Hong Kong	January - June 2002	53,307	-14.9
Australia	January - June 2002	68,505	-16.4
Taiwan	January - June 2002	47,003	-24.2
Mexico	January - June 2002	59,805	-3.2
Korea (South)	January - June 2002	64,052	3.7
OUTBOUND CANADIAN TOURISTS			
To the U.S.	January - June 2002	6,008,013	-10.9
By Auto	January - June 2002	3,295,405	-0.8
By Non-Auto	January - June 2002	2,712,608	-20.7
To Overseas - Total	January - June 2002	2,552,779	-8.7
EMPLOYMENT IN TOURISM			
Total Activities	First Quarter, 2002	540,500	-0.3
Accommodation	First Quarter, 2002	154,700	2.8
Food and Beverage	First Quarter, 2002	147,100	0.7
Transportation	First Quarter, 2002	90,800	-7.4
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income per person	First Quarter, 2002	\$21,854	1.0
GDP at market prices (current, \$ billion)	First Quarter, 2002	1,106.4	2.3
GDP chained (1997, \$ billion)	First Quarter, 2002	1,047.7	1.5
CPI (1992=100)	June 2002	119.0	1.3
EXCHANGE RATES (IN CDN\$)			
American dollar	July 2002	1.5459	1.0
British pound	July 2002	2.4063	11.2
Japanese yen	July 2002	0.0131	6.5
EURO	July 2002	1.5352	16.4

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

Sources: Statistics Canada and the Bank of Canada.

Erratum

There was an error in the location of the decimal point in the last column of the table published on page 14 of the July-August edition. The decimal point in the last column should be three places to the left. Thus, the first cell in the column would then read 7.3 thousand and the total would read 563.5 thousand.

It is worth noting that these are very conservative figures. This is mainly because we do not report the total number of jobs in each industry, or alternatively the indirect and induced tourism employment effects, but only that portion of the total number of jobs that are directly attributable to tourism demand. For example, the total of all jobs in all tourism industries is currently closer to 1.5 million or roughly 3 times the figure that we report. 🍁

Feds undertake security charge study

The Federal Department of Finance has invited proposals to assess impacts of the *Air Travellers' Security Charge (ATSC)*. The request for proposals closed in late July and does not state a due-date for delivery of the report. The study is expected to enhance the government's understanding of low cost and regional air carriers and to assist in assessing the application of the ATSC to those segments of the industry.

The study will collect and analyze a core set of data on routes and fares offered by selected low cost and regional air carriers. Consideration will be given to the competitive environment for individual low cost and regional air carriers including supply and demand factors, and the potential for substitution with alternative modes of transportation on key routes. 🍁



Following the success of the inaugural **Tourism Industry Human Resource Forum** last summer, the Canadian Tourism Human Resource Council (CTHRC) has been hard at work with industry leaders developing the program content for this year's event to be held in Toronto on November 15. The theme of this year's event is "Training today for Retaining tomorrow", and the content reflects many of the challenges faced by (and solutions used by) HR professionals in the current tight labour market. For more information please contact Taylor & Associates at lhorne@taylorandassociates.ca



According to the *South Bend Tribune* (U.S.A.), the **Grand Circle Travel Survey** of American travellers aged 50-plus shows that the majority of those travelling are seeking out adventure and hands-on experiences. Highlights from the survey indicate what the older generation are looking for on a trip: experience and learning about new cultures first-hand (meeting the locals), expert tour guides who can share their culture, plenty of time to explore each travel site, worry-free experiences, and meeting and socializing with fellow travellers.



Isabel Gil, director for **Destination Québec** in Toronto, reports that visitors to Québec have increased by three per cent and revenues were up by six per cent this year, with the expectation that there will be another three to four per cent gain before the end of 2002.

In an interview published in the Canadian Travel Press, Gil was quick to point out that Québec has lots of commissionable product for sale and that with all of the provinces and the CTC putting more money into tourism promotional activities, there are a lot of opportunities available to travel agents to generate some additional revenue by selling their own country.



According to the **World Tourism Organization** world tourism only experienced a small reduction in 2001. The decrease in world tourism arrivals has been adjusted to -0.6 per cent. Worldwide there have been 692 million international tourist arrivals in 2001 – 5 million down from the 697 million of 2000. Tourism growth already decelerated before September 11 because of the deterioration in economic conditions affecting major North American, European and Asian economies at the same time, with worldwide economic growth dropping to 2.5 per cent in 2001.



Oceans Blue Foundation is launching www.bluegreenmeetings.org, a free, interactive Web site to help meeting planners, suppliers and host hotels and destinations make meetings and events environmentally responsible. The Web site was developed with support from The Bullitt Foundation, the Canadian Association of Convention and Visitor Bureaux, Canadian Pacific Charitable Foundation, Canadian Tourism Commission, International Association of Convention and Visitor Bureaux, Tourism BC, Tourism Vancouver, U.S. Environmental Protection Agency, and The William and Flora Hewlett Foundation.



Canadian Hotel Income Properties (CHIP REIT) marked the fifth anniversary of its initial public offering with an impressive record of accomplishment including growth from 15 to 38 hotels. "Our growth in revenues from \$68.5 million for six months in 1997 to more than \$260 million in 2001 is just one indicator of the strong foundation we have built by satisfying our guests, our owner/investors and our employee associates at every step along the way," said CHIP REIT President Minaz Abji.



Northwest Territories Arctic Tourism has selected Kellett Communications Inc. as its



Photo: to Canadian Tourism Commission.

The city of Vancouver, home of the 2002 World's Best Convention Centre.

advertising agency of record to communicate its unique and exciting adventure travel opportunities. The selection was made after a three-month review, which included two other northern-based agencies. Kellett Communications will begin work immediately, developing and implementing a new campaign.



Simon Hudson, a professor of tourism at the University of Calgary, is asking all B&B, inns, or home stay owners in Canada to complete his **online survey on Internet marketing**. He is looking to identify factors that help or inhibit the use of Internet technology in the accommodation sector in Canada. All answers will remain confidential; to access the survey, visit <http://research.haskayne.ucalgary.ca/bb-survey2002/default.asp>



The first-ever **Okanagan Summer Wine Festival** was hosted by Silver Star Mountain Resort this summer. The Okanagan wine tourism industry continues to grow as a strong engine of the regional economy and this new event will be an exciting addition to the current line-up of Okanagan wine festivals. The festival now becomes the fourth world class wine festival in the region to complement the *Icewine Festival*, the *Okanagan Spring Wine Festival* and the

Okanagan Fall Wine Festival. It is the first ever wine festival held in the peak summer tourism season.



The Brewster family has introduced a new rodeo facility which has already hosted a rodeo to a large corporate audience at the **Kananaskis Guest Ranch** 30 minutes east of Banff. Hosting rodeos is nothing new for the **Kananaskis Guest Ranch**, owned by the historical Brewster family. In fact, the ranch has hosted several rodeos over its 80 years and now with their new rodeo arena and bleachers facing the spectacular Yamnuska Mountain, the ranch is once again able to offer a high-end entertainment package of cattle and cowboys. This includes just about every event in a standard rodeo, all in one hour.



The board of directors of the *Association Internationale des Palais des Congrès (AIPC)* has announced that the winner of the 2002 Apex Award for "World's Best Convention Centre" is the **Vancouver Convention & Exhibition Centre**. The award was made at this year's AIPC General Assembly in Tenerife, Spain, and the selection was made from 22 finalists out of the total AIPC membership of 124 congress and convention facilities in 47 countries world wide. 🍁



Grant Thompson has become the International Food Service Executives Association's 101st chairman, and also becomes the first person to hold the same position with both the Canadian and International Food Service Executives Association.

Jim Loyd, director of sales for Big White Ski Resort and Silver Star Mountain Resort, was awarded the prestigious *Bill Mackey Award* for Outstanding Service to the Skiing Public at the recent Far West Ski Association Convention in Portland, Oregon.

Murray Jackson has left his position as executive director for product development for the Canadian Tourism Commission to pursue other opportunities.

Bill Brooks has been appointed director of client services for the McAlpine Group. He brings more than 20 years of marketing and communications experience to the company.

Isabelle Des Chênes has been appointed director of communications for the Canadian Tourism Commission. She has substantial management experience in public relations, media relations and communications in both the private and public sectors, most recently with Cognos where for the past many years she has been a senior manager of public relations.

Founder and president **Reggie Kieda** has sold her stake in the firm Obsession Tours to co-owner **Rick Sjoerds**, who is now president.

Kevin Toth has taken on the post of general manager of The Fairmont Chateau Whistler. The 15-year veteran of Fairmont Hotels & Resorts has held numerous senior management positions within the company, most recently as general manager of The Fairmont Jasper Park Lodge.

Eric Barber has been promoted to director of franchise operations for Days Inns – Canada, and **Robert Frias** has been promoted to director of franchise support and purchasing.

The Travel Industry Council of Ontario has a new chairman of its board of directors. **Paul Foster** of World of Vacations heads the board, while **Richard Vanderlubbe** of Travel Superstore is vice-chair.

Ski Banff-Lake Louise-Sunshine has appointed **Anne Haight** as its new international sales manager.

Catharine Thompson has been appointed as corporate sales manager, and **Robert Preece** as director of sales, for the Renaissance Fallsview Hotel in Niagara Falls.

Joanne Ness has recently joined Maclab Hotels & Resorts as the corporate director of revenue. She moves to her new position from the post of general manager of the Waterton Lakes Lodge in Waterton Lakes National Park in Alberta

White Glove Tour & Reception has appointed **Jenn Houtby**, CMP to the newly created position of corporate and incentive sales.

Patricia Lyall has been appointed to the CTC Meetings, Conventions & Incentive Travel Committee. Lyall is currently CEO of Destination Halifax; before that she spent 11 years as regional director of sales and marketing for Canadian Pacific Hotels and Delta Hotels.

The CTC's **John Burchell**, director of marketing for Asia/Pacific, will be retiring September 30. Burchell has had a long and successful career promoting Canada as a tourist destination of choice, serving for 14 years overseas in Germany, Mexico and Japan as marketing director before returning to Canada in 1989 to take on a number of responsibilities with Tourism Canada and the CTC.



Photo: Canadian Tourism Commission.

John Burchell.

Christine Robinson has been appointed to the position of financial officer – Foreign Offices Accounting for the CTC. She has a CMA and is a graduate of Bachelor of Business Administration, majoring in Accounting.

Jan Schoningh has been appointed general manager of The Fairmont Jasper Park Lodge. Schoningh comes to the position from the post of operations manager for Disney's largest Resort Hotel, the Newport Bay Club.

Canadian Heritage Minister Sheila Copps has announced the appoint-

ment of **Alan Latourelle** as the new CEO of the Parks Canada Agency. Current CEO **Tom Lee** will continue as special advisor to the Deputy Minister of Canadian Heritage until January 2003.

The Northwest Territories Arctic Tourism Association's board of directors has announced the appointment of **Wayne Nowak** to the position of executive director. Nowak was previously president of Nowak & Associates, a tourism consulting company specializing in marketing, development and management. 🍁



Susan LeBlanc-Robichaud

Board member Profile

To keep our readers informed about key decision-makers in Canada's tourism industry, *TOURISM* is introducing the members of the Canadian Tourism Commission board of directors. Each profile highlights the personal vision of these industry leaders as they voice their opinions on important issues facing the tourism sector.



Susan LeBlanc-Robichaud is the New Brunswick /Prince Edward Island private sector representative on the CTC Board of Directors. Ms LeBlanc Robichaud is the General Manager of the Memramcook Learning and Vacation Resort, which includes a health spa centre, an 18-hole golf course, meeting facilities, modern accommodations, restaurant, tennis courts and walking trails located at Moncton, NB.

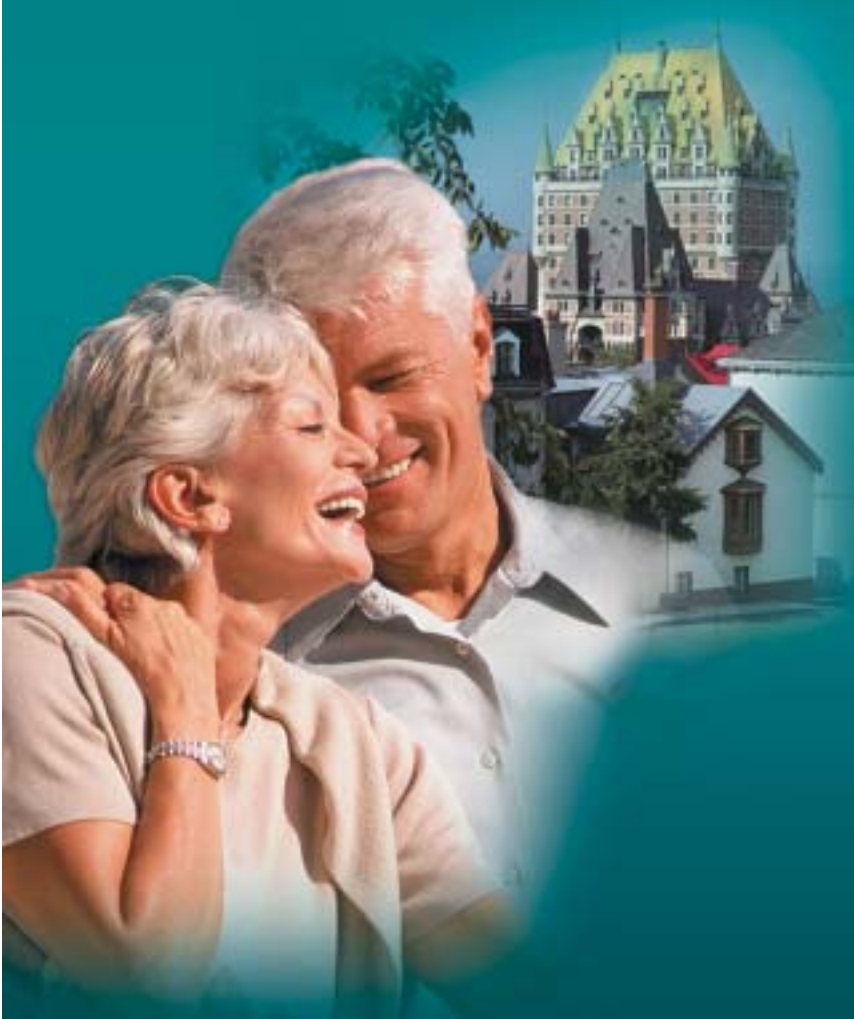
She has held management positions in the private and public sector and is currently on the executive of the Tourism Industry Association of New Brunswick and on the boards of the Monument Lefebvre Society and the Greater Moncton Chamber of Commerce.

LeBlanc-Robichaud notes that that tourism has a significant effect on the Canadian economy, and says that since September 11th, "I think we are now forced to be more creative in our overall strategic approach to marketing. We have the best country in the world and now more than ever we have to encourage Canadians to travel at home and promote Canada to the international markets as a safe and a best-value destination."

She emphasizes that it is "of the utmost importance that the CTC continues to provide research information to the tourism industry as well as negotiate for more funding through partnerships." She goes on to say, "The number one priority for the CTC is to obtain more funding to promote Canada as a four-season destination. Last year was a challenging year for the tourism industry and the CTC needs more dollars for new marketing initiatives in major markets." 🍁



Seniors, bring a friend for **FREE!**



Plan a weekend escape or go for a day excursion with a loved one. Until February 28, 2003, buy a seniors' Economy class train ticket at full fare and your friend of any age travels free*.

Call your travel agent or VIA Rail Canada for full details.

* Other conditions and blackout dates apply.



1 888 VIA-RAIL (1 888 842-7245)
☎ TTY 1 800 268-9503 (hearing impaired)

PEOPLE MOVING PEOPLE

www.viarail.ca



VIA Rail Canada

™ Trademark owned and used by VIA Rail Canada Inc.



Meeting Room

Some places are just more fun to meet in than others. That's certainly the case with Canada, where business mixes naturally with pleasures of every kind. And with Air Canada's Meetings and Conventions Travel Services, we make planning a meeting in Canada as easy as it is enjoyable.

As a business meeting or convention organizer, you'll benefit from our special site inspection fares and have the chance to earn complimentary tickets for the association or corporation. In addition, your delegates save up to 40% on airfare and receive Avis® car rental discounts. We also offer more nonstop flights within Canada than any other airline.

For product information and online registration, visit www.aircanada.ca/conventions

Or call our Meetings and Conventions Travel Services at [1-877-410-6788](tel:1-877-410-6788).

AIR CANADA 

A STAR ALLIANCE MEMBER 

