

# TOURISM

CANADA'S TOURISM MONTHLY

July - August 2002

Overnight travel to Canada held up in 2001

How is your summer so far?

Feature - Sport tourism



*Discover our true nature*



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Canada



The Blomidon Inn in Wolfville, Nova Scotia.

## Product Club success story

Bay of Fundy tourism businesses are better prepared than ever to welcome the influx of visitors expected in the region this season, thanks to a new program sponsored and coordinated by the Bay of Fundy Tourism Partnership.

Thirty-three tourism businesses around the bay from St. Andrews, New Brunswick, to Yarmouth, Nova Scotia, have just been designated as “*Bay of Fundy Recommended Experiences*”. In order to receive the designation, these operators voluntarily completed an extensive three-phase tourism quality assurance program which included mentoring sessions, a “best practices” tour of tourism businesses in the inter-provincial Bay of Fundy region, and a mystery shopping exercise.

“Through participation in this program, these businesses have shown their commitment to

delivering safe, high-quality vacation experiences,” said the Honourable Gerry Byrne, Minister of State for the Atlantic Canada Opportunities Agency (ACOA).

The “*Bay of Fundy Recommended Experiences*” program is cost-shared by the participating tourism businesses and the Bay of Fundy Tourism Partnership. It is promoted by the organization through certification, brochures and a Website. The partnership was created in 1998 as part of the Canadian Tourism Commission’s Product Clubs program and is now supported by ACOA, the New Brunswick Department of Tourism & Parks, the Nova Scotia Department of Tourism & Culture, and tourism associations in the Bay of Fundy region. 🍁

*For more information, contact Bay of Fundy Tourism Partnership (902) 254-2772.*



Kayaking the Hopewell Rocks in New Brunswick.

## Get the facts!

“Fact Sheets” containing brief but comprehensive information on a specific topic will be published from time to time as issues or topics of interest arise. For example, the new *Air Travellers Security Charge (ATSC)* on April 1, 2002, has raised many questions. The fact sheet on the ATSC includes detailed, reader-friendly information on what every traveller, tour operator, travel agent, etc., needs to know. There is also a current fact sheet on *Highway 407 Express Toll Route Charges*, and upcoming fact sheets include one on entry into Canada for foreign nationals with criminal convictions, and on the GST Visitor Rebate Program.

These “Fact Sheets”, a new initiative of the Canadian Tourism Commission, are available through the CTC’s Website [www.canadatourism.com](http://www.canadatourism.com) under the Industry Resources – Publications section. Should our readers wish to suggest topics or issues, please contact Irenka Farmilo, Program Director of Industry Development at: [farmilo.irenka@ctc-cct.ca](mailto:farmilo.irenka@ctc-cct.ca). 🍁



## One-stop rail travel initiative announced

Canadians spend 16 percent of their annual disposable income on transportation. The \$262 million tourists spent on passenger rail in 2001 makes a substantial contribution to the Canadian economy in terms of revenue, business creation, jobs and regional development.

Bill Rowat of the Railway Association of Canada (RAC), a group which represents 95 percent of Canada’s railways, points out that a new partnership with the Canadian Tourism Commission (CTC) as the *Canada by Rail Product Club* will promote rail tourism both domestically and internationally.

*Canada by Rail* will develop a series of new partnerships between those Canadian railways which offer tourist services and other sectors of the Canadian economy. A one-stop-shopping Website ([www.canadabyrail.ca](http://www.canadabyrail.ca)) will offer tourists information on all rail-related opportunities.

Rowat says this is the first time Canadian tourist, commuter, and



Photo: Courtesy of The Railway Association of Canada.

Travelling by train through the Rocky Mountains.

intercity passenger railways have joined together to develop products intended to enhance rail awareness and tourist accessibility in all regions of the country. Not only does tourist rail provide exciting adventures throughout Canada, he says, but the passenger and commuter components are fundamental transportation to innumerable other tourist venues. The partnerships will expand beyond rail service providers, into any sector where cross-promotional opportunities exist. 🍁