

First Nation's Tourism Update - March 2003

By Beverley O'Neil

Since September 11, 2001, the tourism industry has been in upheaval still feeling the after math of the terrorist attack. Immediately businesses felt the impact that destroyed one of the most significant landmarks of the United States, the World Trade Centres. It's hard to believe the indestructible towers are no longer gracing the sky line of one of the most sung-about cities in the world... New York.

The tourism industry responded by immediately adjusting their marketing strategies and offering special promotions. North American television stations have been plagued with commercials from country and state destinations encouraging people to "Come on over..." hoping visitors will again be tourists abroad.

And it seems their efforts may be paying off according to Jim Watson, President and CEO of the Canadian Tourism Commission (CTC). "Travel in Canada is definitely on the rise and the recovery seems to be quicker than we initially forecasted."

Industry observers at a recent travel industry conference in Toronto supported the CTC's view; holding back a bit optimism for a full recovery since uncertainty exists on the effects of regulatory and industry responses. The Conference Board of Canada also announced a return to 'business as normal' isn't expected for at least a year from the business travel sector.

Despite all this, marketing efforts by the CTC targeting Canadian and American travellers seem to be working, with 2001 overall results being better than expected.

Kudos... and much praise goes out ...

Congratulations to the Ktunaxa/Kinbasket St. Eugene Mission Golf Course in south eastern BC at Cranbrook for winning third place in Golf Digest's annual Best New Golf Courses awards. Opened in 2000, the golf course is the first phase of the St. Eugene Mission Resort, which will open in May 2002. Next to the resort will also be the Casino of the Rockies, opening at the same time. The St. Eugene Golf Course will host its third annual National Aboriginal Day fundraiser golf tournament on June 21. For more info contact the St. Eugene Mission Development Corporation go on-line to www.golfsteugene.com

Thinking of Taking Your Kids Abroad?

As a repercussion to the September 11, 2001 tragedy, the Department of Foreign Affairs and International Trade have made changes to Canadian passports. Children can no longer be included in their parent's passports - they must now have their own passports.

North Thompson Band Planning for Eco-Tourism

Planning is underway between the North Thompson Indian Band and Mike Wiegele Helicopter Skiing to work together in developing eco-tourism initiatives that will contribute to long-term stability for all parties. When the group identifies opportunities, they will be guided by principles that ensure environmental integrity through sustainable levels of utilization of natural renewable resources.

Did You Know?

- 2002 has been named the International Year of Eco-Tourism by the United Nations.

- Over 94 million people have overnight travel trips in Canada each year.
- According to the National Tour Association (NTA), more travellers are staying closer to home and taking shorter trips, while business-to-business partnerships are the focus of tour operators.
- Canada is rated #7 as a world travel destination earning 3 percent of the world travel share. France holds first position with 11 percent of travels, while Spain and the United States follow. (WTO 1999 figures)
- Beautiful BC Magazine is now a part of the Tourism BC products - visit their website at www.beautifulbc.ca/shop/ to discover exclusively designed Canadian products including clothing, travel guides, videos and books.

Short on Facts? Connections? Linkages? Exchanges?

Are you looking for information on what is happening in the tourism industry Canada-wide? Wanting to build links with other operators across Canada? The Canada Tourism Commission is the answer to your questions. The CTC offers you the vehicle to link with other operators through the Canadian Tourism Exchange (CTX) for information, promotion, meetings and employment exchange. You can register on-line free of charge at www.canadatourism.com (CTC reserves the right to restrict access).

Fast Facts – BC's Fall 2001 Tourism Indicators

- BC saw increases in the average daily room rate for five centres in September - Kelowna (2%), Smithers (2.3%), Kamloops (4.3%), Penticton (4.5%) and Nanaimo (5.9%). There was no change in average rates for Greater Vancouver.
- Sales in September for commercial restaurants heated up to 3.8% and 6.0% in the 2001 third quarter, nearly \$4.0 billion from 2000 and a year-to-date total of 8.6%.
- The total number of visitors to Visitor Info Centres (VIC) in BC also enjoyed an increase in October of 12.1% bringing year-to-date total up 2.0% to nearly 1.5 million visitors. BC Rockies led the pack with an increase of 15.3%, while four centres experienced declines.

Source: Tourism BC - Tourism Indicators, Issue No. 24, December 2001 – www.hellobc.com

Upcoming Events

- **Tourism BC On the Road Again** - Tourism BC began its Frontline Management Solutions workshops in February in Victoria and Surrey. Beginning March 12, they will be in Merritt than travelling to Grand Forks (Mar 17), Fairmont Hot Springs (Mar 21), Kelowna (Apr 11), Surrey (May 3) and finishing in Kelowna (Jun 6). For information email superhost@tourism.bc.ca or call Tourism BC at Victoria (250) 387-1711 or Vancouver (250) 660-2861.
- **Canada Adventure Tourism Industry Conference** - April 26 to 28 in Kamloops, presented by the University College of the Cariboo, CTC and Tourism BC. The theme is "working in Volatile Times, Solutions for Global Survival". For information and registration - www.cariboo.bc.ca/psd/tourism/advpgms/conference or (250) 371-5843 or advqconf@cariboo.bc.ca
- **World Eco-Tourism Summit** - hosted in Quebec City from May 19 to 22. See: www.ecotourism2002.org. Other info on Eco-Tourism: www.uneptie.org/pc/tourism/ecotourism and www.world-tourism.org/sustainable/IYE-Main-Menu.htm

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