

The International Association of Travel Research and Marketing Professionals - Canadian Chapter
L'Association internationale des professionnels de la recherche et du marketing en matière de voyages - la section canadienne

President's Message

Congratulations to all members of the Canadian Chapter of TTRA for earning the Chapter Achievement Award for 2001/02. The announcement and presentation was made during the annual TTRA Conference in Arlington, Virginia.

And further congratulations to Montreal on being selected as the host city for the 2004 TTRA Conference. Having just returned from the 2002 event in Arlington, I know there is a tremendous amount of excitement among all members about the prospect of going to Montreal. It should result in an excellent conference. Scott Meis, past president of TTRA Canada and current board member of TTRA, will be the chair for the conference.



The Edmonton Skyline

Winning the Chapter Award and Montreal being named host of 2004 make this a very exciting time for TTRA Canada. There was a large Canadian contingent in Arlington and the conference was excellent. Our congratulations to the organizers and the Board of Directors of TTRA for a job well done.

The planning for the 2002 TTRA Canada annual conference in Edmonton is well underway. The overall theme of Access has provided a broad range of topics for presentation and discussion. Information has begun to be distributed and there will be more in the coming weeks. Make your plans now for TTRA Canada in Edmonton September 29 to October 1, 2002.

The Board of Directors has had discussions concerning TTRA International's Strategic Planning exercise. During the Arlington conference, we participated in two sessions, a luncheon overview session and a townhall where we provided our perspectives. There will be more information coming from the TTRA International Strategic Planning taskforce.

I would like to thank all the members of your Board of Directors for their work over the past months. In particular, the work of Michael Ennamorato and the Communications Committee in enhancing our communications with members has been tremendous. The development of the E-News and the revised aTTRAction are tangible results of the efforts to enhance member benefits.

There will be some vacancies on the board of directors for the next two-year term. If you have an interest or want more information, contact any of the current directors.

I hope that you enjoy the summer and see you in Edmonton!

Greg Danchuk

TTRA Canada President

inside this issue

2
Canada Wins Chapter of the Year

3
Business Travel Faces a Bumpy Road to Recovery

4
Canadian Tourism Commission: Synopsis of Research Findings Post September 11th

5
Have You Crossed the Line?

6
Researching the Canada and the World Pavilion

7
China Outbound Tourism: Beyond the Hype

8
University of Waterloo Announces Master's of Tourism and Planning

9
The 2002 TTRA Canada Conference

The Canadian Chapter of the Travel and Tourism Research Association

1608-130 Alberta Street,
Ottawa, Ontario K1P 5G4

or visit our website at:
www.ttracanada.ca



The Canadian Chapter
of the
Travel and Tourism
Research Association

La Section canadienne
de l'Association de
recherche sur les voyages
et le tourisme

Message du Président

Félicitations à tous les membres du chapitre canadien de TTRA, les lauréats du chapitre de l'année 2001/2002. L'annonce et la présentation du prix ont été effectuées lors de la conférence annuelle de TTRA à Arlington en Virginie.

Félicitation également à Montréal, qui a été sélectionnée comme ville-hôte de la conférence annuelle de TTRA international de 2004. Tout juste de retour de la conférence 2002 à Arlington, on sent un enthousiasme au sein des membres de l'organisation sur la perspective de venir à Montréal en 2004. Il ne peut en résulter qu'une excellente conférence. L'ancien président de TTRA-Canada et membre du conseil d'administration de TTRA, Scott Meis, présidera cette conférence.

Gagner le titre de chapitre de l'année et avoir Montréal élue comme ville hôte en 2004 rendent cette période de l'année très excitante pour TTRA-Canada. Un très grand contingent de Canadiens assistait à cette excellente conférence d'Arlington. Nos félicitations aux organisateurs et au conseil d'administration de TTRA pour du travail bien fait.

La planification pour la conférence annuelle 2002 de TTRA-Canada à Edmonton va bon train. Le thème général de l'accessibilité a fourni une grande variété de sujets de présentations et de discussion. De l'information circule déjà et il y a beaucoup plus à venir. Faites alors vos plans pour TTRA-Canada à Edmonton du 29 septembre au 1er Octobre 2002.

Le conseil d'administration a eu plusieurs discussions concernant l'exercice de planification stratégique de TTRA-international. Durant la conférence d'Arlington, nous avons participé à deux sessions, un déjeuner offrant l'aperçu général et une session de discussion où il nous a été possible de présenter nos perspectives. Plus d'information à ce sujet viendra du comité de planification stratégique de TTRA-International.

J'aimerais remercier tout les membres du conseil d'administration pour leur travail au cours des derniers mois et plus particulièrement celui de Michael Ennamorato et du comité des communications pour l'amélioration de la communication avec nos membres. Le développement des e-nouvelles et la nouvelle édition de aTTRAction sont des résultats tangibles des efforts déployés afin d'améliorer les bénéfices aux membres.

Il semble qu'il y aura des ouvertures au sein du conseil d'administration pour le prochain mandat de deux ans. Contactez un des membres du conseil pour plus d'informations ou si vous êtes intéressé.

J'espère que vous profitez bien de votre été et on se voit à Edmonton!

Greg Danchuk

Président de TTRA Canada

Canada Wins Chapter of the Year

Martin Winges, Ottawa Tourism

It's official. For the second time in four years the Canada Chapter has been awarded the Chapter of the Year award by TTRA International. Even if we do say so ourselves, the victory was well deserved, particularly since many competing chapters had very strong submissions as well. Here are some excerpts from our own winning submission.

Membership Recruitment & Retention.

TTRA Canada has capitalized on International's improved membership reporting. As a result, we have provided member lists and contact information on our website. Keeping better track of our members through enhancement of the database will help members network through improved and more reliable access, and will ultimately aid retention by tracking member career movement and renewals.

Programming and Networking.

Our annual conference in Niagara Falls generated significant interest despite the

events of September 11th. 110 were registered for the conference, only 20 short of our minimum target. The conference attracted 43 non-members, of whom 14 signed up as new members as a result of an appealing program, networking opportunities, and a discounted conference rate to new registering members.

TTRA Canada also has maintained its strong relationships with conference sponsors. Almost \$35K was generated in cash and in-kind sponsorship, or \$318 per delegate. This was double the sponsorship target. The bottom line profit of \$14K enables us to remain financially healthy and to consider a wider array of member benefits.

As a means of reaching out to our academic members and their interests, an academic roundtable was added at the beginning of our 2001 conference. Interest from 35 academics and students exceeded expectations.

Outreach

Students are encouraged to be active participants in the planning and operations of our annual conference. This year, monies allocated for an event planner were instead used to pay students from Ryerson for some of their time helping with registration, billing, mailings, hospitality suite and on-site logistics. These students were also encouraged to attend sessions and social networking functions.

TTRA Canada embarked on two strategic alliances this past year. The first one was with the International Federation for Information Technology and Tourism (IFITT). This resulted in a reciprocal arrangement enabling TTRA members to attend the ENTER 2001 conference in Montreal at the same rate as IFITT members. Likewise, IFITT members were offered TTRA member rates.

The second alliance is with the Professional Marketing Research Society (PMRS). Agreement in principle on a national level has already been struck on several fronts such as

reciprocal member rates at conferences, reciprocal panel participation at each organization's national conference, reciprocal booth presence at each other's conference. There is also a general consensus between organizations to move forward on discounted fees for membership and courses. Member rates for PMRS courses have already been offered by local chapters.

Communication

The Board struck a Communications Committee comprised both of Board members and the general membership. Having developed a comprehensive plan, two key areas were addressed as priorities. First, the aTTRActions newsletter was redesigned and distributed both in hard copy and in PDF format. Also, in order to foster openness and transparency to the general membership, and to convey information of a time-sensitive nature, we instituted a monthly Chapter E-News.

Awards

Through negotiations with the Canadian Association of Convention & Visitor Bureaus (CACVB), TTRA Canada will be instituting a new \$1500 cash graduate level award in 2003. This award, sponsored by the CACVB, will help encourage municipal level research among multiple disciplines. Publicizing the award will begin in August 2002. This award will complement our Gordon Taylor Undergraduate Award.

Summary

In 2001/02, the Canada Chapter of TTRA has begun the process of re-inventing itself to ensure its relevancy to a more diversified membership and industry at large. Having examined its goals and objectives, the Canada Chapter has initiated activities, refined processes, and developed alliances that have set the momentum forward to establish its place among the broad-based research environment, that includes students, academics and marketers to name a few. This is why TTRA Canada deserves Chapter of the Year.

Business Travel Faces a Bumpy Road to Recovery

Andrea Dixon, Research Associate, The Canadian Tourism Research Institute, The Conference Board of Canada

Traditionally, business travel leads the pack following a slowdown. This time, however, business travel seems to have staggered out of the gate, stumbling along behind leisure travel in its efforts to get up to speed. In order to arrive at a reasonable travel prognosis, it is necessary to understand the reasons for this atypical pattern.

Economy Stalls Business Travel Recovery:

Both business-travel suppliers and travelers agree that the primary impediments to a full recovery include an uncertain economy, the cost and inconvenience of business travel—air travel, in particular—and the preference to travel only when it's essential. The Yesawich, Pepperdine & Brown/Yankelovich Partners 2002 National Travel Monitor released in April stated that, of all the impediments, the economy is by far the biggest concern.

The majority of recent surveys indicate that economic concerns by businesses will have to relax before a full recovery can take place. Indeed, 72 percent of corporate-travel managers surveyed by the National Business Travel Association in the United States agree that a stable economy must prevail before travel expenditures return to their previous levels.

For many reasons—not the least of which is the uncertain economy—managers are now scrutinizing travel expenditures much more closely. In fact, many managers are taking a more strategic approach toward travel—in some cases calculating a return on investment (ROI) to determine whether a trip should be taken at all. A survey by the Association of Corporate Travel Executives (ACTE), BusinessWeek Research and GetThere (a Sabre company) reported that 18 percent of financial executives now use some

measure of ROI for their company's business travel.

Travel Price Increases Aren't Helping:

Strategic thinking means analyzing all aspects of business travel. With the overall cost of air travel increasing, it's no wonder that some corporations are continuing the policy of funding essential travel only. Even chief executive officers are found on no-frills airlines or in the economy seats on Air Canada these days.

However, it is not just the economy and the high cost of travel that is stalling the full recovery of the business travel industry. Security measures translate into travel inconvenience, something that is not very attractive to business travelers. The Yesawich, Pepperdine & Brown/Yankelovich Partners 2002 National Travel Monitor reported that only 1 percent of business travelers believe it is not safe to fly. On the other hand, 32 percent feel that new security measures make business travel "a big hassle" and 18 percent actually report flying less because of the associated inconvenience. Given increased inconvenience, inconsistency among security procedures at airports and the hurry-up-and-wait syndrome, the incentive to jump on a plane to visit a client is—not surprisingly—low.

Business Travel Alternatives on the Rise:

Video conferencing is an alternative that has been around for many years, but is a technology that has not lived up to its initial billing as a replacement for business travel. However, such alternatives to travel are now starting to emerge as viable options for business, especially for internal or regularly scheduled meetings where the participants are familiar with each other. Surveys done since September 11th are reporting that conference calls, video conferencing, Web conferencing and, in fact, any technology that brings people together without leaving an office is on the rise. We expect the progress made in this area will lead to some permanent changes with respect to the role of business travel.

The New Reality: It appears even Robert Milton, president and CEO of Air Canada, isn't that bullish on the short-term outlook for business travel. He told analysts in a recent quarterly conference call that it's going to be some time before the business travel sector recovers.

As a result, Air Canada, like many other airlines worldwide, is taking steps to compensate for the lost business travel revenue. The company has removed the business class cabin from a number of domestic aircraft and reduced the number of business class seats offered on others.

But will business travelers want business class on domestic flights? If they do, it will be on their own terms. Traditional restrictions on business class fares are slowly disappearing as business travelers revolt. The bane of business travelers looking for a reasonable fare—the required Saturday night stay over—is disappearing from some carriers' requirements. America West Airlines, British Airways (on some domestic flights) and the no-frills airlines have all removed the requirement.

A Look Ahead: Business travel will eventually rebound. However, in so doing, we expect business travel will be seen much more as a corporate investment. In this regard, it is a job function that will need to provide a tangible return on investment.

In light of the impediments still in place, significant growth in overall business travel will not likely be seen until next year. Part of the recovery process for tourism suppliers will be to determine which changes to their businesses are permanent and which ones are temporary.

Canadian Tourism Commission: Synopsis of Research Findings Post September 11th

Heather Breen, Canadian Tourism Commission, Market Research Group

With the events of September 11th now more than six months behind us, travel

continues to be down but there are new opportunities on the horizon. Many of the challenges that the global tourism industry has faced have turned into opportunities, thus changing the competitive landscape.

While some opportunities have been extremely short-term, others have emerged as longer-term trends that will have lasting effects on the industry. The tourism industry has become rather 'September-centric,' for good reason, although there is a bigger picture to be examined and it is far from doom and gloom. Intentions and behaviours have surely changed to a degree, but many of these changes are a result of non-September factors such as an economy that was already struggling prior to the terrorist attacks. September 11th caused individuals and businesses to re-evaluate their travel plans and past patterns, leading to cutbacks on excesses.

Resulting financial impacts to the Canadian tourism industry and governments have been substantial. Foregone revenue to Canada for the period from September 11th to the end of 2001 was an estimated \$815 million - \$485 million from the US market and \$330 million from overseas markets. The effects have continued into 2002.

With improvements in the economy and in consumer confidence, it is important to recognize emerging trends that will have an effect on the travel patterns of post 9/11 travelers. Key trends that have emerged in North America are:

- Strong increases in auto travel, declines in air travel;
- Desire to reconnect with loved ones, increase in family travel;
- Importance of price and flexibility;
- Late bookings;
- Increasing usage of the Internet for research and deals;
- Urban to rural, back to basics travel;
- Terrorism vs. Economy tug-of-war;
- American top-of-mind awareness of Canada - all time high;
- Business not as usual, end of excess.

Following the September attacks, tourist numbers decreased substantially, predominantly due to terrorism and flying fears. These fears were shared with already present economic concerns. Despite all of these factors, North Americans have nonetheless been keen to travel and their travel intentions for the future are no different than they were in benchmark studies, prior to September. There is also some pent-up demand, which will most likely be evident in spring and summer travel statistics.

Insofar as American travel is concerned, Canada has found itself in an enviable situation. Many American travelers have increasingly wanted to:

- Feel safe;
- Stay close to home;
- Save on costs, find value; and
- Avoid flying or remain in control of their transportation.

As a travel destination, Canada:

- Is rated as the safest destination by Americans;
- Is considered 'close' by many travelers and is not perceived as an international destination;
- Offers an extremely favourable exchange rate; and
- Is within driving distance for many Americans – now more than ever as longer drives are deemed more acceptable.

The Canadian tourism industry has had the added advantage that many Canadians have been more willing to travel within their own country. However, Canadians are a wanderlust-filled group of travelers and, despite the exchange rate, and partly due to perceived deficiencies in the domestic airline industry, are keen to branch out elsewhere.

Finally, while the Canadian tourism industry can certainly perform well by looking to our southern neighbours for revenue, our other markets must also receive attention. Due in large part to an

unavoidable dependency on air travel, our non-US market visitation numbers have dropped substantially since September 11th and are recovering at a slower rate. While extensive research into reasons for not traveling to Canada has not been conducted, this reduction could be due to a number of factors: fear and hassle concerns; travel costs; air capacity; economic factors; inter-region travel possibilities and finally, on an optimistic note, simple postponement which could result in a spring/summer boom.

Many of the trends that have emerged as a result of 9/11 bode extremely well for the Canadian tourism industry. Many opportunities exist, particularly in the US leisure market. Challenges exist in connecting with air-dependant overseas travelers who will require incentives to make the journey to Canada and also in extending the trend for Canadians to travel domestically.

Have You Crossed the Line?

A discussion of measurement challenges in leaving the usual domestic environment.

Judy Rogers, President, Research Resolutions & Consulting Ltd.

Background

At the very essence of determining how many visitors came to a destination is the definition of a "visitor". Because of its centrality to measurement, the definition of a visitor and how this should be operationalized is a critical topic for tourism in all jurisdictions.

In 1994, the United Nations Statistical Committee approved a definition of tourism as put forward by its agency, the World Tourism Organization (WTO): "The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".¹ This definition is designed to apply to international and domestic tourism.

In addition to the basic definition, the

WTO provided guidelines in the 1990s to aid tourism measurement practitioners. As a work in progress, the guidelines are theoretically subject to revision as more thought and consideration are given to the complexities of measuring tourism and its economic impacts.

Canada's Odyssey

Canada's tourism research community has given the WTO guidelines considerable attention over the past two years as part of a continuous improvement program associated with the country's domestic household travel survey.² To determine what changes, if any, are required of current measurement practices, a review of the current body of commentary on domestic tourism measurement was undertaken.

The review included the following components: a detailed assessment of current WTO documentation and a six-country comparative analysis of current domestic tourism measurement practices. Two basic conclusions emerged:

1. Further clarification and refinement of WTO guidelines are required to address areas of ambiguity and internal inconsistency;
2. There is an absence of uniformity and/or consistency in the definition of domestic tourism from one country to another.

As a result of the initial review, Canada examined its historical operational definition of domestic tourism. At the national level, this definition systematically excludes repetitive and/or short-haul travel such as commuting to work or school, working as a member of an operating crew and trips associated with moving to a new residence. Canada currently uses an 80 kilometre one-way distance minimum from the permanent residence as the surrogate for "leaving the usual environment".

Simultaneous to exploration and discussion within the country, Canada made overtures to the WTO and other jurisdictions to assess interest in taking a more global approach to refining the

tools available for domestic tourism measurement. These efforts led to a stated willingness on the part of the WTO to consider alternative guidelines for operationalizing "leaving a usual domestic environment". New guidelines might make the constructs used to operationalize domestic tourism more consistent with the principle inherent in international tourism measurement: crossing an administrative boundary.³

Via its willingness to consider the topic, the WTO has created an opportunity for tourism researchers around the world to reconsider how best to capture the movement and spending of residents traveling within their own countries and to differentiate domestic tourism from other domestic travel. Some of the issues that should stimulate interest and debate in developing a consistent set of pragmatic guidelines for domestic tourism measurement are set out in this paper.

Harmonizing International and Domestic Tourism Measurement

For a variety of historical and practical reasons, domestic tourism may have lagged behind international tourism measurement because of the persistently elusive concept of usual environment and how a traveler is known to have left it. Travelers who cross international borders are considered, by definition, to have left their usual environment by virtue of having left their national geography.

Crossing an Administrative Boundary

In its analysis of the definitional and measurement problems associated with domestic tourism, Canada's tourism research community arrived at the following conclusion: the same fundamental construct used in estimating the size of international tourism could be applied to domestic tourism (the movement of people and money from one economic or administrative unit to another). The application of the same principle to international and domestic tourism has a certain conceptual elegance but begets new measurement issues. For example:

- Do sub-national economic or

administrative units have sufficiently stable boundaries to be used for trend measurement? If not, estimates of tourism volume and value may vary not only because consumer behaviour changes but also because boundaries shift.

- Is there sufficient information about the characteristics of economic or administrative units to permit scientific sampling, weighting and projection for household surveys?
- How does a consumer know if he/she crossed an economic or administrative unit boundary? Is this concept any more 'user friendly' than "leaving the usual domestic environment" when incorporated into a household survey questionnaire that is administered over the telephone?
- Will the data capture net have to be so extensive that surveys become unwieldy and unaffordable, particularly if same-day travel must be captured and subsequently subjected to a post-capture boundary screening process?

These are the very questions being addressed within the Canadian environment as the new domestic survey is being designed. They have given rise to considerable debate, revealing the need to examine specific circumstances prior to formulating global standards for domestic tourism measurement.

As the pool of professionals who are considering the topic increases, the chance of finding a common approach to operationalizing domestic tourism measurement also increases. The closer the global tourism research community can come to capturing domestic tourism volume and value in a manner that is consistent country-to-country and that is consistent with the measurement of international tourism, the closer destination marketers and planners will be to understanding how many "visitors" they had and the economic importance of "tourism".

(The previous article was edited from notes from a paper delivered to the TTRA Annual Conference, June 25, 2002, Crystal Gateway Marriott, Arlington, Virginia. For full text, please refer to the Conference Proceedings.)

Researching the Canada and the World Pavilion

Halim Abi Khaled, Corporate Research Analyst, National Capital Commission

The Canada and the World Pavilion is a unique cultural destination that opened on May 9, 2001, in Ottawa. Through state-of-the-art exhibits, engaging programs and special activities, the Canada and the World Pavilion showcases the hundreds of Canadians who are leaving their mark around the world today. The Pavilion is the only tourist attraction devoted entirely to showcasing the many ways that Canada touches the world. This emphasis on international themes is timely, as boundaries open up and the global village becomes a reality.

The focus of the information conveyed is contemporary, emphasizing recent achievements or contributions. However, past events or actions that have significantly shaped Canada's international image are also included.

With the intent of enhancing the performance management of the Pavilion, an evaluation framework was developed. In addition to ensuring that the "right" things got measured, the framework would facilitate the terms of performance information that would ensure accountability, evolve operational planning and control, support further program advocacy, inform program evaluation and ultimately support strategic planning.

Four lines of evidence were used for the performance measurement of the Pavilion in its first year. Attendance counts (manual and electronic) were

conducted every day. The services of In-Touch Kiosks were retained to manage a self-selected/self-administered survey from June 29 until August 31. A telephone survey was conducted to measure local awareness of the Pavilion vis-à-vis residents of the National Capital Region (NCR). Finally, a guest book was on display at the Pavilion from May to October, allowing visitors to share their comments in writing.

Attendance

A rigorous exercise was conducted to assess the attendance level at the Pavilion in its first season of operation. Consistent with the industry's method of reporting, attendance at the Pavilion is communicated by number of visits.

The following is an outline of visits to the Pavilion from May 9 until October 16, 2001:

Total visits: 62,131

- 42,889 Indoor Exhibits
- 4,089 Tour Groups
- 9,752 Outdoor Events
- 525 Events in Multi-Purpose room
- 2,995 Discovery Cart
- 1,881 Rideau Falls Salon

Visitor Survey

Visitors of the Canada and the World Pavilion were surveyed from June 29 to August 31, 2001. The purpose of the survey was to determine the characteristics of the visitors and satisfaction with the Pavilion site, programming, and activities. Data were collected using two electronic kiosks (one was programmed with an English questionnaire, the other with a French version). There were 748 valid completions.

Due to the self-selected/self-administered survey methodology, the findings are not necessarily representative of all Pavilion visitor population. Nevertheless, the relatively large number of completed questionnaires makes the findings very useful when analysed in concert with other data.

The following are key findings from the visitor survey:

¹ World Tourism Organization, Technical Manual No. 2, Collection of Tourism Expenditure Statistics, 1995, page 60.

² Rogers, Judy. Measuring Tourism – A review of operational definitions, Prepared for Canada's provinces and territories, Canadian Tourism Commission, Parks Canada, Heritage Canada, January, 2001

³ Decision to strike an ad hoc Working Group on "Usual Environment" made at the WTO Committee on Statistics and Macroeconomic Analysis of Tourism, Madrid, 4-5 February, 2002.

- A large proportion of respondents live in the National Capital Region (41%), have a university degree (58%) and are female (55%).
- Many respondents found out about the Pavilion by passing by (45%), followed by word-of-mouth (22%).
- Most respondents were first time visitors (90%), came to see the indoor exhibits (71%) and stayed for 1-2 hours (51%).
- The majority of respondents were either very or moderately satisfied with their visit overall (85%), and learned new information at the Pavilion (84% agreed with the statement "I feel I have acquired/learned new information on my visit today").
- The majority of respondents were particularly satisfied with staff friendliness (93% were very satisfied or satisfied) and washrooms (90%). There were also high levels of satisfaction with staff knowledge (84%).
- 69% of respondents said that they would be likely to return to the Pavilion, and 84% claimed a likelihood of recommending the Pavilion to friends or family.
- Key determinants of overall visitor satisfaction could be traced to the conveyance of new information (importance value .45) and staff friendliness (importance value .35)

One of the Pavilion's key strategic objectives was to offer visitors a learning experience and increase their feelings of pride. Research findings as well as comments received from visitors in the guest book reveal that the Pavilion has been successful in these respects.

Guest Book

Given that most of the lines of evidence used for the Pavilion performance measurement were of a quantitative nature, a guest book was on display to offer visitors the opportunity to provide qualitative comments. In total 369 comments were registered in the guest book for the entire season. While the majority of these

comments were positive, there were a few suggestions for improvement which have provided useful perspectives for future development planning.

Local Telephone Survey with Residents of the National Capitol Region

The marketing campaign of the Pavilion's first season targeted NCR residents. Consequently, a local telephone survey was necessary to gauge awareness levels for the new attraction.

The survey occurred during the week of September 26, 2001, with a sample of 500 NCR residents (+/- 4.4%, 95% confidence level).

The following are key findings from the local survey:

- In its first season of operation, the Pavilion achieved a strong awareness level. Twenty-two percent of NCR residents recall seeing or hearing about the Pavilion.
- When respondents were asked to recall the source of awareness, the most widely mentioned medium was newspaper (32%), followed by television (24%).
- Respondents typically mentioned "Exhibits on Canadian achievements" when asked about their specific knowledge of the Pavilion's offering.
- Of the 22% of respondents aware of the Pavilion, 13% had actually visited and 87% had not. This translates into a visitation rate of just under 3% among total NCR residents.
- When asked, respondents who had not visited the Pavilion were most likely to state that they had no time to do so (51%).
- Just over 5% of respondents are planning to visit the Pavilion, suggesting potential for future visitation growth within the local market, particularly if awareness levels continue to rise.



The Pavilion

The integrated first-year research program provided very useful results that have utility in the context of both performance appraisal and future venue development. New research initiatives building on the initial effort are planned for 2002/2003.

For more information on the Canada and the World Pavilion, click on: www.canadascapital.gc.ca/international

China Outbound Tourism: Beyond the Hype

Nicolino Strizzi, Canadian Tourism Commission

Introduction

Two decades of rapid economic growth, ongoing economic reforms, rising incomes and a market of over 1.2 billion potential consumers for all types of goods and services has prompted much speculation that China is poised to become one of the world's leading economies in the new millennium. China's recent membership in the World Trade Organization and Beijing's hosting of the 2008 Summer Olympic Games has only increased enthusiasm over the country's future economic prospects. Against this backdrop, there is much talk of China becoming one of the world's largest generating sources of international tourists

by the year 2020. Not surprisingly, competition is intensifying to grab a larger share of the expected rapid growth in outbound travel from China.

To meet this competitive challenge, the Canadian Tourism Commission (CTC) has undertaken a number of important initiatives in China since the late 1990s. These, among others, included the signing of a tourism memorandum between Canada and China in 1997 and continued efforts to win Approved Destination Status (ADS) for Canada from the Chinese government. In early 2002, the CTC and the Beijing Tourism Administration also signed a cooperation agreement on International Conferences and Exhibitions. Finally, the CTC undertook two special strategic studies – a market research study on the Chinese outbound travel market and a macroeconomic study exploring China's inbound and outbound tourism.

Outbound Travel Outlook

By the year 2020, the World Tourism Organization expects that China will become one of the world's major outbound tourism markets. It is forecasted that China will generate 100 million tourists (6.2 per cent of the world total) globally by 2020, ranking it the world's fourth largest generating country after Germany, Japan and the United States. These projections implicitly assume that the foundations of the Chinese economy are fundamentally sound and strong, with positive medium- to long-term growth potential. But, the course of China's long-term economic growth and political and social development remain subject to substantial uncertainty. Consequently, the World Tourism Organization's relatively optimistic projections of China's future tourism growth need to be tempered with caution for a number of reasons.

Constraints

Firstly, according to one estimate, only 3 per cent of mainland Chinese people possess private passports. Currently, most international Chinese travellers must apply for special travel permission which, in turn, enables them to make business, government trips or recreational travel to officially approved destination status countries. As more and more neighbouring countries are granted ADS, greater numbers of Chinese citizens will be able to obtain holiday visas to take closer, cheaper and shorter

vacations. As of early 2002, twenty-one countries or areas had been granted ADS by Chinese authorities. In the absence of ADS, the ability of destination countries to attract a larger share of outbound travel from China will be seriously hindered.

Secondly, China's outbound travel volumes and spending patterns will continue to be highly influenced by current and future income and employment growth. Yet, China's true unemployment rate will most likely remain high and continue to rise given ongoing financial sector and state-owned enterprise rationalization, government and military downsizing and agriculture sector consolidation. As average personal incomes drop, average consumer purchasing power might decline, resulting in decreased demand for such discretionary spending items as travel.

Thirdly, continued banking system and financial sector weakness, growing non-performing loans and bad debts, rising foreign debts and debt-servicing costs could take an ever bigger share of fiscal resources and foreign exchange reserves. To safeguard its international currency holdings, the volume of outbound Chinese travellers may be restricted. Chinese officials may also choose to slow the ADS-granting process. That could constrain China's future economic growth and outbound tourism potential.

Fourthly, ongoing global stock market volatility and regional currency weakness mean that increasingly price-conscious Chinese travellers would continue to favour cheaper and closer tourist destinations at the expense of long-haul international tourist destinations.

Finally, a future devaluation of the Chinese currency should not be ruled out. Were a devaluation to occur, China's tourism products could become cheaper. This would foster inbound tourism to China, especially bargain-seeking travellers. A weaker Chinese renminbi would also encourage locals to travel domestically instead of vacationing abroad given the reduced buying power of their currency.

Conclusions

In the short to medium term, obtaining ADS remains a necessary condition in capturing a bigger slice of the anticipated rapid growth in China's outbound tourism. The easing of

travel and foreign exchange restrictions will also influence the growth of future outbound Chinese travel flows. For the longer term, the outlook regarding China's potential to grow as a major new international tourist generator is mixed given mounting domestic political, economic, social and environmental pressures.

If, on the one hand, China continues to stimulate per capita income growth and the government eases travel restraints, then it has the potential to become one of the world's largest generators of international tourists. If, on the other hand, wealth and incomes fail to grow rapidly and travel restrictions are not eased, then the majority of Chinese consumers will more likely be slow in adopting and developing consumer-travel behaviour habits and leisure activities. That might depress long-haul leisure travel flows. The trend towards greater intra-Asian travel, especially to closer and cheaper destinations, implies fewer Chinese may travel elsewhere. Competitive product, price, quality as well as access to and delivery of tourism goods and services will be the major success factors in attracting new Chinese outbound tourists and encouraging repeat travellers in the next decade and beyond.

(The CTC's recently published report entitled *An Overview of China's Inbound and Outbound Tourism Markets* written by Nicolino Strizzi is available in both official languages and can be obtained free of charge from the Canadian Tourism Commission's website at: <http://www.canadatourism.com/en/ctc/ctx/partnerships/asianpacific/ChinaReport.pdf> or from the CTC's Distribution Centre at: phone: (613) 954-1724; fax: (613) 952-2320; email: ctcdistributioncct@ctc-cct.ca.)

University of Waterloo Announces Master's of Tourism and Planning

*Stephen L.J. Smith, Professor of
Tourism, Department of Recreation &
Leisure Studies, University of Waterloo*

The University of Waterloo (Waterloo, Ontario, Canada) is launching a Master's

of Tourism Policy and Planning next fall. This new program is a collaborative degree involving the co-operation of the Faculty of Environmental Studies and the Department of Recreation and Leisure Studies. The multi-disciplinary program will encompass environmental, social, economic, political, geographic, planning and marketing concepts as well as themes related to sustainable tourism development. Particular emphasis will be placed on developing students' analytical and research skills. The program is intended to prepare graduates for careers in tourism planning, government, and consulting.

More information can be obtained from Stephen Smith, Dept. of Recreation and Leisure Studies, University of Waterloo, Waterloo, Ontario, Canada N2L 3G1.

Tel: 519 888 4045; Fax: 519 746 6776.
E-mail: slsmith@healthy.uwaterloo.ca

The 2002 TTRA Canada Conference

As most of you know by now, the 2002 TTRA Canada Conference will be held in Edmonton, from September 29th to October 1st. The main theme for the conference is "accessibility" defined in the broadest terms, embracing access to tourism information through to the facilitation of physical access to destinations. In a sense, the accessibility theme represents an extension of the sustainability topic addressed at last year's conference. Certainly the notions of sustainability and destination accessibility are intertwined and, indeed, might be considered central to the concept of "balance".

The Coast Hotel in Edmonton offers us a first-class venue to explore the accessibility theme. It must also be considered an exceptional location from the perspective of encouraging networking and socializing.

As usual, we have placed a priority on ensuring that conference fees are affordable and that our members receive very good value for the money. The full conference fee for members is only \$325. The corresponding fee for non-members is \$450. Student, single day and other special rates are also available. To give you some sense of conference structure, preliminary program highlights are outlined below.

Sunday, September 29: Case Study

Culture – Festivals – Science – History! Your interpreted tour will acquaint you with the Edmonton Space and Science Centre's success in rebranding itself as the "Odyssium". Discover the access challenges faced by the Fringe Theatre, the largest alternative theatre festival in North America and learn how the Old Strathcona community heritage attraction is coping with its success. In the evening take a step back to pioneer time at Fort Edmonton Park and enjoy Alberta's famous beef, toe-tapping fiddle music, and a networking experience with colleagues.

Monday, September 30: Keynote Speaker & Six Concurrent Sessions

Keynote Speaker: We have enticed Michael Tretheway to be our keynote speaker. Michael is Vice President of Marketing and Chief Economist of InterVISTAS Consulting Inc. InterVISTAS is a transportation consultancy with the mandate of providing airport marketing, transportation planning, strategic positioning and market research to airports and other clients around the world. Michael is, therefore, very well placed to discuss the practicalities of accessibility issues related to air transportation. He is a galvanizing speaker and promises to be controversial!



Michael Tretheway

Session Themes: Practical and academic streams will be highlighted. The practical stream will provide advice on accessing available tourism data, collecting data from your customers, and accessing planning and information services. The academic stream will explore the research challenges in attracting commercial transportation operators to a community, the tourism challenges resulting from controlling access to protected heritage areas, and the experiences of adapting tourism product to remote locations.

Tuesday, October 1: Four Concurrent Sessions

Session Themes: Delegates will have opportunities to hear from and engage speakers in four issue areas relevant to accessibility: personal accessibility barriers to tourism; the challenges of providing access during special events; the impact of seasonality on tourism opportunities; and community sustainability.

TTRA 2002 Conference Hotel Rates

Please note that special rates have been negotiated for TTRA conference attendees at the Edmonton Coast Hotel. Book soon, because rooms are going fast.

Superior room: \$115 - single or double occupancy

Premium Room: \$125 - single or double occupancy. Premium room rate includes continental breakfast, high speed Internet and access to the Club Lounge

(Taxes extra: 12%)

All rooms include:
Voice mail and complimentary local calls
Complimentary shuttle service within the downtown core
Complimentary In-room tea/coffee

Moving? Change in Membership Information?

if so, complete this form with updated information and mail to:

TTRA Canada, 1608-130 Alberta Street, Ottawa, Ontario K1P 5G4

Name: _____

Title: _____

Organization: _____

Mail Address: _____

Phone: _____

Fax: _____

Email: _____