

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

Having now moved into my new role as your association's President I would like to thank our past Chair, Doug Meredith and our Marketing Chair, Dave McVetty who have left the Board, for their hard work and dedication over the many years of their involvement. Now that a new TTRA Canada year is underway, I think I can speak on behalf of the rest of the Board, when I say that it looks to be an exciting one ahead. The momentum continues from Edmonton and another successful conference that has added over \$10K to TTRA's bottom line.

Moving forward in 2003/2004, the Board has endorsed three goals it would like to achieve over the next year and has restructured its committees to better meet its needs. As many of you are aware, TTRA has been successful over the years accumulating a healthy reserve fund. Now armed with the results of our recently completed membership survey, the Board and its committees are developing priorities and moving forward to put some of that reserve to work to the benefit of the membership. Over the course of the year you should see some new member benefits and enhancements that will complement our existing ones.

Our second goal, albeit a challenging one, is to expand the academic network to non-traditional faculties and colleges. We are currently examining how our

award programs can help facilitate this expansion. Traditionally, only tourism or recreation programs have been involved with TTRA, however, geography, business, hospitality or environmental management programs, to name a few, often overlap tourism issues and research. These overlapping disciplines are not currently well represented in the organization.

Finally, your Board would like to see our flagship forum, the annual national conference, elevated to an even higher level. Again, utilizing some of the reserve, we are exploring several ways we can reach this goal.

Besides working towards these goals, your Board is busy on a number of other areas that we believe will strengthen the organization. Work continues on our alliance with the PMRS. Our goal here is to maintain and reinforce our distinctiveness while recognizing that, as two professional research bodies operating in Canada, we have many common causes and much to offer each other. A closer relationship with the PMRS can, for example, give the majority of our members access to research-related opportunities and benefits that were not previously possible. In addition, this relationship will expose the general research community to the benefits of the TTRA.

Through a newly formed Corporate Partnership Committee, we hope to

identify how we can give greater exposure to TTRA sponsors beyond the conference and ensure a lasting commitment to TTRA. We are pleased to announce that the CTC has become the first to sign a three-year Partnership Agreement with TTRA. We thank them for that commitment.

(cont.inued)

inside this issue

2
TTRA Canada 2002 Conference

3
Toward A Common Set Of Research Standards

3
The TTRA Canada Member Survey

5
Purchasing Travel Online

6
Niagara College Cooks Up Big Plans With New Culinary Institute

7
TTRA Canada 2003 Annual Conference Planned for "The Fundy City", Saint John, New Brunswick

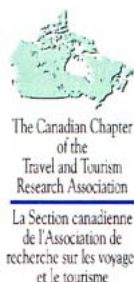
8
Preview of TTRA International 2003 Conference

9
Review Of Tourism Research - Call For Submissions

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



If you have suggestions for your association, you are encouraged to contact the Executive or the appropriate committee chair as listed in the February E-news and on our web site TTRACanada.ca. Better yet, consider getting involved with a committee as a means of contributing more fully to the direction of your association.

On a final note, I would like to extend a special thank you to NFO CFgroup for the time and resources they committed to developing and executing our recent online membership survey. Without this support, such a survey would not have been possible.

Martin Wings

TTRA Canada President
mwings@tourottawa.org

Message du Président

Maintenant que je suis entré en fonctions dans mon nouveau poste de président de votre association, j'aimerais remercier notre président sortant, Doug Meredith, ainsi que le président de notre sous-comité de marketing, Dave McVetty, – qui ont tous deux quitté le conseil – pour leur excellent travail et leur dévouement au cours de leurs nombreuses années de participation aux activités de notre association. Maintenant que la section canadienne de Travel and Tourism Research Association (TTRA) amorce une nouvelle année, je crois m'exprimer au nom des autres membres du conseil lorsque j'affirme que la prochaine année s'annonce palpitante. Edmonton poursuit sa lancée, et la tenue d'une autre conférence réussie a permis à TTRA d'ajouter 10 000 \$ à ses résultats nets.

Pour 2003-2004, le conseil a donné son aval à trois objectifs qu'il souhaite réaliser au cours des douze prochains mois en plus de restructurer ses sous-comités pour faire en sorte qu'ils répondent mieux aux besoins de l'association. Comme plusieurs d'entre vous le savez, TTRA a remporté un grand succès au cours des années et s'est constitué un bon fonds de réserve.

Maintenant munis des conclusions du plus récent sondage mené auprès des membres, le conseil et ses sous-comités définissent en ce moment les priorités et utilisent une partie du fonds de réserve pour le bénéfice des membres. Au cours de l'année, les membres constateront plusieurs avantages et améliorations qui s'ajouteront à ce que nous offrons déjà.

Notre deuxième objectif, bien qu'il nous pose un défi de taille, vise à étendre notre réseau aux facultés et aux collègues non traditionnels. À l'heure actuelle, nous étudions nos programmes de prix pour voir comment ils pourraient contribuer à cette expansion. Traditionnellement, seuls les programmes touristiques ou récréatifs participent à TTRA; toutefois, certains programmes en géographie, commerce, accueil ou gestion de l'environnement entre autres chevauchent les études et la recherche en tourisme. Ces disciplines ne sont pas bien représentées au sein de l'organisation à l'heure actuelle.

Enfin, votre conseil aimerait que notre principal forum, en l'occurrence la conférence nationale annuelle, prenne encore plus d'importance. Encore une fois, nous puiserons dans notre fonds de réserve et étudierons plusieurs moyens que nous pourrions prendre pour atteindre cet objectif.

Outre l'atteinte de ces objectifs, votre conseil s'occupe d'un certain nombre d'autres dossiers qui, à son avis, renforceront l'organisation. Nous poursuivons notre alliance avec l'Association professionnelle de recherche en marketing (APRM) dans l'optique de maintenir et de renforcer le caractère distinct de notre organisation. Nous reconnaissons également que nous formons deux organismes professionnels de recherche au Canada qui partagent des objectifs communs et qui ont beaucoup à s'offrir mutuellement. Par exemple, une relation plus étroite avec l'APRM permettra à la majorité de nos membres d'accéder à des occasions et à des bénéfices de recherche auxquels ils n'avaient pas accès auparavant. De plus, cette relation sensibilisera la grande

communauté des chercheurs aux avantages qu'offre TTRA.

Grâce à la récente mise sur pied du comité de partenariats d'entreprise, nous espérons définir des moyens pour assurer une meilleure visibilité aux partenaires de TTRA au-delà de la conférence et pour renforcer leur engagement envers TTRA. Nous avons d'ailleurs le plaisir d'annoncer que la Commission canadienne du tourisme (CCT) est devenue le premier partenaire à signer une entente triennale avec TTRA. Nous la remercions d'avoir pris cet engagement.

Si vous avez des suggestions à formuler à votre association, nous vous encourageons à communiquer avec les membres du conseil exécutif ou encore avec un des présidents de sous-comités, dont la liste se trouve dans le bulletin électronique de février ou notre site Internet (TTRACanada.ca). Mieux encore, pourquoi ne pas participer aux activités d'un comité pour contribuer davantage à la direction de votre association!

En conclusion, j'aimerais particulièrement remercier le groupe NFO CF du temps et des ressources qu'il a consacrés pour concevoir et mener notre récent sondage en ligne auprès des membres. Sans le soutien de ce groupe, il n'aurait pas été possible de mener un tel sondage.

Martin Wings

Président, TTRA Canada
mwings@tourottawa.org

TTRA Canada 2002 Conference: Accessing Destinations, Delivering Great Ideas

Brian Singh

TTRA Canada hosted its annual conference in Edmonton, at the Coast Edmonton Plaza Hotel, from September 29 to October 1, 2002. Members from across the country and internationally were treated to some true Alberta

hospitality. From attendee’s feedback, it was a successful conference and a good time was had by all.

The conference officially kicked off on Sunday with the Academic Roundtable – always a session valued by those who attend. In fact, the Roundtable has been so successful that there has been a suggestion to expand this forum to all that are interested. On Sunday afternoon, the majority of attendees hopped on the bus for the Case Study. The Study consisted of an interpreted tour of high points in Edmonton, stopping in Old Strathcona for talks on heritage communities and festivals (primarily the world-renowned Fringe Festival). It was then on to the Odysium to hear about its market repositioning, and the great value of focus group research, and to experience ZAP! – the zany human body simulator. The evening wrapped up at Fort Edmonton with a unique Alberta dining experience in the historic clerk’s quarters at the Fort – and to enjoy Alberta beef and true, friendly hospitality.

On Monday morning, Michael Tretheway of InterVISTAS Consulting delivered a stimulating keynote address on “Air Access: Canada’s Achilles Heel?” Michael gave all attendees much food-for-thought and direction for government policy-makers. After two morning sessions, the Gordon Taylor Student Award was presented to Amy Skelton of Brock University. Attendees returned to a provocative selection of presentations in the afternoon, only to rush off to their rooms to dress up for the evening festivities.

Tourism New Brunswick and Enterprise Saint John hosted a wonderful reception – with some great seafood and local potables – to promote the 2003 conference “Developing New Markets for Traditional Destinations.” We then adjourned to the banquet, with the appropriate theme “From West to East,” to enjoy an excellent meal which highlighted some local Alberta fare. The highlight of the evening was Martin Wings taking his turn as an auctioneer, and Table #1’s conviction that

“Moosehead” was the answer to any trivia question about New Brunswick. Attendees, depending on inclination, dispersed in groups to pursue their choice of Edmonton’s entertainment for the night. While some were intent on liquidating supplies in the hospitality suite, the “next generation” of researchers hit Strathcona to explore the theme of blue and ended the evening dancing at the Armoury (and we have pictures to prove it!).

On Tuesday, beyond hosting five informative sessions, TTRA hosted its Annual General Meeting at lunch. Beyond going through the regular agenda items, we welcomed Martin Wings as our incoming President. The conference wrapped up with a presentation by Brian Jamieson of The Edge, with feedback from the conference survey.

Overall, it was a great conference – it was good to get together with friends and colleagues, put faces to voices on the phone and e-mails, and discuss and exchange ideas about tourism research. The TTRA Canada Board sincerely thanks Kent Stewart and Brian Singh for organizing the conference, and Alberta Economic Development and Edmonton Tourism for their support. We would also like to thank all sponsors whose contributions were vital to the success of the 2002 conference.

Toward A Common Set Of Research Standards

Martin Wings, TTRA Canada President

As a result of discussions with the PMRS concerning areas of cooperation between the two organizations, TTRA Canada decided that it is worth exploring the idea of adopting or developing a set of research standards as a useful guide to Canadian researchers and research buyers in the travel and tourism field. Other research organizations both within Canada and internationally have standards in place

that we can certainly review, extend or modify. Our goal here is not to reinvent the wheel. As the TTRA Canada Board moves through this process, we will consult with our Chapter members and with TTRA International.



Incoming TTRA President, Martin Wings, and PMRS President, Cam Davis, meet at the TTRA Canada Conference in Edmonton

We think the exercise is a useful one with the hope that, in the end, it will be of considerable value to our membership. A common set of research standards has the potential not only to help maintain the integrity of research conducted in the travel/tourism field, but also to assist research buyers intent on evaluating the quality of alternative research products or proposals.

Of course, no firm decision on adopting a common set of research standards will be made without giving all TTRA Canada members the opportunity to debate the issues thoroughly and provide input.

Key Findings From The TTRA Canada Member Survey

Michael Ennamorato

Background

The TTRA Canada membership survey was conducted during this past December and January using an online methodology. The intent of the survey was to capture member expectations and impressions of the organization, and to identify gaps in benefit delivery that represent priorities for change. Ultimately this information will be used to direct allocation of the organization’s resources in a manner that offers the most benefit to the broadest spectrum of members.

A total of 122 e-mail invitations were delivered to members. A total of four follow-up reminders were delivered to non-responders in an effort to enhance the completion rate. The final completion rate achieved is outlined below.

	Number #	Percentage %
Total Invitations Mailed	122	100
Invitation Bounced Back	10	8
Did Not Log In	53	43
Did Not Complete Questionnaire	1	1
Total Completions	58	48

Those who participated in the survey represent a good cross-section of the membership population.

n=58	Percent of Participants %
Member Type:	
Premier	36
Standard	53
Student	5
Other / Don't Know	5
Member Category:	
Consultant / Supplier	33
CVB	12
Academic	24
Public Sector (incl. Crown Corporations)	24
Student	3
Other	3

It should be noted that the online methodology reached 88% of TTRA Canada members. There were five members who were not included in the sample frame because they were not listed as having access to the Internet at the time of the survey. Another ten had invalid addresses.

Overall Impressions Of TTRA Canada

The response rate achieved on this survey provides the first indication that a certain degree of apathy exists within the membership. Given that this is a research-based organization, a response rate of less than 50% after releasing four reminder invitations cannot be regarded as sterling.

To some degree, this is related to members' sense of connection with the organization and the value it delivers. When asked to provide their overall

impressions of TTRA Canada, members are generally positive, but not particularly enthusiastic. The "top-box-score" on the overall satisfaction measure is fairly low.

n=58	Percent of TTRA Canada Members %
Overall Satisfaction:	
Very Satisfied	22
Fairly Satisfied	64
Not Very Satisfied	9
Not At All Satisfied	-
No Opinion	5

The same holds true when members are asked to rate TTRA Canada for overall value and for specific performance characteristics.

n=58	Percent of TTRA Canada Members Stating... In Each Case	
	Excellent	Total Excellent / Very Good / Good
Overall Value for the Fee	% 12	78
Providing Canadian Tourism Researchers Opportunities to Exchange Ideas and Information	% 24	79
Providing Benefits That Are Useful to You	% 12	62
Encouraging Cooperation Between Users and Producers of Research	% 10	60
Encouraging the Professional Growth of Canadian Tourism Researchers	% 7	69
Facilitating the Dissemination of Research Results in Canada	% 7	67
Offering a Wide Range of Benefits	% 3	64
Supporting Research Programs in Canadian Colleges and Universities	% 5	48

These results suggest that there is considerable opportunity to build on the good relationship that currently exists between TTRA Canada and its members by expanding and enhancing the delivery of benefits in a number of areas. The essential question is, "Where do we focus our efforts?" This can only be answered once we have a firm grasp of the needs and expectations of members.

Member Needs And Expectations

Regardless of tenure, membership type or category, members tell us that TTRA Canada is expected to serve two principal functions:

1. Provide a forum for networking and the dissemination of information among research academics, users and practitioners in the Canadian travel and tourism field;
2. Provide information and educational opportunities to assist with professional development.

In light of these two primary need sets, it is understandable that members place considerable emphasis on the annual conference (and related conference proceedings) since it effectively addresses both areas of need. Members also generally take the opportunity to read most of the communications materials they receive and a fair number make use of the TTRA Canada web site. With respect to the latter, however, there is some recognition that the site offers limited value at the present time, at least to the extent that it has not realized its full potential to meet members' primary needs.

Priorities For Investment

The survey provides fairly clear direction on how the organization's current financial surplus should be invested. And, certainly, this direction is consistent with the expressed needs and expectations of members.

When asked what they value most about their involvement with TTRA Canada, members

focus on the conference, and it therefore seems clear that efforts aimed at enhancing the conference's capacity to educate and to facilitate networking would be of some benefit to a broad cross-section of the membership.

Web site enhancement is also a priority for many. Indeed, it emerges as the most frequently cited choice for membership reinvestment (mentioned by 28% as their first choice among five options presented, and by 74% as one of their top three).

The TTRA Canada Board of Directors has taken these survey results into consideration in setting its strategic priorities for the next two years. The survey results will have continued value as the organization moves forward with new initiatives. Beyond the key findings described above, the survey has yielded a wealth of more detailed information which will be instrumental in selecting specific enhancements and making specific adjustments to the current portfolio of member benefits.

With respect to benefit delivery, it is of some value to know that TTRA Canada members are not averse to the idea of using modest reserve fund amounts to outsource benefits as a means of delivering them more efficiently. This, too, is something the Board will take into consideration.

We thank all of you who participated in the survey. For those who wish to investigate further, the detailed survey findings will soon be available on our web site — TTRACanada.ca.

Purchasing Travel Online

*John Mohler, Research Associate
NFO CFgroup*

Synopsis

Information for this study was collected from NFO CFgroup’s online panel following the summer 2002 travel season. The study was conducted as part of NFO CFgroup’s ongoing State-Of-The-Net research series, which produces monthly and quarterly reports on the state of the Internet marketplace in Canada.

The current study reveals that, for travel-related services, the Internet is widely used by online Canadians as a source of information, and to a lesser degree, travel-related purchases. Primary or “stand-alone” services, such as flights and lodging, are particularly well suited to the Internet, and Web sites that offer these services are popular among online travel shoppers. Customized or integrated travel services, such as tours

and vacation packages, are less likely to be purchased online than are stand alone services, but for the former category of services, online research often precedes offline purchases. In this way, the Internet is an integral contributor to travel-related sales offline as well as online.

Looking beyond the current state of travel Web sites, this study demonstrates that there is potential to increase current levels of online purchase activity by improving key features.

Awareness and Use

Web sites that can be used to purchase travel-related services are a prominent feature of the Internet and are visited by most online Canadians.

- 86% of online Canadians are aware of travel Web sites.
- 70% of online Canadians visited a travel Web site during 2002 by the end of the summer travel season.
- Nearly one-in-three made a travel-related purchase online during the same time period.

When investigating travel services online, Canadians are just as likely to shop at company-direct Web sites as at well known Internet travel brokers. The most popular Canadian Web sites for purchasing travel services are:

- AirCanada.com (visited by 55% of online Canadians who use travel Web sites);
- Expedia.ca (52%);
- Travelocity.ca (45%);
- Westjet.com (31%);
- Viarail.ca (27%).

When purchasing travel services, online Canadians are predominately using the Internet to buy basic services rather than customized packages. The most frequently purchased online travel services are:

- Flights (purchased by 70% of those making an online travel purchase);

- Lodging (44%);
- Car rental (23%).

The preference for investigating basic travel services online benefits company-direct sites. Compared with Internet travel brokers, these sites transfer a higher percentage of online visitors into online purchasers.

- At Westjet.com, 22% of those visiting the site make a purchase.
- AirCanada.com sells services to 16% of those who visit.
- Expedia.ca sells services to 8% of those who visit the site.

The role of the Internet

The Internet appears to be putting pressure on traditional “bricks and mortar” travel agencies as a convenient place to gather information and make travel purchases, but has not yet established an advantage in the consumer mindset as the *best* place to purchase travel services.

- Almost half of online Canadians feel that purchasing via the Internet is more convenient than purchasing from an agent.
- However they continue to shop around for the most cost effective purchasing option and are divided in their perceptions of the Internet as the least expensive source for services. While a fair number (23%) feel that the Internet is generally less expensive than an agent, 38% think it is just as expensive, and one-in-three aren’t convinced that one provides a cost advantage over the other.

In addition to generating travel-related purchases online, the Internet is an integral player in many purchases that occur offline, and in this way benefits travel agents and service providers alike. About half of online Canadians who visited travel Web sites report that they researched services online that they later purchased offline.

Feature Evaluation

Features that are most important to users of travel Web sites tend to be those offering information that can be used to shop and compare prices.

There is a considerable gap in user expectations and satisfaction overall. Online Canadians consistently rate various site features markedly higher for importance than for satisfaction. This discrepancy may be suppressing online purchase activity, particularly since the gap is greatest with regard to information on pricing. Other areas that need improvement are:

- Availability of support services;
- Information on sales promotions;
- Contact information.

Niagara College Cooks Up Big Plans With New Culinary Institute

Kathryn Korchok

Niagara-on-the-Lake, Ontario

Any chef worth his or her salt will tell you that to create a successful dish, it's not the spice, the sauce or the garnish that makes it work. The right basics – fresh and flavourful ingredients – form the foundation for a culinary triumph.

Niagara College, in the heart of southern Ontario's grape and wine country, is cooking up big plans with its new Niagara Culinary Institute and expanded School of Hospitality and Tourism. By developing a recipe built on the basics – well-trained, passionate and educated students prepared to step into professional roles in the world of culinary arts – Niagara too is hoping to create the foundation for many culinary triumphs in the years ahead.

The \$8.5 million project, scheduled for completion in the fall of 2003, is expected to double enrolment to more than 800 students and help fill a projected need for qualified employees in Niagara's tourism and culinary sectors

– growth in the region's \$1.2 billion tourism industry is expected to increase by 20,000 jobs in the next few years alone.

While Niagara College has been training chefs and other hospitality industry professionals for the past 25 years, its evolution and the launch of its new culinary centre are integral ingredients in the Niagara region's hot wine and food scene. Developed in close consultation with industry professionals, and following on the heels of its successful winery and viticulture program begun three years ago, the College's future is strongly tied to Niagara's developing identity as a unique culinary destination.

While the future may be sizzling, the College still takes stock in its past, drawing inspiration from former graduates who have risen to the top.

Grant MacPherson graduated from Niagara College's chef training program in 1983. Today, he is the executive chef at Bellagio, the renowned \$1.6 billion, 3,000-room Las Vegas hotel complex complete with two five-star restaurants. Heading up operations and overseeing 21 kitchens with 800 staff who create 30,000 meals daily, MacPherson places a high value on excellence, education and commitment.

He has cooked in the finest restaurants in the world – from the Chateau Laurier in Ottawa to Raffles Hotel in Singapore – and has appeared on television's *The Food Network* and *The Discovery Channel*. It's been a continual learning process, based on the strength of a good start.

"Cooking has changed in the last 20 years," says MacPherson. "When I was starting out, the culinary scene wasn't that big in the Niagara Peninsula, but we did our best and we were encouraged to think about expanding our horizons, to travel and find out about what was happening in the world. Now, people travel more, their knowledge of wine and

food has grown, and they expect quality. Our industry has responded and is growing to meet those expectations. So, we certainly need qualified people who are passionate about what they do."

"I'm still learning things, so I advise students to learn the basics – how to make a cake, a soup, a Béarnaise sauce. From there, you can grow."

Michael Olson, former executive chef of Niagara region's noted *On the Twenty* Restaurant, has forged a successful path in his own backyard. Currently a chef professor at Niagara College and cookbook author with his wife Anna, Olson is considered the father of Niagara regional cuisine. But in the late 1980s when he realized that cooking was his destiny, friends and family begged him to reconsider his career choice.

Now, he says, the industry has gained respect and chefs have become the "celebrity du jour."

"Timing is everything," said Olson, who recognizes the importance of forging a healthy relationship between education and industry, so students are in touch with the realities of the business. "Niagara College is laying the golden eggs at a time when people want golden scrambled eggs."



The Niagara Culinary Institute

While timing may be crucial, so is location.

“There are tremendous opportunities now in the industry,” he said. “A great advantage for Niagara College is being near that crazy waterfall – Niagara Falls. That draws people here. Beyond that, we grow wine and have an amazing spectrum of agriculture. I mean, you can talk to a farmer who’s grown plums for 30 years – where else can you do that? So people working here are exposed to things that their city counterparts just aren’t exposed to. I think this is a really great place for food and wine.”

If a recent graduate is foreshadowing the future, then Daryl Neamtu is on the cutting edge. Inspired by Olson, Niagara College’s own J. Mark Hand, and Hillebrand Estate Winery’s executive chef Tony de Luca, Neamtu started out in the business washing dishes in a restaurant when he was 12.

He’s come a long way. Having recently completed a one-year assignment as the personal chef to the Canadian High Commissioner in Trinidad and Tobago, Neamtu is the newly appointed executive chef at the Grenada Grand Beach Hotel in Grenada.

“I’ll go at it like I’ve gone at everything else,” said the 25-year-old, who graduated from the College’s chef apprentice program five years ago. “I’ll work hard and demonstrate the skills that I’ve learned at Niagara College and from the fine chefs who’ve made me what I am today.”

Neamtu and company are already providing inspiration. Chef Isa Dilorio, a 30-year-old who graduated from Niagara two years ago, and worked as a line cook at On the Twenty, has taken over Neamtu’s former role as chef to Canadian High Commissioner Simon Wade in Trinidad. And 21-year-old Karen Rossi, entering her second year

in the College’s Winery and Viticulture program, won the Canadian national student sommelier competition last spring and placed third in the international Cotes du Rhone Challenge in France.

Those success stories, both old and new, provide fuel for the College’s campaign to raise \$3 million towards the capital construction costs. Already, Niagara College students have pitched in more than \$1.2 million. Industry heavy hitter Donald Ziraldo, president and co-founder of Inniskillin Wines, is leading the fundraising drive. Ziraldo has long insisted that every great culinary and wine-growing region in the world be linked to an institution of higher learning. He was the driving force behind the creation of Brock University’s Cool Climate Oenology and Viticulture Institute, and is now throwing his support behind Niagara College.

“It takes more than one initiative to have the impact you want,” said Ziraldo. “The Niagara Culinary Institute will bring a sophistication in the business sense of the word and a planned sense of facing the future, and meeting its needs. To me, it’s a natural progression in creating a demand for well-trained students and industry professionals. It’s all about quality – if we expect to draw people to Niagara and serve them well, you only do that with quality people. Developing quality people will, in turn, create a quality business. It will only grow.”

Ziraldo’s stamp of approval – he is considered the Robert Mondavi of Canada – is especially encouraging to College president Dan Patterson, who is intent on forging ties with the food and wine industry and developing the Culinary Arts program in close consultation with its leading edge thinkers and business people. His ambitious vision, and that of the College, is to create a “Culinary

Institute of the North,” rivaling and drawing inspiration from the best of similar U.S. programs like the Culinary Institute of America in New York and California, and COPIA: The American Center for Wine, Food & the Arts in California’s Napa Valley.

“I think our Niagara Culinary Institute will be famous,” Patterson predicted. “We did our homework and now have the vision of becoming a leader in the hospitality and culinary industry; we’re student focused and market driven; and our campus environment is unique. We’re situated in a beautiful setting linked to natural wonders, agriculture and vineyards. Hospitality and tourism is the fastest growing industry in the world, and we expect to be a world leader.”

TTRA Canada 2003 Annual Conference Planned for “The Fundy City”, Saint John, New Brunswick

Conference Co-chairs Lee Jolliffe (ljolliff@unbsj.ca) and Laurel Reid (ljreid@nbnet.nb.ca)

TTRA Canada’s 2003 Conference will be held October 5 – 7 at the Saint John Hilton in “The Fundy City”, Saint John New Brunswick. We can’t imagine a better venue for the conference theme of “Developing New Markets for Traditional Destinations”. An early call for papers is part of this issue of aTTRAction. The conference theme is well illustrated by this year’s case study of the Saint John Port Authority, which



Saint John New Brunswick, site of our next conference

in 2002 hosted 40 cruise ship calls and their 74,050 passengers (Tourism Saint John). (Carnival Cruise Lines boasts that Saint John offers the best day excursions of all its port calls around the world!)

We know that Saint John will delight you! Venue Saint John hosts over 260 conventions and sports events annually. Last year the city hosted the East Coast Music Awards, and we'll be taking you to some of the same venues that hosted performers in the historic preservation district of the city. The waterfront conference hotel, the Saint John Hilton, is connected by the "Inside Connection", an indoor pedway to shops, restaurants and attractions such as the New Brunswick Museum (Canada's oldest public museum), the Canada Games Aquatic Centre and the City Market, one of our top visitor attractions. The Hilton also links with the Harbour Passage waterfront walk. With the world's highest tides, the Reversing Falls, Rockwood Park (the largest urban park in Canada) and Irving Nature Park, Saint John is a hiker and nature-lover's paradise.

New Brunswick has much to offer. Consider adding a fall vacation to your trip before or after the conference. The Fall foliage along the Saint John River and the Kingston Peninsula offer unsurpassed rural beauty, and there are free ferry services along these waterways that are part of the provincial highway system. Often called the "Rhine of North America", the Saint John River flows 400 km. from Edmundston in the north to Saint John in the south. There are 66 covered bridges dotted around the province, many of them in Kings County. An afternoon drive can take you through 16 bridges in the Sussex area alone. Travel to Hartland to see the world's longest covered bridge spanning the Saint John River. The resort town of Saint Andrews, just over an hour from Saint John is home to a Fairmont flagship property, The Algonquin, as well as numerous small shops, inns and cafes. Saint John is accessible directly

by air to Saint John Airport and SMT bus (with Via Rail/bus connections from Moncton). For more information see www.tourismsaintjohn.com and www.tourismnewbrunswick.com.

We look forward to seeing you in the "Fundy City" in October!

Preview of TTRA International 2003 Conference "Targeted Research: The Gateway to Accountability"

Patty Morgan, Executive Director, TTRA International

Planning is in the final stages now for TTRA's 34th annual conference, scheduled for June 15-18 in St. Louis, Missouri, USA. With some fantastic professional presentations and exciting networking events, not to mention the unique opportunity to see the world's foremost tourism marketing and research experts, this is truly an event you cannot afford to miss.

The conference planning team has put together some stellar sessions under our conference theme of "Gateway to Accountability". You will also see the most diverse panel presenters in quite some time as we strove to have multi-cultural representation among all sessions. Also, as the conference takes place in June, we will be able to provide you with first-hand reports on freshly released 2002 and YTD 2003 data. A few highlights include an update on the airline industry; satisfaction studies; latest statistics from the hotel, rental car and retail industries; representatives from city, state, and provincial tourism marketing offices addressing accountability practices; ad impact and ROI challenges and solutions; the status of online research; tourism's best practices; and Research 101 for those new to their research role.

You asked for more time for special interest groups to meet, and you got it! At the 2003 conference in St. Louis you'll not only have Sunday morning to meet, but nearly four hours of time on Tuesday afternoon. It will be during this time that others will have the opportunity to brush up on their PowerPoint and Data Presentation skills, or take a break and visit one of our exhibit partners in the exhibit area, which will be expanded and better than ever!

Networking is also a crucial part of any event, and at the TTRA 2003 conference in St. Louis you'll have more opportunities to do so. Sunday provides ample networking opportunity, as we'll have marketing tours to the St. Louis Arch and to the Anheuser Busch Brewery, along with the opening night reception at Busch Stadium. If you're a fan of the past Destinations Lunch, you won't want to miss the Destinations Dinner! Held on Monday night, June 16, this will be a fun way to relax with new and old friends after a full day.

No conference is complete however without a first-class location. Along with the aforementioned qualities, St. Louis will mark the first time in many years where we will be convening in the downtown area of a major destination. In St. Louis, from our headquarters at the Adams Mark, you can walk to many of the one thousand-plus restaurants for a taste of the world. Whether you prefer sidewalk cafes that are tucked away next to graceful homes or big bold steakhouses and famous Italian eateries, St. Louis has restaurants that will literally lure you off the streets with smells designed to pique your taste buds and excite your senses. Shopping is a short walk away, as are the attractions. We'll be nearly touching the world-famous St. Louis Arch. We'll be across from the Jefferson Memorial and two blocks from historic Busch Stadium and the National Bowling Museum as well.

You'll be able to hear the best of America's roots in music in St. Louis' famous blues clubs, or listen to one of the nation's oldest and most acclaimed symphony orchestras. There are a sundry of things to keep you busy when you're not at our conference and you'll be happy to be able to walk to many of them.

Getting to St. Louis couldn't be easier and more affordable. Due to its central location in the Midwest, St. Louis is a short drive or flight for many of you, and Amtrak provides convenient service. More than 1,100 flights per day arrive and depart from St. Louis' Lambert International Airport, so you'll be sure to find a fare and time that is convenient and affordable for you. The MetroLink train runs from the airport to downtown St. Louis, with a stop just 4 blocks from our hotel. Finally, the Adams Mark is the largest hotel in the city and is offering the lowest rate for conference lodging in several years. That's right, the hotel rate in 2003 will be LOWER than previous years. How can you pass this up?

TTRA is pleased to offer our Canadian members a discount to help offset the exchange rate. TTRA Canada Chapter Members may deduct \$50 US from whichever category they register under; we're sorry but this offer does not apply to students, exhibitors, or one-day registrants. Registration couldn't be easier; simply visit our newly redesigned and enhanced website at www.ttra.com for program updates and registration materials. We look forward to seeing you all this June.....in lovely, historic St. Louis.

Review Of Tourism Research - Call For Submissions

In cooperation with the TTRA and the CTC, Texas A&M University is developing a web-based tourism research bulletin, eRTR, which aims to share and disseminate information about travel and tourism research among researchers and practitioners and to bridge the gap between the academic community and practitioners. Potential articles for publication may include: applied tourism research notes, current research issues in the tourism and hospitality field, research reviews, researcher's/practitioner's perspectives on tourism research, best practices, case studies, and conference reports.

The eRTR website is updated bimonthly. Submissions will be accepted on an on-going basis, via email only, as MS Word attachments at ertr@rpts.tamu.edu. Criteria for acceptance and submission guidelines are available from Dr. Ercan Sirakaya, Editor-in-Chief of eRTR, via e-mail (esirakay@rpts.tamu.edu), phone (979-845-8819), fax (979-845-0446).

TTRA Canada 2003 Conference

Please note that a Call for Papers for the 2003 TTRA Canada Conference is attached to this edition of aTTRAction. If you require more information about submitting a paper or about the referee system, please contact:

Steve Smith (sksmith@healthy.waterloo.ca, 519-886-2440)

If you are interested in helping out with conference preparations, please feel free to contact:

Lee Jolliffe (ljolliff@unbsj.ca) or
 Laurel Reid (lreid@nbnet.nb.ca) or
ttra@business.unbsj.ca

Win a conference registration – visit www.ttracanada.ca

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: _____