

attraction

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president's message

Great summer conference but looking forward to a busy New Year!

This year we did it again: this past June, we had a wonderful international conference on Canadian soil. Like the previous one held in Montreal in 2004, the 42nd TTRA conference held in London, Ontario was also a success. It brought over 320 delegates, money in the Association's coffers and secured a bit of cash for our Canadian Chapter, a first for what has normally been a "dry year". For this particular reason, I would like to thank our devoted traditional chapter partners as well as the new ones for their contribution to the international event held in Canada.

I know that, those of you who attended, found the sessions and plenaries interesting and interactive, and applauded the introduction of a new "speed dating" networking procedure as well as the Student Symposium for the first time at an international conference. And we got back our dancing floor for the closing banquet, didn't we?

Our AGM was well attended not only by almost all participating Canadians but also by some of our international colleagues. Your Board presented the work we've done since October 2010, including an update on the hot topic of "emerging threats to the national system of tourism statistics".

Of great pride was the moment when our Chapter received the Achievement Award for 2011. Also a great opportunity to mingle with your European, Asian and American colleagues and generate ideas in a plenary led by Dr. Peter Williams and Kent Stewart on "Developing a Global Tourism Research Agenda".

There are plenty of opportunities to look forward, and rest assured, your Board is busy this fall in delivering on the task forces created in January, in

preparation for a fall Board meeting and planning for our next TTRA Chapter conference, which will be held in Winnipeg in October of 2012. A reminder to all, that a call for nominations for the Board of Directors will follow our Board meeting this October.



DENISA GEORGESCU
PRESIDENT, TTRA - CANADA CHAPTER



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travel and tourism research association international conference a huge success in london ontario canada

The City of London, Ontario, Canada and Tourism London was one of the major sponsors in this year's 2011 International Travel and Tourism Research Association Conference held, June 19-22, 2011.

Marty Rice, Director of Leisure Travel and Advertising for Tourism London, said the "conference was a huge success and Tourism London was delighted to be able to have had the opportunity to host this prestigious event with delegates from over 22 countries in attendance." Mr. Rice was also honoured as a past board member and a planning committee member of the conference. Tourism London also hosted the Board of Directors dinner on Saturday night and then the opening reception for all of the delegates on Sunday night.

The delegates stayed at the Hilton London which is attached to the London Convention Centre where the business meetings and conference took place. Delegates experience beautiful early summer weather and great London hospitality as many of them were able to visit the local tourism attractions when time allowed and dined at the many wonderful London restaurants.

Rice also thanked Treeline Associates who were the conference planners that supported the Tourism London bid to host the conference. Rice said "he appreciated the opportunity to work with professionals like Kathy and Michael Palmer of Treeline which did a superb job in putting the conference together".

Tourism London looks forward to continue to support the efforts of TTRA in the future.



Marty Rice, Director of Leisure Travel and Advertising for Tourism London.

thanks to all the 2011 ttra international conference partners!

TTRA Canada would like to thank all of the conference partners for their wonderful support in London, Ontario. A special thank you to the Canadian partners:

Diamond Level Partners :



Gold Level Partners:



Parks Canada

Parcs Canada



Ipsos Reid



Silver Level Partners :



School of Hospitality and Tourism Management
College of Management and Economics

Bronze Level Partners:

PKF Consulting Scott M. Meis Research Associates Simon Fraser University University of Waterloo
Thompson River University Toronto Tourism Tourisme Montréal University of Calgary
Ted Rogers School of Hospitality and Tourism Management, Ryerson University

And: Data Path Systems London Tourism Publications, Inc

5 canadian representation on the ttra international board!

Long-term TTRA Canada member Marion Joppe has been elected to the TTRA-International board for the 2011-2014 term. This represents a return to the Board of TTRA International where she had served from 1999-2002, and assumed the duties of Academic Paper Chair for both the 2004 conference in Montreal and this year's conference in London, Ontario. As her first duty with the Board, Marion will be a member of the Membership Committee which has been tasked with a review of the benefits associated with the various membership categories.

Marion is a University Research Chair in Tourism at the School of Hospitality and Tourism Management at the University of Guelph, Ontario. She holds a PhD from the University of Aix-Marseille, France, in Law and Economics of Tourism and specializes in destination planning, development and marketing, and the experiences upon which destinations build, such as spa and wellness tourism, culture and heritage, incentive travel, and green tourism. She has extensive private and public sector experience, having worked for financial institutions, tour operators, consulting groups and government, and has published in both North America and Europe.



Marion Joppe, University Research Chair in Tourism, School of Hospitality and Tourism Management at the University of Guelph.

PHOTOS FROM THIS YEARS CONFERENCE



ttra representation on ctc research advisory committee comes to an end

In July, the Canadian Tourism Commission (CTC) informed TTRA-Canada of a recent decision to exclude observers from further meetings of all CTC Advisory Committees. The decision of the CTC Board of Directors occurred as part of the extension of an overall review and streamlining of their governance structure and procedures that included downsizing the Board itself, eliminating a number of committees and reducing the size of all others. These changes, implemented through a redefinition of the purpose, criteria, membership and terms of participation in all advisory committees to the Board, eliminate all representative members, observers and proxies – including the TTRA representative observer.

This brings to an end a formal relationship involving more than fifteen years of active voluntary service, participation and partnership contributions by TTRA-Canada to the work of the CTC Research Advisory Committee and the associated research program. The relationship began, shortly after the creation of the CTC itself, with TTRA's co-sponsorship of an initial Search Conference in 1995 that led to the development of the first CTC research agenda and work program and later the initial CTC Research Committee, as it was formerly called. Since then, and until now, an appointed representative of TTRA Canada Board has served as an active observer and participant in the work of the Committee, acting as a link and communications channel with the academic and consulting research communities, two strategic stakeholder groups outside the scope of responsibilities to the tourism industry specified in the CTC act.

PREPARED BY: SCOTT MEIS
PRESIDENT, SCOTT M. MEIS RESEARCH ASSOCIATES

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ttra canada moves ahead with tourism online resource centre: opportunities available



Want to get actively involved in building Canada's most utilized online source for travel and tourism-related information? Then we want to hear from you.

The 42nd international TTRA Conference came to Canada recently and the TTRA Canada Chapter used the opportunity to sign a new three-year MOU with LinkBC: the Tourism and Hospitality Education Network. Chapter member Terry Hood, general manager of LinkBC, provided information at the well-attended AGM on the already well-used Tourism Online Resource Centre, and of the plans to actively enhance and expand the collection with the active input of interested TTRA organizations.

MOU VISION: by working together, this online library will grow to be Canada's most recognized repository of tourism information—for Canadian tourism researchers, instructors & students, planners, and the industry at large.

TORC was created by the LinkBC network to act as a hub for regional tourism information and has been growing for six years. It now provides a solid platform for an ambitious plan to evolve into a more nationally-focused and strengthened resource. The MOU creates a "TORC site development partnership" with TTRA-Canada and is intended to achieve the following goals:



Denisa Georgescu, TTRA Canada President & Terry Hood, general manager of LinkBC. Photo courtesy of Terry Hood.

- Provide a value-added online library service for TTRA-Canada members, the Canadian tourism education community, and other tourism sector stakeholders.
- Strengthen the profile of both organizations, and help ensure the long-term viability of this online resource
- Expand the network of active contributors to the site
- Increase the promotion and utilization of the site
- Expand the collections, and develop enhanced site features

TTRA's Canadian President Denisa Georgescu, when signing the new agreement in London, Ontario, encouraged members who may want to become TORC partners to contact Terry directly. "It has been great to see this valuable online resource develop, and we encourage members to now become actively involved to help take TORC to the next level."

CONTINUED ON NEXT PAGE »

Hood commented “Being a TORC partner can provide a terrific opportunity for a tourism-focused institution, and the few partnerships available will provide you with an ideal opportunity for a grad student or other enthusiast. We have now have the active involvement of Capilano University (the host institution for TORC), and Simon Fraser University (has provided a TORC grad student site administrator for the past 4 years) and we now are in a position with the proposed expansion to create a few more opportunities like this across the country.”

In addition LinkBC is also commencing the process of significant site upgrades, over the next few months. Want to know more? Want to benefit by getting involved? Check out the site at www.bctorc.ca or www.ttracanadatorc.ca and then call or email: 604 990-7962 or terry@linkbc.ca.

TERRY HOOD, GENERAL MANAGER, LINKBC

passport renewal: passport canada makes it convenient

By Steve MacSween, writer/editor, Passport Canada

There's good news for Canadians who need to renew a passport before heading abroad: Passport Canada's Simplified Renewal Application Process makes it as easy as 1-2-3 for current Canadian passport holders.

First, with Simplified renewal, there's a shorter application form. Second, eligible renewals bypass the document requirements of a first application – no need to resubmit proof of citizenship or supplementary identification. And third, no guarantor is required, so you don't need to track down those extra signatures.

In short, renewing a Canadian passport has never been easier. All that's needed is a completed Simplified Renewal form, the holder's existing passport, two passport photos and of course the fee.

Most current passport holders can use Simplified Renewal, as long as they are able to answer "Yes!" to:

I was 16 years of age or over when my existing passport was issued; and

My existing passport is undamaged, has never been reported lost or stolen, and is either valid or expired for no more than 12 months; and

I am renewing in exactly the same name as appears on page 2 of my existing passport; and

My existing passport is/was valid for five years, was issued in Canada, or was issued to me outside of Canada after April 30, 2006. (To verify where a passport was issued, look for "issuing authority" on page 2.)

Passport Canada counsels Canadians to carefully follow the instructions on the renewal form to ensure their application is complete and to not wait until the last minute to renew a passport.

The Simplified Renewal form can be accessed online at passportcanada.gc.ca or in printed format at any Passport Canada office, Canada Post outlet in Canada, Service Canada Centre or at Canadian government office abroad. Simplified Renewal applications may be made in person in Canada at any Passport Canada service location or by mail in Canada or from the United States.

Coming to a screen near you: Passport Canada on Facebook, Twitter and YouTube

Canadians now have more ways to obtain timely, reliable information about Passport Canada's products and services:

- Subscribe to our Facebook page for updates on Passport Canada activities, services and products and to participate in discussions.
- Follow us on Twitter (@PassportCan) for updates on our activities, services and products.
- Watch public service announcements in video format and more on our YouTube channel.

le renouvellement du passeport : passeport canada vous facilite la tâche

Par Steve MacSween, rédacteur-réviseur, Passeport Canada

Bonne nouvelle pour les Canadiens qui doivent renouveler leur passeport avant de se rendre à l'étranger : le processus de demande de renouvellement simplifié de Passeport Canada est un jeu d'enfant pour ceux et celles qui possèdent un passeport canadien à l'heure actuelle.

Premièrement, avec le renouvellement simplifié, le formulaire de demande est plus court. Deuxièmement, les personnes admissibles au renouvellement simplifié n'ont pas à fournir de nouveau les documents requis dans le cas d'une première demande – pas de preuve de citoyenneté à soumettre, ni de pièce d'identité supplémentaire. Troisièmement, il n'est pas nécessaire d'avoir recours à un répondant; inutile donc de chercher à obtenir ces signatures.

Bref, il n'a jamais été aussi facile de faire renouveler un passeport canadien. Il suffit au requérant de fournir le formulaire de renouvellement simplifié dûment rempli, son passeport actuel, deux photos de passeport et, bien sûr, les droits applicables.

La plupart des titulaires de passeport actuels peuvent utiliser le processus de renouvellement simplifié, à la condition qu'ils répondent « oui » à chacune des affirmations suivantes :

J'avais au moins 16 ans lorsque mon passeport actuel m'a été délivré;

Mon passeport actuel n'est pas endommagé, n'a jamais été déclaré perdu ou volé et est encore valide ou expiré depuis moins de 12 mois;

Je présente ma demande de renouvellement exactement sous le nom qui figure à la page 2 de mon passeport actuel;

Mon passeport actuel a ou avait une durée de validité de cinq ans et a été délivré au Canada ou à l'extérieur du Canada après le 30 avril 2006. (Pour vérifier le lieu de délivrance, voir la mention « autorité de délivrance » à la page 2 du passeport.)

Passeport Canada recommande aux Canadiens de suivre attentivement les instructions sur le formulaire de renouvellement pour s'assurer que leur demande est complète et de ne pas attendre à la dernière minute pour faire renouveler leur passeport.

Il est possible de se procurer le formulaire de renouvellement simplifié en ligne sur le site passeport-canada.gc.ca, ou en version imprimée dans l'un des bureaux de Passeport Canada, à un comptoir de Postes Canada, dans un Centre Service Canada ou dans un bureau du gouvernement du Canada à l'étranger. La demande de renouvellement simplifié peut se faire en personne, au Canada dans l'un des points de service de Passeport Canada, ou par la poste, au Canada ou depuis les États-Unis.

À l'affiche près de chez vous : Passeport Canada sur Facebook, Twitter et YouTube

Les Canadiens ont maintenant de nouveaux moyens d'obtenir des renseignements fiables et à jour sur les produits et les services de Passeport Canada :

- Devenez fan de notre page Facebook pour recevoir des mises à jour sur les activités, les produits et les services de Passeport Canada et participer aux discussions.
- Suivez-nous sur Twitter (@PassportCan) pour vous tenir au fait de nos activités, nos produits et nos services.
- Surveillez les messages d'intérêt public en vidéo et bien plus sur notre chaîne YouTube.

tourism industries are third largest job creators in canadian economy

According to the Human Resource Module of the Tourism Satellite Account (HRM-TSA), the tourism sector accounted for 1.6 million jobs or 9.2% of all jobs in Canada in 2010. Moreover, tourism industries were tied with Manufacturing in 3rd position of top job creators in the national economy and were exceeded only by Retail Trade (2.0 million) and Healthcare and Social Assistance (1.7 million). Following declines in 2009, jobs in tourism and in the total economy rebounded in 2010 by 1.0% and 1.8%, respectively.

Produced by Statistics Canada for the Canadian Tourism Human Resource Council (CTHRC), the HRM provides information on the number of tourism jobs, hours worked, and employment earnings according to whether jobs are full- or part-time. The information is presented according to employee demographics, and is available for all tourism industries aggregated into five industry groups: transportation, accommodation, food and beverage services, recreation and entertainment, and travel services.

The food and beverage services industry group was the largest employer among tourism industries in 2010, with more than 50% of all tourism jobs (852,000 jobs). The second largest employer was recreation and entertainment with 267,000 jobs, followed by accommodation with 234,000 jobs. The transportation industry group was responsible for 211,000 jobs, while travel services provided 43,000 jobs.

Women working in the tourism sector held 55% of employee jobs. Notably, they accounted for 75% of the workforce in the travel services industry and 60% in both the accommodation and the food and beverage services industries. In 2010, two tourism



CANADIAN TOURISM
HUMAN RESOURCE
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EN TOURISME

industries had a notably older workforce: 63% of employees in other transportation (which includes rail, water, bus, taxis and car rentals) and 45% of employees in air transportation were aged 45 years and over.

Note: the HRM reports on total employment in tourism industries, which includes jobs that are attributable to demand from both tourists and non-tourists. This is different from the data for tourism employment in the National Tourism Indicators and the Tourism Satellite Account, which include only those jobs that are directly attributable to spending by tourists.

SUBMITTED BY: JENNIFER HENDRY,
CANADIAN TOURISM HUMAN RESOURCE COUNCIL

DOWNLOAD THE
FULL REPORT AT:

[http://cthrc.ca/en/research_publications/
labour_market_information/
Human_Resource_Module](http://cthrc.ca/en/research_publications/labour_market_information/Human_Resource_Module)

free your spirit and experience the authenticity of parks canada

Employing Explorer Quotient to connect Canadians with nature and their history

Canadians have many choices available to them when it comes to travel and their leisure time. Parks Canada recognizes that to be competitive in Canada's domestic tourism market and to encourage more Canadians to [re]visit their national parks, national historic sites and national marine conservation areas, it must ensure that it is providing meaningful opportunities for Canadians to connect with nature and history.

Parks Canada is employing Explorer Quotient™ (EQ), the values-based travel segmentation system owned by the Canadian Tourism Commission, to understand the needs, interests and motivations of different types of travellers (e.g., history buff, get away from it all type, connect with my roots type, check it off the bucket list type). EQ is being integrated into all aspects of Parks Canada's visitor experience operations from promotions to trip planning to products and services. EQ helps Parks Canada facilitate opportunities for Canadians to experience nature and history in ways that meet their needs, by considering both the tangible and intangible elements of visitor experience.

To further support the Agency's use of EQ, Parks Canada acquired licenses to PRIZMC2™ in 2010. With PRIZMC2, Parks Canada is able to marry EQ travel profiles with geography to determine the EQ composition of visitors, and the EQ tendencies of current and potential markets. Parks Canada knows that its visitor base tends to be skewed towards the older end of the spectrum. Parks Canada is working to diversify its visitor base to include younger Canadians, and is placing an emphasis on youth, young adults, and young family markets. To do so, Parks Canada used PRIZMC2 to profile Canadians by life stage and coupled it with EQ. By coupling life

stage with EQ, Parks Canada will be able to make strategic decisions to broaden its visitation base by connecting youth to mature adults with Canada's nature and history through meaningful opportunities that meet their EQ-based travel needs and interests.

Parks Canada is collecting postal codes across its network of national parks, national historic sites and national marine conservation areas in order to better understand who is and is not visiting from an EQ (and life stage) perspective. Between June 1 and September 30 2010, approximately 60 national parks and national historic sites collected more than 140,000 postal/zip codes on paper forms¹. Analysis revealed that visitors to Canada's national parks and national historic sites tend to be Cultural History Buffs, Cultural Explorers and Rejuvenators. Free Spirits, Personal History Explorers and Authentic Explorers tend to be under-represented.

Market research is a critical foundation for Parks Canada's success. EQ and PRIZMC2, coupled with a national base of visitor information, provides Parks Canada with a strong starting point to make informed strategic decisions on the future of its operations to inspire Canadians to [re]visit their national parks, national historic sites and national marine conservation areas.

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libérez votre esprit et vivez des expériences authentiques à parcs canada

Le quotient explorateur pour rapprocher les Canadiens de la nature et de leur histoire

Beaucoup de possibilités s'offrent aux Canadiens lorsqu'ils planifient leurs voyages et leur temps libre. Parcs Canada reconnaît que, pour être concurrentiel sur le marché du tourisme intérieur et pour encourager plus de Canadiens à visiter ou à revisiter leurs parcs nationaux, lieux historiques nationaux et aires marines nationales de conservation, il faut s'assurer de leur fournir des possibilités intéressantes leur permettant de se rapprocher de la nature et de l'histoire.

Parcs Canada fait appel au quotient explorateur^{mc} (QE), le système de segmentation des voyageurs fondé sur les valeurs qui appartient à la Commission canadienne du tourisme, afin de comprendre les besoins, les intérêts et les motivations des différents types de voyageurs (p. ex. le passionné d'histoire culturelle, le type de voyageur qui recherche l'évasion, celui qui veut remonter la source de ses origines ou encore celui qui part avec une liste de choses à voir et à faire). Le QE a été intégré dans tous les aspects des activités liées à l'expérience du visiteur à Parcs Canada, qu'il s'agisse de promotions, de planification de voyage ou de produits et services. Il permet à Parcs Canada d'offrir davantage de possibilités d'expérience aux Canadiens en rapport avec la nature et l'histoire, d'une façon qui répond à leurs besoins, en tenant compte à la fois des éléments matériels et immatériels de l'expérience du visiteur.

Pour mieux appuyer son utilisation du QE, Parcs Canada a fait en 2010 l'acquisition de licences du système PRIZMC2^{mc}. Grâce à PRIZMC2, Parcs Canada est en mesure d'associer les profils de QE à la géographie pour déterminer la composition en types d'explorateurs d'un bassin de visiteurs et les tendances en matière de QE des marchés actuels et potentiels. Parcs Canada sait que sa clientèle de base est de plus en plus âgée, et s'efforce de la diversifier de manière à inclure des Canadiens plus jeunes, notamment en ciblant des jeunes, des jeunes adultes et des familles. Pour ce

faire, Parcs Canada utilise PRIZMC2 afin de dresser le profil des Canadiens par étape de la vie et en combine le résultat avec le QE. Ainsi, Parcs Canada sera en mesure de prendre des décisions stratégiques et d'élargir sa clientèle de base en rapprochant les jeunes autant que les adultes âgés de la nature et de l'histoire, et ce, en leur offrant des possibilités d'expérience significatives qui répondent aux besoins et intérêts ciblés par le QE.

Parcs Canada est à recueillir des codes postaux dans l'ensemble de son réseau de parcs nationaux, lieux historiques nationaux et aires marines nationales de conservation afin de déterminer qui sont les visiteurs associés au QE (et à une étape de la vie). Entre le 1^{er} juin et le 30 septembre 2010, une soixantaine de parcs nationaux et lieux historiques nationaux ont recueilli plus de 140 000 codes postaux et codes de zone sur des formulaires papier². L'analyse a révélé que les visiteurs des parcs nationaux et lieux historiques nationaux tendent à être des passionnés d'histoire culturelle, des explorateurs culturels et des touristes en quête de jouvence. Les esprits libres, les explorateurs d'histoire personnelle et les adeptes d'expériences authentiques sont généralement sous-représentés.

La recherche sur les marchés est la clé du succès de Parcs Canada. Le QE et PRIZMC2, combinés à une base nationale d'information sur les visiteurs, fournissent à Parcs Canada un excellent point de départ pour prendre des décisions stratégiques éclairées sur son avenir et inciter les Canadiens à visiter et à revisiter leurs parcs nationaux, lieux historiques nationaux et aires marines nationales de conservation.

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half full or half empty

By Nurlybek Nurmagambetov

Let's be honest, whenever we issue a Request for Proposals (RFP) on any particular project, we expect results. The bottom line is with a firm bidding on any RFP, the potential consultant knows exactly what is expected of them, how much they will be compensated (should they be awarded a project), when the project must be completed, and etc....But sometimes, not everything goes according to plan, and while we anticipate a few challenges along the way, it is often those unanticipated challenges that affect the usefulness of the results.

Manitoba has a strong reputation as a premier destination for outdoor sporting enthusiasts and the fishing and hunting component plays a major role in our tourism economy, yet quantitative/qualitative evidence supporting this claim is virtually non-existent. After discussions with the Manitoba Lodges and Outfitters Association (MLOA), Travel Manitoba issued a proposal to conduct an economic assessment study in order to evaluate the impact of both outfitted and non-outfitted hunting and fishing activities in Manitoba. The study will also focus on other key aspects of the industry, including business profiles, marketing issues, and social and environmental impact, providing all stakeholders with essential information about this sector in Manitoba.

Challenges

In 1995, Industry Canada – Manitoba, retained CTRI (Canadian Tourism Research Institute) to conduct an economic impact assessment of Manitoba Lodges and Outfitters. The report illuminated some of the challenges:

“Two factors inhibited the production of a full economic impact analysis for this study. The response rate to the survey of Manitoba’s lodges and outfitters was smaller

Canada's Federal Tourism Strategy sets out a new approach to strengthening Canada's tourism sector and helping it continue to make a significant contribution to the Canadian economy

Canada's Federal Tourism Strategy:
http://www.tourism.gc.ca/eic/site/034.nsf/eng/h_00002.html

La Stratégie fédérale en matière de tourisme du Canada propose une nouvelle approche visant à renforcer le secteur canadien du tourisme et à lui permettre de continuer à contribuer à l'économie canadienne.

Stratégie fédérale en matière de tourisme du Canada :

http://www.tourism.gc.ca/eic/site/034.nsf/fra/h_00002.html

than expected with many gaps in the revenue and expense data ... (a response rate of about 20 percent). These gaps made it necessary to interpolate some of the data... ... readers are cautioned that the margin of error in some of the expense and revenue estimates could be higher than 20 percent. “

With the low response rate in 1995, Travel Manitoba anticipated it may be once again difficult to engage industry to participate, due to continued apprehension of data misuse.

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To alleviate this misapprehension, it was clear that the full support of the MLOA, a trusted voice in the sector, would be imperative in encouraging lodge and outfitters to participate in the survey. The Executive Director of the MLOA made clear his unequivocal support in a recent newsletter:

*"I along with your MLOA Board can not state strongly enough how vital this study will be towards providing the case for support, no matter what issue we will be dealing with in the future, however, to achieve this objective we will need your participation and cooperation in collecting the raw data. I will be working with Travel Manitoba and the successful consulting firm to assist in this process. I will be contacting all of you to help alleviate any concerns that you may have about contributing information and to ensure that we maximize this opportunity that has been provided to us....
...This is our opportunity to prove it and we will need your help to do that."*

Obtaining personal contact information from hunting and fishing licenses, presently protected by provincial privacy legislation, has proven to be an additional challenge. While Travel Manitoba has applied to access this information, we did not anticipate how difficult it would be to have this request approved. Six months after the initial request, we have yet to secure the data, affecting the study's timeline and potentially, the final results.

Despite these issues, Travel Manitoba is hopeful it will be able to use the results of the study as outlined in the RFP. With operators in Manitoba's Fishing and Hunting sector still recovering from the worldwide recession, this study is both timely and necessary, and Travel Manitoba is intent on communicating the results of the study at the annual MLOA conference in December 2011.

With this end date in sight, we can view our current situation as a glass half full or half empty type situation – but we hope to turn these challenges into opportunities. Watch for a follow up in a future issue of this newsletter on how successful this study was in delivering its final results.

NURLYBEK NURMAGAMBETOV, RESEARCH ANALYST,
TRAVEL MANITOBA

TTRA Canada Members - It's Your Time ... To Be A Respondent!

It is indeed that time again where TTRA Canada will be contacting you to complete our membership survey. Please keep your eyes peeled for your email invite which will be conveniently delivered to an inbox near you. Given our Chapter size, it is important that you complete the survey as it will help the board better understand its members' views and identify ways to increase TTRA Canada's value.

We are looking forward to hearing from you!

ttra canada membership area

TTRA Canada has developed an online membership hub for members, available through the TTRA Canada website (www.ttracanada.ca).

This hub will allow members to search for, and connect with, other TTRA Canada members. It will offer exclusive access to member-only content from TTRA Canada, and allow members to stay informed with more regular updates from TTRA Canada, delivered to their inbox. We are also working on making available even more French content, and the new member hub will allow you to select your language of preference, when such content exists.

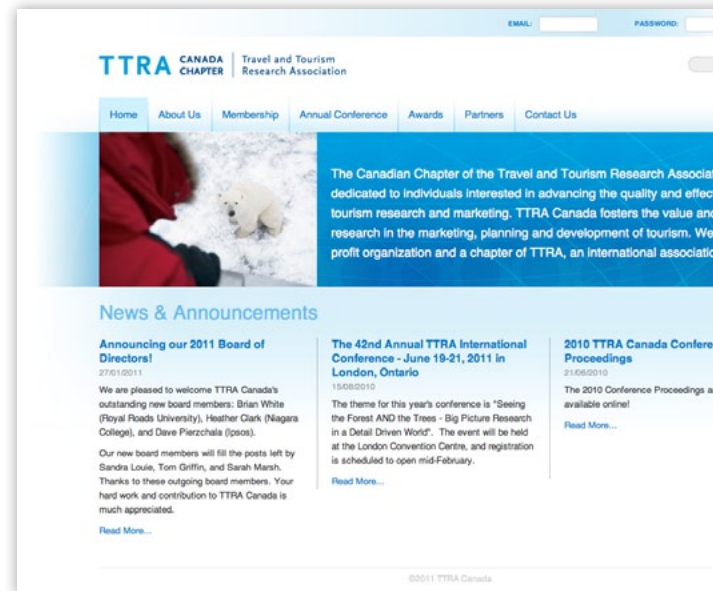
How do you get connected?

All members in good standing will receive an email invitation which will contain a new one-time log-in to initialize the account and set a password.

Once you have received your invitation, we encourage you to log-in and update your member profile. In addition to your contact information, you have the opportunity to put in areas of interest, specialty etc. You can even post a photo and links to other social media sites, such as Linked In or Face Book.

Don't forget to set your profile privacy settings!

By default, only TTRA Canada members can search and view your profile. If you desire, you can allow your personal contact information to be shared publicly, but your TTRA Canada membership information is always kept private, and will not be available to the public or other TTRA Canada members (save for TTRA Canada admin staff).



We're excited about this new online membership hub, and look forward the community growing into an invaluable tool for all TTRA Canada members.

If you have any questions, or any feedback on your experience with the new hub once it is live, please contact us: info@ttracanada.ca

Looking forward to seeing you online!

2012 ttra canada annual conference

This year, because the TTRA International Conference was held in Canada, TTRA Canada did not host a separate conference. See you in 2012 in Winnipeg!

Don't forget to mark your calendar for the TTRA Canada Chapter Conference, being held in Winnipeg, Manitoba, in October 2012. We're looking forward to hosting TTRA Canada at one of Canada's grand old railway hotels - the Hotel Fort Garry in downtown Winnipeg. Just across Main Street from The Forks Market and the Canadian Museum of Human Rights, this beautiful venue will be a great place to connect, learn and share with colleagues and friends.

The Host Committee is just beginning plans for a fun and engaging conference – and we hope you'll come and spend some Manitoba Time with us!

Start planning tour stay in Winnipeg:

- <http://www.fortgarryhotel.com>
- <http://www.theforks.com>
- <http://humanrightsmuseum.ca>
- <http://www.travelmanitoba.com>
- <http://www.tourismwinnipeg.com>

PHOTOS FROM THIS YEARS CONFERENCE



ttra canada board of directors elections

In accordance with TTRA-Canada's bylaws, chapter members are given the opportunity to nominate themselves or their colleagues to serve on the Board of Directors for a two-year term. Both the nominator and nominee must be TTRA-Canada members.

As a Board member, an individual is expected to attend at least two of the three Board meetings each year (January/ February; May/June; and October in conjunction with the conference) at their own expense, and be an active contributor on at least one board committee.

This year, members will be electing five board members for a two-year term (commencing January 2012 and ending December 2013). TTRA needs strong leaders and strategic thinkers to take the Chapter into new territory. It is up to YOU to identify strong candidates and cast your ballot in the upcoming election.

Elections for the 2012 Board of Directors will take place in December 2011.

Watch your inbox for your ballot!

If you have any questions concerning the election process or the roles of a Director, please contact Jennifer Hendry at

(613) 231-6949 x250 -or- jhendry@cthrc.ca

Interested in writing
for the aTTRAction?

Feel free to submit it to editor@ttracanada.ca