

TOURISM

CANADA'S TOURISM MONTHLY

March 2003

Flight plan for tourism

Bus companies face soaring insurance cost

Highways: trails to discovery



Discover our true nature

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On track to see Canada!

Few could have predicted the number of train-related tourist excursions and attractions that are now available in Canada. A new initiative, involving a partnership between the Railway Association of Canada (RAC) and the Canadian Tourism Commission has just gathered them under one umbrella and made them more available to travellers within Canada. CANADA BY RAIL has created a comprehensive user-friendly one-stop Web site resource for all rail-related leisure opportunities in every region in Canada.

Officially launched in December 2002, the response has been terrific. Already, this resource offers information and links, by province and area of interest to museums, rail excursions, historical societies, Bed and Breakfasts, restaurants, hotels, and 14 RAC members offering tourist services. The Web site is designed to showcase these year-round venues with an easy-to-use interactive 'point and click' map of Canada. The beautiful photographs in Photo Gallery have proven very popular and can be downloaded.



Photo: courtesy of Rocky Mountaineer Railtours®.

Canada has many rail-related tourism venues.

Bill Rowat, RAC president, proudly reports, "we have been thrilled with the response. Canada has so many varied and interesting rail-related tourist venues to bring to the attention of travellers, both within Canada and for those travelling to Canada from other countries." 🍁

For more information:
www.canadabyrail.ca.



Riding the rails – again?

Rail passenger service may be a thing of the past, no more. Speaking in Calgary to the Conference Board, Rob Ritchie, president and chief executive of the Canadian Pacific Railway (CPR), is reported in *The National Post* as saying that getting back into the passenger business could help CPR "increase its track utilization while solving some transportation problems for governments."

"There are a number of passenger-based possibilities under development," said Ritchie. "These address both urban congestion and intercity travel needs; we hope some of these will crystallize." He said that the CPR got out of the passenger traffic business because it was unprofitable, but that could change if governments introduce new transportation policies. "A lot of people think the railways are anti-passenger," he said. "(In fact) we're anti-losing money." 🍁

Quebec snowmobile industry on a new trail

A group of business people from Quebec's Laurentian region has entered into a partnership with the Canadian Tourism Commission (CTC) to revitalize the snowmobile product in the province. Based in Sainte-Agathe, where the first snowmobile club was born, the new group recently unveiled its action plan. "This represents an exceptional opportunity for economic development, at the regional level and for the country as a whole," says Jean Duchaine, director general of Motoneige Canada.

Duchaine is confident that the product club will help alleviate a lack of consultation and coordination among the different players involved in the industry. "For example," he says, "different levels of quality standards among snowmobile organizations have had a negative impact on marketing our product."

To increase the quality of the experience offered to visitors, Motoneige Canada plans to create a network of associations and partners who will benefit from training and information sessions, networking activities such as an extranet communication system, and other initiatives. 🍁

For more information on the product club and its services contact:
Jean Duchaine at 819-321-3003
or motoneigecanada@bellnet.ca.



Photo: John de Visser, courtesy of the Trans Canada Trail Foundation.

Trans Canada Trail

"Hockey is our winter ballet and in many ways our own national drama."

Morley Callaghan, novelist.

British Columbia

Population	4,141,272
Area	892,677 km ²
TCT	2,700 km

A winter scene near Fernie, in the Elk River Valley. The Trail travels south through the valley immediately after entering the province from Alberta. Mount Fernie (2,506 meters) looms in the background. 🍁