



INTRODUCTION



It is easy to be carried away by the supposed glamour of foreign touring.

The best tours do not start, however, with an ovation in some distant auditorium. They start with the solid base of months of planning, making the preparation resemble somewhat that of a military operation. The purpose of this document is to help you get through the planning stages in the best possible shape so, when the tour itself takes place, your chances of being faced with the unexpected will be considerably reduced.

No two tours are the same, of course, and it is therefore impossible to come up with a set of rules that will be applicable to every possible situation that you are likely to encounter. Similarly, the touring needs of a large ballet company, say, are substantially different from those of a soloist or a small theatre company. Many of the basics described here apply in all circumstances, however, and, particularly if you are undertaking your first foreign tour, you should pay close attention to the guidelines laid out.

In this document it has been assumed that your personnel and equipment are going to do most of their travelling by air as geography dictates that this is a necessity for most Canadian performing arts groups even when visiting the United States. You must, of course, investigate the cost of alternative means of transportation. If you are based in Eastern Canada and are going to Europe, or

if you are based on the west coast and are going on a Pacific rim tour, you should certainly weigh the advantages of shipping your cargo to and from your first and last destinations by sea (if you can allow for the additional time this will take.)

You will, in many cases, need the best professional advice available to you. If you are travelling by air, you will certainly need some help in sorting your way through the complicated ticket price structures that are an integral part of international air travel today. You may wish to deal through a travel agency (although it will be unlikely they will be able to help you when it comes to making any cargo arrangements you require). You might also consider dealing directly with a Canadian airline. Not only might they be in a position to offer you "one-stop" transportation shopping, you might be able to persuade them to become a sponsor of the tour by offering to promote the airline on your posters and programs in return for various services being provided to you free or at reduced cost.

If you are not sure how to go about doing something, do not be afraid to ask. Experience is available to you from other organizations which have previously visited the same countries that you are going to, airlines, brokers, carnet officials, officials in our embassies and consulates "over there" and diplomats from "over there" over here, from the Arts Promotion Division of the