

1984

Year of Tourism

Canada is celebrating a special year in 1984. It has been designated 'The Year of Tourism in Canada' and in addition to the many regular events staged across the country each year, numerous special events and celebrations are being planned. The special 'year' was proclaimed by the Tourism Industry Association of Canada (TIAC) and has the full support of Tourism Canada, the federal government tourism department.

Canada offers visitors a chance to see and participate in a wide range of events, from international exhibitions, sporting competitions and festivals of the arts to simple country fairs. Numerous events have become renowned internationally and draw visitors and participants from many other countries.

Winter events like the Québec City's *Winter Carnival* or Ottawa's *Winterlude* offer winter sporting events, parades, dancing, canoe races, harness racing on ice and snow sculptures. In Winnipeg, the *Festival du Voyageur* is a re-enactment of the fur trade era and includes snowmobile and snowshoe races. The *100 Mile House Caribou Cross-country Ski Marathon* held in early February in British Columbia draws some 1500 participants annually while the *Caribou Carnival* and *Championship Dog Derby* in Yellowknife in late March includes igloo building and a three-day dog musher race over a 150 mile course.

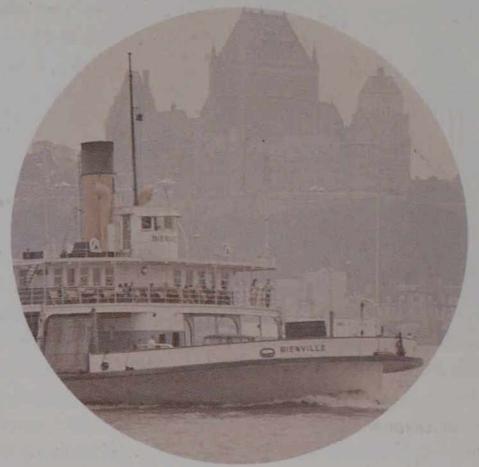
Summer highlights include the *Calgary Exhibition and Stampede*, the largest professional rodeo in the world with rodeo events, chuckwagon races, parades and pancake breakfasts. Yellowknife's annual *Midnight Sun Golf Tournament* is an all-night event commencing at midnight. In Thunder Bay there is the *Great Rendezvous Pageant*, a re-enactment of the arrival of the voyageurs from east and west with feasts, voyageur contests and an international canoe race.

Many centres offer multicultural celebrations or festivals that feature the foods, crafts and entertainments representative of the city's multicultural heritage. Specific cultural backgrounds are also honoured in such celebrations as the *Glengarry Highland Games* in Maxville, Ontario or the

Antigonish Highland Games in Nova Scotia. The former represents the largest Highland gathering in North America while the latter is a major Scottish festival. In Saint John, New Brunswick, *Loyalist Days* are celebrated with costume parades, music and entertainment and a re-enactment of the landing of the Loyalists.

In the performing arts there are numerous festivals including the renowned *Stratford Shakespearean Festival*, the *Shaw Festival* in Niagara-on-the-Lake, the *Charlottetown Festival* in Prince Edward Island, and the *Banff Festival of Arts*. In Vancouver, the *Children's Festival* in early May is the largest international event of its kind with dozens of performing companies from around the world presenting a week of mime, puppetry, singing and drama.

Quebec City from the St Lawrence River where the celebration of the tall ships will take place



Caber tossing is featured at the Cape Breton Highland Games



Special events

One of the special events being planned during the Year of Tourism in 1984 is *1534-1984, The Great Celebration* when tall ships from around the world will gather to celebrate the arrival in Canada of Jacques Cartier 450 years ago. *Les Voiles Filantes Labatt Blue*, June 18 to August 23, with national and international regattas involving some 1400 international participants will be part of these celebrations. *Challenge Canada*, a sailing event covering 1000 miles from the Great Lakes in Ontario to the Gulf of St Lawrence will be held from June 23 to July 20 and the transatlantic race, *The Transat Québec-Saint-Malo*, will begin in Quebec City on August 19. The *Parade of Sail* will commence in June in Halifax, Nova Scotia where some of the world's largest sail-training ships will gather from points in Europe, South and Central America and the United States, prior to cruising in company to Quebec City.

Two provinces, Ontario and New Brunswick, are celebrating their bi-centennials with many events planned throughout each province during the year. Many cities as well, are planning special celebrations to mark their anniversaries: Trois-Rivières, 350 years; Toronto, 150 years; Calgary, 100 years; and Yellowknife, 50 years. Toronto, for example, will commemorate the year with a special celebration in June as the city hosts the *Toronto International Festival*, the largest music and dance festival ever to take place in Canada. In over 130 different programs there will be attractions for people of all ages and tastes including opera, ballet,

Fashion leaders at Edmonton's Klondike Days

