

**A Message from Gerri Cariou, Executive Director,
Ontario's Sunset Country to KDCA Members who
receive Ontario's Sunset Country Inquiries**

Hi Everyone:

This is directed at those members using **computer auto-responders** to reply to emails they receive related to our Internet inquiry system.

Based on a recent increase in complaints from consumers inquiring to the Travel Association over the Internet (specifically those asking for a Member follow up), I am asking all members who are receiving Sunset Country inquiries to **NOT use auto-responders**.

An auto responder is a computer generated message **SOME** members have set up to automatically reply to every Sunset Country inquiry regardless of whether or not the person is looking for what that Member has to offer or the region they are located in.

Essentially, those members using these auto-responders are not reading the inquiries and are sending emails for example, on their fly in outposts or their drive in lodge to people looking for something completely different. These are consumers who took the time to provide detailed information about their interests and the location in the region they want to travel to thinking they would get **"qualified" or related responses** from only those members who offer what they asked for. Unfortunately, they are getting responses from some members who have not even taken the time to read the inquiry.

The latest complaint dealt with someone wanting hotel information in Kenora who received a whole bunch of emails about fly in fishing outposts and lodges hundreds of kilometers away.

The potential impact on consumers' perception of our area, the service the Association provides, and our Internet marketing is significantly negative.

To this end, I am asking all Members using autoresponders to stop using them immediately.

The use of a computer to reply to a potential tourist to our area is really the wrong way to market our area and frankly, your business. I encourage members to take the time to at least READ the inquiry and see if what the person asked for is what you have to offer, or at the very least, is somewhat related to what you offer.

Autoresponders make everyone look bad and do little more than get potential customers who send us emails and who ask for a member follow up angry.

Again, this request is directed at those members using autoresponders. Please read the inquiry first and determine if it is worth sending out a reply based on what the person is looking for. If not, then I encourage you NOT to reply. This will not only save you time but will ensure consumers inquiring to us on the Internet receive qualified responses from those members who have what they are looking for.

I appreciate everyone's consideration of my request. If you have any questions or concerns, please feel free to call me to discuss. My number is 1-800-665-7567.

Thanks,

Gerry

EXECUTIVE & DIRECTORS

President - Harald Lohn
Ph. 807-222-3246
Email: kabeelo@integraonline.com

Vice President - Gary Beardsley
Ph. 807-222-3586
Email: lacseul@tbaytel.net

Treasurer - Steve Hartle
Ph. 920-893-3525
Fax 920-893-3525
Email BHWC@aol.com

Secretary - northwest design +
communications
807-223-3691
Fax 807-223-3692
Email: info@brochures.ca

Directors

Gary Beardsley 807-222-3586
Patty Beardsley 807-222-3586
Jim Buhlman 807-227-5318
John Fahlgren 807-727-3111
Steve Hartle 807-227-2518
Don Moore 807-529-3137
Bob Paluch 807-755-2172
Mal Tygesson 807-755-2434
Pat Tygesson 807-755-2434
Rob Wisneski 807-227-2199

If for any reason you wish to speak with the executive or directors, and cannot reach them directly at their listed telephone number, please call or fax the K.C.D.A. office:
(807) 223-3266



NOTICES:

**NEXT MEETING:
Wednesday
Oct. 4, 2006
Evergreen
Lodge, Eagle Lake**

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ISSUE FOR:
JULY 2006

SMOKE TRAILS NEWS

From the Kenora District Camp Owners Association

*Your Local Tourism Lobby Association Representing the Federal District of Kenora.
NOTO's Largest and Oldest Chapter*

President's Message:

July 1 2006

TO: KDCA Members, Allied Members & Interested Readers:

If there was ever a tourism season full of mixed messages 2006 has to be it. Unsettling news comes from many sectors: a "slow" month of May, plunging exchange rates (does anyone remember getting a 5% exchange on the US dollar?), significantly higher fuel costs, increased scrutiny at the border for work permits, skyrocketing costs for leeches and minnows, confusion over passport requirements and, the list goes on and on.

Is there good news to be shared? Of course! The weather and temperatures we can live with; fishing that is fast and furious; border crossing wait-times minimal (no tourist = no waiting time), and, border crossing experiences (at least listening to my guests) have been without incident and, in some cases, unexpectedly pleasant. (To the CBSA – if you are reading this - THANK YOU for listening to our concerns).

What are we to make of these mixed messages? The first offering is that we, the tourism industry, will survive! We will weather this season as we have in the past but not without sacrifice or change. A second observation is that we need to be looking to the future and making changes based upon the changing "face" of our guests. As written in the tourism "handbook": take care of each guest because they take care of you. Honesty and clear communications are the handmaidens of this rule. Of course, the obverse of this rule reminds us to avoid actions, behavior and conduct that can be viewed as detrimental by our guests. A final reflection suggests tourism still has a lot of work to do to keep its house in order while simultaneously promoting the products we offer in the pristine wilderness of NW Ontario. Remember: we still have several months to make a difference in the lives of our guests. Let's provide them with memories so they, in turn, remember us.

If you wish to comment please call me at 807-222-3246.

Harald Lohn

P.O. Box 545, Dryden, Ontario P8N 2Z2
Phone (807) 223-3266 www.kdca.ca

Newsroom:
Canada's Real Bottom Line -- New Study Puts Multi-Million Dollar Values on Boreal Ecosystem Services

Report Calls Canada's Boreal Region Carbon Bank Account Worth \$3.7 Trillion November 25, 2005 - Ottawa

In a new take on Canada's national accounts, research by the Pembina Institute for the Canadian Boreal Initiative puts the value of ecosystem services like water filtration and carbon storage at roughly 2.5 times greater than the net market value of forestry, hydro, mining, and oil and gas extraction in Canada's Boreal region.

The report argues that the degradation of natural ecosystems worldwide is at least in part because natural capital values aren't taken into account in land use decisions around the globe, noting these values aren't part of the universal international wealth indicator - Gross Domestic Product.

"We are only just beginning to understand the true value of these services, including flood control, water filtration, climate regulation, and even pest control," said CBI Director Cathy Wilkinson. "We have the opportunity to get it right in Canada's boreal, sustaining its natural capital and ecosystem services, while building other forms of wealth and maintaining community and cultural values."

On the eve of the United Nations Climate Change Conference in Montreal, the report estimates the value of the 67 billion tons of carbon stored in the trees and peatlands of Canada's Boreal region at \$3.7 trillion, and the annual value of carbon sequestration by the region at \$1.85 billion.

"It is indeed time to broaden our understanding of the true "value" of globally important forests such as the boreal," said Dr. David Schindler, Professor of Ecology at the University of Alberta. "Failure to do so not only ensures continued ecosystem degradation, but the accelerating impoverishment of human societies, ours included."

"Our hope is that the Boreal Ecosystem Wealth Accounting System (BEWAS) becomes an international benchmark and an important tool for measuring the conditions and economic values of Canada's ecosystems, in general, and the Boreal region in particular," said Mark Winfield, Pembina Institute for Appropriate Development.

"An understanding of the Boreal region's true value is essential to addressing important questions about how this natural heritage asset can continue to contribute to national and international well-being for generations to come," said Mark Anielski, ecological economist and report co-author.

"For Aboriginal people, it has always been paramount that we take care of the land that takes care of us – the land, the air and the resources on it. It has not always been easy to have people understand the true total value of what it is that the land provides to us," said Stephen Kakfwi, former Premier of the Northwest Territories. "Perhaps now with this report, it will be easier for us to begin to understand and have discussions about why we have to be responsible and not think only in terms of resource extraction and development but in terms of what damage and cost we inflict on ourselves and on the land's resources in our quest for progress and development".
 Additional background and a copy of the study are available at www.borealcanada.ca.

**PLEASE SUPPORT
 KDCA ALLIED MEMBERS**

- Alex Wilson Coldstream Ltd. 807-223-2381
- Bay Lakes Mktg/All Canada Show 920-983-9800
- BDO Financial Services 807-223-5321
- Bilsbarrow & Assocs/Darkwater Devs 807-938-6331
- Bobby's Corner 807-227-2099
- Border Bob's 218-283-4414
- B. Taylor Home Building Centre 807-223-3381
- Canada Borderlink Inc. 403-218-1300
- Consumers Frosted Foods Ltd. 807-468-8995
- Dingwall Ford 807-223-2235
- Dryden District Chamber of Commerce 807-223-2622
- Dryden GM 807-223-7123
- Eagle Junction 807-755-2226
- Egli's Sheep Farm 807-755-5231
- Flexfish 204-257-9671
- Flower Forest 807-221-2121
- Gould's Countrywide Furniture & Appliances 807-223-2275
- Hawkins Taxidermists Ltd. 204-775-3384
- Hook, Seller & Lundin 807-468-9831
- J.Webb & Son 1-800-465-5089
- John C. Brose 807-468-6471
- Kantola Motors 807-468-8984
- Kenora Homes GMAC 807-468-4777
- Kupper Contracting 807-227-2194
- Larry Desmarais 807-227-2751
- Lund Boats Canada Inc. 204-479-8855
- McKinstry Chrysler 807-223-4214
- Mercury Marine 204-349-3209
- Norm and Sarah Bush 807-937-6250
- Northern Lights Credit Union Ltd. 807-223-5454
- northwest design + communications 807-223-3691
- Ontario's Sunset Country Travel Assoc. 807-468-5853
- Patricia Area Community Endeavors 807-221-3293
- P.S.A. Insurance Services Ltd.-Magnus Group 905-889-4933
- Railside Sports & Marine 807-223-3517
- Riverview Lodge 807-223-4320
- Royal Bank- Dryden Branch 800-769-2511
- Royal Bank - Toronto Branch 800-769-2511
- Shewchuk, MacDonell, Ormiston, Richardt & Fregeau LLP Barristers & Solicitors 807-468-5559
- Skillen-Squire Insurance Services Ltd. 807-223-2215
- Standard Insurance Brokers- Kenora 807-468-3333
- Standard Insurance Brokers-Dryden 807-223-3676
- Steve Struk Ltd. Esso 807-223-2669
- Sysco Foods 1-800-665-5090
- Telesky Taxidermist Ltd. 204-775-6796
- The Sam Group 1-800-860-4619
- Thunder Management Inc. 807-223-3464
- Timbermax 807-223-6699
- Toronto Dominion Bank 807-223-5251
- Vermilion Bay Co-op 807-227-2160
- Weyerhaeuser Canada 807-223-2323
- World of Water 807-468-4338
- Yamaha Motor Canada Ltd. 807-468-7533

www.kdca.ca

www.canadawelcomesyou.net

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 Eagles' Landing, Dryden
 FABULOUS 50'S THEME
 DINNER & DANCE
 \$60.00/TICKET
 Tickets available at the Patricia
 Region Office or Dryden District
 Chamber of Commerce**

Drunk Boaters Can Now Lose Their Driver's Licence

Private Member's Bill Receives Royal Assent

Ontario boaters caught drinking while boating can now lose their motor vehicle driver's licence for up to one year. Bill 209, An Act to amend the Highway Traffic Act with respect to the suspension of drivers' licences, received Royal Assent in the 38th Legislature on June 22, 2006. The Bill was introduced by Toronto Liberal backbencher, David Zimmer as a private member's bill.

Under the new legislation, police and courts can now suspend motor vehicle licences for boaters who are drunk or have elevated levels of alcohol in their blood.

Boaters who blow close to the legal limit on a breathalyzer test can have their licence suspended for 12 hours, and those convicted of being drunk while boating can lose their licence for a year. On top of that, all the penalties accruing to drunken driving on the roads will kick in, including an increase in the cost of motor-vehicle insurance if convicted.



Tourism Industry Statistics

Border Crossings

Total International Entries

In April 2006, total international (U.S. + overseas) border crossings to Ontario declined by 2.2% over April 2005 to 1.4 million. Total international border crossings to Ontario decreased by 6.6% in the first four months of 2006 over the same period of 2005.

U.S. Entries

U.S. border crossings to Ontario decreased by 3.0% in April 2006 over April 2005. This resulted in an overall loss of U.S. crossings into Ontario of 7.6% in the first four months of 2006 over the same period of 2005. For the period of January to April 2006, Ontario received 42% fewer entries from the U.S. compared to the same period in 2001, the historical peak for the period.

OntarioTravel.net

In April 2006, visits to the main site, OntarioTravel.net, increased to 190,038, up 2% over April 2005. For the first four months in 2006, visits to the main site increased by 13.6% over the same period in 2005.

1-800-ONTARIO

Call volume to the 1-800-ONTARIO Call Centre decreased by 32% in April 2006 over April 2005. For the first four months in 2006, call volume decreased by 29% over the same period in 2005.

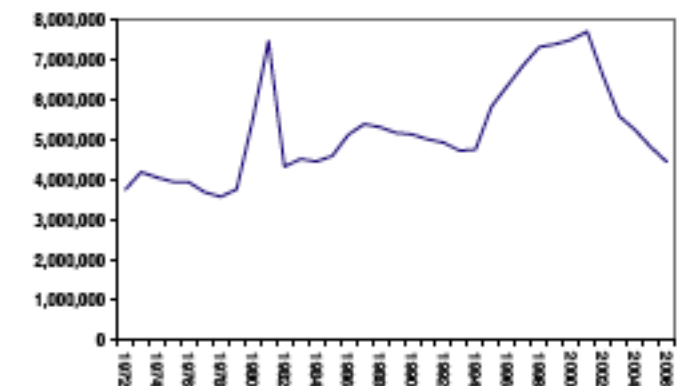
In May 2006, call volume increased by 29% over May 2005.

Source: EDS

Economic Impact of Tourism in 2004

- In 2004, tourism was Ontario's 7th largest generator of foreign exchange, following Transportation Equipment, Machinery, Chemical Products, Computer & Electronic Products, Primary Metals, and Plastics and Rubber Products Manufacturing, bringing into the province \$6.7 billion in foreign exchange.

US Border Crossings to Ontario, Jan.-Apr.



The decline in U.S. entries to Ontario in April 2006 was due to a 6.6% decrease in same-day visitors over April 2005. Overnight visitors, on the other hand, increased by 4.9% in April 2006. This is the first time in 2006 that U.S. overnight visitors to Ontario increased compared to the same month of previous year.

Compared to Québec and British Columbia, Ontario has lost a greater share of the U.S. market for January to April over the past five years.

Province	U.S. Entries, Jan.-Apr. 2001	U.S. Entries, Jan.-Apr. 2006	% change
Ontario	7,722,694	4,470,506	-42.1%
Québec	886,144	708,954	-20.0%
B.C.	1,788,353	1,226,079	-31.4%

Source: Statistics Canada