

# Staff are the 'front line'

## Attitude to tourists important, meeting told

BY MURRAY MOORE

A consultant with the Ministry of Tourism and Recreation speaking about tourism, in Midland on Tuesday, stressed the importance of attitude when dealing with tourists.

"The staff are the business in the eye of the customer," Anne Davis said. The staff of a business which deals with tourists are the "front line," she said.

A bad experience will stay with a visitor a lot longer than a number of good experiences, Davis said. A little extra interest can result in the repeat business that a businessman wants. Davis gave the example of a motel owner with a restaurant offering hot soup to a late arrival who had gone without an evening meal.

### SPECIAL FEATURES

Most towns have only a few special features that separate them from all the other towns a tourist might visit, Davis said. The correct strategy is to take advantage of the special features that a town has, in Midland and area's case, the historical attractions and Georgian Bay.

People need a reason to visit an area, Davis said. The place and the product has to be right, as well as the price. The fourth element is promotion.

Tourists today are attracted to experiences that are both entertaining and educational, Davis said, entertaining in the sense of a person being entertained while involved in a learning experience, something as simple as skiing.

### AUDIENCE

Liz Downer, manager of the Midland Business Improvement Area, a member of the audience at the Midland Chamber of Commerce-sponsored evening, agrees with Davis that attitude is very important.

"It is okay "to do a little pampering to get the return business that we really need," she said. A summary of points made by Davis will be included in the next issue of the BIA newsletter.

Midland will be represented today through Sunday at a Travel Canada show in London, Ont., by Gale Niblock, representing the Midland Chamber of Commerce, and Carol Ashworth, representing the Highland Motel.

### PEOPLE

Ashworth, an owner of Midland's largest motel, said she wished that more people involved in the tourist industry had gone to the meeting. She didn't learn anything new, but she went anyway. "Maybe I have missed something along the way," she said. "I haven't given up on learning."

"We have to work

together," Ashworth said. Ideas have to change. The tourist business to date in 1983 has not been good. Tourists are staying home and companies are not sending as many salesmen on the road, she said.

### NEW IDEAS

An example of a response of the Highland Motel to the need for change, for new

ideas, is the addition of special honeymoon suites, one completed and two more to follow. The suites offer sunken bathtubs and a whirlpool bath for two.

Nothing similar is available in Orillia or Barrie, Ashworth said, explaining that she hopes to draw people from those cities as well as local people.

Ward 1 Midland

Councillor Dan Herbert said yesterday he thinks that package deals, as described at the meeting by Carol Ashworth, should be promoted more than they are. The tourist committee of the Midland Chamber of Commerce might promote package deals, he said. Perhaps special discounts redeemable at BIA-member stores could be included as

part of package tours to this area, package tours for example for a day on Georgian Bay out of Midland or Penetanguishene.

"I think that Midland

does have to make some sort of commitment to tourism besides paying for the printing of brochures," the councillor said. Herbert noted that the chamber

is doing a good job with its building at the town dock, and said that the proposed new building for the chamber on the waterfront is a good idea.



### Midland Bear

Gale Niblock is in London, Ont., today, tomorrow and Sunday representing the Midland Chamber of Commerce at a Travel Canada show. Part of the Midland display is the

cutout Midland Bear seen above, and three panels of cartoon figure's illustrating the attractions of Midland and area, some of which is visible in the background.



### Tourism seminar

Most of the available seats in the Midland council chamber were taken on Tuesday evening for a seminar held to take the mystery out of tourism. Members of the town

council, Chamber of Commerce manager Wally Cunningham, Midland BIA manager Liz Downer, and local business people were on hand.

## Career in newspapers leads to Great Britain

Bill Jory, a native of Midland and a senior editor with the London Free Press, will study journalism in Great Britain for three months this summer through a journalism fellowship. Jory worked summers and part-time as a reporter with the Midland Free Press from 1965 to 1968 while attending Midland Secondary School. While attending the

University of Western Ontario in London, he worked summers for Markle Community Newspapers as the editor of the Georgian Holiday. After graduating from Western's journalism program in 1972, he was the editor of the Collingwood Times and the district editor of the Guelph Daily Mercury, before joining the London Free Press.



Bill Jory

# Emergency funding

## SCRCSSB has to move St. Louis School

On Wednesday the Simcoe County Roman Catholic Separate School Board decided to seek emergency funding from the Ministry of Education to enable the board to buy land, and to build a school on that land, in Penetanguishene, for Ecole St. Louis.

Ecole St. Louis and Ste. Croix School have been sharing the annex to St. Joseph School since 1980.

The French Language Instructional Units committee of the separate school board in its report this week to the separate school board said that Ecole St. Joseph has indicated it wants more space in the shared school this September.

"Ecole St. Louis has a projected enrolment of 153 for September, 1983, including a kindergarten of 30 plus students. It

is apparent that it is time that it became a complete and separate entity," the committee said in its report.

"This conclusion has been reached following discussion among the senior staff of both boards and Ministry of Education officials," the report continues.

"It has been determined that there is a site available in Penetanguishene which would suit the need."

The separate school board is approaching the Ministry of Education on the basis that the needed money is in addition to the board's 1983 capital priorities.

"Not the least of the priorities is an appropriate replacement for the demountable facilities currently housing St. Ann's School in Penetanguishene," says the instructional units committee.

## Jurors announced in 1st craft show

### Simcoe County artisans eligible to enter

Gladys Lillow of the Blue Mountain Foundation for the Arts has announced the names of the jurors for the First Annual Juried Craft Show. This show is to be held in conjunction with the Third Annual Juried Art Show, April 23 to 30.

Gordon Barnes is a well known juror who lives in Aurora and teaches at Seneca College. He is a man of many talents, who teaches photography, pottery and ceramics, and computer technology, as well as maintaining an interest in

blacksmithing, jeweller and weaving.

Michael Fortune of Toronto is a professional craftsman in wood, whose work appears in the Massey Collection. He has juried in the past, and has taught at Sheridan College.

Susan Warner-Keene of Toronto is a professional weaver. She is also assistant editor of Craftsman Magazine, published by the Ontario Crafts Council.

The Juried Craft Show is open to entries from artisans living in the counties of Bruce, Dufferin, Grey,

Simcoe and the District of Muskoka. Works may be in one or several media: the entry form lists clay, fibre, glass, leather, metal and wood. It is expected that at least some entries will cross these arbitrary categories.

Each artisan may enter up to two pieces, and the works will be juried on their merits without reference to these categories. Prizes will be awarded to a total of \$600.

The Blue Mountain Foundation for the Arts office has already received

inquiries from an interesting cross-section of artisans from the area. Potters, weavers, workers in wood, glass and many other media, have asked for entry forms. Forms have been sent to quilt-makers, doll makers and workers in slate. The show is expected to provide a very eclectic art experience for the public.

For information and entry forms, contact the Blue Mountain Foundation for the Arts, 22 Second St. Box 581, Collingwood, Ont. L9Y 4E8. Phone (705) 445-3430.