



General Manager
DAVID F. CALIBABA

Editor
MARK OLEJNICZAK

Contributing Editor
BOB STEWART

Contributing Writers
GRAHAM CLAYTON
SAYED DAHER
GIANCARLO DI MAIO
JENNIFER RALLIS
LINDSEY RIVAIT
GREG SCHINKEL

Photography
SEAN DOLAN
MARK OLEJNICZAK

Advertising
JEFF SANDO

Production
KEITH WILSON
CINDY PAQUETTE
TARA RABIE

Administration
MARY MCLEOD

Offices of the Publisher and Advertising
1116 Lesperance Road
Tecumseh, Ontario N8N 1X2
TEL: (519) 735-2080
FAX: (519) 735-2082
www.InBusinessWindsor.com
Email: MOlejniczak@canwest.com

Printed in Canada

IN BUSINESS magazine is a monthly business publication distributed by Windsor-Essex Community Publishing. Every month one copy is distributed at no charge to each business in Windsor, and selected businesses in Essex County and Detroit Michigan as determined by Canada Post. Second Class registration number 8529. New subscriptions available for \$36 per year plus tax. Articles and art may not be reproduced or reprinted without the expressed written permission of the publisher. The publisher assumes no responsibility to return unsolicited editorial or graphic material. And, although every effort will be made to ensure the accuracy of all materials published, the publisher takes no responsibility for errors or omissions. IN BUSINESS and design is a registered trademark. All rights reserved.

EDITOR'S NOTE

Quote for the month:

"With courage you will dare to take risks, have the strength to be compassionate, and the wisdom to be humble. Courage is the foundation of integrity....."

Keshavan Nair

The long and the short of it the numbers don't lie.

In a few months, we will move closer to the one year anniversary of the implementation of the Western Hemisphere Travel Initiative (WHTI).

With Windsor's close proximity to the border, our local tourism sector has been substantially impacted by a weakening U.S. dollar, heightened security at the borders after 9/11, the SARS epidemic in 2003, lengthy border delays and now the WHTI.

The WHTI has caused decreases in occupancy rates at hotels, been a wake-up call for other hospitality owners to change their overall business plans, caused some businesses to close their doors and has even reshaped how the Tourism Windsor Essex Pelee Island organization implements their new marketing strategies.

Case in point a Statistics Canada study showed back in 2000, close to nine million visitors made same day trips to the City of Roses. Just last year, these numbers dropped dramatically to 1.5 million Americans making same day trips.

This type of slide not only affects 'big business' such as revenues at both the Windsor-Detroit Tunnel and the Ambassador Bridge, but the whole hospitality sector feels the blow.

The unfortunate tragedy of 9/11 has completely overhauled the system. Take for instance a border report that was completed last year from the University of Western Washington which concluded: "border processes established in the aftermath of 9/11 have disrupted the social [and] economic fabric of borderlands."

This same report also warned, 'in the long run real living standards of both Canadians and Americans have been adversely affected by post 9/11 border security developments.'

In our March Cover Story "Border Policy Stifles Windsor Tourism," In Business Writer, Lindsey Rivait examines the political policy side of the legislation with Brian Masse, MP Windsor West. She gets the lowdown on just how many travellers are in compliance with the WHTI from the Department of Homeland Security and gets reaction from downtown Windsor to Pelee Island regarding the affect the WHTI has had on the region. To read the entire story, turn to page 6 for all of the details.

Enjoy our March issue!



Mark Olejniczak