

TRAVEL PROMOTION EXPENDITURES BY CANADIAN GOVERNMENT TRAVEL BUREAU AND CANADA'S TRAVEL INCOME, 1946 - 1963

IN MILLIONS OF DOLLARS

TARGET - 1967
One billion dollars

NOTE: EARNINGS NOT SHOWN AT FULL SCALE. SHOWN AT 1/100 ACTUAL VALUE

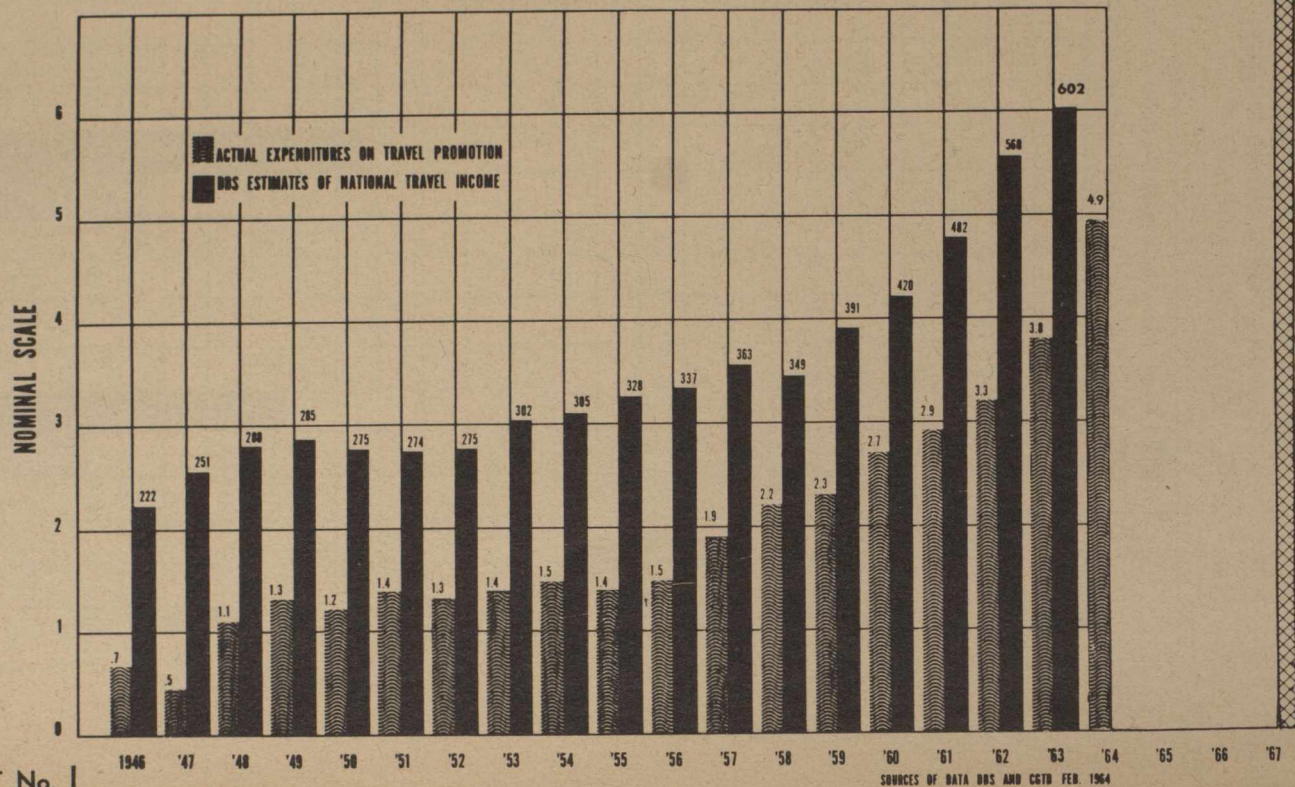


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SOURCES OF DATA DDBS AND CGTB FEB. 1964

APPENDIX "B"

TOURIST TRAFFIC