

## CENTENNIAL CONTRIBUTION OF EXPO '67

In a statement issued on September 8, Trade and Commerce Minister Robert Winters said that Expo '67 continued to be highly successful. Attendance at the Exhibition, he said, had been 25 percent above that forecast, and, in the first week of September had risen above 38 million.

Officials estimated he added, that 45 million visitors would have clicked through the turnstiles before closing day (October 29) - 15 million more than had been predicted before the Exhibition opened its gates.

Part of Mr. Winters' statement follows:

The heavy influx of visitors from outside the country has resulted in a considerable improvement in Expo's revenue position. As of August 31, the Corporation has collected revenues totalling \$102,256,000, against an estimated \$103,567,492 as of that date. The principal sources of income have been admissions, revenues from concessionaires and licensees, parking lots and from the performing arts programme. Revenues are presently running at over 98 per cent of the targeted figure.

### BUSINESS BOOM

During the summer months, a high percentage of the visitors to Expo have come from the United States and overseas. In fact, during the months of July and August there have been days when over 60 per cent of the people on the site of the Exhibition were Americans. Our International Trade Centre has been booming. Our officials there have received some 5,500 businessmen from 110 countries, and 10,000 business appointments have been arranged across the country.

At the same time, experience gained from operations has enabled the management of Expo to reduce

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### FRANCE STUDIES CANADA'S HOUSING

A national housing-shortage in France has led to the presence in Canada of 18 top housing experts from that country to study Canadian timber-frame construction methods. The visit, which began on September 16 and will end on October 3, is sponsored by the Department of Trade and Commerce. It is the first such mission from France arranged by the Department, which has thereby enlarged its programme for the expanding of markets abroad for Canadian lumber and plywood. Housing missions have also been brought to Canada from Britain, The Netherlands, West Germany, Australia and Ireland.

### WESTERN TOUR

The French housing authorities will spend several days in Ottawa discussing Canadian home-construction with representatives of Canadian government and industry. They will then travel to Vancouver, Edmonton, Calgary, Quebec and Montreal, visiting along the way logging camps and plywood plants and touring industrial housing developments and construction sites.

expenditures, thereby improving the overall financial position on operations, although there will, as has been reported from the outset, be an overall deficit in the accounts of Expo as such. To the country as a whole it will, however, result in overall financial earnings.

Expo 67 has indeed focused the eyes of the world on Canada in our centennial year, and we can expect substantial dividends in terms of tourism, trade and investment for years to come. The Exhibition has been built and operated by Canadians from across the country. It is a Canadian achievement of which we can all be proud.

Expo has brought millions of people to Canada this year, and will be an influence in bringing many millions more to our country in the years to come. The average length of stay at the Exhibition for our visitors has been in the order of five days, followed by trips elsewhere in the country before returning home.

### SPINOFF EFFECTS

It was our hope that Expo would generate interest in Canada and thus attract a record flow of visitors who would then fan out and see other parts of Canada. Our tourist advertising was developed to that end and, accordingly, I was pleased that the Canadian National Exhibition has had its greatest year, that the Pan-American Games have been a tremendous success, and that the Central Canada Exhibition, the Calgary Stampede and Klondike Days all broke records. One or two areas report lesser tourist activity for a variety of local reasons, but in the overall, this is a great season for Canada and Expo has undoubtedly been one of the ingredients in this success.

### GRANT TO MONTSERRAT

Mr. Paul Martin, Secretary of State for External Affairs, has announced the approval by the Canadian Government of a development-assistance grant worth \$250,000 for the improvement of Blackburne Airport, on the West Indian island of Montserrat. The funds will cover the provision of Canadian-made lighting equipment and the construction of an air terminal by a Canadian company.

The grant was approved following recommendations made after an economic survey which was conducted last year by Canada, Britain, and the United States. The suggestion was made that improved airport facilities would help to attract more tourists, thereby lessening the island's dependence on agriculture.

With British development aid, Montserrat has lengthened and improved Blackburne's runway. The new lights will allow the airport to operate longer hours each day with a greater margin of safety, and more travellers will be handled by the new terminal.

Canada has allocated \$632,500 to capital-assistance projects on Montserrat. A \$380,000-water development scheme is under way and port-handling facilities worth \$2,500 have been provided.