

BRIEF FROM THE HONOURABLE SENATOR MICHENER

THE SENATE

OTTAWA, May 16th, 1934.

THE TOURIST TRAFFIC COMMITTEE,
The Senate,
Ottawa, Ontario.

DEAR SIRS,—In view of the vote for national undertakings this coming year, I would take the liberty to suggest that a reasonable proportion of this amount be devoted to the betterment of highways in Canada. Doubtless the tourist trade in Canada is dependent more or less on the condition of our roads.

In the Province of Ontario, where they have good highways, according to evidence given before the Committee, they have seventy-eight per cent of the tourist trade of Canada.

In Western Canada the Government have spent large sums to establish National Parks. The three to which I would especially draw your attention are—Banff, Jasper and Kootenay National Parks. These Parks have attracted tourists throughout the world by rail, and for scenic grandeur and beauty are not surpassed anywhere in the world.

We get considerable American traffic through the Canadian Rockies, which takes them through Kootenay and Banff in one tour from the gateway port of entry in Idaho in a circuitous route to one of the other ports of entry in Western Canada. On the American side, the roads are either paved or asphalt, while through the Canadian Rockies we have an indifferent gravel road which is very dusty in Summer and objectionable to the tourists. Many American tourists turn back from the Western ports of entry on account of the road conditions on the Canadian side. The tourists from the Pacific centres of population in the United States come to Vancouver over a good highway.

If a good tourist road were connected with Vancouver through the Canadian Rockies through Banff National Park, this would be a tour which would attract a great many people from the Pacific Coast, as well as other parts of the United States.

As road construction is a good way to give relief to unemployment, I would suggest the Committee consider a recommendation to the Government to spend a reasonable part of what would naturally be Western Canada's share of the national expenditure in surfacing and improving the highways through the Canadian Rockies.

I am of the opinion that the betterment of roads through the National Parks, especially the Kootenay and Banff National Parks, would meet the approval of the Provinces of British Columbia and Alberta, which Provinces would doubtless co-operate in extending in those Provinces connecting highways to form desirable tours from the United States through the Canadian Rockies.

Your faithfully,

E. MICHENER.

STATEMENT ON Government Advertising in Foreign Countries for Tourist Business
Submitted Jointly by the Canadian National Railways and the Canadian
Pacific Railway to the Committee of the Senate on Tourist Traffic.

Guided by the experience of many years of extensive advertising for passenger traffic in foreign countries, and desiring to place that experience at the service of the Canadian Government in connection with any advertising for increased tourist business in which the Government might participate, we respectfully submit the following statement of our considered opinion on certain aspects of such participation.