

The success of Expo 67 was astonishing. It attracted 5 million Americans and the 6 million Canadians who came from every part of the country, making a total of over 50 million visits. I am convinced that all of Canada, in the years ahead, will benefit because of Expo 67.

It won new recognition for our country as a place where exciting things happen, as a wonderful vacationland to visit.

In an editorial last month in Life magazine, headed "Goodbye Expo, Hello Canada", Expo is spoken of as a "marvellous happening". And so it was. The Life editorial concluded in these words: "We too hate to see Expo go. Canada couldn't have had a more sparkling anniversary present for its centennial of nationhood, or a better 'launching pad for the second century', to use Mayor Drapeau's words. So then: au revoir Expo, bonjour Canada!"

For tourism, too, we should now look to the second century era that is opening.

We should take stock, right now, of our travel industry, to determine its present capacity and to chart its future.

New Emphasis on Research

In emphasizing the need to assess the Canadian travel industry, I am reiterating what provincial ministers of tourism, directors of travel bureaus and carrier and industry leaders have been saying with increasing urgency over the past few years. To move forward in this field of tourism we need to know more about our markets, more about our competitors, more about travel trends in the world, more about our travel plant and more about our travel promotion.

Canada's travel industry needs more of the sort of research required to guide its growth. We do not know the length, breadth or height of the Canadian travel industry. We are not yet decided on how to quantify what the industry contributes, net, to the GNP. We have not really identified the strengths, the weaknesses, the needs of the industry -- or what governments might appropriately do in the light of such factors. We don't know enough about cost/benefit ratios or reasonable rates of return for the industry.

We have a long way still to go, but I am glad to be able to report solid progress in this regard.

As a result of a Cabinet directive, the federal Travel Bureau has made an inventory of provincial travel programmes and of all federal programmes affecting tourism. The results have been collated and will be given intensive study.

A number of important research studies have been made by federal departments, by the provincial governments and the carriers. The Travel Bureau has undertaken important marketing studies, and given strong support to industry research projects. It has held regular meetings with other federal departments active in travel or travel research.