

its special personality

Ontario pavilion



Visitors are taken from primeval forests through the exploration and settlement of Ontario to the technology explosion of today.

To let visitors experience Ontario almost first hand, there is a 750-seat theatre featuring one of the world's first 70mm, 3-D, multi-image movies, which takes visitors on a heart-stopping tour of the province.

Saskatchewan pavilion

Saskatchewan

Saskatchewan exhibits in the Hall of Innovation will give visitors a glimpse of the province's advances in transportation and communications.

The story of Saskatchewan people will be told in the Horizons Theatre, while a visit to the gift shop will offer the opportunity to see the work of 25 artists and artisans and to watch demonstrations of their skills.



Rising ten storeys high, the Saskatchewan tower will let visitors see how grain elevators work, give them a scenic view from its observation deck and thrill them with a ride into a potash mine. ♦



Club Canada spearheads a major new drive for tourists

In 1986, the Canadian government will be promoting Canada to travellers in a way that it has never done before. Not only will it be changing the way that Canadian travel opportunities are promoted to

consumers, but it will also be changing the way in which holidays are marketed to the travel industry.

This year, Canada will be presented as a country of cosmopolitan cities, sunshine and hospitality, not just a country of spectacular scenery and the big outdoors. And that will add to the wide range of packages that are already on offer.

Canadian travel products and services will be marketed to the travel industry through a unique information service and incentive scheme called Club Canada.

Club Canada was launched late last year by a consortium of Canadian travel suppliers known as Canadian Holidays and Travel Associates (CHTA). Already the club has more than 3000 travel agencies on its membership books, and more than 10,000 individual travel industry members.

The travel sellers who belong to Club Canada can participate in a wide range of educational and sales incentive programmes, and they can compete for a variety of awards, including a trip for two to Canada. They can also receive bulletins, brochures, special mailings, and Club Canada diaries, and gain instant access through Prestel to up-to-the minute, specially compiled computerized information on Canada and Canadian holidays.

This initiative to help the travel industry in the UK sell more Canadian holidays will be followed later this year by a promotion campaign to consumers.

The consumer campaign will also have as its highlight the opportunity to win a holiday for two to Canada. ♦

