

of operation, it handled 46,641, and in the first five months of 1964 it has already handled 47,383 inquiries.

Over the past year the travel bureau posted travel promotion officers to France and Germany. These officers are stationed in the embassy or consulate and travel widely in carrying out their promotion and liaison duties to encourage travel to Canada. Also, a general manager for Europe was appointed and stationed in London, to develop and supervise the bureau's operations and direct its advertising and public relations programs overseas.

During the year the bureau still hopes to find appropriate space, and expects to open ground-floor offices in Paris and Frankfurt, supporting them with limited advertising and public relations programs and the production of literature. No locations have been engaged as yet, due to the scarcity of suitable space in the travel centres of these cities.

May I say a word or two, Mr. Chairman, about the definition of a tourist? This is a matter that is often discussed at international or national or regional travel conferences. However, there is one definition. The International Union of Official Travel Organizations (IUOTO), the most effective body promoting international travel, has recommended acceptance of this definition, which was endorsed at a world travel conference last year by more than 80 countries interested in tourism. This definition has been in use since 1937:

To secure the compatibility of international tourist statistics, the term "tourist" shall, in principle, be interpreted to mean any person travelling for a period of twenty-four hours or more in a country other than that in which he usually resides.

In other words, we do not really care if the visitor to Canada is coming on business or pleasure, to visit relatives, or for whatever purpose he is coming, as long as he is coming to Canada; and we put all of these various categories of travellers in the main category of the tourist.

Value of international tourism: The latest IUOTO report, covering 80 countries, for 1962, the last year on record, calculates that world travel receipts increased by 11 per cent in 1962, reaching \$8,115 million.

A recent article in *Time* magazine estimated that international tourists will spend \$9 billion this year and points out that there are no fewer than 250 national tourist information offices in foreign places; there are 105 in New York City. Countries like Italy, Spain, Austria, Ireland and Mexico earn more from tourism than from any other export commodity.

Many of these governments are financing the building of hotels and other facilities to gain a greater share of the international travel market. The Greek government has financed 60 hotels and restaurants over the past ten years, and has announced an aggressive plan to increase its travel income. Egypt is spending \$60 million on 40 new hotels in the belief that annual income from tourism will equal Suez Canal tolls, namely, \$170 million.

The CHAIRMAN: Are you quoting from *Time* magazine now?

Mr. FIELD: No, this is from other sources.

Travel promotion gets results: It is, I suggest, significant that Canada's income from international tourism has increased in almost direct ratio to the amount of money that has been invested, through the Canadian Government Travel Bureau, in travel promotion.

This yellow, red and blue chart, on my left, shows the relationship of Canadian Government travel expenditures to our income. This is calculated just for the United States.

For every dollar so expended by the federal Government, Canada's tourist industry has received from \$140 to \$200 in return.