



Speech Module

CAPTIVATING CANADA:

A must-see destination

Experience Canada's vast areas of extraordinary beauty, and charming cities where visitors will want to linger. As the financial figures show, the world's travellers are increasingly putting Canada on their itineraries. Foreign visitors spent an estimated \$16.2 billion in Canada in 2000, or 30 percent of total tourism expenditures in the country — up substantially from 22 percent in 1990.

We are known around the world for having abundant natural resources, and the reputation is fully justified. Without a doubt, many are drawn by the desire to experience Canada's unmatched natural attractions and vast open spaces firsthand. Indeed, national heritage locations managed by Parks Canada receive over 25 million visitors.

There are endless convenient options for realizing the dream of a lifetime by experiencing Canada's open spaces. For example, the northern environments include rivers, whales, polar bears, sea kayaks, dogsleds and endless other unspoiled natural attractions.

If you're feeling more adventurous, you can consult a recent directory of adventure tourism and ecotourism associations in Canada. This identifies 86 organizations that can help you to plan a trip. You can explore any of Canada's 20 major ecozones including 5 marine ecozones — that is, areas where organisms and their physical environment endure as a system. The ecozones are an extension of Canada's system of 41 national parks, which cover 224 000 square kilometres.

Canada has a clean and healthy environment that is carefully protected. With 755 square kilometres of fresh water, Canada has 9 percent of the world's renewable fresh water supply. Strict legislation protects our rivers and lakes, as well as our forests (covering 77 percent of our country) and our coastline (extending 243 000 kilometres and touching on three oceans).



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada