

BRIEF FROM THE CANADIAN CHAMBER OF COMMERCE

BOARD OF TRADE BUILDING, MONTREAL

Survey of Tourist Activities among Boards of Trade and Chambers of Commerce in Canadian Communities

In reply to a questionnaire concerning tourist activities dispatched to member Boards and Chambers during March, 1931, the Secretariate has received to date 106 completed forms, representing 50 per cent of the Chamber's membership.

Forty-five replies or about 50 per cent of the completed forms received, indicated that a tourist bureau exists in the community. It should be explained that these tourist bureaus are in some cases independent and sufficient unto themselves, in others operated by the local Board or Chamber, the municipality, the local motor club, hotel or tourist camp. In a few cases the tourist bureau is an individual entity although in the majority of cases the tourist bureaus are operated as special departments of the Board of Trade or Chamber of Commerce. In a few instances the bureau is operated as a co-operative enterprise of the above-mentioned bodies.

General Tourist Activities

Particularly interesting were the replies received to the question, "What have been the Bureaus' chief activities during the past year?" These revealed many interesting phases of tourist promotional activity. First of importance may be mentioned the preparation and distribution of descriptive booklets folders and highway maps and practically every organization heard from carries on to some extent this particular activity. A considerable number also seek to attract prospective tourists by means of advertising in the press and of radio broadcasting. Personal attention to tourist inquiries and a general interest in the visitor, while resident in the community, is also stressed. A number of the larger tourist organizations make a point of preparing special articles for daily newspapers, magazines, etc., in which are pointed out the splendid facilities prevailing in the community concerned, e.g., hunting, fishing and other outdoor sporting pursuits. The securing of conventions, and the persuading of large parties to stop over in the community are also major programs. A number of the Chamber's member organizations have organized in the past and have planned for the future goodwill trips to neighbouring and even to distant towns and cities. These visits are frequently productive of reciprocal visits thereby indirectly promoting an inflow of tourist and business visitors.

Particular Tourist Activities

Among the particular activities of tourist bureaus may be mentioned the canvassing of prospective European settlers from the Orient by the Victoria Tourist Bureau and the showing of motion pictures revealing the attractive features of the community by the same body; the preservation of game fish and the advertising of available guides for sporting parties by the Belleville Chamber; exhibits at the Outdoor Life Exhibition at Chicago by Port Arthur, and at Sportsmen's Shows in New York and Detroit by Peterborough; the establishment of two information pagodas on main highways in the United States leading to the Border Cities and the surveying of merchandise which can be profitably purchased by the United States visitors, undertaken by the Border Chamber of Commerce at Windsor; efforts to obtain car ferry connections with the State of Maine by Campobello Island; the issuing of official permits to visiting cars by the Chamber at Medicine Hat; the erection of signboards, direction posters, etc., by Hamilton and the renting of cottages to part time residents by the Peterborough Chamber.