

Tourism Promotion Links Canadian and SE Asian Travel Representatives

The Canada Tourism Promotion, held in Hong Kong, June 11-13, successfully introduced over 50 Canadian travel suppliers to the senior travel representatives of the top 150 travel companies based in Southeast Asia, according to Arthur Fraser, Canadian Trade Commissioner (Tourism) for ASEAN and Hong Kong.

"The exchange of information proved very educational for both the buyers and sellers which has resulted in an increased awareness of Canada as a long-haul travel destination in the region."

Among the Canadian sellers at the major trade show were representatives of Expo 86, including the Honourable Claude Richmond, Minister of Tourism, British Columbia and Minister responsible for Expo 86 and his Director of Sales, Mr. Ad Van Haaften who officially opened the promotion with their spectacular audio/visual presentation.

In 1983, over 96,000 visitors from Southeast Asia travelled to Canada — an increase of 9% over the previous year and a further increase of 10% is forecasted this year.



Mr. Arthur Fraser, Trade Commissioner, Tourism Canada, Hong Kong and ASEAN, cuts the ribbon to officially open the Canada Tourism Trade Show. Also pictured are (from left):— Mr. Mel Crothers of Pacific Western Airlines, Mr. Ken Woodward, Tourism British Columbia, Mr. Neil Winter, Holiday Inns and Mr. Don Hayes, Travel Alberta.

Canada to Join PATA

Canada's commitment to increasing tourism opportunities in Southeast Asia was reconfirmed in June when Mr. Gordon Roston, Director-General, Tourism Canada, announced that his organisation would apply for membership in the Pacific Area Travel Association (PATA).

Commenting on the move, Mr. Arthur Fraser, the Canadian Trade Commissioner (Tourism) for ASEAN and Hong Kong, said that Tourism Canada has for the past three years been monitoring market developments in Southeast Asia.

"We now think the area is on the brink of major expansion with regard to travel and tourism," he said. "We calculate that revenues from this region for Canada in 1983 exceeded \$250 million."

"Without doubt this region is becoming one of the most important sources of overseas visitors, and hence our move to join PATA."

Mr. Fraser stated that PATA has matured into an organisation recognised as the primary trade association in South East Asia, and one that can contribute greatly to Canada's marketing activities in region.

"Although PATA has offices world-wide, some of its strongest local chapters are in South East Asia. We are therefore looking to use PATA's wide contact base, its knowledge of markets and extensive market research as well as having access to their marketing tools," added Mr. Fraser.

Canadian Jaycees in Malaysia to Promote Montreal Congress



Richard Groome and Ike Jetha of the Montreal Jaycees are shown with Adeline Leong, President of Jaycees Malaysia, at Montreal Night in the Genting disco.

In a glittering demonstration of the night-time beat of Montreal, the Canadian High Commission in Kuala Lumpur hosted "Montreal Night" in the disco of Genting Highlands Resort, high in the mountains north of the capital.

The occasion was the Asia-Pacific Regional Conference of Jaycees International staged in May of this year by Jaycees Malaysia for over two thousand delegates.

Three Jaycees led by Mr. Cec Bechamp came from Canada to promote the XXXIX World Congress of Jaycees to be held in Montreal this year from November 11 to 18.

As Jaycees from eighteen countries throughout the region said goodnight to the music of Ann Murray, many promised to meet again in Montreal.