

visitors widely across the country. The Pan-Am Games were a great success. Record or near-record crowds were attracted by exhibitions and spectacles across Canada such as the Pacific National Exhibition in Vancouver, the Calgary Stampede, the Canadian National Exhibition in Toronto, Ottawa's Central Canada Exhibition, and the Centennial Folk Festival in Halifax.

In tourism, too, competition is good for business. I was struck by the fact that those cities that set out to rival Expo 67 and the centennial headliners were able to attract record numbers of visitors.

And here I should like to underline the importance of events, properly staged, as a tourist attraction.

Comfortable accommodation and good food are vital factors in the tourist business. Coupled with good service and hospitality, they help in stimulating a desire to return -- and the word-of-mouth advertising attributable to them is the most potent way of attracting visitors to a district. Generally speaking, however, tourists want more than to be well accommodated and fed. They want to participate in interesting things, but more particularly they want to see new and different events.

It is, let me remind you, events, coupled with accommodation, good food, good facilities -- and all our wonderful natural and man-made attractions -- that constitute the all-important "product" that we have to sell.

It is important, too, for us to remember that we can do a lot about events, but can't do much about another part of our product, the weather.

In some parts of Canada, the weather this year was not at its best during July and August, and the tourist trade suffered. The weather might have been the real reason or perhaps insufficient effort was made, but in such cases many held Expo 67 responsible.

On the other hand, those centres which went out of their way to provide tourists with stimulating attractions found that they were able to benefit from the vast number of people attracted to Canada by Expo and the other centennial events. It had always been our feeling that Expo and the centennial would attract record numbers of people to Canada, who would then fan out to see the various parts of our country; and our advertising was designed accordingly.

The lesson we can learn from this year's experience is that communities have to face the fact that they must provide interesting opportunities for tourists to enjoy themselves. Local fairs, a great tourist attraction, are one means of doing this if they are pepped-up and not allowed to become too repetitive from year to year.

The success of the tourist business cannot be the result of a laissez-faire attitude. Success won't just happen. It will come only from a positive approach by tourist operators, communities, and all levels of government working together. It is a matter of competition, and each community must do its best to compete if it expects to receive its share of the tourism prize.

I hope that the centennial-Expo spirit, which blew like a fresh breeze this year across Canada, will inspire all our 1968 events.