

## Supply

I am particularly pleased to speak in this debate in this, the year of tourism in Canada. Other Members have referred to a number of special events which will be taking place. We look forward to a number of anniversaries and special events across the country that range from the first Viking landing in Newfoundland to the celebration of the birth of Yellowknife, Northwest Territories, 50 years ago.

Of course, the important celebrations that are now under way for the bicentennial in my Province of New Brunswick are of great interest to Atlantic Canada. One point on which I could not agree with the previous speaker concerns the great deal of planning and organization that has gone into the preparations for the celebration of the bicentennial year in our province. The federal Government is investing \$2.5 million to match the provincial contribution toward this celebration. A total of \$5 million has been budgeted for 1984 for New Brunswick alone.

We also know that a good deal of planning has gone into the celebration of the four hundred and fiftieth anniversary of the arrival of Jacques Cartier in *la belle Province de Québec*. We know of the excitement in anticipation of the arrival of the tall ships that will come to Halifax and then to the beautiful city of Quebec. All this preparation certainly gives a positive initiative for all of us to make a special effort in tourism during this year of tourism in Canada. As Members of Parliament, we should make every effort to encourage business people, the Chamber of Commerce, the Junior Chamber of Commerce and all others involved to collaborate to the highest degree in order to sustain this most important industry.

Let me emphasize that the tourist industry is one which involves dynamic people who professionally respond to the opportunities and challenges of the future. These challenges include establishing new facilities and training and developing the skills of personnel to be gainfully employed in the industry. Of course, it is in this respect that the Minister of Small Businesses and Tourism is co-operating with the Minister of Employment and Immigration (Mr. Roberts) in bringing forward these programs in preparation for visits by our friends from the United States and Europe. As the previous speaker said, we will not only meet them with a smile but in a competent way in order to look after their every need while in this country.

• (1250)

The figures are quite impressive. This industry generates \$17 billion a year in Canada and contributes over 5 per cent of our Gross National Product, which means jobs for over one million Canadians. In addition, tourism income spreads throughout the economy, creating more jobs and income to the tune of more than \$28 billion in related generated revenue. Tourism spending represents at least \$700 a year for every man, woman and child in Canada. This money is earned by Canadians in all walks of life, from waitresses to welders to tellers and tailors.

As I said earlier, tourism is big business. We welcome 34.4 million visitors per year. Every 100,000 visitors to a commu-

nity can mean \$9 million in revenue, money that makes its way through the economy from the butcher to the baker and from the barber to the banker. From all of these related facts it becomes clear that we must support in every way the development and promotion of tourism in Canada.

In my own Province of New Brunswick, in terms of economic impact tourism in 1981 represented \$561 million of income. In Quebec it represented \$5,229 million and in Ontario \$8,900 million. These very impressive figures substantiate without a doubt the tremendous importance of tourism in terms of revenue in this country, and as being something we must all support in terms of the expenditures referred to by the Minister earlier when he talked about the theme "Canada, what a country!" Some of the ads have appeared over television recently. They are most impressive, timely and needed. One of the ads made reference to *Village Acadien* in northern New Brunswick. This blend of heritage between French and English is very important in our country. The thrust of the Minister of Tourism in this area will bring the desired positive results we all want, namely more jobs, more opportunities for Canadians to find work in this industry. This is a year of turnaround. With the co-operation between the Tourist Industry Association and Tourism Canada, the Ministry and other departments and various travel associations, and all others directly involved in the industry, we will achieve even greater goals.

I wish to refer to some of the events that will take place in 1984, the New Brunswick bicentennial year. There will be a visit to our province by His Holiness the Pope. He will be visiting the City of Moncton. Various committees are now making ready for his visit. It will indeed be a highlight of the bicentennial celebrations. In addition, Her Majesty the Queen will also visit New Brunswick during the bicentennial celebrations. It is evident that a lot of thought and comprehensive planning has gone into the preparation of bicentennial celebrations. The same is true in the Province of Quebec with the four hundred and fiftieth anniversary of the arrival of Jacques Cartier.

We have many visitors from Germany, France and the United States. Following a tour of the Gaspé coast, they enter New Brunswick through the gateway to the Atlantic area, crossing the interprovincial bridge which leads to Campbellton and on into my constituency. During the summer and autumn, the leaves are very beautiful. People who have travelled throughout many countries of the world state that the banks of the Restigouche are one of the beauty spots of the world. I am pleased to make that public today.

When we talk about tourism, we talk about such beauty spots as the Restigouche in northern New Brunswick. There is a blend of the Acadians and the Loyalists who settled there 200 years ago. Organizations such as the Restigouche Tourist Association have been very active in recent years. They have developed very attractive pamphlets and brochures. They have received co-operation from the Department of Regional Economic Expansion, the provincial Ministry of Tourism, other agencies and, indeed, the federal Minister. This positive movement will result in even greater participation than in the past.