

year, enabling the provinces and transportation companies to plan their own United States advertising to best advantage.

The conference agenda covers many subjects, such as exchange of information on results achieved in the current year, planning for the Centennial celebrations and the Canadian World Exhibition, and reports by individual delegates on their activities. As a result of recent discussions with the provinces and transportation companies, in order to extend the area of coordination, the travel bureau proposes to ask this year's conference to set up standing committees to meet between conferences, to meet from time to time and make recommendations on such important areas as advertising, films, hospitality visits and travel missions.

Besides its Ottawa headquarters, the travel bureau has ground-floor offices in the United States in New York, Chicago and San Francisco. A travel promotion officer has been posted to Los Angeles, working from the Canadian Consulate.

Authority has been given to open two new ground-floor offices in the United States in 1964. Very suitable space has been secured in Minneapolis, Minnesota, in the Northstar Centre and it is likely that this new office will open for business by mid-July.

It was hoped that a new office might be opened in Boston, but the most desirable location in the new \$250 million Prudential Centre, in Boston, will not be available until next April. The provinces have been consulted with respect to transportation, and it has been decided that it would be preferable to wait until next year so that we can secure a first-rate location reserved for the travel bureau. In the meantime, a travel promotion officer will be appointed for Boston to carry on liaison with automobile clubs, travel agents, tour operators, transportation companies and publicity media.

The travel bureau also proposes to open, as soon as possible, a travel counselling centre in Los Angeles, a metropolis of nearly seven million, in a state that is seventh on the list of states sending travellers to Canada. A location has been found in the same building as the Canadian Consulate and the same block as the Canadian transportation companies.

A survey of the bureau's United States offices was undertaken by the bureau's research officer in 1962 to evaluate their usefulness. We tested the offices in New York, Chicago and San Francisco. The results of the survey conclusively indicated how important it is to have ground-floor travel centres in major areas. It is of interest to note that many national travel offices are opening more such locations in the United States and other travel markets. The survey established that the returns to the Canadian economy of these offices amply justified the investment in them. A survey of the new offices in Minneapolis and Los Angeles will be conducted in their first full year of operation.

Travel bureau offices overseas: In 1961 the travel bureau received authority to begin travel promotion in Europe. In June 1962 a ground-floor office was opened in London, at 19 Cockspur Street, near Trafalgar Square, across from Canada House, with a staff of five, to handle inquiries from prospective British visitors to Canada.

One of the principal factors influencing the decision to open a Canadian travel office in London was the lifting of currency restrictions imposed on funds for travel by the British government. A number of national travel offices were opened in London by other governments in that year, notably the new United States travel service, which opened its office in October 1962, some four months after we opened ours.

In its first six months, the bureau's London office handled 8,752 inquiries from potential British travellers to Canada. The next year, its first full year