

*Adjournment Debate*

**The Acting Speaker (Mr. Charest):** Order, please.

**Mr. Brisco:** Mr. Speaker, could you do something about the noise coming from some weird source on the other side?

**Mr. Keeper:** Just standing up next to you.

**Mr. Brisco:** I think if the Hon. Member reflects, he will see that there is certainly no way that the Government is about to introduce some policy to put the shake and shingle workers on the streets to pick up paper. The Hon. Member should know better than that. We will fight this right down to the wire, and the Member should know that too. We do not give in.

[Translation]

**The Acting Speaker (Mr. Charest):** It being six o'clock, it is my duty to advise the House that, pursuant to Standing Order 82(12), the proceedings on the motion have expired.

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## PROCEEDINGS ON ADJOURNMENT MOTION

[English]

A motion to adjourn the House under Standing Order 66 deemed to have been moved.

### TOURISM—CANADIAN PAVILION AT EPCOT CENTRE

**Mrs. Mary Collins (Capilano):** Mr. Speaker, on April 23 I asked the Minister responsible for tourism a question about the Epcot Centre in Disney World. I received a number of complaints from friends who had visited the Epcot Centre who felt the Canadian pavilion there did not accurately reflect the opportunities available in Canada for potential visitors.

There was some hilarity about the question and a few media comments. I wanted the opportunity today to discuss this in much greater depth because to me it is an important issue.

Let me explain why. First, let us look at tourism as an important part of the Canadian economy. Tourism generates \$20 billion a year in the Canadian economy. Much of that goes to the small business sector. U.S. tourism generates about \$3 billion a year. In fact, it is expected that Expo 86 in Vancouver will attract \$1 billion of U.S. money into the B.C. economy. We are talking about big business and big dollars when we talk about tourism from the U.S. to Canada.

● (1800)

For example, in 1984 there were 8.1 million visits to Canada from the United States. Each visitor spent about \$225, which boosted the economy by over \$3 billion. That created jobs for approximately 600,000 Canadians. Increasing the number of visitors and dollars spent by 10 or 20 per cent would have a remarkable impact on job creation. That is what the Government is all about and that is what we want to generate for Canadians.

There are over 20 million visits to the Epcot Centre each year. About 350,000 of the visitors are Canadians and the rest are from the United States and other parts of the world. People who have visited there have already indicated an interest in travel. If they could be enticed to consider Canada as a destination, we could very significantly increase the number of visitors and dollars coming into the country. Bearing in mind that we have a \$1.1 billion deficit in our tourist account in Canada, we need to do something to redress that imbalance.

What can we do to increase that potential? We could upgrade the facilities of the Epcot Centre to make it more attractive and contemporary in illustrating what is offered to visitors to Canada. What do we know about what visitors want when they come to Canada? What is their present perception of Canada? We know that those who travel the most are adults aged 25 to 44. They are married and the majority are at the professional management level and are well educated. They are from two-income households with an average income of \$40,000. They are people who have some money to spend on travelling. In past years a lot of people travelled to Europe, but given some of the problems with international terrorism, people are considering other destinations. We are aware that there are many travel opportunities within America, and I think we could tap that market and attract those people to Canada.

Through studies made by the Ministry of Tourism, we have learned that Canada is not very well known. Americans just do not know that much about Canada as a potential tourist destination. They think that we are not very exciting. A study done a year ago concluded that Americans found us boring. I find that rather annoying, but that is a reality of perception. They do not think we are a nation of swingers. Perhaps we are not, but I think we have a lot of exciting things to do. They think we have a poor climate. There is not much we can do about that, but they are not aware of the beautiful climate which is available in many parts of the country. They are looking for something safe, which they think Canada has. They are aware of our beauty and that Canada is relatively inexpensive and uncrowded. As well, we are different. Those are all positive attributes which we can emphasize.

Through the Epcot Centre and television advertisements in the United States, we should emphasize those positive things. We should increase awareness of Canada as a travel destination, a place with some foreign mystique, but with all the amenities of home. It is a beautiful country with walkable cities. "Canada, the world next door" has been the theme of our advertising program this year in the U.S. I think that is a very appropriate theme.

● (1805)

I know my time is limited, but I want to say that if we put the energy and imagination into developing the Canadian pavilion at the Epcot Centre to in any way rival what we have at Expo 86 in Vancouver, which is magnificent, we will