

jective of hitting the top of that bar indicating the 1967 target in three years. We think it can be done with the centennial and the World's Fair, and with a great deal of added effort.

Senator GROSART: Is your objective of \$7 billion based on the ratio of \$140 to \$1?

Mr. FIELD: No, it is based on our expectation that we will increase, perhaps, our expenditures on advertising. We will be asking for consideration of a program to send representative groups from Canada out to visit other countries. I cite the example of the Mexican tourist council which this year is sending groups to a great number of countries to advertise Mexico.

You have all seen or heard of the *mariachis*, the instrumental bands. A wonderful incentive is given to Mexico by the City of Madrid and the Spanish Government this year, The City of Madrid has decreed a Mexico week, and the Mexican Tourist Office is sending 300 *charros*, who are very colourful Mexican cowboys with uniforms covered with silver and beautiful palomino horses, to Madrid. In addition to the 300 *charros* it is sending 200 *mariachis*, the musicians, to represent Mexico in the City of Madrid for a week. From Madrid they are going on to Barcelona. Conservatively, I would say that that piece of promotion is going to cost someone upwards of \$75,000. Each cowboy has, I believe, two horses.

Senator GROSART: I know you must have an answer to this, but I think it is germane that in 1947, for example, you had a much greater return for your dollar than you have today.

Mr. FIELD: I think there is a law of declining returns that sets in. Of course, in those days particularly the American tourist was very avid to travel. Europe was still in the process of rebuilding, and Canada benefited greatly. But, remember, our expenditure, even in that year, was in the nature of \$870,000.

Senator GROSART: But your return must have been about three times what it is today. I presume that was because of the sudden postwar boom?

Mr. FIELD: Yes, that's right.

Senator GROSART: In other words, it is not a representative year?

Mr. FIELD: No, I do not think it is a representative year. I look upon the years 1957 to 1963 as being much more representative, and I think the chart bears it out.

Senator GROSART: If we get to \$1 billion in 1967 what would you anticipate the expenditure to be?

Mr. FIELD: On direct tourist promotion I would say it will be in the nature of \$7 million.

Senator GROSART: Would that be about \$140 of income for one dollar of expenditure?

Mr. FIELD: Approximately.

Senator MACDONALD (*Queens*): Mr. Chairman, I would like to pose a question. Do you base your figures of American tourists coming to Canada on all those that cross at the border crossing points?

Mr. FIELD: Are you asking whether we try to contact them at the border?

Senator MACDONALD (*Queens*): I do not imagine you have facilities for that, but the point I am making is, speaking for myself, I have a tremendous lot of friends in the United States who come to visit me. Are they recognized as tourists? They are individual friends coming to see me, and I have to feed them. How much money do such visitors represent?

Senator GROSART: They are your relatives.

Senator MACDONALD (*Queens*): Yes, they are my relatives, but are they recognized as tourists? That is what I want to know.