

first to point to its increasing efforts to research and identify the effect and efficiency of its various operations. The Government's instructions to the Bureau are to ensure optimum return for its budget for any year. I urge all others in the tourist industry to do likewise respecting their own operations.

In this matter of cost-benefits ratios it is to be remembered that in recent years, as incomes have grown in many countries, Canada's income from overseas visitors has increased at a faster rate than that from visitors over the border. Last year we welcomed 410,000 overseas visitors, who spent an estimated \$110 million here. During the first nine months of this year alone, we have welcomed 50,000 more overseas visitors than during all last year, an increase of better than one-third over the first three-quarters of 1966.

While we propose to continue to concentrate most -- about 80 per cent -- of our promotion effort on the United States, we shall not neglect any really sizeable travel market anywhere that could now or in the fairly near future give us good returns for our promotion investment. That is why the federal Bureau has promotion offices in Britain, France, West Germany, the Netherlands, Denmark, Mexico, Australia and Japan. Already the results amply justify the extension of the Bureau's promotion reach.

While the U.K. remains the most important source of overseas visitors, 1967 has seen a tremendous and very welcome increase of visitors from France. Up to September of this year, some 65,000 French visitors came to Canada -- nearly three times last year's nine-month total -- primarily, of course, to visit Quebec and Expo. Germans, too, are coming to visit Canada in ever-increasing numbers -- 20 percent more than in 1966.

#### Developing Travel Within Canada

In recent years, the federal Bureau has also contributed a considerable sum -- \$250,000 this fiscal year -- to provincial advertising to encourage Canadians to "Know Canada Better". This is a phase of our overall programme in which I take some pride of authorship, because it was in 1952 that we experimented with efforts to encourage Canadians to spend more of their tourist dollars in Canada with an advertising programme entitled "Visit Your National Parks".

It is only good sense for the provinces and territories to exploit to the full the Canadian market. The visiting up and down Canada that has been so marked in this centennial year is good for the travel industry, good for business generally. And it is certainly good for Canadians and good for Canadianism.

It also helps support the building and maintenance of the tourist plant that can then care better for more visitors. It is an engaging fact that the more we do for our own citizens the more attractive our country becomes for visitors from other countries.

#### 1967 - Turning-Point for Tourism

I said at the outset that this has been our travel industry's best year yet. I know that the tremendous pulling power of Expo 67 unsettled some normal travel patterns and not all parts of Canada have had the same success in attracting visitors and income. Other centennial events also, of course, attracted