

# CANADEXPORT

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*We're Talking \$Billions!*

## Tourism Big Business for Canadians ...

...In fact, it is a \$28.5 billion industry that stimulates economic growth, prosperity and cultural development in all provinces and territories.

The industry is comprised of more than 60,000 firms, offering a wide range of services from transportation and accommodation to recreation and entertainment and providing direct employment for nearly 560,900 Canadians.

During 1992, foreign visitors spent more than \$8 billion while vacationing in Canada, making tourism this country's fourth-largest export.

The Department of Foreign Affairs and International Trade (DFAIT) has responsibility for delivery of the tourism program abroad through its staff at Canadian Embassies, Consulates and Trade Offices.

Industry Canada (Tourism

Canada), a major stakeholder, establishes policy, provides direction and shares in the funding for the delivery of the federal tourism program.

Other government departments, provinces, territories and municipalities are also partners in marketing Canada's tourism products and services in the United States and overseas.

While all Canadian commercial offices abroad can assist firms in the tourism sector, 23 of these posts are staffed with dedicated tourism personnel. Fifteen of these posts are located in the United States; four major offshore offices are located in Paris, London, Dusseldorf and Tokyo. The Canadian tourism industry can also draw on expertise at the Canadian Embassies in The Hague and Seoul, the Consulate General in Sydney and the Canadian Trade Office in Taipei.

DFAIT employs a total of 53 officers and more than 25 support personnel in its tourism operations abroad.

Coordination of the International Tourism Program within DFAIT is handled by the U.S.A. Trade and Tourism Development Division (UTO) which closely consults with the other geographic bureaus. UTO is the department's prime

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coordination link with Industry Canada (Tourism Canada), other federal government departments, provincial and territorial governments, municipal and regional administrations and the Canadian industry.

The promotion of Canadian tourism by DFAIT-HQ and staff abroad includes:

- developing and implementing tourism market development plans;

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## U.S. Army Corps Budget of \$11 Billion Could Prove Promising to Exporters

A new procurement guide is now available for Canadian construction firms interested in selling to the Army Corps of Engineers.

With an anticipated fiscal year 1994 budget of more than US\$11 billion, this agency is the largest buyer of construction services within the U.S. Federal Government.

The guide, prepared by the Canadian Embassy in Washington, D.C., includes information on the mission of the U.S. Army Corps of

Engineers, how it contracts for products and services, the effects the North American Free Trade Agreement (NAFTA) will have on its procurement procedures, as well as a number of factors Canadian firms should consider in dealing with this agency.

Copies of the guide may be obtained from InfoEx, Foreign Affairs and International Trade, Ottawa. Tel.: 1-800-267-8376. (Ottawa area 944-4000).

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