

Prior to the setting up of the travel bureau, while there was no very substantial federal program for travel promotion, Canadian governments had authorized a wide range of tourist promotion activities, as far back as 1887, when the Rocky Mountains Park Branch was established, which was absorbed in 1909 by the National Parks Branch.

From 1910 to 1930, the Natural Resource Intelligence Bureau acted as a clearing house for information on the natural resources of Canada, and distributed maps, charts, reports and lantern slides to groups interested in travel to and within Canada. This service was curtailed in 1931, and its name changed to the Natural Development Bureau. In 1934 its work was transferred to the new Travel Bureau. The Natural Development Bureau and its predecessor published a number of individual folders on resort areas, and such useful items as these: "How to Enter Canada," 1929; "Canoe Routes in Canada," 1929; "Fishing in Canada," 1930; "Camping in Canada," 1930; "Canada—Recreational Folder," 1931. The first road map of Canada and the United States was issued by the Canadian Government in 1931.

The Canadian Government Travel Bureau was established as a specialized federal agency (a) to attract visitors to Canada, and (b) to provide a means of coordinating tourist promotion by the provinces, the transportation companies, national, regional and local tourist associations and the federal Government. In its first year of operation, the bureau was provided with a budget of \$100,000. By 1939-40, the bureau's annual appropriation had reached \$500,000, but was then drastically curtailed, to be raised after the war to \$825,000, in 1946. Since then the bureau's appropriation has moved steadily upward, except for the period 1950-1957 when it stabilized around \$1.5 million. The bureau's proposed budget for 1964-65, the current year, is \$4.9 million, an increase of \$1.1 million over 1963-64.

The bureau, although it has an advertising and promotion budget larger than that of any other national travel office, still has the formidable priority task of competing for attention in the United States market. On paid advertising space, the bureau is spending \$2.1 million this year to make an impact in the U.S. market, where \$180 million a year is spent on travel advertising by all other competitors for the United States business. To the bureau's figure of \$2.1 million we should add approximately \$1,500,000, which is spent by the Canadian provinces on advertising in United States media, making a total of \$3,600,000.

The bureau attracts visitors to Canada through advertising, publicity and public relations. From its advertising, and publicity, its outside offices, Canadian consulates and trade commissioners' offices, it receives one million or more travel enquiries a year. That is more than any national travel office handles in the course of a year.

To service these enquiries, the bureau has developed in Ottawa what is widely regarded as a modern and efficient travel counselling and literature distributing plant. Since it is believed that, with the publications of the provinces and other agencies, the bureau's 50 publications—some of which you see here today—attractively prepared and informative—effectively sell travel to Canada, our endeavour is to get these booklets seen as widely as possible by prospective visitors to this country.

To carry out its coordination role, each year since 1946 the travel bureau has called together representatives of the provincial government travel bureaus, Canadian transportation companies and officials of the Canadian Tourist Association, to meet in Ottawa at a Federal-Provincial Tourist Conference. This year the conference dates are November 23, 24 and 25.

The basic purpose of this conference is to exchange information on advertising, publicity and travel promotion plans. The bureau provides the conference with a complete schedule of all its advertising plans for the coming