

Supply—Trade and Commerce

in 1967. I notice that the minister now refers to it in his speeches as a three year plan, but back in 1962 it was actually known as the five year plan. There has just been a change in the numerical designation.

Mr. Sharp: Last year it was four years.

Mr. Dinsdale: It is a change in the numerical designation. I remember the optimistic prophecies envisaging a figure of \$1 billion in tourist earnings by 1967, confederation year, which were made at the commencement of the five year plan. I wonder how we are progressing along the road to a realization of the \$1 billion target. I am on the side of the optimists in this regard. I think it will be quite easy to realize this figure so long as the government continues the vigorous promotional campaign which accompanied the launching of the program in 1962.

To my mind an integral part of the success of such a promotion is a rapid development of the new market in Europe. The decision was made to move into tourist promotion in the European market for the first time in 1962. If it is true, as the figures for the current year seem to suggest, that we are reaching the saturation point in the United States market, it is all the more urgent that we move forward with all possible speed to expand the program in Europe. We only have three years left in which to prepare Europeans for their friendly invasion of Canada in 1967.

The first opening occurred in London in September of 1962 and was to have been followed by similar openings in Paris and the capitals of other major European countries. I hope this program is going forward just as fast as is physically possible. I know there is a feeling of dedication among the officials of the Canadian government travel bureau, and I know that if support is available from the public treasury there is no limit to their dedication and enthusiasm with regard to the realization of the ambitious \$1 billion target first announced in conjunction with the five year plan.

Become I resume my seat I should like to pay tribute to the private enterprisers in the important field of tourist development. The Canadian tourist association has played a major and expanding role in realizing the importance of tourism to the Canadian economy. I can understand the anxiety of the hon. member for Parry Sound-Muskoka with respect to interprovincial tourist trade, and there is no group more conscious of the economic importance of this aspect of tourism

[Mr. Dinsdale.]

than the Canadian tourist association. It is a theme that I think might well be pursued as it has been pursued in the past; and in view of the statistics indicating a reversal of the trend this year it might be taken as one of the important topics to be considered at the annual federal-provincial conference on tourism which, according to the usual schedule, should be just around the corner.

Mr. Fleming (Okanagan-Revelstoke): Mr. Chairman, in entering the debate at this time I am sure it will be appreciated that, as a member of parliament from British Columbia, my primary interest in trade development is in its effect on the economy of western Canada and the Pacific province in particular. Mine is not a narrow, regional interest, but rather in the substantial effect such trade development could have on the nation and the effect the accelerated development of the Pacific region could have on the growth of the nation as a whole.

I know that the minister has shown an awareness of the importance of Pacific policies. He was recently in Japan, and he knows the value of the sales of western grain to China and other Pacific markets. However, I wonder if he has not found, as he has turned his attention to the development of trade and commerce in that region, that we have never had in Canada, and we do not have now, a truly developed policy for the entire Pacific area, a policy that relates not simply to trade and commerce but to every other field of Canadian policy in relation to our Pacific neighbours. As we go beyond the direct field of trade and commerce and develop other policies that are required, such as external affairs policy, immigration policy and fisheries policy, we provide a basis upon which trade policies will be developed over a period of years. In a speech in Montreal on May 21 of this year Dr. Arthur J. R. Smith, director of the Economic Council of Canada, said:

Traditionally, Canadian interest in international economic affairs has been concentrated on the United States. Over recent years, dynamic developments in western Europe have obviously stimulated greatly increased attention by Canadians to economic affairs across the Atlantic. But no comparable accentuation of Canadian interest has appeared in economic affairs across the Pacific—and especially in the dramatic changes which have been taking place in the Japanese economy.

I think that is a valid criticism of Canadian policy in so far as it relates to the development of our interests throughout the entire Pacific basin. While I agree it is not the direct responsibility of the Minister of Trade