

CANADIAN ART EXHIBIT TO AFRICA

LAWRENCE SEAWAY TRAFFIC

Transportation has been greatly extended and improved, more recreational opportunities now exist, and accommodation and food services are better than ever.

PROGRAMME FOR 1963

"With only four years in which to get ready for Canada's Centennial and the World's Fair in Montreal, the Canadian Government Travel Bureau must increase its efforts each year to be ready to attract the many millions of visitors expected to come from all over the world to Canada in 1967. Through the efforts of the Calgary Olympic Development Association, it is hoped that the 1968 Winter Olympics will be held in the Banff-Lake Louise area.

"The goal now set for the Travel Bureau is to help Canada's travel industry earn \$1 billion from visitors to this country in 1967.

"In addition to maintaining all the Travel Bureau's present activities, the Government is supporting important extensions of its work. Highlights of the Bureau's 1963 programme are:

- (1) The establishment of the London office will be followed by the appointment of a General Manager for the Bureau's European operations and of field officers for France and West Germany;
- (2) a \$150,000 travel-advertising programme for Britain;
- (3) the public-relations programme carried out last year in Britain will be expanded in 1963, and a new programme initiated for the Continent to get as much publicity as possible for Canada's vacation attractions;
- (4) in the United States, a field officer will be appointed for the Los Angeles area, to help tap the very rich travel market of southern California;
- (5) in Ottawa, the Bureau will engage an experienced convention and tours consultant to head a new section to co-ordinate efforts to attract international conventions to Canada and encourage the development of Canadian tours;
- (6) to assist Canada's tourist industry, the Bureau will make a special grant of \$32,000 to the Canadian Tourist Association for 'Project Hospitality'. Emphasis will be placed by CTA on: (a) better services to tourists; (b) the encouragement of an adequate supply of trained personnel for tourist service establishments; (c) a better public attitude towards the tourist and the travel industry. CTA plans to set up training seminars across Canada, develop lists of interpreters in key centres, and publish a handbook of sources of travel information.

PREPARATION FOR 1967

"In preparing for a banner tourist year in 1967, the Government is encouraging the Travel Bureau to follow a four-year development plan, starting immediately, under which it would maintain all its present activities while steadily expanding its advertising, publicity and promotion programmes to:

- (1) intensify and extend Canada's travel promotion in the United States; and
- (2) reach out to other areas of the world from which Canada could attract a useful volume of visitors.

"In setting broad targets for the Canadian Government Travel Bureau and for Canada's travel industry for 1963 and each year until 1967, account is taken of the fact that, over the past 17 years, the ratio of travel income to the Bureau's expenditures has always been greater than \$150 to \$1. Income projections are made in the light of the proved growth potential of this industry....

"To help achieve these targets, broad advances are planned in the years 1964-67 in the Travel Bureau's promotion programmes for advertising, public relations and publicity, and representation abroad.

ADVERTISING

"Building on the 1963 programme of advertising in the United States and Britain, \$150,000 would be added for Europe. The Canadian Government Travel Bureau proposes to institute with the United States a co-operative advertising programme in Britain and Europe. A North American Travel Commission is also proposed with a permanent secretariat to direct efforts to attract overseas visitors to all countries in North America.

"The Travel Bureau's advertising in the United States will be maintained to meet rising space costs, and it is proposed to extend it by \$100,000 for television advertising. For 1966-67, besides the Bureau's regular advertising, it is proposed to add \$1 million a year for travel advertising in all parts of the world from which visitors could be expected for Canada's Centenary.

PUBLIC RELATIONS AND PUBLICITY

"The Bureau's public-relations and publicity programmes will be expanded as follows:

- (1) An additional \$40,000 will be provided for public relations and publicity in Britain and Europe;
- (2) \$25,000 will be provided for a professional public relations programme in West Germany and the Netherlands;
- (3) A special Centennial train is planned for 1967 to take the world's leading travel writers on a tour of Canada;
- (4) A sum of \$200,000 is proposed for the production and distribution of Centenary travel films in a number of languages.

REPRESENTATION ABROAD

"To strengthen its representation abroad, the Travel Bureau proposes steady growth both in North America and in other continents. Field officers and offices will be located in accordance with the importance of the business expected from any area. In the United States, by 1967, groundfloor offices similar to those now established in New York, Chicago and San Francisco will have been set up in Boston, Cleveland and Minneapolis. Field representation is also proposed for ten other American cities where a high potential of tourist business exists.

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