

conferences brings together all the people engaged in the service side of the industry where possible, and in an endeavour not only to make people in Canada more conscious of the value of the tourist industry but also to raise our standards of service and hospitality. This grant is \$32,000, and I think it is money well spent for a very good purpose.

We will continue to expand our travel film work. As it now stands we have a vast network in the United States of more than 600 travel and wild life film libraries and repositories which loan films to all kinds of groups. The travel bureau buys prints of films produced by the provinces, transportation companies, the National Film Board and commercial concerns, and puts them into circulation in the United States. It is also through this system we offer films in quantities to TV stations on a network basis or a 13-week program basis. We make up packages of these films for this purpose, and we have a very large distribution in this way.

I now turn to the Canadian Travel Trade Mission. For the first time in history the Canadian Government sent to Europe a travel trade mission whose purpose was to increase travel interest in Canada. The group was made up of representatives of the provinces, the transportation companies, some of the service industries, such as U-Drive Companies and so forth, travel agents and tour operators. They were away for three weeks, visited nine cities in Europe, and came back with some interesting recommendations which will be embodied in a report the department hopes to have produced and distributed within the next month or so.

Among the things they suggested were: to increase our travel advertising and promotion; to bring more travel agents to Canada; to stress the multi-cultural and bilingual character of Canada as an incentive to interest more people in coming here; and to develop more package tours. They suggest that we should immediately encourage a comprehensive publicity and advertising program to tell Europeans and people in other countries about the Canadian centennial celebrations and the Canadian world exhibition in 1967. I might add, parenthetically, we already have such plans in the works and we propose to make some proposals to our department for the next estimates.

The bureau continues to work very closely with the Canadian embassies, trade commissioners and immigration officers abroad. We are aiming at increasing our income to a new plateau, as I mentioned, of \$1 billion. We believe the next three years are going to be vital for the development of the Canadian tourist industry, and we are looking even beyond 1967, to the time when we will be looking to maintaining and even increasing that \$1 billion income. We do not propose to make a big all-out effort as far as 1967, and then stop in our tracks. We are going to maintain the momentum, and we hope to maintain and increase that income for the Canadian tourist industry.

The CHAIRMAN: Gentlemen, we are within five minutes of the time I mentioned in my letter, namely 4 o'clock. I think it would be your wish for me to thank Mr. Field for the very interesting manner in which he has placed before us the activities of his bureau. I think we should leave it to the steering committee to decide as to when the next meeting will be held, if that is agreeable to you. Perhaps we could now have a motion to adjourn, at the call of the steering committee or the chairman.

Senator SMITH (*Kamloops*): I was going to suggest before adjourning and while we have Mr. Field and members of the organization here, including Mr. Harrison, I think there is in prospect a very interesting field of study, and in connection with this Tourist and Convention Division I think it would be well if these gentlemen, particularly Mr. Harrison, were to come back at some future meeting.