

tourists. Our Provincial Government has gone a long way to provide splendid all-weather highways which have made the beauty spots of the province accessible to the motoring public. All that is required is to make these things known to those who live beyond our borders.

Since its formation, the activities of the Bureau have been two-fold. First, to attract tourists to the province, and, second, to render them the usual tourist service while they are here. The first activity is, naturally, the most important. The second follows as a matter of course.

In the past, with the exception of the last few years, the revenue of our organization has permitted a certain amount of advertising in newspapers, magazines and other media for attracting tourists. This advertising was done principally in the Central Western States, from which our records show the largest percentage of our tourist traffic into Manitoba emanates. In these thirteen States lying south of Manitoba there is a population of over 38 million people, and it will be readily appreciated that the \$15,000 or \$20,000 expenditure each year in advertising and in the distribution of literature will only reach a very small proportion of this large number of prospective tourists.

During the last two years the Bureau has been greatly handicapped owing to lack of funds, and it has been unable to carry out any program of advertising, except the distribution of certain literature and maps on a limited scale. It is very apparent that if the tourist traffic in Manitoba is to be increased, additional funds will be required to carry on a more active campaign of advertising.

It is the opinion of the Bureau that while it would be very advantageous to carry on in the United States a campaign advertising Canada generally, better and more direct results would be obtained if local advertising campaigns were carried on in those districts in the United States which are adjacent to each province and from which most of the tourist traffic is likely to come.

The value of tourist business in the trade of Canada and the weight it bears in the balance of international payments is now all recognized. Every encouragement should be given to those bodies, whether Governmental or semi-Governmental or voluntary, which are working in this direction and whose activities are curtailed because of existing economic conditions.

We are in favour of the immediate organization and operation of a Federal Tourist and Publicity Bureau which would closely and continuously co-operate with present government, civic and other established tourist agencies.

We strongly recommend that the Dominion Government enter into a very active campaign of advertising. That this campaign be carried on in two ways: first, advertising dealing generally with the tourist advantages of the Dominion, and, second, advertising dealing with the local advantages of each province. In regard to the latter, we recommend that a certain sum should be allocated to each province and that the provincial organization should be consulted both as to the form of publicity and the people it is expected to reach.

We also recommend that during the winter months the provincial and other tourist organizations submit to such Federal Bureau an outlined advertising campaign to be carried on in those districts, or States, adjacent to their respective provinces.

If a Federal Bureau is established, we suggest that a meeting be convened in Ottawa of representatives of all provincial and other organized and recognized tourist agencies for the purpose of carefully and fully discussing methods of co-operation and general procedure for a systematized and thoroughly organized national service.

We desire to direct your attention to the International Peace Gardens, the Riding Mountain National Park and the several forest Reserves in this province which have assumed international importance. If we are enabled to advertise