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CONSULTER SUR PLACE Dept. of External Affairs  
Min. des Affaires extérieures

## TOURISM: A MULTI-BILLION DOLLAR BUSINESS

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Tourism is big business in Canada. In fact, it is a \$ 25 billion industry which stimulates economic growth, prosperity and cultural development in all provinces. The industry involves over 60,000 businesses offering a wide range of services from transportation and accommodation to recreation and entertainment. In 1989, foreign visitors spent more than \$7.2 billion while vacationing in Canada and, in the process, helped provide direct employment for nearly 622,000 Canadians.

Tourism is Canada's third largest export. External Affairs and International Trade Canada (EAITC) - has responsibility for delivery of the tourism program abroad through its Embassies and Consulates. It is closely associated with Tourism Canada which establishes the policy and provides direction and funding for the delivery of the federal tourism program. In addition, other government departments, provinces, territories, municipalities and the private firm are partners in marketing tourism.

While all Canadian commercial offices abroad can assist the Canadian tourism industry, there are 25 posts which are staffed with tourism-dedicated personnel who administer a budget to initiate local promotional activities. Fifteen of these posts are located in the United States and four are located in Paris, London, Frankfurt and Tokyo. In addition, the Canadian tourism industry can also draw on local expertise at the Canadian Embassies in The Hague, Mexico and Seoul, plus the Canadian Commission in Hong Kong, the Consulate General in Sydney and the Canadian Trade Office in Taipei (Taiwan). EAITC employs a total of 66 tourism officers which represents 12% of commercial officers staff abroad.

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