



CANADA

CANADIAN WEEKLY BULLETIN

INFORMATION DIVISION • DEPARTMENT OF EXTERNAL AFFAIRS • OTTAWA, CANADA

Vol. 18 No. 3

January 16, 1963

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CANADA'S NEW TRAVEL-PROMOTION POLICY

"Canada's travel industry in 1962 broke all previous records", it was announced recently in a press conference by Mr. George Hees, the Minister of Trade and Commerce, who described the role that the Canadian Government Travel Bureau would play as a branch of his Department.

"Canada's travel-promotion programme, spearheaded by the Canadian Government Travel Bureau, has paid off handsomely", Mr. Hees pointed out, "and, in the period that the Travel Bureau was a branch of the Department of Northern Affairs and National Resources, it steadily stepped up its activities. Now that the Bureau has returned to the Department of Trade and Commerce, it is important to mesh its immediate and long-range development plans with Canada's drive for more export income."

The Minister's statement to the press continued as follows in part:

"The services of the Travel Bureau are being integrated with those of the Department of Trade and Commerce. The work of the Travel Bureau is already being co-ordinated with that of the Trade Commissioner Service. The trade commissioners abroad are being provided with Travel Bureau literature and material in quantity for distribution in the areas for which they are responsible. Where field offices are, or will be, established for the Travel Bureau, the work will be co-ordinated with that of the trade officers to ensure that every opportunity for promotion of both travel and trade is achieved.

"Other services of the Department have been made available to the Travel Bureau, such as the Trade Publicity Branch and its Editorial and Art Services Division, as well as the Canadian Govern-

ment Exhibition Commission. Already a number of projects have been started using the existing administrative services of the Department to coincide with the work of the Travel Bureau.

"As a corollary, the publicity operations of the Travel Bureau in future will take cognizance of the relationship between trade and travel. In setting up the Tours and Convention Section and working through the trade commissioners' staff, every effort will be made to reach international and national trade associations to induce businessmen from other countries to visit Canada, either in groups or singly, with a view to increasing purchases of Canadian manufacturers while stimulating travel to this country.

HIGHLIGHTS OF 1962

"In opening an attractive groundfloor office in the heart of London, England, in June 1962, after concentrating since 1934 on the United States, the Travel Bureau began a new phase of travel promotion. During the year, the Bureau handled a record number of travel enquiries, 1,070,000 more than any government travel bureau in the world. Through its own offices, through Canadian trade and diplomatic missions and by direct mail, the Bureau now corresponds each year with more than 3,000,000 prospective visitors to Canada, twice as many as six years ago.

"The development of Canada as a vacation wonderland owes much to the initiative of government and private enterprise. The federal and provincial travel bureaus, the Canadian carriers and the Canadian tourist industry generally have all played their part in the upsurge of travel spending in Canada.