

Senator BAIRD: I was agreeably surprised to see in the hotel last week 140 Mexicans who flew directly to Canada. They were to visit Quebec City as well as Ottawa. That is one of these chartered flights you speak about?

Mr. FIELD: Yes.

Senator BAIRD: In other words, they are taking effect today?

Mr. FIELD: Everywhere incomes are rising, and where incomes rise people have more leisure and more money for travel. Wherever this phenomenon takes place we feel there is some kind of market for travel to Canada, and we are going to try to reach them. If this is only working, as we are, through the Canadian embassies and missions abroad, to distribute literature, we will have a great deal of difficulty in getting all our literature in all the languages we require. When we go into European promotion in a big way we will have our literature in French as well as in German. I do not expect we will have all the literature ready this year, but we will have it ready, certainly, by 1967.

Senator BEAUBIEN (*Provencher*): Does your bureau try to bring conventions to Canada? Do you take any part in that?

Mr. FIELD: Yes, we do. It took us several years to get authority to set up the Tourist and Conventions Division, which we now have, and we will be making overtures internationally to trade associations and international organizations of that kind, through our missions abroad and our own offices abroad, to try to bring businessmen, trade associations and such groups to Canada to increase our traffic.

Senator BEAUBIEN (*Provencher*): Are they big money earners?

Mr. FIELD: There is no organization in the travel world that spends as well as a conference or a convention does—about three or four times per capita what the average traveller spends.

The CHAIRMAN: The chief of that division is with us today, and perhaps he will enlarge on that at some future meeting.

Senator BEAUBIEN (*Provencher*): What is that?

The CHAIRMAN: The Canadian Travel Bureau has as chief of its Tourist and Convention Division Mr. John Harrison, who looks after that particular convention work.

Mr. Field has a statement that is not very lengthy. Shall we hear the other statement?

Hon. SENATORS: Agreed.

Mr. FIELD: I will skim through it swiftly, Mr. Chairman.

Starting last year the bureau has been increasing its program to bring travel editors, radio and television representatives, tour operators, travel agents and officers of major transportation companies from the United States and overseas countries to Canada as guests of the Canadian Government. Experience has shown that this kind of endeavour leads to the most valuable kind of publicity. In 1965-66 we propose to intensify and broaden this program. We must be in competition with some of the other countries that are spending large amounts on this kind of hospitality.

We have now introduced new automation techniques in the travel bureau, and I hope that you, Mr. Chairman, and the members of your committee will have an opportunity to visit the Canadian Government Travel Bureau and see our automated plant in operation. I think I can say, rather immodestly, it is the most modern that any national travel office in the world possesses.

We will continue to work with the trade associations in Canada such as C.T.A., the regional associations and the provinces to increase inter-provincial travel. One of the great things the Canadian Government Travel Bureau has done is to make a grant to the Canadian Tourist Association for carrying out a program called "Project Hospitality", which through a series of seminars and