

Brief submitted by Mr. H. B. Shaw, President and Chairman, Board of Directors, The Tourist and Convention Bureau of Winnipeg and Manitoba (Incorporated), Parliament Building, Winnipeg, Man.:—

This Bureau was organized in 1925 by the business men of Winnipeg, and was originally known as the Winnipeg Tourist and Convention Bureau. It was incorporated on February 9th, 1928, and the name changed to Tourist and Convention Bureau of Winnipeg and Manitoba, the objects of the organization being the promotion of tourist traffic and conventions and to assist in the general development of the province through publicity. There is no other similar organization in Manitoba, Government or otherwise.

The following figures are designed to show the general revenue and expenditures of the Bureau since inception—the percentage of revenue devoted to advertising and publicity—the volume of United States cars entering the province and estimated value of their expenditures—and the distribution of the financial support accorded the Bureau by business men, city and provincial governments.

	Income	Percentage spent on Services to Tourists Per Cent	Percentage spent on Advertising and Publicity Per Cent
1925.. . . . .	\$37,628 00	....	....
1926.. . . . .	47,000 00	36	61
1927.. . . . .	44,840 25	35	56
1928.. . . . .	30,050 23	36	43
1929.. . . . .	24,526 80	33	48
1930.. . . . .	35,717 53	26	54
1931.. . . . .	28,494 51	41	42
1932.. . . . .	15,583 64	57	19
1933.. . . . .	7,773 84	85	1½

	U.S. Cars	Estimated Revenue from U.S. Cars only	Total Tourist and Convention Revenue
1926.. . . . .	30,976	\$1,408,320	No estimate
1927.. . . . .	28,582	1,518,735	\$5,092,080
1928.. . . . .	25,257	1,386,840	3,430,072
1929.. . . . .	40,059	2,442,098	5,820,508
1930.. . . . .	51,731	2,687,583	6,008,223
1931.. . . . .	47,745	2,427,449	5,849,644
1932.. . . . .	44,936	2,267,074	5,482,814
1933.. . . . .	41,779	1,807,483	4,728,678

	Distribution of Financial Support		
	Business Men Per Cent	City Per Cent	Province Per Cent
1925.. . . . .	97.0	....	3.0
1926.. . . . .	98.0	....	2.0
1927.. . . . .	97½	....	2½
1928.. . . . .	97.0	....	3.0
1929.. . . . .	95.8	....	4.2
1930.. . . . .	66.5	19.5	14.0
1931.. . . . .	65.0	17.5	17.5
1932.. . . . .	94.8	....	5.2
1933.. . . . .	100.0	....	....

N.B.—The Provincial Government, in addition to cash grants as shown above, has provided the Tourist and Convention Bureau with offices, highway maps, and the co-operation of the various departments since the Bureau was organized.

Our Bureau has been instrumental in securing, for the past seven years, a yearly average of 14,000 to 15,000 inches of space in newspapers, magazines and periodicals. A large portion of this space was contributed gratis and consisted of write-ups, news items, etc., on the tourist and convention industry of Canada generally, and of Manitoba in particular.

It is unnecessary to point out to the Committee that nature has favoured the province of Manitoba, like all other provinces, with everything to attract