

our plans well in advance so that when they are making their own there can be co-ordination.

Senator GROSART: What is the breakdown between domestic and foreign advertising of provincial expenditures?

Mr. FIELD: It is now running between 40 and 45 per cent expenditure in the United States, and 55 or 60 per cent, on the average, expenditure in Canada.

Senator GROSART: Are their results about commensurate?

Mr. FIELD: The results are commensurate, but I have come back from a trip east, and a trip west, during which I conferred with provincial travel offices. By surveys conducted recently they found there is very considerable evidence of a greater trend towards travel inside Canada. For example in British Columbia, on a survey they conducted, they found that their best area and the greatest number of customers came from the Province of Alberta. I think some of the Atlantic provinces, notably Nova Scotia and New Brunswick, have found there are more people coming from central Canada and moving in their direction.

Senator INMAN: I notice in a number of magazines and papers quite a number of advertisements. Does the federal bureau pay for those advertisements or is that done by the provinces themselves?

Mr. FIELD: If they carry a Canadian Government Travel Bureau coupon they are paid for by the federal Government. Perhaps we might show the senator some of the ads from the general campaign or the Atlantic provinces campaign.

Senator GROSART: How does the per capita spending of overseas visitors in Canada compare with the per capita spending of the American visitors?

Mr. FIELD: It is higher. I don't think D.B.S. has broken it down into per capita spending—U.S.-European.

Senator GROSART: How many people account for the 53 million from overseas in 1963?

Mr. WALLACE: That would be 89,000 direct entries, but there are quite a number of indirect entries, but in round figures it would be somewhere in the region of 140,000 people. That is part of the estimate. The 89,000 is definite. The figures are rounded. Let us say we have 200,000 who are spending something of the order of \$260 as against a per capita expenditure of about \$5 million divided into \$120.

Senator GROSART: \$120 to—

Mr. WALLACE: \$120 as against \$250 or \$260.

Senator GROSART: That is spending in Canada, not including fares?

Mr. FIELD: These figures are computed without the fares.

Senator GROSART: So moneywise the overseas visitor is worth twice as much as Americans?

Senator SMITH (*Kamloops*): Shouldn't we take into account that travellers to Canada include several visits of short duration, more comparable to visitors from one province to another among Canadians, and you cannot find a common denominator to compare that with the spending of Europeans who have to make the trip across the ocean. The European is in a different class. We enjoy a class of tourist from the United States which we don't from long distances. These are the short-term visitors.

Mr. FIELD: That is quite true. The 31 million or more people who come into Canada from the United States, a great many of them are day tourists or people who stay less than 24 hours, but nevertheless if they only stay for 24 or 48 hours, they can be fairly heavy spenders. This is the kind of business