

clearly a multi-billion dollar enterprise.

The point that bears re-emphasis is that our knowledge about tourism as an earner of foreign exchange and our guesses as to its overall value as a component of the GNP demand that we take this industry very seriously indeed. Its development, its promotion, merit the same close attention now given to the encouragement of increased Canadian exports of goods and services.

Few Canadians recognize the vital importance of tourism to Canadian prosperity. Our multi-billion dollar tourist industry provides tens of thousands of jobs for Canadians. It makes possible thousands of small family businesses which play such an important role in our economy, as well as hundreds of giant travel and accommodation enterprises. It provides a huge market for Canadian goods of all sorts, from souvenirs to ski-lodges. It stimulates every sector of our economy. It ranks with the automotive industry as Canada's biggest earner of essential foreign exchange. And, intangibly, it contributes to our pride in being Canadian and the prestige of Canada in the eyes of the rest of the world. This great Canadian industry of uncertain but vast dimensions must continue to receive our fullest attention at all levels of government and throughout the industry.

As we meet tonight, Expo 67, with all its marvels, is past. Our centennial year, with all its memories and inspiration, has only 19 days to go. But for leaders of Canada's travel industry the story we can write for Canada in our second century can be one of advance and adventure, of new obstacles overcome, of new records achieved.

By hard work, by persistent promotion, we have moved into tourism's billion-dollar league. Having joined the league -- as over the past decade we were determined to do -- it must be our aim to stay in it.

Canada's travel industry is now -- with those of Italy, the United States and Spain -- one of the Big Four money-earners in the world of tourism.

And, if we use well the resources available to tourism in Canada, I think that we can justifiably expect that our annual travel income in the future will continue to stay above \$1 billion.

Recent Progress Reflects Increased Promotion

The extraordinary income from visitors to Canada this year owes much, of course, to the special stimulus of our centennial celebrations, and especially of Expo 67.

But it is worth recalling that, over the nine years from 1957 to 1966, Canada's annual income from visitors increased by nearly half-a-billion dollars. The figure for 1966 itself was \$840 million and, on a straight-line projection, we might have expected 1967's total to reach \$930 million -- without the centennial, without Expo.

Undoubtedly, increased travel promotion was influential in this steady rise of travel income from foreign visitors. For example, the Canadian Government Travel Bureau stepped up its programme threefold in the five-year period ending in 1967. And, as the federal programme expanded, so did those of the