

in the United States. Even though our dollar was devalued by more than 15 per cent, it still cost less to travel to most places outside Canada. For instance, Mr. Speaker, the air fare of \$160 from Montreal to Miami is less than the air fare of \$192 plus the 8 per cent tax from Montreal to the Magdalen Islands. Yet, the distance is shorter by half. In this regard the government should consider seriously and in depth offering Canadians a greater choice of charter flights to allow lower costs and a greater number of trips within the country.

Let me now go on to another aspect of the tourist industry, namely, the role of travel agencies. We do not object either to the existence or the role of travel agencies since they have their place in tourist planning in Canada, but we would like to underline the matter of the free services offered by these agencies. Even though they claim that their services are free, it is certainly false since the 2,000 Canadian travel agents in 1977 raked in \$2 billion of which only 20 per cent remained in Canada. The companies involved in tourism pay commissions of 7 to 15 per cent to travel agencies, 7 to 8 per cent on airplane tickets, 10 to 12 per cent on organized trips, 10 per cent on charter flights, 10 to 15 per cent on car rentals and 8 to 10 per cent on hotel costs.

Travellers cannot therefore save on those commissions by purchasing directly from companies. Those who drive their own cars and arrive directly at the hotel indirectly pay to hotelkeepers commissions to agents they did not use. That should be corrected. We would consider reducing those companies' rates by the amount paid as commissions to travel agencies, and force the latter to charge their commissions directly to their clients.

Quite apart from that, we regret that travel agencies do not advertise enough to convince people to travel in Canada. Go to any agency, you will find that more than 80 per cent of packages offered for sale have foreign destinations. We also feel on this side of the House that the issue of wages and salaries in the tourist industry is of the outmost importance. It is vital that a wage policy be developed as soon as possible for the tourist industry. Mr. Speaker, I would like to deal briefly with another aspect of a more geographic nature, namely, our climate. Many people argue that our Canadian climate and especially our Canadian winter is not good for tourism. We believe, Mr. Speaker, it is high time we take a more positive approach.

We are fortunate in having four seasons quite distinct, each with its charms and beauty. This is an asset of which we should take advantage of. To those who decry winter, I would say that it lends itself to a variety of inside and outside activities. We never exploited our winter season enough to promote tourism. I am sure that with well designed publicity campaigns we could attract large number of tourists from the warmer countries, to whom snow and winter are novelties. The same advertisements could also make Canadians aware of the beauties and opportunities of our Canadian winter.

*The Address—Mr. Loiselle*

Mr. Speaker, I have referred to advertising. Over the last few years, tourist publicity in every form has increased considerably. We should examine seriously the quality of that publicity. Obviously, our publicity does not really attempt to put the accent on the particular attractions of Canada. In fact, 80 to 90 per cent of the tourist publicity in Canadian mass media by airlines and travel agencies encourages Canadians to visit foreign countries and particularly the United States. It is true that it is much more profitable for a travel agency to sell a complete package to Miami than a return flight to Vancouver. We can realize the seriousness of the situation every day in our newspapers, periodicals and magazines.

The publicity budget of the Canadian Office of Tourism for 1979-80 is roughly \$10 million. Of that amount, \$5.9 million is for the United States, \$2.6 million for the rest of the world and only \$1.5 million for Canada. We complain about our deficit and the small number of Canadians who are visiting our country. It is not with only 15 per cent of our publicity budget spent in Canada that we shall convince Canadians to visit their own country. Mr. Speaker, we simply must increase the amounts spent on publicity in Canada. First we should promote tourism in our country rather than abroad.

The government expressed its concern about government spending. We suggest that it should study carefully the publicity budget of the Canadian Office of Tourism and particularly the \$5.9 million spent for the United States to check if the return on those spendings justify the cost and, if not, to allocate those amounts to publicity in Canada.

To illustrate the seriousness of the whole situation, Mr. Speaker, I wish to quote some brief statistics concerning some periodicals, for instance *Evasion*. This publication that calls itself the only great French monthly periodical about travel, holidays and recreation in Canada has been published since November, 1975. In 27 issues which appeared since that date until October, 1978, this periodical published articles about Canada in 12 editions, about Quebec in 19 and about Florida in 25. Those figures do not need any comment and are unacceptable. Furthermore, Canada is certainly one of the countries which publish the largest number of tourist information. But that avalanche of publications with a profusion of superlatives does not allow a foreigner any more than a Canadian to prepare his travel in advance. Often it does not even encourage him to do it. Canada is very little known as our pamphlets and folders are like very short range rifles, they do not cross the Canadian borders or even the provincial borders.

Still, Canada does offer many tourist attractions capable of motivating a transatlantic trip, but they are not always publicized adequately, in that those which we praise most here are not necessarily those that are the most eagerly sought after by people outside North America. Our tourist concepts do not necessarily correspond with the tastes of the Spanish or the Germans. The European, for instance, generally attaches much greater importance to history, art and folklore. Nature