

Target - \$2 Billion

Many people are asking: "After 1967 -- what?" Well, three years ago, at this conference, Prime Minister Pearson commented that, when we had achieved the target of a \$1-billion travel income for Canada in 1967, we could with reason set our sights on a yearly travel income of \$2 billion.

Such a new target should not daunt us. Now that we have achieved and passed our billion-dollar goal, we need a fresh challenge, meet for our mettle. We can, in time, achieve \$2 billion. We should not hesitate to make it our objective.

In world tourism we have entered the billion-dollar league. We know what we must do, to do better still. We have put these things in train. We can succeed. When we come together -- many of us anyway -- at a future conference not too many years from now, I am confident that we shall be celebrating the first year in which visitors to Canada will have spent \$2 billion.

S/A