

Dominion-Provincial tourist conference in Ottawa. My Minister, Mr. MacKinnon, called a conference, and all the provinces of Canada were represented, together with the large transportation interests, the National Parks Branch, the representatives of bus lines and of steamship lines. The report of that conference has, I believe, been sent to the senators. If not, I can see that it is. It was a successful conference from all standpoints. We met here for three days, and it was decided at the meeting last year to make it an annual gathering. We were so pleased with the success of the conference that by unanimous decision the members who were represented wanted to make this an annual event, so that each year we could review the tourist season of the previous year, and lay our plans for the approaching tourist season. I think we got closer together in a co-operative way with the provinces, the transportation interests and the parks than at any time since I have been in Ottawa—a matter of fourteen years.

The results of the conference have shown themselves in our advertising programme of this year. We were able to place before the provinces our programme from a federal standpoint. That enabled the provinces to gauge their media and to decide the places in which they would use this media. The results, I would say, have been almost phenomenal. As a result of our advertising programme this year—and I am speaking solely of the Canadian Travel Bureau—we have had approximately 170,000 inquiries come into us up to yesterday; in fact, the figure is 170,344. All the provinces have reported from time to time that they have had the same success as shown by the advertising programme.

Another angle which we approached co-operatively was in connection with our literature. We discussed with the provinces one or two programmes that they might launch, in so far as their brochures, booklets, pamphlets, maps and so on with the result that the tourist literature of the provinces shows, this year, I think, a vast improvement over what has been put out in previous years. I am sure all senators have had an opportunity to see copies of the new type of literature which the Canadian Travel Bureau has issued. To not appear too boastful, I think I can say that it is a decided improvement over anything we have ever issued in the past. In servicing the inquiries we have had better co-operation from the provinces and transport interests and Mr. Gibson's organization. Unfortunately, the only dark part of the picture is that we never anticipated we would have in less than six months more inquiries come into the bureau than we had in any pre-war year. The highest previous year we ever had was 106,000 for twelve months; this year we have had 170,000 in less than six months.

I was interested to hear Mr. Gibson talk about his problems of getting equipment and so forth. I have not been able to get a staff that could possibly handle inquiries efficiently. We started in the month of January, and the number of people who inquired about Canada was 587; in February there were 1,155, in March 1,588, April 1,978 and in May 1,387. They are falling off now but our daily average of inquiries is 675. While in Maine recently I asked the head of the Maine publicity bureau what was the largest week they had ever had in tourist inquiries. He said, "Six thousand in one week". Over May 24 holiday we had 4,034 inquiries come into the office to be opened when we came back after the holiday.

Canada this year should have three of the biggest tourist months—July, August and September—in the history of the country. The only barometer that those who conduct bureaus, like Mr. Gibson and myself, have is the response to our advertising programme. As the figures I have read indicate, there is a phenomenal demand for literature on Canada. We have encountered some difficulty in respect to the shortage of paper and the inability to get printing done on time. We have had to delay the service on these inquiries, but I am