

Mr. Chairman, I have some notes about our plans for the next two or three years, but I think perhaps I might pause now, with your permission, as honourable senators may have some questions they wish to ask.

The CHAIRMAN: Thank you very much for your interesting and informative remarks, Mr. Field.

Senator MACDONALD (*Queens*): Mr. Field, would you have a breakdown for the different provinces, and so forth, of where most of these tourists from other countries come to in Canada?

Mr. FIELD: Yes, there is such a breakdown provided by the Dominion Bureau of Statistics. They show the province of destination, as indicated by the tourist when he comes across the border.

Senator BAIRD: How much, if any, duplication would there be in the spending of the provinces and the federal authority? In Newfoundland, for instance, we have a tourist bureau and it undoubtedly spends a lot of money.

Mr. FIELD: I really cannot say there is any duplication. I believe very much in hammering home the message about Canada's travel attractions.

Senator BAIRD: Do not you think the hammering home from one source would be self-sufficient instead of, as I would term it, the duplication?

Mr. FIELD: Well, I don't believe there can be duplication in the sense that I understand it. I would like to see in every magazine and newspaper, certainly in the large cities of the United States, a whole page or two pages of advertising about Canada. We do particularize; we don't simply make the message "Come to Canada"; it is "Come to Canada," and in the papers adjacent to the Atlantic provinces we stress those provinces, and in the papers adjacent to the middle west we stress Saskatchewan and Manitoba.

Senator BAIRD: In Newfoundland we are specializing, and we are spending a lot of money in doing so, and you are doing the same thing. This, to my mind, is duplication, and we should be able to save money. Surely we don't need another bureau for Newfoundland when the federal Government can cover it. It should cover all the provinces.

Mr. FIELD: As a professional travel promotion man I believe every province and the territories need provincial and territorial travel offices. There are many things they can do which we cannot. You must remember the terms of reference of the travel bureau, and what they have been since its inception. They have been interpreted to be that our business is to induce the Americans and people from other countries to come to Canada, and when they do come it is the job of the provinces and the transportation people to look after them. There is a division in the areas of responsibility. I must say there is a very big area of responsibility for the individual province.

Senator GROSART: Not only that but the province has a job to attract Canadian tourists to its area, which is not the responsibility of your bureau at all.

Senator FERGUSON: Don't you do any promotion for people from one province to visit another?

Mr. FIELD: The travel bureau does not advertise in Canada at all. This is a matter for the provinces to handle. If the Canadian Government were to place an advertisement in a New Brunswick paper saying "Visit Ontario," the people who run accommodation in New Brunswick would say "Why is the federal Government coming in to compete with us?" However, if Ontario does it that is natural normal competition.

Senator GROSART: Isn't it also that the provinces are advised of your plan so that their media plans can be co-ordinated with you?

Mr. FIELD: That is true. I mentioned that at the conference. That is one of the principal reasons for having these conferences so that we can give them