



# STATEMENTS AND SPEECHES

INFORMATION DIVISION

DEPARTMENT OF EXTERNAL AFFAIRS

OTTAWA - CANADA

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## A BOOM YEAR FOR TOURISM IN CANADA

Address by The Honourable Robert H. Winters,  
Minister of Trade and Commerce, to the  
Twenty-second Federal-Provincial Tourist  
Conference, Ottawa, December 12, 1967.

This has been a great year for Canada. In the spirit of our centennial, it has also been the best of all years for tourism in Canada.

At no time has there been better demonstrated the massive impact that travel into our country and within our country can have on our national economy. I think Canadians generally have a new realization of the national significance of tourism. Certainly you and I have had our convictions affirmed.

With the magnetism of the centennial events and the tremendous drawing power of Expo 67, more people and travel money flowed into Canada in 1967 than ever before. At the same time, more Canadians travelled within Canada than ever before.

Our income from visitors to Canada in 1967 hit the target we set last year. It is estimated at close to \$1.25 billion -- \$400 million more than for 1966. Expenditures by Canadians who travelled outside Canada in 1967 will likely be below last year's \$900-million figure. We expect, therefore, a surplus on travel account of \$350 million to \$400 million. This is a welcome change from the 1966 deficit of \$60 million, or the \$200-million deficits which were the rule at the turn of the decade.

Active tourist-promotion programmes, combined with the calendar of centennial events and, of course, Expo 67, have all helped to produce this tremendous upsurge.

Expo alone appears to have accounted for roughly half of the total improvement in our tourism accounts. Preliminary estimates indicate that Expo has generated a close to \$200-million improvement in our balance of payments -- another impressive plus on the balance-sheet of Expo achievements.

Tourism plays a vital positive role in improving our balance of payments and expanding our national economic growth and employment.

We cannot yet be confident of the dollar value of travel within Canada by Canadians. (I shall have something more to say on this subject later.) Guesses range from below \$1 billion to \$3 billion or more. While I cannot be certain about the economic importance of domestic travel by Canadians, I do know that it is very big business indeed. And Canada's tourist industry is