

MASTERS GAMES
JUEGOS VETERANOS
JEUX DES MAÎTRES



TORONTO CANADA
August 7-25 1985

Regional Tour to Promote World Veterans Meet

Mr. Ron Aldridge visited the ASEAN region in April to brief local sports officials on the world's first MASTERS GAMES which will be held in Toronto, 7-25 August, 1985.

The MASTERS GAMES are for mature men and women competing in one or more of 22 sporting events. Included among the events are athletics, badminton, swimming, cricket, tennis, squash, sailing, and shooting.

The MASTERS GAMES were created to provide long term goals for sports men and women and to promote the ideal of sports activity throughout life. Each sporting event has a minimum age for men and women, ranging from 25 for swimming to 55 for ten pin bowling and shooting.

International Sports Federation have endorsed the rules, technical requirements, and age classifications for their particular sports.

More information on the MASTERS GAMES may be obtained from national sports associations or the Canadian mission in respective ASEAN countries.

During his tour of the ASEAN region, Mr. Aldridge travelled with a group of 18 businessmen and women on a privately organised squash tour. At each stop, the group played friendly matches with local and expatriate squash enthusiasts. This visit marked the first Asian tour for their squash "friendlies" and the Canadians hope to be able to reciprocate in Canada the hospitality which they received at each stop in their tour.

ASEAN Travel Reps Participate in Tourism Conference

Several senior travel representatives based in ASEAN participated Rendez-Vous Canada 1984, held in the new Convention Centre in Ottawa, Canada, April 29 - May 2. About 100 delegates from more than a dozen countries were expected to attend this most important annual Canadian tourism marketplace.

A record \$340 million was transacted in tourism sales at Rendez-Vous Canada 1983, held in Toronto last May. According to official government surveys, the figure represented a 15 percent increase over the previous year's total.

Minister of State (Small Business and Tourism), the Honourable David P. Smith, reported in October that almost half the 249 foreign buying organisations attending last year's show took part for the first time, and that 30 percent of the 372 Canadian selling organisations were also first-time participants.

Most newcomers made "solid contacts", which promised increased business activity, and approximately 88 percent of the buyers and sellers wrote or anticipated writing business as a result

of the five-day marketplace.

The first Rendez-Vous Canada was held in Toronto, Ontario in 1977, where business transactions totalled an estimated \$13.5 million. Subsequent marketplaces have been held in Vancouver, Montreal, Winnipeg, Halifax and Calgary.

Canada's tourism industry represents an estimated 100,000 businesses, most of them small and Canadian-owned, that together employ more than 1.1 million Canadians.

In 1983, more than 38 million international visitors went to Canada. Together with Canadians travelling within Canada, they spent an estimated \$17.25 million on Canadian tourism products and services.

With the growing participation of ASEAN delegates in Rendez-Vous Canada, the number of visitors from this region is expected to increase by 10 percent to over 106,000 visitors by the end of 1984. Tourism information is available from Canadian missions in ASEAN.



The popular Filipino television show "Two For the Road" was recently guests of Tourism Canada, Tourism British Columbia and Cathay Pacific Airways in Vancouver and Victoria. The co-hosts (left) Elvira Manahan and (right) Nestor V. Torre are on location in Gastown, Vancouver filming one of their many shows. Through television shows such as this, Tourism Canada hopes to raise consumer awareness among ASEAN travellers for the vacation opportunities which Canada has to offer.