

BRIEF FROM MR. S. E. WHARTON, GENERAL PASSENGER AGENT,  
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## SOME SUGGESTIONS IN REGARD TO TOURIST TRAFFIC

In viewing the question of the promotion of Tourist Traffic from the United States and other countries to Canada, it would appear that, while individual concerns who derive a direct revenue from such Traffic, such as transportation companies, hotels, and so forth, are spending considerable sums of money, and a good deal of effort in attracting Tourists, their efforts have been to a large extent nullified by a lack of united effort.

One picks up foreign newspapers and magazines and finds, especially in those of the United States, a considerable amount of expensive advertising scattered through the pages, and news articles extolling the superior merits of this or that locality; or such and such an hotel or resort.

While this advertising undoubtedly has value, each advertisement is "playing a lone hand" and an ad for instance on the Canadian Rockies is sandwiched between ads of Yellowstone Park and the Grand Canyon. The mind of the reader becomes confused with the multiplicity of places to go, all of which sound equally attractive, and consequently the idea of Canada as a whole becomes lost and each advertisement has to sell the particular place, cruise, or hotel which it features without any outside support.

It would appear, then, that better results might be obtained by what might be termed "block advertising"; that is, a system whereby all interested in the promotion of this traffic concentrate their advertising in the various media used, onto one or more pages which would carry a general heading such as:

## "CANADA—NORTH AMERICA'S PLAYGROUND"

Or something of the sort, and under which would appear the individual advertisements of the different contributing concerns, using such space as they individually desired to allocate.

The general effort of such "block" advertising would undoubtedly be much stronger than individual advertisements spread throughout the different publications.

Smaller space, so used, would have more drawing power than larger space standing alone, and would thus effect economies for the concerns advertising, which would enable them to use more media or more frequent insertions.

Besides the transportation companies, hotels and so forth, the various Provincial Governments, the Parks Board, etc., should also come in under the scheme for this advertising.

In brief, an arrangement of this sort would enable Canada as a whole to occupy a commanding position in various magazines and newspapers, thus implanting in the minds of the reader the "CANADA" idea for his vacation.

Securing the insertion of news items and magazine articles, is a costly business for individual companies. The preparation of the article, the difficulty of securing insertion of same, and so on, calling as it does for trained writers and a certain amount of negotiation with the editorial departments, makes this form of publicity prohibitive to some extent for any but the largest advertisers, and some concentration in this respect might be made, by some sort of central agency whose duties would be to prepare and secure insertion of such "free" publicity, and to which those interested concerns might contribute according to their resources.

So much for newspaper and magazine publicity.