

at one time. I saw lake trout which they caught up to 32 pounds, and great northern pike up to 38 pounds; they were having a wonderful time. The tourist business in so far as that part of Saskatchewan is concerned is simply out of this world. This year it started earlier than ever before. How do you arrive at the amount of money those vacationers leave in this country?

Mr. FIELD: I am happy to say that the travel bureau does not produce any of these statistics, and as long as I am director I shall be in favour of having the Dominion Bureau of Statistics produce the figures; because I have seen some of my colleagues in Europe, who have had the responsibility not only of running and building hotels and travel promotion, but of producing the figures. It so happens our own reasearch indicates that records of spending are higher than the DBS records. I am happy to use the DBS figures, because I think they are reliable; they don't exaggerate; they use the same standards every year, and if you get a figure that is right on the nose or absolutely precise, you are assured that you will get a barometrical figure that shows you the incidence or percentage of increase or decline so long as you make your research each year.

Senator GROSART: How much higher are your figures than theirs?

Mr. FIELD: About 15 per cent.

The CHAIRMAN: Senator Fergusson?

Senator FERGUSON: Mr. Field, I am one of those who raised some question about the advisability or wisdom of opening tourist bureaux overseas. I am still not quite clear on that. Wouldn't most of the people in Britain, or West Germany, for instance, travel in Europe on account of the transportation costs, as compared to coming here?

Mr. FIELD: You are quite right, Senator Fergusson. My point is, however, that with the reduced fares, some of which have been spectacularly reduced, it makes a big difference. Do you know it is now possible for a chartered group of what they call an "affinity group" to charter a plane from Britain to Montreal for as little as £ 48 per person, that is, \$150.

Senator BAIRD: £ 48 return?

Mr. FIELD: That is return, by jet. This means, of course, it must be a special kind of group; but these flights are already bringing traffic to Canada and the United States.

Senator FERGUSON: But surely even at that it would cost a great deal more for a person from say West Germany to travel outside his own country?

Mr. FIELD: All this is true; but the point is these people are becoming conditioned to travel outside of their own country. The chart shows that our travel income from overseas countries has gone steadily upward.

Mr. WALLACE: We feel that it can hit \$100 million by 1970. It is going 40 per cent faster than last year. We can only hope that it will continue to go that way. If anything, the American figure is moving faster. We cannot ignore this market, even though we have done nothing in Europe yet. The transportation companies have done a great deal.

Senator FERGUSON; How is this going to relate to what is spent in the United States on travel?

Mr. FIELD: I have tried to make the point that the two programs are considered separately. We make our proposals about promotion work in the United States, and we put in all the projects that we want for the year, and that is considered as a bundle. Then we say 10 per cent of our income comes from Europe, so we would like to spend about 9 per cent of our total appropriation on European promotion. I cannot see ourselves ever getting very far away from that figure. However, I think it is good business practice that if 10 per cent of your income is coming from a certain market you should be