

**PROMOTIONAL PROJECTS PROGRAM
SUMMARY 1971/72 TO PRESENT**

Fiscal Year	Activity		Benefits		Export Sales ¹ . Influenced	No. of Dist'n ⁴ . Agreements
	Number of Projects	Expenditure (\$ millions)	Cdn. Co's. Assisted	Foreign Visitors		
71/72	116	\$2.4	563	700	\$153.3	--
72/73	157	3.2	715	863	\$140.0	--
73/74	200	2.9	625	1,095	\$127.7	--
74/75	181	3.1	789	1,019	\$128.5	--
75/76	185	4.0	718	1,164	\$147.0	--
76/77	212	3.6	960	1,129	\$120.0	--
77/78	199	4.0	1,315	873	\$170.0	--
78/79	215	4.9	1,460	968	\$175.0	--
79/80	276	6.9	1,440	1,467	\$250.0	365
80/81	278	8.0	1,674	1,503	\$310.0	425
81/82	299	8.8	1,652	1,465	\$350.0	675
82/83	308	9.5	1,580	1,082	\$600.0	850
83/84	341	12.9	2,818	810	\$910.3	1,156
84/85 ² .	448	15.7	(3,000)	(1,000)	(\$1,000.0)	(1,300)
85/86 ³ .	(450)	16.0	(3,000)	(900)	(\$1,000.0)	(1,200)
Cumulative Total	3,865	\$105.9	22,309	16,038	\$5,581.5	5,971

- Notes:**
- 1 On-Site sales reported plus discounted forecast sales.
 - 2 Projected for current year.
 - 3 Planned for next year.
 - 4 Includes agency relationships, distributors appointed, joint venture agreements and licencing agreements.
(Not recorded prior to establishment of computerized records in 1979.)