



news release

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NEW PROGRAMS FOR THE TOURISM INDUSTRY

International Trade Minister John C. Crosbie and Tom Hockin, the Minister of State (Small Businesses and Tourism), today announced that the Canadian tourism industry will now be able to participate in two export development programs aimed at the U.S. market.

NEBS (New Exporters to Border States) provides small and medium-sized businesses with initial information on how to develop markets and sales in the U.S.. NEXUS (New Exporters to U.S. South) helps successful exporters to border states to increase their market penetration into the southern American states (see attached background information).

Mr. Crosbie said that making resources available under these programs demonstrated his department's commitment to the tourism industry as an important component of Canada's international trade efforts. "While the tourism industry is not an exporter in the traditional sense, revenues generated by international tourism are important to the health of our economy. If we can help the industry attract more tourists from the U.S., we are helping to build a stronger economic base across all of Canada," he said.

Mr. Hockin noted that this initiative provides concrete recognition of the importance of the tourism industry to the Canadian economy. "Tourism must increasingly become a strategic industry for Canada," he said. "Programs such as NEBS and NEXUS provide yet another way of integrating the tourism industry into the Government's overall support for industry".

By the turn of the century, according to some forecasters, tourism will be the world's number one industry. Already, it ranks as Canada's second largest source of foreign revenue, behind the automotive/automotive parts sector. In 1988, foreign visitors spent \$6.8 billion in Canada, helping to provide over 630,000 jobs for Canadians.

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