

THE SENATE
STANDING COMMITTEE ON TOURIST TRAFFIC

EVIDENCE

Ottawa, Wednesday, June 10, 1959

The Standing Committee on Tourist Traffic met this day at 10.30 a.m.
Senator R. B. HORNER in the Chair.

The CHAIRMAN: We have a quorum. It would be in order to have a motion to print 600 copies in English and 200 copies in French of the proceedings of our meetings.

Senator ISNOR: I would be pleased to so move.

Motion agreed to.

The CHAIRMAN: We have with us today Mr. E. A. Cote, Assistant Deputy Minister, Department of Northern Affairs and National Resources. We also have Mr. Alan Field, Director, Canadian Government Travel Bureau. The Canadian Tourist Association is represented by Colonel James McAvity, President, and by Mr. John Fisher, Executive Director. I understand that these last two gentlemen have to leave by one o'clock so perhaps we could have a brief statement from Mr. Cote and then we could hear the representation to be made by the Canadian Tourist Association.

Mr. COTE: I do not think there is any need to remind honourable senators that the Travel Bureau was established in 1934 as a result of the activities of a committee established by the Senate. A moving spirit in this was the late Senator Dennis from Nova Scotia. In that first year, 25 years ago, the Bureau's budget for nine months was somewhat modest, being \$100,000. Twenty-five years later the budget looks a good deal healthier. It is \$2.3 million.

In 1934 travel, as far as Canada was concerned, was an export which amounted to, according to the Dominion Bureau of Statistics' figures, \$106 million. Today it is reckoned by the same Bureau that travel as a Canadian export amounts to \$352 million. This is the third highest single export by Canada. While these figures show good progress it is not the whole picture. Last year there was a drop of 3 per cent in the travel export figure, a drop of \$11 million.

Senator CONNOLLY (*Halifax North*): You mean that much less money has been spent by Canadians travelling abroad?

Mr. COTE: That much less money has been spent by Americans in Canada. There was much more money indeed spent by Canadians abroad. There was a \$30 million increase last year. In 1948 Canada was reported to have obtained 43 per cent of the money spent by Americans abroad, which amounted to \$631 million. If Canada obtained such a high amount at that time it was due to the lack of facilities in war-torn Europe. They could not accommodate tourists. The moment European facilities opened and the moment United States and other carriers increased their activities to Europe, then the unprecedented high percentage of Canada's share of the American tourist trade dropped, so that today