

By increasing the federal promotion effort over the next year by one-third, I believe that we are taking the right sort of action to increase Canada's travel income over the six years, 1964-69, to \$5 billion, as compared with less than \$3 billion for the six years just ended.

PROVINCIAL AND MUNICIPAL CO-OPERATION

To achieve this \$5 billion travel income objective, Canadians generally must become more conscious of the economic importance of a prosperous travel industry. The federal Travel Bureau's efforts must be paralleled by increased effort by the provinces, the regions, the cities and towns, the Canadian carriers and the travel industry generally. Just as, up to now, massive programmes have kept our national travel plant abreast of demand, so new imaginative investments must now be made in the future of Canada's travel industry, on which so many of our fellow citizens depend directly for their livelihood, and which affects the prosperity and prospects of us all.

The Federal Government, by asking the Canadian Government Travel Bureau to step up its promotion programme by one-third in the fiscal year starting next month, is making an extra \$1.2 million available for travel promotion over the next year to help ensure that Canada's travel income continues to grow by leaps and bounds.

As I said, we now have a pretty good idea of how we fared in 1963. It seems likely that Canada's income from visitors reached \$600 million and that, for the first time since 1950, more travel money flowed into Canada than flowed out.

But after the first glow of pleasure at the end of a record-breaking year, we have to ask not what our travel income is but what it should be. If the total for 1963 hits \$600 million, this compares very well with \$500 million in 1962 and \$482 million in 1961. The graph certainly is sharply upward, but we must now ask: what lies ahead for our travel industry?

My feeling is — and leaders in the travel industry agree — that the graph of travel income can be kept a sharply rising one.

CENTENNIAL OPPORTUNITY

In particular, the great events of the 1967 Centennial and the Canadian World Exhibition present our travel industry with three years of unparalleled challenge and opportunity.

We have set our sights for a billion-dollar travel income in 1967. This I believe can, with reasonable good fortune, be achieved. But it cannot be achieved without imagination, hard work and the investment both in travel promotion and our travel plant of a good deal of hard cash.

Let me tell you, in brief, what the Federal Government, through the Canadian Government Travel Bureau, is planning to do this year, next year and in 1966 to make sure the world will want to visit us before 1967, during 1967 and into the years of our second century.

A three-year plan has been developed, of which the first year gets under way in a few weeks. The second and third years are still in the planning stage, but I am confident that what I will outline now will commend itself to government as 1967 comes

closer — and as we all become increasingly determined not to let the talents of these years be buried.

TRAVEL-PROMOTION AND ADVERTISING

Over the next three years, the Travel Bureau plans major increases in its travel-promotion programme. It will extend its advertising and promotion in Britain, expand operations in Europe, while increasing its efforts in the United States.

By the end of 1966 there should exist a network of Canadian travel-counselling offices and travel-promotion officers in the United States, Britain and Europe, Mexico, Central and South America, the Middle East, Japan and Australasia, that will merchandise travel to Canada and effect maximum publicity and promotion for Canada's attractions for visitors.

For 1966 and 1967, the Bureau proposes a special Centennial travel-advertising campaign. It is not proposed to add substantially to the Bureau's general travel-advertising budget for the United States, but rather to keep abreast of rising space and exchange costs. For Britain and Europe, the Bureau's advertising budget will probably stabilize in the neighbourhood of \$350,000 annually, supplemented by a strong publicity and public relations programme at much less cost.

The Bureau will move towards using less costly but effective direct-mail promotion techniques that will be made possible by increasing the automation of its Ottawa operations, now well under way. Overseas, local professional mail-order houses will be employed for the distribution of literature. It is expected that, by 1967, the Bureau will be in active communication each year with some 2,000,000 travel prospects, each representing, on the average, a tourist party of three or more persons. These prospects will be written two or three times each year as against once, as now done.

With the development, during 1963 and 1964, of a Tours and Convention Division, and the establishment of closer liaison in advertising with the Centennial Commission and the Canadian World Exhibition, the Bureau will be able to co-ordinate Canadian tourist-promotion programmes more effectively, both to add impact to its "Invitation to Canada" message for non-Canadians and to add to the efforts of other agencies to persuade more Canadians to vacation in Canada, to visit Centennial events and to attend the Canadian World Exhibition.

FOREIGN EXPERTS CONSULTED

Next year, the Bureau plans to begin bringing in a group of world-renowned consultant experts in the fields of tourist reception, accommodation and catering, and thus give leadership in developing Canada's tourist plans and raising the whole level of tourist service to handle the expected flood of visitors during 1967. This project will be carried out in connection with a stepped-up "Project Hospitality" campaign, started by the Canadian Tourist Association in 1963 with financial support from the Bureau, under which 1,000 leaders in the travel industry met last year to promote tourism and under which a further 89 meetings were then held to reach out to a wider audience of people in the travel industry.