

tures on advertising from \$1.8 million to \$2.1 million; by opening two new offices; by posting two additional travel promotion officers; by increasing distribution of films and publicity material; and by appointing senior executive personnel whose activities will be directed, for the most part, toward further development of the U.S. market. Expenditure for all types of bureau promotion in the U.S. market this year is estimated to be \$1 million, or 29 per cent higher than last year.

The CHAIRMAN: And last year it was?

Mr. FIELD: Last year it was 91 per cent of \$3.8 million—approximately \$3.4 million.

Travel to Canada from countries other than the United States is definitely on the increase. According to D.B.S. preliminary estimates of expenditures by travellers from overseas countries—which means principally from Britain and Europe—our income has risen from \$20 million in 1953 to \$53 million in 1963. To achieve a billion-dollar income for Canada's tourist industry by 1967 it is important, by active promotion, to raise this overseas income figure to \$100 million, or 10 per cent of our total target.

There are also definite signs that 1964 will show a considerable increase in spending by overseas visitors to Canada. As you are aware, the international airlines made substantial reductions on trans-Atlantic fares in recent months. The Financial Times of London, on April 25 last, reported a sharp increase in air traffic across the North Atlantic, and I quote:

Peak loads are reported for this time of year and forward bookings indicate summer traffic almost double that of last year. BOAC already holds 74 per cent more forward bookings to U.S.A. for May than it did last year, and over 96 per cent more for June. For flights to Canada in those two months bookings are up 85 per cent and 76 per cent respectively.

The number of overseas visitors to Canada, which increased 91 per cent from 1958 to 1963, is up 40 per cent for the first four months of 1964 over the same period last year.

The buoyant economies of the countries of western Europe have led to new records in travel spending by Europeans on trips outside their own countries. A recent survey by the British Travel and Holidays Association revealed that 4.5 million British people spent 225 million pounds on travel abroad, outside the confines of their own country, in 1963.

Reports from the Institute of German Industry and a survey made by the Institute of Applied Sociology indicate that West Germany offers a travel market equal to or better than that of Britain. In 1962 West Germans made 5.8 million trips to other countries, spending \$1,200 million. West German travel expenditures have almost doubled since 1959.

The prime minister of France last month indicated that spending by French citizens on holidays abroad had risen from \$131 million in 1959 to more than \$500 million in 1962, with eight million trips to other countries. In 1963 Air France traffic from France to North America increased by nearly 19 per cent. France's national income is steadily rising, and nearly one million of her citizens have incomes of \$4,000 or more.

While the summer season is just under way, and the big influx of visitors to this country will not start for another week or two—though we have had a very good first four or five months—there are signs that we will have another excellent year. I have already mentioned the large percentage increase in overseas visitors. Car entries from the United States are up 9.8 per cent, or almost 10 per cent, for the first four months of 1964. Hotel bookings are at a high level, and I look forward with confidence to another record tourist year.