

CP ON EUROPEAN ROADS

Canadian Pacific, the world's largest privately-owned integrated transportation company, has brought into operation its own European trucking company.

Set up by CP Ships, the new company will strengthen the road-haulage element in its door-to-door container services to and from Canada and the midwestern United States. During the first phase, development will be centred on Britain.

FAMOUS RAILWAY

This latest expansion means that Canadian Pacific now owns and operates rail network extending nearly 17,000 miles throughout Canada and 4,000 miles into the U.S., road-haulage companies on both sides of the Atlantic, a fleet of five cellular-container vessels and a container port terminal at Wolfe's Cove, Quebec.

Trading as CP Transport (London) Ltd the new company is notable for the depth of research into trucking techniques within an intermodal transportation system — with particular emphasis on interface consideration. While it is "tailor-made" to European requirements, CP-Transport has the advantage of operational and administrative expertise built up over the years by Canadian Pacific's vast North American fleet of more than 1,539 trucks, 1,212 tractors and 3,567 trailers.

TRUCKING EXPERIENCE

One result of this long experience in trucking operations is to be seen in the specifications laid down for the British road fleet. To some observers, these have been considered as being quite radical by common standards. As one spokesman said: "I will be surprised if some of them don't find their way into other British fleets. This will be all to the good. We have had in mind particularly long-term economies of operation and maintenance to which the entire industry must give closer consideration if soaring distribution costs are to be contained."

CP Ships sees the establishment of its own trucking company as an essential component of the 'pipeline' concept, with a single control and a single document.

IMPORTANCE OF DRIVERS

Drivers have been carefully chosen on the basis of long-term service with the company. They wear company livery, and CP Transport emphasizes the importance attached by the company to driver requirements. They are a vital link in the chain of relations between a container company and the shippers it serves. CP Transport see them not just as good drivers but, in effect, as public relations representatives.

The CP Transport trucks, backed by the continuing use of sub-contractors, will feed the CP Ships weekly container services between Tilbury and

Liverpool and the container terminal at Wolfe's Cove owned by CP Ships. The Liverpool regional office will have its own road fleet as the service expands.

For the Atlantic crossing, the CP Ships fleet now consists entirely of cellular-container vessels. In Canada, the Canadian Pacific network of rail and road services, into which containers are fed directly from Wolfe's Cove, is geared specifically to the rapid delivery of containers to all parts of Canada and a big section of the U.S. mid-west.

TOURISTS LIKE ONTARIO

More visitors from abroad are spending more money in Canada annually, with Ontario accounting for a major share of this growing tourism market.

The number of visitors to Canada increased from 410,800 in 1966 to 535,500 in 1970, their expenditures mounting from \$110 million to \$152 million during the same period. And, in 1970, Ontario attracted 228,000, or 42.6 per cent, of all visitors to Canada.

These are some of the findings of a survey of the European tourist market carried out by the Tourism and Recreation Studies Branch of the Ontario Ministry of Industry and Tourism.

REASONS FOR TRIP

Visiting friends and relatives was the main reason given by the majority of Europeans for coming to Canada. Recreation rated second, with business purposes the third most important inducement.

The study also indicates that the average length of stay for European travellers to Canada is about 20 days. By comparison, for United States visitors, the trip to Canada is usually of shorter duration, the majority staying less than 24 hours, and of those remaining overnight the average length of stay is about six days.

In 1970, the number of European visitors to Ontario was 169,800, with expenditures of \$48 million. These visitors usually do not require commercial accommodation, the study reveals, and even those tourists of relatively modest means usually save money and plan on spending it in Canada for souvenirs and personal items. A total of \$173 spent by Europeans compares favourably with a smaller average expenditure for each U.S. visitor in Ontario.

WHERE THEY COME FROM

British tops the report's list of ten leading foreign countries in terms of visitors to Canada in 1970, with a total of 157,736. The others are: West Germany, 41,261; France, 36,915; the Netherlands, 27,996; Japan, 22,011; Italy, 18,577; Australia, 17,001; Jamaica, 11,417; Mexico, 10,682, and India, 9,428.

The study points out that the European visitor likes to travel and see as much as possible while on this side of the Ocean.