

Government Hotel should be built and operated in both Strathcona and Jasper Parks. Not elaborate structures, but hotels after the style of those owned by the New Zealand Government; to cost not more than \$100,000.00 each equipped and ready for business, with accomodation for, say, one hundred guests each.

Open a tourist bureau in four of the principal cities in the Province, namely, Vancouver, Victoria, Prince Rupert, Nelson and also in Banff and Edmonton, each with a display of enlarged photographs of everything of interest to be seen during the tourist's stay. The personnel of each office should consist at the start of two men, a manager and junior, both of whom should have travelled everywhere in the Province and know from first hand experience what they are selling. They would make out a complete itinery for any section the traveller asks for and be able to aid him in choosing his route and sell him coupon tickets to cover every means of transportation available.

The advantage of coupons lies in the fact that the prospective tourist has paid for his complete trip before he leaves the office and when he has once bought his transportation he will undoubtedly use it. The cost is forgotten when the money

is paid and he will consider it his duty to get value for what he has spent; he will use the coupons the same as he would use a car or club tickets. Every day he can be induced to stay in the Province means an expenditure of at least \$5.00 per day for living expenses. If he is simply directed to go from one point to another and the bureaus are not in a position to sell him coupons, the system is incomplete, and the chances are, the prospective tourist will quit before he has completed any itinery which is given him.

Arrangements should be made with every transportation company in the Province whereby Government coupons sold in the Bureaus would be caccepted by the companies, the same to be paid for as sold by the Government and the companies allowing a commission on the sale of tickets.

Finally, expert and aggressive advertising should be done on a scale that will bring results. \$100,000.00 for the first year is only a small amount, and the Government can increase the sum annually according to results. I am of the opinion that half a million dollars will not be considered too