

While tourist facilities in suburbs are on the whole favourable, it has been ascertained that little or no tourist parking accommodation inside the community has been provided and affirmative replies have been received in this connection from only ten Boards and Chambers.

In smaller centres, it frequently happens that local hotel accommodation is not always of a very high calibre although this item is probably the most important from the viewpoint of travellers. Up-to-date tourist camps have helped a great deal in this regard but the local Board or Chamber nevertheless could endeavour to see that hotel accommodation and service is maintained at high standard and that tourist camps are adequately equipped. It would be useful, furthermore, if the tourist committee or bureau could survey private housekeepers who would be willing to accommodate two or three people if necessary, so that tourists unable to find accommodation in the usual manner could be looked after by the Board of Trade or Chamber of Commerce.

Exhibits and Organized Parties

Those organizations which have prepared exhibits for sportsmen's shows and outdoor expositions have found their efforts in this direction to be productive of very far-reaching results. This practice seems indeed to be a most useful one and might even be extended to include the Canadian National Exhibition and the principal provincial fairs.

It was seen that a few organizations take pains to organize tourist fishing parties, etc. In Canada particularly there is an abundant opportunity for attracting visitors by this means and it would seem that the local board or chamber could do some very effective work in organizing and advertising hunting and fishing parties in those districts which promise good sport for the visitor.

Boards or chambers, particularly in the smaller communities, could also be of service in organizing groups to visit the community for special occasions such as local fairs, sport gatherings, the meetings of fraternal and business organizations, etc.

Publicity

In the matter of publicity, it is pertinent to sound a note of caution. Advertising appropriations are very easily eaten up in the reckless purchasing of space. Too much attention cannot be given to the wording and presentation of the message carried by the advertisement. This also applies to the writing of special articles for the press, a most useful means of attracting tourists. Generally speaking, publications which make a practice of running articles descriptive of communities and their attractions welcome any contribution of this nature, but it is wise to underestimate, rather than to exaggerate either the importance or the attractiveness of any locality. Restraint is far more effective than over-exuberance, and articles which carry a modicum of publicity and a maximum of news value have the greatest chance of being published. It is unnecessary to go into details on this question, but consultation with the local newspaper editor would clarify the point.

The above comment could also be applied to the publication of booklets and folders, although the examples which have been received at this office show on the whole an unusually high calibre of workmanship and offer good discretion. It can always be remembered, however, that an organization or a community is frequently judged by its printed message, so that the importance of care in this respect cannot be too heavily underlined.

Good Roads

Although a good roads program is not apparently included in the tourist activities of the majority of boards and chambers replying to the questions, previous surveys have shown that a great many organizations are taking an interest