

The studies of the whole industry, its plant and promotion, have been particularly extensive in the Atlantic Provinces. A large-scale national study of recreational needs is now in the planning stage.

A big step forward in the field of travel research was made when this conference in October 1966 established a Travel Research Planning Committee, with a Technical Sub-committee. The main Committee has met twice and the Sub-committee four times. As a result, there is now an active and representative forum for travel research in Canada which can effect co-ordination of the various projects undertaken individually or co-operatively by the various sectors of the travel industry. The travel industry has matured to the point where it needs the research it is now getting.

It has been realized for some years that we must know more about domestic travel in Canada. In a planned attack on this problem, the Travel Research Planning Committee has given priority to this subject. Building upon preliminary studies initiated by the federal Travel Bureau, discussions with the Dominion Bureau of Statistics are well advanced for a much more comprehensive study, to be made -- we hope in 1969 -- after very careful planning and preparatory work in 1968. This Domestic Travel Survey will be of some magnitude and require the expenditure of considerable money. It will be essential for us to have the support and participation of the provincial governments, the carriers and the Canadian Tourist Association.

New Federal Office of Tourism

In the current reorganization of the federal Department of Trade and Commerce, the importance of Canada's travel industry to the national economy has been recognized. A new Office of Tourism has been established, whereby the industry will henceforth receive the full-time attention of a senior officer of the Department. The new Office will comprise the federal Travel Bureau as the promotional arm and a new branch of the Department to be titled Travel Industry Branch, which will concentrate on collating and analyzing all pertinent data about the industry, its plant, its development and promotion programmes.

The Travel Bureau will continue to be in the very capable hands of Mr. Dan Wallace. The Office of Tourism will be headed by Mr. T. R. G. Fletcher as General Director. He will devote all his time to tourism and report directly to the Deputy Minister on the needs of the industry, to the extent that we can help by Federal Government action.

It is our hope that the provincial governments, the carriers and, indeed, the private sector of the travel industry generally will avail themselves of the opportunity to use the Office of Tourism as a focal point for co-ordination and co-operation with federal authorities in tourism matters. Thereby the Office can become the more knowledgeable and be better placed to advise the Department and me on appropriate federal programmes.

The flow of information and advice to the Deputy Minister and me on the needs of Canada's travel industry will from now on have a much greater "input" of research findings. We can expect, over time, to develop a more complete picture of our travel industry, of its infrastructure, its needs, its plans, its programme.