



CANADA

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## THE CENTENNIAL AND THE TOURIST TRADE

*The following is a partial text of an address on March 18 to the Hamilton Visitors' and Convention Bureau in Hamilton, Ontario, by the Minister of Trade and Commerce, Mr. Mitchell Sharp:*

...Time's verdict must be awaited on whether we have entered - in this age of rapid mass travel - a more neighbourly era, but it is a very visible fact that travel has economic consequences of vital significance to many countries. In the exchange of monies between countries, travel now accounts for \$7 or \$8 billion.

Travel is vital also to Canada's prosperity. This country exchanges more than one billion dollars a year with the United States and other countries. Not so long ago - in 1959 and 1960 - there was a deficit of \$200 million or more a year in our national travel account. Canadians still spend money freely outside Canada, but fortunately our American friends and our friends from other lands are now spending as much or more during their visits here. If projections based on figures for the first three quarters prove accurate, final results for 1963 should show a record travel income of \$600 million or more, and Canada's first overall travel surplus since 1950.

### ADVANTAGES OF U.S. PROXIMITY

Everyone take things for granted, and we Canadians have sometimes failed to realize our good fortune in living beside a big, friendly, prosperous neighbour - and good customer. Canada's splendid panoply of scenic beauty and majesty, and our wonderful range of vacation attractions, could not form the foundation of a great industry unless they were conveniently accessible to the 150 million Americans who live

within easy driving distance of Canada. And let's not forget, in all our travel promotion, that we live next door, too, to Canadians who more and more each year are taking to the road, to the rails, to the skies, to "Know Canada Better". They, too, in their millions are potential customers for any progressive city, region or province that wants to build a flourishing travel industry.

People planning their vacations are very susceptible to friendly invitations. And anyone who has studied this finds that there is a close correlation between the extent to which a country's invitation is publicized - in other words, the extent of its travel promotion - and its income from visitors. This can clearly be seen from a study of the rising graphs since the War for travel promotion by the Canadian Government Travel Bureau and for Canada's travel income.

Since I became responsible last year for direction of the Bureau's programme, I have been very conscious of the special opportunities that the Centennial of Confederation and the Canadian World Exhibition offer for spectacular growth in our travel industry between now and 1967. Each of the three six-year periods since 1946 shows a rise in federal Travel Bureau promotion and a parallel rise in Canada's travel income. I am now naturally concerned to see that we do not fail, at this time, to meet the challenge of these years for unprecedented advances in tourism. And so Parliament will be asked to approve a greatly increased budget for the coming fiscal year for the Canadian Government Travel Bureau - almost \$5 million, compared with \$3.8 million for the current fiscal year.

(Over)