

If you have any questions about these graphs, we will be glad to answer them as we go along, unless you wish to wait until there is a break at the end of this brief statement.

The following points are from DBS reports on Canada's international balance of payments on travel account:

(1) In the seven years from 1950 to 1956, when the travel bureau appropriation was about \$1.5 million, Canada's travel income from all sources increased only from \$275 million to \$337 million.

(2) In the next seven years, 1957-63, with budgets rising from \$1.9 million to \$3.8 million, earnings increased from \$363 million to \$602 million.

(3) From 1946 on, earnings for seven years were in the \$200 million bracket; then for seven years in the \$300 million bracket; then for two years in the \$400 million bracket; and only one year in the \$500 million bracket.

(4) In 1963—for the first time since 1950—Canada showed a surplus of \$13 million on the travel account with all countries. In that year earnings reached \$602 million. And if we have a very good year this year we will, I hope, break into the 700-million earning figures.

Senator FERGUSON: Mr. Chairman, are we going to have these graphs reproduced in our minutes? I think it would be very useful if they were.

Mr. FIELD: We have some copies to pass around, Mr. Chairman. We have a sufficient supply.

The CHAIRMAN: Could we pass them around now?

Mr. FIELD: Yes.

The CHAIRMAN: Thank you, Senator Fergusson, for your suggestion.

Mr. FIELD: While the bar graphs are being passed around, I will pass on a few more statistics, the most important of which is this, that in 1963, for the first time since 1950, Canada showed a surplus of \$13 million on the travel account with all countries. In 1962, for the first time in something like 10 years, we had shown a surplus on the account with the United States only.

The CHAIRMAN: This will be chart No. 1.

In making recommendations for the expenditures of travel promotion funds, the Bureau considers that the United States is, and always will be, Canada's prime market for tourists. Of the \$602 million earned last year from visitors from all countries, \$549 million, or 91 per cent, came from the United States. Travel promotion in the United States and travel promotion in Europe affect two distinctly different markets. The promotion campaign in the U.S. is prepared and considered separately from any proposed campaign in Europe.

I make this point because it did come up in some of the speeches made by members of this committee in the Senate, that we consider the two markets entirely separately and we consider the appropriation entirely separately. I repeat: the promotion campaign in the United States is prepared and considered separately from any proposed campaign in Europe. By the same token, the European campaign does not affect the U.S. program. The problems and conditions under which the bureau operates each campaign are different and separate. To open an office in Europe does not diminish in any way the bureau's campaign in the United States.

About \$53 million, or 9 per cent, of Canada's tourist income is now derived from overseas countries, mainly from Britain and Europe. During 1963-64 the bureau spent about \$370,000, or less than 10 per cent of its appropriation, on European promotion, although we got about 10 per cent of our total income from the European market. From the bureau's appropriation in the current year of \$4.9 million we propose to spend approximately 10 per cent on promotion in countries other than the United States. At the same time, the bureau proposes to expand its activities in the U.S. market by: increasing expendi-