

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
extérieur

No. 111

May 11, 1989.

EXTERNAL AFFAIRS TOURISM MANAGERS MEET IN VICTORIA

International Trade Minister John C. Crosbie today announced that the Department of External Affairs Tourism Managers will meet in Victoria, B.C., from May 17 to 19 to explore ways of expanding Canada's \$21-billion-a-year tourism industry.

The Department's tourism managers from the United States, France, Germany, the United Kingdom and Japan will meet with Department of External Affairs headquarters staff, officials from Tourism Canada (part of the Department of Industry, Science and Technology), provincial government representatives, and local and national tourism industry leaders. They will review the federal government's \$30-million tourism marketing program and discuss how the industry can better respond to specialized tourist demands.

More than 20 of External Affairs' missions are staffed with tourism officers, supported by 77 professional commercial officers and support staff.

"When you realize that tourism accounts for nearly five per cent of Canada's Gross National Product, and provides jobs for more than 600,000 Canadians, it is clear that our marketing efforts must be on-target, effective, and sustained," said Mr. Crosbie.

"The Victoria meeting, to be held in one of Canada's most promising tourist markets and at the peak of National Tourism Awareness Week, should galvanize our national effort to continue building on an industry which has become our third largest earner of foreign exchange."

.../2

The Minister added that the Canada-U.S. Free Trade Agreement will help the tourist industry by providing for:

- easier access for business travellers and promotional materials;
- the gradual elimination of tariffs on imported supplies and equipment;
- a guarantee that neither country will impose currency restrictions;
- equal arrival and departure fees for Canadians and Americans;
- liberalized investment rules; and,
- the establishment of a mechanism to resolve any future problems and enhance co-operation.

For more information, contact:

Louis Poisson, Deputy Director,
Tourism, U.S. Trade and Tourism Development Div.,
Department of External Affairs
(613) 998-8823