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SENATE
STANDING COMMITTEE ON
TOURIST TRAFFIC
1964

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Second Session—Twenty-sixth Parliament

1964

THE SENATE OF CANADA
PROCEEDINGS
OF THE
STANDING COMMITTEE ON
TOURIST TRAFFIC

MONDAY, JUNE 15, 1964

No. 1

The Honourable Gordon B. Isnor, *Chairman*
The Honourable Sydney J. Smith (*Kamloops*),
Deputy Chairman

WITNESSES:

CANADIAN GOVERNMENT TRAVEL BUREAU
Messrs. Alan Field, Director; Dan Wallace, Assistant Director.

APPENDICES

Appendix "A"—Balance of Payment on Travel Account.

Appendix "B"—Travel Promotion Expenditures.

Appendix "C"—Travel Promotion Expenditures in six year periods.

ROGER DUHAMEL, F.R.S.C.
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1964

THE STANDING COMMITTEE

ON

TOURIST TRAFFIC

The Honourable Gordon B. Isnor, *Chairman*

The Honourable Senators:

Baird	Davies	Méthot
Basha	Dupuis	McLean
Beaubien (<i>Provencher</i>)	Fergusson	Molson
Belisle	Gershaw	Roebuck
Bouffard	Grosart	Smith (<i>Kamloops</i>)
Cameron	Hollett	Tremblay
Connolly (<i>Halifax North</i>)	Inman	Willis—(25).
Crerar	Isnor	
Croll	Jodoin	

(Quorum 7)

Ex-officio Members: Brooks and Connolly (*Ottawa West*).

ORDER OF REFERENCE

Extract from the Minutes of the Proceedings of the Senate, Monday, May, 25, 1964.

“Pursuant to the Order of the Day, the Senate resumed the debate on the motion of the Honourable Senator Isnor, seconded by the Honourable Senator Grant:

That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada and that the Committee be authorized to send for persons, papers and records.

After debate, and—

The question being put on the motion, it was—

Resolved in the affirmative.”

J. F. MacNEILL,
Clerk of the Senate.

MINUTES OF PROCEEDINGS

MONDAY, June 15th, 1964.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 2.30 p.m.

Present: The Honourable Senators Isnor (*Chairman*), Baird, Basha, Beaubien (*Provencher*), Crerar, Fergusson, Gershaw, Grosart, Inman and Smith (*Kamloops*) (*Deputy Chairman*)—(10).

On motion of the Honourable Senator Beaubien (*Provencher*) it was resolved to report recommending that authority be granted for the printing of 800 copies in English and 300 copies in French of the Committee proceedings.

On motion of the Honourable Senator Baird it was resolved that the Honourable Senator Smith (*Kamloops*), be elected Deputy Chairman.

On motion of the Honourable Senator Crerar it was resolved that a steering committee composed of the Honourable Senators: Isnor, Hollett, Jodoin and Smith (*Kamloops*) be elected.

The Committee proceeded to the order of reference.

The following witnesses were heard: Mr. Alan Field, Director, Canadian Government Travel Bureau; Mr. Dean Wallace, Assistant Director, Canadian Government Travel Bureau.

On motion of the Honourable Senator Grosart it was resolved to print certain tabulations and graphs as appendices to the proceedings of this day.

At 4.05 p.m. the Committee adjourned to the call of the Chairman.

Attest.

F. A. Jackson,
Clerk of the Committee.

THE SENATE
STANDING COMMITTEE ON TOURIST TRAFFIC
EVIDENCE

OTTAWA, Monday, June 12, 1964

Pursuant to the order of reference, the Standing Committee on Tourist Traffic met this day at 2.30 p.m.

Senator GORDON B. ISNOR (*Chairman*) in the Chair.

The CHAIRMAN: Honourable senators, I notice that we have a quorum, so I will call the meeting to order. As the first item of business I will read the order of reference so that it is on record. It is:

That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada and that the committee be authorized to send for persons, papers and records.

This motion was moved in the Senate on April 29, 1964, and was agreed to on May 25. It is interesting to note that during the debate no fewer than 19 honourable senators took part. Senators from every province of Canada spoke in the debate, and for the record I list their names. From Newfoundland, Senators Baird and Hollett; from Prince Edward Island, Senator Inman; from Nova Scotia, Senators Isnor and Connolly (Halifax North); from New Brunswick, Senators Brooks, Fergusson and Fournier (Madawaska-Restigouche); from Quebec, Senators Jodoin and Quart; from Ontario, Senators Connolly (Ottawa West), Roebuck and Grosart; from Manitoba, Senator Crerar; from Saskatchewan, Senators Horner and Aseltine; from Alberta, Senators Gershaw and Cameron, and from British Columbia, Senator Smith (Kamloops). As I mentioned, that list totals 19.

Many worthwhile suggestions were made which, later, I propose to place before the Steering Committee, following which they will be placed before the whole committee. It will be recalled that at our dinner meeting we appointed a vice-chairman in the person of Senator Sydney J. Smith, and also a Steering Committee composed of the chairman, the vice-chairman, and Senators Hollett and Jodoin. So that it is part of the record I would appreciate a motion appointing Senator Smith (Kamloops) vice-chairman of the committee.

Senator BAIRD: I so move.

Senator GROSART: I will second that motion.

Hon. SENATORS: Agreed.

The CHAIRMAN: May I have a motion now with respect to the Steering Committee?

Senator CRERAR: I so move.

Senator FERGUSON: I second.

The CHAIRMAN: It is moved by Senator Crerar and seconded by Senator Fergusson that the Steering Committee be composed of those senators I mentioned.

Hon. SENATORS: Agreed.

The CHAIRMAN: Then, will somebody move that 800 copies in English and 300 copies in French of the committee's day-to-day proceedings be printed?

Senator BEAUBIEN (*Provencher*): I so move.

Senator INMAN: I second that motion.

The CHAIRMAN: It is moved and seconded. All those in favour?

Hon. SENATORS: Agreed.

The CHAIRMAN: Honourable senators, as to the literature which I sent out to members of the committee, I am sorry I did not have sufficient copies to send to all senators. I am making arrangements to do so.

This very fine collection of literature was provided by Mr. Field, Director of the Canadian Government Travel Bureau. It is an excellent collection, Mr. Field, and it is much appreciated by me and by those members who received it. We may call on you later and perhaps you will be good enough to send some literature to those senators whose names will be provided for you.

Honourable senators, we have with us today a number of distinguished gentlemen from the Canadian Government Travel Bureau, along with representatives from the office of the Minister of Trade and Commerce. We have Mr. Thomas Fletcher, Assistant Deputy Minister, Department of Trade and Commerce; Mr. Alan Field, Director, Canadian Government Travel Bureau; Mr. Dan Wallace, Assistant Director, Canadian Government Travel Bureau; and Mr. John Harrison, Chief, Tourist and Convention Division.

There are several others here, but those I have mentioned will cover the situation for the time being.

Honourable senators, with your approval, we will get under way as quickly as possible so as to carry out what I said in my letter, that if possible we will bring this meeting to a close at 4 p.m. This will enable those of you who may wish to go to the gallery of the House of Commons for the debate there on an important subject which is more or less in competition with our meeting here today.

I thank those who have turned up in such numbers. It shows an interest in our work and I trust that it will be worth your while to be here. If you agree, I shall call as the first witness, Mr. Alan Field. I have already told you that he is the very efficient Director of the Canadian Government Travel Bureau. His name has been mentioned on several occasions. I do not know if he has read our *Hansard* but I am sure the officials of his department will be aware of the publicity given there.

Mr. Alan Field, Director, Canadian Government Travel Bureau: Mr. Chairman, thank you very much for your kind introduction and your reference to the Travel Bureau.

Honourable senators, I take great pride in the bureau, but I must pay tribute to my predecessor, a man well known to all of you, Mr. D. Leo Dolan, who was director of the bureau from 1934 to 1953. It was his energetic leadership and direction of the bureau in those years which laid the groundwork for the records we have created in the last seven or eight years.

I think it is appropriate that the Senate should take a keen interest in Canada's tourist industry, because it was a Special Committee of the Senate on Tourist Traffic, with the late Senator W. H. Dennis as Chairman, that recommended the establishment of the Canadian Government Travel Bureau in 1934. Over the years, the Senate has continued to follow closely the progress of this industry. In 1962 I had the privilege of appearing before this committee, which was then under the chairmanship of Senator Horner, who, by the way, was a member of the original 1934 study group of the Senate. I know that the present chairman has long been an enthusiastic promoter of tourism and that some of his colleagues on this committee have given notable leadership in this field.

Prior to the setting up of the travel bureau, while there was no very substantial federal program for travel promotion, Canadian governments had authorized a wide range of tourist promotion activities, as far back as 1887, when the Rocky Mountains Park Branch was established, which was absorbed in 1909 by the National Parks Branch.

From 1910 to 1930, the Natural Resource Intelligence Bureau acted as a clearing house for information on the natural resources of Canada, and distributed maps, charts, reports and lantern slides to groups interested in travel to and within Canada. This service was curtailed in 1931, and its name changed to the Natural Development Bureau. In 1934 its work was transferred to the new Travel Bureau. The Natural Development Bureau and its predecessor published a number of individual folders on resort areas, and such useful items as these: "How to Enter Canada," 1929; "Canoe Routes in Canada," 1929; "Fishing in Canada," 1930; "Camping in Canada," 1930; "Canada—Recreational Folder," 1931. The first road map of Canada and the United States was issued by the Canadian Government in 1931.

The Canadian Government Travel Bureau was established as a specialized federal agency (a) to attract visitors to Canada, and (b) to provide a means of coordinating tourist promotion by the provinces, the transportation companies, national, regional and local tourist associations and the federal Government. In its first year of operation, the bureau was provided with a budget of \$100,000. By 1939-40, the bureau's annual appropriation had reached \$500,000, but was then drastically curtailed, to be raised after the war to \$825,000, in 1946. Since then the bureau's appropriation has moved steadily upward, except for the period 1950-1957 when it stabilized around \$1.5 million. The bureau's proposed budget for 1964-65, the current year, is \$4.9 million, an increase of \$1.1 million over 1963-64.

The bureau, although it has an advertising and promotion budget larger than that of any other national travel office, still has the formidable priority task of competing for attention in the United States market. On paid advertising space, the bureau is spending \$2.1 million this year to make an impact in the U.S. market, where \$180 million a year is spent on travel advertising by all other competitors for the United States business. To the bureau's figure of \$2.1 million we should add approximately \$1,500,000, which is spent by the Canadian provinces on advertising in United States media, making a total of \$3,600,000.

The bureau attracts visitors to Canada through advertising, publicity and public relations. From its advertising, and publicity, its outside offices, Canadian consulates and trade commissioners' offices, it receives one million or more travel enquiries a year. That is more than any national travel office handles in the course of a year.

To service these enquiries, the bureau has developed in Ottawa what is widely regarded as a modern and efficient travel counselling and literature distributing plant. Since it is believed that, with the publications of the provinces and other agencies, the bureau's 50 publications—some of which you see here today—attractively prepared and informative—effectively sell travel to Canada, our endeavour is to get these booklets seen as widely as possible by prospective visitors to this country.

To carry out its coordination role, each year since 1946 the travel bureau has called together representatives of the provincial government travel bureaus, Canadian transportation companies and officials of the Canadian Tourist Association, to meet in Ottawa at a Federal-Provincial Tourist Conference. This year the conference dates are November 23, 24 and 25.

The basic purpose of this conference is to exchange information on advertising, publicity and travel promotion plans. The bureau provides the conference with a complete schedule of all its advertising plans for the coming

year, enabling the provinces and transportation companies to plan their own United States advertising to best advantage.

The conference agenda covers many subjects, such as exchange of information on results achieved in the current year, planning for the Centennial celebrations and the Canadian World Exhibition, and reports by individual delegates on their activities. As a result of recent discussions with the provinces and transportation companies, in order to extend the area of coordination, the travel bureau proposes to ask this year's conference to set up standing committees to meet between conferences, to meet from time to time and make recommendations on such important areas as advertising, films, hospitality visits and travel missions.

Besides its Ottawa headquarters, the travel bureau has ground-floor offices in the United States in New York, Chicago and San Francisco. A travel promotion officer has been posted to Los Angeles, working from the Canadian Consulate.

Authority has been given to open two new ground-floor offices in the United States in 1964. Very suitable space has been secured in Minneapolis, Minnesota, in the Northstar Centre and it is likely that this new office will open for business by mid-July.

It was hoped that a new office might be opened in Boston, but the most desirable location in the new \$250 million Prudential Centre, in Boston, will not be available until next April. The provinces have been consulted with respect to transportation, and it has been decided that it would be preferable to wait until next year so that we can secure a first-rate location reserved for the travel bureau. In the meantime, a travel promotion officer will be appointed for Boston to carry on liaison with automobile clubs, travel agents, tour operators, transportation companies and publicity media.

The travel bureau also proposes to open, as soon as possible, a travel counselling centre in Los Angeles, a metropolis of nearly seven million, in a state that is seventh on the list of states sending travellers to Canada. A location has been found in the same building as the Canadian Consulate and the same block as the Canadian transportation companies.

A survey of the bureau's United States offices was undertaken by the bureau's research officer in 1962 to evaluate their usefulness. We tested the offices in New York, Chicago and San Francisco. The results of the survey conclusively indicated how important it is to have ground-floor travel centres in major areas. It is of interest to note that many national travel offices are opening more such locations in the United States and other travel markets. The survey established that the returns to the Canadian economy of these offices amply justified the investment in them. A survey of the new offices in Minneapolis and Los Angeles will be conducted in their first full year of operation.

Travel bureau offices overseas: In 1961 the travel bureau received authority to begin travel promotion in Europe. In June 1962 a ground-floor office was opened in London, at 19 Cockspur Street, near Trafalgar Square, across from Canada House, with a staff of five, to handle inquiries from prospective British visitors to Canada.

One of the principal factors influencing the decision to open a Canadian travel office in London was the lifting of currency restrictions imposed on funds for travel by the British government. A number of national travel offices were opened in London by other governments in that year, notably the new United States travel service, which opened its office in October 1962, some four months after we opened ours.

In its first six months, the bureau's London office handled 8,752 inquiries from potential British travellers to Canada. The next year, its first full year

of operation, it handled 46,641, and in the first five months of 1964 it has already handled 47,383 inquiries.

Over the past year the travel bureau posted travel promotion officers to France and Germany. These officers are stationed in the embassy or consulate and travel widely in carrying out their promotion and liaison duties to encourage travel to Canada. Also, a general manager for Europe was appointed and stationed in London, to develop and supervise the bureau's operations and direct its advertising and public relations programs overseas.

During the year the bureau still hopes to find appropriate space, and expects to open ground-floor offices in Paris and Frankfurt, supporting them with limited advertising and public relations programs and the production of literature. No locations have been engaged as yet, due to the scarcity of suitable space in the travel centres of these cities.

May I say a word or two, Mr. Chairman, about the definition of a tourist? This is a matter that is often discussed at international or national or regional travel conferences. However, there is one definition. The International Union of Official Travel Organizations (IUOTO), the most effective body promoting international travel, has recommended acceptance of this definition, which was endorsed at a world travel conference last year by more than 80 countries interested in tourism. This definition has been in use since 1937:

To secure the compatibility of international tourist statistics, the term "tourist" shall, in principle, be interpreted to mean any person travelling for a period of twenty-four hours or more in a country other than that in which he usually resides.

In other words, we do not really care if the visitor to Canada is coming on business or pleasure, to visit relatives, or for whatever purpose he is coming, as long as he is coming to Canada; and we put all of these various categories of travellers in the main category of the tourist.

Value of international tourism: The latest IUOTO report, covering 80 countries, for 1962, the last year on record, calculates that world travel receipts increased by 11 per cent in 1962, reaching \$8,115 million.

A recent article in *Time* magazine estimated that international tourists will spend \$9 billion this year and points out that there are no fewer than 250 national tourist information offices in foreign places; there are 105 in New York City. Countries like Italy, Spain, Austria, Ireland and Mexico earn more from tourism than from any other export commodity.

Many of these governments are financing the building of hotels and other facilities to gain a greater share of the international travel market. The Greek government has financed 60 hotels and restaurants over the past ten years, and has announced an aggressive plan to increase its travel income. Egypt is spending \$60 million on 40 new hotels in the belief that annual income from tourism will equal Suez Canal tolls, namely, \$170 million.

The CHAIRMAN: Are you quoting from *Time* magazine now?

Mr. FIELD: No, this is from other sources.

Travel promotion gets results: It is, I suggest, significant that Canada's income from international tourism has increased in almost direct ratio to the amount of money that has been invested, through the Canadian Government Travel Bureau, in travel promotion.

This yellow, red and blue chart, on my left, shows the relationship of Canadian Government travel expenditures to our income. This is calculated just for the United States.

For every dollar so expended by the federal Government, Canada's tourist industry has received from \$140 to \$200 in return.

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-

tures on advertising from \$1.8 million to \$2.1 million; by opening two new offices; by posting two additional travel promotion officers; by increasing distribution of films and publicity material; and by appointing senior executive personnel whose activities will be directed, for the most part, toward further development of the U.S. market. Expenditure for all types of bureau promotion in the U.S. market this year is estimated to be \$1 million, or 29 per cent higher than last year.

The CHAIRMAN: And last year it was?

Mr. FIELD: Last year it was 91 per cent of \$3.8 million—approximately \$3.4 million.

Travel to Canada from countries other than the United States is definitely on the increase. According to D.B.S. preliminary estimates of expenditures by travellers from overseas countries—which means principally from Britain and Europe—our income has risen from \$20 million in 1953 to \$53 million in 1963. To achieve a billion-dollar income for Canada's tourist industry by 1967 it is important, by active promotion, to raise this overseas income figure to \$100 million, or 10 per cent of our total target.

There are also definite signs that 1964 will show a considerable increase in spending by overseas visitors to Canada. As you are aware, the international airlines made substantial reductions on trans-Atlantic fares in recent months. The Financial Times of London, on April 25 last, reported a sharp increase in air traffic across the North Atlantic, and I quote:

Peak loads are reported for this time of year and forward bookings indicate summer traffic almost double that of last year. BOAC already holds 74 per cent more forward bookings to U.S.A. for May than it did last year, and over 96 per cent more for June. For flights to Canada in those two months bookings are up 85 per cent and 76 per cent respectively.

The number of overseas visitors to Canada, which increased 91 per cent from 1958 to 1963, is up 40 per cent for the first four months of 1964 over the same period last year.

The buoyant economies of the countries of western Europe have led to new records in travel spending by Europeans on trips outside their own countries. A recent survey by the British Travel and Holidays Association revealed that 4.5 million British people spent 225 million pounds on travel abroad, outside the confines of their own country, in 1963.

Reports from the Institute of German Industry and a survey made by the Institute of Applied Sociology indicate that West Germany offers a travel market equal to or better than that of Britain. In 1962 West Germans made 5.8 million trips to other countries, spending \$1,200 million. West German travel expenditures have almost doubled since 1959.

The prime minister of France last month indicated that spending by French citizens on holidays abroad had risen from \$131 million in 1959 to more than \$500 million in 1962, with eight million trips to other countries. In 1963 Air France traffic from France to North America increased by nearly 19 per cent. France's national income is steadily rising, and nearly one million of her citizens have incomes of \$4,000 or more.

While the summer season is just under way, and the big influx of visitors to this country will not start for another week or two—though we have had a very good first four or five months—there are signs that we will have another excellent year. I have already mentioned the large percentage increase in overseas visitors. Car entries from the United States are up 9.8 per cent, or almost 10 per cent, for the first four months of 1964. Hotel bookings are at a high level, and I look forward with confidence to another record tourist year.

Mr. Chairman, I have some notes about our plans for the next two or three years, but I think perhaps I might pause now, with your permission, as honourable senators may have some questions they wish to ask.

The CHAIRMAN: Thank you very much for your interesting and informative remarks, Mr. Field.

Senator MACDONALD (*Queens*): Mr. Field, would you have a breakdown for the different provinces, and so forth, of where most of these tourists from other countries come to in Canada?

Mr. FIELD: Yes, there is such a breakdown provided by the Dominion Bureau of Statistics. They show the province of destination, as indicated by the tourist when he comes across the border.

Senator BAIRD: How much, if any, duplication would there be in the spending of the provinces and the federal authority? In Newfoundland, for instance, we have a tourist bureau and it undoubtedly spends a lot of money.

Mr. FIELD: I really cannot say there is any duplication. I believe very much in hammering home the message about Canada's travel attractions.

Senator BAIRD: Do not you think the hammering home from one source would be self-sufficient instead of, as I would term it, the duplication?

Mr. FIELD: Well, I don't believe there can be duplication in the sense that I understand it. I would like to see in every magazine and newspaper, certainly in the large cities of the United States, a whole page or two pages of advertising about Canada. We do particularize; we don't simply make the message "Come to Canada"; it is "Come to Canada," and in the papers adjacent to the Atlantic provinces we stress those provinces, and in the papers adjacent to the middle west we stress Saskatchewan and Manitoba.

Senator BAIRD: In Newfoundland we are specializing, and we are spending a lot of money in doing so, and you are doing the same thing. This, to my mind, is duplication, and we should be able to save money. Surely we don't need another bureau for Newfoundland when the federal Government can cover it. It should cover all the provinces.

Mr. FIELD: As a professional travel promotion man I believe every province and the territories need provincial and territorial travel offices. There are many things they can do which we cannot. You must remember the terms of reference of the travel bureau, and what they have been since its inception. They have been interpreted to be that our business is to induce the Americans and people from other countries to come to Canada, and when they do come it is the job of the provinces and the transportation people to look after them. There is a division in the areas of responsibility. I must say there is a very big area of responsibility for the individual province.

Senator GROSART: Not only that but the province has a job to attract Canadian tourists to its area, which is not the responsibility of your bureau at all.

Senator FERGUSSON: Don't you do any promotion for people from one province to visit another?

Mr. FIELD: The travel bureau does not advertise in Canada at all. This is a matter for the provinces to handle. If the Canadian Government were to place an advertisement in a New Brunswick paper saying "Visit Ontario," the people who run accommodation in New Brunswick would say "Why is the federal Government coming in to compete with us?" However, if Ontario does it that is natural normal competition.

Senator GROSART: Isn't it also that the provinces are advised of your plan so that their media plans can be co-ordinated with you?

Mr. FIELD: That is true. I mentioned that at the conference. That is one of the principal reasons for having these conferences so that we can give them

our plans well in advance so that when they are making their own there can be co-ordination.

Senator GROSART: What is the breakdown between domestic and foreign advertising of provincial expenditures?

Mr. FIELD: It is now running between 40 and 45 per cent expenditure in the United States, and 55 or 60 per cent, on the average, expenditure in Canada.

Senator GROSART: Are their results about commensurate?

Mr. FIELD: The results are commensurate, but I have come back from a trip east, and a trip west, during which I conferred with provincial travel offices. By surveys conducted recently they found there is very considerable evidence of a greater trend towards travel inside Canada. For example in British Columbia, on a survey they conducted, they found that their best area and the greatest number of customers came from the Province of Alberta. I think some of the Atlantic provinces, notably Nova Scotia and New Brunswick, have found there are more people coming from central Canada and moving in their direction.

Senator INMAN: I notice in a number of magazines and papers quite a number of advertisements. Does the federal bureau pay for those advertisements or is that done by the provinces themselves?

Mr. FIELD: If they carry a Canadian Government Travel Bureau coupon they are paid for by the federal Government. Perhaps we might show the senator some of the ads from the general campaign or the Atlantic provinces campaign.

Senator GROSART: How does the per capita spending of overseas visitors in Canada compare with the per capita spending of the American visitors?

Mr. FIELD: It is higher. I don't think D.B.S. has broken it down into per capita spending—U.S.-European.

Senator GROSART: How many people account for the 53 million from overseas in 1963?

Mr. WALLACE: That would be 89,000 direct entries, but there are quite a number of indirect entries, but in round figures it would be somewhere in the region of 140,000 people. That is part of the estimate. The 89,000 is definite. The figures are rounded. Let us say we have 200,000 who are spending something of the order of \$260 as against a per capita expenditure of about \$5 million divided into \$120.

Senator GROSART: \$120 to—

Mr. WALLACE: \$120 as against \$250 or \$260.

Senator GROSART: That is spending in Canada, not including fares?

Mr. FIELD: These figures are computed without the fares.

Senator GROSART: So moneywise the overseas visitor is worth twice as much as Americans?

Senator SMITH (*Kamloops*): Shouldn't we take into account that travellers to Canada include several visits of short duration, more comparable to visitors from one province to another among Canadians, and you cannot find a common denominator to compare that with the spending of Europeans who have to make the trip across the ocean. The European is in a different class. We enjoy a class of tourist from the United States which we don't from long distances. These are the short-term visitors.

Mr. FIELD: That is quite true. The 31 million or more people who come into Canada from the United States, a great many of them are day tourists or people who stay less than 24 hours, but nevertheless if they only stay for 24 or 48 hours, they can be fairly heavy spenders. This is the kind of business

Canadian hotels and resort operators would certainly not like to lose, but if somebody does come from Europe, that person is going to stay two weeks, anyway. Whereas the average person who makes a trip from the border—the average number of days that person stays is about nine.

Senator GROSART: Do I understand you regard about 10 of the 30 million border crossings as tourist crossings?

Mr. FIELD: That's right.

Senator SMITH (*Kamloops*): In considering the proper basis for the expenditure, what about the Canadian population? Is it a proper factor in determining how much you should spend, or for arriving at a comparative figure with our competitors? Is it not an interesting and valuable factor if we could arrive at the spending of competitive agencies of, say, Mexico on this continent, and big spenders like Spain and other countries in Europe? Do you use the factor of expenditure per capita of that country as a comparable figure to see where we stand in our advertising and promotion?

Mr. FIELD: We have some comparative figures about present competitors' spending, and by the expenditure of other countries compared with Canada. So far as formula is concerned whether we should spend one per cent or five per cent, I reached a conclusion, because I had to, in the last year. I prepared a paper for the International Union of Official Travel Organizations on the formulation of publicity and advertising policy, and in my studies I reached the conclusion that you cannot really lay down a hard and fast formula as to whether it should be one per cent of the total amount spent by visitors to this country, or not. If that formula were followed in our case and if we got \$600 million then the travel bureau's budget should be a mandatory \$6 million. I prefer instead to go by program, and to present to my department, and through my deputy minister and minister to the Treasury Board, a program aimed at a certain objective.

We now have a three-year plan which is designed to produce for Canada \$1 billion of tourist income in 1967. We have advanced these projects in a series of steps which we believe will produce that amount of money by that time. This means that by 1967 the travel bureau could be asking for an appropriation of up to \$7 million, and we will have to fight very hard to get both the department and the Treasury Board to agree. But, here we are dealing with specific programs and not with any formulae, and not with any percentage of the national per capita income that should be devoted to promoting tourist travel.

Senator GROSART: Mr. Field, it would seem obvious that your program is based on reinforcing its success year by year until you reach your saturation point.

Mr. WALLACE: I think Senator Grosart has stated exactly how we feel about it. We are not alone in this because the provinces are backing us up, and so are the transportation companies. These blue lines shown here in Chart No. 1 represent millions of dollars of expenditure by our bureau, and the red lines should be ten times as big. After the war we spent \$0.7 million to obtain an income of \$22 million, but we do not claim all of the credit. All we point out is the very interesting correlation that is seen here, that when the promotion was a little bit static or a little bit sluggish we had a low income, but when promotion began to take off, as here, then the income seemed to pick up the same sort of momentum or acceleration. We now believe that the acceleration shown here will continue. As Mr. Field indicated, we are not suggesting we level off, because if we level off or relax at our present level, we must then expect these income lines to slow down. As long as we do not get less than \$140 for every dollar we spend then we feel it is a wise investment to keep this line up; to keep pushing our effort up until our returns show signs of slowing down. Our objective is up there in the air—a billion dollars. We have been given the ob-

jective of hitting the top of that bar indicating the 1967 target in three years. We think it can be done with the centennial and the World's Fair, and with a great deal of added effort.

Senator GROSART: Is your objective of \$7 billion based on the ratio of \$140 to \$1?

Mr. FIELD: No, it is based on our expectation that we will increase, perhaps, our expenditures on advertising. We will be asking for consideration of a program to send representative groups from Canada out to visit other countries. I cite the example of the Mexican tourist council which this year is sending groups to a great number of countries to advertise Mexico.

You have all seen or heard of the *mariachis*, the instrumental bands. A wonderful incentive is given to Mexico by the City of Madrid and the Spanish Government this year, The City of Madrid has decreed a Mexico week, and the Mexican Tourist Office is sending 300 *charros*, who are very colourful Mexican cowboys with uniforms covered with silver and beautiful palomino horses, to Madrid. In addition to the 300 *charros* it is sending 200 *mariachis*, the musicians, to represent Mexico in the City of Madrid for a week. From Madrid they are going on to Barcelona. Conservatively, I would say that that piece of promotion is going to cost someone upwards of \$75,000. Each cowboy has, I believe, two horses.

Senator GROSART: I know you must have an answer to this, but I think it is germane that in 1947, for example, you had a much greater return for your dollar than you have today.

Mr. FIELD: I think there is a law of declining returns that sets in. Of course, in those days particularly the American tourist was very avid to travel. Europe was still in the process of rebuilding, and Canada benefited greatly. But, remember, our expenditure, even in that year, was in the nature of \$870,000.

Senator GROSART: But your return must have been about three times what it is today. I presume that was because of the sudden postwar boom?

Mr. FIELD: Yes, that's right.

Senator GROSART: In other words, it is not a representative year?

Mr. FIELD: No, I do not think it is a representative year. I look upon the years 1957 to 1963 as being much more representative, and I think the chart bears it out.

Senator GROSART: If we get to \$1 billion in 1967 what would you anticipate the expenditure to be?

Mr. FIELD: On direct tourist promotion I would say it will be in the nature of \$7 million.

Senator GROSART: Would that be about \$140 of income for one dollar of expenditure?

Mr. FIELD: Approximately.

Senator MACDONALD (*Queens*): Mr. Chairman, I would like to pose a question. Do you base your figures of American tourists coming to Canada on all those that cross at the border crossing points?

Mr. FIELD: Are you asking whether we try to contact them at the border?

Senator MACDONALD (*Queens*): I do not imagine you have facilities for that, but the point I am making is, speaking for myself, I have a tremendous lot of friends in the United States who come to visit me. Are they recognized as tourists? They are individual friends coming to see me, and I have to feed them. How much money do such visitors represent?

Senator GROSART: They are your relatives.

Senator MACDONALD (*Queens*): Yes, they are my relatives, but are they recognized as tourists? That is what I want to know.

Mr. FIELD: I do not know how to answer your question except to say this, that if your relatives are like mine then when they come to see me in Ottawa I generally manage to get them to go out to dinner, and somehow I get outfumbled for the check.

Senator GROSART: But they would be shown as border crossings?

Mr. FIELD: The senator is quite right. They would be.

Senator MACDONALD (*Queens*): They are recognized as tourists, are they not?

Mr. FIELD: Yes, they are. If they stay more than 24 hours they are recognized as tourists.

Senator GROSART: A question was asked in the Senate which I was not able to answer as to the ratio of general expenditures to advertising. Would you give us a rough breakdown of your \$5 million this year as between, let us say, space, time, cost of offices, and so on. I am asking for a very rough breakdown because that question was asked.

Mr. FIELD: The figure for direct advertising for the current year is \$2.1 million. That is for paid space only.

Senator GROSART: What about time?

Mr. FIELD: You are speaking about radio time?

Senator GROSART: Radio and TV.

Mr. FIELD: We do not have any paid advertising on television, Senator. We rely instead upon the goodwill of the television stations in the United States to distribute our films on a free basis.

Senator GROSART: But you spend money on the production of the films?

Mr. FIELD: Yes, on the production of the films.

Senator GROSART: Out of the \$5 million what would your figure be for everything that could legitimately be called advertising?

Mr. FIELD: About \$3.6 million. This was the estimate made by the International Union at the Dublin Conference. They said that Canada led the way in advertising and publicity expenditures. Our figure was \$3.6 million.

Senator GROSART: That would be out of \$5 million?

Mr. FIELD: Yes.

Senator GROSART: What would your next biggest item be?

Mr. FIELD: After advertising our next biggest item would be salaries, and following that, publications, on which we spend upwards of \$800,000.

Senator GROSART: Do you not call that advertising?

Mr. FIELD: No, we do not call it advertising. I was speaking only of paid space.

Senator GROSART: That is what I mean. This is a question that was asked on the assumption that some people may be thinking you spend too much money on administration if you are spending \$3.6 million on this other type of advertising. I have been in the advertising business, and I have no reason for calling an ad in a newspaper advertising and not so calling a booklet.

The CHAIRMAN: Do you wish a breakdown of their total expenses?

Senator GROSART: I want this advertising figure broken down. We have \$3.6 million and then \$800,000. That is a total of \$4.4 million.

Mr. FIELD: No, I gave you the figure of \$2.1 million for paid direct advertising. In addition to that we would have the following sums: Publications, about \$890,000; films, exhibits and displays, \$317,000; direct paid advertising, \$2.1 million; and offices, something in excess of \$400,000.

Senator GROSART: Without salaries?

Mr. FIELD: That includes salaries.

Senator GROSART: So that is your \$3.6 million?

Mr. FIELD: Yes.

Senator MACDONALD (*Queens*): Does the head office of the tourist business, started by D. Leo Dolan in 1934, contribute any assistance to the tourist offices in different provinces?

Mr. FIELD: No. So far as I know, and my acquaintance goes back more than 15 years, there has never been any contribution.

Senator MACDONALD (*Queens*): In other words, each province has to look after its own promotion?

The CHAIRMAN: Are you speaking of dollars or money contributions?

Senator GROSART: Would you care to comment on the wide disparity per capita in the provinces?

Mr. FIELD: I could make some comments, sir. I would say this, because I have said it publicly and I have said it also in meetings of the tourist associations. We have succeeded in increasing the travel bureau's appropriation for tourist promotion from about \$1.5 million in 1956 up to \$4.9 million proposed for 1964-65. The provincial travel offices have not managed to increase their budgets proportionately, and I would like to see them do so. I believe that the travel bureau and the federal Government could properly assume the very heavy burden of this costly advertising and promotion in the American market.

Except in one or two cases, the provinces do not have sufficient resources to do this. All the provinces should increase their budgets, they should strive harder to convince their treasury boards that this is a vital and useful contribution to the provincial economy. I would like to see all the provinces spending as much per capita as our friends in the Atlantic provinces are spending.

Senator CRERAR: On this sheet showing the balance of payments on travel account between Canada and the United States, do the figures represent millions of dollars?

Mr. FIELD: Yes.

Senator CRERAR: In the case of the credits, take the United States, the credits there are the amounts that Americans spend in Canada in each of those years?

Mr. FIELD: That is right, sir.

Senator CRERAR: And the debits are the amounts that Canadians spend in the United States each year?

Mr. FIELD: That is right, sir.

Senator CRERAR: Until 1951, we had a balance in our favour; and then there was an adverse balance until 1962. I dare say that was caused by the change in the exchange rate?

Mr. FIELD: It was affected by the change in the exchange rate. There is no doubt about that.

Senator CRERAR: When we look at the account with all other countries, apparently Canadians spent \$144 million more in visits to other countries than visitors from other countries spent with us. Am I correct in that?

Mr. FIELD: That is right.

Senator CRERAR: With the result that in 1963 we have a net balance in our favour of \$13 million?

Mr. FIELD: Yes, sir, for the first time since 1950.

Senator CRERAR: I wanted to be certain that I had the interpretation correct.

Mr. FIELD: You are quite right. The chart should have shown the words "millions of dollars".

Senator CRERAR: I deduced it was millions and not hundreds of thousands or billions. So far as the United States is concerned, the change in the exchange rate in 1962-63 was a factor in producing the results we got?

Mr. FIELD: That is right, sir.

Senator CRERAR: As long as that exchange rate stays at its present discount vis-à-vis the American dollar, we will continue to benefit from it. What are the factors? People travel when they are prosperous? Is that the theory?

Mr. FIELD: People travel for many reasons. I read one learned survey about that.

Senator CRERAR: They may have many reasons for travel, but if the tourist, under the definition you gave us—which I thought was a very good definition—is being squeezed at home, if he loses his job or his salary is reduced, he is not so likely to travel, is he?

Mr. FIELD: That is quite right, sir.

Senator CRERAR: And of course the same will be true in regard to Canadians travelling to other countries. What happens if there is a decline in economic activity in the United States and in Canada? Would that, in your judgment, tend to reduce the exchange of tourist traffic?

Mr. FIELD: I think it would have an effect upon the decision of the family to travel. For example, if there were a recession in the United States, we would concentrate on Canada as a place where they could get the most value for their travel dollar. Families will still want to have a vacation, except in those cases where the head of the family is out of work and they simply cannot afford it. Many people who would normally be going overseas or going to high-priced areas—and I hope this does not get back to my good friends in California and Florida—would then become valuable customers for some of our Canadian areas. We would shift the advertising, without downgrading Canada, to urge them to come to Canada rather than go to more expensive places.

Senator CRERAR: If the average American tourist spends \$1,000 on tourist travel—they are the most curious people in the world, anyway—and if he finds the next year that he can spend only \$500, he is more likely to come to Canada than go to Europe. Is that your theory?

Mr. FIELD: That is right, sir.

Senator CRERAR: I think you are probably right in that.

The CHAIRMAN: I suppose you had British Columbia in mind when you were planning to open an office in Los Angeles?

Mr. FIELD: Not only British Columbia. One of the most amazing things about the State of California—it is a phenomenon—is that there is no other area we know of, in the United States or elsewhere, which sends so many people so far. It is a beautiful state and yet they send people by the thousand up to British Columbia and Alberta. I remember that, one year, a count in the City of Quebec in a period of ten days showed 143 cars bearing California licence plates. I believe the reason is that the recreational areas in the United States are vastly overcrowded, and that applies to the State of California. These people have the means and the time to travel, so they come up to the uncrowded recreational areas of Canada.

The CHAIRMAN: It is remarkable to see such a large number of California cars right here on Parliament Hill in Ottawa on Sunday mornings. I count them nearly every Sunday morning.

Senator ASELTINE: I would like to know, if possible, how they arrive at the amount of money that a tourist spends in Canada. Over the weekend I was at Lac La Ronge, about 300 miles north of Saskatoon. Americans were there by the hundreds. I counted about 50 American private planes on the airfield

at one time. I saw lake trout which they caught up to 32 pounds, and great northern pike up to 38 pounds; they were having a wonderful time. The tourist business in so far as that part of Saskatchewan is concerned is simply out of this world. This year it started earlier than ever before. How do you arrive at the amount of money those vacationers leave in this country?

Mr. FIELD: I am happy to say that the travel bureau does not produce any of these statistics, and as long as I am director I shall be in favour of having the Dominion Bureau of Statistics produce the figures; because I have seen some of my colleagues in Europe, who have had the responsibility not only of running and building hotels and travel promotion, but of producing the figures. It so happens our own research indicates that records of spending are higher than the DBS records. I am happy to use the DBS figures, because I think they are reliable; they don't exaggerate; they use the same standards every year, and if you get a figure that is right on the nose or absolutely precise, you are assured that you will get a barometrical figure that shows you the incidence or percentage of increase or decline so long as you make your research each year.

Senator GROSART: How much higher are your figures than theirs?

Mr. FIELD: About 15 per cent.

The CHAIRMAN: Senator Fergusson?

Senator FERGUSON: Mr. Field, I am one of those who raised some question about the advisability or wisdom of opening tourist bureaux overseas. I am still not quite clear on that. Wouldn't most of the people in Britain, or West Germany, for instance, travel in Europe on account of the transportation costs, as compared to coming here?

Mr. FIELD: You are quite right, Senator Fergusson. My point is, however, that with the reduced fares, some of which have been spectacularly reduced, it makes a big difference. Do you know it is now possible for a chartered group of what they call an "affinity group" to charter a plane from Britain to Montreal for as little as £48 per person, that is, \$150.

Senator BAIRD: £48 return?

Mr. FIELD: That is return, by jet. This means, of course, it must be a special kind of group; but these flights are already bringing traffic to Canada and the United States.

Senator FERGUSON: But surely even at that it would cost a great deal more for a person from say West Germany to travel outside his own country?

Mr. FIELD: All this is true; but the point is these people are becoming conditioned to travel outside of their own country. The chart shows that our travel income from overseas countries has gone steadily upward.

Mr. WALLACE: We feel that it can hit \$100 million by 1970. It is going 40 per cent faster than last year. We can only hope that it will continue to go that way. If anything, the American figure is moving faster. We cannot ignore this market, even though we have done nothing in Europe yet. The transportation companies have done a great deal.

Senator FERGUSON: How is this going to relate to what is spent in the United States on travel?

Mr. FIELD: I have tried to make the point that the two programs are considered separately. We make our proposals about promotion work in the United States, and we put in all the projects that we want for the year, and that is considered as a bundle. Then we say 10 per cent of our income comes from Europe, so we would like to spend about 9 per cent of our total appropriation on European promotion. I cannot see ourselves ever getting very far away from that figure. However, I think it is good business practice that if 10 per cent of your income is coming from a certain market you should be

willing to spend up to 10 per cent of your total sales promotion money in that market.

Senator FERGUSON: Even though you do not get proportionately as high a return?

Mr. FIELD: I think we would be most unwise to neglect this overseas market. Even with the little we are doing in Europe, we are not neglecting the United States market. We are asking for all the things we think are practical and possible in the United States. The majority of the offices will be opened in the United States. We are talking about opening offices in 1965 and 1966 in Boston, Pittsburgh, Buffalo, Cleveland, Seattle. We are asking for travel promotion offices in our three-year plan. We are asking for travel promotion offices to be located, for instance, in Kansas City, St. Louis, Tampa, Columbus, Cincinnati, Minneapolis, Des Moines. We are not letting down at our efforts in the States, and if it does appear that we are going too far in Europe, I can assure members of this committee that if any of those offices in Europe do not appear to be paying off, I will be the first one to go to my deputy minister and my minister and recommend that they be closed.

Senator FERGUSON: I was anxious to know that. Then you would not continue them if they did not pay?

Mr. FIELD: Oh, not at all. We want to get the most out of our dollar.

Senator FERGUSON: Do you intend to have any other offices in other places?

Mr. FIELD: Yes. We hope by 1965 to have a travel promotion officer in Mexico, and are anticipating one, or may be two of them, in Japan, and possibly Australia, and in other places. This means just one man whose job it would be to go out and deal with the travel agents, make speeches, and so on. That is not so costly, of course, as a ground-floor office.

The CHAIRMAN: I think Senator Fergusson's point was that the closer the market the less it should cost to produce business.

Senator FERGUSON: That is right.

Senator GROSART: Are not your expenditures almost exactly in proportion to what you get out of this market?

Mr. FIELD: That is quite right.

Senator GROSART: So you are maintaining that proportion. In other words, you match your expenditures to your increased return?

Mr. FIELD: That is right. In answer to your question, as interpreted by the Chairman, Senator Fergusson, we can get more people from the United States to come to Canada than we ever will get from Europe but it will be unwise to neglect this other market. My understanding with my department and I have the full support of my minister and deputy, is that we will never divert any funds that we propose for the United States promotion into foreign promotion. We will ask for everything we feel we need in the United States, and it will be considered as money spent in that big market; and, of course, if we were cut back on U.S. promotion—and it has never been proposed that we should be—then we would definitely put up quite an argument about maintaining our investment in the United States.

I hope that answers your question, senator.

The CHAIRMAN: Now, ladies and gentlemen, I stated in a letter to you that if you would be good enough to make sure and attend this meeting we would endeavour to bring it to a conclusion by 4 o'clock. It is five minutes to four now and Mr. Field has another statement to make.

Senator BAIRD: I was agreeably surprised to see in the hotel last week 140 Mexicans who flew directly to Canada. They were to visit Quebec City as well as Ottawa. That is one of these chartered flights you speak about?

Mr. FIELD: Yes.

Senator BAIRD: In other words, they are taking effect today?

Mr. FIELD: Everywhere incomes are rising, and where incomes rise people have more leisure and more money for travel. Wherever this phenomenon takes place we feel there is some kind of market for travel to Canada, and we are going to try to reach them. If this is only working, as we are, through the Canadian embassies and missions abroad, to distribute literature, we will have a great deal of difficulty in getting all our literature in all the languages we require. When we go into European promotion in a big way we will have our literature in French as well as in German. I do not expect we will have all the literature ready this year, but we will have it ready, certainly, by 1967.

Senator BEAUBIEN (*Provencher*): Does your bureau try to bring conventions to Canada? Do you take any part in that?

Mr. FIELD: Yes, we do. It took us several years to get authority to set up the Tourist and Conventions Division, which we now have, and we will be making overtures internationally to trade associations and international organizations of that kind, through our missions abroad and our own offices abroad, to try to bring businessmen, trade associations and such groups to Canada to increase our traffic.

Senator BEAUBIEN (*Provencher*): Are they big money earners?

Mr. FIELD: There is no organization in the travel world that spends as well as a conference or a convention does—about three or four times per capita what the average traveller spends.

The CHAIRMAN: The chief of that division is with us today, and perhaps he will enlarge on that at some future meeting.

Senator BEAUBIEN (*Provencher*): What is that?

The CHAIRMAN: The Canadian Travel Bureau has as chief of its Tourist and Convention Division Mr. John Harrison, who looks after that particular convention work.

Mr. Field has a statement that is not very lengthy. Shall we hear the other statement?

Hon. SENATORS: Agreed.

Mr. FIELD: I will skim through it swiftly, Mr. Chairman.

Starting last year the bureau has been increasing its program to bring travel editors, radio and television representatives, tour operators, travel agents and officers of major transportation companies from the United States and overseas countries to Canada as guests of the Canadian Government. Experience has shown that this kind of endeavour leads to the most valuable kind of publicity. In 1965-66 we propose to intensify and broaden this program. We must be in competition with some of the other countries that are spending large amounts on this kind of hospitality.

We have now introduced new automation techniques in the travel bureau, and I hope that you, Mr. Chairman, and the members of your committee will have an opportunity to visit the Canadian Government Travel Bureau and see our automated plant in operation. I think I can say, rather immodestly, it is the most modern that any national travel office in the world possesses.

We will continue to work with the trade associations in Canada such as C.T.A., the regional associations and the provinces to increase inter-provincial travel. One of the great things the Canadian Government Travel Bureau has done is to make a grant to the Canadian Tourist Association for carrying out a program called "Project Hospitality", which through a series of seminars and

conferences brings together all the people engaged in the service side of the industry where possible, and in an endeavour not only to make people in Canada more conscious of the value of the tourist industry but also to raise our standards of service and hospitality. This grant is \$32,000, and I think it is money well spent for a very good purpose.

We will continue to expand our travel film work. As it now stands we have a vast network in the United States of more than 600 travel and wild life film libraries and repositories which loan films to all kinds of groups. The travel bureau buys prints of films produced by the provinces, transportation companies, the National Film Board and commercial concerns, and puts them into circulation in the United States. It is also through this system we offer films in quantities to TV stations on a network basis or a 13-week program basis. We make up packages of these films for this purpose, and we have a very large distribution in this way.

I now turn to the Canadian Travel Trade Mission. For the first time in history the Canadian Government sent to Europe a travel trade mission whose purpose was to increase travel interest in Canada. The group was made up of representatives of the provinces, the transportation companies, some of the service industries, such as U-Drive Companies and so forth, travel agents and tour operators. They were away for three weeks, visited nine cities in Europe, and came back with some interesting recommendations which will be embodied in a report the department hopes to have produced and distributed within the next month or so.

Among the things they suggested were: to increase our travel advertising and promotion; to bring more travel agents to Canada; to stress the multi-cultural and bilingual character of Canada as an incentive to interest more people in coming here; and to develop more package tours. They suggest that we should immediately encourage a comprehensive publicity and advertising program to tell Europeans and people in other countries about the Canadian centennial celebrations and the Canadian world exhibition in 1967. I might add, parenthetically, we already have such plans in the works and we propose to make some proposals to our department for the next estimates.

The bureau continues to work very closely with the Canadian embassies, trade commissioners and immigration officers abroad. We are aiming at increasing our income to a new plateau, as I mentioned, of \$1 billion. We believe the next three years are going to be vital for the development of the Canadian tourist industry, and we are looking even beyond 1967, to the time when we will be looking to maintaining and even increasing that \$1 billion income. We do not propose to make a big all-out effort as far as 1967, and then stop in our tracks. We are going to maintain the momentum, and we hope to maintain and increase that income for the Canadian tourist industry.

The CHAIRMAN: Gentlemen, we are within five minutes of the time I mentioned in my letter, namely 4 o'clock. I think it would be your wish for me to thank Mr. Field for the very interesting manner in which he has placed before us the activities of his bureau. I think we should leave it to the steering committee to decide as to when the next meeting will be held, if that is agreeable to you. Perhaps we could now have a motion to adjourn, at the call of the steering committee or the chairman.

Senator SMITH (*Kamloops*): I was going to suggest before adjourning and while we have Mr. Field and members of the organization here, including Mr. Harrison, I think there is in prospect a very interesting field of study, and in connection with this Tourist and Convention Division I think it would be well if these gentlemen, particularly Mr. Harrison, were to come back at some future meeting.

The CHAIRMAN: I hope to have Mr. Harrison and Mr. Fletcher back at a further committee meeting. Would that be agreeable to you? I have both their names.

Senator Grosart, have you a motion to place before the committee? I understood you had a motion about printing the charts as appendixes.

Senator GROSART: That actually was not my motion, I understand it was moved by Senator Fergusson. However I shall make that motion on her behalf.

Motion agreed to.

(For charts referred to, see Appendixes "A" "B" & "C").

The committee adjourned.

APPENDIX "A"

BALANCE OF PAYMENT ON TRAVEL ACCOUNT BETWEEN CANADA
AND OTHER COUNTRIES 1950-1963

Year	Account with United States			Account with Overseas Countries			Account with all Countries		
	Credits	Debits	Net	Credits	Debits	Net	Credits	Debits	Net
1950.....	260	193	67	15	33	- 18	275	226	49
1951.....	258	246	12	16	34	- 18	274	280	- 6
1952.....	257	294	- 37	18	47	- 29	275	341	- 66
1953.....	282	307	- 25	20	58	- 38	302	365	- 63
1954.....	283	320	- 37	22	69	- 47	305	389	- 84
1955.....	303	363	- 60	25	86	- 61	328	449	-121
1956.....	309	391	- 82	28	107	- 79	337	498	-161
1957.....	325	403	- 78	38	122	- 84	363	525	-162
1958.....	309	413	-104	40	129	- 89	349	542	-193
1959.....	351	448	- 97	40	150	-110	391	598	-207
1960.....	375	462	- 87	45	165	-120	420	627	-207
1961.....	435	459	- 24	47	183	-136	482	642	-160
1962.....	512	419	93	50	186	-136	562	605	- 43
1963.....	549	392	157	53	197	-144	602	598	13

Dominion Bureau of Statistics
June 3, 1964

TRAVEL PROMOTION EXPENDITURES BY CANADIAN GOVERNMENT TRAVEL BUREAU AND CANADA'S TRAVEL INCOME, 1946 - 1963

IN MILLIONS OF DOLLARS

TARGET - 1967
One billion dollars

NOTE: EARNINGS NOT SHOWN AT FULL SCALE. SHOWN AT 1/100 ACTUAL VALUE

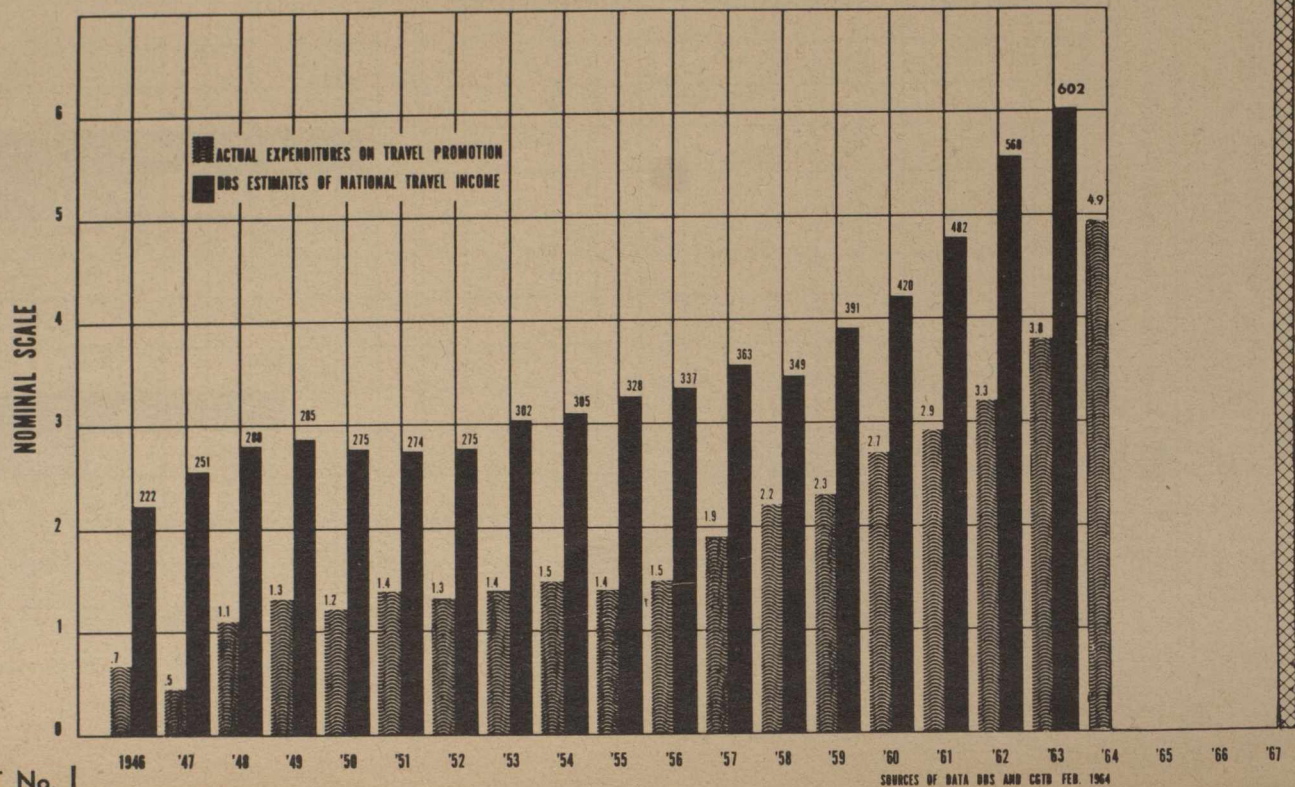


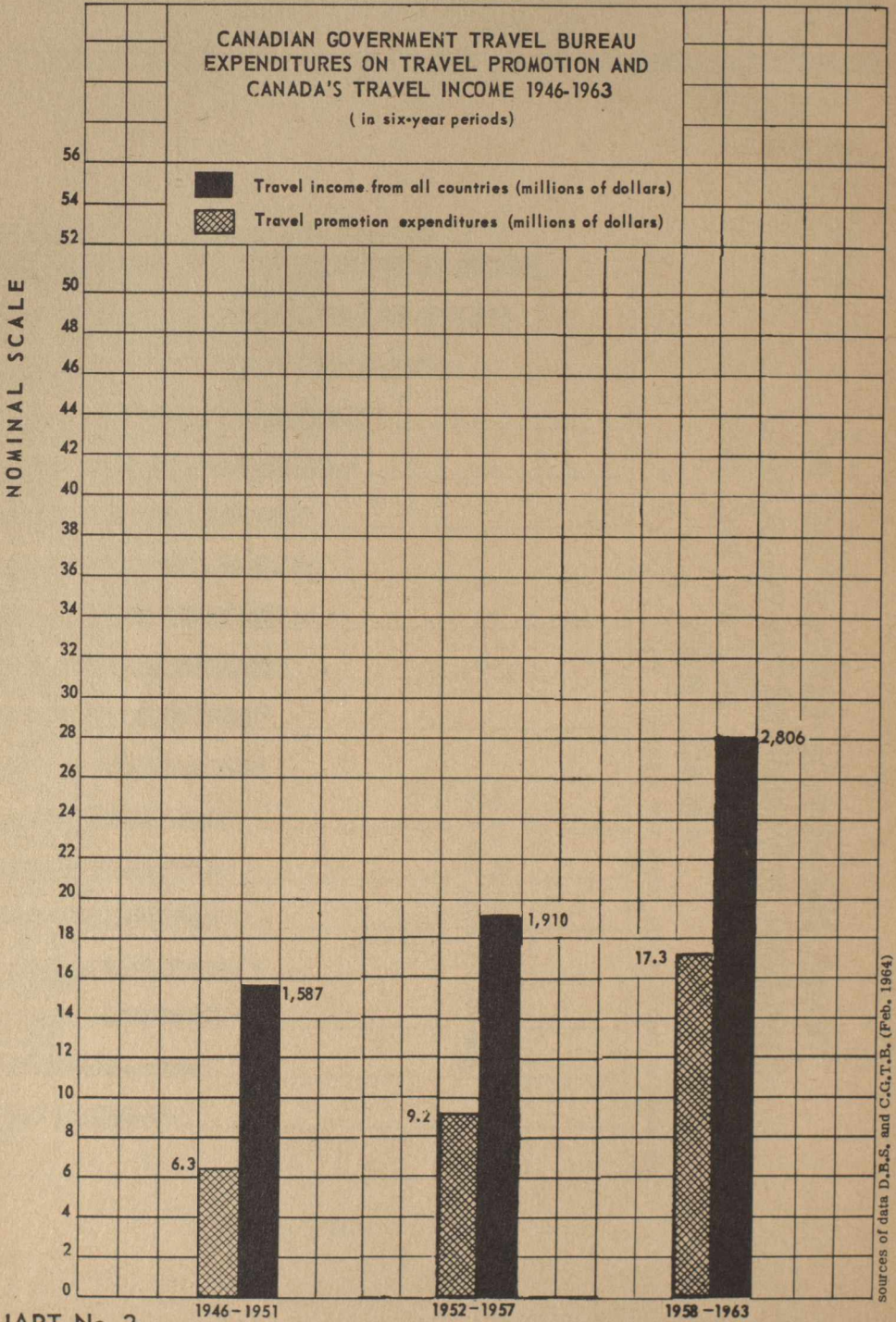
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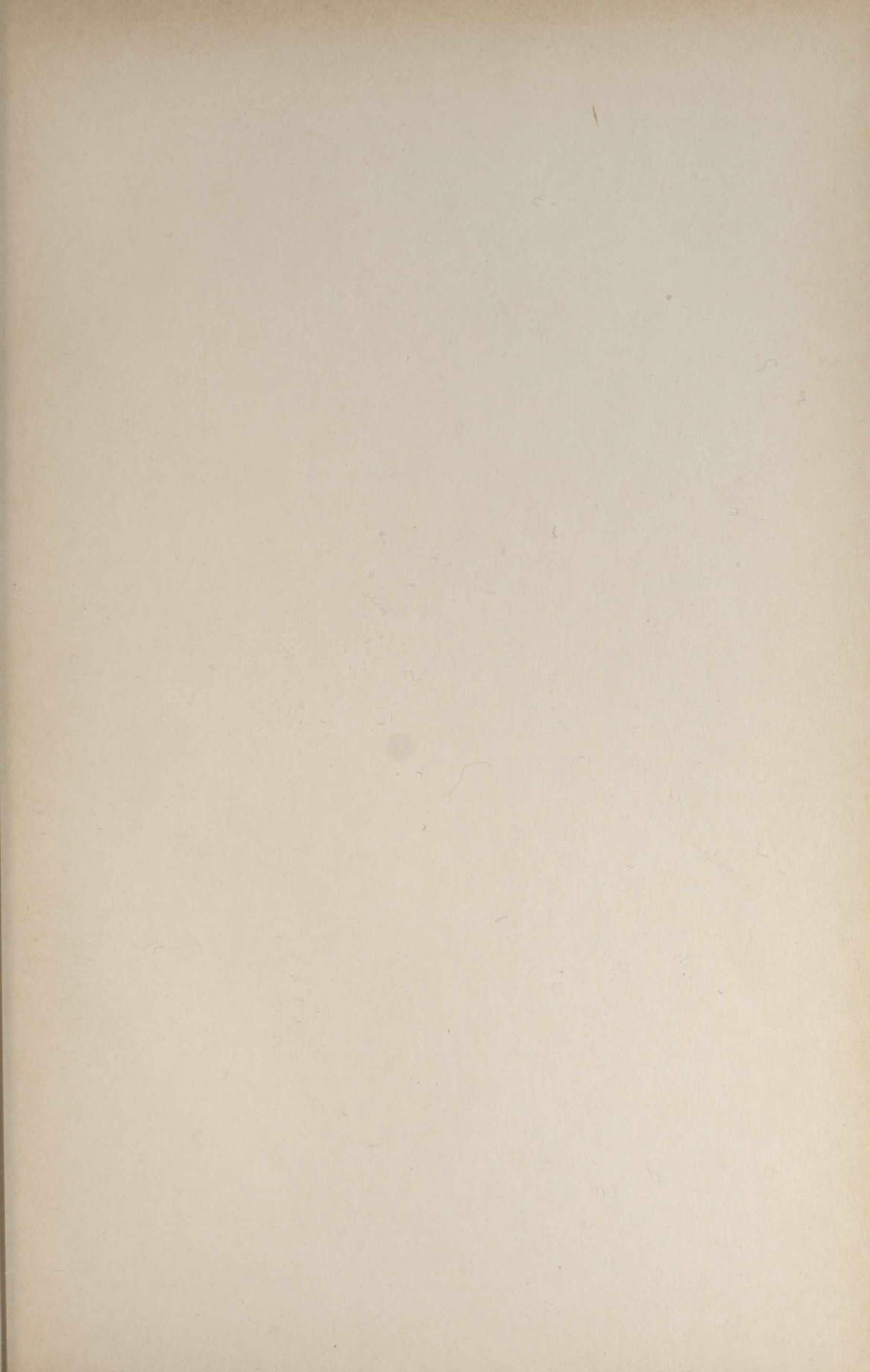
SOURCES OF DATA DBS AND CGTB FEB. 1964

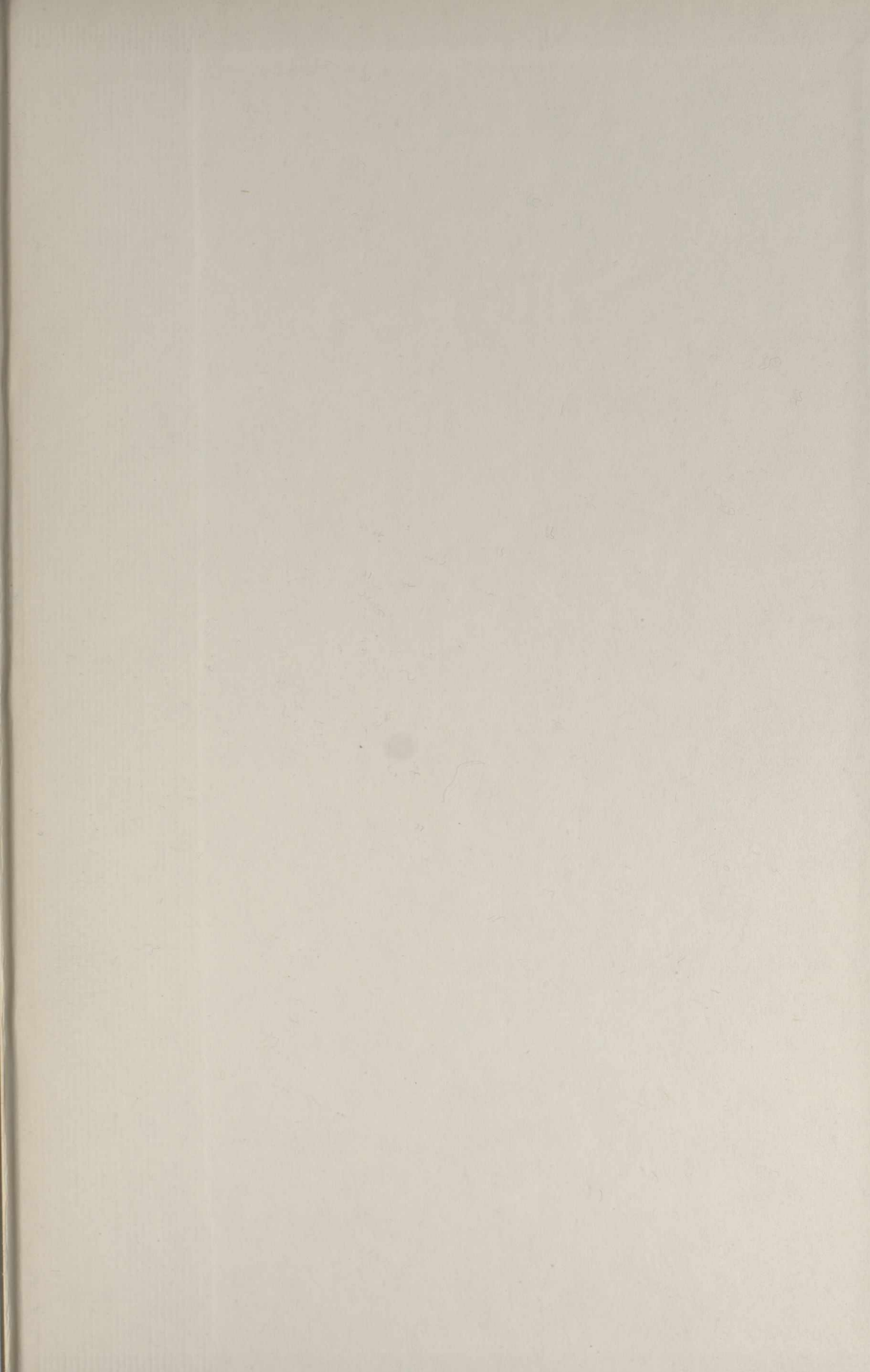
APPENDIX "B"

TOURIST TRAFFIC

APPENDIX "C"







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