

PROVINCE OF BRITISH COLUMBIA

DEPARTMENT OF TRAVEL INDUSTRY

HON. E. HALL, *Minister*

R. L. COLBY, *Deputy Minister*

REPORT OF THE
Department of Travel
Industry

YEAR ENDED DECEMBER 31

1972



Printed by K. M. MACDONALD, Printer to the Queen's Most Excellent Majesty
in right of the Province of British Columbia.

1973

PROVINCE OF ONTARIO

DEPARTMENT OF INDUSTRY

ROYAL COMMISSION ON THE STATE OF THE PROVINCE OF ONTARIO

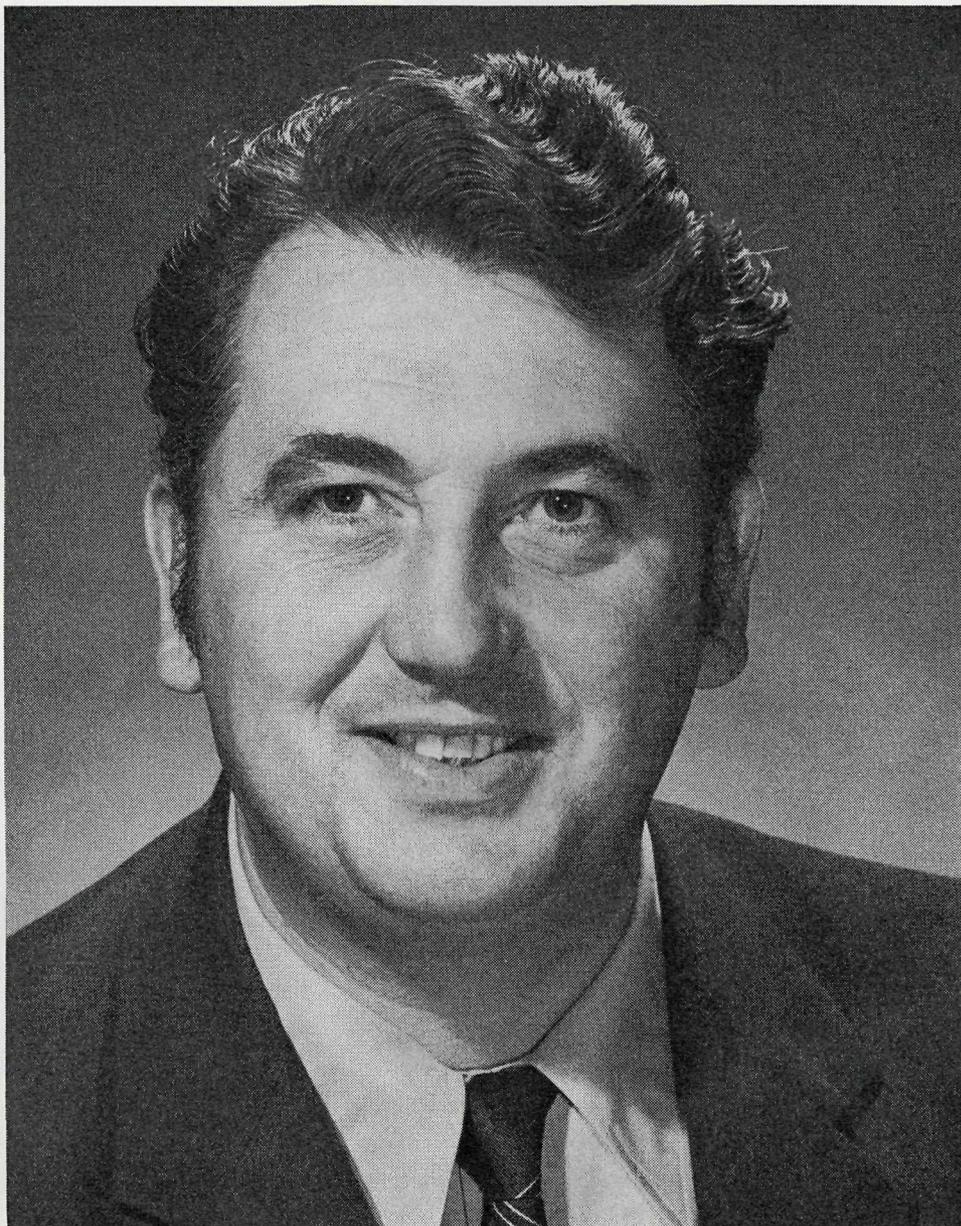
REPORT OF THE
COMMISSIONERS OF THE
DEPARTMENT OF INDUSTRY
ON THE
STATE OF THE PROVINCE OF ONTARIO

YEAR ENDING DECEMBER 31

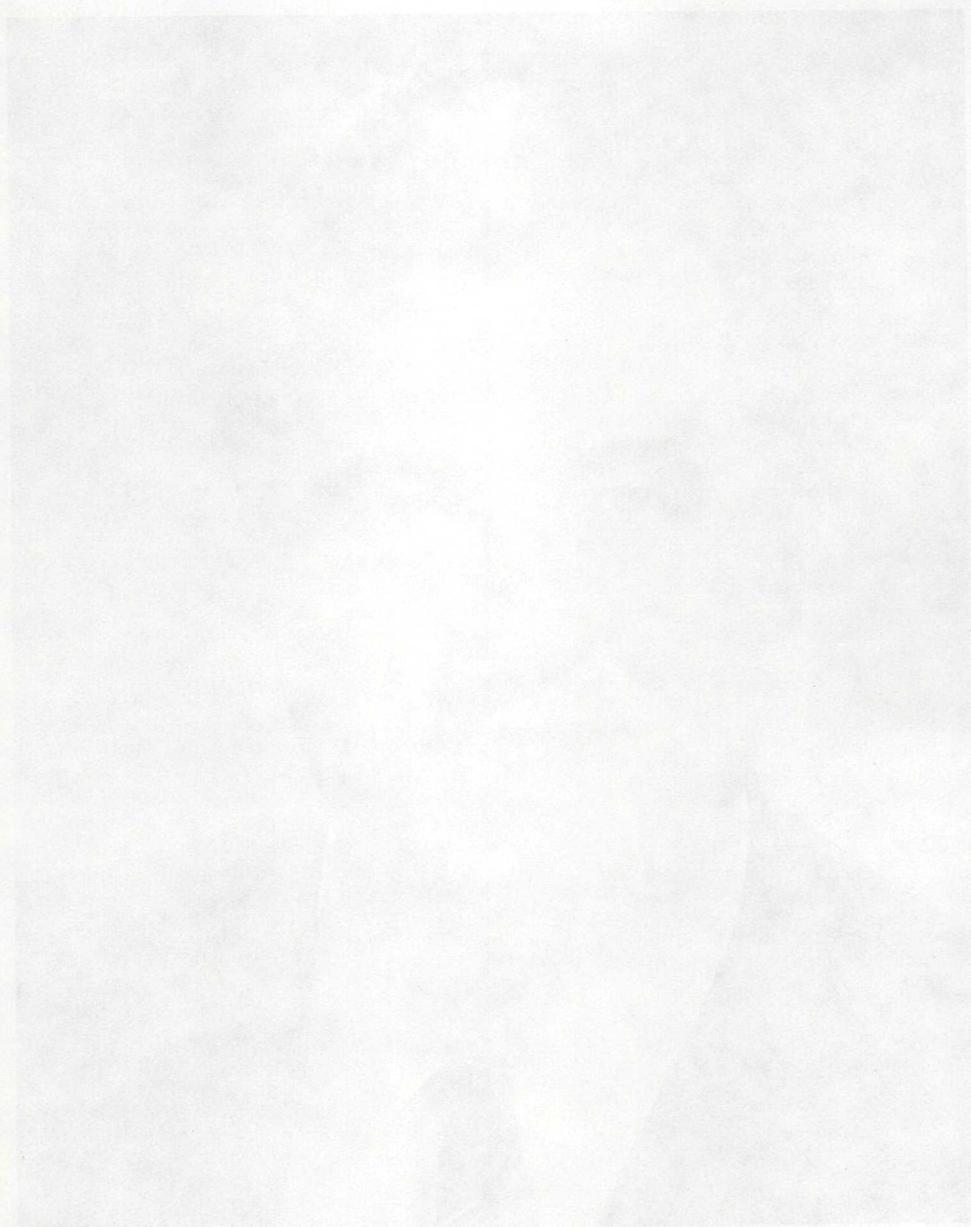
1911



Printed and Published by the Queen's Printer, Toronto, Ontario, Canada.



The Honourable Ernest Hall, Minister of Travel Industry.



Copyright © 2000 by J. B. H. Co. All rights reserved.

VICTORIA, BRITISH COLUMBIA, December 22, 1972.

*To Colonel the Honourable JOHN R. NICHOLSON, P.C., O.B.E., Q.C., LL.D.,
Lieutenant-Governor of the Province of British Columbia.*

MAY IT PLEASE YOUR HONOUR:

I respectfully beg to submit herewith the Annual Report of the Department of Travel Industry for the year ended December 31, 1972.

E. HALL
Minister of Travel Industry

VICTORIA, BRITISH COLUMBIA, December 22, 1972.

*The Honourable E. Hall,
Minister of Travel Industry.*

SIR—I have the honour to submit the Annual Report of the Department of Travel Industry for the year ended December 31, 1972.

R. L. COLBY
Deputy Minister of Travel Industry

CONTENTS

	PAGE
Introduction by the Deputy Minister.....	9
Advertising and Research.....	12
<i>Beautiful British Columbia Magazine</i>	17
British Columbia Festival of Sports.....	19
British Columbia House, London.....	23
British Columbia House, Los Angeles.....	24
British Columbia House, San Francisco.....	26
Community Recreation Branch.....	28
Conventions and Contributing Grants.....	36
Exhibits and Displays.....	40
Film and Photographic Branch.....	42
Information Centre, Vancouver.....	50
Personnel and Accounts.....	51
Publicity.....	52
Special Events and Civil Aviation.....	54
Special Promotions.....	56
Tourist Accommodation.....	60
Travel Counselling.....	64
Travel Information Services.....	68
Winter Travel Development.....	72

CONTENTS

1	Introduction by the Deputy Minister
9	Chairing and Research
13	Research from Columbia Heights
17	British Columbia Festival of Sports
19	British Columbia House, London
23	British Columbia House, I.O. Affairs
24	British Columbia House, San Francisco
26	Community Research Branch
28	Conferences and Conventions
30	Exhibits and Displays
34	Film and Photographic Branch
35	Information Centre, Vancouver
37	Internal and External Relations
39	Library
41	Special Events and Civil Aviation
43	Special Programs
45	Tourism Administration
47	Travel Marketing
49	Travel Information Service
51	Wetland Development

Report of the Department of Travel Industry, 1972

INTRODUCTION

RICHARD L. COLBY, DEPUTY MINISTER

Once again the steady growth of travel to and within British Columbia has established another record year for this expanding industry, the third most important in the Province.

Totals for the year's activities are produced elsewhere in this Annual Report. Due to changes in the mechanics of Statistics Canada, our base for compilation, they could be subject to revision. Meantime, they indicate British Columbia had another very successful tourist year.

By early September the advent of a new administration precipitated a re-examination of Departmental plans. This was put into effect immediately and without interference to the normal functioning of the Department. The main purpose of its implementation was to put our combined activities into high gear to meet the trends required by contemporary travel.

The new approach was outlined to delegates of the Provincial Tourist Advisory Council during their November 3, 1972, meeting in Victoria. Without exception, members welcomed the decision to strengthen the alliance between Government and all travel outlets, and were in agreement that the industry is bound to function best when all factions operate as a team.

This was without a doubt the most profitable and most amicable meeting held so far.

In keeping with an objective attitude toward a changing industry, the Department decided to evaluate advertising with a view to extending the tourist season wherever possible. Still greater emphasis will henceforth be placed on advertising during the "shoulder months." Similarly, space will be aimed increasingly at Canadian readership, thus to attract more of the nation's citizens to British Columbia. All advertising will be directed at selected markets to ensure the profitable disposal of public funds.

Another decision in support of winter activities was to give greater prominence to ski-ing and winter sports by advertising and direct promotions, such as seminars. Plans have been laid for a Festival of Winter Sports and an updated ski-ing folder, both valuable agencies in this regard.

In further support of our "shoulder months," a decision was reached to bolster convention advertising in the national and international presses. Luncheons, slide presentations, and talks were given in major cities throughout Canada and the United States to acquaint organizers with the tremendous possibilities and advantages of holding their functions in British Columbia.

As complement, our documentary films and publicity stories and photographs played their customary role in making would-be visitors aware of what our Province has to offer during any 12 months. All are valuable at a time when tourism tends to be quieter than usual.

As noted elsewhere, our film *Island Eden* has already won outstanding awards. It has been referred to by outside sources as "one of the finest travel films ever."

Some of our publicity literature has already appeared in new format. Other items will accordingly be amended when present stocks are depleted. Our *Calendar of Events*, now produced via tape for speed, has been one example of our modified approaches to literature production. Others were more centralized storage facilities and improved handling methods.

The contribution of *Beautiful British Columbia* magazine to year-round tourism establishes it as an exceptional promotional instrument. At the direction of Premier David Barrett, this colour quarterly began its journeyings to accredited journalists engaged in travel writing in North America and elsewhere toward the end of the year.

The Community Recreation Branch has completed two years within the Department. During the past year the full impact of a new grant system was evident throughout the Province. The significant increase in employment of recreation personnel, the growth of the Branch's film division, the opportunities of communities to avail themselves of special project aid, and the extensive advisory and consultative services have more than justified the reorganization of the grant programme two years ago.

A new portable booth has been designed for use at winter sports shows. There will be increased participation in these events at selected large metropolitan centres, thus to recruit the maximum response from the greatest number of people. This is yet another expression of the Department's desire to cultivate winter travel.

An important step taken toward the end of the year involved our tourist regions. From now on they can be assured of close co-operation in production of their publicity pieces, together with help and assistance wherever possible. Presently, the splendid work of our regions in the interests of the entire industry is hereby acknowledged.

The Department was pleased to co-operate with Federal travel authorities regarding distribution of literature, exchange of ideas and opinions, and hosting the guest travel writers, photographers, television teams, and other travel-minded visitors sent to our Province via the Visit Canada Programme. In this respect, conclusions reached called for a similar profitable relationship with our Provincial colleagues, whose combined activities contribute proportionately to the entire Canadian tourist picture. A still warmer alliance with our Boards of Trade, Chambers of Commerce, regional authorities, and all other tourist organizations in British Columbia is being cultivated.

For the generous help of these various sources the Department of Travel Industry is sincerely grateful. Without their co-operation our sphere of operations would be deprived of the benefits of their combined experience.

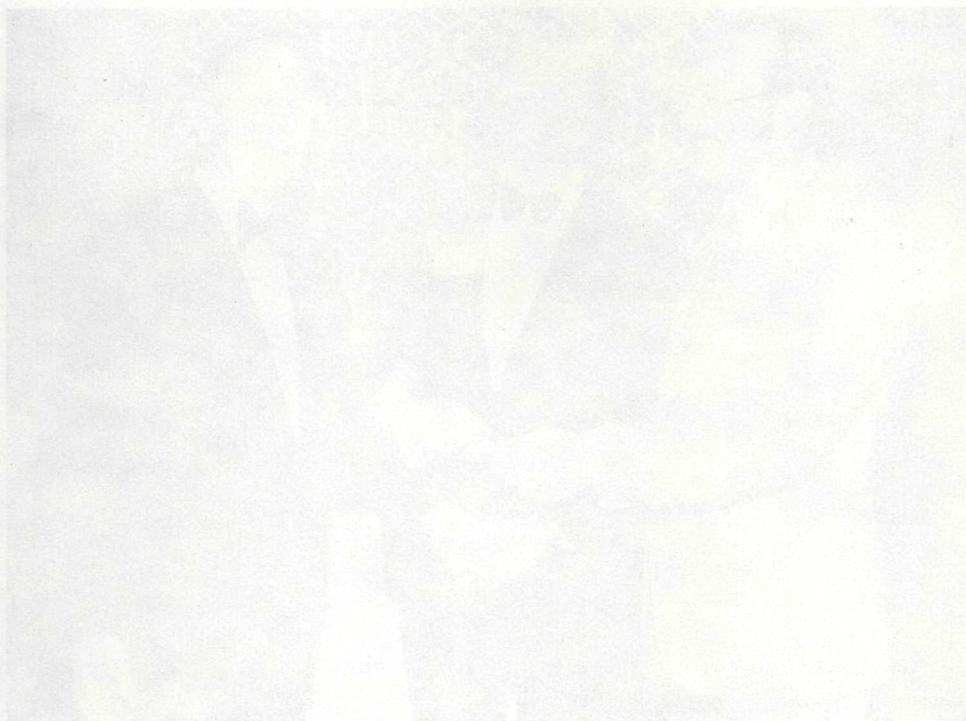
Kindred thanks are extended to the many private concerns and individuals whose assistance becomes more appreciated with the growing tempo of tourism. Notwithstanding the value of their time, they have donated innumerable hours to the cause of tourism with facts, information, and various other forms of help and suggestions. This co-operation, interpreted as an expression of dedication to the industry, is gratefully acknowledged on behalf of the staff personnel concerned.

Thus, as we enter our seventh year of operation as the Department of Travel Industry, we can look back on a fruitful year with a sense of accomplishment and satisfaction. At the same time it becomes us all to project our thoughts to the forthcoming challenges of 1973 and align our approaches and plans to meet them, and also dedicate ourselves toward making next year more successful than any of its predecessors. This must be our aim.

For the present, the loyalty and support of all staff members merit mention. Regardless of location, the diligence of everyone becomes more patently manifest despite the growing demands upon an ordinary working-day. That many have worked far beyond the cause of duty speaks eloquently of their desire to serve to the very best of their ability.

This Report would not be complete without an attempt to thank the many Government departments that rendered assistance throughout the year. The generosity in this regard is indeed valuable and appreciated.

Due to changes within the Department, the organization chart that customarily outlines the chain of command emanating from the office of the Honourable the Minister is not included in this year's Annual Report. The omission of titles or positions does not in any way constitute reflection on the exemplary work done by all staff members during 1972.



ADVERTISING AND RESEARCH

EXECUTIVE DIRECTOR

ESTIMATED TOURIST REVENUE, 1972

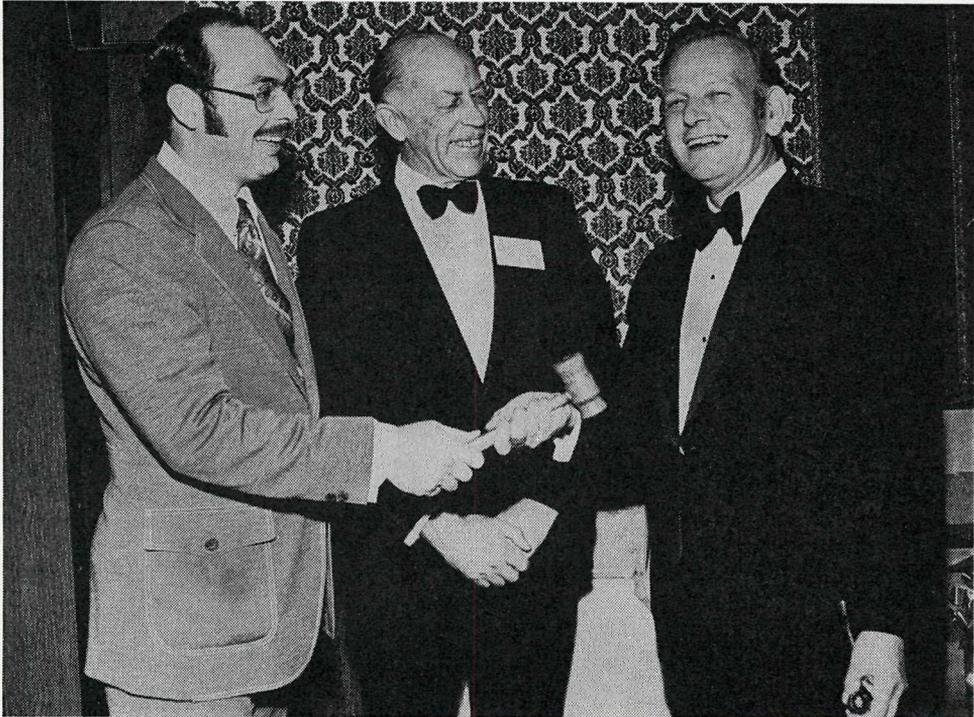
Due to a change in the method of obtaining figures for border crossings supplied by Statistics Canada, no direct comparison with the estimated revenue for 1971 can be made by applying the previous formula used for our calculations.

It would seem, however, that results produced from a very intensive survey carried out by Statistics Canada in 1971 for the Canadian Government Travel Bureau indicate that our previous estimates were on the conservative side. For instance, the figures supplied for this Province for 1971 are as follows:

Visitors	Estimated Expenditure \$
Canadians (including British Columbia residents).....	346,799,000
All foreign.....	175,200,000
Total, 1971.....	521,999,000

Assuming, then, a conservative increase of 5 per cent for 1972, the estimated tourist revenue would reach a total of \$548,099,000.

It must be pointed out that our previous estimates were known to be conservative as no figures were included for visitors to the Province by public carriers from other parts of Canada, as the information simply was not available.



New president of BCMR and TPA, J. Simister (right), accepts gavel of office from retiring president A. Wawryk at 28th Annual Meeting, New Westminster. Mr. Simister was sworn in by Deputy Minister R. L. Colby (centre).

Obviously, a new and dependable method of calculating our annual tourist revenue must be determined. Hopefully, this will be achieved during the coming year. This will result in a more precise evaluation of this industry, which has now been demonstrated to be of even greater importance to the economy of the Province than was previously attributed.

ADVERTISING

SPRING CAMPAIGN

As in the past, our major early spring advertising efforts were concentrated in our prime markets in the western United States and the Canadian Prairie Provinces.

Our regular California campaign was bolstered this year by the addition of an intensive television "test market" promotion during March in the Sacramento market. This was followed closely by a repeat of 1971's highly successful *British Columbia Night* travel show, produced in co-operation with CP Air and the daily newspapers in Sacramento, Stockton, Modesto, and Fresno. This year, however, our show continued on to Southern California where, in co-operation with Western Airlines and community newspapers, the British Columbia story was delivered to audiences in Santa Barbara, Santa Monica, Van Nuys, West Covina, and Newport Beach.

The magazine programme was launched with a full-colour double-page spread in the March *Sunset*, full-colour pages in March/April *Motorland* and March *Palm Springs Life*. This momentum was carried into April with full-colour pages in *Travel & Leisure* (Western), *Better Homes & Gardens Travel Ideas*, *Westways*, *Today's Education* (Pacific Coast and Mountain States), *Western's World*, and *Better Homes & Gardens* (Pacific). The double-page spread in *Sunset* also appeared again in April. Our full-colour page ad also appeared during March in the rotogravure sections of the *Los Angeles Times*, *San Francisco Examiner-Chronicle*, and *San Jose Mercury-News*. This was further supported by travel brochure listings in the aforementioned rotogravure publications, plus similar publications in the *Long Beach Independent Press-Telegram* and the *Seattle Times*.

To cover the Prairie Provinces, 60-second radio and television commercials were aired during prime time in Calgary, Edmonton, Regina, and Saskatoon. Radio was also used during April in Seattle and Spokane.

Our major effort in eastern Canada was the use of a full-colour page with supporting British Columbia tour package editorial in Maclean-Hunter's *Explore Canada Almanac*, which appeared in May issues of *Chatelaine* and *Maclean's* major market French and English editions. The same format was also used during May in national French and English editions of *Reader's Digest* as part of a removable *Discover Canada* booklet.

Our 1,000-line newspaper ad appeared during April in major Prairie markets as well as in British Columbia travel features in Toronto and Montreal dailies.

SUMMER CAMPAIGN

The momentum generated during our heavy spring campaign carried into our late spring promotion for travel in the peak summer months.

The majority of our summer efforts were concentrated in the western United States. Our summer, full-colour page ad appeared in May *Sunset*, May/June *Motorland*, May *Westways*, *Western's World*, May *Palm Springs Life*, and weekly issues of *Seattle Guide*, beginning May 26.

Our 1,000-line newspaper ad appeared during late April and May in major West Coast metropolitan dailies, plus the western editions of *Christian Science Monitor*, the *National Observer*, and the *Wall Street Journal*.

Travel-folder listings also ran during May in rotogravure sections of the *Los Angeles Times*, *San Francisco Examiner-Chronicle*, and the *Seattle Times*.

FALL CAMPAIGN

The fall campaign was launched with a full-colour page ad in August editions of *Sunset*, *Westways*, *National Geographic* (Western), *Seattle Guide*, *Travel & Leisure* (Western), and *The New Yorker*. This was followed immediately in September by another colour page in *Sunset*, *Motorland*, *Western's World*, and *Palm Springs Life*.

In Canada, our colour page appeared during August in the Prairie editions of *Chatelaine*, *Maclean's*, and *Reader's Digest*.

Our 600-line newspaper ad appeared during September in dailies in Seattle, Tacoma, Everett, Portland, Spokane, Yakima, Pasco, Calgary, Edmonton, Lethbridge, Medicine Hat, Red Deer, Regina, Saskatoon, Moose Jaw, Brandon, Winnipeg, and Prince Albert. Upper-income homes in other parts of the West were reached by insertions in the western editions of *National Observer* and *Wall Street Journal*.

Travel-folder listings again appeared during September in Los Angeles, San Francisco, Sacramento, Long Beach, and Seattle rotogravure pages. An extensive radio campaign encouraging fall travel and winter ski vacations to British Columbia was aired in the Toronto market in co-operation with CP Air.

WINTER CAMPAIGN

Our winter campaign commenced with full-colour page ads in October *Palm Springs Life* and weekly through December in *Seattle Guide*.

The prime medium for winter was the daily newspaper in such markets as Seattle-Tacoma-Everett, Spokane, and Canadian Prairie markets as far east as Saskatoon.

Travel-folder features were again utilized in the *Seattle Times*, *Los Angeles Times*, and the *Denver Post*. These appeared during November and December.

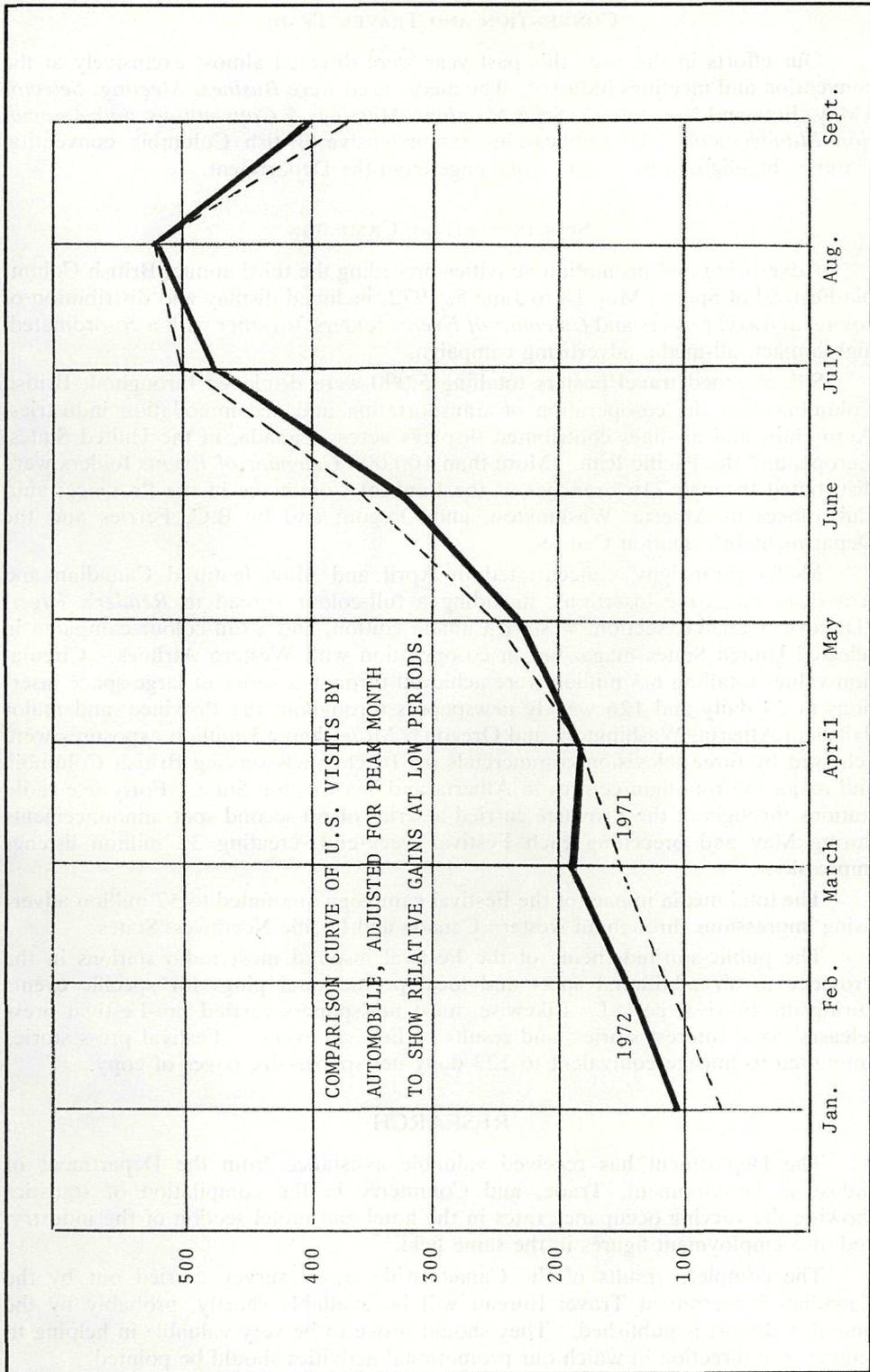
Again this year, British Columbia participated with CP Air and Alberta in a joint "Ski Canada West" promotion concentrated in northern California. Further, CP Air and British Columbia engaged in a heavy "Ski B.C." radio campaign on Radio CFRB in Toronto.

NEW MARKET DEVELOPMENT

The major emphasis of our new market development efforts was devoted to one-third participation with Washington and Oregon in the "Two-Nation Vacation" programme. This appeared as a full-colour gatefold insertion in every other United States copy of the April *National Geographic*.

BRITISH COLUMBIA INTERNAL CAMPAIGN

The internal campaign to stimulate travel between the various regions of British Columbia utilized 1,500-line ads during May, June, and September in 17 British Columbia daily newspapers; 300-line ads during May and June in 101 British Columbia weeklies; and four 60-second announcements a day on 51 British Columbia radio stations during May and early June. The 60-second television spot-tested in Sacramento was also adopted for British Columbia use during this period.



CONVENTION AND TRAVEL TRADE

Our efforts in this area this past year were directed almost exclusively at the convention and meetings industry. The media used were *Business Meetings Selector* (May/June and November), *Sales Meetings, Meetings & Conventions*, and *Association Management*. All publications ran extensive British Columbia convention features, highlighted by a full-colour page from the Department.

SPORTS FESTIVAL CAMPAIGN

Advertising and promotion activities preceding the third annual British Columbia Festival of Sports, May 18 to June 5, 1972, included display and distribution of colourful travel posters and *Calendar of Events* folders, together with a co-ordinated, high-impact, all-media advertising campaign.

Silk-screened travel posters totalling 5,000 were displayed throughout British Columbia with the co-operation of transportation and accommodation industries. Auto clubs and air-lines contributed displays across Canada, in the United States, Europe, and the Pacific Rim. More than 100,000 *Calendar of Events* folders were distributed through 216 branches of the Bank of Commerce in the Province; auto club offices in Alberta, Washington, and Oregon; and by B.C. Ferries and the Department Information Centres.

Media campaigns, concentrated in April and May, featured Canadian and American magazine insertions, including a full-colour spread in *Reader's Digest* "Discover Canada" section, western Canada edition, and a full-colour campaign in selected United States magazines in co-operation with Western Airlines. Circulation values totalling 6.5 million were achieved through a series of large-space insertions in 24 daily and 126 weekly newspapers throughout the Province, and major dailies in Alberta, Washington, and Oregon. More than 15 million exposures were achieved by three television commercials on 16 channels serving British Columbia and major metropolitan centres in Alberta and Washington State. Forty-five radio stations throughout the Province carried a series of 60-second spot announcements during May and preceding each Festival week-end, creating 32 million listener impressions.

The total media impact of the Festival campaign amounted to 57 million advertising impressions throughout western Canada and Pacific Northwest States.

The public-spirited theme of the Festival inspired most radio stations in the Province to air additional spots and local promotional plugs for specific events during the Festival period. Likewise, most newspapers carried pre-Festival press releases, local interest stories, and results of Festival events. Festival press stories amounted to lineage equivalent to 123 daily newspaper-size pages of copy.

RESEARCH

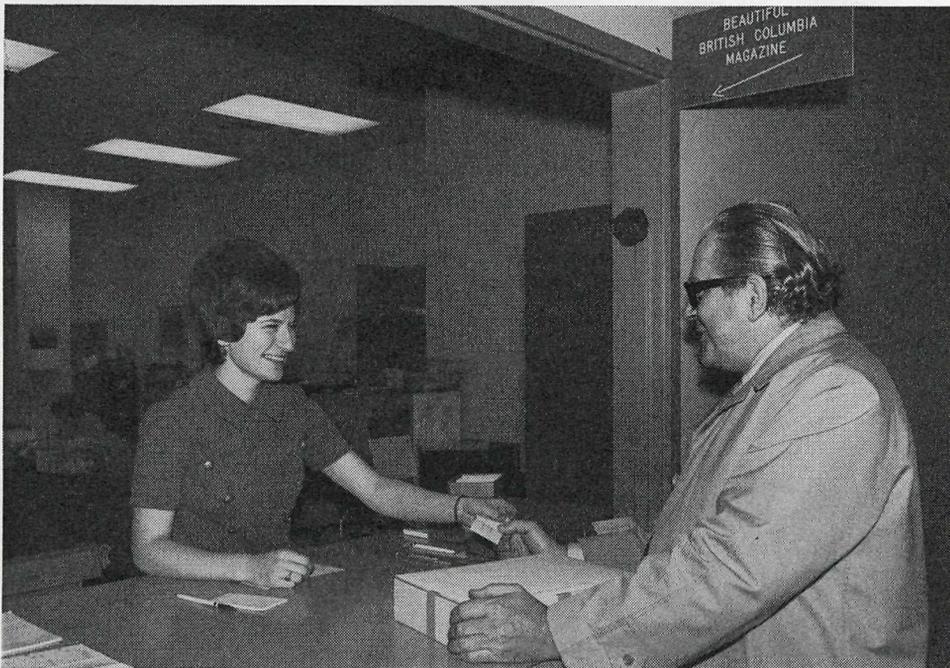
The Department has received valuable assistance from the Department of Industrial Development, Trade, and Commerce in the compilation of statistics showing the varying occupancy rates in the hotel and motel section of the industry, and also employment figures in the same field.

The complete results of the Canada-wide travel survey carried out by the Canadian Government Travel Bureau will be available shortly, probably by the time this Report is published. They should prove to be very valuable in helping to indicate the direction in which our promotional activities should be pointed.

BEAUTIFUL BRITISH COLUMBIA MAGAZINE

B H. ATKINS

Beautiful British Columbia magazine is in its 14th year of publication and the printing order continues to grow. For the fall issue, the printing order increased from 262,000 copies in 1971 to 285,000 copies in 1972, and the winter issue from 280,000 in 1971 to 303,000 in 1972. Paid subscriptions increased by 24,000 during the year to 205,000. A total of 225,000 copies of the 1973 *Calendar Diary* were printed and offered as part of the pre-Christmas promotion to subscribers. The magazine is mailed to Great Britain, France, Germany, Holland, Scandinavia, Czechoslovakia, Hungary, India, Japan, Hong Kong, Fiji, New Zealand, Australia, Jamaica, Brazil, and South Africa. Subscribers in more than 80 countries receive *Beautiful British Columbia* magazine.



Subscription increase averaged 2,000 a month in 1972.

In 1973, distribution may be computerized. This will enable the existing facilities to process thousands of additional subscriptions more quickly and efficiently.

Articles to appear in future issues of the magazine are researched and often planned a year in advance by the editor, writers, and staff photographers. In 1972, 24 articles depicting British Columbia and our way of life appeared in the magazine. These photo-stories dealt with a variety of subjects, including the manufacture of cheese, a travel diary in the Province's northwest, a trade fair in Vancouver, and a close look at the rufous hummingbird. Approximately 2,000 colour illustrations were added to our selection files this year by the three staff photographers. These photographs are also used in Departmental promotional pieces, and by other Government agencies, magazines, and publications, and freelance writers. Of the 160

illustrated articles and photographic selections submitted by freelancers and interested readers, nine photo-stories and about 40 pictures were reproduced.

Assistance was given in the reprinting of the *Calendars of Events*, Fraser Valley map, general folder, 1972/73 road map, and *Tourist Directory*, and in revisions made to five brochures—*A Place to Work, Play, and Prosper*; *Fly Beautiful British Columbia*; *Here's Proof*; *Parliament Buildings*; and *Ski B.C.* A new brochure, *Convention Tours*, a ski-promotion shell, and a conventions folder were printed for the first time this year. This office also advised in the production of brochures for the Saanich Peninsula, the Yellowhead Highway, and Manning Park's Gibson Pass.



Editorial assistant, Miss Valerie Thomson, checking the areas already covered by *Beautiful British Columbia* magazine.

BRITISH COLUMBIA FESTIVAL OF SPORTS

CLAIR RIVERS

Following on the heels of the highly successful first British Columbia Festival of Winter Sports in December of 1971, the third annual Spring Festival, May 18 to June 5, 1972, was a record-breaking achievement.

The Festival of Winter Sports, which played host to 16,000 athletes in 42 different centres located in every region of the Province, saw impressive records established both on the athletic field and in the travel and accommodation industries around the Province during this off-season period.

So it was expected of the Spring Festival of Sports to stage an encore.

And stage an encore it most certainly did.

More than 100,000 athletes of all ages took part in 331 sport events held in 91 host communities throughout British Columbia during the 19-day Festival period; and those athletes did a remarkable job on the record book!

When it was all over, 11 Canadian records had been set in swimming and wheel-chair sports; 60 British Columbia records had fallen in wheel-chair sports, archery, weightlifting, track and field, marksmanship, and golf; meet records totalling 102 fell in track and field, motorsport, swimming, archery, logger sports, and marksmanship.

Through it all, athletes from most Canadian provinces, 15 American states, and six other countries travelled more than 10,500,000 miles to participate.

Competitors from British Columbia and other parts of continental North America travelled 7,400,000 miles, while athletes and teams from Europe and Pacific Rim countries tallied an additional 3,100,000 miles of travel to Festival competitions.

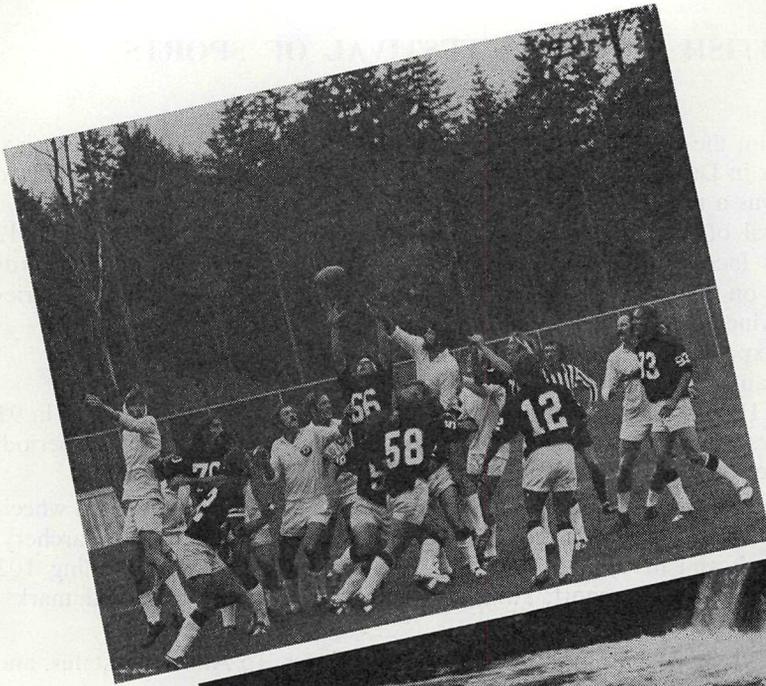
Participants and officials spent more than \$1,270,000 on transportation, meals, and lodging during Festival days.

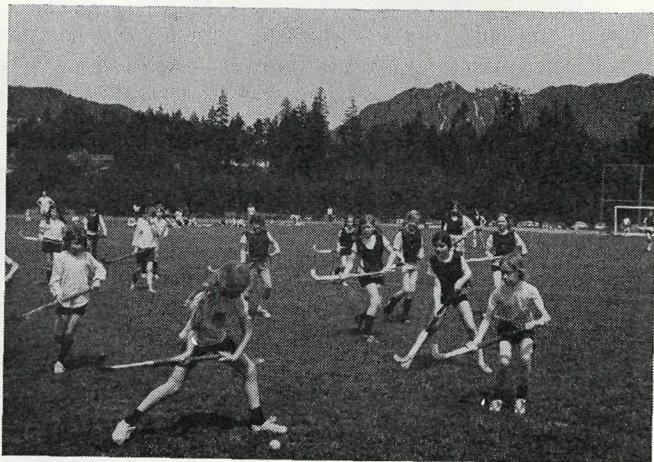
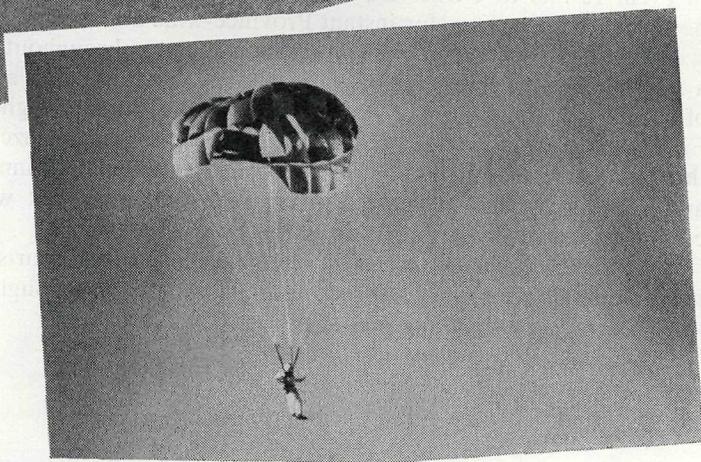
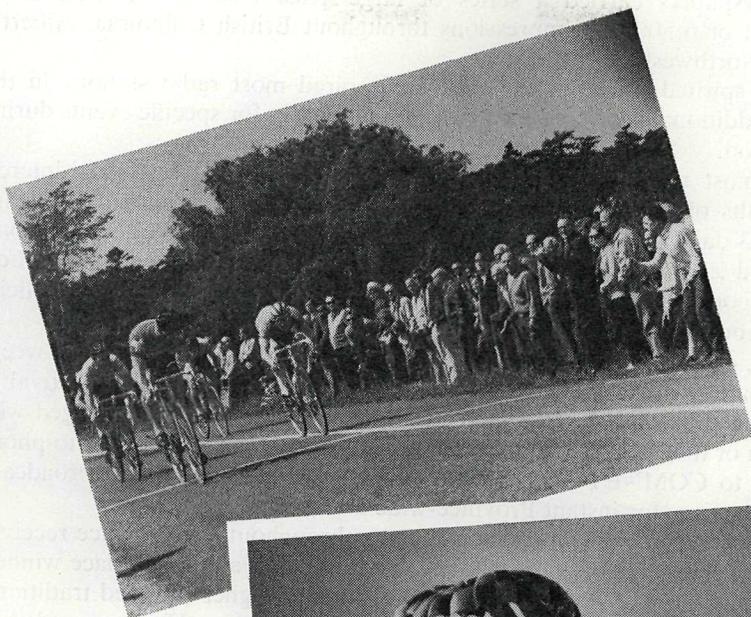
Audiences at Festival of Sports events totalled more than 820,000 during the Province-wide extravaganza. Athletes and officials accounted for 16,247 nights of commercial lodging. Air trips totalled 1,680 return, or 3,360 one-way, and 10,190 individual, group, and charter round-trip bus fares were ticketed. There were 3,460 round-trips noted on B.C. Ferries by Festival competitors and officials, with approximately one-half bringing automobiles with them.

A well co-ordinated advertising campaign was again undertaken by the Department of Travel Industry in support of the Festival. It generated more than 57 million advertising impressions throughout British Columbia, western Canada, and the western United States in late April and May.

A selective United States magazine campaign in full colour was undertaken in co-operation with Western Airlines. This campaign and black and white insertions in other United States publications precipitated an avalanche of requests from sports organizations and individuals wishing to compete in Festival events. It also stimulated a broad public awareness of the Festival south of the border that resulted in the heaviest influx of tourists to date during Festival of Sports days.

In addition, more than 15 million exposures were achieved by three television commercials on 16 channels serving British Columbia and major metropolitan areas in Alberta and Washington State. Forty-five radio stations serving British Columbia carried a series of 60-second spot announcements during May and preceding each Festival week-end, creating 32,000,000 listener impressions. Twenty-four daily and





126 weekly newspapers carried a series of large-space Festival advertisements, delivering a total of 6,500,000 impressions throughout British Columbia, Alberta, and the Pacific Northwest.

The public-spirited theme of the Festival inspired most radio stations in the Province to air additional spots and local promotional plugs for specific events during the Festival period.

Likewise, most newspapers carried pre-Festival press releases, local-interest stories, and results of Festival events. Festival press stories amounted to lineage equivalent to 123 daily newspaper-size pages of copy. The Festival of Sports Committee distributed 21 major press stories during the eight weeks preceding the Festival, and local sports publicity chairmen in most communities arranged for publicity through various outlets for their events.

COMNET, or Communications Network, operated during three Festival weekends to co-ordinate, write, and disseminate news stories on the results of Festival of Sports events staged around the Province. A toll-free telephone-line, arranged with the co-operation of the B.C. Telephone Company, enabled sports chairmen to phone in event results to COMNET staff who distributed the information to broadcast, news, and wire services for instant Province-wide and national coverage.

Every participant in Festival of Sports events throughout the Province received a commemorative certificate of participation. First, second, and third place winners of events with the stature of Provincial championships or higher received traditional Festival of Sports medals struck in gold, silver, and bronze. First, second, and third place crests, badges, or ribbons were presented to winners of regional, local, and young age-class events. Visiting international teams were given plaques to commemorate their participation in the Festival.

In just three years the British Columbia Festival of Sports has become a permanent, annual format for sports groups and communities throughout the Province.

It's a record-breaking matter of fact.

BRITISH COLUMBIA HOUSE, LONDON

RODERICK J. FRASER

Although the Director of Travel Promotion was cross-posted from British Columbia House, San Francisco, in mid-year, there was little loss of travel promotional continuity at British Columbia House, London. The cultivation of a close working relationship continues with the offices of the Canadian Government Travel Bureau, Air Canada, CP Air, major tour wholesalers and organizers, as well as with travel agents.

There is no doubt that the interest generated by our 1971 Centennial has carried over into 1972. This is evidenced by the heavy transatlantic air-line load factors and the increased number of package tours available in 1972, and being planned for 1973.

The low-cost advance-booking charter air fares that will be available in 1973 should have a profound effect by increasing the number of visitors travelling to British Columbia by air from the United Kingdom. A recent survey disclosed that of those who have visited Canada, the majority go to visit relatives and friends, one in five go for business or study reasons, and the remainder are tourists. It is generally felt that potential visitors in this market are beginning to tire of well-known traditional European resorts and that the new air fares will prove to be an attraction to them.

To place British Columbia in the forefront as a Canadian holiday destination is a continuing job and to this end the Department's *Travel Agents' Manual* and other promotional materials were mailed to a select list of tour operators and travel agents within the United Kingdom and on the Continent. These organizations increasingly call on this office for up-to-date information on all aspects of travel in and to British Columbia. Department films on deposit in British Columbia House and the Canadian Travel Film Library outlets continue to be in heavy demand by travel clubs, package-tour promoters, and schools. The Director of Travel Promotion attended the Annual Congress of the Association of British Travel Agents held in Vienna in November, where useful contacts and working relationships were established with the travel trade. Further publicity is obtained for the Province by assisting the writers who call on this office for background material and illustrations for their articles.

Several motion-picture producers have shown a keen interest in the advantages of British Columbia locations and technical facilities for feature film production. Considerable assistance has been given to these.

British Columbia's convention facilities are attracting the interest of United Kingdom and European association executives. With the incentive of low air fares it is hoped that this valuable off-season market can be developed.

In summary, there is no doubt that British Columbia, with continued planned Department promotional efforts in the United Kingdom and Europe, will assume a prominent position as a Canadian holiday destination in this lucrative but competitive travel market.

BRITISH COLUMBIA HOUSE, LOS ANGELES

VICTOR A. DOWNARD

Favoured with a rising economy in Southern California and Arizona during 1972, British Columbia House, Los Angeles, experienced a very busy and successful year. The Spring Promotional Tour was expanded beyond the Los Angeles area to include promotional activities in the Orange County, San Diego, Palm Springs, Phoenix, and Tucson areas.

By its increase in scope the Tour covered a far greater area and more people than in past years. Arrangements were made by this office for more than 200 speaking engagements in the Los Angeles area.

We were fortunate this year in having the Claremont School Choir join the speakers' group. The choir provided entertainment at our various functions and without exception were widely acclaimed by all.

Harper's Bazaar featured fashion and British Columbia in their April issue in conjunction with Robinson Stores. Displays were set up and informational literature was distributed through most of Robinson Stores in Southern California.

Preceding and following the Spring Promotional Tour, we had the co-operation of Western Airlines and the following newspapers: *Santa Barbara News-Press*, *Orange Coast Daily Pilot* (Newport Beach), *San Gabriel Valley Tribune*, *Santa Monica Evening Outlook*, *San Fernando Valley News*, and *Green Sheet*. The programmes were shown in auditoriums in the various areas and consisted of travel-film evenings with commentary between films. A door prize of a week-end trip to British Columbia was drawn at each show. The newspapers published a special travel section on British Columbia and travel agents co-operated by having people call at their offices for their admission tickets. These shows showed an average of 850 to 875 people at each. A special travel kit was handed out to all attending.

To enable us to get full participation of the travel agents and tour operators, we held travel agents' seminars in the five show areas three weeks prior to the shows. These were jointly hosted by Western Airlines and ourselves in Santa Barbara, Santa Monica, Newport Beach, Azusa, and Van Nuys. Ticket distribution to the travel agents was handled at the seminars and proved to be very successful, with an average of 60 to 70 agents in attendance.

British Columbia House, Los Angeles, participated in the Los Angeles Sport Vacation and Travel Shows at the new Los Angeles Convention Centre in January with a booth staffed by Victoria.

During the following three months we had representation jointly with PNTA in the Southern California Sport and Vacation Show at the Anaheim Convention Centre and the Phoenix Sport Vacation and Travel Show at the Phoenix Exhibition building.

British Columbia had representation at shows in San Diego, Tucson, Phoenix, and Las Vegas.

Attendance at sport, vacation, and travel shows has continued to increase in most instances. State registration and sale of recreation vehicles has had a parallel increase and accounts for a large portion of the increase in attendance at the shows.

Continuing work and close co-operation with the Canadian Government Travel Bureau has developed good contacts with feature writers. This has enabled us to get several good articles in newspapers, magazines, and trade journals on fishing, ski-ing, special events, photography, and travel in British Columbia. The British Columbia Festival of Sports has developed interest in this area and we continually receive requests for information from sport writers on it.

Field trips were made throughout the year and calls were made on tour operators, wholesale packagers, travel agents, travel clubs, transportation companies, and district offices of Automobile Clubs. In the greater Los Angeles, Southern California, and Arizona regions this development work has been very well received as phone and mail inquiries from this source continue to increase.

Development work with Automobile Clubs of Southern California continues to be one of our most successful efforts with their numerous offices in Southern California and membership of more than 1,700,000. We have provided their Travel Training department with travel seminars and slide presentations on British Columbia. It has been beneficial to us to maintain a good working relationship with them as they have also used our films and Fairchild projectors in their Travel Training Courses. With their central room distributing our literature to their outside offices, we are provided with 78 more outlets in Southern California.

Our new office location at 3303 Wilshire Boulevard, with its more central location, has proved very beneficial. Persons calling at our present office have increased and during the early months of the year would be as high as 15 to 20 a day. In our old location we were fortunate to average two a week.

Office work has increased. Mail and telephone inquiries for information on fishing, ski-ing, and travel kits are considerably higher than last year.

Inquiries from private aircraft owners on flying to British Columbia either in groups or as individuals are showing good growth. The brochure *Fly Beautiful British Columbia* and the British Columbia Aviation Councils Air Facilities Map have proved most helpful to these pilots in making their plans.

Availability of small boats and houseboats for charter, along with people trailering their own boat, have developed increased inquiries and our brochures *British Columbia Marine Parks* and *Marine Service Stations* have been of great value to them.

The numbers of people attracted to British Columbia, and wishing to immigrate to our Province, have increased considerably this year. While we give these people as much information as possible on business conditions, employment opportunities, and retirement locations, all immigration inquiries are referred to the Immigration Department of Canadian Consulate General's office in Los Angeles.

Due to the increase of business during the last two to three years, it was necessary this year that we have a full-time Travel Counsellor. In this regard we were fortunate in having a British Columbia girl, Mrs. Gail Metzner, join our staff.

After having been in our new location for just over a year, we feel very encouraged by the increased interest shown in British Columbia by the people of this area. We are certain that with our knowledge of our Province we can continue to increase the number of people visiting British Columbia in 1973.

BRITISH COLUMBIA HOUSE, SAN FRANCISCO

HARRY HARROD

The Northern California population of 8,100,000 continued in 1972 to prove its potential value as a prime travel market with record inquiries at British Columbia House, San Francisco.

Total mail, telephone, and counter inquiries, projected to the end of the calendar year, showed an increase of approximately 10 per cent over 1971.

There is no doubt that special efforts such as the Central Valley promotion, the attraction of off-season events such as the Festival of Sports, and the generally favourable weather during peak vacation months all contributed to the encouraging percentage increase over a year that had the advantage of Province-wide Centennial celebrations.

The basic functions of selling British Columbia to the travel trade as a competitive tourist destination and of providing a full information service to travel activators and the travelling public were maintained throughout the year and augmented periodically by emphasis on particular seasons and attractions.

British Columbia House participated in Department promotions aimed at stimulating winter sports travel to Provincial ski areas and increasing the flow of summer travellers from California's Central Valley area.

The winter travel promotions included ski-writers' tours in January and February, arranged in co-operation with CP Air and P & O Lines, and four Ski Seminars for writers and travel agents held in October and November at Sacramento, San Jose, Oakland, and San Francisco in co-operation with CP Air and the Canadian Government Travel Bureau.

In addition, an exhibit jointly sponsored by CP Air was prepared for the San Francisco Ski Show in October, at which British Columbia House personnel assisted Department representatives and ski experts from Whistler, the Okanagan, and the Kootenays in selling our winter resort areas to a show attendance of more than 70,000.

Summer vacation travel was boosted by an exhibit in the San Francisco Sports and Boat Show in January, with a total attendance of nearly 400,000.

The San Francisco office also participated in Department promotions in April with CP Air and P & O Lines in Sacramento, Modesto, Stockton, and Fresno, and with Western Airlines in Santa Barbara, Monrovia, Newport Beach, Van Nuys, and Santa Monica.

During this period, assistance was given to Department branches in arranging very effective luncheon and dinner promotions for convention executives and travel agents in San Francisco and Sacramento.

In May, additional exposure to the general public was obtained by British Columbia House participation in a 10-day promotion in the large Tanforan Shopping Mall sponsored by the Canadian Consulate General.

Public interest generated by these special promotions and by the Department's advertising in this area resulted in increased demands on British Columbia House for information and assistance to travel writers, wholesale and retail travel agents, transportation companies, automobile clubs, group travel organizations, and the individual traveller.

These demands were met by supplying information on particular British Columbia attractions and services across the counter, by telephone, correspondence, the use of our posters in window displays, the distribution of literature supplies, the

loan of our travel films to social groups, and by the circulation of news releases and photographs to press, radio, and television.

In addition, personal calls were made throughout the Bay area and surrounding districts to keep interest alive and to establish new outlets for merchandising the recreational products of British Columbia's growing tourist industry.

The following table shows the results of the various projects undertaken during the year. The total amount of the grant was \$100,000.00. The total amount of the grant was \$100,000.00. The total amount of the grant was \$100,000.00.

Project	Amount
Travel films loaned to social groups	\$15,000.00
News releases and photographs to press, radio, and television	\$25,000.00
Personal calls throughout the Bay area and surrounding districts	\$30,000.00
Merchandising recreational products	\$30,000.00
Total	\$100,000.00

During the past year, two Recreation Centennial Festivals were followed by the two-manus appointments of E. E. Cameron as the Nelson office and W. W. Smith as Burnaby office. Both the new staff members have been to the office and have been to become familiar with their respective areas.

FESTIVAL OF 1972

The 1972 festival, Recreation British Columbia, in cooperation with the festival staff, program and reports drafted in Burnaby were forwarded to the festival or visitors information was provided. The festival encouraged community participation in festival events and provided assistance to local festival committees.

COMMUNITY RECREATION BRANCH

J. H. PANTON

The fiscal year 1971/72 was one of adjustment to new procedure and programmes. The new grant programme of the Branch exceeded all expectations and met with such approval that the Special Project Aid Programme was entirely committed before the new fiscal year commenced in April. This was the cause of considerable concern to the staff and recreation people throughout the Province as it curtailed an excellent service.

The staff hiring and administration grants continued to play a significant role in creating recreation positions and enabling small community recreation commissions to function more effectively.

Regional district grants for study and organization have not been used as extensively as anticipated. This is due to the regional problems which are manifest in the slow acceptance of recreation service by Regional Boards.

The following figures indicate the amounts approved for the Community Recreation Branch grant programmes:

	Number	Amount Approved \$
Special Project grants	93	133,226.00
Administration grants	255	76,500.00
Staff-hiring Incentive grants	29	52,750.00
Regional District Study grants	1	400.00
Regional District Recreation Com- mission Organization grants.....	1	3,000.00
Totals	379	265,876.00

Community Recreation Branch assistance was a major factor in the organization and presentation of the following Provincial projects during the year:

	\$
1. Provincial Recreation Conference	1,100.00
2. Seminar for recreation personnel	400.00
3. Community facilities study	250.00
4. Oregon facility study	140.00

STAFF

During the past year, two Recreation Consultant resignations were followed by the mid-summer appointments of G. E. E. Cameron to the Nelson office and W. W. Smith to Burns Lake. Both these new staff members have had to devote a great deal of time and travel to become familiar with their large areas.

FESTIVAL OF SPORTS

The Community Recreation Branch worked in co-operation with the Festival staff. Problems and requests directed to Branch offices were forwarded to the Festival, or necessary information was provided. The Branch encouraged community participation in Festival events and provided assistance to local Festival committees.

SPECIAL EVENTS

The Branch developed two special programmes for Province-wide participation. One was an outdoor programme designed to encourage families to participate as a unit, the other a facility consultative service. Although both were new concepts and had the potential to be exciting and very significant, they were not implemented due to lack of funds.

One other special project has been carried over from last year. The Run-Walk-Cycle-Swim programme has now had skating added. This will become a permanent programme that will be administered by the Branch and local recreation agencies.

The Branch was also involved with the Federal Government throughout the summer in a Federal recreation research project. This involved 26 recreation students working out of Branch offices throughout the Province. Their work involved the collection of data from communities relative to the use of recreation facilities. The project was directed by the British Columbia Sports Federation due to the lack of staff and inability of the Community Recreation Branch to travel to Ottawa for conferences concerning the project.

The Branch was also partially responsible for a project that involved the participation of five Fraser Valley Recreation Directors and one member of the Branch staff. This group travelled to Eugene, Ore., and Vancouver, Wash., to discuss facilities with local recreation departments. For the past two years the Branch has assisted similar projects and this has provided excellent procedure for recreation directors to upgrade their facility knowledge.

The annual Provincial Recreation Conference is a joint project of the British Columbia Recreation Association, the local community, and the Branch. It was held in Vancouver in 1972 and combined with the National Recreation and Parks Association Northwest Conference.

Sport Canada converted a tractor-trailer into a sport resource centre. It toured British Columbia with the co-operation of the Community Recreation Branch. This caravan was located for two to five days in nine communities. It provided an excellent opportunity for sport leaders to study and obtain excellent information through books, films, and displays.

LIBRARY SERVICES

Approximately 6,000 persons a month view Community Recreation Branch films, and indications are that this number is increasing dramatically. Since the film library has been reactivated, a programme of film acquisitions and promotion has paid large dividends. In addition, the Community Recreation Branch has produced three slide/tape presentations on swimming-pool design, creative playgrounds, and joggers' tracks. All have been well received by lay and professional recreation people and have created a demand for other productions on facilities and programmes.

RECREATION SERVICES FOR THE BLIND

J. Lewis is attached to the staff of the Branch, but works independently through the Canadian National Institute for the Blind in Vancouver. Quarterly reports submitted by Mr. Lewis indicate a wide variety of white cane recreational activities throughout the Province.

CO-OPERATIVE PROGRAMMES

The Opportunities for Youth and Local Initiative programmes of the Federal Government were used extensively by recreation departments and commissions. This was supported by the British Columbia Recreation Association and the field staff of the Community Recreation Branch. It provided opportunities for a great deal of recreation leadership in various parts of the Province. This will probably reflect on future staff appointments in communities without full-time staff at present.

MISCELLANEOUS

The Community Recreation Branch is now intimately involved in many national projects, as follows:

- The Canada Games.
- Canada Games Council.
- Council of Provincial Directors.
- National Sport Caravan.
- Federal Facilities Study.
- Hockey Canada.
- Sport Canada.
- Recreation Canada.

The latter two are Federal departments that have recently developed from the Fitness and Amateur Sport Directorate.

New developments such as "Participaction" and a national evaluation of fitness and health will also involve the Community Recreation Branch. Participaction, a programme to encourage involvement in recreation and sport, has started with an experimental project in Saskatoon.

SPECIAL DIVISIONS

FITNESS AND SPORTS CO-ORDINATOR

(G. J. Pynn)

The office of Co-ordinator of Sports and Fitness, Community Recreation Branch, administers the British Columbia Physical Fitness and Amateur Sports Fund that provides grant services to sports and fitness organizations throughout the Province. The major development in the Fund during 1972 was the increase in the investment from \$10,000,000 to \$15,000,000, providing 50 per cent more money for grants to sports and fitness groups.

To date, \$2,519,879.63 has been made available for sports and fitness development since the inception of the Fund in 1969. During the year 1972, \$936,400 has been allotted to 80 sports and fitness groups in British Columbia.

Approximately 50 per cent of this total is distributed to 47 Provincial sports-governing associations, and the remainder to administrative organizations and miscellaneous sports and fitness groups.

A key grant programme this past year was the grant given to implement a new Provincial Coaching Programme. Professional coaches have been hired for basketball, track and field, and volleyball. Negotiations are underway with other Provincial sports associations to hire additional coaches. These coaches will organize and administer training camps and clinics, seek ways to extend participation at all levels, set up a communication system, assist in the development of athletes and coaches, and establish a plan of competition at all levels.

Another grant programme initiated in 1972 was a new athletic awards programme. Established were five Premier's athletic awards of \$1,000 and 25 British Columbia athletic awards of \$500 each. In addition, the Nancy Greene Scholarships were increased from \$500 to \$750, and 10 were awarded instead of five. This awards programme proved extremely popular with the student athletes and approximately 400 applications were received. A total of 48 student athletes received these awards at a total cost of \$29,000.

Major grants from the British Columbia Physical Fitness and Amateur Sports Fund are paid to the British Columbia Sports Federation, British Columbia Federation of School Athletic Associations, British Columbia Recreation Association, and the British Columbia Garibaldi Olympic Development Association. In addition, programme assistance grants are paid to the British Columbia Festival of Sports, British Columbia Sports Hall of Fame, and the British Columbia Commonwealth Games.

The Fund has also provided a grant to the British Columbia Canada Games Mission to equip and administer our team of 256 athletes and officials who will be participating in the Canada Summer Games in New Westminster-Burnaby during August of 1973.

DRAMA DIVISION

(Miss A. Adamson)

This Division continued as in the past few years. The annual demand for resource aids remains about the same. There were 6,500 books, pamphlets, and magazines distributed throughout the Province to drama associations and groups.

Clinics and workshops were conducted without increase in numbers due to budget limitations. This programme was similar to the past few years.

Number of projects, 54; total cost, \$3,010.75. These statistics are from January 1 to October 31.

AREA REPORTS

VANCOUVER ISLAND

(86 Commissions) (P. W. Grant, Victoria)

Several new recreation commissions were formed or reactivated last year at Winter Harbour, Shirley, Zeballos, and Jordan River. Study is still progressing on regional recreation development in the Alberni-Clayoquot Regional District.

The professional staff personnel on Vancouver Island continues to grow to the point where more than 35 persons are now employed in full-time positions. The growth in the last two years has been dramatic and is in large part due to the staff-hiring assistance grants of the Community Recreation Branch.

Last year saw a number of clinics and other special projects throughout Vancouver Island. Most notable were a total recreation programme for Sidney, a Province-wide Aquatics Clinic at Port Alberni, travelling playground and aquatics programmes in the Mount Waddington Regional District, and a puppet-making and drama project on Mayne Island. Many other communities took advantage of special project assistance to expand or initiate programmes.

Zone meetings were held in all areas and these culminated in a Vancouver Island conference held in Cedar with more than 100 persons in attendance.

FRASER VALLEY-SECHELT

(41 Commissions) (D. M. McCooey, Abbotsford)

Along with routine services to the region, assistance was extended to and on behalf of Provincial Government funds, public and private agencies, Provincial sports and recreation organizations, and local off-shoots thereof.

On behalf of the Branch, personal liaison was maintained with the British Columbia Native Indian Sports and Recreation Association and the Federal Government Socio-Cultural Facility study.

Personal assistance was also provided to the British Columbia Drama Association toward setting up a Provincial workshop development programme.

Regional recreation conferences were organized at three locations throughout the zone, along with seminars for professional recreation personnel.

Personal promotion of the film *Different Tune—Different Drummer* was carried out with screenings to teachers and community leaders in Pemberton, Squamish, Abbotsford, Mission, Hope, Agassiz, and Sechelt.

The concept of regional district recreation appears to be taking hold with the establishment of a commission comprising Hope and four electoral areas in the Fraser Canyon, and the appointment of a Recreation-Adult Education Director.

A study will soon be under way for a similar development in the Agassiz-Harrison Hot Springs region.

NORTHWEST

(46 Commissions) (W. W. Smith, Burns Lake)

The Northwest Region of British Columbia was without the services of a Consultant from May to mid-August. The new Consultant spent the month of September trying to visit as many of the communities in the region as possible. These communities have identified various kinds of problems and recreation priorities. For example, one area is close to having recreation as a function of their regional district. Another area is working hard at having a number of small commissions working together and combining their resources to serve the larger community.

In the two months the Consultant has been in the region, Vanderhoof decided to have a full-time Recreation Director. In addition to the 46 commissions in the area, three other communities are in the process of establishing recreation commissions.

The major problems recreation commissions have identified have been:

- (1) Lack of financial resources to develop the programmes they see as necessary.
- (2) Lack of trained leadership to develop their programmes.
- (3) Some have confusion as to the role of a commission in an organized community.
- (4) Lack of facilities necessary to have a balanced recreation programme.

A large conference for the Northwest was held in Houston at the end of October. The conference gave delegates from all over the Northwest a chance to talk about recreation with one another and discuss recreation with a number of resource people from other parts of the Province. There were discussions on regional districts and recreation, youth and recreation, recreation resources available for native Indian people, and many other relevant and suitable topics.

NORTHEAST

(40 Commissions) (R. D. Lamoureux, Prince George)

The year 1972 proved to be very interesting and rewarding for this office.

More than 150 meetings and visitations were conducted with recreation commissions, service clubs, associations, individuals, and the news media.

New commissions were established at Barlow Creek, Bear Lake, Carmen Hill, Upper Fraser, and Vanway. Reinstated commissions include Progress, South Taylor, and Giscombe.

An arts and crafts seminar was held at Lower Post, a recreation seminar at South Fort George, and a Recreation Conference at Prince George.

In addition, assistance was extended to the British Columbia Recreation Association; British Columbia Festival of Sports; British Columbia Physical Fitness and Amateur Sports Fund; British Columbia Drugs, Alcohol, and Cigarette Fund; Red Cross Water Safety Service; British Columbia Association for Non-Status Indians; Federal Government Recreation Facility Survey; Federal Department of the Secretary of State, and the Federal Administrative Centre for Sport and Recreation.

Recreation facilities also reflect growth in many parts of the Northeast.

New recreation complexes are operating at Fort Nelson and Fort St. John. In 1972, ice arenas were constructed at Chetwynd, Prince George, and Kersley. MacKenzie constructed an outdoor swimming-pool which will be operational by 1973, a recreation centre was built at Atlin, and many facilities were improved throughout the area.

OKANAGAN-SIMILKAMEEN-BOUNDARY

(40 Commissions) (J. M. MacKinnon, Kelowna)

Several significant functions took place during the past year, one being the Recreation Conference in East Kelowna that saw a greater attendance than ever before take advantage of the various educational opportunities presented. The major portion of work in connection with this conference was performed by the Committee of the East Kelowna Recreation Commission, under the guidance of Ed Holitzke.

A highlight of the past year was the organization of two area recreation commissions in the Boundary Regional District—Area Commission 1 includes Grand Forks, Grand Forks Rural, and Christina Lake. The former Recreation Director for the city of Grand Forks is now employed by the Kootenay-Boundary Regional District Board and works in this area. Area 2 includes Greenwood, Midway, Kettle Valley, Rock Creek, Bridesville, Westbridge, and Beaverdell. This recreation commission does not have sufficient funds under the one-half mill limitation to hire paid leadership. The dedication of the volunteer members of this recreation commission, however, has resulted in building an extremely firm foundation for the future.

The Opportunities for Youth moneys spent to institute the North Okanagan Recreation Project culminated in an extremely interesting and worth-while experience. The six university students were in many cases able to offer the communities from Armstrong to Mara Lake new and interesting programmes and to assist in the operation of already established activities. Many of these communities for the first time experienced paid leadership, and although the project lasted only three months, it did provide the communities with a sampling of the type of services that would be available.

Eleven special projects totalling \$1,037 were approved.

The City of Penticton, whose residents have long advocated hiring paid recreation personnel, have finally established the position of Recreation Co-ordinator/Facilities Manager, and W. J. Pacholzuk, formerly the Regional Recreation Director in Castlegar, was appointed in July.

CENTRAL BRITISH COLUMBIA

(48 Commissions) (E. W. Mayers, Kamloops)

The number of active commissions in this area remained fairly constant; at the present time 43 commissions are active. Three areas employed Recreation Directors for the first time and two more are at present considering employing Directors.

Other groups the Community Recreation Branch co-operated with in this area were the British Columbia Sports Federation, the British Columbia Cultural Fund, the British Columbia Festival of Sports, the British Columbia Recreation Association, the Red Cross Water Safety Service, the Recreation Staff of the Cariboo College, the British Columbia First Citizens' Fund, and the Okanagan and Kootenay Division of Recreation Directors.

Because of a lack of funds, there were only four special project grants approved, but 22 clinics and workshops were held in different activities. There was a noticeable increase in camping, canoeing, and survival courses. Members of the British Columbia Sports Federation provided clinics for soccer, hockey, sailing, basketball, gymnastics, volleyball, figure-skating, ski-ing, and tennis.

Zone meetings were held in Salmon Arm, Merritt, and Kamloops. Approved were 36 Administration grants, 4 Special Project grants, and 2 Staff-hiring Incentive grants.

KOOTENAYS

(64 Commissions) (G. E. E. Cameron, Nelson)

Probably the most talked-about subject in the Kootenays in regional recreation. At present there are seven regional recreation commissions in the Regional District of Central Kootenay, with the possibility of another one soon, and one in the Regional District of Kootenay-Boundary. The recreation commissions in East Kootenay are seriously thinking about the regional recreation concept and will likely become a reality within several months.

Several commissions have written school-use agreements, and many others are considering such agreements.

The Branch participated in two summer leadership schools, the Kootenay annual workshop, and the first annual British Columbia-Alberta Recreation Conference.

Services have also been made available to all communities having recreation commissions, and to other groups in an advisory capacity, such as B.C. Mobile Sailing School, British Columbia Festival of Sports, Red Cross Water Safety Service, East Kootenay Recreation Association, a variety of clinics and workshops, the Technical Planning Committees in the Regional Districts of Central Kootenay and Kootenay-Boundary, service clubs and organizations, and the Opportunities for Youth. The Branch advised regarding staff-hiring, facility construction, programme organization, and leadership training.

The film *Different Tune—Different Drummer* has been widely advertised and circulated to schools, churches, service clubs, and recreation commissions from this office.

GREATER VANCOUVER

The Greater Vancouver area comprises seven large municipalities and is served from the Victoria office.

Periodic meetings are held with all the Directors to discuss Branch services, trends, and developments in public recreation.

A total of \$26,013 was approved for special project assistance in the Greater Vancouver area. A study of teen-age recreation attitudes toward community centres was the major project in the area. The first phase has been completed, with the final phase scheduled for completion in 1973.

CONCLUSION

Throughout 1972 the Community Recreation Branch continued to provide many services to the recreation commissions and departments in the Province. The grant programme was so successful that all funds were committed in the first month of the 1972/73 fiscal year. This caused a serious curtailment of assistance to special projects throughout the Province, and resulted in some dissatisfaction among commissions and departments.

The importance of public recreation in solving leisure problems is meaningful in the society of today.

CONVENTIONS AND CONTRIBUTING GRANTS

P. D. CROFTON

For the number of conventions held in British Columbia, 1972 was a record year, with an increase of 184 over 1971. Total revenue, however, showed a decrease of \$191,862 from last year. Detailed figures and percentages by regions are:

Conventions, 1972

Tourist Region	Total Conventions	Total Delegates	Total Revenue \$
A	107	19,267	3,044,186
B	446	78,396	12,386,568
C	60	33,320	5,264,560
D	38	5,743	907,394
E, F, G	34	8,510	1,344,580
British Columbia	685	145,236	22,947,288

Distribution of British Columbia Conventions

	Number	Per Cent
January	43	6.3
February	49	7.2
March	53	7.7
April	81	11.8
May	109	15.9
June	98	14.3
July	34	5.0
August	42	6.1
September	86	12.6
October	46	6.7
November	31	4.5
December	13	1.9
	685	100.0

May was again top month for conventions during 1971. It is interesting to note from the graph that most of the events are held in off-peak months. This is important to the travel industry as in July and August our hotels, motels, and resorts are filled with tourists travelling as individuals.

The annual convention of the American Society of Association Executives was held in Honolulu in August. The Department of Travel Industry, in co-operation with the Vancouver Visitors and Convention Bureau, representatives from leading hotels in Vancouver, Victoria, and Harrison, staffed a most attractive booth in the Exhibit Hall. Chief Dan George, with the co-operation of CP Air, attended the convention. He was a tremendous drawing card to our booth. A record number of 82 executives asked for a formal convention proposal to be made to their organizations. The Department of Travel Industry is most grateful to Chief Dan George for assisting us in "selling" British Columbia as a convention destination.

Lunches for association executives were held in Calgary, Edmonton, Toronto, Ottawa, Seattle, San Francisco, Los Angeles, Spokane, and Portland. Members of our Convention Bureaux, Chambers of Commerce, and leading convention hotels



The Honourable Ernest Hall addressing the Provincial Tourist Advisory Council.

were asked to attend these functions, where they would have a chance to personally talk to these executives and tell them of convention facilities in their area. A slide presentation was made to our guests showing accommodation, meeting halls, and some of the many attractions and glorious scenery to encourage them to see more of our Province on either pre- or post-convention tours.

In co-operation with CP Air and Air Canada, association executives were brought from San Francisco and Washington, D.C., to view some of our major convention centres. Both these tours were successful, particularly the one from Washington, where so many national associations have their headquarters.



The British Columbia delegation with Chief Dan George at ASAE in Hawaii.



Pat Crofton greeting association executives from Washington, D.C.

The Department was asked to sponsor a luncheon for the Western Regional Conference of Association Executives in Palo Alto, Calif. More than 200 association executives attended this luncheon and presentation. Several of our leading convention-hotel representatives who attended were able to make direct contact with these convention decision-makers.

The convention folder, printed for the first time this year, was made available to Convention Bureaux, Chambers of Commerce, and other outlets to use when bidding for conventions. The *Pre- and Post-Convention Tour* brochure, also produced for the first time, was useful in telling convention delegates of tours that are available to discover the scenic wonders of British Columbia.

Increased convention advertising was carried out in convention magazines in Canada and the United States. Advertisements were taken in local papers with a Province-wide circulation to convince members of service clubs, groups, companies, and other organizations that British Columbia is an exciting and fully equipped area to hold their conventions or meetings, and that they would receive assistance from this Department, in conjunction with the local hotels and convention bureaux, if they bid to bring their groups to this Province.

The Department was host to a luncheon for more than 200 members of the Institute of Association Executives at their annual meeting in Vancouver. These convention decision-makers from all parts of Canada were most impressed with the convention facilities in Vancouver. Many of the delegates took post-convention tours of British Columbia.

Mail-outs of British Columbia literature were made to 39,400 delegates prior to their arrival in British Columbia. These mail-outs are most important as they encourage attendance and allow the delegates to plan a pre- or post-convention tour.

CONTRIBUTING GRANTS

The regulations governing the Contributing Grants Plan were changed in 1972 to meet the changing needs of the eight tourist regions. The total grant was increased from \$275,000 to \$300,000. Sport-show displays, and such, are now eligible under the plan, provided they take place outside the region. The travel expenses total was increased to \$2,500. Some allowance is now made for the long-distance calls originated by Co-ordinators in connection with regional business. Travel outside the Province by Co-ordinators will now qualify under the Contributing Grants Plan, provided the permission of the Region's Directorate is obtained.

Regional Co-ordinators and those representing regions were again invited to attend the Provincial Tourist Advisory Council meeting in Victoria. A new form for travel expense, given out at this meeting, will standardize submissions and speed the processing of grants.

EXHIBITS AND DISPLAYS

B. A. LEE

TRAVEL SHOWS

In an effort to concentrate on the major travel shows, the number of shows participated in by the Department this year was down over the previous year.

One of the shows we did enter into was the San Francisco Sport and Vacation Show. This continues to be a prime show in the California area, with attendance this year close to 400,000. Personnel from Victoria staffed our booth, assisted by staff from British Columbia House in San Francisco. Just recently ended was the San Francisco International Winter Sports Show, at which we were represented. This, too, was staffed by Victoria and San Francisco personnel. This is the third year we have entered this show and the interest remains very high. The Los Angeles Sport and Vacation Show was held for the first time in the new sports arena and attendance for this was not as expected. The Canadian National Sportsmen's Show in Toronto again proved to be a tremendous success, with attendance in excess of 360,000. As in past years, we again shared a 60-foot space with the Provinces of Alberta and Saskatchewan, and this "Western Provinces" theme works very well.

In addition to these shows, representation by British Columbia at travel shows in Dallas, Tex.; Milwaukee, Wis.; Anaheim and Los Angeles, Calif. is obtained through our affiliation with the Pacific Northwest Travel Association. Some of these shows are manned by British Columbia representatives, who distribute our British Columbia literature to the thousands of prospective visitors.

To define what a travel show is, it should be noted that all are divisions of established events called by a variety of names—Sportsmen's Shows, Sports Travel and Boat Shows, Vacation Shows, and a few more. Whether they are a large 10-day



Thousands of questions are answered every year at travel shows.

show in a major city or a smaller 4-day event, they operate basically the same. Each has a travel section with booths representing individual resorts, areas, provinces, and states. Foreign countries and their attractions are frequently displayed, too.

Another section includes exhibits of fishing-tackle, sporting-goods, archery, golf, and other participant sports. A marine section includes exhibits, boats, motors, and accessories. Another area includes trailers and mobile homes. A limited number of other displays feature direct sales of leather goods, Indian handicrafts, and novelty items.

All successful shows have been held during winter, from January through April. These dates tie-in with vacation-planning periods and new product introduction. They also precede the big-volume travel months of June, July, August, and September. Many shows are privately owned. Others are sponsored or operated by newspapers or radio-television stations. Some are endorsed or produced by civic or industry groups. All shows, because of their complexity, require highly trained staff.

DISPLAYS

The Department's display in California was used for the San Francisco Show, and also for the Ski Show. The 20-foot portable display was used in the Toronto Show as well as the Los Angeles Vacation Show. This display was also used in various other promotions, including a CP Air/Eaton's "See Canada" promotion in Toronto. Plans are now being made for the construction of a new 20-foot display, along with window displays, for the California area.

OTHER PROMOTIONS

In addition to participating in travel shows, the Exhibit and Display Section was involved in various other promotions within the Department. It took part in the annual California promotion and assisted in the yearly press tour of British Columbia. It also assisted the Director of Information Services with the Ferry Counsellors' tour, and other familiarization tours around the Victoria and Vancouver areas.

FILM AND PHOTOGRAPHIC BRANCH

S. HAINES

Weather is of vital importance to photographers, and the year 1972 got off to a rather bad start in this direction. As the weeks went by, however, the weather improved considerably, and the men stayed in the field almost continuously to obtain important material.

The staff of three motion-picture men have been very industrious. Three films were completed, while three are in the process of completion. Many commercials and other shooting assignments were covered.

The four stills photographers have not been left behind in the production area, and can account for many hundreds of top-quality negatives and transparencies being added to the files, not to mention the dozens of publicity and official functions covered.

The black-and-white darkrooms again show an increase in the number of negatives and prints produced, and the colour laboratory has more than doubled its production.

Consequently, the office staff have had to extend themselves to handle the necessary administrative problems this type of production creates, and this has been done with great efficiency and promptness.

The Branch film library in Vancouver continues to grow in importance and popularity. Additional staff has been added, with extra space acquired for storage and work area.

MOTION-PICTURE PRODUCTION

Excellent results have been achieved by the motion-picture staff. Three films have been brought to completion. A short version of *A Face in the Crowd* was produced under the title *Faces of a Festival*. Footage was shot for sports commercials and other Government projects, and work is currently progressing on three new productions.

The film *Island Eden*, completed in March 1972, has already won awards and merits throughout the continent. It is considered one of the top films of its class.

Happiness Is . . . is a lively ski film of the ski area adjacent to Vancouver, and is doing a remarkable job of promoting ski-ing to visitors from all over the western world and many other countries.

The third film made by the Branch was titled *Different Tune—Different Drummer*, and was produced for the Department of Education of the Provincial Government. Dealing as it does with the drug and alcohol abuse so prevalent today, this film is doing very important work and is constantly in demand.

A film on the Okanagan area of the Province is currently under way, and will follow the general scheme used in the production of *Island Eden*. Few of us will have the opportunity to survey the beautiful lakes and countryside of the Okanagan from the air except through the medium of a film such as this. We feel that this film will have a tremendous potential for tourist promotion.

Work continued on a film on 'Ksan, the re-creation of a Gtksan Indian village at Hazelton. Through animation based on Indian drawings, it tells the legend of the downfall of their ancient culture. It also follows the history of the 'Ksan project and depicts the revival of the arts, crafts, and culture of northwest coast Indians.



Hon. Ernest Hall (left) and N. Keziere with trophies.

Long overdue, a film on the coastal areas of the Province is in the formative stages, and exploratory footage has been shot for test purposes. Scripts are presently being considered, along with narration and sound-effect proposals, and filming proper will commence early in the spring, if a satisfactory programme can be decided upon.

Sponsored by the Department, a film on West Kootenay has been completed by a private producer for the Branch. This colourful and lively film shows the recreational possibilities available in this area, and takes the viewer on a 25-minute tour of activities that can be enjoyed by visitors of all ages.

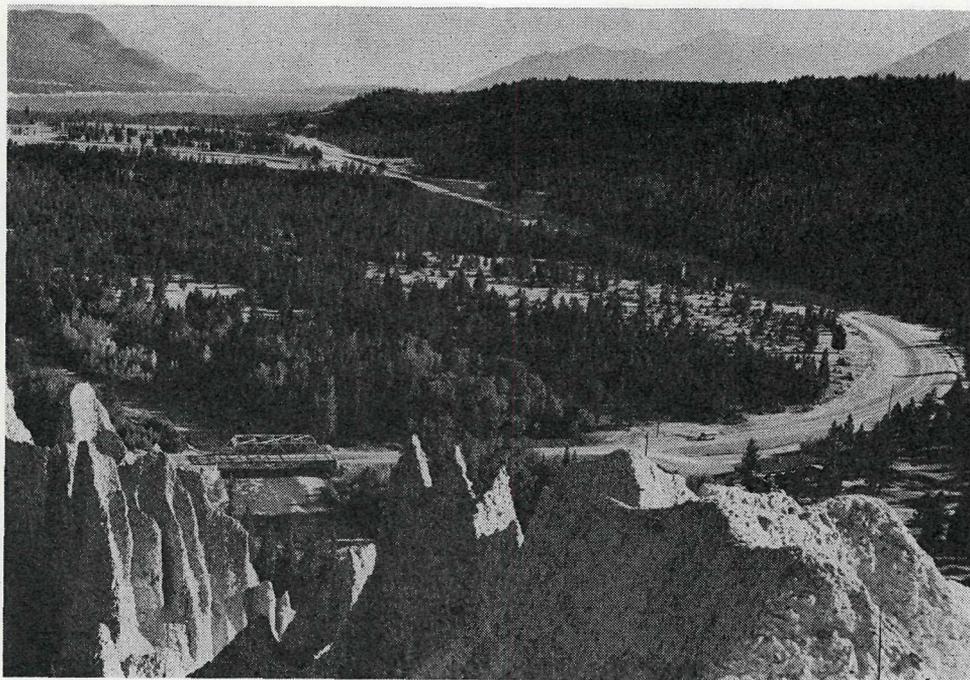
The film is titled *West Kootenay Adventure*, and is available from the Branch libraries.

STILL PHOTOGRAPHY

Our four stills photographers are required to stay constantly on the alert to procure the very best in photographic coverage for *Beautiful British Columbia* magazine, Government brochures, and advertising programmes. They are also expected to keep the negative files of the Film and Photographic Branch reasonably up to date. This is a very strenuous undertaking, and requires skill, dedication, and great patience. Frustrations with weather, air, and water conditions and the unpredictable behaviour of birds and animals must be considered merely a condition of employment. The well-stocked files of the editorial offices of *Beautiful British Columbia* magazine, and the photo albums in this Branch, attest to the ambition and dedication of these men.

BLACK-AND-WHITE DARKROOMS

It is conceivable that in the not-too-far-distant future there will be few black-and-white pictures as a general rule. With colour printing technology advancing as



Dutch Creek.

rapidly as it is today, it is only a matter of time until colour printing may be used exclusively. Since that day is not here yet, however, our darkrooms continue to produce a very large amount of this material.

Requests for black-and-white photographs exceeded all previous records, and the Branch shipped 22,106 prints and processed 4,117 negatives in response to this tremendous demand. More than 300 framing prints were processed for different display purposes for use by Government Agents, and some package prints prepared for mailing are now available.

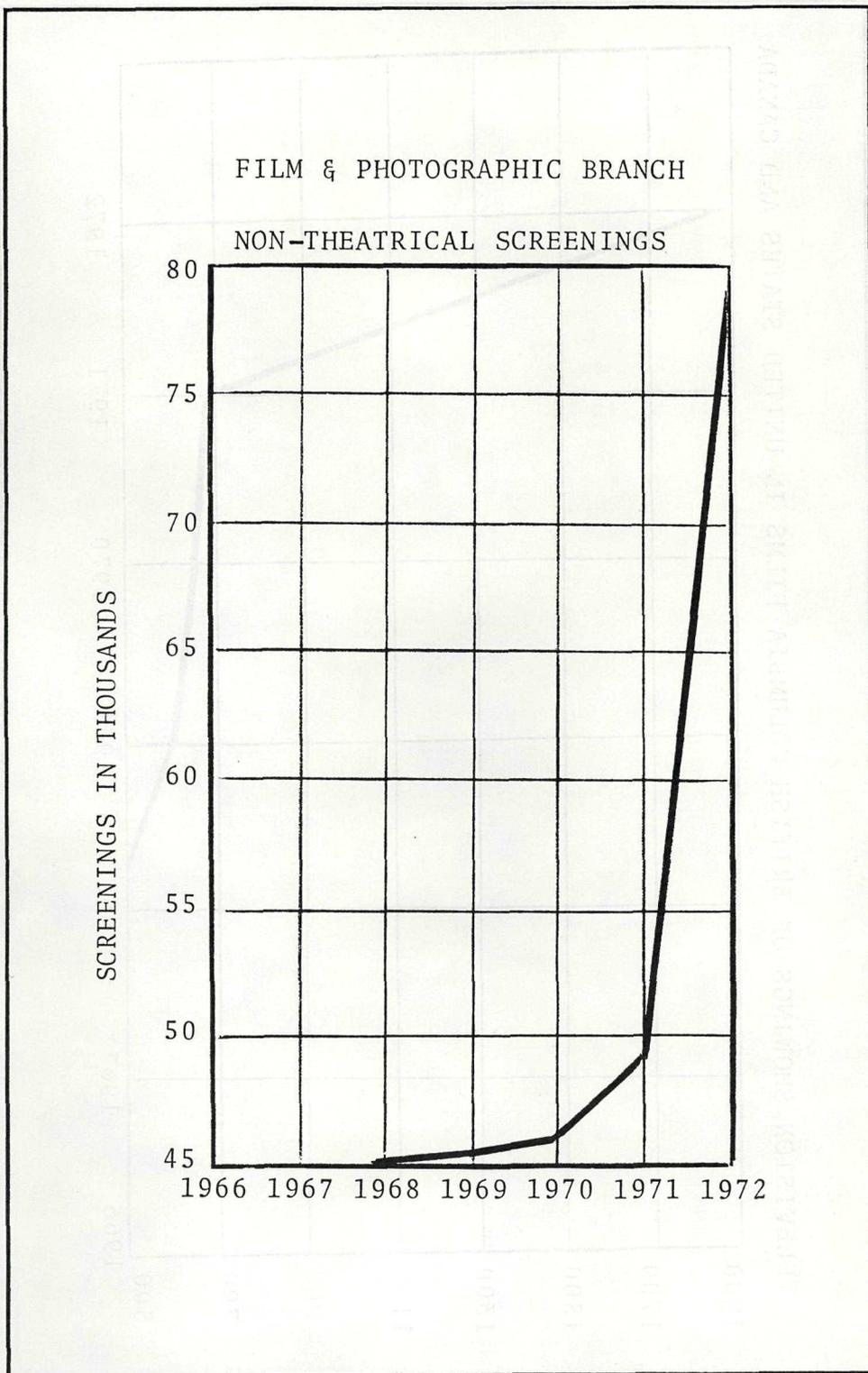
COLOUR LABORATORY DARKROOMS

With new equipment, materials, and procedures being constantly updated, the colour laboratory is an exciting area of this operation. Experts in their field, our technicians produce a great number of colour prints, negatives, and transparencies each week. The main body of this production is for *Beautiful British Columbia* magazine, and related works requiring colour printing.

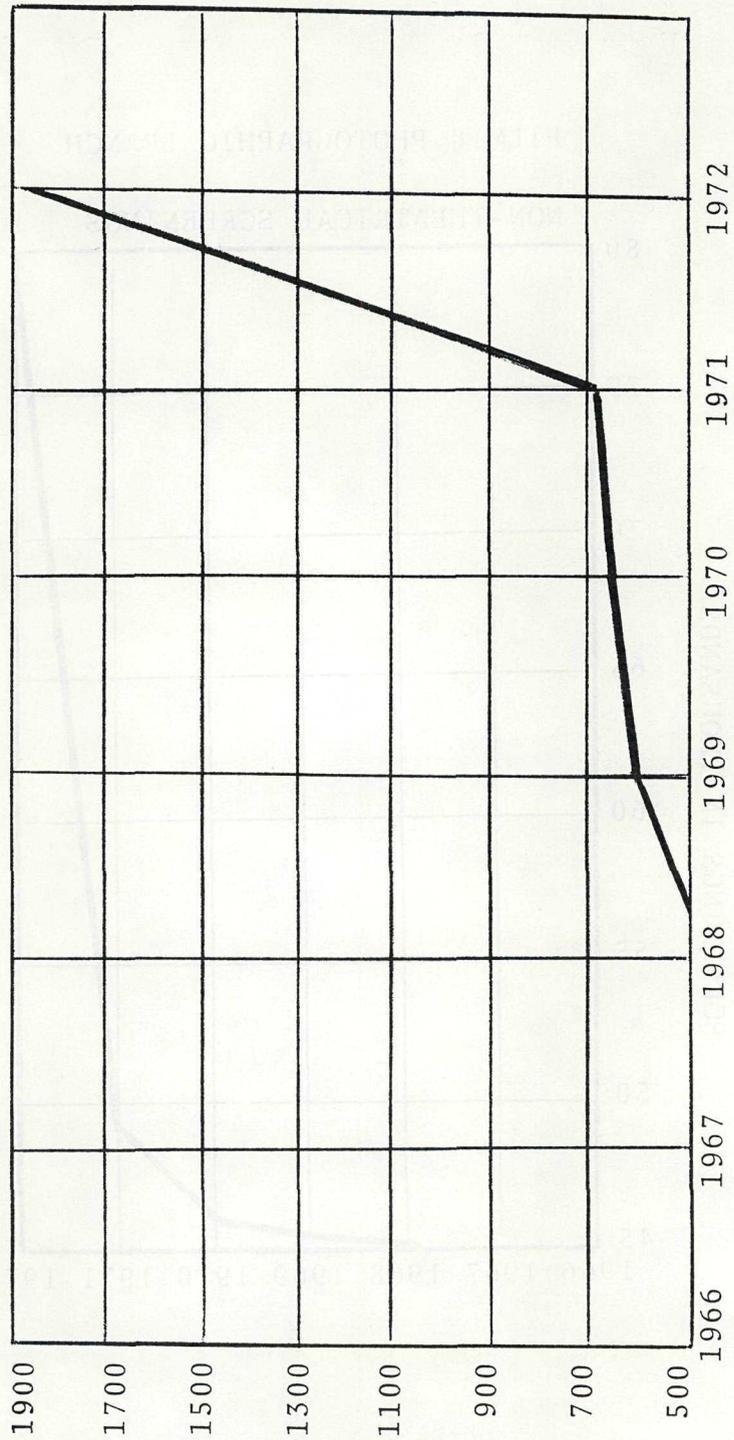
Figures show that 15,989 colour prints of various sizes were produced, along with 8,107 transparencies and 4,928 negatives. The reputation of *Beautiful British Columbia* magazine, and the quality of the pictures shown on maps and brochures produced by this Government, bear testimony to the excellent workmanship of these men.

MOTION-PICTURE DISTRIBUTION

World-wide distribution of Branch films is done through the facilities of the Canadian Travel Film Library, which has its headquarters in Ottawa. Thus we have distribution in Great Britain, the United States of America, Germany, France, Japan,



TELEVISION SHOWINGS OF BRITISH COLUMBIA FILMS IN UNITED STATES AND CANADA



and many other countries. In Canada, distribution to the domestic scene is via the Canadian Travel Film Library, the facilities of the National Film Board, and the two libraries operated by the Branch.

An additional 402 prints of our productions were added to the lists for international distribution, while a further 134 prints were placed in our two Branch libraries.

Reports on foreign-language versions indicate increasing interest in our productions, and we are presently versioning two recent titles in other languages. More than 4,000 prints versioned in English, French, German, and Japanese are presently in circulation.

The Branch film library in Vancouver now distributes the films of the British Columbia Hydro Authority, the Community Recreation Branch, and the Canadian Red Cross as a service to film-users, besides those of our Branch. Bookings are on the increase through this facility, and the staff are often hard pressed to maintain schedules. In some cases bookings are almost a year in advance to give instructors and lecturers the opportunity to map out important programmes.

MOTION-PICTURE SCREENINGS

Reports from Canadian Travel Film Libraries indicate a sharp increase in the use of our films in Canada and abroad. In the United States, we had 79,848 non-theatrical screenings, with an audience count of 3,447,814. In Europe, we recorded 3,470 screenings to an audience of 223,015; and in Canada, not counting British Columbia, we showed 7,500 screenings to an audience of 375,000.

Records of the two Branch libraries indicate 5,328 screenings to an audience total of 217,791 persons for this Province.

Additionally, we also record 1,858 telecasts in the United States and Canada through the facilities of the Canadian Travel Film Library, and 56 telecasts through our own libraries.

It is interesting to note that a single television broadcast in Japan reaches 90 million people in their homes. Reception in the United States through this medium is very impressive, too.

FOREIGN-LANGUAGE VERSIONING

Many of our prints are versioned in other languages, with the largest number in French. French-language versions are used not only in eastern Canada and France, but in many other countries. To further present our Province to foreign visitors, we have also versioned in the German and Japanese languages.

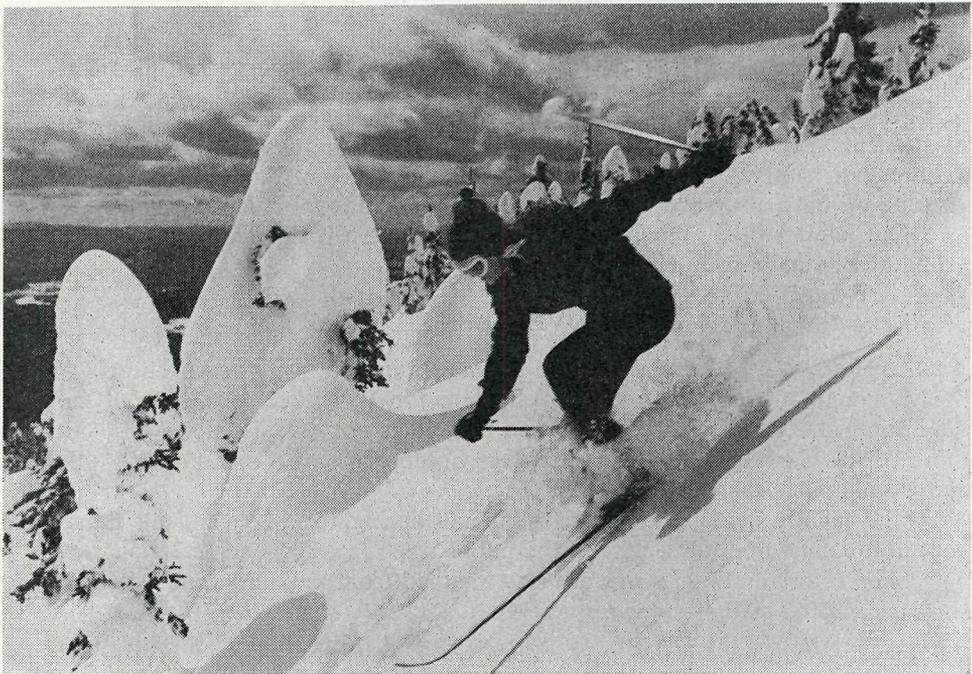
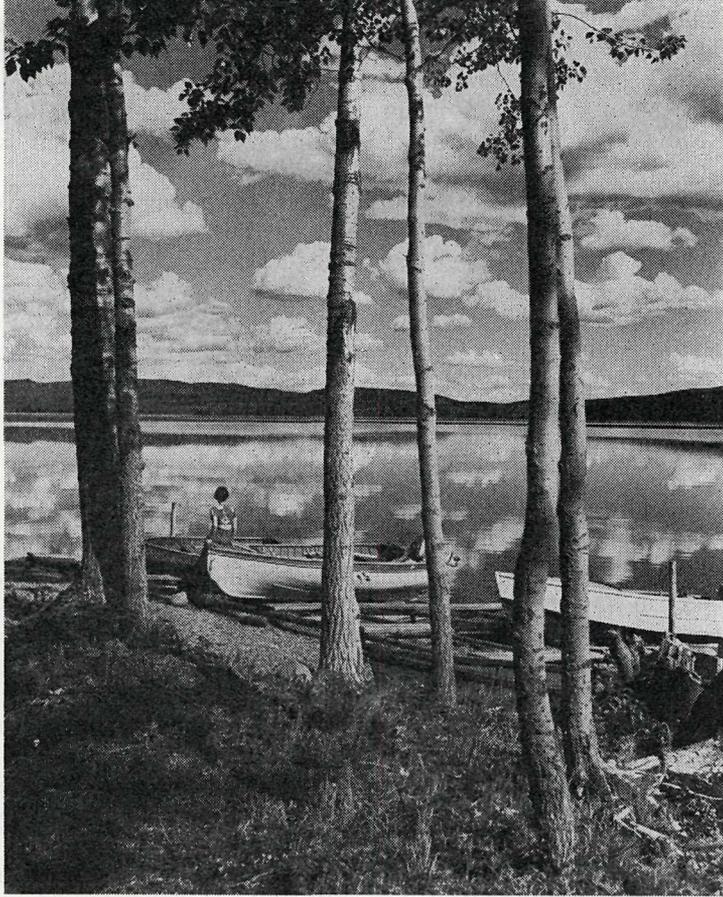
Our latest award winner, now produced in English, French, and Japanese, will probably be versioned in German early in 1973.

VANCOUVER FILM LIBRARY

Operated by the Film and Photographic Branch to facilitate film borrowing on the Mainland, and located at 636 Burrard Street in Vancouver, the library is proving once again the value of centralization. It handles not only Branch films, but also those of the Canadian Red Cross, British Columbia Hydro and Power Authority, and Community Recreation Branch.

The facility made 5,797 film shipments during the year, and all films were kept in top condition for service to the public.

Slide shows and film strips are also handled from this outlet, and further slide shows are in the planning stage.



GENERAL OFFICE

The work of the general office of the Branch varies considerably from most general offices. Basically, the function of the office is administration, but also includes the film library, slide files, negative files, and photo albums.

More than 700 film shipments originated from this office for direct screenings to an audience of more than 32,000 people. The office also recorded 19 television shows of films from the Branch.

Picture selections, including black and white, colour, and colour slides totalling more than 12,000 were made and forwarded by the office staff in reply to requests.

During the year only a very few black-and-white negatives were added to the files, but more than 3,500 colour negatives and 300 original slides were numbered and captioned.

To replace the duplicate slides sent out in answer to requests, and to prepare duplicate stocks of new slides, is a very important part of our work. More than 7,000 duplicate slides were numbered, captioned, and filed for this purpose.

The Branch is also responsible for setting up slide shows for general distribution, which includes composing and editing shot lists and narration.

This type of show calls for occasional revision, and three different slide shows are now prepared to be returned to circulation.

The Branch receives letters from all over the world requesting visual information on British Columbia. More than 700 letters bearing pertinent information were sent out from this office.

INFORMATION CENTRE, VANCOUVER

T. A. NOTLEY

During the past year the flow of travellers to British Columbia has increased.

Abbotsford Information Centre recorded a general increase throughout the summer, with a noticeable rise in the number of recreational vehicles.

New Westminster Chamber of Commerce had another record year with 27,000 visitors, an increase of 14.8 per cent over the total of 23,000 for 1971. Here again, the number of trailers and campers created a substantial impression on visitor statistics.

While other Information Centres showed general gains, the Vancouver Centre had a slight decrease of 4.5 per cent in over-all counter inquiries from 101,504 in 1971 to 97,033 in 1972.

The lack of general inquiries could be attributed to a slow spring period due to inclement weather conditions and heavy flooding. Another factor could be the poor convention year in Vancouver. It should be mentioned that the absence of trailer and camper facilities in Vancouver has affected hotel and motel statistics, indicating that recreational vehicles are totally bypassing Vancouver.

Due to the death of G. Ed Meade in July, Terry Notley was appointed supervisor of the Vancouver Information Centre. Mr. Notley attended many promotional functions and gave lectures to such groups as TEAL (Teachers of English as an Additional Language), the Rotary Club of Annacis Island, and the International Travel Trailer Club of America. He also held his usual spring and fall night school Adult Education classes, and conducted tours for the many travel writers, filmmakers, and magazine photographers visiting Vancouver.

In conclusion, the efforts of all temporary counsellors and permanent staff, two new members of which are Miss Karen Bishop and Richard Lemon, were instrumental in producing another successful year.

PERSONNEL AND ACCOUNTS

G. L. LEVY

The Personnel Office processed 123 requisitions through the Civil Service Commission. These were required for the selection of persons to fill vacancies and seasonal requirements for the following areas:

Forty-three were recruited for the Travel Division to staff reception centres in Victoria, Vancouver, and various parts of the Province.

Twenty-nine were selected for the subscription office of *Beautiful British Columbia* magazine.

Forty Tourist Counsellors were selected to be located on all major British Columbia ferries during the tourist season.

Six persons were selected as Tourist Accommodation Inspectors in the Province.

Two were selected for the Film and Photographic Branch, and three for the Community Recreation Branch.

The employment of seasonal staff each year is necessary to carry out the tourist information service.

The Accounts Section processed all requisitions for supplies and equipment, and all expenses incurred by the Branches of the Department.

PUBLICITY

HARRY P. MCKEEVER

Perhaps the busiest year so far, 1972 began with press releases outlining some of the activities of the Department in 1971. Other work included the first of two special issues of the *British Columbia Government News*, editing and revising regional folders, and checking booklets and travel guides for publishing houses preparing for the oncoming tourist year. A directory for the Society of American Travel Writers was edited, as were other brochures produced by the Department. The editor of *Hotel Review*, Berne, Switzerland, was hosted on a two-day visit toward the end of February.

Thereafter, considerable time was devoted to writers, editors, photographers, broadcasters, and columnists arriving through the auspices of the Canadian Government Travel Bureau, Ottawa. A two-week tour via the MV *Queen of Prince Rupert* was extended to a writer selected to complete assignments on 'Ksan Village in co-operation with ARDA and Federal affiliates. Fifty-one Mexican travel personnel were escorted on a local tour of Victoria and environs. The further one-day visit of a representative of *Trade News*, Sydney, Australia, was one of numerous that extended into late in the year.

A trip was made to Banff to meet Wilfrid Thomas, internationally known for his programmes carried on British and Australian broadcasting systems. Subsequent travel with Mr. Thomas resulted in material that was eventually aired to millions of listeners in Great Britain and Australia. A three-day Vancouver Island trip was completed with three German travel editors. A representative of *Sunset* magazine, California, was conducted on a two-day fact-finding tour of Vancouver Island.

The special projects editor of the *Lancashire Evening Post*, in search of material depicting the Province's lesser-known areas, travelled via MV *Uchuck III* and plane to view the west coast of Vancouver Island. This same journalist was further escorted via logging-roads to logging camps for first-hand facts on the industry. The news editor, Air Canada, was hosted on a nine-day tour to acquire story material on dude ranches, houseboats, Barkerville, Fort Steele, and other historic sites.

Research was done for several publishing houses and magazine producers. Stories were checked for these same organizations, as were maps and write-ups for freelance writers and authors not altogether familiar with our vast territory. Such work is sincerely appreciated inasmuch as it avoids misunderstandings and inaccuracies when the stories finally appear in print.

In all, 165 stories were written in response to requests from many parts of the world. One in particular was given two-page prominence by Qantas Airways, Australia, in their monthly publication.

Somewhat a departure from normal practice, an essay competition was set to Grade XII students in our public and private schools with the intention of receiving stories that might be used as publicity pieces. Notwithstanding that 30 prizes of \$100 each were offered for up to 1,000 words on any aspect of British Columbia, the results were not up to expectations. This disappointing response would, therefore, tend to preclude any further plans for another contest in the future. Conceivably, the project might have developed into an exciting and rewarding challenge for senior students who had thoughts of careers in journalism.

Following the general trend in the growth of tourism everywhere, correspondence increased considerably during 1972. This, together with intensified research requests, indicated most definitely the popularity of British Columbia as a tourist destination.

The year 1972 opened with the Information Office in Vancouver for 10 days in January at the Los Angeles sports show held at the new Los Angeles Convention Center. Interest in the entire Northwest was evident and British Columbia produced as a side effect of the tremendous interest shown in the show, British Columbia literature was sought by many potential visitors who made a special effort to attend the sports show and visit the Department of Health and Family Services.

Correspondence continued through the spring months with cities and agencies in the greater Los Angeles area where we presented the British Columbia programs to nearly 200 clubs and associations. The International OWI was invited during the summer. British Columbia Office headquarters and staff on two special travel consulting seminars organized by the Automobile Club of Southern California and the National Automobile Club. The seminars shown at the conventions was very highly rated and the organizers have invited us to make it an annual event.

The Travel Counselors Training Course held annually in May was expanded from a five to seven-day course. This necessitated a complete reorganization of the course outline, practical materials, visual and audio-visual aids, guest speakers, and the final examination. Two classes were completed in April and the course was held at the British Columbia Institute of Technology in Vancouver, May 2 to 12. Since the Information Office is one of the chief instructors of the Travel Counselors Course and we are and make the final examination in this consulting department, face preparation is required.

Keynotes for the V.I. Regional Office, British Columbia, continued through the spring with valuable assistance from the Ministry of Transport, British Columbia, and the British Columbia Travel Council. The new brochure was set to obtain additional information for the brochure. The new brochure was available for distribution at the Alpbach International Air Show, the British Columbia Travel Council Annual Meeting and Convention, and at the Washington Book Association Convention. This year the quantity printed was doubled to 100,000 copies, and by August the demand was so great that more than 1,000 copies were already in distribution.

The Information Office continued to assist the Director of Publicity through the year by conducting publicity campaigns of British Columbia for visiting dignitaries, editors, writers, and photographers. A brochure was also given movie producers, while location filming was done in British Columbia.

Research requests were made as various agencies in British Columbia to keep our information resources up to date and to extend our job staff training sessions for new Travel Counsellors. For example, operators of the British Columbia Forest Service, Kees Raker, the new agent in July presented many new travel possibilities, and the new year report to learn first-hand the travel, recreation, business, and accommodation possibilities. On-the-job staff training sessions and field trips were conducted at the new 7th Information Centre, at the junction of Highway 1 and 92, southeast of Victoria.

The Regional Travel Counselors Course, British Columbia, was successful field only in June at the New Valley Gap, west of Kamloops. The course was expanded from two classes had to be conducted, a continuation course. This course was expanded from two to four classes and a final review of the outline, practical materials, visual aids, guest speakers, and the examination.

SPECIAL EVENTS AND CIVIL AVIATION

MISS ELAINE JOHNSTON

The year 1972 opened with the Information Officer in attendance for 10 days in January at the Los Angeles Sport Show, held at the new Los Angeles Convention Centre. Interest in the entire Northwest was evident, and British Columbia profited as a side effect of the tremendous interest shown by Californians in Alaska. British Columbia literature was sought by many potential visitors who made a special effort to attend the Sports Show and visit our Department of Travel Industry display.

Correspondence continued through the spring months with clubs and groups in the greater Los Angeles area, where we presented our British Columbia programme to nearly 200 clubs and associations. The Information Officer assisted staffing the temporary British Columbia Office headquarters, and spoke at two special travel counselling seminars organized by the Automobile Club of Southern California, and the National Automobile Club. The enthusiasm shown at these seminars was unusually high, and the organizers have invited us to make it an annual event.

The Travel Counsellors' Training Course, held annually in May, was expanded from a five- to seven-day course. This necessitated a complete reorganization of the course outline, instructional materials, visual and teaching aids, guest speakers, and the final examination. Two classes were completely filled, and the course was held at the British Columbia Institute of Technology in Burnaby, May 5 to 12. Since the Information Officer is one of the chief instructors at the Travel Counsellors' Course, and also sets and marks the final examination, much time-consuming detailed advance preparation is required.

Revisions for the *Fly Beautiful British Columbia* brochure continued through the spring, with valuable assistance from the Ministry of Transport, British Columbia Aviation Council, and Canadian Armed Forces. Photographic assignments were set to obtain additional illustrations for the brochure. The new brochure was available for distribution at the Abbotsford International Air Show, the British Columbia Aviation Council Annual Meeting and Convention, and at the Washington Pilots' Association Convention. This year the quantity printed was doubled to 10,000 copies, and by August the demand was so great that more than 7,000 copies were already in distribution.

The Information Officer continued to assist the Director of Publicity through the year by conducting familiarization tours of British Columbia for visiting dignitaries, editors, writers, and photographers. Assistance was also given movie producers while location filming was done in British Columbia.

Research trips were made to various locations in British Columbia to keep our information resources files up to date, and to conduct on-the-job staff training sessions for new Travel Counsellors. For example, opening of the British Columbia Forest Service Nass River Bridge near Stewart, in July, presented many new travel potentialities, and the area was visited to learn first-hand the travel, recreational, historic, and accommodation possibilities. On-the-job staff-training sessions and field trips were conducted at the new Yahk Information Centre, at the junction of Highways 3 and 95, south of Cranbrook.

The Regional Travel Counsellors' Training Course was successfully held early in June at Three Valley Gap, west of Revelstoke. The enrolment was so great that two classes had to be conducted simultaneously. This course was expanded from two to three days, and required extensive revision of the outline, instructional materials, visual aids, guest speakers, field trips, and examination.

During the summer the Information Officer assisted the Director of Information Services with correction and revision of the 1973/74 British Columbia Road Map. Additional checking was completed during the autumn.

To obtain additional publicity for the Cowichan Valley Forest Museum on behalf of the British Columbia Forest Service, a meeting was arranged with representatives from the British Columbia Forest Service, the Cowichan Valley Forest Museum, and the Information Officer. Suggestions were made to help take advantage of the publicity outlets already in existence, and new or supplementary directional signs were also suggested.

The Information Officer represented the Department at the British Columbia Aviation Council Annual General Meeting and Convention at Harrison Hot Springs in September, and attended the Provincial Tourist Advisory Council fall meeting in Victoria.

Revision of the set of *Travel Counsellors' Manuals*, now out of print, was undertaken, with the Information Officer assigned to rewrite Book 6 on Recreation in British Columbia. This necessitated travel and research, and work was well under way at the close of the year.

SPECIAL PROMOTIONS

K. B. WOODWARD

FAMILIARIZATION PROGRAMME

As a direct result of negotiations with the Canadian Government Travel Bureau, Travel Trade Relations, and discussions held during the Federal Provincial Conference on Tourism, the format of the Federal Government familiarization tour programme for travel agents, tour wholesalers, and operators was regionalized. This enabled us to participate to a far greater degree in the introduction of British Columbia familiarization tours for these agents. The scope of this programme almost doubled that of previous years and we were represented in major travel trade markets that previously were not exposed to the vacation possibilities of British Columbia.

The programme was broken down into two parts—the first part consisted of 11 familiarization tours involving British Columbia, Alberta, CP Air, and Air Canada, and was co-ordinated by the Canadian Government Travel Bureau. Visiting British Columbia were 250 agents from the following market areas: Western Europe; United States eastern seaboard; Los Angeles, San Francisco, and Seattle; Chicago and Minneapolis areas; Pittsburgh, Philadelphia, and Buffalo; Detroit, Cleveland, and Cincinnati areas. In addition, travel executives from Japan also toured British Columbia.

The second part consisted of groups from Latin America and from the South Pacific who visited British Columbia on a "See Canada Programme."

TRAVEL AGENTS' PRESENTATIONS

During 1972 we travelled to the following cities to show our travel agents' and convention presentations to approved travel retailers and wholesalers:

London, England.	San Francisco, Calif.
Toronto, Ont.	Sacramento, Calif.
Ottawa, Ont.	Los Angeles (five showings), Calif.
Calgary, Alta.	Phoenix, Ariz.
Edmonton, Alta.	Seattle, Wash.
Palo Alto, Calif.	

These presentations were in the form of salmon dinners and were operated in co-operation with Canadian and American air-lines.

JAPANESE TRAVEL DEVELOPMENT PROGRAMME

Approximately four years ago the Department of Travel Industry commenced a travel promotion programme aimed directly at the lucrative Japanese market.

Stages 1 to 4 were completed in 1971, and stages 5 and 6 took place in 1972.

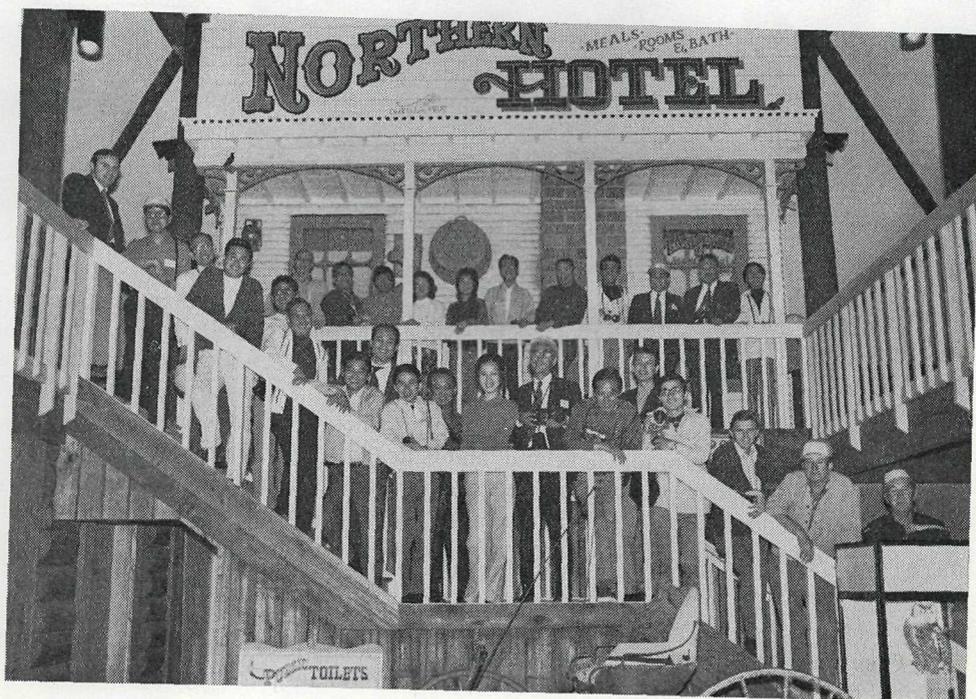
Stage 5 was a continuation of this most important programme. In the month of May 1972, we escorted 60 travel agents from Japan on a familiarization tour of British Columbia. During this tour seminars were operated on the mechanics of "selling" British Columbia in the off-peak months.

Winter-time fun was a main sales scheme, supplemented by spring and fall golf tour programmes and specialized travel groups such as medical and other professional personnel.

Stage 6 of this programme was a visit to British Columbia by 30 recognized travel editors representing radio, television, daily and weekly newspapers from every



Japanese Travel Agents' Group at Barkerville.



Japanese Press Tour visits Prince George Museum.

corner of Japan. These press representatives produced reams of copy telling the consumer market in Japan of the vacation possibilities in British Columbia during the off-season.

CALIFORNIA PROMOTION

The spring promotional tour of California covered a greater area and more people this year than ever before. Arrangements were made for more than 200 speaking engagements for the British Columbia speakers' group that travelled to California. The usual consumer, press, travel trade, and convention organizers were contacted and again resulted in a most successful promotion.



Welcoming travel agents to British Columbia Presentation in San Francisco.

DISCOUNT PACKAGES

In view of new air-line regulations allowing discount rates on domestic flights, an entirely new promotional field has been opened up for in-Canada travel. Travel between cities in Canada 700 miles apart or more, and between October 1 and May 31, can realize great savings on air travel. In co-operation with air carriers, we are encouraging the construction of discount packages saleable in the densely populated areas near Montreal, Toronto, Cleveland, and Chicago. Golf themes, spring-comes-early themes, fall colour programmes, nature programmes, and tack-on to business trips are being encouraged. This is an entirely new departure and can be a great asset to the off-season periods of our travel industry.

SUMMARY

Continuing programmes with newspaper, national television companies, and national magazines were carried out in an attempt to obtain publicity for a minimum outlay.

British Columbia's *Travel Agents' Manual* is widely distributed to travel agents throughout the world.

Many speaking engagements were carried out to local and visiting groups and conventions in British Columbia, and the State of Washington.

It is apparent that travel trends throughout the world are changing very rapidly. It is apparent that the travel promotion methods we used two years ago are now obsolete. It is apparent in this world of specialized travel and specialized methods that we must use specialized methods of travel promotion. We must select our market areas carefully and when we approach them, in an attempt to change their travel patterns in our favour, we must be far ahead of our closest competitor with our promotional schemes. We must encourage visitors from our carefully selected marketed areas to visit our Province during the time that we want them.

TOURIST ACCOMMODATION

ARTHUR E. ABRAM



During the year 1972, there were no major changes in the system of Government approval of tourist accommodation establishments, nor in the administration of the programme.

FIELD WORK

The field work of inspection and registration was again carried out within the completion date required for *Directory* publication. The work in the early part of the coverage was hampered somewhat by flood conditions in many areas of the Province.

Between April 15 and July 31, six Tourist Accommodation Inspectors completed the field work, with some minor assistance from head office staff.

REGISTRATIONS

Registration of approved tourist accommodation establishments was up over the previous year, with a total of 2,012 establishments now recorded in the register. Included in this total are 102 new establishments. There were 90 establishments removed from the register in 1972.

THE GREEN BOOK

This year, the Department published and distributed 750,000 copies of the *British Columbia Tourist Directory*. For many years this publication has been well received by the travelling public and is commonly referred to as the "Green Book." Distribution of the publication is largely on the North American continent; however, copies are available in London, England, and continental Europe.

INQUIRIES

Many inquiries are received by the Tourist Accommodation Office from persons who have an interest in establishing tourist accommodation facilities in the Province. During the past year, 132 such inquiries were processed. The origins of these letters were as follows: 52 from British Columbia residents, 25 from the United States, and 54 from other provinces in Canada, with one inquiry from England.

COMPLAINTS

Complaints on our tourist accommodation establishments were down considerably from the previous year. During 1972, a total of 80 formal complaints were received by the Office. Of these complaints, 55 were investigated, and of this number, two resulted in the removal of establishments from the register of approved tourist accommodation.

REPRESENTATION

Again this year the Office was represented on the Provincial Tourist Advisory Council as a member, and also serving on the Green Book Committee, and the Resolutions Committee of the Council.



A before-dinner interlude.



Elegant surroundings for a meal.

OTHER DEPARTMENTS

As this Department's inspections of tourist accommodation facilities are closely related to sanitation, the Tourist Accommodation Office staff worked closely with the Department of Health Services during the year in the approval of tourist accommodation facilities, particularly in the classifications related to campgrounds and trailer parks.

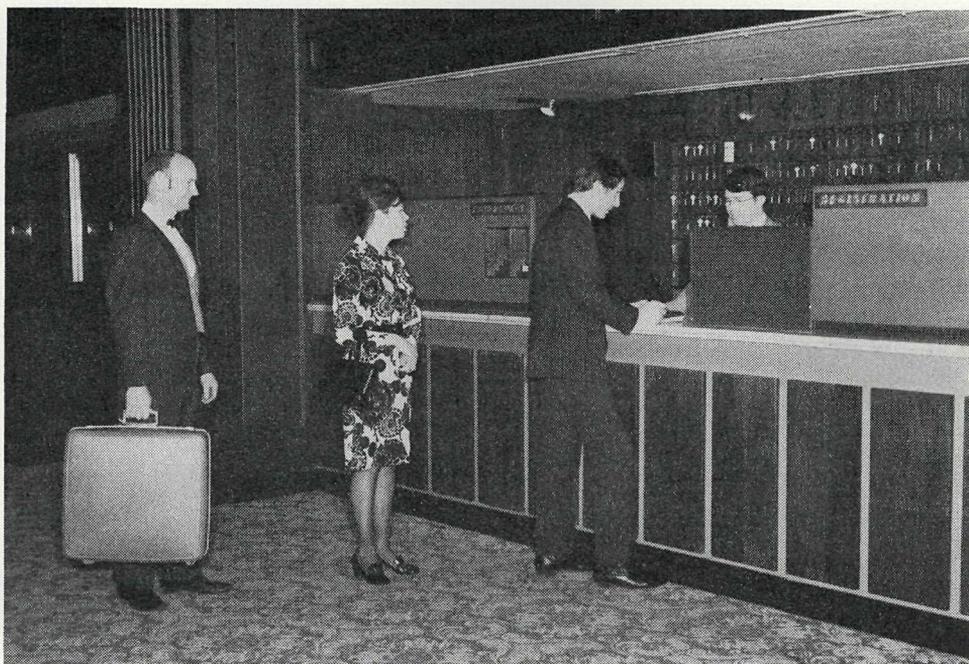
Highway signing for tourist accommodation facilities are contingent on registration with this Department; as a result, close liaison was maintained with the Department of Highways.

TOURIST ACCOMMODATION STATISTICS, 1972

Total establishments registered	2,012
Total number of units	62,473
Establishments removed from register	90
New establishments registered	102
Establishments permanently closed	8
Change of ownership	330

ESTABLISHMENTS AND UNITS BY CLASSIFICATION

	Establishments	Units
Hotels	184	9,861
Motor hotels	107	7,534
Apartment hotels	16	635
Motels	665	12,711
Motor courts	204	2,512
Auto courts	19	183
Resorts—		
Year round	32	1,062
Summer	87	1,079
Fishing	24	261
Lodges	58	643
Dude ranches	19	303
Beach cottages	69	520
Bungalows	15	151
Cabins	55	534
Trailer parks	242	9,531
Houseboats	5	39
Camp-sites	280	13,869
Camping cabanas		12
Fishing camps	116	837
Hunting and fishing camps	30	196
Totals	2,227	62,473
Total classified establishments	2,227	
Total registered establishments	2,012	
Establishments with dual classification		215



Checking in.



A typical room.

TRAVEL COUNSELLING

MRS. GRACE M. LONG

The Travelling Counselling Section has had a very busy and active year. While the mailing requests handled in this office have a 15.7-per-cent decrease from last year, this has not decreased the work load. Travel Counsellors are replying "in detail" to thousands of written requests, which involves a great deal of research, and is a direct result of the removal of all coupons from printed advertising.

Inquiries for information during 1972 are as follows:

	1971	1972
January	7,271	8,205
February	12,582	11,378
March	45,981	25,068
April	29,982	32,475
May	24,992	20,913
June	19,904	14,685
July	10,208	8,937
August	7,279	6,169
September	5,623	4,378
October	6,857	9,160
November	6,066	5,925
December	5,112	5,821
	181,777	153,114

RESEARCH

Preparation for the spring-summer British Columbia *Calendar of Events* is now in progress, the fall-winter issue having just recently been released. Correspondence for information for these publications is made to 450 persons, who represent virtually all sources of entertainment throughout the Province (i.e., theatres, recreation centres, arenas). The new format for the 1972/73 fall-winter calendar has been well received to date.

Revision of the Vancouver Island-Mainland Ferry time-table sheet, 1972, covering nine routes, starts in November for completion by early January to be available for the first travel show represented by our Department. The sheet for 1973 is now in progress.

Research was also made for several magazines who requested information on events for inclusion in their 1973 publications. Innumerable telephone calls from the Canadian Government Travel Bureau, Ottawa, for various and varied information are received in this office.

Updating the portable reference file used by all summer-employed Travel Counsellors, and other outlets, takes place in early February. Other areas of updating are aircraft charters, trailer parks, camp-sites, boat charters, industrial tours, dude ranches, and others. Thousands of mimeograph copies are run off yearly, and approximately 3,000 letters were written on the Flexowriter. Kits are made up throughout the year for various organizations. At present 5,500 kits are being put together for a combined Canadian Government Travel Bureau and Department of Travel Industry "Ski" advertising promotion.

TRAVEL COUNSELLORS

(Victoria Office)

Mrs. Debbie Buick is in charge of all "detailed" correspondence that requires individual attention and involves a great deal of research; during the busy period additional Counsellors are assigned to assist her. "Two-Nation Vacation" involving the distribution of brochures for the combined States of Oregon and Washington and the Province of British Columbia is also her responsibility. This year Mrs. Buick has represented our Department at the Toronto Canadian National Sportsman's Show in March; a "TIAC" Convention at Sooke in May; and assisted the Department of Industrial Development, Trade, and Commerce at the Edmonton "Klondike Days" in July. Her assistance was given to our Abbotsford Reception Centre for two weeks in September, and also when required in other aspects of work in this office.

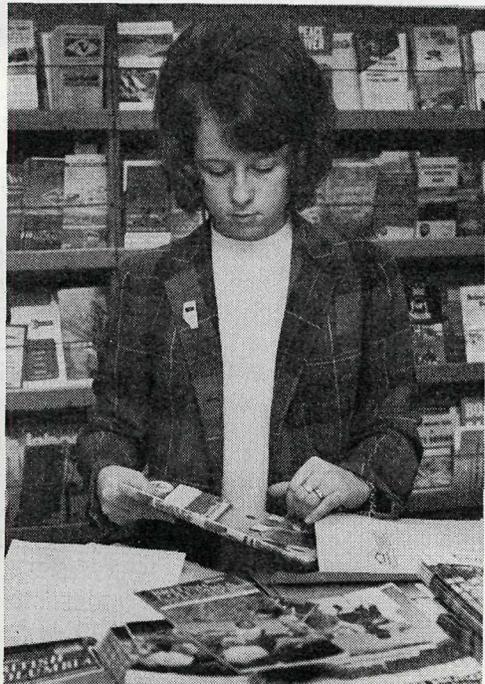
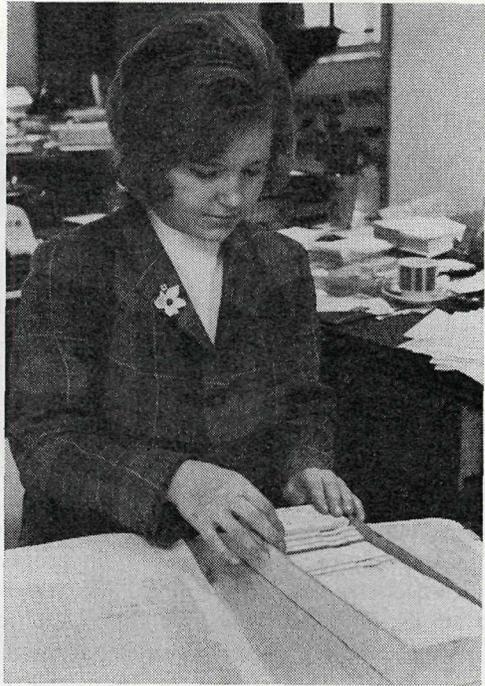
Mrs. Gail Carrie is secretary to Mr. Norman, whose many duties include correspondence with all Reception Centres during the summer season. In addition, she is responsible for authorizing invoices for payment and is continually updating our highway file regarding new routes, detours, gravel sections, and logging-road access. At present, research is in progress on the Vancouver-Fraser Valley map produced by this Department. Yearly research takes place on camp-sites, sanitations, and industrial tour lists. As well as assisting in other office procedure, Mrs. Carrie represented our Department at a "TIAC" Convention at Sooke and assisted the Department of Industrial Development, Trade, and Commerce at "Unimart '72" in Seattle during August.

Mrs. Joan Thomas is in charge of world-wide literature distribution and the master mailing-list, which is the Norfield Strip Index System. This involves approximately 5,500 labels for bulk shipments; other requests for literature shipments would amount to at least 15,000. Mrs. Thomas assists with detailed letters and other office work when required. She represented our Department at the San Francisco Boat and Trailer Show in January 1972.

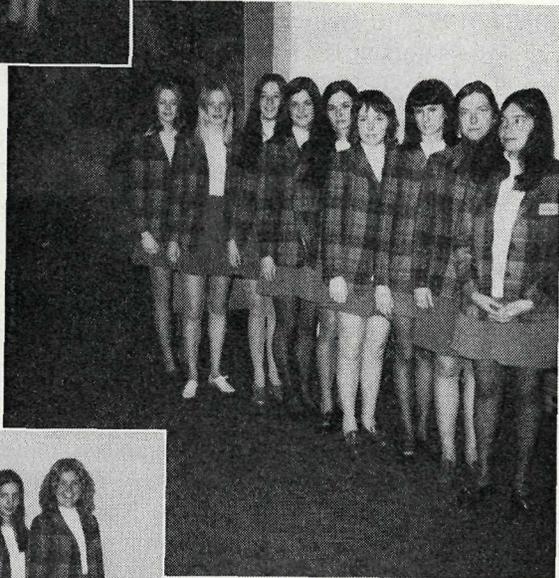
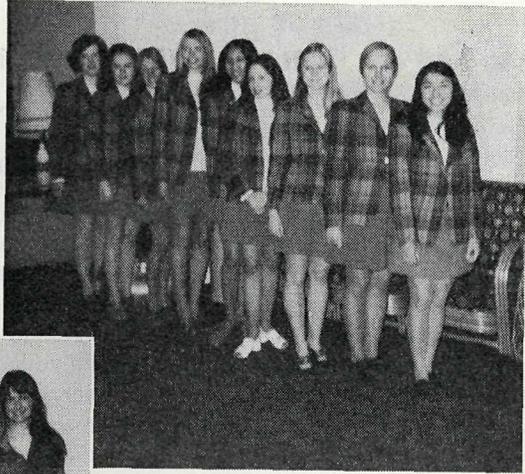
Miss Barbara Booth and Miss Sherry Mitchell assist with detailed letters, and are involved in research to a great degree. Miss Booth is in charge of the stockroom for regional brochures required for mailing requests to the public. This involves a great deal of correspondence throughout the year. These two young ladies attended the Travel Counsellors' Course in May and accompanied the group on the Travel Counsel Orientation Tour. Miss Darlene Deyholos is in charge of the incoming mail, delegating each letter to its appropriate section. She also assists in research and other office work.

From January to May, three temporary Counsellors were hired to assist during this extremely busy period.

As Senior Travel Counsellor, I work in a supervisory capacity and thus am responsible for the delegation of work. Travel Counsellors aboard the ferries are also under my supervision. This year I have represented our Department in Vancouver and Victoria, interviewing new Travel Counsellors for work on the ferries and at the airport. I attended the Los Angeles Boat and Travel Show in January; a "TIAC" Convention at Sooke in May, and the Travel Counsellor Orientation Tour.



Travel Counsellors processing inquiries.



Travel Counsellors who work aboard ferries and at Vancouver International Airport.

TRAVEL INFORMATION SERVICES

ED NORMAN

VISITOR RECEPTION CENTRES

In late November 1971, the Travel Industry Branch of the Federal Government initiated a special winter works programme related to travel service facilities, with both levels of Government subscribing financially on a 50:50 basis.

This allowed us to proceed on a much-needed building programme. Abbotsford Reception Centre was completely rebuilt; Douglas Reception Centre was completely modernized and a large extension added; and a central receiving and shipping warehouse was established in Vancouver.

Many thanks are due the Department of Public Works which carried out these programmes under very adverse conditions, shortage of planning-time, and poor weather conditions.

In addition to providing vastly improved reception and storage areas, both Abbotsford and Douglas Centres are now equipped with excellent public washroom facilities.

The improvements over the old buildings have evoked enthusiastic acclaim from our visitors. Construction delays throughout the early summer resulted in very spasmodic operations at Abbotsford until mid-July.

This is reflected in the traffic figures covering the six months operation from May 1, 1972, to October 31, 1972, showing a decline from 45,772 vehicles and 123,456 visitors in 1971 to 39,744 vehicles and 113,037 visitors during 1972. The period, however, from July 1 to October 31, showed an increase of 5.7 per cent over 1971.

For the first time in five years, figures for recreational vehicles showed a decline, reporting a 17-per-cent decrease in 1972 from 1971.

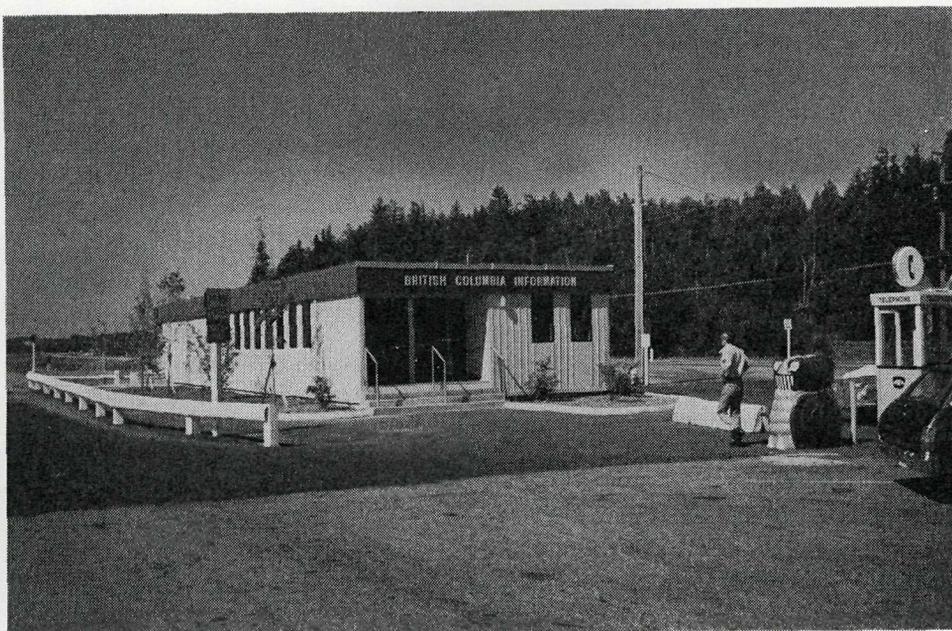
Douglas Reception Centre, open all year except Christmas and New Year's Days, continues to serve the travelling public in ever-increasing numbers, with 195,000 visitors in 66,000 vehicles compared to 180,000 visitors and 61,000 vehicles in 1971. Peak traffic loads are still experienced during July and August, but appear to be levelled off in relation to the two previous years, major traffic increases being recorded in the off-season months.

Wide publicity given to the high-water flood conditions during the spring and early summer produced a very deleterious effect on some of the Interior localities. The southern Okanagan and Similkameen Valleys and the Salmon Arm-Sicamous areas suffered severely through June. This situation was reflected in traffic counts at both the Sicamous and Osoyoos Reception Centres. Following the flood subsidence, conditions improved from July through September, with both centres showing appreciable gains over last year—34 per cent at Sicamous and 12 per cent at Osoyoos.

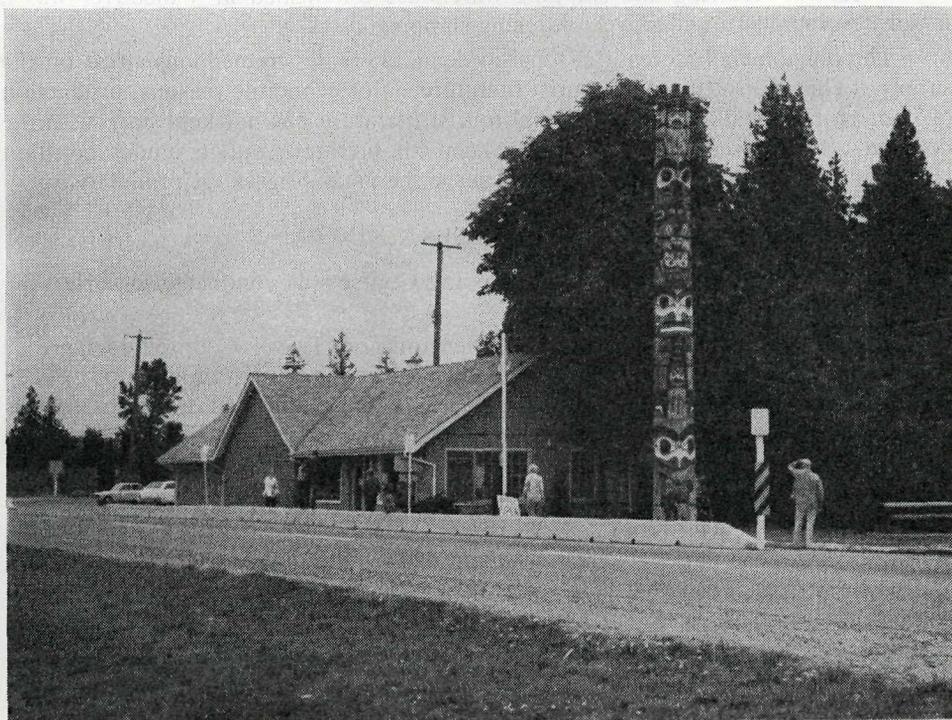
A pilot programme was initiated in July with a mobile unit placed at the junction of Highways 3 and 97, near Yahk.

Operating on a temporary basis, it served to point up the need for a Visitor Reception Centre to serve the Kootenay area, and it is planned to continue with a full operation during the 1973 season.

Once again it became necessary to relocate our Banff office. This occurred during July to coincide with the peak traffic period. Following eight moves in



Reception Centre, Abbotsford.



Reception Centre, Douglas.

12 years, it would appear we can look forward to a degree of permanence in the newly created National Park's Information Centre.

In spite of the disruptions, the Banff office showed appreciable gains over previous years. During three months of operation the staff prepared itineraries for 17,037 visitors in 6,079 parties. Itineraries developed resulted in routings comprising 6,584,872 miles, with a minimum of 131,224 visitor nights spent within our borders. Routed on the MV *Queen of Prince Rupert* were 173 parties.

Co-operation received from the Banff National Park's Administration, that renders this programme possible, is greatly appreciated.

Thirty-five Travel Counsellors were placed on board 12 vessels on the major routes of B.C. Ferries from June 1 to Labour Day. This programme, now in its twelfth year, continues to provide a good reception service to visitors and is of great assistance in persuading the visitor to see much more of our Province. In addition, the programme has assisted many university students to achieve their educational goals.

An additional five university students provide a reception service at Vancouver International Airport. All multilingual, these young ladies meet all overseas flights, including charters, between 7 a.m. and 11 p.m. daily.

Only the co-operation of Canada Customs and Immigration officials and the Department of Transport makes this service possible.

This programme, initiated five years ago, is now being adopted in several large airports throughout the world.

LITERATURE DISTRIBUTION

A central receiving and shipping warehouse established in Vancouver was a major development in effectively reducing shipping costs.

The phenomenal increase in tourism demand creates tremendous stress on the supply. This is also true with tourist literature. For economic reasons, production of both promotional and informational tourist literature has not kept pace with the demand. It is essential, therefore, to keep all literature outlets under constant scrutiny in order to eliminate waste, and serve the areas of greatest productivity.

PERSONNEL TRAINING

The annual Travel Counsellors' Training Course was conducted in early May at the Vocational School in Burnaby.

As the tourist industry grows, the demands on Travel Counsellors increase also, both in numbers and the scope of knowledge required. In an attempt to keep pace with this broadening aspect of the Travel Counsellors' work, the course was expanded from five to seven days. Even then, most participants agreed that seven days is much too short a period in which to absorb all the aspects involved. Once again more applications were received than could be accommodated by the instructors and facilities available.

In early June, a three-day crash programme was conducted at Three Valley Gap, and had excellent reception. While it is not possible in three days to treat travel counselling to a depth and scope it deserves, the brief courses nevertheless serve to bring out the basic and co-operative principles involved.

Because of the wide acceptance of these courses, and the obvious values being demonstrated by the participants, two courses are planned for 1973, one to be held in Nelson and one in Prince George.

The success of these programmes relies heavily on instructors drawn from other Government departments and many members of the private sector. To these dedicated people, who donate their time and expertise freely and enthusiastically, we are sincerely thankful.

In-service training for Counsellors in head office is a continuing programme, several Counsellors now being fully competent to represent the Province in this field anywhere on the continent. The Department is singularly proud of these dedicated young ladies, who by their expert knowledge, and deportment, are acknowledged as the best in their profession in many areas outside our Province.

This is evidenced by the requests for training assistance by the other three western Provinces, a co-operative effort enthusiastically supported by this Branch.

Close liaison is also maintained with counselling and distribution staffs of the Canadian Government Travel Bureau.

PROMOTION

Assistance was given by the counselling staff to other divisions of the Department on various promotional activities. Staff members staffed Travel Shows in California and Toronto. Staff members also assisted with industrial programmes in Edmonton and Seattle.

FIELD WORK

A seven-day tour of all parts of the East and West Kootenays was carried out as part of our Travel Counsellors' Training Programme.

We are grateful to the many members of the private sector, and to all the Chambers of Commerce whose efforts made this tour possible.

Regular inspection trips were made to all Provincial Reception Centres, and liaison was maintained with numerous community Information Centres.

Due to staff changes in the Vancouver office, and the establishment of the central warehouse, it was necessary to keep close liaison with those operations.

WINTER TRAVEL DEVELOPMENT

G. R. BEDDOES

For purpose of reference and promotion, British Columbia ski areas have been grouped to form the concept of ski-region complexes that lend themselves to tour packaging and marketing of the areas lesser than Whistler and Grouse. The regions are Pacific West Coast, Okanagan, British Columbia Canadian Rockies, and Cariboo North.

Continuing through the now-existing communications, this Section has worked and assisted the various areas and regions with establishing Kelowna's Big White and Fairmont Hot Springs as Interior centres for special events of the British Columbia Festival of Winter Sports.

The *British Columbia Ski Directory* was revised for the 1972/73 season into two types—illustrated and nonillustrated.

Produced for use outside the Province were 55,000 illustrated directories, of a total run of 70,000.

The illustrated version contained the 20 major areas, each with illustrating maps.

The remaining 15,000, with 63 entries, represent full coverage of the operating ski areas of British Columbia, and are intended for use within the Province.

Special events and promotions undertaken and assisted in by this Section for 1972 included

- Creation of Japanese British Columbia Ski Society.
- San Francisco Travel Show.
- Agents and Press Tour with P & O, CP Air, "Sea/Air/Ski Tour."
- Smithers winter recreation areas research tour.
- British Columbia ski areas survey.
- Japanese film tour of Whistler/Garibaldi.
- Okanagan extension tour with Japanese film group.
- California promotion (general).
- Japanese Travel Agents' Tour of British Columbia.
- P. W. Airlines, Okanagan and British Columbian Canadian Rockies tour packaging research tour.
- British Columbia Ski areas Directory revisions.
- Eastern Canada Ski Seminars Series (Ski Can Ltd.).
- Okanagan agent's familiarization tour.
- Vancouver Ski Show (Parks Branch).
- San Francisco Ski Show (CP Air).
- Ski Shell production.

Developing winter travel in 1972 has shown continued healthy growth, indicating traffic increases of up to 27 per cent in some areas.

Ski-ing, being the prime motivator, draws winter tourists from California, New York, Quebec, Edmonton, Calgary, and now from Japan. Within British Columbia there is a surging interest and participation in winter recreation.

Ski traffic from eastern Canada to British Columbia is estimated to show at least a 100-per-cent growth this year over last. The winter vacationer coming to western Canada from Japan has increased from three in the 1970/71 season to 1,500, as of September 30, 1972. They were skiers who had booked air-line space into Vancouver to ski British Columbia, Banff, and Jasper, according to an official of one carrier in Tokyo.



Personnel of the "Sea/Air/Ski Tour" leaving San Francisco.

British Columbia's ski industry looks with optimism to its future. Because of the apparent growth, many areas face new and immediate problems regarding further development and utilization of their recreational potential.

The lack of adequate quality, and even basic accommodation, has already caused cancellation of tour groups and individuals destined for Whistler.

At specific locations, land use for further accommodation and facility development is not compatible with park and other regulations.

Area accessibility is another major factor that denies many of winter Alpine recreation because road conditions are often difficult and uncertain.

Persons hesitate to use the British Columbia Railway's passenger service because of the lack of facilities at Alta Lake. This rail service could become very appealing and perhaps adequately meet many of the transportation requirements of the winter ski traffic.

Printed by K. M. MACDONALD, Printer to the Queen's Most Excellent Majesty
in right of the Province of British Columbia.

1973

