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

1974

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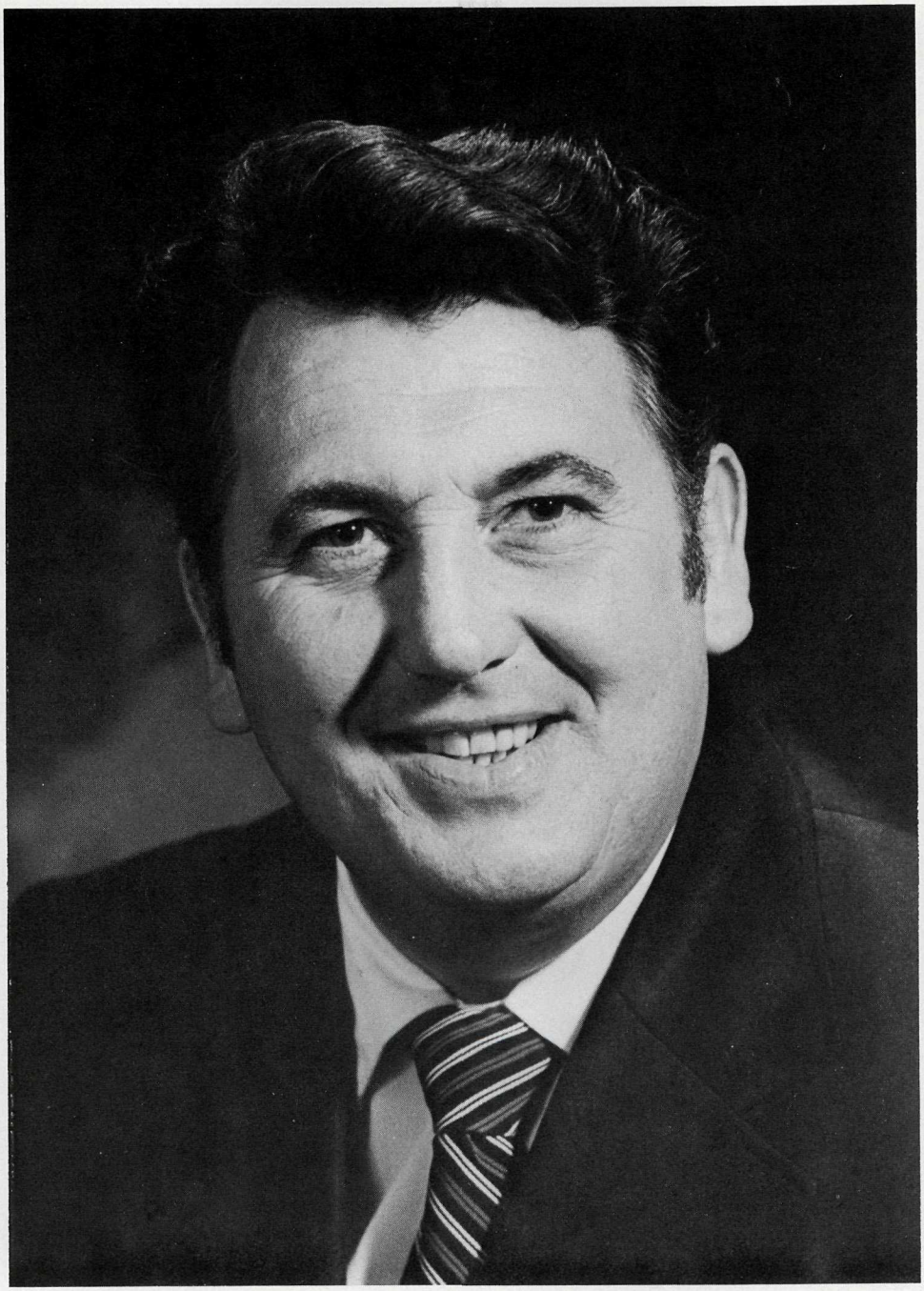
1975



The Honourable Ernest Hall, Minister of Travel Industry.

VICTORIA, BRITISH COLUMBIA, December 27, 1974.

To the Honourable WALTER S. OWEN, 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, 1974.

E. HALL
Minister of Travel Industry

VICTORIA, BRITISH COLUMBIA, December 27, 1974.

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, 1974.

R. L. COLBY
Deputy Minister of Travel Industry

A STATEMENT OF POLICY

This Government, through its support of the Department of Travel Industry, has recognized, and will continue to recognize, the importance of travel as a major socio-economic force affecting the future of the people of British Columbia. The Department of Travel Industry is responsible for the flow of revenue into the British Columbia economy from international, inter- and intra-provincial travel. Like most of our other basic industries, the travel industry is subject to the fluctuations of supply and demand. The Department must not only monitor the balance of supply and demand, but act to rectify any imbalance.

Travel by residents within their own countries, the largest and fastest-growing business in the world, is estimated to account for spending in excess of $90 billion annually. This form of domestic travel within Canada represents the greatest source of Canadian travel revenue. Canadians travelling within their own country spend an amount estimated to exceed $3 billion annually. British Columbia residents travelling within their own Province spent more than $300 million in 1974. The Government of British Columbia will continue to promote travel to and within British Columbia among all Canadians.

The growth of international and domestic travel, historically increasing at an average rate of 10 per cent per annum, will be observed by the Government of British Columbia to assess the needs for policy changes that might be indicated to meet any dramatic shifts noted in these observations.

The vast majority of travellers originate from centres of high-density population. These people seek self-renewal in a vacation style and destination varying from a change of city atmosphere to the tranquillity of a wilderness adventure. The Department of Travel Industry will continue to work with the private sector to encourage and aid the development of a wide range of travel and vacation opportunities for visitors from all points of origin and all walks of life.

The Government of British Columbia supports the viewpoint of United Nations that travel helps to overcome disparity and misunderstanding throughout the world. This viewpoint is reflected in the British Columbia Government's plan to continue its participatory role in the World Travel Organization, that is an extension of United Nations, through the exchange of information with the Federal W.T.O. representative.

The Department of Travel Industry bears the initial responsibility of generating an annual level of travel revenue from foreign, inter- and intra-provincial travel that will be sufficient to create economic stability within the Province's travel industry, generally. Primary considerations in the development of programs designed for this purpose will be

- the co-ordination of orderly growth in the industry;
- the identification of underdeveloped regions of the Province that could benefit from a tourism base, and the feasibility of initiating tourism activity within such regions;
- harmony with the environmental, economic, and social interests of the people of British Columbia.

Regular assessments of the attitudes of British Columbia citizens toward tourism will be undertaken to ensure their views are considered in tourism planning. When misunderstanding of the role of the Department of Travel Industry is evidenced, the Department will produce educational programs to explain the environmental, economic, and social advantages of tourism.

Guidance and assistance in the improvement of standards, services, and facilities will be an ongoing interest and activity of the Department of Travel Industry. A paramount responsibility to the travel industry will be the development of programs to generate an increasing demand for travel to and within British Columbia in the spring, fall, and winter seasons, consistent with the growth of travel industry facilities to accommodate such expansion, and thus resulting in longer seasonal employment and the evolvement of new job opportunities. It follows that a major responsibility of the Department of Travel Industry will be to rank the developmental industry priorities and to exchange information and plans with other Government departments to ensure that programs related to the travel industry are compatible and feasible in the light of other projects being undertaken. Through its various programs the Government will endeavour to offer the advice and financial guidance needed to help the tourist industry to identify and gain access to the available sources of financial assistance for the upgrading and expansion of facilities. The Department of Travel Industry will act to maximize the balance between the facility requirements of visitors and the availability of accommodation through promotional and travel industry development programs, respectively.

The co-operation and involvement of the Federal Government, Crown corporations, other provinces, and the private sector will be sought in the planning and expediting of programs when such partnerships are commonly advantageous, cost-efficient, and in the interests of greater programs effectiveness.

As a means of identifying the return on the investment of Government funds in tourism programs, the Department of Travel Industry will be required to provide performance indicators that justify those expenditures.

All promotional programs prepared by the Department of Travel Industry will project a favourable and consistent image of the Province of British Columbia to its people, other Canadians, and to the people of foreign countries.

ERNEST HALL
Minister

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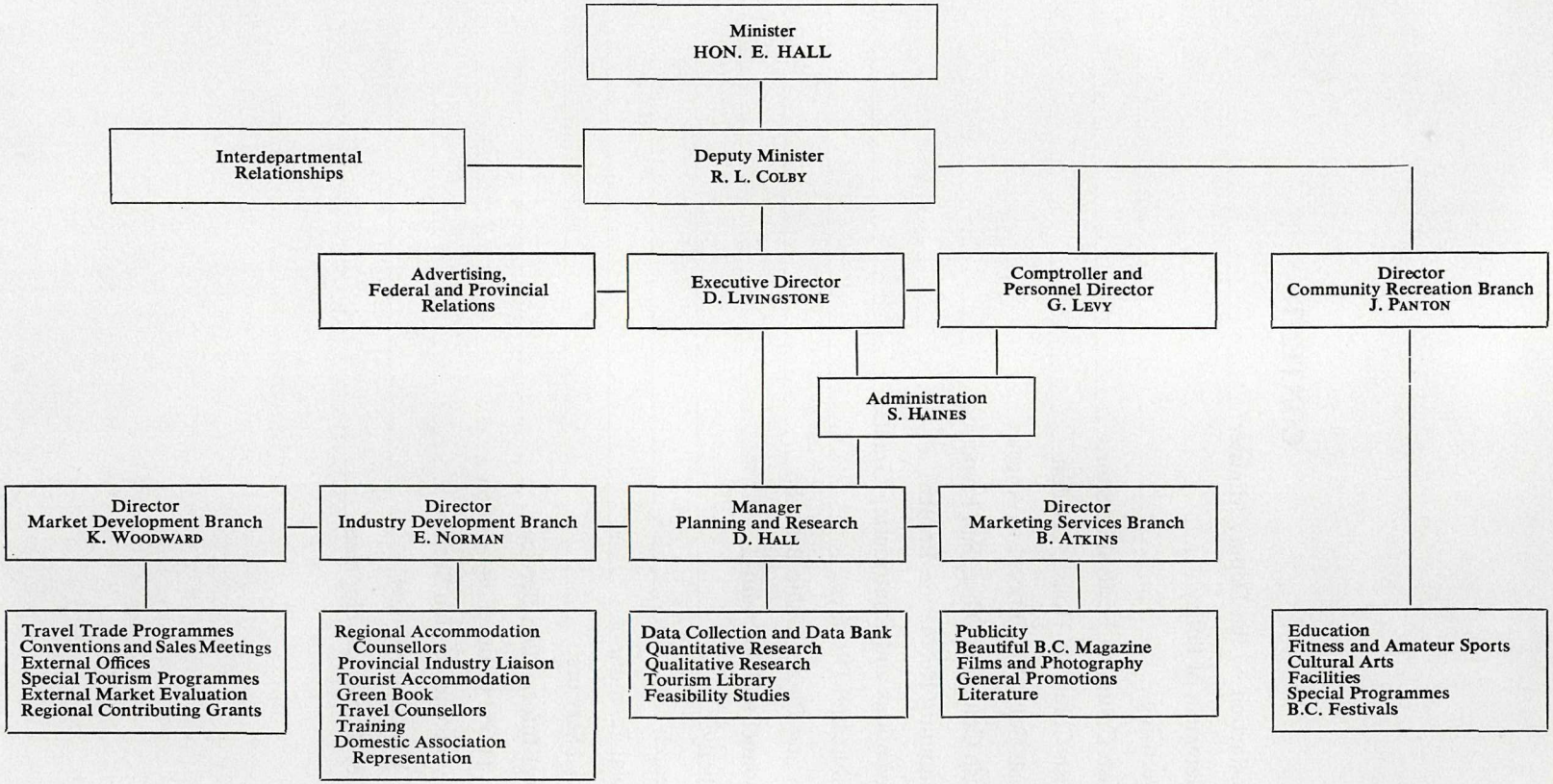
DEPARTMENT OF TRAVEL INDUSTRY



Report of the Department of Travel Industry, 1974

INTRODUCTION

RICHARD L. COLBY, DEPUTY MINISTER

In spite of a deep concern early in 1974 on the possible serious loss of tourist visits from the United States due to the gasoline shortage in that country, British Columbia was one of the few provinces that did, indeed, hold its own. Even more encouraging was the fact that those types of travellers who traditionally produce the highest percentage of our revenue increased significantly. Together with the fact that there was an increase in travel to this Province from the rest of Canada, we may state with confidence that another record year for travel has been achieved. Conventions also produced a large increase in revenue over the previous year, justifying the importance this Department places on this valuable sector of the industry.

The means to establishing much improved communications throughout the Province with the accommodation sector in particular and the industry in general has been set up by placing permanent Accommodation Counsellors in Prince George, Williams Lake, Kamloops, Kelowna, Nelson, Vancouver, and Victoria. Together with the computerization of our tourist directory, this step should provide an excellent service to the operators of our tourist facilities.

Our research programme, in co-operation with the Canadian Government Office of Tourism, is proceeding very well. It is being used to determine where the industry stands as of now, and in what directions it should be developed and promoted.

An innovation this year was the inauguration of the Royal Hudson recreation train on June 20, running from North Vancouver to Squamish. The schedule was originally intended to end at the Labour Day week-end, but by popular demand it was extended to Thanksgiving Day. The demand for seats was so great that a reservation system had to be created after the first few days of operation. Our grateful thanks are extended to Bob Swanson and all the persons who made the restoration of this marvellous train possible, and to the staff of the British Columbia Railway who operated the train so well on behalf of this Department.

Our magazine *Beautiful British Columbia* continues on its happy way in spite of problems arising from the computerization of the subscription list and the necessity of increasing the price.

The eight tourist regions of the Province have developed exceedingly well, and have used all increased funds available to them under the Contributing Grants Fund.

The Community Recreation Branch has also made progress. The *Broom Report* was submitted to the Government during the year and its recommendations are being studied. One such has already been put into effect regarding the former sports festivals. The concept has been broadened to include recreational and cultural activities as well as sports, with a view to developing complete festivals at the local level. Promotional activity is now aimed primarily at encouraging participation, and management of the British Columbia festivals is vested in the Community Recreation Branch.

Details of the foregoing activities are included in the body of this Report.

I cannot conclude this report without acknowledging the support and assistance we have received from the private sector of the industry and from other departments of Government. In regard to the former, mention must be made of the B.C. Motels, Resorts & Trailer Parks Association; the B.C. Hotels Association; the Convention Committee; and our regional tourist authorities.

Departments of Government to be thanked are Public Works, Highways, Provincial Secretary, Health, Recreation and Conservation, Economic Development, and many other departments and branches.

My sincere gratitude is also extended to a hard-working and dedicated staff in all the branches and sections of this Department. The best programmes in the world are of little value if they are not carried out properly. Our staff have more than met all the responsibilities and demands made of them.

ADVERTISING

D. LIVINGSTONE

GENERAL

With the general objective of increasing the net revenue of all components of the tourist industry, it has been continuing policy to assess the needs of historic markets and explore the potential of new markets. It follows that our neighbouring provinces, territories, and the Pacific states need continued nurturing and, of increasing importance, the markets in Eastern Canada and the east-central United States should be developed.

Whereas the short-distance traveller to British Columbia originates from all walks of life, it has been reasonably established through research that the long-distance traveller generally has a higher income, a higher education, and a desire to try something different. Indeed, the competing destination is usually offshore. A selective audience media mix was required for the target audience, within the budget, for the long-distance traveller.

The Department gave attention to the encouragement of travel throughout British Columbia by residents of the Province.

THE UNITED STATES MARKET

NATIONAL

The United States traveller to Canada, as revealed by research, belongs to an upper-scale group, above average in income, education, and occupation. To reach this segment of the market, selected publications of an upscale nature were used for advertising purposes, magazines such as *Harpers, Smithsonian, New Yorker,* etc.

EAST-CENTRAL

Based upon previous information, this market ranked second to the Pacific mountain states in incidence of travel to British Columbia. A test market conducted in Cleveland and Detroit showed that awareness of the advertising was generally high but that knowledge of British Columbia in particular was quite low. Concentrated advertising using radio and the *National Geographic* achieved a significant increase in awareness of British Columbia among the upper-income segment of the population.

WASHINGTON, OREGON, AND CALIFORNIA

The proximity of these states to British Columbia broadened the market to include the automobile traveller. Radio, newspapers, and busboards stressed the spring and fall vacation opportunities, thereby attempting to increase shoulder months and off-season traffic.

THE CANADIAN MARKET

ONTARIO

Based upon previous research that Ontario was a profitable market, it was decided to advertise there using radio and upscale magazines. Co-operative newspaper advertising with national airlines coincided with the general campaign.

Prairie Provinces

The proximity to British Columbia poses a similar approach as that used for neighbouring states. Regional magazines, radio, busboards, and a particular emphasis in the "Explore Canada" campaign were used to promote travel to this Province. A special campaign in farm publications was initiated to attract winter visitors.

British Columbia—Interregional

The theme of encouraging residents of British Columbia to travel within their home Province required the use of all daily and weekly newspapers, with a radio component.

RESEARCH

G. D. HALL

The Research Section of the Department has had an ambitious year in conjunction with the B.C. Research Council in Vancouver and the Canadian Government Office of Tourism in Ottawa. B.C. Research has been fulfilling an advisory/co-ordinating function, while the Federal Government has made funds available on a shared-cost basis for travel research and planning.

In 1973, B.C. Research undertook a review of travel data sources and research requirements which indicated a number of areas where information was lacking. As a result, six topics were studied. The use of recreational vehicles (RV) in British Columbia was the subject of one of these studies and it indicated that British Columbia residents own more than 100,000 recreational vehicles, or the equivalent of one household in seven. Visiting RV drivers account for about one-half of the total camper-nights in the Province, while contributing about $36 million of the estimated $70 million spent by RV users in the Province.

The tour business was studied in another report which presented the typical tour traveller as being over 40 years of age, married, a skilled tradesman or retired, and combining parts of Alberta in his trip. It was determined there were 450,000 nonresidents taking tours of British Columbia while spending $15 million.

Marketing and promotion within the British Columbia travel industry was the topic of a third report commissioned to aid in the development of future marketing and promotional plans. The report indicated that there was a need for a fresh appreciation of the scale of present promotional activities in view of the enormous potential that exists in the field. Further recommendations suggested that the Province could benefit by developing new travel destinations as well as undertaking a reassessment of traditional markets.

The cataloguing of existing and potential core areas or travel destinations was undertaken in another report titled *Major Travel Industry Core Areas in B.C.* A total of 40 developed core areas and 14 potential areas was discussed, with physical descriptions provided for the former and specific suggestions for the latter with regard to transportation, attractions, and accommodation.

Ski-ing in British Columbia was studied to determine the size, viability, and potential of the industry and its impact on travel. Estimates were made on downhill ski-ing capacity, regional distributions, trends, projections, skier profiles, and expenditures.

The final report commissioned by B.C. Research was a study of the impact of the B.C. Festival of Winter Sports, which provided information on participation and awareness. Useful suggestions for restructuring the festivals were also presented and subsequently incorporated into the revised festival format.

The topic of another study completed this year was tourism development in the Pacific Rim National Park, which documented present and projected tourist volumes in the area as well as possibilities for development. The recommendations are presently being discussed and reviewed before local input is solicited regarding development alternatives in the area.

Projects undertaken with the aid of the Department of Labour's summer employment programme included an analysis of inventory of restaurants, transportation facilities, and events and attractions; a look at the tourism situation in northwestern British Columbia; and the compilation of origin/destination traffic statistics generated by the Department of Highways. In addition, work was started on a programme of upgrading the qualifications of small motel/resort operators through the production of a manual titled *How Do I Set My Rates?*

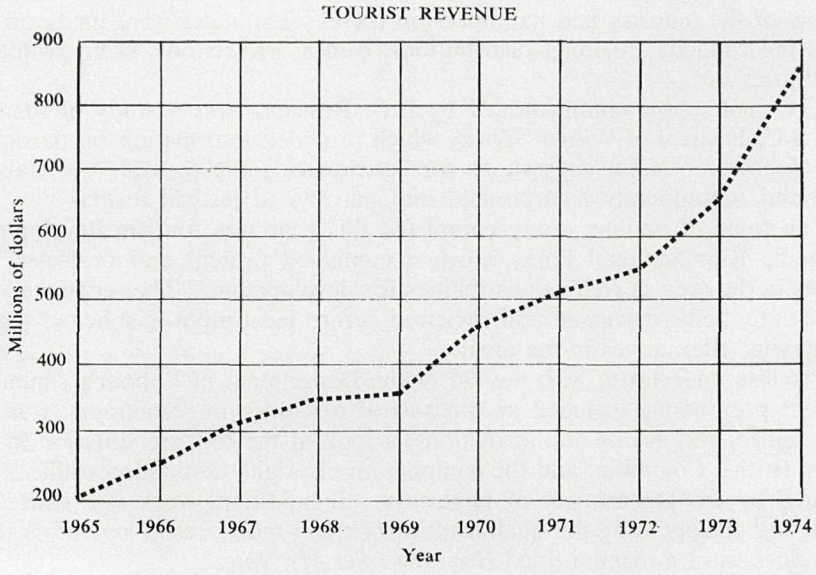
An impact study of the Royal Hudson Squamish Excursion was undertaken to obtain cost/benefit information on the operation of the train, plus passenger reactions and profiles. The conclusions of this report should provide valuable information to assist in the operation of the train in coming years.

The most exhaustive project of travel research undertaken this year, however, has been the survey of visitors to the Province over the summer months. From June to September, 8,000 automobile visitors and 1,200 air, bus, rail, and boat travellers were interviewed regarding their trip, purpose, origin, party size, and expenditures. As a supplement to this information, mail-back questionnaires were handed out which are returning at a rate of 60 per cent. Analysis of the data started in the fall of 1974, and results are expected early in 1975.

	1972	1973	1974
U.S. visitors	3,517,729	3,509,825	3,475,000
Other foreign visitors	105,815	126,285	168,000
Total non-Canadian visitors	3,623,544	3,636,110	3,643,000

During 1973 a small decrease in American traffic across the United States border was noted, but a dramatic increase in overseas visitors was recorded. Figures were available only to September 1974, at the time of writing, but an estimate for the year based on activity during the first nine months of 1974 resulted in a projected total of about 3,475,000 Americans, a drop of 1 per cent. Traffic from other foreign destinations was up 33 per cent this year and estimates indicate that Canadians from other provinces are visiting British Columbia in greater numbers than ever before, resulting in a probable slight net increase in nonresident tourist traffic. The number of British Columbia residents touring within the Province, traditionally accounting for more than half the trips taken by residents, was also estimated to be up this year.

The following comparison demonstrates the growth of the travel industry over a 10-year period, and reveals that since 1964 revenue from travel in the Province has increased fourfold.



ESTIMATED TOURIST REVENUE

Gross revenue from tourism has been estimated at $869 million for 1974. The latest figure, $110 million more than a previous estimate, emerges from a new study by B.C. Research titled *Visitors '74*. The 1974 revenue was 16 per cent greater than revenue in 1973.

The study was conducted to establish facts on nonresident travel patterns. It also confirms tourism is the Province's third largest industry.

From June to September last year, 4.1 million nonresidents spent $342 million in British Columbia. For the year it was $569 million. Altogether, 7.2 million tourists came.

Some 57 per cent of all visitors came from the United States, 40 per cent from other parts of Canada, and the remainder from overseas. United Kingdom residents formed the major segment of global arrivals, followed by Japanese and Australians. A taut U.S. economy, plus last year's energy crisis, resulted in less automobile travel by United States residents.

About eight of every ten visitors arrived by automobile. Fourteen per cent used public transport, 5 per cent other means. Overseas people preferred public carriers. Patrons of air, ship, bus, and rail travel, the biggest spenders, contributed almost 33 per cent of all tourist revenue.

Rising car and fuel costs and reduced charter fares have emphasized the merits of public carriers. As a consequence, plane, bus, sea, and rail travel showed significant gains in 1974. Bus and rail traffic to and within Canada increased by 22 and 134 per cent, respectively.

Automobile visitors stayed an average of 4.6 nights and spent approximately $75 each during that time. Visitors from Oregon and Washington, on the other hand, stayed 2.8 days for an outlay of $60. Residents from Ontario and other provinces stayed more than eight days and contributed $110. Air travellers spent $239 apiece for a 14-day stay, while arrivals via coastal cruise ships spent $108 for their two-day sojourn.

Americans visiting British Columbia outnumbered Canadians by almost 3 to 2. Thirty-seven per cent of Americans came from Washington and Oregon; 13 per cent were Californians and 11 per cent from elsewhere in the United States. Thirty per cent of Canadians belonged to Alberta and 3 per cent came from Saskatchewan. The remainder were from eastern Canada.

Seventy per cent of visitors were solely on vacation or pleasure trips. Another 19 per cent were visiting friends and relatives. Under 6 per cent of all business men used their cars to visit us.

Automobile parties were mostly families. Slightly more than 33 per cent included children, most of whom were more than 6 years old. The majority of car travellers were between 36 and 55 years of age.

One party in every four travelled in a recreational vehicle of some sort. The survey estimates 927,300 people came in 281,000 such vehicles. These visitors stayed an average of 6.4 days and spent some $65 million during the summer of 1974.

Truck campers were used by 42 per cent of visitors using recreational vehicles, motor homes by 23 per cent, and travel trailers by 22 per cent. Tent trailers were popular with Albertans and other prairie arrivals.

SPECIAL SERVICES

B. H. ATKINS

Beautiful British Columbia magazine is now in its 16th year of publication. For the fall issue the printing order increased from 334,0000 in 1973 to 400,000 in 1974, and the winter issue from 358,000 in 1973 to 440,000 in 1974. Paid subscriptions increased by 30,000 to 285,000. A total of 340,000 copies of the 1975 Calendar Diary was printed and offered as part of the pre-Christmas promotion to subscribers. The magazine is mailed to more than 80 countries.

In 1974 there appeared in the magazine 26 photo-stories dealing with a variety of subjects depicting the Province and its people. It is the major promotional publication of the Province, and the prime goals of the magazine are to illustrate the beauties of its geographic regions, the way of life of its people, and the great variety of its attractions to potential tourists.

It has always been our policy to encourage submissions from free-lance journalists. With the publication of Volume III, "This is British Columbia . . . a poetic reflection," there was a marked increase in illustrated submissions throughout the year. In all, a total of 267 articles and photographic submissions was received, with 15 articles and 90 photos used in the magazine, as well as those used in the special publication.

Those articles in the magazine which brought the most response were the Mount Edziza Provincial Park in the spring issue (*Reader's Digest* requested the use of a number of these photographs for a Canadian book of geography they are publishing); the Doukhobour story in the summer issue; and the Autumn Artistry essay with its Province-wide fall scenes.

Letters to the editor came from as far away as Malaysia, India, South Africa, England, and Costa Rica, requesting information on such widely divergent subjects as housing for university students, river raft expeditions, a place to buy British Columbia jade in England, immigration to Canada, Boy Scout troops, and location of a Canadian company manufacturing window sashes. The desired information was always relayed to the best of our ability.

Printing promotional literature—It necessarily follows that with the steadily increasing importance of British Columbia as a mecca for tourists, there has been a growing need for informational and promotional literature to meet the varied interests of the travelling public. Expo '74, Spokane, accounted for a substantial increase in the demand for literature on British Columbia. The layout, design, and printing of over 20 brochures to meet the requirements of the Department of Travel Industry were handled by this office.

Photographic services—The photographic section continued its well-known services to magazines, writers, and publishers throughout North America and other parts of the world. In all, over 21,000 photographic prints were produced.

Through the services of the front office, we have selected and sent out over 9,500 illustrations to meet the requirements of magazines, periodicals, free-lance writers, etc.

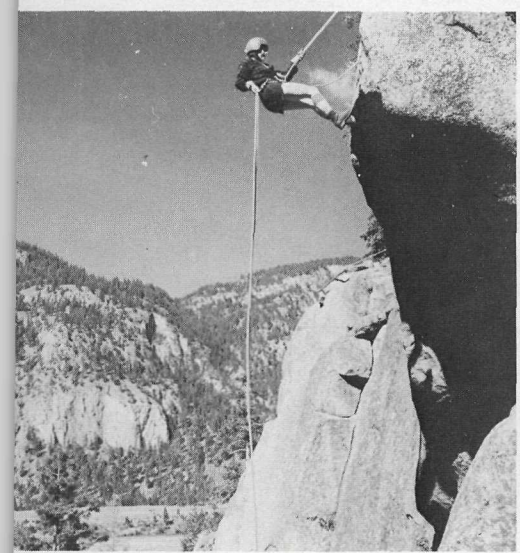
Whereas the inclement spring weather was detrimental to photography, the good weather through an extended summer gave the still photographers an opportunity to make up their earlier losses in production, bringing the major part of the year's shooting to a satisfactory conclusion. In all, approximately 2,190 colour negatives were added to selection files by staff photographers. These photographs are available for use in Departmental promotional pieces, by other Government agencies, magazines, etc.

In her Victorian Days finery.

Dog team on Atlin Lake.

Filling orders.

Premier D. Barrett on Royal Hudson inaugural run.



Mountain climbing is popular in British Columbia

British Columbia's West Coast.

From July through September, Gordon Whittaker took 600 photographs and 1,400 35-mm. slides as the start on a three-year project to update completely the black-and-white and colour-slide files.

"This is British Columbia . . . a poetic reflection," Volume III of the *Beautiful British Columbia* magazine's special publications, was produced and released to meet the Christmas market. At the invitation of the Department, poets (primarily those living in the Province) submitted approximately 3,000 writings for consideration of use in this volume. All were read and considered. Those best reflecting the thoughts of the majority were conjoined with the submitted illustrations to carry through the over-all theme for the publication. The high standard of submissions, both written and photographic, to be combined within the volume, made the selection a difficult task indeed. We are grateful to all contributors, ranging in age from 8 to 85, who played a part.

A regular edition of 75,000 copies has been printed, to be sold for $3 each, and a hard-cover deluxe edition of 7,500 for a price of $5 each.

Royal Hudson train—Special Services played a very active role in the launching of the Royal Hudson train excursion from North Vancouver to Squamish. With the handing-over of the train to this Department as a tourist attraction on short notice last spring, establishing a summer programme and an inaugural run for June 20 became an exciting challenge.

Considering the following facts: that at the first of June Bob Swanson and his merry men still had large pieces of the steam engine spread all over the roundhouse floor and were searching Canada for spare parts; that the B.C. Railway had track to build and replace, staff to hire and train, and schedules to reorganize to make time on the rails; that Squamish (basically a logging community and unaccustomed to tourism) had to adjust for the coming onslaught of over 500 hungry people arriving at lunch-time in a town with approximately 350 restaurant seats; that, apart from the Deputy Minister's model railroad, the Travel Industry staff couldn't recall what a steam engine was; that the whole programme came together so completely and on schedule is a credit to all who gave of their time and enthusiasm.

From the inaugural run of June 20 to the end of September the excursion was a roaring success. All seats were sold out a month in advance, and every day saw line-ups of hopefuls seeking cancellations. Inquiries and bookings came from all over North America, with requests for a seat or for reservation of the whole train for an excursion.

Municipalities lifted their noise ban on the basis that the whistle and bell of the Royal Hudson were "music to the ear." To the last day of the season, children and housewives ran to the doors of their homes to wave to the passing visitors, and camera fans followed by car along the highway to record on film this adventure into the past.

Press coverage was well received throughout the world, focusing attention on British Columbia.

As the season progressed, an observation car and a club car were added to the train to further enrich the excursion for the average 530 daily passengers. The names displayed on the side of the coaches are as follows: (Baggage car) Prince George; (Observation car) Mount Garibaldi; (Coaches) Mackenzie, D'Arcy, Squamish, Clinton, Quesnel, Lone Butte, Lillooet, Pemberton, and (the Club car) Brandywine Falls.

Throughout the summer a total of 46,000 enthusiasts rode the train to Squamish. The people of Squamish are most pleased with the programme that has stimulated a tourist industry for their community.

BRITISH COLUMBIA FESTIVAL OF SPORTS

D. LIVINGSTONE

The third British Columbia Festival of Winter Sports, January 17 to February 4, 1974, saw the development of four new community festivals and a marked increase in participation and general public interest in a variety of winter sports and recreation activities.

Provincial Secretary and Minister of Travel Industry, the Honourable Ernest Hall, traditionally opened the Winter Festival with the lighting of a symbolic flame in colourful ceremonies atop Grouse Mountain on the evening of Thursday, January 16, 1974.

A multi-media advertising and promotion campaign, in the primary target areas of British Columbia, Alberta, and northwestern United States, was undertaken by the Department of Travel Industry.

Colourful travel posters were produced in a quantity of 4,500 and were widely distributed throughout the Province in schools, arenas, store windows, and other areas of high pedestrian traffic, with the assistance of Recreation Directors and sports organizations. International displays were achieved through the courtesy of CP Air.

Ten thousand smaller posters, with spaces for local event printing, were distributed in requested quantities to each event chairman. These were displayed on a local/regional basis by event organizations to assist regional attendance at events, and were evident in large numbers in communities throughout the Province.

One hundred and fifty thousand *Schedule of Events* folders were produced. Each festival event was listed in detail and the folder was designed to inspire maximum public reaction. Target-area distribution and display were achieved throughout British Columbia with the voluntary assistance of the Canadian Imperial Bank of Commerce; Automobile Associations in Alberta, Washington, Oregon, and British Columbia; British Columbia Ferries; CP Air; and Pacific Western Airlines.

Auto club publications were employed in the target area to promote availability of *Schedule of Events* folders through prime, out-of-Province distribution centres.

Newspaper advertisements in daily and weekly newspapers urged acquisition of the folders, then added impact prior to each festival week by including a full listing of all weekly events.

Television advertising appeared on all channels serving British Columbia (including Seattle/Tacoma) and in Edmonton and Calgary. *Schedule of Events* distribution was highlighted. A series of 60-second radio commercials was broadcast on every station in British Columbia and on selected stations in Alberta. One of the spots was designed with air-time for local event copy to be aired in multiple broadcasts during Wednesdays, Thursdays, and Fridays preceding each festival week-end. All spot radio information was co-ordinated, written, and distributed by the festival sports committee. More than 790 mailings were required to achieve the desired local/regional broadcasting of event information.

In all, more than 25 million advertising impressions were created by the multi-media campaign.

More than 8,000 press releases were dispatched to newspapers, radio and television stations, and wire services during the weeks preceding the Festival of Winter Sports period. Broadcast media used the material extensively and hundreds of press stories covering Winter Festival pre-publicity and results were clipped from daily and weekly newspapers.

A number of magazines published event listings and feature stories and several television and radio interviews were arranged, including a one-hour programme of Community 10 television in Vancouver and on the "Good Morning" radio programme on CBU. The contributions of all news media, in providing added support for Winter Festival events, are acknowledged and appreciated by the festival committee.

The Festival of Sports communications network (COMNET) is a special service provided by the Festival of Sports organization to assist local event chairmen in the distribution of results to all media on a Province-wide, national, and international basis. Through the courtesy of the B.C. Telephone Company, a special COMNET telephone service is installed in the Festival of Sports office. Each event chairman is provided with a special COMNET card, listing the collect telephone number to be used to report festival event results during each Sunday afternoon and evening of the festival period.

The COMNET service telephones are manned by experienced reporters who receive and document event results from all over the Province. The results are compiled into news stories for immediate distribution to all newspapers, radio and TV stations in the Province; to Canadian Press, national wire service, and their broadcast arm, Broadcast News. The special telephone service, provided by the B.C. Telephone Company, is invaluable to the massive communications requirements preceding and during the festival period, and is greatly appreciated by the festival committee.

Whether you call it a winter carnival, a snowfest, or a mukluk rendezvous, the concept of community-wide, mid-winter celebrations holds the key to expanded participation for the Province-wide Winter Festival programmes of the future. The parades, pageantry, cultural, recreation, and sports events that combine to create total community involvement and participation represent a format that has unlimited development potential for the benefit of British Columbians of all ages.

The advent of new community-wide festival programmes in 1974 in Burns Lake, Fort St. John, Kelowna, and Williams Lake, and the continuation and expansion of established winter carnivals in Prince George and Vernon. should all serve as successful examples for communities of all sizes throughout the Province.

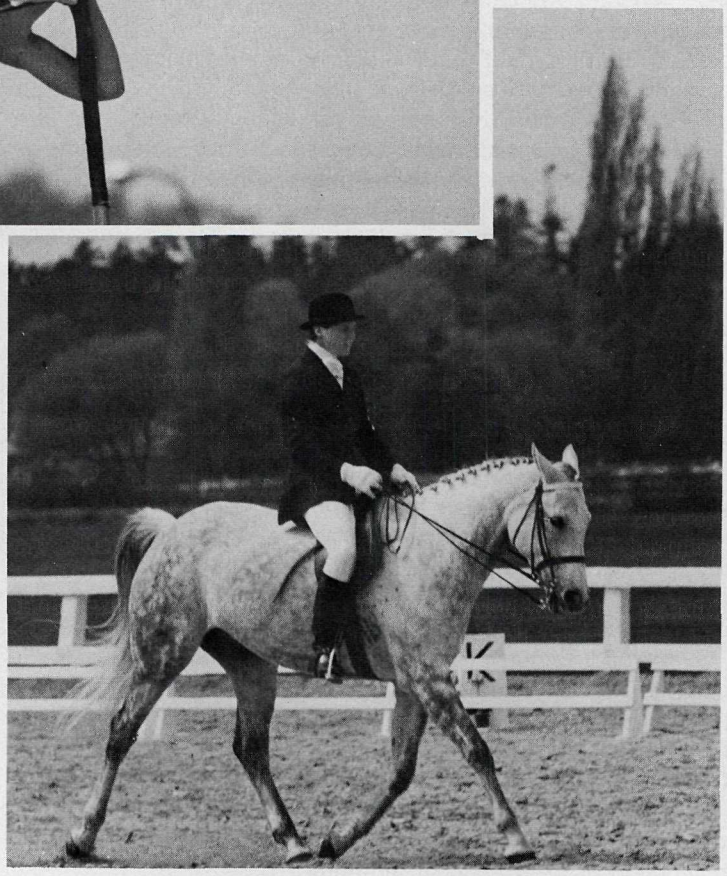
The fifth annual British Columbia Festival of Sports, May 16 to June 3, 1974, was a resounding success.

Seventeen community participation festivals, ranging in duration from two to nineteen days in length, and more than 310 tournaments and sports and recreation programmes were staged throughout the Province. Approximately 150,000 people participated in close to 100 British Columbia centres. Out-of-Province participants came from eight Canadian provinces and one territory, sixteen American states, and from six other foreign countries.

In addition to increased popularity and participation of the 1974 Spring Festival, the event saw the implementation of several new policies. First, a greater emphasis was placed on the encouragement and development of community festivals that included recreation, cultural, and social events as well as sports programmes.

Second, the advertising campaign in newspaper and radio media was designed to provide greater impact on a local/regional basis throughout the Province. Five thousand full-colour travel posters featuring the variety of sports themes and dancing were distributed and displayed throughout British Columbia, in other parts of Canada, and in several foreign countries.

Regional insertions in daily and weekly newspapers preceding each festival week listed the detail of all regional events and achieved a combined potential readership of more than 60 million.



Distribution of 200,000 *Schedule of Events* folders was widespread. The Canadian Imperial Bank of Commerce voluntarily assisted with primary distribution with special displays in more than 220 branch offices throughout the Province. Thousands of folders were distributed through seat-pack display with the co-operation of CP Air and Pacific Western Airlines. Automobile clubs in British Columbia, Alberta, Washington, and Oregon assisted with distribution and display, as did B.C. Ferries; the Department of Travel Industry; and members of the B.C. Motels, Resorts and Trailer-Mobile Home Parks Association.

A concept called "Do-Nut" radio spots was utilized on all radio stations throughout British Columbia. The preparation of live announcement copy promoting festival events was prepared and co-ordinated by the festival committee and distributed for on-air announcement prior to each event. This process required more than 1,100 individual mailings.

During the three-month period prior to the Spring Festival, press stories were prepared and distributed to all media in British Columbia and neighbouring provinces and states.

A dozen half-hour television shows were produced and aired through the co-operation of Community 10 television in North Vancouver and Vancouver. Radio interviews were arranged on 23 stations on Vancouver Island, the Lower Mainland area, and in other parts of the Province.

The festival's communication's network (COMNET) again co-ordinated the results of sports activities throughout the Province, prepared news stories and achieved broad distribution and publication of these activities through various media. COMNET telephone services, donated by the B.C. Telephone Company, were once again greatly appreciated by the festival committee. Both the Winter and Spring Festivals of Sports in 1974 continued to play an important and popular role in the development of expanded participation in sports and recreation programmes throughout the Province. The continuing growth in numbers of community festivals involved in the British Columbia Festival Programmes, and the new, broader concept of future festivals to include performing arts, visual arts, crafts, music and dance, and the entire spectrum of cultural and recreation activities, will continue to provide an increasing benefit to all those associated with the development of community programmes and the travel industry.

BRITISH COLUMBIA HOUSE, LONDON

K. B. WOODWARD

Carriers between United Kingdom/Europe and Western Canada continued to report an increase in traffic as well as frequency during the year 1974; also, traffic has increased between West Germany and Western Canada. It is interesting to note the travel trend to British Columbia through the Scandinavian Airlines that fly to Seattle. The situation will be looked into as an additional route to assist us to sell British Columbia as a vacation destination in this area.

We continue to co-operate with the Canadian Government Office of Tourism and all air carriers to encourage travel writers, travel operators, freelance writers, and publishing houses to assist us in creating a general awareness aimed at the consumers in this area.

It was arranged that a team of movie photographers travel to British Columbia to film a documentary called "Whicker's World." This film will be shown in England, New Zealand, Australia, and Fiji and will be exposed to a massive audience.

Special emphasis has been given to travel agents and tour operators who require assistance in planning group and independent packages. Individual travel inquiries received by mail, telephone, and in person continue to increase, as well as the demand for films from our film library.

We continue to co-operate with Alberta to sell the Canada West concept, which is proving to be most successful. The 1974 figures are not available at this time; however, the following is an indication of the travel trends from this area to British Columbia:

	1972	1973	Plus or Minus	Per Cent
United Kingdom	27,506	36,169	8,663	31
Germany	7,045	7,970	925	13
Netherlands	6,048	7,263	1,215	20
Norway	2,056	1,791	—265	—13
Sweden	1,418	1,584	166	12
Denmark	1,464	1,489	25	2
Switzerland	937	1,360	423	45
France	1,321	1,438	117	9
Finland	976	1,056	80	8
Italy	703	869	166	24

BRITISH COLUMBIA OFFICE, LOS ANGELES

VICTOR A. DOWNARD

During 1974 the Department of Travel Industry in Los Angeles was faced with the most unsettled general conditions it has yet experienced.

From January through April, gasoline was very difficult to obtain and, while there was no rationing, line-ups were between 45 minutes and an hour to obtain sometimes as little as 3 gallons. Many gas stations closed down permanently. Home and industry power rationing was in effect and unemployment was on the rise. The price of gasoline during this three to four-month period rose from around 38.9 cents per gallon to an average of 58.9 cents per gallon for premium. Housing and food costs also rose considerably during the year.

About the middle to the end of May there was suddenly plenty of gasoline available and home power rationing was discontinued.

We were fortunate a decision was made early in the year to have our usual late winter and early spring promotions; when conditions finally improved in the United States and people discovered the huge price increases for European and Asian travel, coupled with unsettled conditions in many parts of the world, it very quickly became apparent they were going to travel North America where, even though costs had risen, conditions remained fairly stable.

The Los Angeles office, assisted by personnel from head office, participated in several travel shows and promotions during the year.

The first of the shows was the Anaheim Sport, Vacation and Travel Show held at Anaheim Convention Center between January 3 and 12, 1974. This show was a co-operative effort with the Pacific Northwest Travel Association. The British Columbia literature was supplied by the Los Angeles office and we also assisted with the staffing of the booth. The Phoenix Sport, Vacation and Travel Show, held between February 19 and 24, 1974, had about 45 to 50 per cent of the displays compared to the 1973 show, due mainly, I would think, to the energy crisis. Attendance at the show was down accordingly. Werner Buck's Los Angeles Sport, Vacation and Travel Show was held in April at the Los Angeles Convention Center. Again, the Pacific Northwest Travel Association booth was used and as nobody from head office in Victoria was in attendance, the Los Angeles office supplied personnel and British Columbia literature for the booth. These shows suffered from the energy crisis to the extent that entries and attendance were below former years.

The 1974 spring promotion started off with a joint promotion of *Harper's Bazaar,* all the Robinson's stores in Southern California, and ourselves. Displays and literature were placed in all participating stores and advertising was simultaneously placed in *Harper's Bazaar* magazine. Following this promotion was the main thrust of our spring promotion, consisting of four consumer shows and travel agents' receptions and seminars in Torrance (South Bay), Long Beach, Pasadena, and San Bernardino. The Consumer shows are a joint promotion between the British Columbia Government, Western Airlines, and the various newspapers.

Films on British Columbia were shown to audiences in the above-mentioned areas. A special travel kit was handed out to all attending the shows. The number of shows was reduced from seven in 1973 to four in 1974 due to the energy situation and some newspapers being short of newsprint. Attendance was down slightly from last year, with approximately 950 per show.

Travel agents' receptions and seminars were held prior to the consumer shows in the cities involved to alter the travel agents to the upcoming shows and get their

participation in promoting British Columbia. Ticket distribution for the consumer shows through the travel agents was handled by the various newspapers at the receptions. This enabled the travel agents to arouse the interest of their clients to attend the shows. Travel agent attendance at the receptions and seminars averaged 60 to 65.

In addition to the above-mentioned consumer shows and travel agents' seminars, we had two large dinners and one luncheon for the travel agents. The first of these was a dinner for the Los Angeles area, held at the Sheraton Universal Hotel in North Hollywood, with an attendance of between 350 and 400; the second was a travel agents' luncheon, held at the Sheraton Airport Inn on Harbour Island in San Diego, which drew between 75 and 80 agents; and the third was a dinner in Phoenix, Ariz., held at the Camelback Inn, with an approximate attendance of 180 guests. Our dissolve slide presentation was shown at the dinners and luncheon and keen interest was developed in British Columbia.

This year, for the first time, we made good contact with the executive of the Far West Ski Association and in May, in conjunction with the Canadian Government Office of Tourism and Travel Alberta, were invited to present a programme at their spring organization meeting. The travel chairman and executive officers of 80-odd ski clubs forming the Far West Ski Association (35,000 members) were in attendance (this meeting is closed to the general membership). Head office personnel from Victoria came down for the day-long seminar and by hosting the luncheon we had practically a captive audience and were well received in "selling" them on British Columbia and Western Canada ski-ing. During June, in conjunction with the Canadian Government Office of Tourism, Western Airlines, and CP Air, a joint ski seminar was held, with approximately 300 skiers from the Far West Ski Association, and this again put us in close contact with the officials of various ski clubs in this area.

In September of 1974 we were approached by George Cain, Reservations and Information Manager of Western Airlines, to see if we were interested in making a British Columbia presentation to their telephone sales and information staff. Accordingly, we arranged to have a "tea and crumpet" presentation which ran between 9 a.m. and 6 p.m. on September 30. Assisted by head office personnel from Victoria, we had "tea and crumpet breaks" at 30-minute intervals throughout the day, which replaced the usual coffee and lunch breaks. Approximately 300 to 325 reservations and sales personnel came to see our slide presentation and listen to our British Columbia programme.

During the month of October the Canadian Government Office of Tourism in Los Angeles held seven ski and winter vacation travel agents' seminars in Southern California and we were invited to participate in these. Los Angeles office personnel participated in the seminars at Pasadena, Long Beach, Anaheim, Los Angeles, Santa Barbara, and North Hollywood. Attendance at the seminars averaged between 50 and 60 and lively interest in British Columbia was shown by the travel agents attending.

British Columbia had its own booth in the ski show at Los Angeles Convention Center, October 24 and 27 this year. Head office staff and ski personnel from British Columbia were in attendance and personnel from the Los Angeles office, CP Air, and Western Airlines completed the staffing.

During the year we were able to make some good contacts with feature and travel writers through the close co-operation of the Canadian Government Office of Tourism. We were able to get a number of good articles in some of the trade journals and newspapers on ski-ing and winter sports, special events, and general travel in British Columbia.

Field trips were made throughout the year and calls were made on tour operators, wholesale packagers, travel agents, travel clubs, airlines, rail and bus operators, and district offices of the automobile clubs. Our close association with the automobile clubs of Southern California and Arizona continues to be one of our most successful efforts. The automobile clubs of Southern California and Arizona have a combined membership of just under two million. We have again provided their travel training departments with travel seminars and slide presentations on British Columbia. This type of promotion has been very beneficial to us and we will continue to maintain a good working relationship with them. With more than 80 offices in the two states and their central literature distribution centre, we are provided with a large number of outlets for our literature.

General work in the office has increased considerably over previous years. During this year we have had three major mailouts of between 1,000 and 1,050 pieces. While mail and telephone inquiries were quite light in the early part of the year due to the energy crisis (gasoline shortage), they started to come in ever-increasing numbers and continued in large numbers all summer, and even in early October were running as high as 20 a day.

The number of people wishing immigration information with reference to our Province has again increased considerably through this year. We gave these people as much information as possible on business conditions, employment opportunities, retirement locations, etc., and in all instances they were referred to the Immigration Department at the Canadian Consulate office in Los Angeles.

From observations, we feel that if conditions remain as they are world-wide at the present time, and with the increased interest shown in British Columbia by the residents of this area, our Province will continue to have an increase in the number of people visiting British Columbia through 1975.

BRITISH COLUMBIA OFFICE, SAN FRANCISCO

HARRY HARROD

Prospects for a normal influx of tourists from the Northern California market appeared uncertain at the beginning of the year, as they did throughout the United States, due to restricted availability of gasoline for long-distance motor travel.

Accordingly, promotional activities concentrated on travel by air, bus, boat, and train, and the use of car-rental facilities within the Province, with a gratifying increase in the number of inquiries for this type of vacation trip. Wholesalers increased the number of package tours, especially in conjunction with Expo '74 in Spokane, and it is worth noting that agents here were offering a total of 240 package tour departures to British Columbia destinations during the summer season.

However, the lifting of the Arab oil embargo in mid-March resulted in an immediate increase in gasoline availability and a consequent jump in the rate of inquiries from automobile travellers. The upsurge of motorist inquiries registered increases of 11 and 15 per cent in April and May, compared with the same months last year.

Projected to the end of 1974, total tourist inquiries for this year are estimated at approximately 9,100, which is almost 4½ per cent more than the revised total of 8,714 recorded in 1973. In addition, approximately 1,000 inquiries from travel agents and automobile clubs matched a similar number in 1973.

Major promotions in which this office participated during the year included the following:

(*a*) The San Francisco National Sports and Boat Show in the Cow Palace, January 11 through 20, where head office assisted in manning our 20-foot exhibit and total attendance was estimated at 371,000.

(*b*) The Central Valley Promotion, April 1 through 4, a joint promotion with CP Air in co-operation with McClatchy Newspapers and the *Stockton Record,* consisting of hour-long travel film shows in Fresno, Stockton, Modesto, and Sacramento to a total audience of close to 5,000. The Director of Special Promotions and head office personnel travelled to the Central Valley for these consumer shows which were climaxed by a very successful dinner in Sacramento, April 5, when 140 area travel agents and media representatives viewed the Department's new audio-visual presentation.

(*c*) Far West Ski Association's Ski Carousel, in the San Francisco Airport Hilton, May 16, a post-season meeting of ski club officials where, in co-operation with Canadian Government Office of Tourism, Travel Alberta, CP Air, and PWA, our Department co-hosted the official reception and a hospitality room. British Columbia ski films were shown and a prize-draw conducted offering a five-day ski vacation in the Kootenays.

(*d*) Since the above-mentioned Ski Carousel was open to all western United States ski resorts, another ski seminar, exclusively for Western Canada, was held by the same co-sponsors in San Francisco's Westbury Hotel on June 26, aimed at newly elected ski club presidents and trip chairmen as well as members of the Northern California Ski Writers Association. Our Director of Winter Travel Development attended both seminars and on the latter occasion was joined by representatives of Whistler Mountain and Tod Mountain.

The Kootenay ski holiday package was again drawn and a feature of the evening was the showing of Tod Mountain's new ski film.

(*e*) Pre-season ski seminars for the travel trade and ski press were again held this year, in co-operation with CGOT, Travel Alberta, CP Air, and PWA, preceding and following the San Francisco Ski Show. Venues and dates were San Francisco, October 15; Berkeley, October 16; San Jose, October 17; and Sacramento, November 5. Guests were 280 retail and wholesale travel agents specializing in ski packages and local ski writers who were shown a special audio-visual sales promotion prepared by CGOT in co-operation with the other co-hosts.

(*f*) The San Francisco Ski Show in the Cow Palace, October 18 through 20, where our 20-foot ski exhibit was exposed to the estimated total of some 40,000 attending skiers. Our Director of Winter Travel Development attended in company with representatives of Tod Mountain, Cariboo Helicopter Skiing, and Bartel Tours, and our exhibit featured the showing of British Columbia ski films and a video cassette of the novel STOL aircraft ski-ing at Radium.

Other promotion activities which this office arranged or participated in during the year included pre-convention promotions to the American Mathematical Society and the Western Association of Grocery Chains in January and February, a showing of British Columbia films to recreational club officials in Lake County in May, fishing promotions at two San Francisco sporting goods stores in June and July, and, during the summer, "on board" familiarization programmes for British Columbia-bound passengers of the major cruise lines.

Two direct mailings were made to our growing list of nearly 700 retail and wholesale travel agents and automobile clubs, a travel agents' manual and supporting literature in the spring, and a ski-ing information kit in the fall, while mailings of *Beautiful British Columbia* magazine and *Wildlife Review* were made quarterly to select lists of travel activators in our market area.

Promotion through the publicity media continued on a year-round basis, with research assistance being offered to writers for *Better Homes & Gardens, San Francisco Examiner-Chronicle, Sunset, Motorland, Harper's Bazaar,* and eight other major publications. Co-operation of our Director of Publicity, our Vancouver office, Vancouver Visitors Bureau, and Victoria Visitors Bureau in helping to arrange this assistance is hereby gratefully acknowledged.

This representative assisted head office personnel with the British Columbia segment of a familiarization tour for some 60 members of the American Society of Travel Writers, Western Chapter, in June, co-sponsored by CGOT, Travel Alberta, and our Department. The co-operative venture replaced the usual summer press tour arranged by our Department, and, while some writers in the group produced immediate publicity for us, assistance to individual writers was responsible for most of the British Columbia stories which appeared during the year in 35 different Northern California magazines and newspapers.

Graphic publicity was obtained by the use of our posters in travel agency windows and a special display provided by our Director of Exhibits which occupied the CP Air ticket-office window in downtown San Francisco during the months of June and July.

Showings of our travel films were arranged for the Arizona Geographical Society, the Association of University Women, the California Academy of Sciences, and films lent to many smaller travel clubs.

While it is impossible to monitor the programme listings of all 24 TV stations in Northern California, it is known that British Columbia travel and wildlife films were shown on Bay Area TV stations at least 32 times up to the end of October.

Liaison with the trade was maintained and widened by personal calls on retail and wholesale travel agents, transportation companies, group travel organizations, and publicity media throughout the year.

Finally, during the last months of the year, advance preparations for key promotions in the coming year were begun, with meetings held to plan strategy for the San Francisco Sports & Boat Show, a new travel show in Sacramento, and the Central Valley Promotion of 1975.

COMMUNITY RECREATION BRANCH

J. H. PANTON

GENERAL

The submission of the *Broom Report on Leisure Services in British Columbia* and subsequent recommendations, meetings, and announcements made 1974 a year of encouragement for the Community Recreation Branch. It is expected that this report will eventually have a far-reaching effect on the services, structure, and personnel of the Branch.

Regular services were maintained, although additional responsibilities such as a student programme, Federal studies, and British Columbia festivals were additional to the 1973 programme.

The five grant programmes of the Branch were maintained, with special projects, administration, and staff hiring having a very significant impact on recreation in British Columbia communities.

	Number	Amount Approved
		$
Special project grants	221	149,882
Administration grants	270	81,000
Staff-hiring incentive grants	85	184,750
Regional district study grants	4	1,600
Regional District Recreation Commission organization grants	2	6,000
Totals	584	423,232

Many communities were able to conduct programmes, camps, seminars, staff education projects, and other projects which could not have been done without this help.

During the year, recreation positions were established and salary assistance was provided through the Branch staff-hiring programme. This has continued to encourage communities to acquire recreation leadership.

Administration grants vary little from year to year and do assist very small community recreation commissions to function administratively. The amalgamation of municipalities and the growth of regional district recreation services will cause a decrease in the number of unincorporated communities now eligible for this grant service.

The following major contributions to special Provincial projects were made during 1974:

(1) Provincial Recreation Conference at Naramata for resource personnel.
(2) European Facilities Study Tour, assistance toward the expenses of participation of seven community recreation directors.
(3) Camp Managers' Seminar in Burns Lake.
(4) Provincial Drama Festival at Kelowna.
(5) Professional Recreation Seminar at Island Hall Hotel.
(6) British Columbia Arena Auditoriums and Stadiums Provincial Conference assistance.
(7) YM-YWCA leadership seminar.
(8) Outdoor Leadership Camp, YM -YWCA.

The above are examples of the aid given to local, regional, and Provincial projects in all aspects of recreation.

A major change in Branch administration was the placing of the new British Columbia festival under Branch responsibility. This is referred to later.

Staff

During the year a new position was opened for a Recreation Consultant II designated as manager of the British Columbia festivals. The office is located in Vancouver in the Community Recreation Branch, Provincial Coach's office.

Special Provincial Programmes

The Run-Walk-Cycle-Swim-Skate Fitness Programme

This programme is now becoming a permanent Province-wide activity. In several schools it is part of the physical education programme and is becoming very popular. During 1974, 2,868 males and 2,065 females participated.

Innovation '74

A new programme for recreation students, financed by the Department of Labour and administered by the Community Recreation Branch, involved the placement of 204 students in summer recreation positions in the Province. The programme was a great success for the students, the communities, and the Branch.

Federal Facilities Study

This study was undertaken by 11 recreation students in communities throughout British Columbia. It was administered by the Branch. The problems encountered in this programme, involving Federal and provincial governments, were of considerable magnitude.

Provincial Conference

The Branch subsidized the expense of all resource people to the conference. The Okanagan Community Recreation Branch office, through Jon MacKinnon, provided assistance in conference organization.

European Facilities Tour

The Community Recreation Branch Special Project programme provided assistance to each of eight Recreation Directors in British Columbia to participate in a facility tour of England, Holland, and West Germany. Two members of the Branch staff were on the tour, which was an educational experience which should be an asset to recreation facility development in British Columbia.

British Columbia Festivals

A new concept of community involvement centred around communities' activities at set periods during the year was introduced in 1974, to be administered by the Community Recreation Branch. The first such festival will be in 1975. However, the Community Recreation Branch established an office and appointed a Festival Manager. As the programme is developed it has potential to become a very significant aid to community recreation in British Columbia.

Library Services

The Community Recreation Branch film library continues to grow in film usage and new acquisitions. The first 10 months of 1974 indicate that approximately 70,760 persons viewed film material on a wide range of subjects relating to recreation, sport, and culture.

The film library is continuing to update its film materials and has embarked upon a new programme of supplying skills-oriented subjects in Super 8 Ektagraphic format. A new catalogue for 16-mm. materials is in the production stage as is a new media catalogue which will encompass film strips, slide-tape presentations, Super 8 film loops, and video tapes.

Recreation Services for the Blind

Joe Lewis, who is attached to the Community Recreation Branch but works independently through the Canadian National Institute for the Blind, continued to provide a varied, interesting, and well-attended programme for blind people. During the summer of 1974 the Bowen Island camp programme was outstanding.

The wide variety of sports and hobby activities continues to grow and is a particularly excellent service to the blind people of the Province.

National Involvement of Community Recreation Branch

Preparation for 1975 Canada Games.

Preparation for 1975 Western Canada Games.

Junior Olympics in Edmonton in August. (Gary Clenaghan of the Branch was Assistant Chef-de-Mission.)

Council of Provincial Directors' meetings at Ottawa, Edmonton, Lethbridge, and Quebec City.

National Conference of Ministers of Recreation at Halifax and Edmonton. (G. Pynn, J. Panton.)

Federal Recreation Facilities Study.

Game Plan '76, 1976 Olympic Games.

National Study of Recreation for Handicapped.

Canadian Parks and Recreation Association Conference in Winnipeg. (Attended by J. Panton and R. Lamoureux.)

National Arts Meetings. (Miss Adamson and D. McCooey.)

SPECIAL DIVISIONS

Fitness and Sports Co-ordinator

G. J. Pynn

The office of Co-ordinator of Sports and Fitness administers the British Columbia Physical Fitness and Amateur Sports Fund and acts as the co-ordinator of the British Columbia Coaching Plan operated under the fund.

This year the British Columbia Physical Fitness and Amateur Sports Fund was increased $5 million to $20 million, generating approximately $1.4 million, which is allotted in grants to Provincial sports and fitness associations. During 1974, $1,016,425 was allotted to sports and fitness associations.

The grants to 60 Provincial sport associations are used to design, plan, and implement programmes for the development of the sport throughout the Province. Grants are also given to assist Provincial championships and, in some cases, national and international competitions.

The Provincial coaching programme implemented in 1972 was increased in 1974. Provincial Coaches/Technical Directors are now employed for the sports of baseball, basketball, diving, hockey, soccer, track and field, and volleyball.

During 1974, five Premier's Athletic Awards and 29 British Columbia Athletic Awards were given to outstanding athletes attending British Columbia universities or colleges. In addition, 20 Nancy Greene Scholarships were given to outstanding student-athletes entering first-year university. These awards and scholarships are made available through the British Columbia Physical Fitness and Amateur Sports Fund.

Major grants are allotted to the British Columbia Sports Federation, British Columbia Federation of School Athletic Associations, and the British Columbia Recreation Association. Grants enable these organizations to hire staff and to offer sport and recreation services to communities and schools.

The Run-Walk-Cycle-Swim-Skate fitness programme was initiated during 1973. This is an extension of the programme of our Centennial year in 1971. Excellent response has been received from communities and schools. The programme is being offered as an ongoing fitness programme throughout the Province annually.

The office of the Co-ordinator of Sports and Fitness has been heavily involved in the administrative preparations of British Columbia's contingent for the Canada Winter Games in Lethbridge, Alta., to be held on February 11 to 23. Also, considerable administrative preparations are under way for the Western Canada Summer Games to be held in Regina, August 10 to 17, 1975.

DRAMA DIVISION

MISS A. ADAMSON

"Arts Access," the Conference called by the Provincial Government to assess the needs of the artistic community, was followed by the report "Access to the Arts" prepared by the Department of the Provincial Secretary. Nini Baird, of Simon Fraser University, was appointed to tour the Province to learn first-hand of the feasibility of the policy. Her report has been published and is available to all interested.

As can be seen from this intensive programme, the artistic community is vitally alive, and when funds are available to assist those in need and to encourage new programmes and give opportunity to the most aspiring and talented creative artists, British Columbia could become the inspiration for the rest of Canada.

With the appointment of Paddy English as first theatre specialist to the British Columbia Drama Association, community drama has received a much-needed spur. She has travelled throughout the Province, visiting and assisting and inspiring groups to strive for better productions and thus a higher standard. Paddy English has been followed by Ray Logie, also a drama specialist, and he continues to follow the pattern set by Mrs. English.

The British Columbia Drama Association is led by Derek McCooey, Recreation Consultant at Abbotsford, and in his second term Derek is keen to advance the need of co-operation between community, school, and professional theatre as well as tie in with other artistic endeavours.

School drama continues to advance. With more teachers specializing in the arts, productions are taking on an artistic quality not usually seen. Creative drama in the elementary schools is taking precedence over the more structured play.

Festivals continue as a vital part of the year's programme. Approximately 35 festivals are held annually, including drama, speech, arts, music, and dance.

Drama adjudicators are appointed to assist and teach or act as animators with more adult programmes.

Workshops continue to play an important role in the field of the arts. With specialists attending festivals, visiting groups giving of their time and talent, the realm of possibility for workshops cannot be estimated. The need is there and the artistic community is reaching out for help and encouragement.

The drama library is expanding; with the acquisition of the drama section from both Open Shelf and University of British Columbia Extension Department, plus the scripts from New Play Centre, the library needs elastic walls. The number of requests continues unabated and it is hoped that all in need of material will make use of the library.

AREA REPORTS

Fraser Valley-Sechelt

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

Community recreation continues to grow, with emphasis on facility, programme, and staff expansion.

Special project grants provided the stimulus for a number of leadership training opportunities as well as experimental programmes in swimming for the handicapped, minor hockey, recreational track and field, and a summer programme for the retarded. Of particular note was a new school district/regional district co-operative swimming programme involving 1,500 school-children from Boston Bar to Hope; also, a regional recreation director experiment for the Agassiz-Harrison Hot Springs district.

Two more communities benefited from our staff-hiring incentive programme.

Instead of regional conferences and seminars, a series of localized, short-term leadership training opportunities was set up for recreation policy-makers and professional staff. This new approach was both qualitatively and quantitatively successful.

The Branch's Innovation '74 Programme provided numerous communities with summer staff, and a comparative survey of summer recreation programmes was instigated by my assistant, Brian Dyck.

Personal involvement in a number of Federal and Provincial recreation-oriented agencies and programmes added further to an already demanding and comprehensive work load.

Recreation education, communication, and integration remain as major challenges facing this area.

Okanagan-Similkameen-Boundary

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

Possibly the most well-received services that the Community Recreation Branch offers to recreation commissions and departments in the Okanagan-Similkameen-Boundary area continues to be special project assistance. In this area, 33 projects received assistance.

Another highlight of the past year's activities was the supermarket of information offered to recreation and sports people in the area. The supermarket took place on October 20 at the Kelowna Senior Secondary School. It saw some 35 leisure-based agencies from the Federal, Provincial, and community sports bodies represented. Over 170 people seeking information from these agencies attended the supermarket and were able to gain material.

The Provincial Recreation Conference was held in Naramata. The Naramata setting provided the conference with ample opportunity to make it one of the highlights for recreation people in the Province. There were over 350 people in attendance, more than have attended any Provincial recreation conference in the past. The Recreation Directors from the Kootenays and Okanagan were charged with the responsibility of organizing the social activities for the conference under the chairmanship of W. J. (Buck) Pacholzuk, Recreation Director in Penticton.

During the past year the following communities hired Recreation Directors:

Peachland—Brian Wood, formerly of the Kelowna Recreation Department.

Osoyoos—John Patterson, a second-year graduate from Mount Royal College in Calgary.

The Regional District of North Okanagan has amended its Letters Patent to include recreation as a function, and hired Chris Nelson as Recreation Director for the regional district.

The City of Penticton recently acquired the services of Jim Noble, formerly of the Yukon, as assistant to Buck Pacholzuk.

The following new facilities have been built in the Okanagan-Similkameen-Boundary area: Osoyoos, an arena; Princeton, an arena.

The District Municipality of Summerland is currently planning a recreation complex to include a skating-rink, curling club, and community recreation centre.

During the summer of 1974, the Community Recreation Branch's Innovation '74 Programme saw the hiring of some 16 recreation students in 11 communities. This programme was immensely successful and in many cases provided the communities with much-needed leadership. It also provided the recreation students with invaluable experience in their respective communities.

This office has also been involved in several recreation commission leadership workshops, e.g., Grand Forks and Princeton. These workshops have been directed at providing the local recreation commissions with an analysis of their position in the community, an evaluation of their purpose, and a look into the future as to how the recreation commissions can be more effective in providing the communities with much-needed recreational opportunities.

Central British Columbia

(51 Commissions) (R. Lamoureux, Kamloops)

For community recreation in the central area of British Columbia 1974 has been an eventful year.

A Recreation Director was hired at Twin Village-Cache Creek/Ashcroft; assistant directors were appointed at Golden, Williams Lake, and Merritt; and three recreation officers were added to the Kamloops Parks and Recreation Departmentment.

The following clinics were organized in this region: music, dancing, painting, sailing, canoeing, horsemanship, hockey, ski-ing (two), baseball, gymnastics, badminton, figure-skating, and majorette training. These clinics were made possible through our special project fund.

An added feature in community development this past summer was the introduction of playground leaders to many communities in the central area. Through Innovation '74 communities such as Carlin, White Lake, Sorrento, Sunnybrae, Salmon Arm, 100 Mile House, Lone Butte, Golden, Revelstoke, Merritt, Lower Nicola, Logan Lake, Clinton, and Barriere were able to intiate new activities or improve existing programmes.

Capital projects were also evident throughout the area in 1974. Construction programmes were carried out in Valemount, Clearwater, Golden, Revelstoke, Salmon Arm, White Lake, Silver Creek, Merritt, Spences Bridge, Kamloops, Ashcroft, Cache Creek, and Logan Lake.

Stevesville, Lone Butte, and Clearwater formed recreation commissions this year. An area committee representing small commissions in the Salmon Arm area was also organized.

Finally, with the exception of Donald and Little Fort, all recreation commissions in the central area were visited by a Community Recreation Branch representative in 1974.

NORTHWEST

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

The Community Recreation Branch has been very busy in the northwest area this last year. The most important development was the summer student programme that made it possible for many recreation commissions in communities throughout the northwest to have organized summer recreation for the first time. The many letters and comments to the northwest office expressing appreciation for this programme seemed to indicate that it met a very important need. Through the student programme, the northwest office was able to provide a number of additional services as well. Perhaps one of the most important of these was the formation of a mobile outdoor recreation team that provided assistance to school boards in developing outdoor recreation seminars and classes, the development of leadership training for young people interested in camp counselling and outdoor recreation skills, and the promotion of summer camping and outdoor recreation with many communities and Indian villages in the northwest. Indications from many communities were that they would like to see this kind of service increased in the coming summer, if at all possible. The Community Recreation Branch sponsored, at a Fall Conference in 1974, a number of seminars that drew 250 people to look at the development of regional recreation, outdoor education in recreation, native recreation training programmes, youth and recreation in the north, and the development of community resource boards.

Other important developments that took place in the northwest through the Community Recreation Branch included a large conference held in Prince George focusing on the problems of living in northern industrial communities. This conference, co-sponsored by the Central Mortgaging and Housing Corporation and the Regional District of Kitimat-Stikine, attracted managers, labour leaders, community people, administrators, and politicians from most of the northern industrial communities. Although recreation in the northern industrial communities was one of the major themes of the conference, there was also considerable discussion and interest in the other problems of industrial communities such as health care, education, policing, and welfare services.

The Community Recreation Branch also provided leadership development programmes for young people. Week-end youth conferences were held in Fraser Lake, Kitamaat Village, and Kitimat during this last year. This office also sponsored a number of leadership training programmes for camp counsellors, playground-leaders, and a model summer camp to encourage the development of outdoor recreation skills among young people throughout the northwest. This model camp provided opportunities for young people to develop skills in riding, swimming, life-saving, canoeing, sailing, mountain-climbing, skin-diving, water ski-ing, and back-packing. The demand for this programme throughout the northwest seems to indicate interest in the expansion of these model summer camps.

One of the most exciting developments in the northwest this year has been the way in which the Bulkley-Nechako Regional District is taking on recreation as a function. Through the additional services of a private consultant and a recreation co-ordinator employed by the regional district, there has been an outstanding effort made to involve all the communities, town councils, and recreation commissions throughout the regional district to take part in a planning and communication process that ended up with regional recreation being defined by a very well-informed public. It is hoped that this kind of community involvement and grass-roots decision-making can continue in the many other programmes that are starting up in the northwest.

Kootenays

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

There has been a gradual growth in the number of active commissions in this area. Rossland, Beaver Falls, and Elkford formed local commissions. Two new regional commissions were also formed. The West Kootenay Recreation Association came into being. Four areas employed Recreation Directors for the first time. In all it has been a growth year for recreation in the Kootenays and a busy and exciting one for this office.

Regional workshops were held in both the East and West Kootenays, plus seminars and several clinics. Special projects have been popular and allowed many communities to have programmes which they would otherwise not have. Staff-hiring grants have provided the necessary incentive for employing the above Recreation Directors.

This office has become active in recreation for the handicapped and has assisted many groups in the provision of summer camps, and other recreation activities.

Services have also been made available to all communities having recreation commissions, and to other groups in an advisory capacity, such as the British Columbia Mobile Sailing Schools, British Columbia Festival, 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.

Greater Vancouver

(7 Commissions) (C. M. Griffith, Vancouver)

Although this is only the second year of operation of the office, its operation and services have become so well established that it can be regarded with the same esteem as that of any of its sister offices throughout the Province.

This office continues to service the municipalities of Coquitlam, Burnaby, Richmond, New Westminster, West Vancouver, North Vancouver District and City, Vancouver, and Bowen Island. Each of the communities in this densely populated area of Greater Vancouver is further subdivided into many community recreation components, with a community centre as the focal point.

There are 17 such community centre components in the City of Vancouver. In addition to the above, this office maintains liaison, on behalf of the Branch, with the University of British Columbia, Simon Fraser University, Douglas College, Capilano College, and Vancouver Community College. The consultant of this

office represents the Branch on the Recreation Curriculum Management Committee of two of these post-secondary institutions. This office also represents the Branch in its Vancouver matters related to the British Columbia Recreation Association, British Columbia Sport Federation, The Professional Recreation Society of British Columbia, Recreation Canada/Sport Canada, the Native Indian Recreation and Sport Associations, and Canada Games.

Since all the municipalities in this area are adequately staffed with recreation professionals, it has proved satisfactory to meet with all the directors on alternate monthly basis.

In an area as populated as Greater Vancouver, the demand for special projects funding and staff-hiring incentive grants has been great. However, this office has been able to meet all the priority requests.

During summer 1974, 55 students were placed and supervised by this office in the Innovation '74 Summer Programme. Simultaneously this office also administered, on behalf of the Province, the Federal Study on Recreation and Sport Facilities. This project employed 11 students for 10 weeks from April through June. The completion of the study recommenced in October and there were five researchers employed and supervised by this office.

Also as of October 1, 1974, the Festival of British Columbia (formerly Festival of Sports) was transferred to the Community Recreation Branch. The new festival office is located in the same premises as that of the Vancouver Branch and this consultant has had the responsibilities of Acting Festival Manager bestowed upon him.

With the conferences, meetings, seminars, festival field trips, and Federal facility study that this office has been involved in during 1974, it was undoubtedly a very busy but exciting and productive year for the Vancouver office.

Vancouver Island

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

Heavy public demand, increased professional staff, and new recreational facilities have led to what was the busiest year yet for the Vancouver Island Community Recreation Branch staff. Special projects resulted in the following highlight examples:

- Band concerts in Nanaimo.
- Gymnastic camp in Courtenay.
- Baseball clinic in Comox.
- Sailing clinics in Parksville-Qualicum.
- Arts instruction clinics in Campbell River.
- Special arts and crafts classes in Gold River.

Of particular note are the test series of leadership training workshops, clinics, and conferences held throughout Vancouver Island during the year. These are listed as follows and represent a strong attempt to develop a model for a Province-wide educational programme:

(1) Administrative Leadership Skills Workshops—Victoria, Port McNeill, and Nanaimo.

(2) Human Relations for Community Groups—Victoria, Port McNeill, and Nanaimo.

(3) Policy Making for Senior Executive Volunteers—Victoria and Nanaimo.

(4) Dr. T. Tutko Seminars on the Psychology of Coaching—Victoria, Port Hardy, Comox-Courtenay, Nanaimo, and Port Alberni.

(5) Five-day Workshop in Administration Skills—Nanaimo.

(6) Outdoor Education Workshop—Victoria.

(7) Seminar on the Role and Function of Recreation Commissions—Parksville.

(8) Island Recreation Conference—Port Alberni.

Approximately 2,700 persons were involved in these sessions and benefited greatly from the programmes. Additionally, the Community Recreation Branch, in conjunction with recreation professionals in the Greater Victoria area, assisted Camosun College in the development of a 20-session course specifically designed for volunteer leaders in the community.

Some 25 students were placed in Vancouver Island communities for 8- and 16-week periods of in-service training to supplement their university or high school training in recreation leadership. These students were provided under the Department of Labour Innovation '74 Programme in the summer of 1974. This programme experience proved to be of benefit to the students, the communities, and the Community Recreation Branch.

The foregoing represents a few highlights of the recreation picture on Vancouver Island. It has been a busy, productive, and worth-while 1974.

Northeast

(53 Commissions) (G. R. McClenaghan, Prince George)

Several significant functions took place during 1974. A mini-recreation conference was held in Dawson Creek, a major conference on problems surrounding one-industry northern communities was held in Prince George, another conference on health and physical activity was held in Prince George. Seminars on Community Recreation 12 and community schools were also held.

New recreation commissions were established at Dawson Creek, Tomslake, Nukko Lake, College Heights, Charlane Hill, Nazko-Kluskus, and Rose Prairie. Reinstated recreation commissions include Pouce Coupe, Wells, and Moose Heights.

Innovation '74 provided the northeast with 20 summer recreation leaders. These students were able to offer the communities some new and interesting experiences and to assist in the operation of already established activities. Many of these communities for the first time experienced paid leadership and the advantages of such leadership.

The community education (school) concept appears to be taking hold in the northeast. Prince George School District hired two community school co-ordinators.

Several zone meetings were held which enabled recreation commissions to gather and share information with one another.

Dawson Creek and Fort Nelson hired new Recreation Directors. The Mackenzie and Cassiar directorship changed hands.

There were 41 special projects.

A recreation leadership training course was held for the first time in the northeast. Sixty-four potential recreation leaders attended this extensive week-long training course in recreation concept and programmes.

CONCLUSION

The grant programme of the Community Recreation Branch continued to make significant impact on public recreation in 1974, due mainly to the substantially increased budget of the Branch. Many communities were able to conduct programmes and projects which they would not have been able to do within their budgets.

The staff-hiring incentive programmes continued to influence the decision of communities and regional districts to hire full-time recreation personnel. This has happened in Campbell River, Cherry Creek, Chilliwack, Fernie, Fort St. John, Fort Nelson, Gold River, Oak Bay, 100 Mile House, Port Hardy, Port McNeill, Surrey, Terrace, Vancouver, Regional District of Central Kootenay, and Cariboo Regional District.

The most significant development during the year, and one which may have a great impact in the future of recreation in British Columbia, was the *Broom Report*. Implementation or partial implementation of the report may herald a new era in recreation services in British Columbia. This could well find recreation accepting the challenge as the major contributing factor in the development of the leisure activities of all citizens.

CONVENTIONS AND CONTRIBUTING GRANTS

P. D. CROFTON

The total revenue for 1974, a record year for conventions, was $48,286,253. This is an increase of $16,075,043 over 1973.

Luncheons or dinners were held for association and corporate executives in New York, Washington, D.C., and Chicago. A new slide presentation, illustrating convention facilities in all parts of the Province, was shown to our guests.

Incentive travel—In addition, calls were made to two of the largest incentive houses: Maritz Travel in St. Louis and E. F. MacDonald in Dayton. The convention and travel agents slide presentations were shown to their senior executives. We received an excellent reception from both these incentive houses. Several incentive groups have already visited British Columbia as the result of our visit.

Several representatives from hotels, convention bureaux, and travel wholesalers accompanied us on this promotion.

The Department of Travel Industry sponsored a luncheon for the Western Conference of Association Executives to stimulate interest in British Columbia. This was held in Acapulco. Their 1975 conference will be held in Vancouver next May.

In June the Department of Travel Industry, Travel Alberta, and CP Air brought 21 conference chairmen from Europe to Western Canada to view our main convention centres. These executives were from England, Holland, France, Belgium, and Switzerland. The executives were most impressed with our convention and meeting facilities. Three conventions have been tentatively booked and

The British Columbia delegation at the Institute of Association's convention in Winnipeg.

five other associations are excellent prospects. A seminar, slide presentation, and dinner are planned in London early in 1975 as part of a follow-up programme. All participants of the tour and 81 other conference chairmen will be invited to attend.

The annual meeting of the Institute of Association Executives was held in Winnipeg in July. The Department sponsored a luncheon and a nautical theme was carried out with the British Columbia delegation wearing sailor suits. A mock-up of a ship's deck was erected in the centre of the dining-room. Members of our group were "on the deck" and handed out a give-away model of a brass sailing ship. Before the executives received this gift they were asked to give us information on their convention, i.e., whether their group had ever met in British Columbia, where they last met, and if they could bring their convention to our Province, etc.

The Department of Travel Industry, in co-operation with the Vancouver Conventions and Visitors Bureau, attended the annual meeting of the American Society of Association Executives in New York. Barry Lee represented the Department. Representatives of major hotels, the Vancouver Bureau, and Tom Butler were other members of the British Columbia delegation. Mr. Butler's unique idea of taking a live beaver to New York deserves a special vote of thanks. The Honourable B.C. Beaver, Esq., as it was affectionately christened, was the "hit" of ASAE. Tremendous publicity was attained for British Columbia. Articles on the beaver were featured in the *New York Daily News* and the Vivian Vance New York midday show. Several notables had their pictures taken with the Honourable B.C. Beaver, Esq. The Canadian Press had a coast-to-coast wire story. It is estimated that 12 million people were made aware of British Columbia through this single promotion.

The Director of Conventions attended a seminar on incentive travel in Winnipeg, September 10. Jim Lowe, Executive Director of ASAE, Phil Harrison, publisher of *Sales Meetings* magazine, and a senior executive of S and H Incentive Travel were speakers.

Phil Harrison, publisher of *Sales Meetings* magazine, and Mrs. Harrison, visited British Columbia in September. Mr. Harrison wrote an excellent article on convention facilities in British Columbia for their October issue.

Barry Lee attended the Incentive Travel Show in Chicago in October. Many inquiries were answered and some excellent contacts were made.

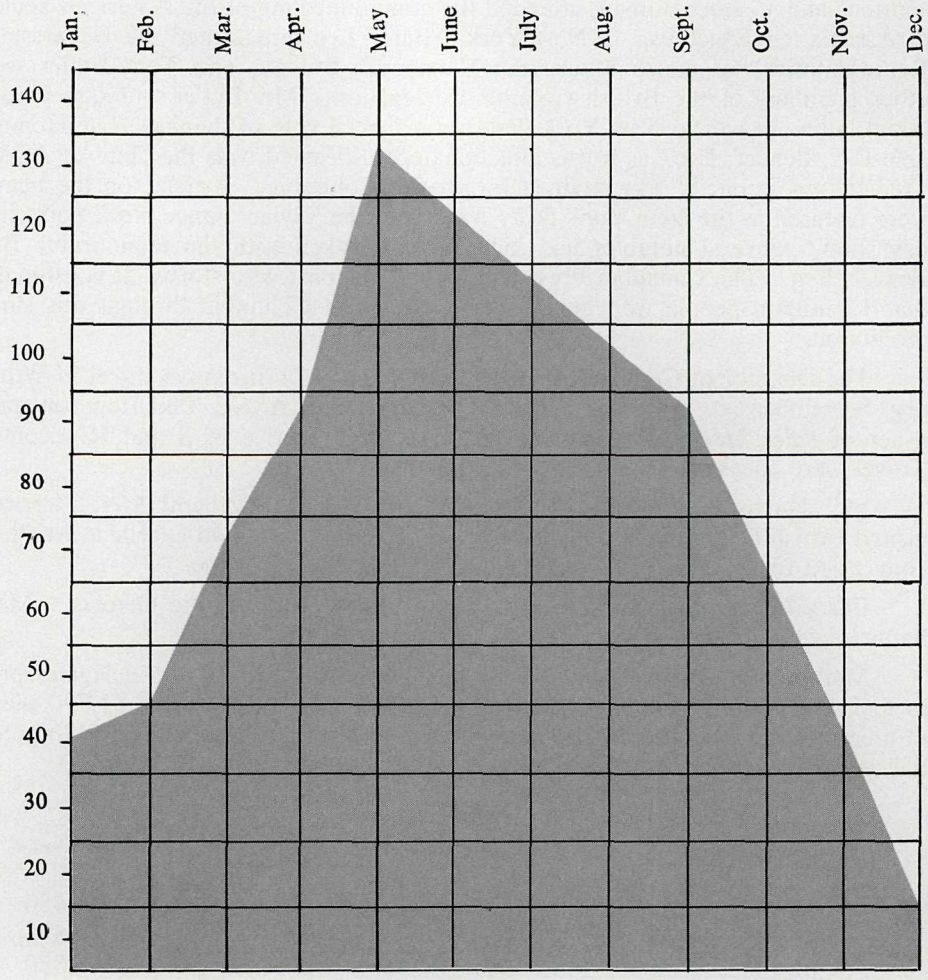
Mail-outs of British Columbia literature were made to 59,485 delegates prior to their arrival in British Columbia. In addition, bulk shipments of 81,790 pieces of literature were shipped to various organizations for distribution by them to potential delegates.

Conventions, 1974

Tourist Region	Tourist Convention	Tourist Delegates	Tourist Revenue
A	158	11,922	2,839,480
B	422	124,926	36,085,570
C	97	44,205	6,168,050
D	91	9,008	1,124,653
E, F, G, H	33	9,814	2,068,500
	801	199,875	48,286,253

Distribution of Conventions in British Columbia

	Number		Number
January	41	August	59
February	50	September	94
March	74	October	66
April	91	November	40
May	135	December	12
June	101		
July	38		801



CONTRIBUTING GRANTS

The total amount of contributing grants for all regions was increased from $300,000 to $350,000.

The second phase of "This Is the House that Jack Built" was made available to the eight tourist regions. This was received with even greater enthusiasm than phase one.

For the first time in the history of contributing grants, all regions used the total amount of their allotment.

Meetings of the Regional Co-ordinators and staff members of the Department of Travel Industry were held during the spring and fall meetings of the Provincial Tourist Advisory Council.

EXHIBITS AND DISPLAYS

B. A. LEE

TRAVEL SHOWS

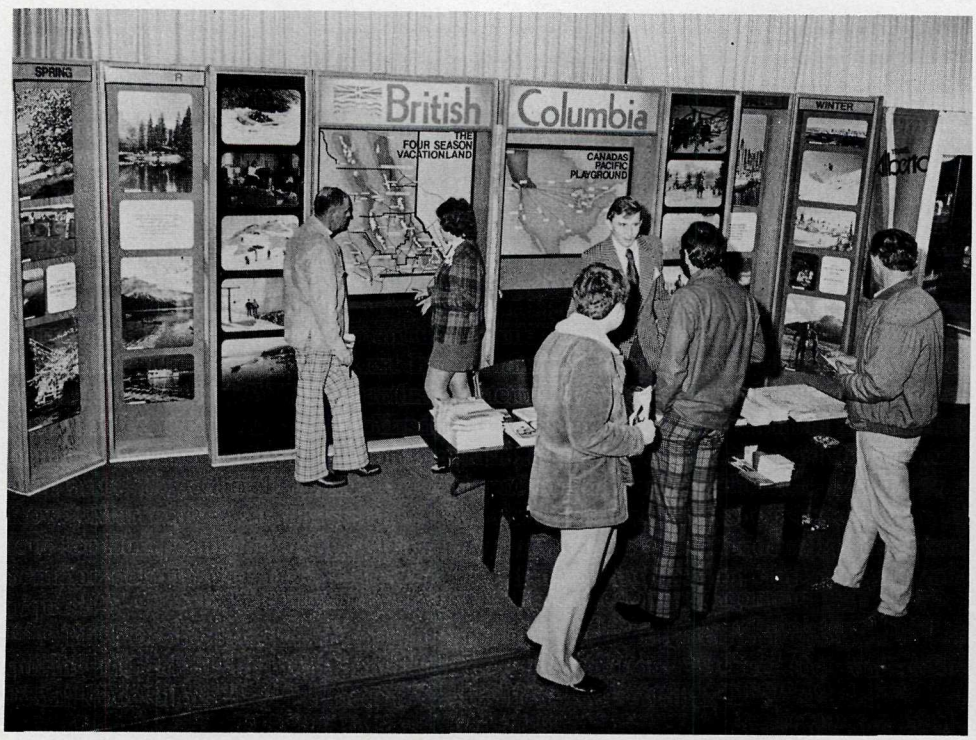
Again this year the Department concentrated on the travel shows that have been most productive for us in terms of inquiries and public attendance.

In January of this year three members of the staff from our head office were sent to San Francisco to work at the Annual Sport and Vacation Show held in that city. Valuable assistance was also given by our San Francisco field office. The 10-day show was open to the public 12 hours a day and attracted an over-all attendance of close to 400,000 persons.

In March the Canadian National Sportsmen's Show was held in Toronto and British Columbia was represented by this Department. This was another 10-day show which was open 12 hours per day and the attendance was estimated at 380,000.

During the month of October the Department was represented at ski shows in the California area. These shows, which were held in San Francisco and Los Angeles, were staffed by a representative from head office, with assistance from the two field offices and also representatives from British Columbia ski areas.

At all travel and ski shows, literally thousands of British Columbia road maps, tourist accommodation directories, and general folders, in addition to regional brochures, were given to those people planning a vacation in British Columbia.



San Francisco Sport and Travel Show.

In February we were contacted by the Canadian Government Office of Tourism in Chicago concerning the Kansas City Sport and Vacation Show. Their representatives, who had staffed this particular show, had received a great many inquiries on British Columbia and indicated that perhaps a representative from our office would be of valuable assistance in future shows. Following this the Assistant Director of Information Services was sent to help staff the booth and to give presentations to the various automobile clubs in the area. Reports indicate this show was of great value to us.

DISPLAYS

Two new 10-foot portable displays were constructed during the year. These displays were used in Eastern Canada in two of the large department stores, and also shipped to San Francisco for a CP Air window display.

The 20-foot existing display, which is stored in San Francisco, was used at the travel and ski shows in California.

We are now in the planning stages for the construction of "cubed" window displays. These "cubes," depicting scenes of British Columbia, would be sent to our field offices for distribution to various travel agencies and tourist offices throughout their area.

OTHER PROMOTIONS

The exhibit and display section also assisted in the various promotions of the special promotions and convention section.

Travel writers and editors were given tours throughout the Victoria and Vancouver Island areas.

FILM AND PHOTOGRAPHIC BRANCH

S. H. HAINES

Toward more efficient handling of requests, and to equalize the work loads more fairly, the Branch was separated into two components during 1974. The new division is known as the Special Services Branch of the Department of Travel Industry. This Branch has all still photographers, colour production, *Beautiful British Columbia* magazine, and other related services under one directorship.

The Film and Photographic Branch handles all motion-picture productions, local and international distribution of films, the film libraries, and the general office administration of both branches. This arrangement has already proved to be beneficial to staff, suppliers, and Government departments requiring our services.

Our film-makers were plagued by weather problems at the start of the year, but with improving conditions, great progress has been made, with most productions ahead of schedule as the year closed.

The Branch film libraries in Victoria and Vancouver have been extremely busy, with many new titles being added to the film list inventories.

MOTION-PICTURE SCREENINGS

Reports from the Canadian Travel Film Committee show that nontheatrical screenings of our films in Canada, the United States, the United Kingdom, France, Germany, and the Netherlands reached a total of 33,116 to an audience of 1,836,148 persons.

Telecasts during the same period accounted for 1,636 screenings to a calculated viewing audience of 66,045,684 persons.

To date we have no figures on telecasts of our films in Japan, but it is known that there have been many telecasts, with each one having a potential audience in excess of 9 million persons.

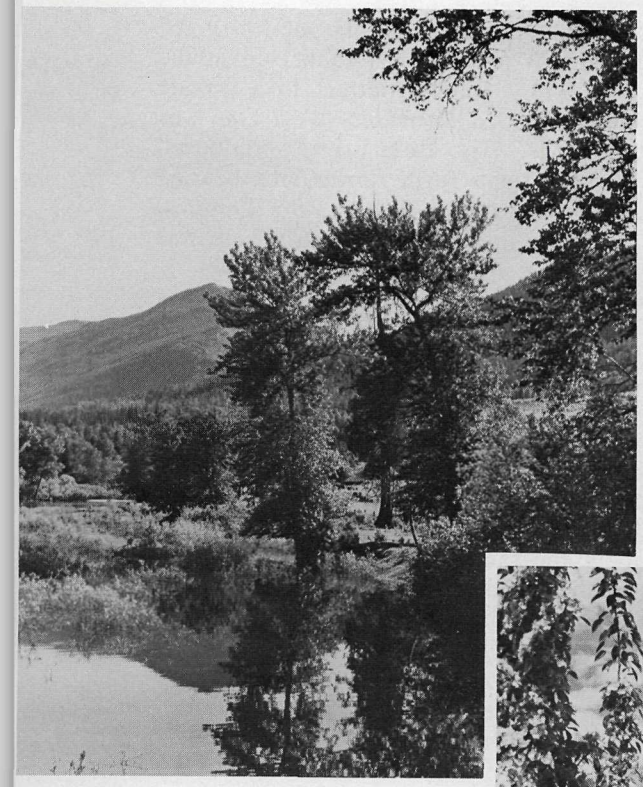
It is encouraging to note that when the audience totals from our two Branch libraries are added to the foregoing, British Columbia films from this Department have been viewed by more than 100 million people throughout the world during the past year.

MOTION-PICTURE DISTRIBUTION

The Canadian Travel Film Committee held its annual meeting and seminar this year in the Province of Quebec. This important meeting is attended by officers from the various provinces of Canada to discuss the pros and cons of film distribution, production technology, cost factors, and other related items. Our senior producer cameramen, F. W. E. Round, attended this meeting, representing the Province of British Columbia, and reports that a great many items were discussed and amicably settled. The reports from the Canadian Travel Film Committee indicate a further increase in use of films from this Branch, and they are pressing for more titles to be added to the lists. At present, British Columbia is one of the top three provinces producing travel films in Canada.

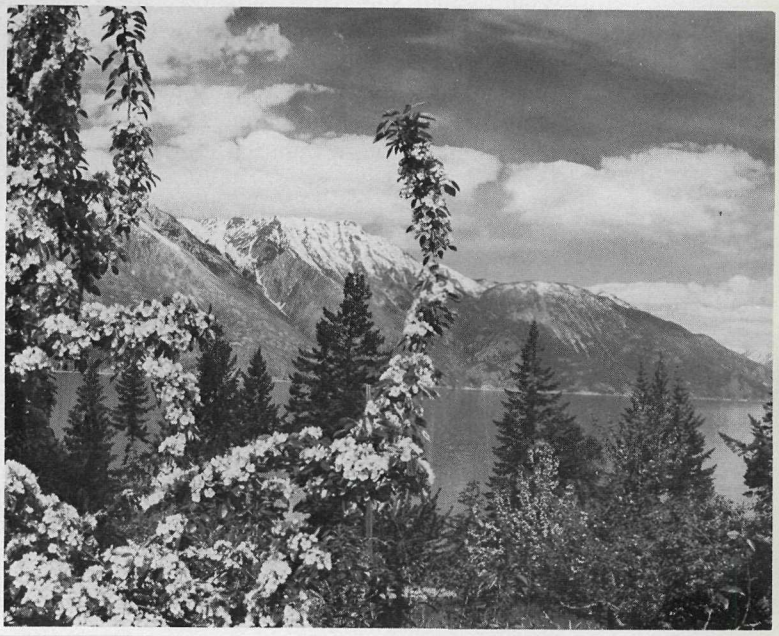
MOTION-PICTURE PRODUCTION

The Branch producer-cameramen have completed three new films—*Ski the Unknown Rockies, Because It's Home, and Mirrors to the Sun. Mirrors to the Sun* was judged the best documentary in all categories of 1973/74 by the Canadian Society of Cinematographers, Toronto. Another film, *'Ksan,* won a first award at the Annual Industrial Photography Film Awards, New York, in September. The



Slocan River at Perry's Siding.

Kootenay Lake near Boswell.



Friendly Cove, Nootka Island,
West Coast Vancouver Island.

work of F. W. E. Round, the 27-minute production deals with the rebirth of the native Gitksan culture at Hazelton. The film was previously a runner-up in the Canadian Film Awards, Travel Section, in 1973. Under contract to a private producer, a replacement film for our production titled *East One, West One* was completed, bearing the new title of *Highway One.* Also from private producers, the Branch purchased for international distribution a further five films bearing the following titles: *Vacation 8, Canadian Spring, Inside Passage, Big Country,* and *Viva Victoria.* Under contract, a further film made for television release was produced for *Beautiful British Columbia* magazine.

Staff cameramen are currently at work on three new productions, and plans for two others are being finalized.

VANCOUVER FILM LIBRARY

Records for the past year from our film library in Vancouver indicate a continuing interest in travel films from this Branch. Through this facility we have also been able to supply a wealth of motion-picture programming to other outlets, such as CBC, CTV, travel groups, recreational societies, and others.

While actual shipments remained about the same number as last year, the audience totals increased considerably, indicating that larger groups are supporting meetings where the films are shown. Further to this, a large number of tapings were done using parts of our films to enhance other programmes.

More than 6,000 film shipments were made in response to requests, with a confirmed count of more than 240,000 viewers.

GENERAL OFFICE

The work of the general office continued smoothly through the year, with all mail inquiries acknowledged and requests filled satisfactorily. The Branch film libraries have done an excellent job of filling all requests for films from points throughout the Province, and staff are well pleased with the results of their labour.

A new accounting system has been started to handle the accounts for the Department, which is proving most satisfactory. Accounts can now be processed in half the time formerly required by the old method. Staff and suppliers alike are happy with this change.

Other duties of the general office included handling of all requisitions, shipping and receiving, liaison with private film producers and the Canadian Travel Film Committee, stock control and inventory, staff recruitment and terminations, and other related items.

PERSONNEL AND ACCOUNTS

G. L. LEVY

The Personnel Office processed 167 requisitions through the Public Service Commission. These were required for the selection of persons to fill vacancies and seasonal requirements for the following areas:

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

Fifty-eight were selected for the subscription office of *Beautiful British Columbia* magazine.

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

Three persons were selected for the Film and Photographic Branch, and five for the Community Recreation Branch.

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

Two employees from the Department received the 25-year continuous service certificate.

One employee was selected for the Executive Development Training Plan, one for the correspondence course in Public Administration.

Many other short-term courses offered by the Public Service Commission have been completed by a number of employees from this Department.

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

PUBLICITY

HARRY P. MCKEEVER

Departing from the former practice of assigning the year's travel stories to one writer, several writers were chosen to author the 1974 editions. In each case the person was familiar with the particular area and thus produced factual and up-to-date material that required only minimal editing and rewriting. Notwithstanding the quality, however, distribution of these stories was down considerably from last year.

Discussions with editors to determine the cause of this unusual disinterest in our travel stories indicated several factors responsible. They included the economic and political unrest in the United States, gasoline restrictions, and the uncertainty of having enough fuel if a trip were made.

As a result, and according to several tourist establishment operators, the visitor swing in 1974 from America was to tour groups travelling by chartered transport. Editors were also inclined to cut down on travel story material rather than promote it as in former seasons. This, according to several queried, was purely an economic necessity.

Regardless of these conditions, a number of writers were hosted in several parts of the Province during the year. In this, a marked preference seemed evident for material on Vancouver Island and the Gulf Islands. A four-day trip to the Fraser Valley and Okanagan was completed with a husband-wife team from West Germany. Otherwise, 28 special stories were written for editors by individual request.

All new editions of regional folders were edited and, where necessary, rewritten. So were the manuscripts and galley proofs of publishing houses producing handbooks, guidebooks, encyclopædias, and kindred material. Copy was checked for automobile associations and other organizations who distribute official brochures to their memberships. All Departmental brochures, maps, folders, and booklets were also checked, updated, and rewritten where necessary. It is a condition of this office to check and edit all promotional material emanating from the Department of Travel Industry. Production of the Annual Report is a further prerequisite.

Several press releases, speeches, and addresses were prepared during the year. So were messages for the Honourable the Minister. The 1975 diary photographs were captioned, as were new posters and other display items.

Around 3,000 submissions were scrutinized for inclusion in volume 3 of *This Is British Columbia* series. A press release seeking contributions was prepared beforehand. Reading, editing, and assessing the manuscripts was a time-consuming undertaking. Subsequent galley proofs were read, and a foreword was written.

Much travelling was done relative to the production of *Beautiful British Columbia* magazine. This entailed follow-ups on story possibilities, and meetings and discussions with local residents in the localities concerned. Visits were made to areas for direct story information. Several articles were written for the four issues of 1974, while all free-lance work was edited, checked, verified, and rewritten as necessary. The year's galleys were proofed.

Correspondence-research during the final 12 weeks was particularly heavy.

SPECIAL PROMOTIONS

K. B. WOODWARD

FAMILIARIZATION PROGRAMME

The participation in familiarization tours in British Columbia was carried out during 1974 in co-operation with air-lines and the Federal Government. Activities in this area were greatly increased over previous years.

The main and most important change in our familiarization programme is the fact that we are now showing marketable packages to travel agents and tour operators from other parts of the world. In other words, we show to the vast travel sales forces of the world segments of British Columbia which are marketable in their area. This form of marketing British Columbia as a year-round vacation destination has proved eminently successful.

JAPANESE TRAVEL DEVELOPMENT PROGRAMME

Continuing the development of travel from the Japanese market was carried out during 1973. This programme was highlighted by the inauguration of 747 aircraft on the Tokyo to Vancouver run, which increased the volume of traffic from this important market. Familiarization tours and tour packages emphasizing golf and ski-ing were presented to the Japanese market.

A programme involving the filming of an itinerary selling wintertime in British Columbia was completed, and was presented to the Japanese travel trade in the month of November in three Japanese cities.

During this promotional visit to Japan, calls were made on all the important travel tour operators of that country.

Japanese retail and wholesale agents along with Ski Club tour planners "Ski-ing B.C."

Japanese tour operators arrive to participate in a familiarization tour of British Columbia.

CALIFORNIA PROMOTIONS

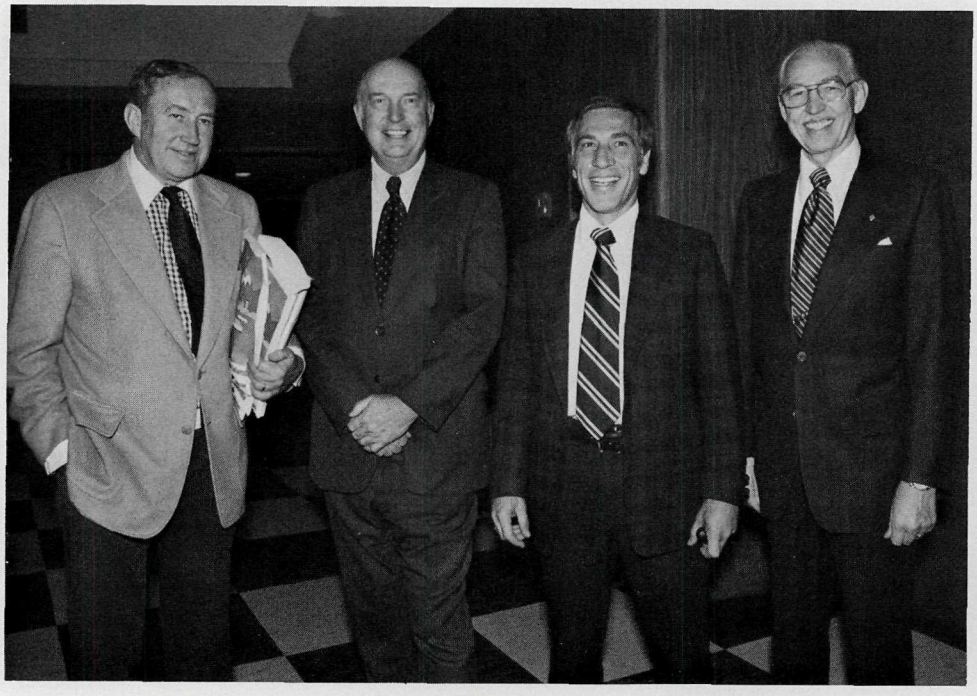
Consumer and trade presentations utilizing films and audio-visual equipment were presented in the following cities: San Francisco, Stockton, Modesto, Fresno, Sacramento, Los Angeles, Long Beach, Pasadena, Torrence, San Bernardino, San Diego, and Phoenix, Ariz.

These presentations were made in co-operation with Western Airlines, CP Air, and the leading newspapers in each of the above-mentioned cities. The attendance to our presentations revealed a steady interest in this market, in spite of the energy crisis and the inflationary trends.

An excited winner of a week-end for two in British Columbia.

A California travel agent accepting a familiarization tour invitation to British Columbia.

Lucky winners of trip to British Columbia presented at the California Consumer Show in Pasadena, Calif.



Southern California newspaper executives attending consumer presentation in Los Angeles.

EASTERN CANADA—UNITED STATES PROMOTIONS

Convention and travel presentations were made throughout the east involving travel agents in Ottawa, Toronto, Cleveland, Chicago, New York, Washington, and Detroit.

Special attention was given to incentive houses, where the promotional team from British Columbia was well accepted.

PRESS TOUR

The 1974 Press Tour was carried out in co-operation with the Canadian Government Office of Tourism and the Society of American Travel Writers. Eighty-nine members of the press travelled throughout the Okanagan, Kootenays, and Lower Mainland, where they were exposed to the beauties of British Columbia.

Our guests travelled from all over the United States and their visit resulted in many printed words of publicity in several publications about British Columbia.

SUMMARY

During the spring and early summer of 1974, attention was given to the Pacific Northwest and California in an attempt to combat the situation that arose through the energy crisis in the United States.

Promotions involving *Harper's Bazaar* magazine and *Vogue* magazine were completed, with excellent results.

Meetings involving travel organizations were attended in Halifax, Montreal, Toronto, Seattle, and San Francisco.

The "Visit Canada" programme, instigated by the Federal Government, was carried on throughout 1974, which allowed us to show many writers and travel-oriented people through British Columbia.

The *British Columbia Travel Agents' Manual* was again compiled and widely distributed to travel agents throughout most countries of the world.

In all promotion of travel to British Columbia we carefully selected our market areas and endeavoured to sell a commodity acceptable in the market areas, as well as acceptable to the destinations in British Columbia.

TRAVEL INFORMATION SERVICES

ED NORMAN

Responsibilities of the Travel Information Services Division are Province-wide and include an ever-increasing involvement with tourist services of all types at the regional and community levels.

Efforts to maintain supervision over widely dispersed personnel, and liaison with an ever-widening involvement with tourist services at the community level, have necessitated broadening the administrative base.

First steps toward achieving this have been taken with the reorganization of the Accommodation Section, with excellent results.

A major permanent reception centre has been established east of Golden on the Trans-Canada Highway, providing, for the first time, a most appropriate reception to visitors entering the Province from the east along this major highway access to British Columbia. Designed to operate year-round, the centre will assist in promoting and serving the winter sports enthusiasts as well as the summer visitor.

VISITOR RECEPTION CENTRES

During 1974, visitor activity in some areas of the Province was adversely affected by inclement weather during the early summer.

This was offset to a large degree by considerably increased activity in the early spring, and extremely heavy traffic during late July and August.

Especially strong traffic movements through September, October, and November indicate that 1974 will emerge as an extremely good year in spite of various economic shifts.

Considerable deviation from traditional traffic patterns was observed. In some areas a sharp decline in traffic from the usual California market was noted, particularly throughout the Cariboo-Chilcotin regions, but was replaced by a large influx of Canadian visitors, particularly from Alberta and Ontario.

Douglas Reception Centre showed a small decline in traffic counts; the first such decline in 15 years of operation, reflecting the national trend of reduced border crossings from the United States. This is doubtless the effect of the energy problems in that country.

The same cause can be attributed to the very large gains experienced in group travel by motor coach.

Douglas Reception Centre, operating every day throughout the year except Christmas and New Year's Days, served a total of 197,000 visitors in 71,500 vehicles, as opposed to 218,000 visitors in 77,000 vehicles during 1973.

During 1974, Abbotsford Reception Centre operated through a period of eight months as opposed to seven months in 1973. During this period a total of 161,000 visitors in 63,000 vehicles was served in comparison with 153,000 people in 61,000 vehicles during 1973.

Once again the increases registered at this location were effected during the spring and fall months.

Osoyoos Reception Centre showed a remarkable 40-per-cent increase over 1973, reflecting the considerable spin-off we received from Expo '74 in Spokane.

Yahk Reception Centre also displayed the effects of Expo '74, recording a 102-per-cent increase over last year.

In its last year of operation, the mobile unit at Sicamous showed a traffic decline of 20 per cent. This service will be replaced by the major permanent reception centre on the Trans-Canada Highway east of Golden.

Golden Reception Centre is now constructed; parking-lots and landscaping will be completed as soon as possible in the spring of 1975; service will be activated May 1, 1975.

This facility will provide a most suitable visitor reception to British Columbia at the entrance to our Province along the major Canadian artery.

Both operations in Banff and Jasper once again proved effective in serving visitors to our Province, and were most effective in generating traffic out of these areas.

Expo '74 in Spokane, Wash., presented an excellent opportunity to carry the British Columbia story to a large segment of the five million visitors who attended.

Working within the British Columbia Pavilion, operated by the Department of Economic Development, trained Travel Counsellors were on duty at all times throughout the six-month period. This Department appreciates the co-operation of the Department of Economic Development that made the project possible.

After being discontinued for one year, Travel Counsellors were reinstated aboard British Columbia Ferries, the service being very much appreciated by both the visitor and the tourist industry.

Literature Distribution

Production of all types of travel literature, informational and promotional, has been assailed by rapidly escalating costs and an extreme shortage of fine papers. Shipping and mailing expenses are also subject to rapidly rising costs.

At the same time the demand for such literature continues to increase in keeping with continued tourist activity.

British Columbia tourism of all types has increased by more than 400 per cent in a 12-year period. Expo '74 in Spokane also exerted unusually heavy demands on available supplies. It is not economically feasible to increase literature production to match such an increase.

Resolving this almost untenable position requires constant surveillance to eliminate waste and ensure the distribution of literature and information to the most beneficial markets.

The new central distribution warehouse established in November 1973 has been most effective in helping to achieve these goals.

Coupled with the warehouse operation is a central distribution control system that is constantly under review to eliminate noneffective distribution outlets.

An inventory control provides a weekly accounting of all published items.

These controls are proving most effective in holding the line on production and shipping costs.

Training Programmes

Staff training continued throughout the year, with special emphasis on Travel Counsellor training courses.

Department liaison with the Department of Education is maintained on a daily basis with the Tourist Services Training Officer.

The majority of courses conducted by this division of the Department of Education is carried out under the auspices of Manpower; however, this Department was instrumental in sponsoring numerous waiter/waitress crash-training programmes during the spring of 1974.

A total of 48 courses was implemented by the Tourist Services Training Officer, involving 908 participants. Courses included Waiter/Waitress Training and Upgrading; Beverage and Alcohol, Retail Sales, Front Office Procedures, Food Servers, Room Maids, Cook Basic, Cooking Trade Extension, and others.

The Accommodation Section produced a manual of instruction for Accommodation Counsellors and developed a continuing programme of training.

Through the efforts of the Research Officer, a manual *How to Establish Room Rates* was developed to assist the small operator to achieve better management practices. This is planned as the first of such manuals covering all aspects of the hospitality industry.

Co-operation and liaison with the western provinces, Yukon and Northwest Territories, and also Canadian Government Office of Tourism, continue in order to keep abreast of new innovations and equipment, and develop co-operative programmes of benefit to everyone.

Miss Elaine Johnston

The Assistant Director of Travel Information Services continued to represent the Department of Travel Industry at meetings of the Inter-Departmental Metric Conversion Committee. A plan has been prepared for the metrication of various Departmental publications, including the golf and ski brochures, as well as the road map and tourist directory. Copy in *Beautiful British Columbia* magazine now carries metric equivalents when area or dimensions are given in imperial units, in order to create a public awareness of the metrication planning. The 1978 British Columbia road map will be completely metric, in distance, elevations, and scale. Metric signing will be phased in on British Columbia's highways during the fall of 1977. A joint public awareness plan is being worked out between the Departments of Travel Industry and Highways.

Familiarization trips were conducted for visiting journalists, editors, and photographers, from locations such as Montreal and Edmonton in Canada; Atlantic City, New Jersey, in the United States; and Wellington, New Zealand. As usual, the resources of the Department were placed at the visitors' disposal to visit places of interest, and to obtain publicity copy and photographs.

Travel Counsellor training programmes were carried out at three locations during 1974. The first, at the British Columbia Institute of Technology in Burnaby, was held May 3 to 10. More than 50 permanent and new seasonal employees of the Department were given an intensive seven-day training course on all aspects of British Columbia travel information. Courses at The Inn of the North in Prince George, May 29 to June 2, and at the University of Notre Dame in Nelson, June 5 to 8, were also conducted for staff from regional and community information centres. About 30 students took part in each course at Prince George and Nelson.

Revision of *Fly Beautiful British Columbia* was completed in the spring, and 15,000 copies were printed and circulated prior to and during the Abbotsford International Air Show. Co-operation from the British Columbia Aviation Council, Ministry of Transport, Atmospheric Environment Service, and Canada Customs in the revision of the brochure is gratefully acknowledged.

Promotional literature and other assistance were given to the 90 members in 30 aircraft of the Sky Larks of Southern California, based in Pasadena, on their air-tour visit to British Columbia during August.

Co-operation was extended to the Canadian Owners and Pilots Association for their aviation display at the Hillside Shopping Centre in Victoria; photographs were supplied to the Abbotsford International Air Show for the production of their annual programme; and assistance was given to the British Columbia Aviation Council's conference planning committee for their annual general meeting and convention September 27 to 29, where the theme of the convention was "Fly Beautiful British Columbia".

A variety of special requests for assistance was processed, including preparation of events information for the Canadian Government Office of Tourism; briefings to the Department of External Affairs; arranging interviews for a feature writer from the *Los Angeles Times;* staffing an exhibit at the Kansas City Travel Show in co-operation with the Canadian Government Office of Tourism; proofing and revising copy for the American Automobile Association's Alaska Highway Guide and the Exxon Travel Club Canada Guide; supplying events for Pan American's World Guide; revising map and copy for Imperial Oil's British Columbia road map; providing information on organizing Travel Counsellors' courses for the Yukon Territory; assisting an Edmonton television station with information on public gardens in British Columbia; addressing the annual general meeting of the Kootenay-Boundary Chambers of Commerce on Department of Travel Industry training programmes; and supplying liaison to the British Columbia Pavilion at Expo '74 in Spokane, Wash.

The Assistant Director attended a 10-day Instructional Techniques course at BCIT in Burnaby during August. The information and techniques acquired will be very useful in future training programmes of the Department.

In early November the Assistant Director attended the 3rd annual Western Provinces Travel Information Directors' conference, hosted by the Province of Manitoba, in Winnipeg. The theme of the conference was "Inforception" (information and reception), and many new ideas were brought forward and discussed.

The co-operation and good will extended to our training programmes by many Provincial and Federal Government departments, and by private industry, is gratefully acknowledged.

Hon. Ernest Hall, Minister of Travel Industry, instructors, and students, at the 1974 Travel Counsellors' course, at BCIT, Burnaby.

TRAVEL COUNSELLING SECTION

MRS. GRACE LONG

Selective advertising programmes and elimination of coupon replies have all worked to reduce the number of mail inquiries received. Inquiries for travel information during 1974 totalled 118,200, a decrease of 20,000 from 1973. Selective advertising produces selective inquiries requiring more detailed replies and inquiry research, so the work load tends to increase rather than decrease. An outgrowth of this is the necessity for Travel Counsellors to be trained more intensively on all aspects of the Province and the industry.

The Travel Counsellor programme aboard British Columbia Ferries was reinstated for the months of June, July, and August. This involved recruiting, training, and outfitting 35 counsellors for this task. It is planned to continue this service through future years.

Research and preparation for the British Columbia *Calendar of Events* is currently under way, with the fall and winter edition now in circulation.

The Vancouver Island-Mainland Ferry timetable sheet for 1975 is currently under revision and will be available for distribution in early January 1975.

This particular item is in great demand, particularly by automobile clubs throughout Canada and the United States.

Research was executed for numerous magazine travel articles, also many brochures from the Canadian Government submitted for proofing and accuracy of information, historical facts, and geographic data.

Updating our information reference files is a continuing programme. In addition to providing data on a day-to-day basis, these files are the source for providing the portable information files with which all Travel Counsellors, and many other outlets, are equipped.

Research on all aspects of recreation, events, and activities is carried out throughout the year. This provides the information for producing a large array of data sheets covering a wide variety of subjects such as dude ranches, aircraft charters, boat-launching ramps, industrial tours, museums, theatres, sani-stations, and sports activities.

Secretary to Ed Norman, Mrs. Gail Carrie's many duties include correspondence with all reception centres on a year-round and seasonal basis. Research is constantly in progress on maps of Vancouver-Fraser Valley, Victoria-Lower Vancouver Island, and British Columbia road map; the golf folder, and the Travel Counsellors' training manuals. As well as assisting in other office procedure, Mrs. Carrie represented our Department in Arizona at the Phoenix Sport and Boat Show, in Seattle at the Pacific Northwest Exposition in conjunction with Western Airlines and Mexico, and in Winnipeg at the Western Provinces Travel Information Directors' Conference. At the last, Mrs. Carrie was most fortunate to join an international conference on information-reception, "Inforception." Hosted in Victoria were Mrs. Joy Carroll, travel writer for *Chatelaine* magazine; and Mrs. Janne Rowe, Marketing Assistant, Grouse Mountain Resorts Ltd. She assisted with the tour for European Conference Chairmen. Mrs. Carrie also attended the Secretarial Seminar held in Victoria, where she gained much information and general techniques.

Mrs. Debbie Buick is responsible for all "detailed travel correspondence" requiring individual attention and researched information. During the year, additional counsellors are assigned to assist her. Mrs. Buick has established our "Beautiful British Columbia Index" where all articles in that magazine have been catalogued and cross-referenced. This will assist our counsellors in gaining more

Ida Lindsay.

Debbie Buick.

Joan Lumley.

Gail Carrie.

Darlene Deyholos.

Sherry Rasmussen.

detailed information rapidly, relative to all subjects in the magazine over the past years. "Two Nation Vacationland," involving the distribution of brochures on the States of Washington and Oregon and the Province of British Columbia, is also her responsibility. This year Mrs. Buick represented the Department at the Canadian National Sportsman's Show in Toronto; the European Conference Chairmen's tour; and escorted a visiting Travel Counsellor from the Canadian Government Office of Tourism on a familiarization tour of Victoria and lower Vancouver Island. Mrs. Buick participated in the 1974 Travel Counsellor Orientation Tour through the Cariboo, Highway 16, the Queen Charlotte Islands, and returned to Vancouver Island via MV *Queen of Prince Rupert;* a valuable working knowledge of these parts of the Province was gained.

Mrs. Sherry Rasmussen assists with detailed letters and is involved in research for the *Calendar of Events* and reference file. She is also in charge of all incoming mail, delegating each letter to its appropriate section. Mrs. Rasmussen participated in the Travel Counsellor Orientation Tour to the Queen Charlotte Islands in May.

Miss Darlene Deyholos is in charge of all "semidetailed" travel correspondence and assists with "detailed" letters and counter inquiries. In addition, she is involved in research, obtaining material that is helpful to the British Columbia traveller. This year Miss Deyholos represented this Department at the San Francisco Boat and Trailer Show in January and was the British Columbia representative at the Confederation Centre of the Arts in the Confederation Building, Charlottetown, P.E.I., during the summer months.

Mrs. Ida Lindsay is in charge of the stockroom for regional brochures and transportation schedules required for mailing requests to the public. This involves a great deal of correspondence throughout the year in order to keep our information up-to-date. She also assists with semidetailed travel inquiries, the updating of a information sheets and counter inquiries. During August she represented British Columbia at Expo '74 in Spokane, Wash., for a period of two weeks.

Mrs. Joan Lumley is in charge of the master mailing list, the Norfield Strip Index System, covering world-wide distribution of brochures. This involves the processing of approximately 5,500 labels for bulk shipment. Other requests for literature amount to approximately 20,000, including requests for posters, banners, and Q.S.L. cards for amateur radio operators. Mrs. Lumley is also involved in the research and updating of information files, counter inquiries, and routine office work.

ACCOMMODATION SECTION

FRED S. COLTHORPE

The year 1974 marked a most significant advancement in the Accommodation Section, an advancement of major importance to the accommodation industry.

This year the Department was able to change from a once-a-year inspection service performed by part-time inspectors to full accommodation counselling service.

To accomplish this, permanent Accommodation Counsellors are now located in seven of the eight regional headquarters throughout the Province. These locations are Victoria, Vancouver, Kelowna, Nelson, Kamloops, Williams Lake, and Prince George.

These counsellors have experience in the accommodation industry and travel throughout their region inspecting establishments to ensure that they conform to

Government standards of courtesy, comfort, and cleanliness. They also counsel the operator on the many problems facing the accommodation industry.

Counsellors attend seminars arranged by the Department. Guest speakers knowledgeable in their field explain the intricate details of the many Acts and regulations the industry is involved with. Included in the training programme are explicit instructions on the *Hotel and Motel Room Tax Act, Innkeepers Act, Human Rights Act, Fire Marshal Act, Health Act,* and many others that have some bearing on the industry. This programme ensures that counsellors are kept up to date with the constant changes affecting the hospitality industry.

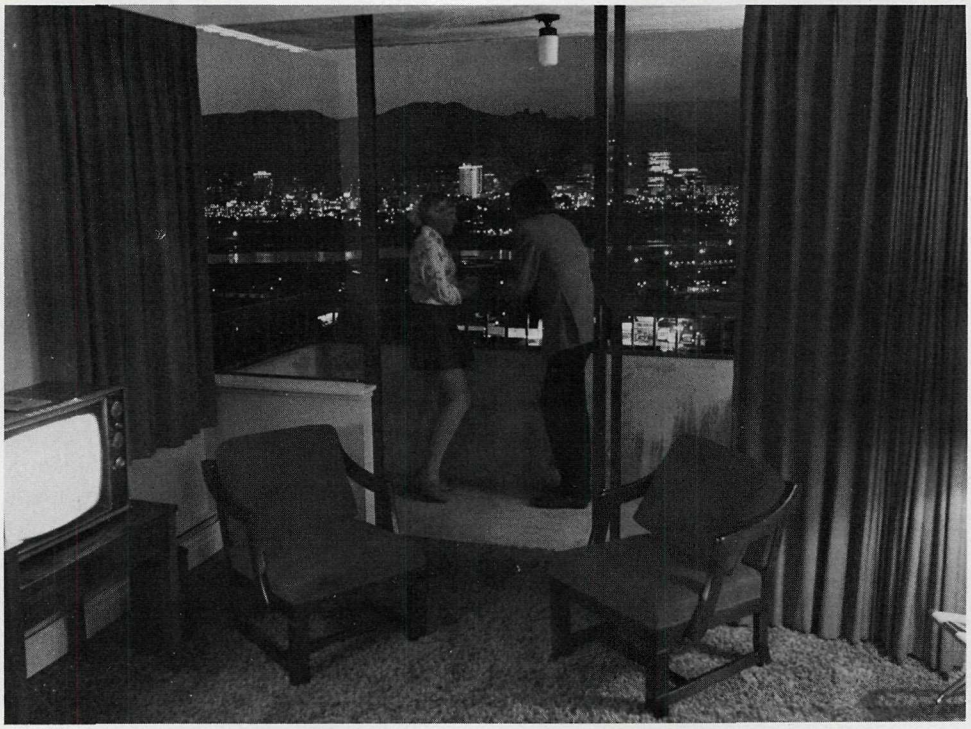
The Tourist Service Training Office of the Department of Education is assisting with Accommodation Counsellor seminars covering front-office management, housekeeping, public relations, and accounting procedures, to name a few.

Through this plan we expect to keep our counsellors abreast of all new developments and innovations affecting the hospitality industry.

It is helpful to the operator to know the kind of products available on the market to assist him with maintaining and keeping his establishment up to standard. In addition, information on fire prevention and other safety standards is made available to them by the counsellors.

It is imperative that closer liaison with accommodation operators be established. The counsellors speak at meetings held by Chambers of Commerce and local hospitality groups and associations throughout their regions. These meetings have already taken place at Vancouver, Nelson, and Fort St. John, and have been very successful.

Motel swimming-pool, Vancouver Island.



Patio outlook over downtown Vancouver.

In addition to these duties, the counsellors continue to be ambassadors of good will to the tourist and assist in promoting their region and the Province as a whole.

While travelling through their region, the counsellors are constantly updating material on tourist attractions, area population figures, and statistical information.

Registration of approved tourist accommodation—This was down slightly over 1973 and 192 establishments were removed from the register. Some of these establishments are now operating as permanent apartments and are not available to tourists; others are not up to Government standard. There were 149 establishments added to the register this year. For varied reasons, many establishments in the Province are not registered in the directory and we look forward to encouraging their registration in 1975.

The tourist directory—This year, 900,000 copies will be printed and distributed all over the world. The new computerized system of printing the "green book", plus the availability of the Accommodation Counsellors on a full-time basis, has enabled the deadline date for compiling the listings and rates to be reduced from August to October. This is a significant step forward in one year. Some changes have been implemented this year. One in particular is the compiling of the first 16 pages into alphabetical order for easier reference.

The changes in registering of establishments planned in early 1974 went considerably well. The computerized system now in effect enables us to obtain very useful statistics which were not readily known in previous years. Future planning, in conjunction with our research department, will enable us to obtain a far wider range of statistics on the accommodation industry.

The Accommodation Section is making a complete study of the routing of the establishment listings. Each counsellor will study the listings in his region and see what changes can be made to conform with the direction of the highway.

There are a considerable number of establishments in all 21 classifications that for some reason or another are not listed in the green book. It will be of prime importance for our counsellors to visit each establishment and make contact with the management.

It is the goal of the Accommodation Section to see listed in the "green book" all accommodation throughout the Province covering all types of classifications. This will be of great assistance to the tourist in choosing the type of accommodation he wishes.

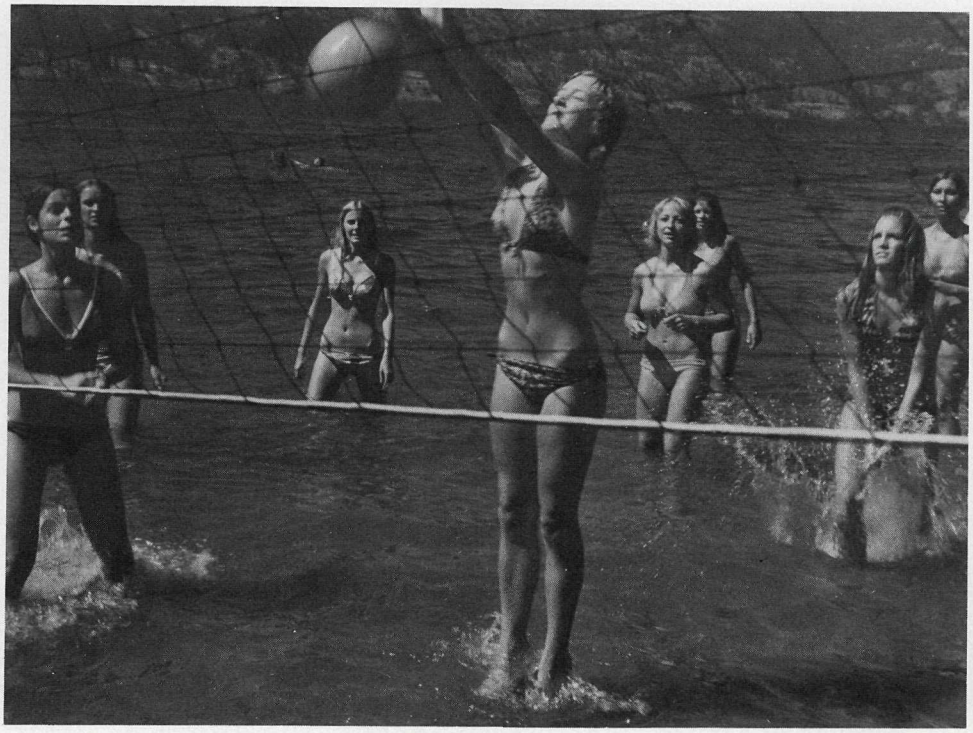
Statistics show that nearly 50 per cent of the establishments registered in the "green book" operate with 20 or fewer units; this is the priority group for counselling services.

Complaints—While we continue to strive to create a better understanding with the tourist and the operator, complaints are inevitable. Each complaint is investigated as much as possible.

Statistics show that the major complaint is the lack of cleanliness in establishments. This will be of prime concern to the counsellor in his travels.

Throughout the year, several meetings held with the Department of Health and the Department of Highways proved very worth while and enabled us to understand more fully the problems to be tackled.

Co-operation received from these, and many other departments, has been of immeasurable help in establishing this programme, for which the Department of Travel Industry is most grateful.



Okanagan Lake, Kelowna.

British Columbia Tourist Accommodation Statistics, 1974
(Breakdown of total establishments and units by classification)

Classification	Number of Establishments	Number of Units
Hotels	152	8,458
Motor hotels	126	9,558
Apartment hotels	12	511
Motels	762	15,682
Motor courts	113	1,136
Auto courts	12	67
Resorts—		
Year-round	29	962
Summer	76	1,080
Fishing	26	183
Lodges	57	598
Dude ranches	18	276
Beach cottages	62	549
Bungalows	17	208
Cabins	65	470
Trailer parks	369	8,956
Houseboats	5	56
Campgrounds	588	14,397
Camping cabanas	3	32
Fishing camps	94	645
Hunting and fishing camps	11	56
Totals	2,597	63,880

Total establishments registered	1,970
Total registered establishments by classification	2,597
Total number of units	63,880
New establishments registered	149
Establishments removed from register	192
Establishments providing meal services	505
Establishments with licensed premises	397
Change of ownership	346
Year-round operation	1,402
Establishments with swimming-pools	261

VANCOUVER OFFICE

T. A. NOTLEY

Adverse weather during June and most of July was responsible for very light traffic through the centre during that period. Early spring visitors and very heavy traffic through August, September, and the fall months more than compensated for the slow start.

An increase in Vancouver-based conventions over 1973 figures contributed in some measure to our increased activity.

A considerable increase was also noted in group tours from Europe and Japan. Visitors from the United States, particularly California, were considerably reduced,

but an increase in Canadian visitors, notably Alberta and Ontario, more than filled the gap.

An attraction that gained instant popularity was the Royal Hudson steam train. No previous single attraction ever generated as much interest throughout the Vancouver area. From the inaugural trip in June to the last trip in September the office was swamped with inquiries, both over the telephone and the service counter.

Participation in numerous meetings and seminars was undertaken, including the Canada West International Congress Organizers, Scandinavian Travel Agents, Winter Festival of Sports, and many others.

In co-operation with Vancouver Convention and Visitors Bureau, we participated in a variety of VIP visitor programmes. More than 50 visiting travel writers were escorted throughout the area, as well as several visiting film crews, photographers, and travel agents from around the world.

Several European television groups were also escorted. Notable among these was England's Allan Whicker filming a series for "Whick's Walks."

We are most appreciative of the enthusiasm of our staff, permanent and seasonal, and the co-operation we received from all segments of the private sector that made 1974 a most gratifying year.

WINTER TRAVEL DEVELOPMENT

P. F. BARRY

Promotional activities this year again concentrated on increasing the number of ski-package wholesalers offering British Columbia ski-packages. These packages are being in turn marketed throught major air carriers' tour desks. In California a major programme has been developed in conjunction with Western Airlines, highlighting five major ski areas in the Province. A direct mail programme of special brochures produced by Western Airlines is being conducted throughout California to approximately 60,000 skiers. The programme will be backed up additionally with an advertising campaign. To reinforce the British Columbia Ski Adventure, a familiarization tour is planned early in the season for key Western Airline and reservations people from Los Angeles and San Francisco.

A similar package offering developed with Pacific Western Airlines is currently being marketed in the Washington State area and in the Prairie Provinces of Western Canada. Again the emphasis is on *total* ski-packages. Initial response has been very enthusiastic.

Additional ski-package programmes have been developed with CP Air and are being marketed in Eastern Canada, California, and Japan.

Special mention should be made of the promotions to the Japanese market. A special 15-minute movie was prepared, highlighting a package tour into the Kootenays, in conjunction with CP Air and 20 major travel wholesalers from Japan. This film and package information was presented in Japan later in the year to several hundred travel agents. A similar programme highlighting the Okanagan Valley is planned early in the new year.

Other major promotional activities involved the Department's participation, along with representatives from several major ski resorts in the Province, in the ski shows in San Francisco and Los Angeles. At the same time, using the same audio-visual presentation prepared last year, seminars were conducted with the reservations personnel of Western Airlines in San Francisco and Los Angeles.

A new Provincial ski brochure featuring an imaginative, illustrated cover by a local Vancouver artist has been prepared and is now being distributed throughout Canada and the United States.

A more active role is being taken by the Department in the Canada West Ski Areas Association to ensure a constant communications link between individual ski area operators and the Department, giving recognition to their unique problems and areas of concern. Additionally, closer liaison with the regional tourist districts throughout the Province has been maintained to help co-ordinate promotional activities.

In co-operation with the Canadian Government Office of Tourism in Ottawa, a direct mail campaign was conducted to 9,000 travel agents throughout the United States. The response far exceeded expectations, when replies from almost 2,500 agents requesting available package tour information were received.

The response thus far to the many promotional activities with air carriers, travel wholesalers, and major ski clubs has been extremely positive and holds promise of another healthy growth year for winter travel in British Columbia.

Printed by K. M. MACDONALD, Printer to the Queen's Most Excellent Majesty
in right of the Province of British Columbia.
1975

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