



VICTORIA, B.C., JANUARY 1, 1978

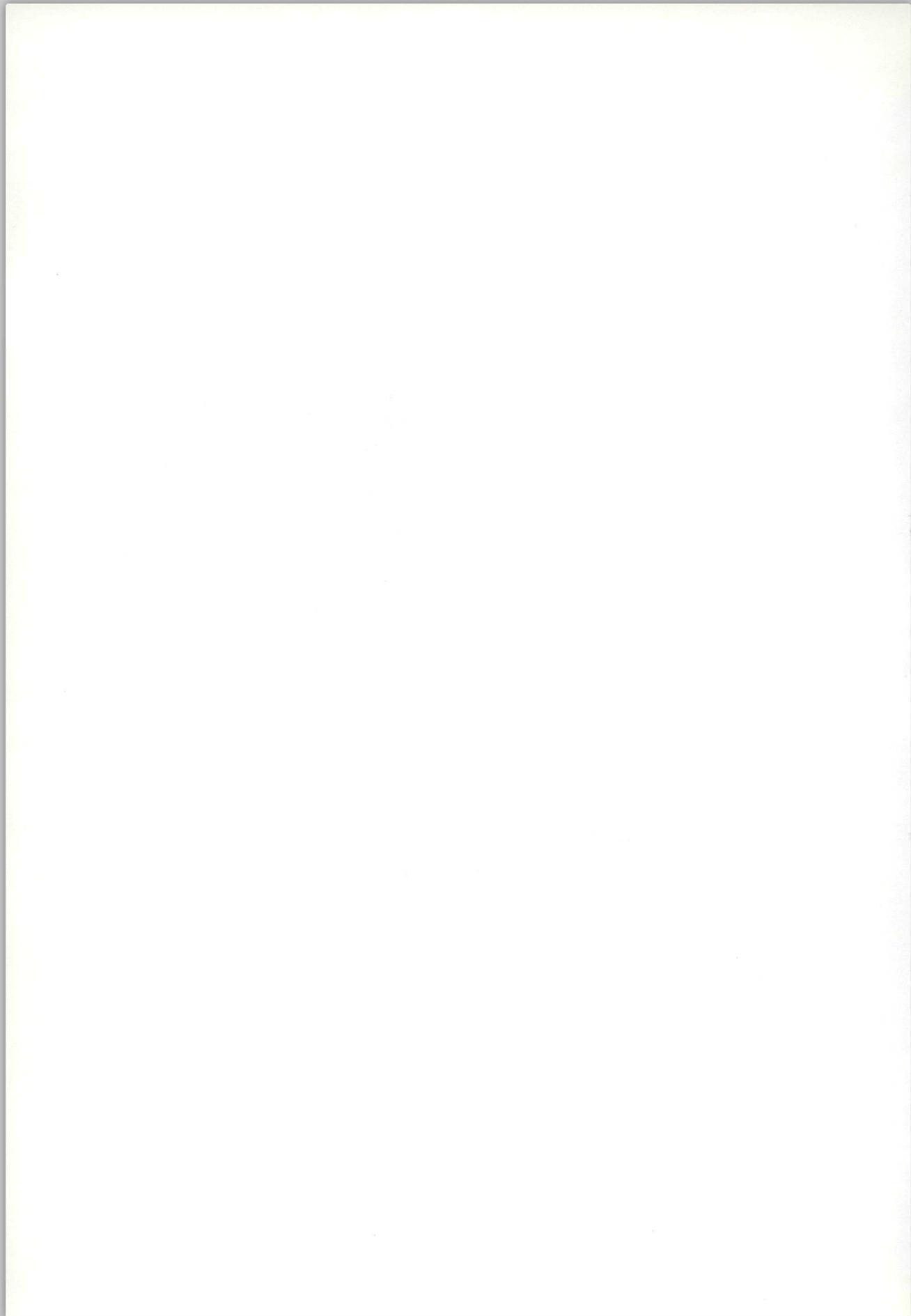
Colonel the Honourable
WALTER S. OWEN, Q.C., LL.D.,
Lieutenant-Governor of the Province
of British Columbia

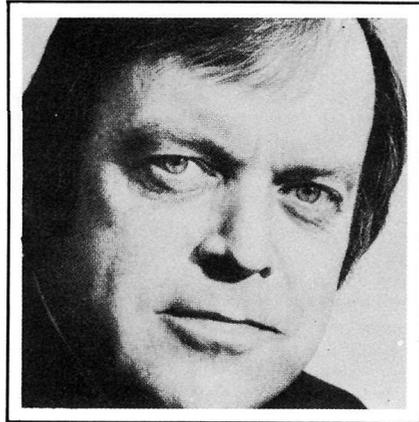
MAY IT PLEASE YOUR HONOUR:

I respectfully submit the Annual Report of Travel Industry, Ministry of the Provincial Secretary and Travel Industry, for the year ended December 31, 1977.

Yours very truly,

GRACE M. McCARTHY,
Minister





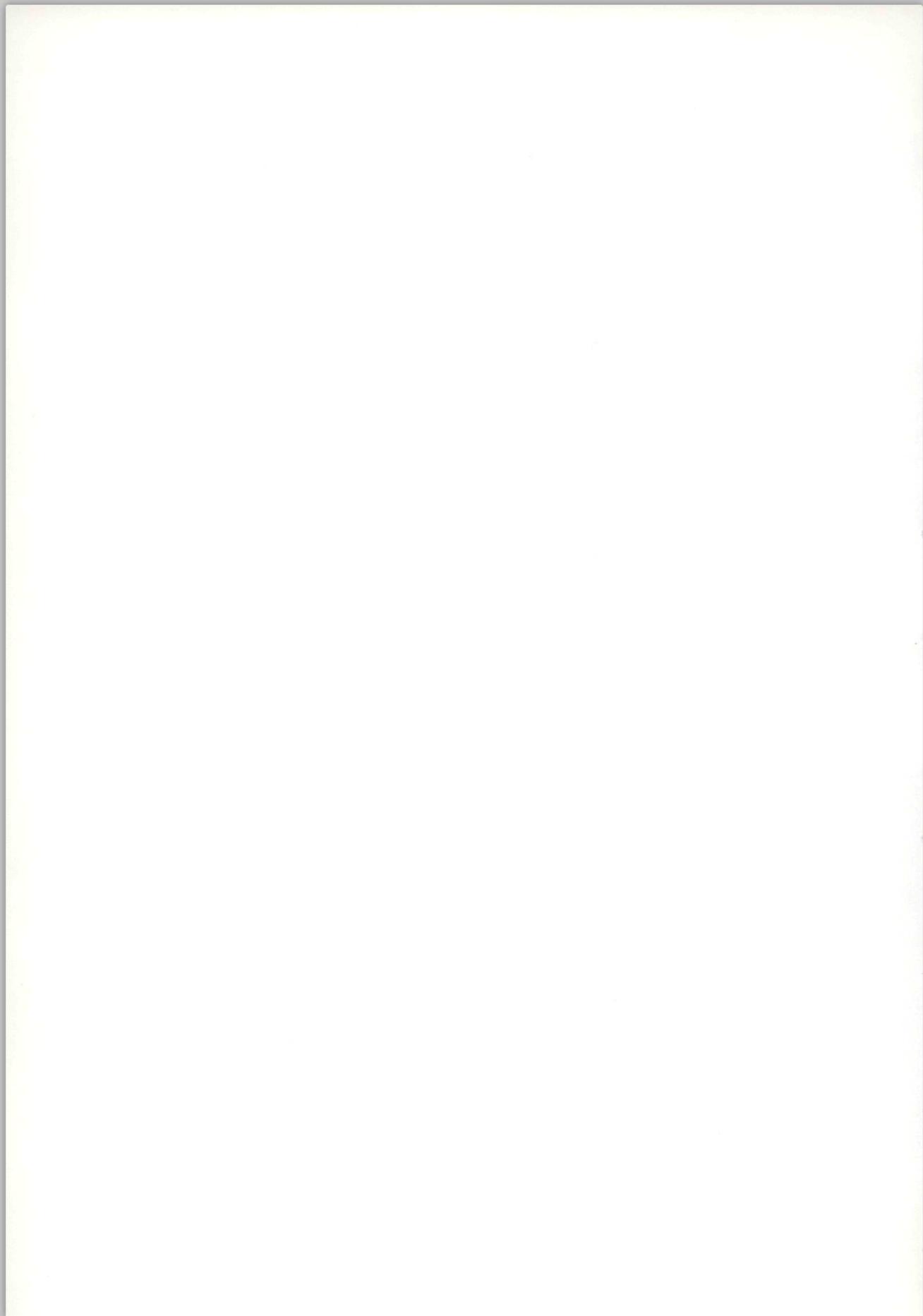
VICTORIA, B.C., JANUARY 1, 1978

*The Honourable Grace M. McCarthy,
Provincial Secretary and Minister of
Travel Industry,
Parliament Buildings,
Victoria, B.C.*

MADAM: I have the honour to submit the Annual Report of Travel Industry for the year ended December 31, 1977.

Yours very truly,

WAYNE R. CURRIE,
Deputy Minister





**Province of
British Columbia**

Ministry of the
Provincial Secretary
and Travel Industry

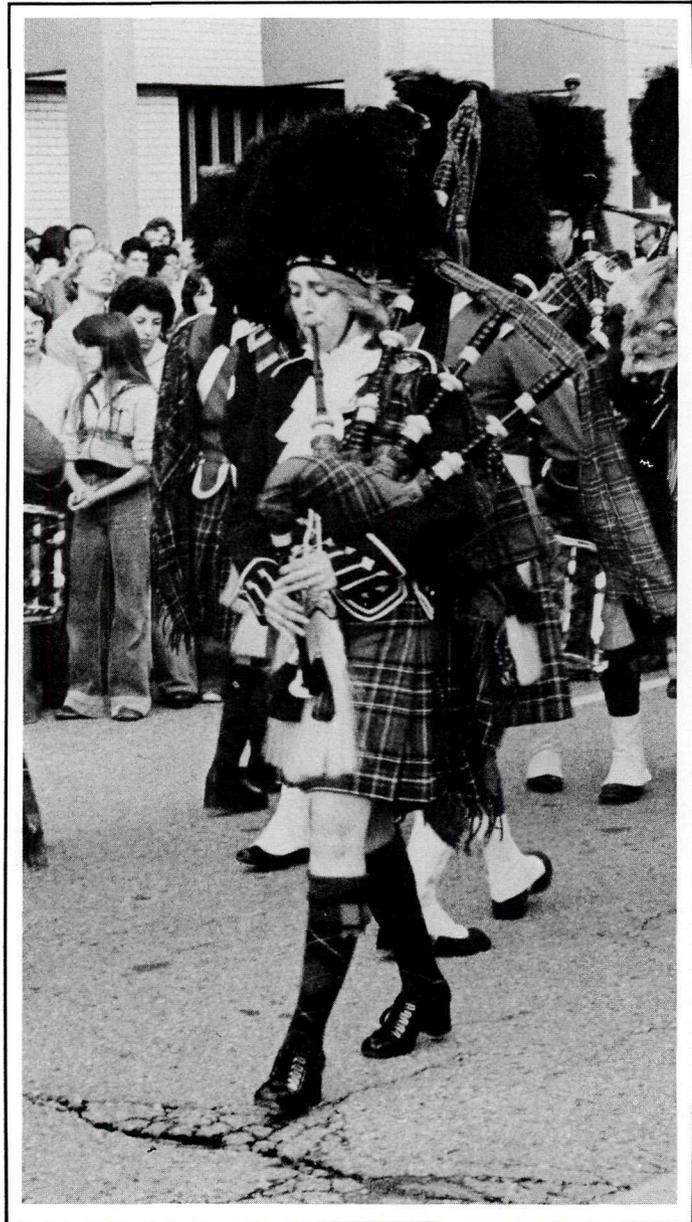
**Travel Industry
Annual Report
1977**



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HIGHLIGHTS OF THE 'ACTION' YEAR



The year 1977 was action-packed:

- Early in the year, a new name, Tourism British Columbia, was adopted. The name change coincided with the reorganization of all Government “departments” into “ministries.” The “department,” formerly part of the “Department of Recreation and Travel Industry,” became part of the “Ministry of the Provincial Secretary and Travel Industry.”

- The Victoria head office moved from the Dogwood Building to the restored and renovated Rithet Building, a heritage structure at 1117 Wharf Street. The new home was officially opened by the Minister with appropriate and well-attended ceremonies on Valentine’s Day.

- Wayne R. Currie was appointed Deputy Minister of Travel Industry. He succeeded Richard L. Colby, who retired in November 1976.

- Tourism British Columbia’s operation was reorganized to meet the need for a more aggressive and responsive organization—a change from what was essentially an administration-oriented base to an action-oriented sales and service organization. The change was necessary to effectively protect and increase the revenue contribution of the travel industry to the Province’s economy and to enable the Province to more effectively compete in the complex, highly sophisticated and fiercely competitive worldwide marketplace.

- An exhaustive “Golden Opportunities” tour by the Minister was undertaken to present Tourism British Columbia’s 1977 program to 5,000 travel industry representatives throughout the Province. The benefits and importance of the travel industry to the Province’s economy and that of each community were discussed.

- Canada’s first Hospitality Certificate Course for employees in the travel industry was initiated by Tourism British Columbia. Over 1,000 students participated.

- Extensive media advertising was carried out. One result was a 27.35-per-cent increase of written inquiries handled by the Victoria office alone.

- A triumphant tour of the *Royal Hudson* steam train to California, Oregon, and Washington States on a “Royal Jubilee Year” travel promotion was accomplished.

- The effective, attitude-changing Smile Campaign (“We Have A Special Smile For You”) was implemented.

- Planning, preparations, and promotions for the Province-wide celebration of the Captain James Cook Bicentennial in 1978, commemorating Captain Cook’s arrival in British Columbia following the introduction, passage, and proclamation of the *Captain Cook Bicentennial Commemoration Act*, was undertaken.

- A *Beautiful British Columbia* magazine essay contest for junior- and senior-secondary school students was sponsored.

- *Beautiful British Columbia* magazine’s three-publications special in the fall—*Tall Ships Sail The Pacific*, *The Royal Hudson*, and *British Columbia’s Great North*—was issued.

- A successful Friendship Exchange Program—a special seven-week invitation to United States residents to shop in British Columbia during the Christmas season and a guarantee that businesses displaying Friendship Exchange stickers would give an exchange of \$1.10 on the United States dollar—resulted in an increase of visitors during the festive season.

These highlights, along with the regular activities of Tourism British Columbia, are detailed in the following pages.

TRAVEL INDUSTRY'S PERFORMANCE IN 1977

National

In recent years, Canada's travel industry suffered slowed growth. This situation turned around slightly in 1977 with slim increases recorded in domestic travel and offshore entries. These were, however, overshadowed by decreases in visits by United States residents.

Canadians spent nearly \$8 billion in Canada in 1977, up from \$7.3 billion in 1976. United States residents spent \$1.5 billion, while overseas visitors spent \$500 million.

Expenditures by United States residents were up slightly, while offshore residents spent less than in 1976.

The concern about slowed increases in travel industry receipts is compounded by large increases in Canadian expenditures outside the country, particularly in the United States. These expenditures have been increasing rapidly and in 1977 totalled \$3.7 billion—\$2.3 billion in the United States and \$1.4 billion overseas.

The difference between payments and receipts on the travel account has left Canada with a \$1.7 billion deficit, up from \$1.2 billion in 1976 and \$700 million in 1975.

This trend has left Canada with the largest travel deficit recorded and represents 25 per cent of the national trade debt.

Travel from other parts of Canada increased 13 per cent to a volume of 2.3 million visits.

United States entries were also up to a year-end total of 3,183,000 persons. Increases from the United States were particularly strong in the last four months of the year, averaging 8 per cent.

More off-shore residents visited British Columbia than ever before during 1977. A total of 275,000 tourists from other countries visited the Province, including 57,000 Britons and 50,000 Japanese.

Tourism British Columbia monitors 14 travel indicators on a monthly basis and every one posted increases over 1976.

Room sales, derived from sales tax receipts, were up 13 per cent over 1976. Increases were recorded every month throughout 1977 ranging from 7.4 per cent in July to a high of 25.2 per cent in April. These sales increases are accented by corresponding improvements in hotel and motel occupancy.

Hotel occupancies were up five percentage points on an annual average of 63 per cent.

Motel occupancies improved eight points to an annual average of 62 per cent.

Particularly rewarding were summer occupancies which averaged well over 80 per cent throughout the Province for all categories of commercial establishments.

Provincial

British Columbia's travel industry generated \$1,345 million in revenues in 1977, a 14-per-cent increase over the previous year.

There was a 7-per-cent increase in the number of travellers and an 11-per-cent increase in "bed-nights," the latter due to increased lengths of stay.

The Canadian Government Office of Tourism in Ottawa states the gains registered in British Columbia in 1977 are the largest of any province in Canada.

British Columbia's improved tourism situation appears to be due to a number of factors, including more aggressive promotion on behalf of Government and industry.

Weather was much improved throughout the Province, in both summer and winter.

In addition, the decline of the Canadian dollar against the United States dollar improved the relative value of travel to British Columbia.

The over-all increase in revenues was based on varied levels of improvement from all of British Columbia's major market areas.

While British Columbia residents continued to travel to United States and off-shore destinations, more travel by residents is also taking place internally, by way of mini-vacations or extended weekend travel. The net result was a 10-per-cent increase in travel by residents.

Other measures of travel industry performance posted similarly impressive gains. Restaurant sales were up 15 per cent on a volume of \$260 million.

Written information inquiries handled by Tourism British Columbia's head office increased 27 per cent over the previous year.

Tourism continues to improve its position as one of British Columbia's most important industries.

Regional

The number of travellers and revenues generated by the travel industry increased in all eight tourist regions in 1977.

The following table depicts the person-trips and revenue generated by region in 1976 and 1977.

Region	Person-Trips*		Revenue	
	('000)		('000,000)	
	1976	1977**	1976	1977**
			\$	\$
A Vancouver Island	2,435	2,485	210	240
B Southwestern British Columbia	4,015	4,100	390	440
C Okanagan	1,810	1,860	180	200
D Kootenays	1,415	1,445	130	150
E Thompson-Shuswap	1,735	1,775	140	160
F Cariboo-Chilcotin	425	440	35	40
G Yellowhead 16	750	780	80	95
H Peace River-Liard	135	150	15	20
	12,720*	13,035*	1,180*	1,345

* The regional distribution of trips adds to more than the Provincial total since travellers visit more than one region.

** Preliminary estimates.





MARKETING BRANCH

OBJECTIVES:

- To initiate, co-ordinate, and direct the marketing of British Columbia as a travel destination for British Columbians, other Canadians, and residents of the United States and overseas countries.

SPECIFIC OBJECTIVES:

- To provide a catalyst to ensure co-operative marketing by carriers, wholesalers, and other Government agencies.
- To develop plans to design and market packages.
- To implement programs to encourage incentive travel.
- To market British Columbia's appeal as a convention destination.
- To prepare displays and co-ordinate staffing at consumer travel/sport and travel-trade fairs.
- To arrange and escort familiarization tours for travel writers and travel salesmen.
- To advise on advertising, film, and brochure content.
- To co-ordinate winter sports promotion through shows and tours for travel salesmen and travel writers.
- To supervise and co-ordinate the promotional offices at London, United Kingdom; Los Angeles and San Francisco, United States.
- To supervise and administer the regional contributing grant funds.
- To produce Tourism British Columbia's *Travel Agents' Manual*.

PLAN:

The marketing plan for 1977 was presented to the private sector by mail in early January and input was requested to assist in determining to which of the world's travel markets British Columbia would address itself.

Each year a particular tourist region of the Province is highlighted in all promotions. The Cariboo-Chilcotin (Region F) was selected for 1977.

The basic marketing plan for 1977 called for a concentration of promotions on densely populated areas where volume traffic could be generated at minimum cost. Areas located within 1,280 kilometres of British Columbia were concentrated on, particularly for automobile traffic.

TRAVEL TRADE SALES

Media Advertising

Tourism British Columbia, through its Victoria head office, advertised widely in travel trade publications in the United States, Japan, and Canada.

London, United Kingdom, office:

The only advertising done through this office was at the ABTA convention.

FAM Tours

The largest, travel-trade sales force are the tour operators and travel agents. The best-recognized marketing method is educational or familiarization "FAM" tours.

These tours give them a first-hand knowledge of their sales product.

Tourism British Columbia operated, or co-operated, in 37 FAM tours in 1977. An average of 18 persons joined each tour for a total of 666 travel salesmen.

London, United Kingdom, office:

A Cariboo-Chilcotin tour for selected United Kingdom travel agency managers was sponsored jointly with Wardair.

Los Angeles, United States, office:

In co-operation with the Automobile Club, and the Arizona Automobile Association, 23 selected automobile club employees were conducted on a tour of southwest British Columbia and the Okanagan.

Japan:

Four tours were escorted through the Cariboo-Chilcotin.

Trade Shows

Tourism British Columbia participated directly in 14 travel shows in West Germany, the Netherlands, United Kingdom, Japan, United States, and Canada and co-operated with other agencies in Australia and New Zealand.

London, United Kingdom, office:

Jointly with Air Canada, promotions were held in Denmark, Norway, and Sweden for IATA travel agents.

Some 300 agents attended in Randers, Aalborg, and Copenhagen (a news conference was held in the latter city) in Denmark; 250 agents attended in Oslo, Bergen, and Stavanger in Norway; 200 agents were present at Stockholm, Gottenburg, and Malmo in Sweden.

Tourism British Columbia participated in the International Tourism Exchange in Berlin, West Germany, at the Canada Exhibit.

It is west Europe's premier, annual, travel-trade forum and exhibition. Over 400 organizations from 65 countries and regions participated in the 1977

showcase. More than 6,000 trade visitors from 90 countries and 100,000 consumers attended. The ITB received wide media coverage.

A promotion was held in Newcastle-on-Tyne, United Kingdom, in co-operation with the United Kingdom-Canadian consortium and another was held in Inverness, United Kingdom, with Travel Alberta.

Tourism British Columbia, Travel Alberta, and Air Canada co-sponsored promotions in Frankfurt, West Germany, and Vienna, Austria. In Frankfurt, Tourism British Columbia hosted a dinner with representatives from major Vancouver and Victoria hotels, the Greater Vancouver Conventions and Visitors Bureau, and British Columbia tour operators also attending. The German version of Tourism British Columbia's film *If I Didn't See It I Wouldn't Believe It* was shown. This film was also shown in Vienna at the Canadian Embassy reception for tour operators, travel wholesalers, travel agents, 60 of the embassy's "priority audience," and the news media.

Tourism British Columbia participated in a Canadian consortium's promotions in Jersey in the Channel Islands, and in Bristol and Liverpool in the United Kingdom.

During promotions in United Kingdom and West Europe, calls were made on selected travel agents to provide an ongoing awareness of British Columbia.

A special Canadian exhibit, which won first prize in the "national tourist office" category of exhibitors, was presented at the 27th Annual Convention of the Association of British Travel Agents held in Lisbon from November 5-10.

Some 1,200 British travel agents attended.

Tourism British Columbia was one of five participants.

Japan:

Concentrated sales efforts, commenced in 1965, are now bearing fruit with most British Columbia regions enjoying visitors from Japan on a regular basis.

Trade calls and presentations for travel agents were made in Tokyo, Nagoya, Osaka, and Kyoto, and, in co-operation with the Canadian Government Office of Tourism, in Fukuoka and Sapporo.

Luncheons for travel salesmen were held in five Japanese cities, and, for the first time, two Japanese travel operators are presenting packages for group travel to British Columbia as a total vacation destination.

The publication of a four-language (including Japanese) brochure on British Columbia greatly enhanced the Province's position in the Japanese travel market. This publication, along with a covering letter in Japanese, was widely distributed throughout Japan.

Both trade and consumer advertising were carried out in this market to complete a broad travel program.

Trade ads geared to interest tour operators were placed in trade publications. Newspaper and magazine coverage was aimed at consumers.

Japan's national television had two one-hour shows on British Columbia with a message from the Minister included. Each show was viewed by over 12 million persons.

Los Angeles, United States, office:

Thirty-four presentations were held to promote package vacations. An audio-visual concept, combined with printed materials and personal contact, provided travel agents with necessary information to actively promote British Columbia.

Presentations were made in early March in Anaheim, Long Beach, and Beverly Hills in California, and in Phoenix, Arizona. This was followed by the processing of 1,157 travel information kits to appointed agents.

Trade promotions in Tucson, Phoenix, and Scottsdale in Arizona, and in Tampa, Florida, were timed to capitalize on the introduction of new air services to British Columbia on the same-plane basis.

Tourism British Columbia had an exhibit at the TravelAge West Trade Show in Las Vegas, Nevada, and this premier trade event attracted over 4,000 individual agents and suppliers. It also provided an opportunity to establish new contacts.

A special dinner was held in Los Angeles, California, in conjunction with the *Royal Hudson* steam train's visit. It was attended by 300 top-level, travel industry personnel. The "Royal Tour" theme was emphasized and all the guests were invited to visit British Columbia during the "Jubilee Year."

San Francisco, United States, office:

A dinner for 208 travel agents was held in San Francisco, California, in conjunction with the *Royal Hudson* visit.

Consortium marketplace seminars were held in San Jose, San Francisco, and Sacramento, California. The Canada package-tour program was attended by 210 travel agents.

An additional consortium marketplace seminar was held in Monterey, California, and it was attended by 48 travel agents.

Educational Seminars

London, United Kingdom, office:

A training session for Wardair's reservation staff was held in London, United Kingdom, and a workshop for selected travel agents in London was co-sponsored with Air Canada.

Travel Agent's Manual

The British Columbia Travel Agent's Manual is widely used in co-operation with trade shows and agent's educational tours. This popular guide is distributed to travel organizations throughout the world. Each British Columbia itinerary listed can be marketed in most areas and commissions can be earned by accredited travel agents.

The manual was updated and 14,000 copies printed.

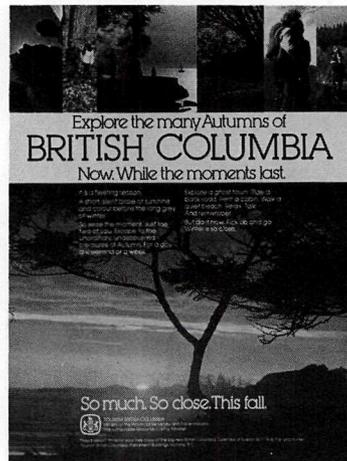
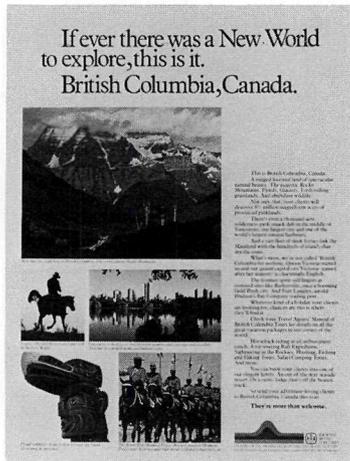
It lists camping tours; cruises; fishing, hiking, hunting, skiing, and wilderness tours; raft expeditions; ranch vacations; coach, train, and U-drive tours; winter holidays; and tour operators. It also lists British Columbia travel publications.

London, United Kingdom, office

Plans were approved in 1977 for the renovation and refurbishment of Tourism British Columbia's office in London, United Kingdom.

CONSUMER SALES

GENERAL:



Media Advertising

An increased advertising campaign was launched in 1977.

Advertising relative to the "Summer Experience," "Royal Hudson," "Explore the Many Autumns of British Columbia," and "Ski the Difference" were most successful.

Full-page colour ads, radio jingles, TV ads, and transit advertising broadened the impact and awareness of British Columbia as a vacation destination.

Tourism British Columbia received two communication awards from the Creative Club of Vancouver.

Each of the silver awards, selected from over 3,000 entries, was for the double-page ads which ran as part of Tourism British Columbia's spring campaign in *Sunset Magazine*.

Travel Shows

Some 10 consumer shows were held in Fresno, Modesto, Sacramento, Stockton, San Francisco, Long Beach, Beverly Hills, Los Angeles, North Hollywood, and Anaheim in California, and in Phoenix, Arizona.

This consumer-type presentation featured films, live entertainment, and trade personnel.

Two airlines were involved along with eight newspapers.

The consumer shows were presented to over 10,000 prospective visitors. Over 8,000 persons interested in a "Royal Vacationland" holiday in British Columbia packed California auditoriums for a free film festival at Modesto, Sacramento, Fresno, Stockton, Beverly Hills, and Long Beach, in California, and in Phoenix, Arizona, and other southern cities.

"Pacific Celebration" and "If I Didn't See It I Wouldn't Believe It" were British Columbia films that captured the fancy of Californians and Arizonians.

Jock Dunbar and the Royal Music Hall show added colour and entertainment to the popular festival.

Eight California newspapers and hundreds of travel agents supported the presentations and thousands of printed words accented the sincere invitation by the promotion team to make 1977 their "Royal Vacation" year in British Columbia.

The "Royal Vacationland" show also served as a forerunner to the *Royal Hudson* steam train's visit a week later to the same market area.

Wintertime fun and off-peak season packages were featured.

All areas of the Province were involved to present a varied and very acceptable image of our "Royal Vacationland—British Columbia."

Exhibits and Displays

Tourism British Columbia prepared displays and co-ordinated staffing at several consumer travel/sports shows and travel trade fairs.

The new 20-foot custom-built display was completed. It features back-lit transparencies of all British Columbia regions and was first used for *Rendezvous Canada* in Toronto and later in Phoenix, Arizona, for the American Society Association Executives convention.

In January, Tourism British Columbia was represented at the 10-day San Francisco Boat and Sport Show. Some 400,000 people attended and visited the British Columbia display.

In February, the British Columbia display was at the five-day Pacific Northwest Sportsmen's Show in Portland, Oregon. An estimated 100,000 persons attended this show.

In early March, Tourism British Columbia participated in the Edmonton Boat and Sport Show, which attracted 250,000 persons, while later in the month some 350,000 persons attended the 10-day Canadian National Sportsmen's Show in Toronto, where the British Columbia display, as usual, drew large crowds.

In addition to these out-of-Province shows, the branch participated in the Maple Ridge Home-a-Rama, the Abbotsford Air Show, and the International Vacation and Travel Shows at the Park Royal Centre in North Vancouver.

Travel Writers' Tours

Tourism British Columbia arranges familiarization tours for travel writers and escorts the writers on these tours.

In co-operation with CP Air, 17 travel writers from the United Kingdom, West Germany, Italy, Denmark, Norway, Sweden, Switzerland, Austria, and Belgium toured the featured region, Cariboo-Chilcotin. The writers represented the following publications: United Kingdom—*TTG Europa*, *Liverpool Echo*, *The Sunday Times*, *Sunday Telegraph*; West Germany—*Selecta*, *Madame*, *Westdeutsche Allgemeine*, *Zeitung*, *Neue Ruhrzeitung*, *Fremdenverkehrswirtschaft*; Italy—*Caravan Camping*, *Oggi*; Denmark—*Hjemmet*, *Aftenposten*, *Norsk*, *Ukeblad*; Sweden—*Tidningarnas Telegrambyra*, *Hjemmets Journal*; Switzerland—*Ferien Magazin*, *Redaktion Touring*; Austria—*Chefredakteur*; Belgium—*Le Soir*.

Many free-lance writers from western Europe also visited British Columbia and were given advance information about the Province.

The annual press tour, June 12–18, had participants from the United States, eastern Canada, and Japan. This group also toured the Cariboo-Chilcotin region.

All press clippings and stories from the two tours have been compiled in a press book indicating the results achieved.

full-colour ski brochures. Seven of these were individual regional brochures with a total press run of 250,000, while an additional 250,000 general Provincial winter brochures were produced.

Ski-mobile

To market British Columbia as a skiing destination, a new tool, the "British Columbia Skimobile," was used in 1977. The distinctly painted vans were on the road for nearly three months representing the Province's ski areas in western Canada and the Pacific Northwest.

Besides showing the colours at ski shows, over 50,000 brochures were distributed in ski slopes from Winnipeg west.

Ski Sno-line

To provide up-to-date snow reports (gathered every day at 4 p.m.), ski-package information and immediate reservation service, a unique ski sno-line service began operation in Vancouver in the fall.

There were two ski sno-line numbers: 800-663-3444, a toll-free number available to anyone in Western Canada, excluding Vancouver and the Lower Mainland; 687-5422 (68 SKI BC), the number assigned for use by Vancouver and Lower Mainland residents.

The ski sno-line service, the first such program in Canada, was operated daily by the Ski Travel Centre—a joint program of Tourism British Columbia and the private sector—from 7 a.m. to 7 p.m.

The snow information included the amount of new snow in the last 24-hour reporting period, total base to date, and the temperature.

Every ski area in British Columbia had the opportunity to report their ski conditions to the Vancouver office.

The ski sno-line was the brainchild of the Ski Marketing Advisory Council, a co-operative committee made up of Government and private ski-industry representatives from all over the Province.

All the hotels and motels that participated with the ski-phone reservation service worked closely with their regional ski areas. They established combination ski-accommodation packages and paid recognized agency commissions.

In the first two months (to the end of December), the Ski Travel Centre processed 12,412 phone calls, or an average of 221 calls per day.

Ski Consumer Shows

Tourism British Columbia, along with the Ski Marketing Advisory Council, were actively involved in spring ski carousels in Los Angeles, San Francisco, and Chicago in the United States and the fall ski consumer shows in those cities.

Ski Displays/Promotions at Vancouver Office

Tourism British Columbia's office at 652 Burrard Street, Vancouver, was used for the ski promotions in the form of rotating displays highlighting the various ski areas in the Province.

Ski-information racks were also set up.

**INDUSTRY
DEVELOPMENT
AND
VISITOR
SERVICES
BRANCH**



OBJECTIVE:

- To fulfil visitor expectations through the development, upgrading, and co-ordinating of in-Province tourism resources and services.

SPECIFIC OBJECTIVES:

- To administer the Victoria head office and information centre, three year-round information centres in Vancouver, Douglas, and Abbotsford, and five seasonal information centres in Osoyoos, Golden, Yakh, Banff, and Jasper.
 - To inspect and register tourist accommodations.
 - To prepare the *Directory of Tourist Accommodation*.
 - To counsel accommodation operators on improving management capabilities and standards of operation.
 - In co-operation with the Special Services Branch, to prepare approximately 20 general, regional, seasonal, and special brochures, maps, and other information materials.
 - To train seasonal travel counsellors—both Government and Chamber of Commerce employees—through annual five-day courses in Vancouver and six (to be increased to eight in 1978) interior locations.
 - To recruit and supervise approximately 55 seasonal and permanent travel counselling staff.
 - To warehouse and distribute all Tourism British Columbia travel literature.
 - To provide staff support to external promotions.
 - To guide the future development of British Columbia's travel industry through the identification of investment opportunities.
 - To foster development of linkages and improve liaison between private and public sector in the area of tourism development.
-

ACCOMMODATION SERVICES

Accommodation inspection, registration and counselling

All tourist accommodation is inspected annually and counselling services are available to the operators to encourage them to upgrade and improve their facilities and services.

Nearly 2,000 accommodations, from hotels to houseboats, were registered in 1977.

Several accommodation establishments were refused Government approval.

After a three-year grace period to allow operators of border-line accommodation to improve their facilities and/or services, an accountability was requested by Tourism British Columbia's accommodation counsellors.

Establishment certificates were processed for all registered accommodation.

Room-rate cards were delivered or mailed out to all registered establishments.

Accommodation Directory

All registered tourist accommodation establishments are listed in the Ministry's accommodation directory.

Editorial improvements to the directory were reviewed and the 1978 directory will reflect several changes and an increase in types of information covered.

Additions to the 1978 directory, prepared in 1977, include information on local hospital and police telephone numbers, information on farm vacations, and youth hostel associations, complete Province-wide list of bus transit information, a new downtown map of Victoria and Vancouver, a complete list of licensed guide outfitters, expansion of the availability of facilities in Provincial parks for disabled travellers, and instructions on the Tourist Alert Program.

A new coloured cover was approved for the 1978 directory and the "Super, Natural British Columbia, Canada" theme was carried on the cover.

An additional 100,000 copies of the directory were printed.

One million copies will be available for visitors attending the Captain Cook Bicentennial Year celebrations.

A feature of the 1977 directory was a questionnaire requesting visitors to comment on the value and importance of the directory.

Liaison Activities

The accommodation services section is involved in meetings with other ministries concerning highway signing, accommodation regulations, the administration of the *Hotel and Motel Room Tax Act*, and the *Innkeepers Act*, and the farm vacation program.

Courtesy Calendar

The accommodation services section assists in the production of a yearly courtesy calendar, and then distributes the copies to the service industry sector throughout the Province.

The 1978 Courtesy Calendar, prepared in 1977, carries the Captain Cook bicentennial logo and brief messages about the importance of the tourist industry.

CUSTOMER SERVICES

Servicing written, telephone and over-the-counter enquiries

Increased advertising and promotions resulted in a marked increase in inquiries.

Advertising relative to the "Summer Experience," "Royal Hudson," and "Ski the Difference" had a major part in this increase.

Additional requests through travel magazines, such as *Travel and Leisure*, *Data Desk*, *Western Outdoor Publication*, *East/West* and *Travel Magazine* also accounted for the increase.

Victoria Centre:

Mail inquiries increased by 15,472 to 72,000. There were 5,285 over-the-counter inquiries during regular hours and 1,762 during the extended hours for a total of 7,047.

Telephone inquiries during regular hours totalled 6,987 with 761 calls during the extended hours for a total of 7,748.

Vancouver Centre:

A total of 78,319 counter, telephone, and mail inquiries was handled, a 42-per-cent increase over the 1976 figure of 45,000.

Abbotsford Centre:

From May 16 to December 31, 46,196 vehicles and 15,015 recreational vehicles with 125,984 persons registered at this information centre.

Douglas (White Rock) Centre:

A total of 67,862 vehicles, 183,988 persons, and 7,222 recreational vehicles registered during the year, compared with 66,242 vehicles, 181,204 persons, and 6,016 recreational vehicles the year before.

Osoyoos Centre:

A total of 7,543 vehicles, 21,852 persons, and 2,818 recreational vehicles registered from May 1 to September 30, compared with 7,389 vehicles, 21,379 persons, and 2,884 recreational vehicles for the same period in 1976.

Yahk Centre:

A total of 8,442 vehicles (8,425 in 1976), 22,863 (22,899) persons, and 3,879 (3,735) recreational vehicles were registered from May 1 to September 30.

Golden Centre:

This centre opened on a trial basis three months earlier in 1977. From January 1 to October 31, 13,938 vehicles, 40,128 persons, and 5,965 recreational vehicles were registered.

Banff, Alberta Centre:

This centre was open from June 1 to September 15 and recorded 10,090 vehicles, 28,776 persons, and 1,952 recreational vehicles, compared with 8,950, 22,042, and 2,055 respectively in 1976.

Jasper, Alberta Centre:

This centre, shared with Travel Alberta, was open from June 1 to August 31 and registered 8,015 parties.

Tourist Alert

Tourism British Columbia assists the RCMP in locating travellers throughout the Province on urgent personal matters, by providing a list of contacts, names, addresses, and telephone numbers where the Tourist Alert notices can be posted.

Tourism British Columbia produces the red-and-white logo stickers for Tourist Alert.

The contact rate in 1977 exceeded the expectations of the RCMP.

Information material

The branch prepares various informational material for publication and distribution.

***Calendar of Events:**

This semi-annual publication details attractions and events in nearly every part of the Province, from sea festivals to snow carnivals.

It assists visitors and residents in holiday planning, encourages participation in various events, and draws tourists to local communities.

The publication had a combined circulation of 325,000.

As an added bonus in late 1977, the free medium of publicity for local events and attractions was advertised in all British Columbia newspapers in December to encourage every community to supply its list of events and attractions for spring and summer 1978.

A record response was received leading to an increase in the number of contacts for the branch.

***Road Map:**

British Columbia's 1978 Road Map will reflect the metric system, among other changes. It will also carry the Captain Cook bicentennial logo and the "Super, Natural British Columbia, Canada" theme.

***Ferry Schedules:**

A ferry sheet produced by the branch gives a comprehensive outline of all ferry services operating between Vancouver Island and the Mainland and includes basic schedules and rates.

Brochure Warehousing and Distribution

To effectively distribute Tourism British Columbia brochures, three distribution warehouses are operated in Victoria, Burnaby, and Seattle.

Weekly stock reports are taken from each warehouse to maintain control of available literature.

Detailed shipping requirements are handled for nearly 1,000 organizations on the master mailing list, including Tourism British Columbia offices, local and regional offices, chambers of commerce, automobile associations, travel agents, etc.

Shipments are processed throughout the year for telephone and written orders, including travel shows, and special promotions such as the "Royal Hudson Tour."

A major revamp of the master mailing list was completed in 1977 and it is continually updated in order to exercise control of publication quantities shipped to various areas and to reduce cost of literature and shipping charges.

A report was prepared on stock comparison usage between January to July in 1976 and 1977. Information obtained will assist in planning 1978 literature printing requirements.

The central distribution warehouse in Burnaby had a steadier and larger volume of material sent out during 1977.

IN-PROVINCE SERVICE OFFICES



Facade of Rithet Building, new home of Tourism British Columbia, at 1117 Wharf Street, Victoria.

Victoria head office

On Valentine's Day, February 14, the new home of Tourism British Columbia at the Rithet Building was opened officially.

An opening ceremony, an official luncheon tendered by the Minister, and an open house for two days were held.

Travel counsellors, dressed in period costumes, conducted tours of the building's three floors after a detailed study of the architectural and historic notes on the building.

To better service visitors' requirements, the business hours of the information centre were extended during mid-May to Labour Day with the centre open for 12 hours every day of the week.

Business hours were also extended on Saturdays between Labour Day and Thanksgiving Day.



'Captain George Vancouver', played by Harvie Rourke, reads Vancouver Mayor Jack Volrich's proclamation of 'Tourism Recognition Day', while Travel Industry Minister Grace McCarthy, Alderman Warnett Kennedy (right) and Tourism British Columbia's David Livingstone look on.

Vancouver Information Centre

The Vancouver centre at 652 Burrard Street was renovated and refurbished.

A new front-office reception area was completed and a more visible and favourable street appearance effected through the use of a large canopy extended to the curb.

The "new look" of the Vancouver office was unveiled at a special reception held on April 14, 1977, as part of "Tourism Recognition Day" festivities.

Tourism British Columbia's film library was also transferred to the Burrard Street location.

The placement of all the Ministry's activities under one roof in Vancouver led to a better distribution of services to the public and increased productivity internally.

TRAINING SERVICES



Travel counsellors are called upon to give advice and information at various consumer shows. Above, ski-mobile unit promotes skiing in British Columbia.

Travel Counselling Techniques Course

A new travel-counselling techniques training course was presented in Vancouver, Dawson Creek, and Salmon Arm.

The five day, 30-hour training course was rewritten, presented, and achieved better-than-expected results. Successful students received a certificate from the Ministry of Education.

The education ministry assisted in the development and implementation of the new course.

A new training film, "*There Should Be No Strangers*," was completed in early spring.

It consists of a series of vignettes on many sectors of the hospitality industry designed to generate classroom discussion.

Travel Counsellors Manual

A manual for travel counsellors, prepared by Tourism British Columbia, is available to travel counsellors.

Each set of the manual consists of the following booklets: 1. *Travel Industry*. 2. *Industries and Resources of British Columbia*. 3. *Geography of British Columbia*. 4. *Transportation in British Columbia*. 5. *Recreation*. 6. *A Resource Guide for Travel Counsellors*.

The set was completely revised in 1977.

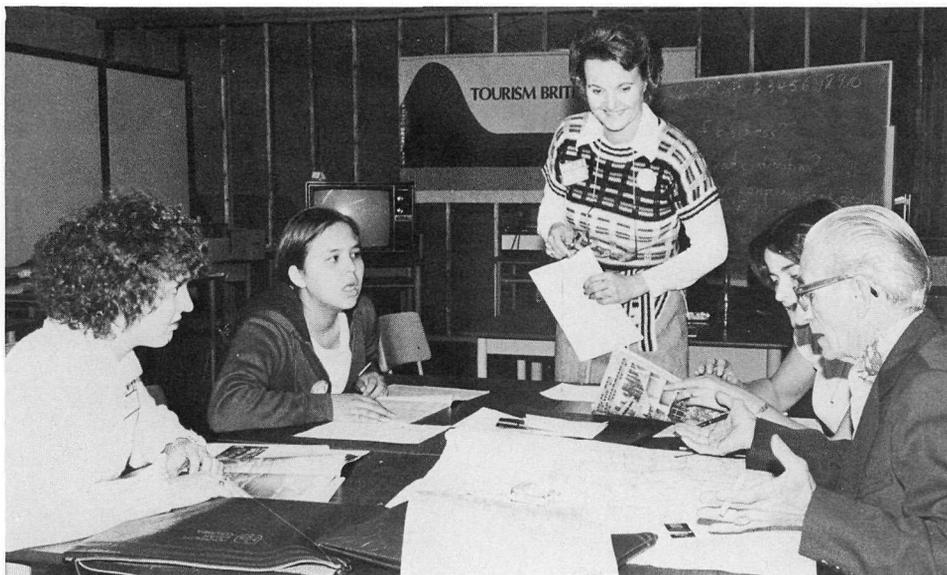
Only the *Resource Guide for Travel Counsellors* booklet will require updating in 1978.

Waiter/Waitress Training

Tourism British Columbia assists the Ministry of Education, through a cost-sharing arrangement, in a course for waiters/waitresses.

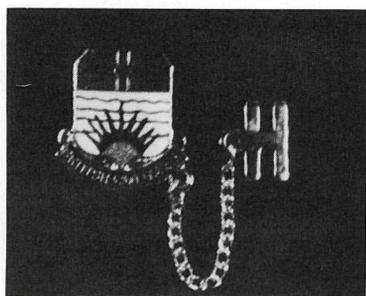
This is a crash-training program at the post-secondary education level.

Training courses at Langley, North Vancouver, Richmond, Campbell River, and Port Alberni received assistance in 1977.



Hospitality Certificate Course instructor Donna Tindle looks into the progress made by one of small discussion groups of a large class at Prince Rupert's Northwestern College.

Hospitality Certificate Course



Tourism British Columbia's new Hospitality Certificate Course, the first of its kind in Canada, was introduced in 1977.

Pilot classes were held in the spring in Kamloops, Revelstoke, Merritt, Princeton, and Grand Forks with positive and enthusiastic support from both employers and employees who attended.

By December 31, 1977, 1,078 students had attended the 44 sessions held in 44 towns and cities throughout the Province.

The classes were conducted by three instructors on contract with the Ministry.

The two-day course covers a wide spectrum of topics, which are applicable to any part of the service industry—from salesperson to service station attendant, from waitress to taxi driver, etc.

They are taught self-confidence, how to meet and start a conversation with a visitor, to remember names, and how to use the telephone to full advantage.

An important segment covered recognition of a potential complaint and how to deal with the problem satisfactorily.

On a more personal level, the course teaches good grooming and how increased service is reflected in better customer relations and return business.

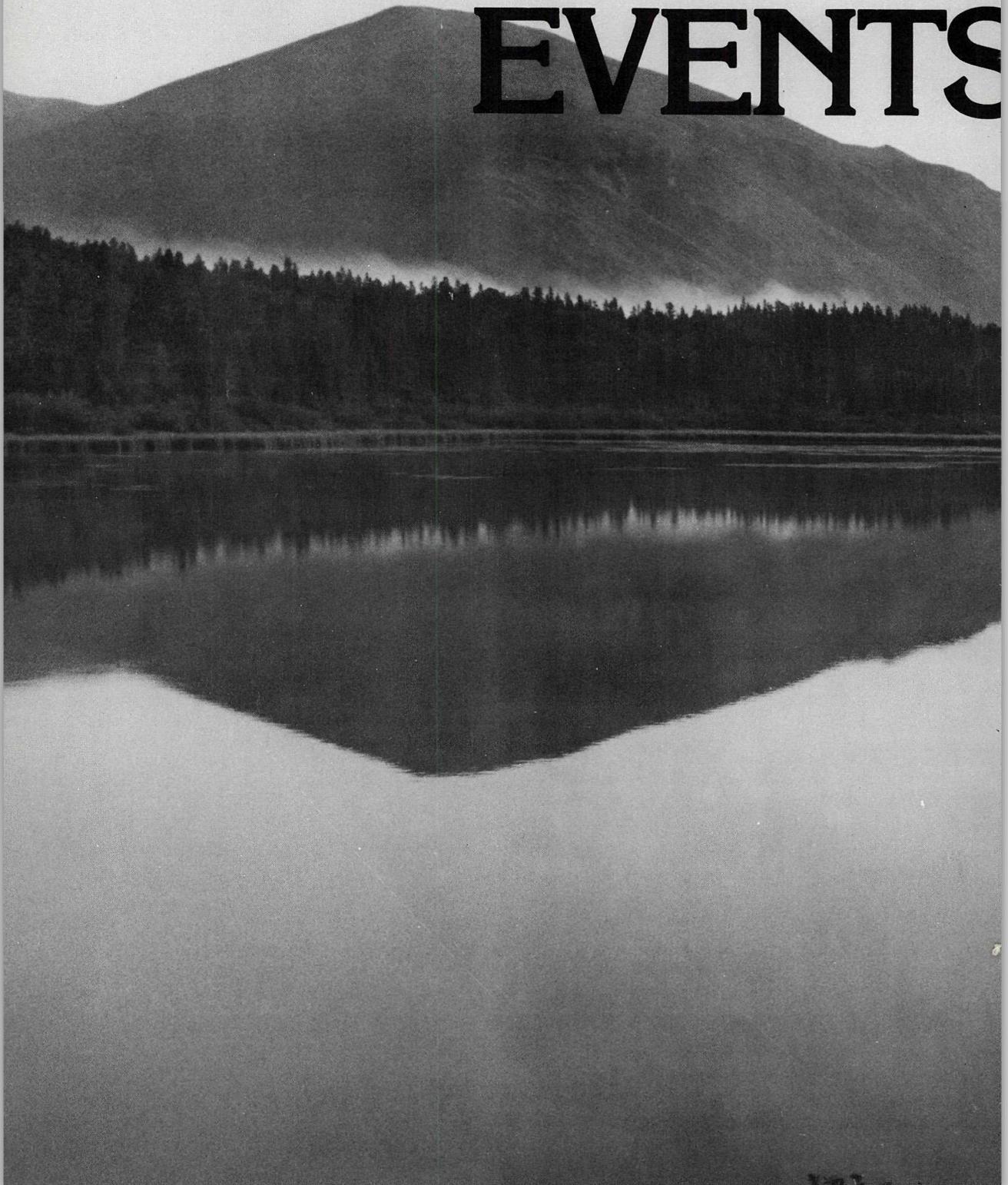
Participants are assigned to interview other persons in two different service organizations on how they serve residents and visitors to learn of any special techniques they use.

Group discussions cover local places of interest and attractions.

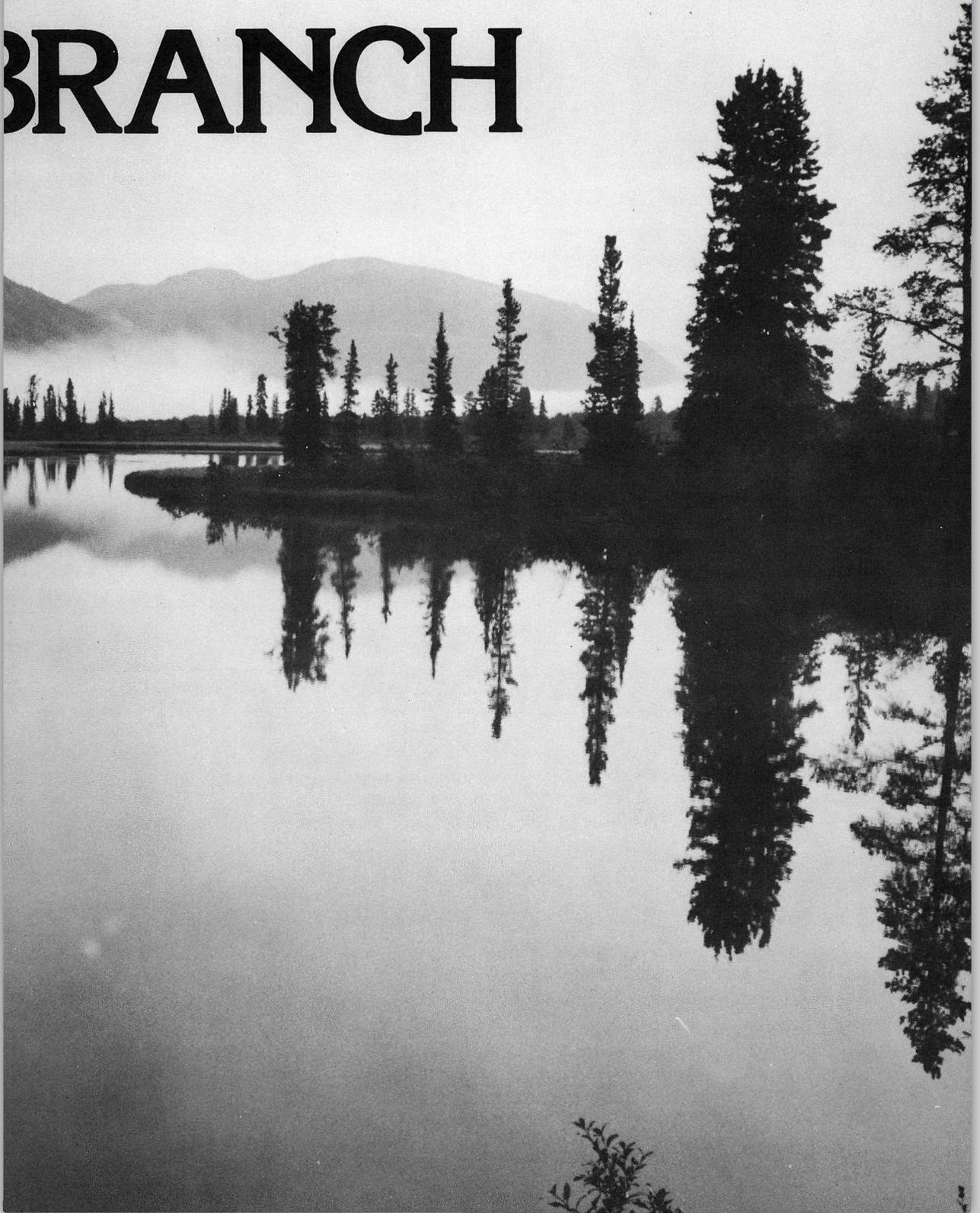
Throughout the course, the importance of the tourist industry—its economic, social, and cultural benefits to the community—are explained and stressed.

The course was open, for a modest registration fee, to everyone employed at hotels, motels, restaurants, service-stations, retail stores, or in any job serving the public.

ATTRACTIONS EVENTS



AND SPECIAL BRANCH



OBJECTIVE:

- To improve tourism appeal and revenue potential of attractions and special events as an integral part of British Columbia's tourism resource.

SPECIFIC OBJECTIVES:

- To co-ordinate the development and marketing of attractions and special events.
 - To direct and oversee the operation of attractions and special events coming under the Ministry's jurisdiction. This includes attractions such as the Provincial Museum, the Emily Carr Gallery, the *Royal Hudson*, the *Princess Marguerite*, and events such as the Capt. James Cook bicentennial celebrations.
 - To liaise with the private sector and other levels of government to ensure a greater working relationship.
 - To develop plans to improve effectiveness and enhance tourism appeal of attractions and special events.
 - To develop programs that will improve the Province's shoulder season and winter season appeal.
-

CONVENTIONS AND INCENTIVE TRAVEL

Convention Promotions

To market British Columbia's appeal as a convention destination, three major promotions were held in the fall.

These resulted in over 3,000 specific leads and extensive publicity for British Columbia as a convention and travel destination.

At the Institute of Association Executives' Conference in Toronto a Native Indian theme was used for the British Columbia booth.

With an outdoor-created atmosphere and several large totem poles, the British Columbia booth served as a distribution point for an invitation to the delegates to visit the Province's hospitality suite where British Columbia salmon was served.

The delegates also viewed the promotional film *"If I Didn't See It I Wouldn't Believe It."*

Some 350 leads to prospective conference bookings were obtained here.

The Sixth Incentive Travel and Meeting Executives Show held in Chicago in early October provided an additional 2,000 incentive travel leads.

Twelve private sector representatives and Tourism British Columbia officials participated in the show.

The Province's promotion centred around next year's Captain Cook bicentennial celebrations.

Delegates received an invitation—in the form of an antique scroll signed by Premier Bill Bennett and Deputy Premier Grace McCarthy—to visit British Columbia. The "tall ships" theme was used for the booth and British Columbia's contingent wore blue blazers with the Captain Cook bicentennial crest.

A special prize draw was held and the lucky delegate won a week's trip to British Columbia during the tall ships' visit.

The third promotion was at the American Society of Association Executives' Convention in Phoenix in mid-October.

This was a most ambitious undertaking.

To complement the convention's theme—"A.S.A.E. Up-Rising"—a 7.8-metre-long cedar log was shipped from Vancouver to Phoenix and a "friendship totem pole" was carved on-site by the renowned Nishga Indian carver, Norman Tait.

The "carve-in" took place for a week prior to the convention opening in the main lobby of the Hyatt Regency Phoenix. Phoenix Mayor Margaret Hance and other civic dignitaries assisted in the carving.

The resulting media coverage was extensive, particularly television, and British Columbia's activities were known state-wide even prior to the opening of the convention.

The day before the convention trade show opening, the log was moved ceremoniously and under police escort to the beautiful Phoenix Convention Centre.

There it occupied space in the British Columbia booth within the Canadian Pavilion.



Travel Industry Minister Grace McCarthy talks with Nishga carver Norman Tait at Phoenix's renowned Heard Museum where "friendship totem pole" was presented by Mrs. McCarthy to Phoenix residents as part of Tourism British Columbia's promotion at the American Society of Association Executives' convention.

The backdrop used in this booth was the first United States use of the new modular display recently completed for Tourism British Columbia. Carver Tait at work, plus two red-coated RCMP officers, provided an outstanding attraction at the trade show.

Some 1,500 delegates lined up almost continuously to take their turns at carving the mammoth totem pole.

Each delegate was instructed on the venerable art of totem carving.

The pole was then moved from the convention site to the internationally famous Heard Museum.

Here it was formally presented and dedicated the "friendship totem pole" to Phoenix residents by Deputy Premier and Travel Industry Minister Grace McCarthy and was received officially by Mayor Hance at ceremonies on October 14.

This ceremony and the convention activities were covered by network and local television, radio, and newspapers.

British Columbia's gift to Phoenix residents will be erected at the entrance to the museum, within the park surrounding the museum, and will have a bronze plaque with an inscription commemorating the occasion and extending a warm invitation to everyone to visit British Columbia.

During 1977, over 30 association and corporation executives were invited by Tourism British Columbia to visit the Province and were taken on a tour of convention destinations.

Meanwhile, Vancouver showed a 5-per-cent increase in convention business in 1977, reaching a new high of \$35 million, according to Hugh Main, general manager of the Greater Vancouver Convention and Visitors Bureau.

"And convention business already booked firmly for '78 shows substantial increases over 1977."

Mr. Main said the 1977 increase arose despite the loss of several United States conventions as a result of legislation limiting tax deductions residents are permitted for convention travel to Canada.

Across Canada, hotels last year claimed a loss of 110 conferences and some \$35 million in bookings, but indications are that the Carter administration may endorse a new set of rules giving hotelmen a break in 1978.

Mr. Main said the "excellent" promotions by Tourism British Columbia in 1977, the devalued dollar, and the 1978 Captain Cook bicentennial celebrations are expected to attract record numbers of tourists to the Province this year.

To date, Mr. Main said, promotions by the bureau, hotels, and the Tourism British Columbia's convention division have resulted in the number of 1978 conventions being up some 30 per cent, number of delegates up 18 per cent, and estimated expenditures up 18 per cent to over \$41.5 million.

Preliminary figures show that in 1977, Vancouver hosted between 227 and 230 conventions with an estimated 130,000 delegates.

"The outlook for 1978 is for a record year with an estimated 245 conventions and 150,000 delegates," Mr. Main said.

Brochures

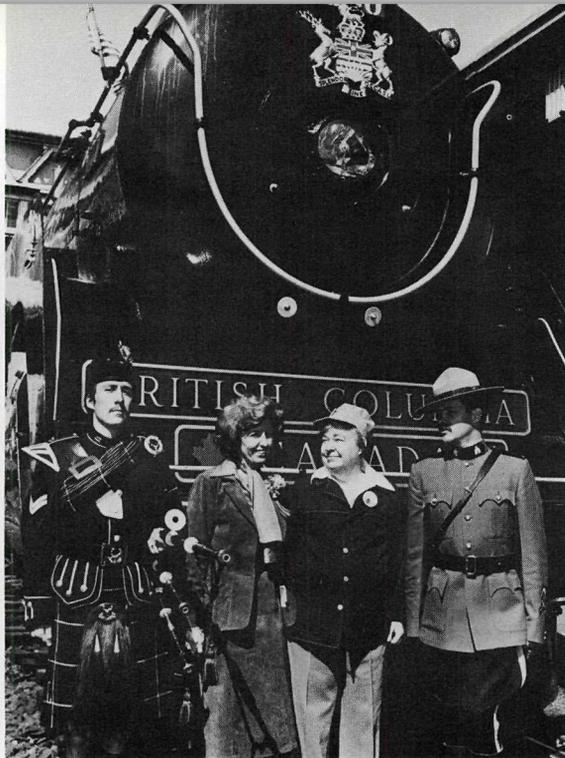
To inform convention organizers about the convention facilities available in British Columbia and to sell British Columbia as a convention destination, the existing convention brochure was completely revised.

It was enlarged from a 26-page publication to 36 pages with emphasis on British Columbia's attractions followed by regional copy.

List of convention facilities by regions are printed as inserts in the brochure's jacket and allow for convenient and regular updating.



The Royal Hudson, near San Francisco's Golden Gate Bridge, during "Goodwill Tour" commemorating the silver anniversary of the coronation of Queen Elizabeth II.



Crowds greeted the Royal Hudson during her jubilant 21-day tour of California, Oregon and Washington States. Top right, Washington State Governor Dixie Lee Ray was one of the many dignitaries that welcomed the 2860 and Travel Industry Minister Grace McCarthy.

Royal Hudson Steam Train

The *Royal Hudson* made a triumphant tour of California, Oregon, and Washington States as part of the "Royal Jubilee Year" travel promotion.

The 21-day jubilant tour, commemorating the silver anniversary of the coronation of Queen Elizabeth II and honouring the longstanding friendship between the United States and Canada, visited 14 cities: San Francisco, San Jose, Los Angeles, Bakersfield, Fresno, Sacramento, Redding, Klamath Falls, Eugene, Salem, Portland, Tacoma, Seattle, and Bellingham.

Millions saw and heard the *Royal Hudson* steam train personally, or through television, radio, and newspapers.

The display cars boasted artifacts and material depicting life in British Columbia from the age of steam to 'Ksan Indian art of the present time. Hostesses passed out thousands of *Beautiful British Columbia* magazines, buttons, engineer hats, and brochures from every region of the Province.

The tour resulted in inquiries from thousands of persons and over 20,000 packages of vacation material were mailed directly to the consumers.

The steam train chugged back into Kerrisdale on April 14 to a rousing "Welcome Home" from the Point Grey Senior Secondary School Dixieland Jazz Band and thousands of local citizens.

On May 20, the *Royal Hudson* began its regular, seasonal, excursion trips from North Vancouver to Squamish, Wednesday to Sunday, plus statutory holidays.

By season's end, on October 10, it had made 108 round trips and carried 68,385 passengers. Two extra charter trips were made after the closing date.

An advisory committee to assist in formulating plans for greater community involvement and to make recommendations for improvements in the service of the *Royal Hudson* steam train was named in 1977.

The committee includes civic and private sector representatives from the City and District of North Vancouver, West Vancouver, and Squamish, as well as officials of B.C. Rail, *Royal Hudson*, and Tourism British Columbia.

Mayor Don Bell, of North Vancouver District, accepted the committee's chairmanship. Mike Powley, of Grouse Mountain Resorts Ltd., is the secretary for the group.

The committee's function is advisory in nature but, through its make-up and broad representation, each community is now able to "more closely identify with and benefit from this great attraction."

Members of the advisory committee are Rick Antonson and Peggy Pitt-Brooke, Mainland Southwest Tourist Association; Jim Brohman, B.C. Mining Museum; Mrs. S. A. Dean, Dr. John Rienstra and S. E. McCrea, North Vancouver Chamber of Commerce; Vic Downard and John Plul, Tourism British Columbia; Burt Fleming and Ruth Stott, West Vancouver Chamber of Commerce; Art Jones, Frank Ogden, Ella Parkinson, and Anne MacDonald, North Vancouver Arts Council; Frank Marcino, City of North Vancouver; Bill McNeeny, B.C. Hydro, Squamish; Mike Powley, Grouse Mountain Resorts; Joe Sidsworth, B.C. Railway; David Stewart, Squamish; Bob Swanson, Railway Appliance Research Ltd.; Graham Valde, Greater Vancouver Convention and Visitors Bureau; Steve Vrlak, Vrlak Robinson Advertising Ltd.; Les Lee, Plaza International Hotel; Jerry Klomp, Squamish Chamber of Commerce; Rose Tatlow, Squamish Times; Joe Laventura, Chieftain Hotel; and Danny Sullivan, Squamish Hotel.

Negotiations were initiated in 1977 to upgrade the receiving facilities at Squamish.

A combined effort of Squamish's municipal council and chamber of commerce and Tourism British Columbia should result in the *Royal Hudson's* passengers disembarking and boarding at a better facility in Squamish.



Emily Carr Gallery

The Emily Carr Gallery, devoted to the works of British Columbia's most famous artist, was opened in Victoria by Provincial Secretary and Travel Industry Minister Grace McCarthy.

A plaque commemorating the opening was unveiled by Mrs. McCarthy, Victoria Mayor Mike Young, and Atlin M.L.A. Frank Calder.

The new gallery is located in a restored heritage building at 1107 Wharf Street, adjacent to the old Rithet Building, which now houses the Tourism British Columbia offices and information centre.

It is operated by the Provincial Archives.

The opening exhibit consisted of some 21 oils, water colours, and sketches, in chronological order, documenting the principal phases of Miss Carr's artistic development.

The displays are changed every few months so that the Provincial collection, which has been stored in the Archives much of the time in recent years, can be enjoyed by the public.

In its first six months of operation, from July 9 (opening day) to December 31, 1977, the gallery received 15,382 visitors.

Princess Marguerite

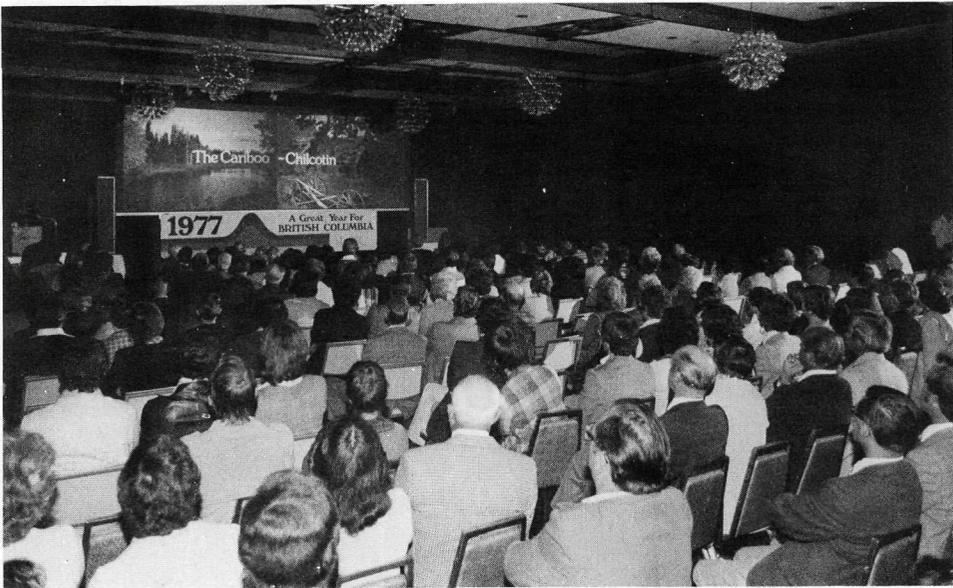
Travel Industry Minister Grace McCarthy was appointed minister-in-charge of the B.C. Steamship Company (1975) Ltd., a Crown corporation.

The year 1977 was its third season of operating the TEV *Princess Marguerite* between Victoria and Seattle.

The vessel was purchased from Canadian Pacific and has been substantially refurbished.

In 1977, the *Princess Marguerite* carried 253,833 passengers (126,978 on the Seattle-to-Victoria and 126,855 on the Victoria-to-Seattle runs) and 12,471 vehicles, the latter up 9 per cent over 1976.

The *Princess Marguerite* made 294 trips this year compared to 261 last year. Its operating loss at the end of the year was \$562,000 compared to \$1,074,000 in 1976.



Audience watches audio-visual presentation during "Golden Opportunities" program.

"Golden Opportunities" Tour

To promote an awareness of the benefits of the tourist industry and to outline Tourism British Columbia's program for 1977, the minister embarked on a tour of various communities throughout the Province in spring.

Over 5,000 persons in the travel industry sector in 15 communities heard the Ministry's marketing program and its attempts to do everything possible to attract visitors to the Province and to develop a vibrant industry in readiness for the tourist potential in the Province.

The "Golden Opportunity" tour included a spectacular audio-visual presentation that spelled out tourism's dollar value and outlined Tourism British Columbia's new marketing program.

The minister urged her audiences to "go the extra mile with an extra smile" to encourage visitors to regard British Columbia as a warm and welcome destination. A happy tourist this year is an investment for years to come when those satisfied visitors return year after year.

The value of the tourist dollar left behind by visitors provides educational, medical, and social services to British Columbians, services which visitors do not use. For this reason the "Golden Opportunity" phrase was selected.

The "Golden Opportunity" presentations were made at Revelstoke, Kamloops, Kelowna, Fort St. John, Nelson, Grand Forks, Vancouver, Parksville, Victoria, Prince Rupert, Invermere, Penticton, Prince George, Williams Lake, and Hope.



“We Have A Special Smile For You” Campaign

In spring 1977, Tourism British Columbia launched the “Smile” campaign directed toward all who come in contact with visitors.

Everyone in the hospitality sector, as well as those in retail stores and other visitor-service locations, were urged to wear one of the brightly coloured lapel buttons.

These buttons, which were available in many languages, were distributed along with matching placemats and other display pieces.

The response throughout the Province was overwhelmingly positive and enthusiastic.

The “Smile” campaign generated considerable awareness on the attitude of some people toward visitors through the wide coverage and the commentaries it received from the news media. It helped immensely in ensuring that visitors to British Columbia are treated well.

Currency Exchange at Financial Institutions

At the request of Tourism British Columbia, financial institutions launched a promotional campaign to encourage tourists to exchange their United States dollars at their branches.

This program was launched following complaints that some local businesses were not granting the exchange difference on the United States dollar and were thus eliminating the much needed “extra value” incentive for visitors and creating a source of unnecessary irritation.

Branches of banks, credit unions, and trust companies were asked to place the following message on their windows: “Welcome visitors . . . exchange U.S. dollars for Canadian funds here.”

The campaign resulted in more Canadian dollars in the hands of visitors and thereby eliminating the source of irritation.

**British Columbia
Presents The
Christmas
Shopping Holiday!**



**We Guarantee Your
U.S. Dollar Is Worth
\$1.10
in Canadian Funds!**
At Participating Merchants

It's Holiday Savings Time in British Columbia!
You'll find many unique Christmas gift ideas, including both domestic and imported products from around the world, in British Columbia. Right now, you can take advantage of favorable rates of exchange on your U.S. currency. The American Dollar is now worth approximately \$1.10 in Canadian money. For convenience, exchange your money at your own bank, or, and look for the Friendship Exchange sticker on shop windows at British Columbia. It's your guarantee of getting \$1.10 in Canadian Funds for every U.S. dollar.

Make It A Holiday To Remember!
As well as interesting shopping, British Columbia offers beautiful sights and exciting entertainment. Get in some extra-sunny skiing, take in a hockey match or live entertainment in a favorite night spot or concert hall. Soak the delights of our great variety of restaurants and enjoy the beauty of Canada's western province. Remember, we have a special tender for you, in British Columbia!

**Look for the
Friendship Sign.**

Ad placed in newspapers in the United States.



**FRIENDSHIP
EXCHANGE**

**WE GUARANTEE
YOUR U.S. DOLLAR
IS WORTH
\$1.10
IN CANADIAN FUNDS**

**THE SIGN OF
MORE BUSINESS**

Give a little, get a lot!

Tourism British Columbia has just launched a major advertising effort in Washington State to encourage our American friends to take a Christmas Shopping Holiday in British Columbia. Intended for this campaign is the recent favourable exchange rate on American money versus Canadian money. ...

**FOR YOUR FRIENDSHIP WINDOW STICKER:
IN VANCOUVER CALL 684-3111
(24 Hours)
IN VICTORIA CALL 382-2127**

TOURISM BRITISH COLUMBIA

Grace McCarthy, Provincial Secretary & Minister of Trade and Industry

Ad placed in British Columbia newspapers.

Incentive Travel Promotions

A special seven-week invitation was extended to United States residents to travel north to Canada and British Columbia for a shopping holiday during the Christmas season.

The program was launched on both sides of the border on November 17 through extensive media advertising.

To spearhead the program in Canada, "Friendship Merchants" were asked to place a colourful red, white, and blue sticker in their windows reading: "FRIENDSHIP EXCHANGE WE GUARANTEE YOUR U.S. DOLLAR IS WORTH \$1.10 IN CANADA." British Columbia's business community reacted to the program with energy and enthusiasm and over 10,000 stickers were distributed throughout the Province to participating businesses.

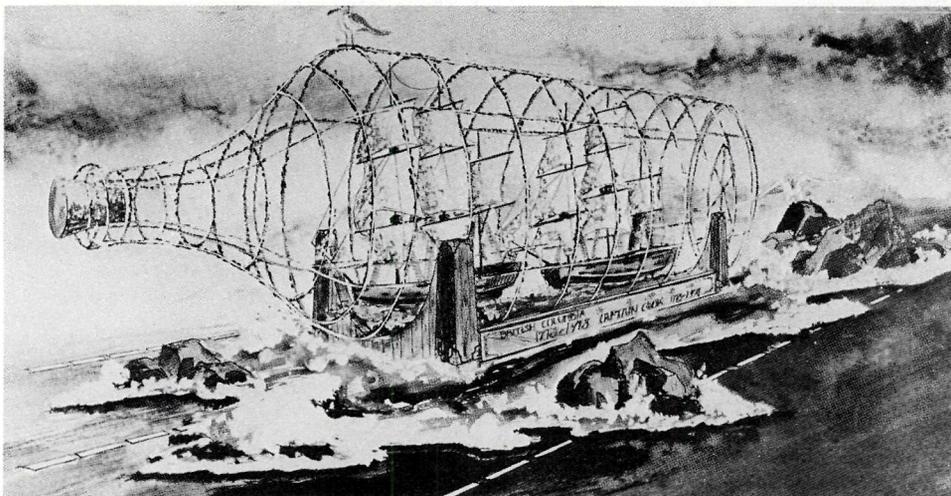
A brisk rise in tourists from the United States visiting British Columbia was noted, particularly during the American Thanksgiving weekend.

In comparison to this same period in 1976, a 21-per-cent increase was noted.

"Marketer of the Year" Award for Minister

Travel Industry Minister Grace McCarthy received the "Marketer of the Year" award in 1977 from members of the Sales and Marketing Executives International (Northwest Council) for her ability to "market" tourism.

SMEI's international vice-president, Murray McBride of Portland, Oregon, cited the *Royal Hudson* steam train's tour of Washington State, Oregon, and California and the local "Smile" campaign as among "the greatest sales campaigns ever."



Design for British Columbia's float at the 89th annual Tournament of Roses parade in Pasadena, California, depicts Captain Cook's two ships—the *Discovery* and the *Resolution*—built to scale, in full sail, within a simulated floral bottle.



Vancouver's Kelvin Andrew was selected to portray Captain Cook during the Captain Cook Bicentennial Year in 1978 and the choice has received unanimous and popular approval. Above, 'Capt. Cook' is swamped by autograph hunters.

Capt. Cook Bicentennial Celebrations



Planning, programming, and promotion of the Captain Cook Bicentennial celebrations began in 1977 following the introduction and passage of the *Captain Cook Bicentennial Commemoration Act* by the Provincial legislature.

The Act set the stage for the Province-wide celebrations in 1978 to mark the 200th anniversary of the historic landing by Capt. James Cook on the shores of what is now British Columbia.

The following were appointed members of the celebrations committee headed by Mrs. Grace

McCarthy, Deputy Premier, Provincial Secretary and Minister of Travel Industry.

Education Minister Pat McGeer; Recreation and Conservation Minister Sam Bawlf; Frank Calder, M.L.A.-Atlin; Rear-Admiral Michael Martin, C.D., Commander, Maritime Forces Pacific and Commander, B.C. Region; Commander N. Norton, Maritime Forces Pacific; Deputy Provincial Secretary Gerald Cross; Deputy Travel Industry Minister Wayne Currie; David P. Brown, Communications Planning Adviser to Cabinet; Dan Campbell, Director of Intergovernmental Affairs; Provincial Archivist Alan Turner; John Plul, Director of Conventions, Tourism British Columbia; H. J. Price, Comptroller, Office of the Provincial Secretary; Peter Barkowski, Deputy Commissioner, RCMP; Tom Fielding, Director, Arts and Cultural Branch, Ministry of Recreation and Conservation; M. H. Smith, Director, Constitutional and Administrative Law, Ministry of the Attorney-General; Ed Sweeney, Executive Director, Captain Cook Bicentennial Committee.

The Provincial Government set aside half-a-million dollars for participating grants to municipalities throughout the Province to encourage and support the celebrations in the various communities.

The celebrations are expected to cost about \$2 million, but these costs will be far outweighed by the boost in tourism revenues and the world-wide publicity.

A search for a person to portray the role of Capt. James Cook during the bicentennial celebrations was carried out by the *Vancouver Sun* newspaper in 1977 and Kelvin Andrew of Vancouver was selected from more than 200 entries. During the year, the real "Captain Cook" took part in various promotions. He acted as British Columbia's ambassador at the 1977 Grey Cup Parade in Montreal. He attended the opening of the "1977 Fantasy in White" at Vancouver's Bayshore Inn. He presented a key to "Santa's Treasure Chest" at the Harbour Centre.

In 1977, Tourism British Columbia also prepared a float for the Rose Bowl Parade in Pasadena, California, on January 2, 1978.

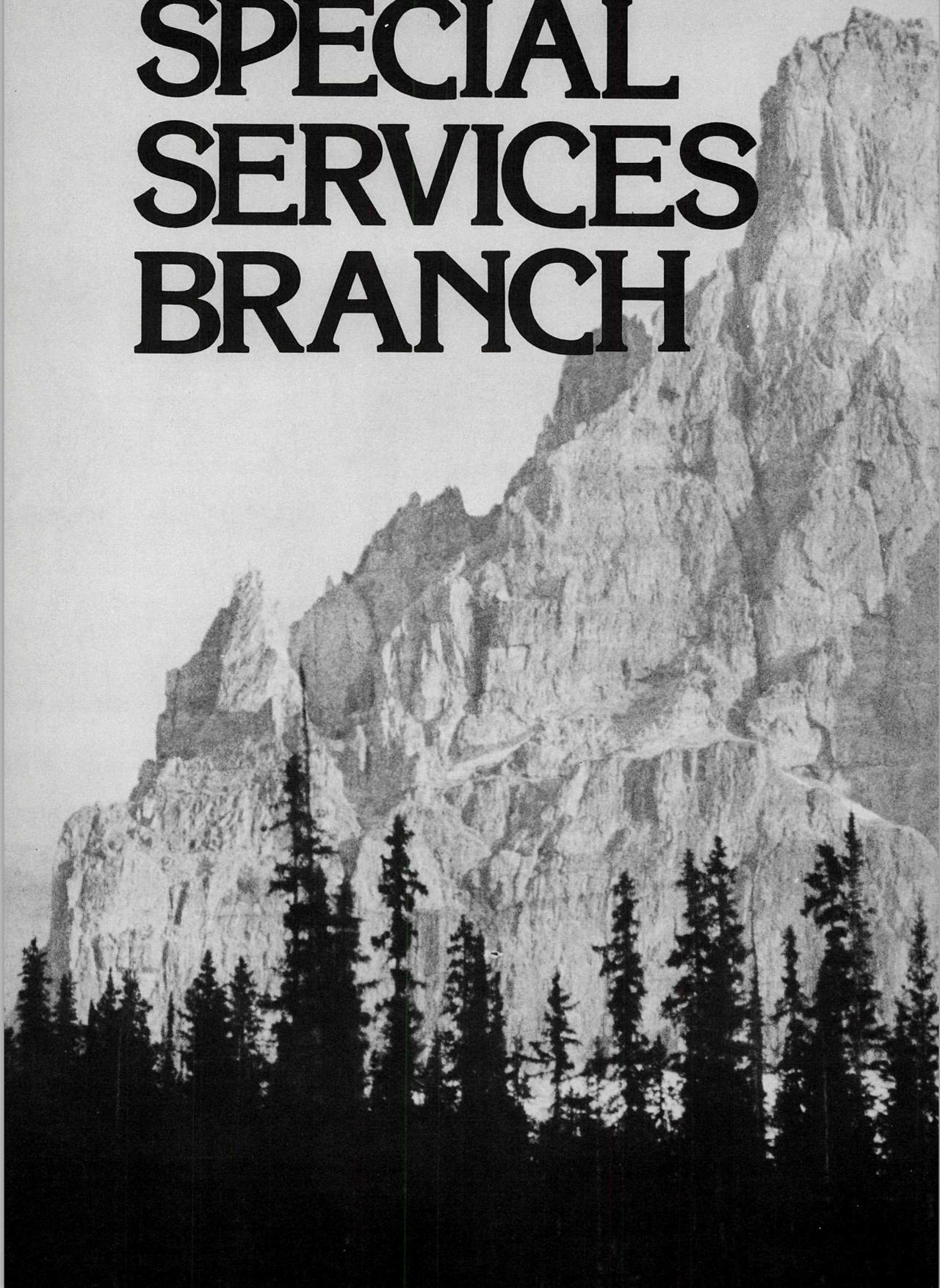
This was British Columbia's first Rose Bowl Parade float since the Province's award-winning entry in 1971, when British Columbia received the International Award for the most beautiful float from outside the territorial United States.

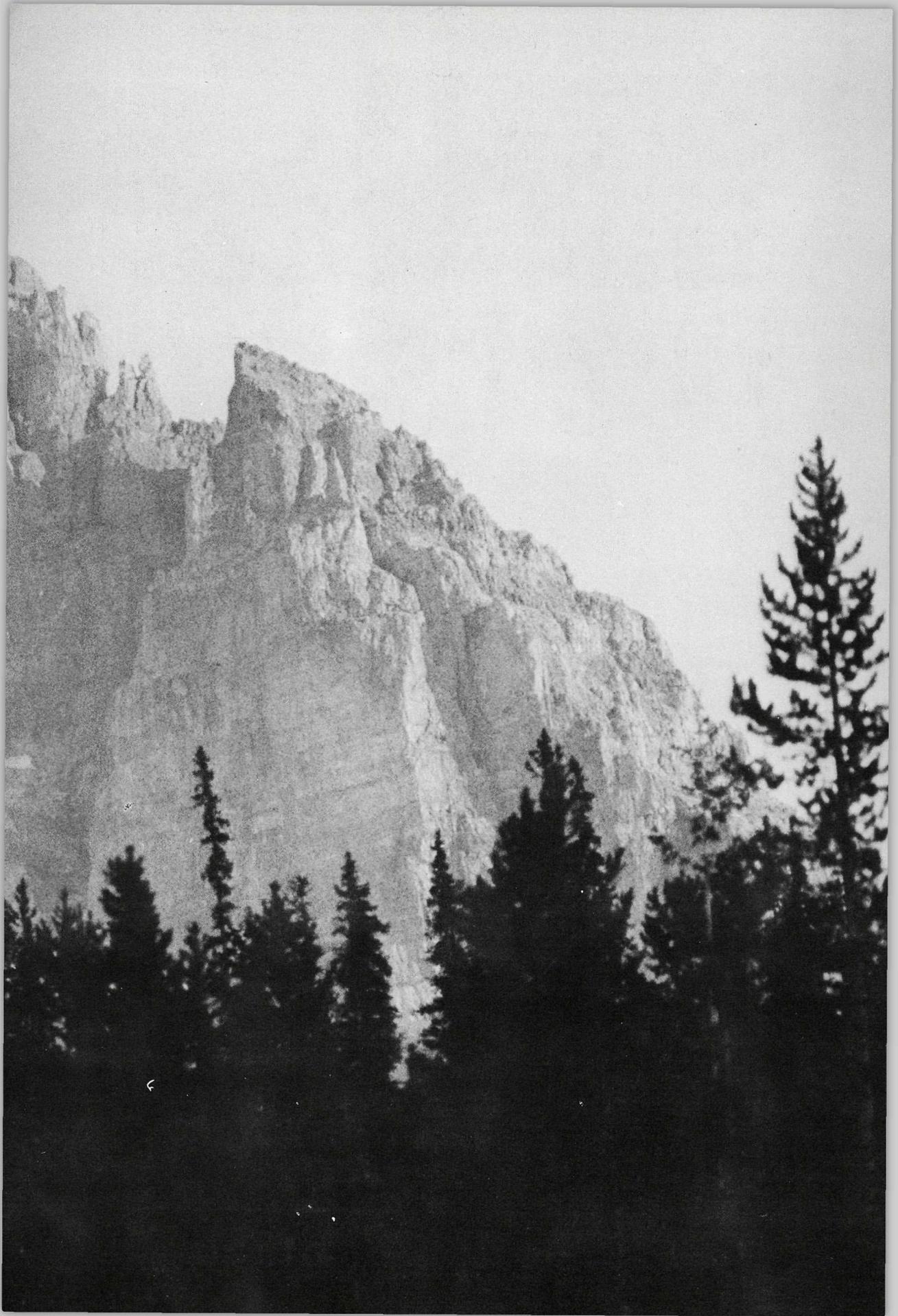
British Columbia's 1978 float will commemorate the bicentennial celebrations by depicting Captain Cook's two square-rigged sailing ships, the *Resolution* and the *Discovery*, enclosed in the structure of a bottle.

This striking visual creation in blue, gold, and white will require over 200,000 roses, irises, chrysanthemums, carnations, and orchids.

About 126 million persons are expected to view the float on television and along the parade route.

SPECIAL SERVICES BRANCH





OBJECTIVE:

- To provide necessary support services to the three main operating branches of the Ministry through research and organization, development, co-ordination, and production of required literature, motion picture, and film materials.

SPECIFIC OBJECTIVES:

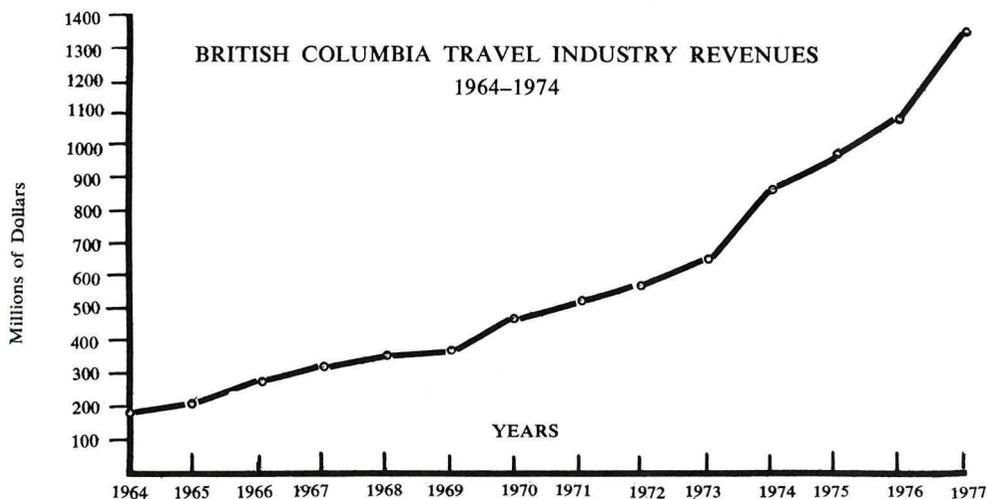
- To carry out research to assist in the development of policies, programs, and marketing objectives.
 - To lay out and produce Tourism British Columbia's publications.
 - To serve as a printing clearing house for all Tourism British Columbia's publications.
 - To design, produce copy, undertake photography, and prepare for distribution of 360,000 quarterly issues of *Beautiful British Columbia* magazine.
 - To produce weekly "Roam-at-Home" travel stories and Tourism British Columbia's news releases.
 - To co-ordinate and produce still photographs and motion pictures for Tourism British Columbia's promotional use.
 - To operate Tourism British Columbia's film and still production laboratories.
 - To maintain a film library.
 - To liaise with regions in production of regional brochures and films.
 - To solicit and assist major feature film studios in selecting locations and producing films in British Columbia.
-

RESEARCH DIVISION

This division is responsible for research support to the four branches in addition to maintaining a tourism data base on domestic and international travellers, an inventory of facilities, producing performance indicators, and providing market information.

The division's specific functions are:

- To organize and co-ordinate the Ministry's travel research program.
- To prepare projects for outside contract and oversee production.
- To produce monthly travel-indicator statistics for circulation to Government and industry.
- To disseminate information on tourism performance to staff, other levels of government, and private sector.
- To maintain the Tourism Economic Model.
- To maintain a research library.
- To provide assistance to advertising agencies with respect to media, markets, and ad testing.



NOTE—Revenue estimates for 1974 were based on a study of visitor expenditures. Estimates for previous years were not based on detailed survey results and could be conservative.

RESEARCH PROJECTS

Performance Indicators

NOTE—Revenue estimates for 1974 were based on a study of visitor expenditures. Estimates for previous years were not based on detailed survey results and could be conservative.

A system of recording certain travel industry statistics was initiated in 1975.

The project has been maintained and expanded to include 15 "indicators" in 1977.

These include border crossings, ferry-loadings, occupancies, information inquiries, restaurant sales, and air-traffic tallies.

Each month the latest figures are tabulated along with the percentage change over last year and corresponding cumulative totals.

Results are available six weeks after the month's end and provides a concise monitor of the performance of the travel industry.

Indicators	INFORMATION IS CONFIDENTIAL UNTIL YEAR-END												Cumulative Total to Date*
	J	F	M	A	M	J	J	A	S	O	N	D	
Border crossings ('000) 1—	50.0	56.0	68.0	75.0	86.0	105.7	137.5	144.5	105.6	76.1	59.5	57.6	1,021.2
Total U.S. vehicle entries	13.4	17.2	22.6	28.4	37.5	55.3	81.9	85.8	57.7	31.2	20.9	20.0	471.8
One or more night U.S. vehicle entries	126.9	143.0	172.2	199.1	258.9	356.8	521.6	545.4	335.0	211.6	157.0	155.9	3,183.2
Total U.S. resident entries	6.2	6.2	8.3	10.8	21.2	34.5	41.0	41.3	24.5	12.5	6.6	10.5	223.6
Total overseas entries	296.7	281.5	369.0	437.5	458.3	545.6	853.0	919.2	574.8	318.2	352.5	411.7	5,818.0
Ferry passenger loadings ('000) 2													
Room sales 3													
B.C. hotel occupancy 4	45.9%	53.7%	59.1%	58.3%	65.4%	70.9%	77.6%	81.2%	80.0%	65.3%	55.3%	43.0%	62.8%
Vancouver hotel occupancy 5	46.0%	54.0%	58.0%	58.0%	67.0%	75.0%	71.0%	83.0%	81.0%	71.0%	56.0%	42.0%	63.0%
Hotel occupancy 6	38.1%	50.2%	58.6%	58.7%	63.7%	71.2%	85.5%	87.5%	77.3%	62.5%	54.5%	41.1%	61.9%
Information centre registrations ('000) 7	3.6	5.5	7.2	10.2	13.5	22.3	37.2	41.8	18.2	11.1	8.4	4.9	184.0
Information inquiries ('000) 8	4.2	4.9	7.8	12.2	11.4	9.2	5.1	3.7	3.1	3.8	4.2	2.7	72.0
Restaurant sales \$ ('000,000) 9	16.4	18.9	19.4	18.5	23.6	23.6	24.0	26.4	27.8	26.2	18.7	17.5	261.0
Gasoline sales ('000,000 gallons) 10	46.2	46.3	53.9	50.9	56.3	59.3	63.7	72.6	59.4	57.7	57.0	54.4	677.8
Rogers Pass traffic (Westbound, '000) 11	24.2	24.8	36.5	67.7	76.9	103.4	270.7	240.2	129.4	70.2	32.8	40.2	1,117.0
Air traffic	244.8	220.7	259.9	278.8	278.2	301.4	324.9	338.5	304.8	293.3	245.0	289.9	3,380.3

1977 PER CENT CHANGE OVER 1976

Indicators	1977 PER CENT CHANGE OVER 1976												Cumulative Total to Date*
	J	F	M	A	M	J	J	A	S	O	N	D	
Border crossings—	-5.3	+5.4	+12.0	+12.7	+1.7	+1.8	-3.5	-1.5	+4.6	+10.4	+7.0	+10.2	+3.3
Total U.S. vehicle entries	-10.7	+2.5	+7.1	+9.5	-2.7	-1.5	-4.9	-2.6	+6.1	+1.5	+5.4	+14.0	+0.4
One or more night U.S. vehicle entries	-8.9	+3.9	+6.7	+7.7	-1.8	-2.6	-1.2	-2.6	+2.6	+10.0	+6.8	+11.7	+1.2
Total U.S. resident entries	+2.5	+47.8	+10.7	+6.0	+6.4	+7.2	+0.4	-0.9	+1.8	-0.5	-5.1	-5.8	+2.9
Total overseas entries	-17.5	-22.3	-14.7	-18.6	-16.1	+16.5	+18.0	+17.0	+15.9	-20.2	+9.0	+9.6	+0.2
Ferry passenger loadings	+10.5	+8.5	+9.6	+25.2	+21.7	+8.4	+7.4	+8.7	+9.7	+19.0	+16.2	+18.3	+13.0
Room sales	+1.8	+1.3	+0.1	-1.9	-0.7	-1.0	+11.1	+6.6	+10.4	+12.7	+8.4	+7.5	+4.8
B.C. hotel occupancy	+2.0	+1.0	-2.0	-4.0	-2.0	+1.0	+5.0	+5.0	+6.0	+10.0	+2.0	+1.0	+4.8
Vancouver hotel occupancy	+4.5	+14.9	+16.7	+7.2	+4.0	+1.8	+5.1	+14.9	+6.6	+4.4	+6.4	+12.7	+8.1
Motel occupancy	-22.8	+1.2	-4.2	+3.6	-18.4	-4.4	+0.9	+5.2	+4.8	+18.4	+42.9	+8.8	+1.5
Information centre registrations	+10.6	+12.0	+11.9	+12.4	+38.9	+62.9	-10.1	+12.3	+29.5	+72.4	+89.2	+56.7	+27.4
Information inquiries	-1.1	-9.8	+8.7	+42.3	+10.1	+10.3	+7.2	+11.8	+14.2	+15.2	+15.7	+11.5	+12.1
Restaurant sales	+2.7	+1.5	+4.4	-7.4	+3.8	-1.9	+1.5	+9.7	-0.3	+4.0	+3.9	-2.5	+1.0
Gasoline sales	-7.1	+9.7	+14.1	+27.2	+24.4	+8.4	+5.6	+7.6	+26.1	+20.7	+31.3	+31.9	+13.6
Rogers Pass traffic	+1.1	-2.8	+1.4	+6.0	+0.7	+55.5	+6.0	+1.0	+10.4	+12.7	+21.1	+7.9	+8.8
Air traffic													

* Figures may not add due to rounding.

EXPLANATION OF INDICATORS

1. *Border crossings*—Statistics Canada information generated by Canada Customs published in "Travel Between Canada and Other Countries":

Total United States vehicle entries—The total number of American vehicles, excluding commercial trucks entering British Columbia via all customs borders (excludes Alberta/British Columbia border).

One or more night United States vehicle entries—The number of American vehicles crossing customs borders staying in Canada one or more nights.

Total United States resident entries—The number of United States residents entering British Columbia via the customs borders by land, sea, and air.

Total overseas entries—The number of persons entering British Columbia who reside in countries other than the U.S.A. or Canada, by land, sea, and air.

2. *Ferry-loadings*—Total two-way passenger counts on B.C. Ferries routes between Vancouver Island and the Mainland, provided by B.C. Ferries. The two routes totalled are Swartz Bay-Tsawwassen and Departure Bay-Horseshoe Bay.

3. *Room sales*—Total British Columbia room sales generated from room-tax statistics made available by the Ministry of Finance. Confidentiality of information requires that actual room sales not be published until the end of each fiscal year. The figures pertain to all transient accommodation in the Province with the exception of campgrounds.

4. *B.C. hotel occupancy*—Statistics published by Pannell, Kerr, Forster and Associates for the B.C. Hotels Association, based on approximately 60 regularly reporting establishments located throughout the Province.

5. *Vancouver hotel occupancy*—Statistics published by Laventhol and Horwath Management Consultants based on a sample of hotels in the Greater Vancouver area.

6. *B.C. motel occupancy*—Statistics published by Pannell, Kerr, Forster and Associates for the B.C. Hotels Association based on approximately 40 regularly reporting establishments located throughout the Province.

7. *Information centre registrations*—The number of persons stopping at the Douglas Reception Centre requesting information on British Columbia.

8. *Information inquiries*—Total written travel inquiries handled by Tourism British Columbia, Victoria office.

9. *Restaurant sales*—Restaurant statistics supplied by Statistics Canada covering a sample of 280 chain and independent establishments throughout British Columbia.

10. *Gasoline sales*—Wholesale gas deliveries by the 12 major distributors to retail gas stations in British Columbia. The figures refer to all three grades of road gas, i.e., unleaded, regular, and premium.

11. *Rogers Pass traffic*—Passengers in Canadian and foreign automobiles and buses leaving Glacier National Park in a westerly direction.

12. *Air traffic*—Total number of persons deplaning in Vancouver, Victoria, Kelowna, Prince George, Kamloops, Penticton, Prince Rupert, Castlegar, and Terrace.

Regional Tourism Fact Books

Tourism Fact Books were prepared on each of the eight tourism regions.

These 70-page reports contain detailed analyses of the travel industry in the regions, supported by statistics on travellers and revenues.

Figures from 1970 to date provide trends in the industry and a comparison to Provincial totals.

Information on traveller characteristics (origin, length of stay, party size, and activities) is also provided.

The report also deals with the accommodation sector, employment totals, and lists of events and attractions.

Accommodation Inventory

Some 2,000 accommodation establishments are registered in Tourism British Columbia's accommodation directory.

During registrations, information is collected on the recreational facilities available, house policies, and dining/convention facilities.

This information has been computerized to produce tallies of various facilities by region and by the establishment's classification.

The system also enables the preparation of address labels, size category groupings, and the tracing of property turnovers.

NUMBER OF REGISTERED ESTABLISHMENTS AND UNITS BY TYPE AND REGION

	Vancouver Island	Southwestern British Columbia	Okanagan	Kootenays	Thompson-Shuswap	Cariboo-Chilcotin	Yellowhead 16	Peace River-Liard	Total
Total number of establishments	412	316	322	249	249	201	139	77	1,965 ¹
Number of establishments	75	101	30	25	26	20	29	14	320
Hotel units	4,458	11,226	1,575	873	1,334	624	1,645	648	22,383
Double occupancy price/unit	28	33	25	21	23	21	25	24	30
Number of establishments	169	135	169	135	112	48	52	38	858
Motel units	3,542	3,453	3,378	2,272	2,261	892	1,155	772	17,725
Double occupancy price/unit	21	20	22	20	20	18	20	22	21
Number of establishments	108	36	64	46	71	121	42	14	502
Resort units	992	857	897	648	676	955	291	92	5,408
Double occupancy price/unit	23	32	25	27	24	16	18	17	24
Number of establishments	105	74	110	74	91	95	43	24	616
Campground units	5,251	4,192	5,873	3,229	3,469	2,040	1,145	676	25,875
Double occupancy price/unit	4	4	4	4	4	4	3	3	4
Total establishments ²	457	346	373	280	300	284	166	90	2,296
Total units	14,243	19,728	11,723	7,022	7,740	4,511	4,236	2,188	71,391

¹ Total establishments recorded differs slightly from actual total of 1970 due to late registrations and cancellations.

² Totals by classification differ from unique establishments due to double counting of properties with dual classifications, i.e., the ABC Motel and Campground is tallied in both categories.

“Beautiful British Columbia” Magazine Readership Profile

A questionnaire was designed and included in the fall 1976 issue of the *Beautiful British Columbia* magazine.

Over 7,300 usable questionnaires were returned, which were analysed with a review of the computer mailing list.

Questions centred around the readers' evaluation of the magazine in terms of topics and written material, while additional information was obtained on magazine uses and number of readers.

These details were related to province, state, or country of origin, age, sex, and income.

Additional information was obtained on non-British Columbia residents in order to determine the magazine's promotional impact.

The results were:

The magazine has maintained a stable readership.

Two-thirds of its readership has been receiving the magazine for up to five years and 20 per cent are long time readers—from 6 to 10 years.

The magazine picked up 10 per cent of its new readers. Another 10 per cent have been reading it for over 11 years.

A wide cross-section of topics appeal to readers.

General scenic stories and photographs were mentioned by four out of five readers, while articles about individual personalities rated low—only one in seven.

Articles about wilderness, history, outdoor activity, and special events were of varied interest.

Little preference was stated for types of written material. Factual, historic, and descriptive articles were mentioned by nearly two-thirds.

The overwhelming majority, 90 per cent, stated they use the magazine for general interest. However, a surprisingly large number, 24 per cent, use it for educational purposes, while 45 per cent said they referred to it for travel information.

The magazine appears to have a good circulation within the household. Two-thirds of its total circulation gets read by up to four persons and over a quarter is circulated between 5 and 10 persons.

Age distribution of readers are amazingly uniform. The magazine appeals to readers of all ages. Respondents indicated approximately 30 per cent fell into each age category from youths to senior citizens. (Adds to more than 100 per cent due to multiple responses.)

The same holds for income levels as the magazine is read by an equal proportion of households from those earning under \$6,000 to the upper middle class.

Nearly one quarter, however, indicated a household income in excess of \$20,000.

Ski Survey

A ski survey was designed jointly with representatives of the Canada West Ski Association to provide information about existing markets to guide future market planning for the industry.

Originally 10 hills were slated for participation, but due to bad snow conditions in 1977, only four areas were actually surveyed.

Results from these areas provided details on age/sex backgrounds, origin, mode of transportation used, and accommodation.

It served as a useful pilot survey to test the questionnaire and interview procedures and will aid the 1978 program.

Television Commercial Evaluation (B.C. and Alberta)

Two sets of television commercials were developed.

One set of two commercials was designed to stimulate travel and the other to create an awareness of tourism's importance.

The travel commercials were evaluated by focus groups—two in Vancouver and two in Edmonton.

Findings allowed a fine-tuning of creative approaches and strategies.

The second set of two commercials were to be viewed by British Columbia audiences and deal with tourism's importance.

Findings allowed the commercials to be refined to better explain how tourism benefits the community.

Commercial Accommodation Occupancy Monitor

Planning and data-gathering procedures were established for this project which will start in January 1978 with monthly performance reports on hotels, motels, and campgrounds by regions.

A separate tally will be made for Victoria and Vancouver.

Occupancy data will be supplemented by information on average room rates and their fluctuations by month.

Some 150 properties will participate in the program. It will provide a representative sample of accommodation establishments geographically, by type of establishment and by size category.

Tourism Performance Model

Tourism British Columbia contracted a project to design and produce a computer model capable of describing the travel industry's performance.

The project underwent two years of design and 1977 produced the first set of results.

The model provides year-end estimates of the number of travellers by mode of transportation, regional distributions, and balance of payments estimates.

A separate section presents information on each of the eight tourism regions, including expenditures by sector, length of stay, employment, and accommodation facility information.

The model also produces short-term forecasts based on current trends.

The system has become a useful tool in determining performance at any point in time, including year-end.

“BEAUTIFUL BRITISH COLUMBIA” MAGAZINE

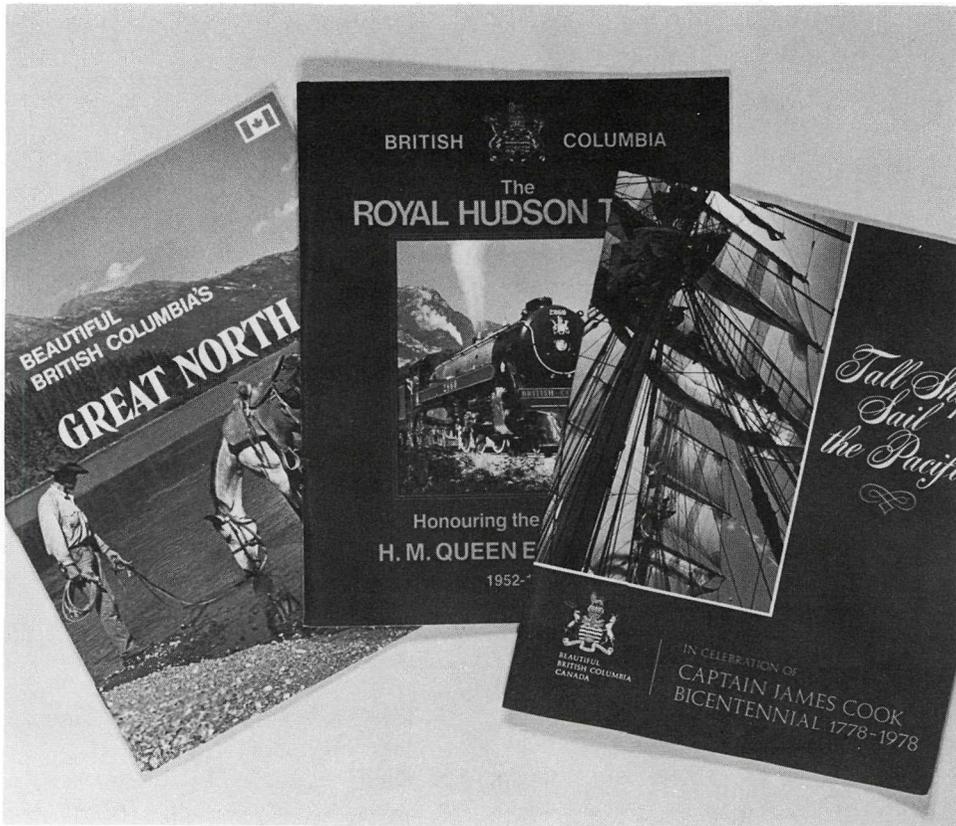
Tourism British Columbia designs, produces copy, undertakes photographs, and prepares for distribution 360,000 copies per issue of the quarterly *Beautiful British Columbia* magazine—to entice and encourage out-of-Province residents to visit British Columbia. A total of 300,000 is distributed in 211 countries.

During its 19th publication year some changes were made in the magazine's editorial format and an aggressive new subscription drive, with an ambitious one-million-copies-per-issue target, was initiated.

The subscription list was up 10 per cent over 1976 to 290,000 with news stand sales holding steady at 50,000.

The subscription price was raised from \$3 to \$4 to keep pace with rising production costs.

A subscription push was initiated in the fall with a school subscription drive, where 100 schools throughout the Province sold 4,400 subscriptions. This fund-raising project for schools paid the school \$1 per subscription.



Special Publications:

Three special editions were produced under the magazine's sponsorship in 1977: *Beautiful British Columbia's Great North*; *Tall Ships Sail the Pacific*; and the *Queen Elizabeth II—Royal Hudson* commemorative edition.

These were designed as promotional and sales pieces, and by year-end, 5,000 packages containing the three editions had been sold through the magazine's subscription office.

The last copies of *This is . . . British Columbia*, Volume III: *A Poetic Reflection*, were sold in 1977.

Published in 1974, 75,000 soft-cover and 7,500 hard-cover editions of Volume III have been sold.

Beautiful British Columbia magazine revenues from news stand sales, subscription sales, and special editions totalled \$1,207,770 in 1977.

“Beautiful British Columbia” Magazine’s Essay Contest

An essay contest for junior- and senior-secondary school students in British Columbia was sponsored in 1977 by the *Beautiful British Columbia* magazine.

The students were asked to submit essays describing a favourite place or event in the Province. They responded in force.

More than 700 entered the contest.

The contest was designed to encourage students to explore their own Province and to discover why it is an attractive living place and vacationland.

The two winning students received \$500 each and their entries will be published in the magazine’s spring 1978 issue.

Maureen Dobbin of Vancouver’s Convent of the Sacred Heart won the junior section with her essay: “Sealife—Shells and Sentiments,” a description of Qualicum Beach.

Gary Hasler of Kamloops Senior Secondary School won the senior category prize for “Bennett Station” in British Columbia’s northwest.

PUBLICITY AND PROMOTIONAL MATERIALS

News Releases

Tourism British Columbia periodically issued news releases on its plans, policies, programs, and projects.

These news releases were issued to keep the public informed on the Ministry’s activities.



Newsletters

Four *Tourism British Columbia* newsletters were published in 1977 to supplement the news releases and other material put out by the Ministry. These newsletters, geared specifically for the tourist industry, gave more in-depth information on the Ministry’s plans, policies, programs, and projects.

'Roam-at-Home' Series

Tourism British Columbia mailed 52 mini travel stories under the "Roam-at-Home" series to all the weekly and daily newspapers in British Columbia. The travel stories, designed to promote in-Province travel, were mostly written by free-lance writers. Black-and-white photographs accompanied each story.

Travel Features

Tourism British Columbia commissioned 13 free-lance writers in 1977 to write 27 full-length travel features on various attractions in British Columbia for out-of-Province newspapers and magazines. Travel features were also written by staff to meet specific requests from travel and trade publications.

'Capt. James Cook' Series

A Vancouver-based free-lance writer was commissioned to write a series of articles on the life and exploits of Capt. James Cook for the Captain Cook bicentennial celebrations in 1978. The 26-part series will be mailed to all weekly and daily newspapers in the Province for their use.

Promotion Publication:

During 1977, the following publications were produced by Tourism British Columbia:

1. Four issues of *Beautiful British Columbia* magazine—375,000 copies each.
2. Calendar diary for *Beautiful British Columbia* magazine—375,000 copies.
3. *Beautiful British Columbia's Great North*—20,000 copies.
4. *Tall Ships Sail the Pacific*—200,000 copies.
5. *The Royal Hudson Tour Honouring the Jubilee of H.M. Queen Elizabeth II*—40,000 copies.
6. *Meet in Beautiful British Columbia*—(new conventions brochure, revised and expanded)—100,000 copies.
7. *Road Map*—250,000 copies.
8. *Calendar of Events*
 - i. Fall/Winter—85,000 copies.
 - ii. Spring/Summer—400,000 copies.
9. *Tourism Accommodation Directory*—1 million copies.
10. *Four Seasons Vacationland* general brochure—650,000 copies.
11. *Four Seasons Vacationland* (four languages)—100,000 copies.
12. *Courtesy Calendar Diary*—25,000 copies.
13. *Tourism British Columbia* newsletter
 - Vol. 1, No. 1—10,000 copies.
 - Vol. 1, No. 2—19,000 copies.
 - Vol. 1, No. 3—16,000 copies.
 - Vol. 1, No. 4—21,000 copies.
14. *Travel Agents' Manual*—14,000 copies.
15. *Ferry Sheet*—165,000 copies.

16. Posters—No reprint since (1975, 4,000)
*Tulip posters—4,000.
17. Postcards, eight jumbo postcards—10,000 each, and pocket folder—10,000.
18. Shell brochure—217,000.
19. *Royal Hudson* brochure—1976 printing 150,000.
20. Fly British Columbia brochure—15,000.
21. Research Highlights—5,000 copies.
22. Facts Book for eight regions—500 copies each (800 copies for Region A, Vancouver Island).
23. Resident survey—300 copies.
24. Q.S.L. Postcards—25,000.
25. Convention Kit pocket folder—50,000.
26. Air Facilities Map—12,000.

Graphic Design and Photographic Productions

Tourism British Columbia assisted in the graphic design and production of some 20 brochures for the Ministry and other ministries.

Some 28,420 colour photographs and 26,679 black-and-white prints were produced in Tourism British Columbia's darkrooms for the *Beautiful British Columbia* magazine, other brochures and publications, posters, postcards, the "Roam-at-Home" travel stories, and for use in newspapers, magazines, and other publications around the world.

The 1977 total of 55,099 prints is a 23-per-cent increase over the 47,500 prints produced in 1976.

The studio for the taking of photographic portraits of Cabinet Ministers, Members of the Legislative Assembly, and senior Government officials was active throughout 1977.

TRAVEL FILMS

Production

Four new travel films depicting various British Columbia regions were accepted in 1977 for international distribution by the Canadian Travel Film Program.

The 16 mm, colour films were submitted by Tourism British Columbia's special services branch.

"*This Is The Place*" is a 15-minute travelogue on the Sechelt and the Sunshine Coast.

Directed by staff cameraman Norman Keziere, whose previous travel films have won numerous awards, the film includes such attractions as fishing in Jervis Inlet and nearby waters, the *Royal Hudson*, Alta Lake, and Pemberton Valley.

Some 293 English-version prints are being produced for international distribution through the Canadian travel film libraries.

The film has also been dubbed in Japanese and German and these prints are now being test-marketed in the two countries.

"*The Land Between*" is all about the Cariboo and the Chilcotin and has been received enthusiastically in the United Kingdom and Europe.

Reports from Japan and Germany also indicate an excellent reception for the Japanese and German versions.

A French-language version is at present under production.

Most of the 270 English-language prints will be distributed through the Canadian film libraries in Tourism British Columbia's major market areas in the United States.

"*If I Didn't See It I Wouldn't Believe It*" was produced in 1976 and submitted to the evaluation committee in early 1977.

The Japanese and German language versions are at present being test-marketed in the two countries and initial reports indicated excellent acceptance.

A French-language version is now under way.

Jubenville and Embra Films Ltd. of Vancouver have completed and delivered the fourth film . . . on the Peace River area.

The film had its premiere showing at Dawson Creek in May 1977 and is now being test-screened in the United States.

Joint purchase of its prints by Tourism British Columbia and the Canadian Government Office of Tourism will depend on the results of the test.

The film centres on the Dawson Creek-Fort St. John-Hudson's Hope-Pine Pass area and includes such subjects as gold-panning, hiking, fishing, farming and farm vacations, accommodations, and the towns of the regions.

The four new films mean that over 1,100 additional prints on British Columbia are now available to television, cablevision, and non-theatrical distribution circuits in Canada, the United States, and United Kingdom.

During the year the 24-minute film "*If I Didn't See It I Wouldn't Believe It*," won the "Maple Leaf Award" for the best Canadian travel film for 1976 and the "Silver Cindy Award" of the Information Film Producers' Association. The film was produced by Norm Keziere of Tourism British Columbia.

And, in a new angle for the Canadian travel film program, the sponsors of the new travel films have agreed to supply 20 three-quarter-inch video tape cassettes of the films for distribution to television and cablevision systems which are not on a distribution network.

Meanwhile, Tourism British Columbia's special services branch has recently also produced two films that are geared for specific areas:

"*A People Place*" is a hard-sell sales film promoting conventions in all areas of the Province.

"*There Should Be No Strangers*" is a training film for travel counsellors that is now included in the Hospitality Certificate Course.

Distribution

Some 135.49 million persons in Canada, United States, United Kingdom, France, Germany, and the Netherlands saw a film on British Columbia for the year ended September 30, 1977.

Statistics indicate there were 38,115 bookings for the 3,817 prints of the 23 titles on British Columbia. There were 642 TV telecasts and 4,923 cablecasts.

SCREEN AND TELEVISION SERVICES

Tourism British Columbia was active in co-ordinating the development and promotion of film and television production in the Province in 1977.

The residents of Lillooet and Qualicum Beach experienced the filming of movies in their communities in the summer.

The \$2.5-million French movie, "*Le Violents*," starring Yves Montand and Carole Laure was filmed partly in Lillooet. The English-dubbed version is called "*The Threat*" (initially titled "*Flashback*"). The local economy received a \$100,000-boost from the action-thriller movie produced at this location.

Several British Columbia residents were hired to help with the production, including 15 school-children.

Some \$250,000 was spent in the Qualicum Beach area during the filming of a movie, "*It Happened at Lakeside Manor*" ("*Ants*"), starring Myrna Loy and Lynda Day George, it was shown on the ABC Television Network in the fall.

A Japanese film team from JOCX-TV Tokyo was on location in Vancouver at year's-end to film the first hour-long episode in a 26-part TV drama-spectacular, "*Onna No Katei*" (closest translation, "*Mending the Home*").

During the year, Tourism British Columbia also assisted many movie production studios, through intensive promotions and selection of location sites, and there are now possibilities for 13 movies to be produced in British Columbia in 1978.



Shoot the works.

British Columbia's got what it takes. Magnificent mountains (the Rockies, no less). A spectacular Pacific coast. Thousands of islands. Coloured forests. Crystal clear lakes. Deserts. Lush phish valleys. Unlimited evergreen forests teeming with wildlife. Quaint small towns. And big beautiful cities.

All this just a short 2½-hour flight north of Los Angeles.

What's more, British Columbia's climate is as varied as its landscape.

Would you believe some parts of the province rarely see snow? Believe it.

And when it comes to production facilities, technical personnel and talent,

you've come to the right place. B.C. has one of Canada's finest sound stages. And the full range of technical and lab facilities necessary for motion picture production.

In fact, Five Easy Pieces, McCabe and Mrs. Miller and Canal Knowledge were shot here, just for starters.

If all this sounds like a pitch for your business, you're absolutely right.

British Columbia's ready, willing and able to help.

Contact us now for the full story.

Wolfgang Richter, Coordinator
1024 367-1221, Motion Picture and Television
Services, Parliament Buildings, Victoria, British
Columbia, Canada V8W 2Z2.



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1024 367-1221, Motion Picture and Television Services, Parliament Buildings, Victoria, British Columbia, Canada V8W 2Z2.

Film British Columbia, Canada.

DIRECTORY

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Victoria, B.C. V8W 2Z2

- Marketing Branch
 - Industry Development and Visitor Services Branch
 - Special Services Branch
 - Information Centre
-

Tourism British Columbia
Robson Square
800 Robson Street
Vancouver, B.C. V6Z 2C6

- Attractions and Special Events Branch
 - Information Centre
-

Tourism British Columbia
British Columbia House
1 Regent Street
London, England SW1Y 4NS

- Travel Sales
-

Tourism British Columbia
Suite 585, 3303 Wilshire Blvd.
Los Angeles, California 90010

- Travel Sales
-

Tourism British Columbia
Suite 400, 100 Bush Street
San Francisco, California 94104

- Travel Sales
-

Tourism British Columbia
1823 Eighth Avenue
Seattle, Washington 98101

- Information Centre
-

Tourism British Columbia
356 King George Highway
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- Information Centre
-

Tourism British Columbia
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- Information Centre

DIRECTORY continued

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Box 644
Osoyoos, B.C. V0H 1V0

• Information Centre
(seasonal)

Tourism British Columbia
Junction Highways 3 and 95
Box 36
Yahk, B.C. V0B 2P0

• Information Centre
(seasonal)

Tourism British Columbia
Highway 1, half-mile east
Box 473
Golden, B.C. V0A 1H0

• Information Centre
(seasonal)

Tourism British Columbia
Box 630
Mile 0 Camp-site, Alaska Highway
Dawson Creek, B.C.

• Information Centre
(seasonal)

Tourism British Columbia
224 Banff Avenue
Box 43
Banff, Alberta T0L 0C0

• Information Centre
(seasonal)

Tourism British Columbia
632 Connaught Drive
Box 1509
Jasper, Alberta T0E 1E0

• Information Centre
(seasonal)

Minister's Message

1977 was a very exciting year for the travel industry in British Columbia.

Credit for the dramatic increase in tourism should go to the citizens of British Columbia who recognized the potential of this great industry, members of the private sector who are on the "front line" of serving our visitors, and tourist organizations throughout the Province who proved that British Columbia can be the friendliest place in the world.

Members of the Tourism British Columbia team can share in the achievement of this great tourism year, and I thank each of them for their special effort.



GRACE McCARTHY,

Minister

