

PROVINCE OF BRITISH COLUMBIA  
DEPARTMENT OF RECREATION AND TRAVEL INDUSTRY  
HON. GRACE MCCARTHY, *Minister* R. L. COLBY, *Deputy Minister*

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REPORT OF THE  
Department of Recreation  
and Travel Industry

YEAR ENDED DECEMBER 31  
1975



Printed by K. M. MACDONALD, Printer to the Queen's Most Excellent Majesty  
in right of the Province of British Columbia.  
1976

DEPARTMENT OF THE INTERIOR  
BUREAU OF LAND MANAGEMENT  
WASHINGTON, D. C.

REPORT TO THE  
COMMISSIONER OF LANDS AND MINES  
ON THE  
PROGRESS OF THE  
RECONSTRUCTION OF THE  
SOUTH-WESTERN DISTRICTS

BY  
J. W. COOPER

WASHINGTON, D. C.: GOVERNMENT PRINTING OFFICE  
1917

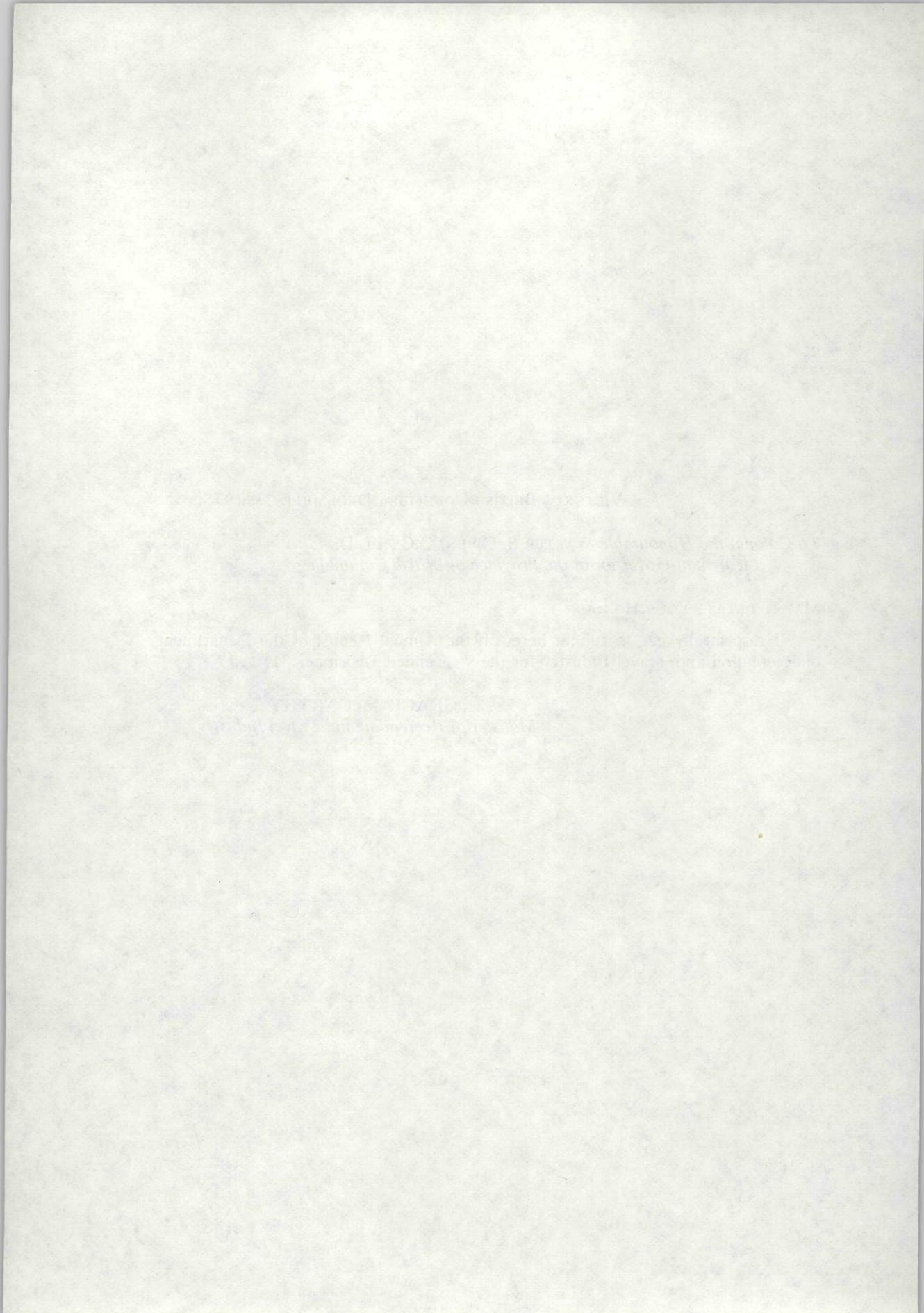
VICTORIA, BRITISH COLUMBIA, DECEMBER 27, 1975.

*To 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 beg to submit herewith the Annual Report of the Department of Recreation and Travel Industry for the year ended December 31, 1975.

GRACE McCARTHY  
*Minister of Recreation and Travel Industry*



VICTORIA, BRITISH COLUMBIA, DECEMBER 27, 1975.

*The Honourable Grace McCarthy*  
*Minister of Travel Industry.*

MADAM—I have the honour to submit the Annual Report of the Department of Recreation and Travel Industry for the year ended December 31, 1975.

R. L. COLBY  
*Deputy Minister of Recreation*  
*and Travel Industry*

THE HISTORY OF THE COUNTY OF MIDDLESEX

BY JOHN COCKERILL, ESQ. F.R.S. &c.  
AND JOHN COCKERILL, JUNR. ESQ. F.R.S. &c.  
IN TWO VOLUMES.  
LONDON: Printed by J. COCKERILL, at the Theatre-Francoise, in Pall-mall.  
MDCCLXXV.

Introduction of this 1975 Annual Report gives me a great deal of pleasure. It also pleases me to look forward to working with the many British Columbians and their colleagues who make up this vital and exciting industry.

My intention is to direct our energies toward definite goals that will ensure a balance between the supply of tourist facilities and the demand for tourism. Such a plan will bring about orderly growth and, possibly, lift travel from third to first revenue-producing industry in our Province.

Our vast homeland has an abundance of natural beauty that is admired by other Canadians and the people of other nations. We welcome them to share it all with us. We also know the undeveloped parts of British Columbia represent opportunity and challenge to pioneer establishment of accommodation and the amenities that would seem attractive and enticing to citizens of the world.

Part of my plan as Minister of Recreation and Travel Industry is to offer encouragement in the expansion of tourism via means that will be in harmony with the economic, environmental, and community interests and wishes of our own citizens. This can best be achieved by Government and the private sector combining their experience and resources. For my part, I will welcome the advice, counsel, and support of the private sector as we formulate the role of Government in achievement of these ambitious objectives.

We will miss the knowledge and leadership of our former Deputy Minister, Richard L. Colby. I am confident, however, that staff members of the Travel Industry Branch will uphold and apply to their aggressive programs the traditional energy established by Mr. Colby.

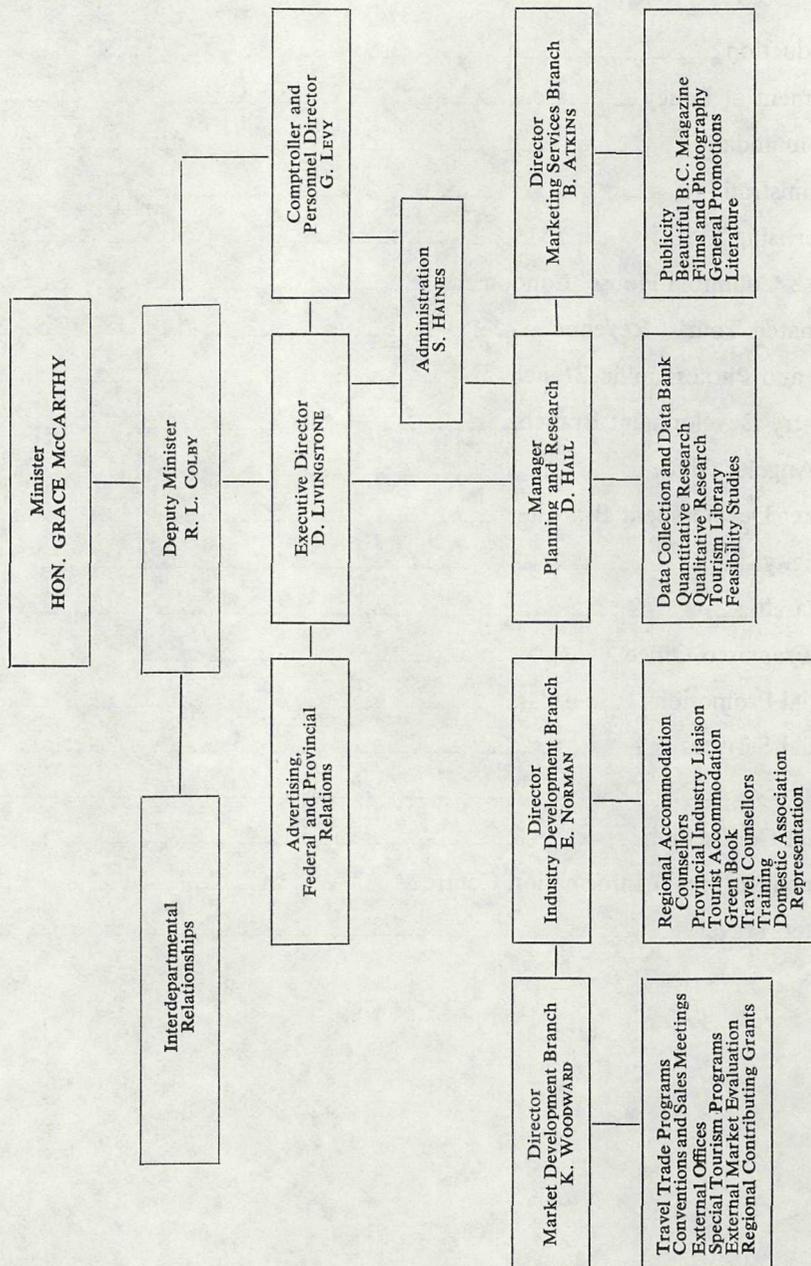
GRACE M. McCARTHY  
*Minister*



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DEPARTMENT OF RECREATION AND TRAVEL INDUSTRY



# Report of the Department of Recreation and Travel Industry, 1975

## INTRODUCTION

RICHARD L. COLBY, DEPUTY MINISTER

The concern felt by our industry on the possible decrease of visitors from outside the Province via the automobile, due to the increase in the price of gasoline, was in fact justified for 1975. Fortunately, the decrease was slight. The loss was offset to a large degree by the increase of visitors arriving by public carrier, so that the total estimated revenue amounted to \$970 million. This record travel revenue does not indicate a large growth in the number of visitors, but rather reflects the effect of inflation.

Aiding the increase by public carrier was a series of direct promotions aimed particularly at travel wholesalers and travel agents, in addition to direct consumers, located in eastern Canada, the United States, and overseas. Similar promotions were also directed to further stimulate the use of the Province as a convention destination, and to enter the growing important field of incentive travel.

The research program has produced much valuable information for the Department and for the industry at large. Progress has been made in the establishment of economic indicators so that the impact of the industry may be more accurately measured. A dozen other studies have been completed, or are under way.

A new highway map is in preparation, and it will provide improved information for our visitors. The tourist directory has been further refined, and the use of computer composition has enabled the closing date to be extended well into December.

The excursion train *Royal Hudson* operated to near capacity in spite of the lengthened season over 1974. A special charter run to Seattle on the occasion of the visit of the American Bicentennial Freedom Train's visit to that city was completely sold out. The event generated a great deal of valuable publicity for the Province. Details of the foregoing are contained in the body of this Report.

During the year the Community Recreation Branch was transferred to the new Leisure Services Branch of the Department of the Provincial Secretary, and its activities will be presented in the Annual Report of that department.

Once again I take pleasure in acknowledging the support and assistance we have received from the private sector of the industry, including the B.C. Motels, Resorts and Trailer Parks Association, the B.C. Hotels Association, the Canadian Restaurant Association, the Convention Committee, the Regional Tourist Authorities, and the Provincial Tourist Advisory Council.

My thanks also go to the Departments of Public Works, Highways, Consumer Services, Health, Recreation and Conservation, Economic Development, Provincial Secretary, and many others.

As this will be my final year as a public servant, I wish to acknowledge the support I have received for many years from a progressive and dedicated staff. Without their enthusiasm and hard work this industry might well not have climbed so rapidly to its present position as one of the three most important in the Province. I am convinced that with proper planning, development, promotion, and the full support of the private sector, the industry can steadily increase in importance.

## RESEARCH

G. DAVID HALL

The 1975 year-end marked completion of two constructive years for the Research Division. During this past year a number of projects were undertaken, the success of which was due in part to the Canadian Government Office of Tourism for cost-sharing with research funds.

A tourism-recreation facility inventory was initiated during 1975 in conjunction with the Department of Recreation and Conservation, Parks Branch. Work on the accommodation sector resulted in the preparation of a detailed facility-type and location coding manual. In addition, all establishments listed in the *B.C. Tourist Directory* were tabulated and recorded. Next year, progress will be made on the food service and events-attractions sectors, in addition to updating and expanding the information on accommodation.

A *B.C. Tourism Facts Book* was prepared, which presents facts, figures, and trends descriptive of tourism. This publication, containing material extracted from a number of other sources, was assembled in chapters, including volume of visitors, expenditures, employment, accommodation, and events-attractions.

The manpower problem within the hospitality sector was the topic of a review conducted for the Department by three consulting firms. The result was an extensive review of domestic and international literature on manpower shortages, productivity, and labour turnover.

To assist the Research Division in its future project planning, a research strategy was outlined. This provided the framework for determining the priority of certain data-gathering activities. It also evaluated existing sources of data with a view to determining the most timely and cost-efficient method of updating.

In light of increased Departmental operating costs, changing travel trends, the energy situation, and an increasingly price-conscious traveller, a study was undertaken to assess British Columbia's traditional and potential markets. The report documented facts about the population of the markets such as disposable income, age-sex breakdowns, travel experience, competitive destinations, and access to transportation. The results will allow timely marketing decisions to be made, based on up-to-date knowledge of specific geographical areas.

At the request of the Department of Travel Industry the City of Vancouver agreed to a study of a convention centre-exhibition hall complex in that city. Objective was to determine the market for large conventions and assess economic and social benefits, and costs of such a development. This project has only just begun, with results expected in mid-1976.

A tourism planning directory was prepared to augment future planning activities of the Department. It contains information relative to travel industry development undertaken by other Government departments and private agencies in the Province. It reviews the objectives and areas of concern of each agency as it relates to tourism, plus identifying research and planning activities.

Another tourism planning activity was development of a framework to guide formulation of plans. It outlines the objectives, participation levels, priorities, and implementation mechanism for a flexible development plan.

In partial response to requests for timely statistics on tourism in British Columbia, a list of "indicators" was prepared. This one-page publication is updated monthly and sent to a mailing list of 300, including other Government departments, industry personnel, and the interested public. Changes in Canadian, American,

and overseas entries, hotel occupancy, room, restaurant, and gasoline sales, plus reception centre registrations are tabulated by month in absolute value and percentage change.

Continuation of work begun last year included additional analysis of data collected during the visitor "exit" survey and subsequent inputs and refinements to the B.C. Tourism Impact Model.

The most exhaustive project undertaken by the Research Division was the British Columbia resident travel survey which began in December 1975, and will continue for 12 months. This survey was undertaken to evaluate the volume and value of domestic tourism, in addition to documenting the characteristics of British Columbia travellers. It is also designed to provide information on regional travel by seasons. Data are being collected by telephone interviews to randomly selected households. The final results of this study will not be available until early 1977, but seasonal progress reports will be prepared as data are analysed.

The results of the resident survey, in conjunction with the recently completed visitor survey, will allow the preparation of a *total* travel report.

### ESTIMATED TOURIST REVENUE

Estimated tourist revenue during 1975 was \$970 million. This total includes all visitor expenditures as well as the dollars spent by British Columbia residents touring within British Columbia.

The figure, \$101 million or 11.5 per cent more than 1974, mainly reflected increased travelling costs.

Figures available to the end of the third quarter indicated a slight decrease in the total number of visitors. Americans arriving by all modes of transportation decreased by 3.3 per cent, while the number of United States residents staying one or more nights decreased by 7.7 per cent over 1974.

Canadians from other provinces visited British Columbia in greater numbers than ever before. There was a shift in mode of transportation, also automobile entries via the Alberta border decreased, whereas a significant increase in air traffic was recorded. This resulted in a net increase of about 6 per cent.

The most dramatic increases were in overseas visitors, up 23 per cent over last year.

Changes in all visitor patterns resulted in an over-all decrease of slightly less than 1 per cent. Canadian entries were expected to total 3.1 million, American visitors approximately 3.8 million, and visitors from all other countries about 250,000.

Room sales were up 14 per cent throughout the Province. This reflected increased hotel and motel accommodation costs, an increase in the number of units available as occupancy rates have trailed last year's. Hotel occupancy in British Columbia was down 5 per cent. Vancouver hotels fared better than the Provincial average, but were still down 2 per cent over 1974.

More people travelled to Vancouver Island in 1975 as passenger loadings were up 2.3 per cent on B.C. Ferries.

Restaurant and gasoline sales increased by 10 and 11 per cent, respectively. The dining services increase does not reflect any upsurging in business, but rather the increased costs of food. The increase in gasoline consumed is up substantially as the figure represents the gallonage sold, independent of price.

These statistics indicate some growth in the industry during the past 12 months, but the rate of increase has slowed down over previous years.

In relation to the general economic conditions throughout Canada, the U.S.A., and the western world, the travel industry in this Province has performed reasonably well. With no real gains made, the industry nevertheless managed to keep up with inflation.



Visitors Reception Centre, Golden.

## ADMINISTRATION

D. LIVINGSTONE

### REORGANIZATION

Concurrent with a study to examine and recommend changes in structure and programs, the Department is planning a five-year reorganizational implementation. Reorganization will be predicated on the particular need to monitor supply and demand in the travel industry, and rectify any imbalance.

The study recommends acquisition of increased expertise in the areas of knowledge, research, educational and financial guidance pertinent to industry development. This will help to bring about orderly growth in the Province, by ensuring that accommodation, attractions, events, and activities are sufficient to retain a balance with the demand for travel.

The plan stresses the need for changes that will intensify the demand for travel to and within the Province by advertising, publicity, and trade activities.

## MARKETING HIGHLIGHTS

During 1975 a busy Departmental staff put together some extremely effective programs. New packaged tours and convention arrangements were instigated through strong promotional presentations to the travel trade and to association executives in and outside Canada. *Beautiful British Columbia* magazine, hampered by a postal strike, remained one of the top magazines printed in Canada.

A new series of mini-stories and publicity releases resulted in much free exposure.

Films of the film and photographic division continued their award-winning ways.

A well-documented study, "Visitors '74," was favourably received and utilized by the travel industry following its 1975 completion.

The "Green Book" (Tourist Directory) retained its identity as the key to accommodation for visitors and residents.

The aforementioned subjects represent only a few of the 1975/76 highlights. A description of each activity conducted by the Market Development Branch, the Industry Development Branch, the Production Services Branch, and the Research Division is contained in separate sections of this Report.

## ADVERTISING

The 1975 advertising investment of the Department was concentrated in three major market areas—the United States, other Canadian provinces, and British Columbia. These market areas represent the sources of more than 90 per cent of British Columbia's travel revenue.

A small investment in Japan during 1975/76 marks the beginning of a more concentrated promotional effort in that market to capitalize on the Japanese propensity to travel and on the rapidly increasing acceptance of British Columbia as a travel destination for the Japanese.

Highlight of the 1975/76 advertising campaigns was the award received by the new series of British Columbia travel television commercials. This series won first prize among 700 entries in the U.S. Television Commercials Festival as the best entry in all classifications for film production and video effects.

A brief description of the advertising campaigns follows.

### U.S. NATIONAL

The national campaign in the United States was created to develop travel interest in all U.S. markets, filling coverage gaps left by the more concentrated U.S. regional campaigns. Magazine advertising provided the primary campaign thrust, with secondary emphasis in national newspapers.

### WASHINGTON-OREGON

The neighbouring States of Washington and Oregon were exposed to a campaign directed primarily to automobile travellers through newspaper advertisements and television spots. Bus boards reinforced this major media effort to provide greater penetration.

### CALIFORNIA

A newspaper campaign was conducted in conjunction with a series of consumer and travel trade presentations in the California market.

## U.S. WESTERN REGIONAL

Magazine advertising in the western region of the United States was superimposed on the California and Washington-Oregon regional markets, extending into other important state markets in the West.

## U.S. EAST NORTH CENTRAL REGION

Television spot advertising was concentrated in the important Cleveland and Detroit markets, and magazine advertising purchased on a regional basis covered the north-eastern part of the United States.

## JAPAN

Participation in one *Canada West* magazine advertising feature along with other provincial partners and Canadian air lines was the extent of the 1975/76 campaign in the burgeoning Japanese market.

## SPECIAL INTEREST

Co-operative ski advertising with airline partners and a small campaign in convention publications were also conducted in the United States during 1975/76.

## CANADIAN CAMPAIGN

Participation in "Explore Canada" issues of leading magazines in Canada provided the primary domestic advertising thrust on a national scale. This was backed up with regional campaigns in the Prairie provinces and Ontario in newspapers, television, farm magazines, and bus boards.

## B.C. RESIDENT CAMPAIGN

The campaign addressed to residents was primarily designed to encourage British Columbians to explore their own Province, thus circulating resident travel expenditures within British Columbia and reducing the historically large expenditures by residents to foreign destinations.

The media employed were daily and weekly newspapers, ethnic and special interest publications, trade papers, and television spots.

## TRAVEL COUNSELLING

MRS. GRACE LONG

Labour disputes within the postal service eliminated any mail travel inquiries after October 21.

Although the 74,667 mail inquiries serviced throughout the 10-month period represent the lowest number for many years, the letters are very selective in the type of information requested, and require considerable detailed research.

In general, the mail inquiries reflect the trend toward group travel and all-inclusive itineraries and very competitive "shopping" to find the best value for the vacation dollar.

Once again 35 travel counsellors were selected and trained for work aboard vessels of the British Columbia Ferries. The recruiting, training, provision of uniforms, scheduling, and supervision of these employees throughout seven widely dispersed terminals is a time-consuming challenge.

Favourable comments received from the travelling public, however, make this a worth-while program.

Regular travel counsellors on head office staff function in many areas beyond their normal counselling duties.

Research of all recreational-type activities is a constant program. This covers almost every facet of recreational events and attractions throughout the Province.

While acting as secretary to the Branch Director, Mrs. Gail Carrie is also involved in many other office procedures. These activities include servicing employees in all the outside visitor reception centres and assistance with preparation for the various travel counsellors training programs. Mrs. Carrie also attended a course on instructional techniques training from which she gained a great deal of information.

Mrs. Debbie Buick has taken over preparation of the "Calendar of Events" which involves assembling events that take place throughout the Province for the four seasons. The fall and winter calendar has just recently been completed; work will now commence on the spring and summer issue for release April 1, 1976. Other duties cover the distribution of brochure for the "Two Nation Vacationland," involving the States of Washington and Oregon, and British Columbia. Mrs. Buick also answers "detailed travel correspondence," assisted by other counsellors. This year she represented the Province at the "Klondike Days" celebrations held in Edmonton, Alta., and the San Francisco Boat and Sports Show.

Miss Darlene Deyholos is involved in research and updating of the "portable" reference files containing detailed information on all aspects of travel throughout the Province; other counsellors assist in this work. Reference files are distributed to travel counsellors aboard the ferries and all information centres, providing fast accurate information for the travelling public. Miss Deyholos also assists with detailed letter and counter inquiries.

Mrs. Ida Lindsay assists with "detailed travel correspondence," and keeps the stockroom well stocked with regional brochures of all types. Mrs. Lindsay also assists with counter inquiries and all types of research, and represented the Province at the Canadian National Sportsman's Show in Toronto.

Miss Linda Bishop is in charge of the "master mailing list," covering world-wide distribution of brochures on British Columbia, involving the processing of approximately 5,500 labels, plus bulk shipment labels. Miss Bishop also assists in research and counter inquiries.

Miss Leta Lohr is in charge of all incoming mail, delegating each letter to its appropriate section, also assists with semi-detailed travel inquiries, all types of research, and is presently reviewing and updating our regular filing system. Miss Lohr also assists with counter inquiries.

## PUBLICITY

HARRY P. MCKEEVER

Eighty-one stories were written in response to requests from North America and overseas. Several international writers were hosted and assisted by tours of their own requesting.

Comments were received from freelance writers who felt official story distribution did not help their chances of placing material in a market that grows smaller every year. These writers cited the curtailment of whole travel sections in some

newspapers and space reduction and no further travel budget allowance in others. Veteran travel writers across the continent say increased costs and the likelihood of even higher operating expenses are viewed gravely by editors and publishers. They agree the situation was not alleviated by the disappearance altogether of markets otherwise responsive for many years.

Some editors in North America frankly admit their reliance on "official hand-outs and tours" for their travel columns because they themselves can no longer afford to send staff. In Europe, travel writers interpret the outlook there as discouraging.

Numerous press releases and messages were prepared. The Annual Report was produced and regional and other promotional material was edited and, where necessary, rewritten. The customary liaison was maintained with publishing houses to prepare and check material.

A book manuscript was appraised for Canada Council. One book embodying history, outdoors, and travel was completed for a California publisher whose intent is to place it in 65,000 libraries in the United States and Canada. A second book on the Province's wilderness territories was begun for another California publisher. Production of a Departmental book of "literary portraits" and pen and ink sketches was proposed toward the end of the year.

Meetings of Ministers' information officers were attended. Help was extended to the Information Services Branch with an advertisement regarding opening of the Golden Reception Centre. An invitation to address senior students at Belmont-Fisher High School was accepted. A prize-giving reception sponsored by the T. Eaton Company for the best 10 books produced in British Columbia the previous year was attended. This office was honoured to be included.

Writers with CP Air's Los Angeles-Vancouver inaugural flight were hosted during their day-tour of Victoria and environs. Arrangements were made through the courtesy of CHEK-TV, Victoria, for a completely new series of personality-documentary programs to precede the start of the 1976 tourist season. A new booklet was planned for COMDA, Vancouver. Invitations to be interviewed on CBC Television and CBC Radio, Vancouver, were accepted.

## FILM AND PHOTOGRAPHIC BRANCH

S. H. HAINES

The Canadian Government Office of Tourism, through the offices of the National Film Board, welcomes the provinces and territories of Canada that produce promotion or general interest films of tourism to submit samples of their motion pictures to determine their value for inclusion in the Canadian Travel Film Program.

This Province has been fortunate in that almost all our film productions for a number of years have been accepted into the program, as have other films made for us by private producers. Our participation in this field has been so successful that today there are more than 2,000 prints of our 19 current titles in circulation through this medium.

It is gratifying to note that of all the provinces and territories of Canada, British Columbia has the greatest number of film titles in distribution with the Canadian Travel Film Libraries.

The value of this distribution program can be better understood when computerised reports from Ottawa show the continuing acceleration of telecasts, cable-

casts, and direct screenings. Literally millions of viewers become acquainted with our Province's tourist attractions and recreational possibilities in this manner at a cost that is infinitesimal.

### MOTION-PICTURE SCREENINGS

Computer print-out sheets received regularly from Ottawa advise of the user demand of our films included in the Travel Film Program. These reports show increased use in the United States, United Kingdom, France, Germany, Netherlands, and also here in Canada. Nontheatrical screenings alone indicate an audience in excess of 2 million persons. Telecasts and cablecasts have increased to more than 2,000 to an estimated audience of more than 70 million. Further, each of many telecasts in Japan of our films in the Japanese language has an audience potential of more than 10 million persons.

### MOTION-PICTURE DISTRIBUTION

The annual meeting and seminar of the Canadian Travel Film Committee, held this year in Ottawa, was attended by B. H. Atkins. Bulk of film distribution for this Province is done via libraries of the Canadian Travel Film Committee throughout the world. The balance of the distribution is handled mainly by the Government Film Library in Vancouver, with a small additional library maintained at head office.

### MOTION-PICTURE PRODUCTION

Well aware of the potential audience their films will be exposed to, our three director cameramen are extremely careful to see that the finishing laboratories complete the film according to their exacting specifications. They are highly proficient in their craft, as the end results show. It would not be immodest to say that our film makers have won more awards than any other provincial film group in Canada, and have on occasion been considered the best in all North America.

Five films are in production at present, covering tourist accommodation and tourist attractions throughout the Province. The areas concerned range from Vancouver in the south to Whitehorse in the north, and include the Cariboo. Three of these films are in their final stages of completion, and should be released in late spring.

In competition with film makers from 38 different countries throughout the world, our film "Mirrors to the Sun" won six gold medal first place awards. Of this outstanding achievement, director cameraman Norman Keziere can be justly proud.

### VANCOUVER FILM LIBRARY

Considering the mail slowdown in March and April, and the long strike in the late fall, the Vancouver Library did extremely well. More than 5,000 films shipped from this facility were to be viewed by more than 225,000 persons.

The library also co-operated with broadcasting and sports clubs to assist with program planning and content. Segments of our films were selected for taping to enhance their programming as required.

## GENERAL OFFICE

The general office now operates a vehicle pool for the Department, making the vehicles more readily available to staff members concerned.

Other duties include processing accounts, local purchase orders, requisitions, terminations, appraisals, sick reports, and annual leave.

Excellent and pleasant liaison was maintained with the Canadian Travel Film Committee and other private film producers whose work was of interest to this Department.

A new inventory system has been established by the Department of Finance to maintain a better control of all furniture and equipment in Department offices.

## SPECIAL SERVICES

B. H. ATKINS

*Beautiful British Columbia* magazine is now in its 17th year of publication. Major change in 1975 was awarding the contract to a new printer. This means the magazine will be 5/8" shorter so that it can be printed on a Webb press. First issue in the new size will be spring 1976.

Some 340,000 copies of the fall 1975, 360,000 copies of the winter 1975, and comparable numbers of the spring and summer 1975 issues of the magazine were printed for distribution to the 265,000 regular subscribers in 80 countries and to news-stands throughout the Province. Some 300,000 copies of the 1976 calendar diary were offered as part of the pre-Christmas promotion.

The magazine presented 25 stories on such diverse topics as a dog-team run near Atlin, the Province's wine industry, and restoration of the Parliament Buildings.

Our four photographers continued their travels through the Province producing material for *Beautiful British Columbia* magazine, negative files, and to update slide files.

Some 40,000 prints were produced in the colour and black and white dark-rooms for *Beautiful British Columbia* magazine, for other Departmental uses, for other Government departments, and for publications promoting travel in British Columbia. A new project saw weekly stories to encourage in-Province travel by residents distributed to more than 100 newspapers throughout the Province.

Forty thousand copies of a special publication titled *The Royal Hudson and the History of Railroading in British Columbia*, a 48-page booklet designed as a companion piece to other Royal Hudson brochures, were printed and distributed through the Royal Hudson excursion area.

Layout, design, and production of two dozen promotional brochures was handled, bolstered this year by addition of a graphic artist.

## VANCOUVER TRAVEL INFORMATION CENTRE

T. A. NOTLEY

More than 28,000 counter inquiries were served by staff in this location, and in excess of 32,000 telephone inquiries were handled. The work load in both categories peaked during July and August, with some 20 per cent of the total occurring in that period.

In addition to normal counselling duties, staff participated in a variety of outside activities.

Kate Jenvey helped to represent the Department at Edmonton's "Klondike Days" and Joan Lumley participated in the California promotion.

Staff assisted with information counter for the Explore Canada display and Karen Banzet helped with the reception duties for the TIAC film presentation.

Rick Lemon participated in all travel counsellor training, working with the Assistant Director in organizing these programs, and also as lecturer. Mr. Lemon also attended an advanced course on "Training Techniques" as provided by the Public Service Commission staff training group.

On behalf of the Branch Director, Rick Lemon also provided supervision of the outside reception centres, making a total of three Province-wide circuits in the course of this duty.

The supervisor was called upon to host approximately 35 visiting dignitaries. These included travel writers from all over the world gathering material for a wide variety of periodicals and newspapers.

One major motion-picture group spent several days in the area gathering information and material for a film scheduled to be produced in 1976.

Most of these visitations involved providing information on the Vancouver area, Harrison Hot Springs, and Whistler Mountain area.

Assistance was provided to many Departmental meetings, receptions, film showings, and radio interviews.

On the 24th of November the Vancouver office was relocated at 1190 Melville Street. After many years of operation at 652 Burrard Street the change was quite disruptive, particularly as the postal labour strike prevented notification of change of address.

By the end of the year, however, most difficulties were overcome and the operation was again functioning smoothly.

## ACCOMMODATION

### COUNSELLORS

The accommodation counsellors' programs continued with great success, and they were well received by staff and operators of establishments throughout the Province.

The counsellors assisted operators in many of the industry's problems prevalent today. Liaison was increased with various departments of Government, including Health, Highways, Education, and the Attorney-General. Their assistance and co-operation is deeply appreciated.

One significant fact established through our permanent accommodation counselling program is: More than 10-per-cent increase in accommodation registration and fewer establishments removed from the registry over last year. Counselling was responsible for several operators being upgraded to registration standards.

### TOURIST DIRECTORY (GREEN BOOK)

The program to produce the *British Columbia Tourist Directory* by computer was completed during 1975. Deadline date for directory information and listings was extended from August to October, and future plans will allow this date to be December. This gives operators of establishments additional time to study and plan changes to their property and assess costs for the coming year.

Numerous changes were made throughout the directory.

"Soft metric" was introduced this year, meaning that all reference to miles is now shown with kilometre equivalent. This involved adding conversions to the Canada and U.S. Customs information, provincial and national park listings, all maps and establishment listings. To acquaint visitors with metric conversion, the mileage chart was moved from the back cover to the centre of the book as a two-page spread. The mileage chart is now "soft metric," showing mileages with kilometre conversions.

The 34 strip maps were removed and replaced by 17 more detailed maps. The new maps show mileages with kilometre conversions. In addition, all maps have been redrawn to cover the entire Province, whereas in the past only parts were covered.

Also this year the maps are two colours instead of one, adding greatly to the appearance.

Border crossing information, always important in advising visitors of customs regulations, is now grouped under Canada border crossing information and U.S. border crossing information. This assists visitors with customs information for both sides of the border.

This year, information on area tourist interest is placed in alphabetical order to assist tourists in finding information faster.

More than 120 directional references were added to the directory; visitors, when travelling, will be advised that highway junctions are near; reference is made to the junction and the highways intersecting it.

More reference to entry and exit to highways is shown, giving a clearer picture of the highway travelled, and additional highways that intersect.

In future planning, symbols will be placed on file. Included will be symbols to be used for campgrounds, trailer parks, and sani-stations, in conjunction with operators' listings. Reference to acceptability of pets, the question mark emphasizing Department of Travel Industry reception centres, and the wheel-chair symbol will be used advising physically handicapped visitors of suitable establishments.

With the co-operation of the Government of the Yukon Territory, permission was given to solicit operators of establishments in the Yukon on the Alaska Highway for inclusion in the directory. This will link the Alaska Highway complete from Dawson Creek to Atlin. To date we have received excellent response from all operators contacted in the Yukon and it is hoped to have all establishments listed in the near future.

Eight more pages were added to the directory. Once again, 900,000 copies were printed for world-wide distribution, the first edition being available February 1.

#### COMPLAINTS

Although complaints have declined slightly this year, the major complaint is still lack of cleanliness. Upgrading facilities to meet the required standard will be the priority objective of our counsellors during 1976.

Meetings with industry associations continue to prove successful. Included in future planning for the directory is listing vacation farms. Further meetings will be held with guide-outfitters who are able to offer outdoor recreational-type vacations that would include photography and hiking safaris. This will cover other vacation areas of tourism for the Province.

## EDUCATIONAL PROGRAMS

The counsellors attended a seminar organized by the Canadian Government Office of Tourism. The seminar, held in British Columbia, introduced the counsellors to the CANTRAV program available through the Federal Government.

This program offers assistance to operators who wish to establish their financial position, identify the problems, analyse them, and provide help with cost control, and assist the operator in planning any future expansion.

A number of operators expressed keen interest in this program and the counsellors were able to increase the total goal set by the Federal Government by 100 per cent.

## INDUSTRY DEVELOPMENT BRANCH

ED NORMAN

Although reorganization is not yet sufficiently advanced to make this Branch fully effective, the basic steps have been taken.

With the industry counselling and planning sections still to be implemented, existing staffs are extremely limited in the time and effort that can be devoted to these essential functions that are becoming increasingly important to the private sector.

The Branch was nevertheless involved in assisting in the studies of several industry proposals and developments. In this we were greatly assisted by the Canadian Government Office of Tourism.

Not all plans submitted for study were capable of development into a segment of the industry. Such studies were, however, of inestimable value in assisting the entrepreneur to replan before becoming involved in a financial loss situation.

*The Accommodation Section* has made excellent progress during the first full year of operation under the reorganized format. Accommodation counsellors are now well established in their territories and have achieved good acceptance from accommodation operators. A continuing upgrading of the accommodation industry is the constant goal of this group of dedicated employees.

*Travel Information Services*, although affected by some budgetary cut-backs, managed to maintain a most effective presence in all locations.

Reported reductions in U.S. border crossing figures were not reflected to any serious extent in traffic figures through the various reception centres.

Douglas Reception Centre was host to 208,000 visitors in 76,000 vehicles during 1975, as opposed to 197,000 visitors in 71,500 vehicles during 1974.

Abbotsford Reception Centre, operating over an eight-month period, received 165,000 visitors in 65,500 vehicles, compared to 161,000 visitors in 63,000 vehicles.

Without the impetus of Expo '74 in Spokane, the reception centres at Yahk and Osoyoos reverted to the more traditional pattern.

Official opening of the Golden Reception Centre in May was a major milestone. This facility provides the visitor with a most gracious reception to our Province. Highway construction and the provision of highway access during much of the summer prevented full potential. Prior to the season's end, however, these difficulties were resolved and the operation reported a good measure of success.

Banff and Jasper operations again proved most effective in generating traffic from those areas. The success of these endeavours depends largely on the co-operation we receive from the national parks and our associates in Travel Alberta. We are most grateful for the good will and co-operation of both.

Travel counsellors once again served on board vessels of the British Columbia Ferries, receiving many favourable comments from the travelling public.

*Literature distribution* proved to be a major problem. Growth of an industry constantly demanding more and more servicing with promotional and informational literature in the face of extreme inflationary trends of paper, printing, freight, and postal costs, and the disruptive pattern of the last, contrive to place this section in a formidable squeeze.

In order to stay within the budgetary limits stringent practices were maintained throughout the year, including rigid inventory controls and many new and innovative shipping practices.

*Training programs* for travel counsellors were conducted in three areas of the Province in May and June. Two senior staff members attended instructional training courses presented through the Public Service Commission.

Continuing liaison was maintained with the Tourist Services Training Officer of the Department of Education. Again during the spring of 1975 the Department assisted the Tourist Services Training Officer in providing numerous crash training programs for young people preparing to work within the tourist industry in the summer months.

Liaison with our counterparts in western provinces and territories continued to develop several areas of co-operation, particularly in travel information.

To function satisfactorily, this branch is dependent on the co-operation and assistance of many other departments. In this regard we are particularly grateful to the Departments of Public Works, Highways, Recreation and Conservation, Consumer Affairs, Attorney-General, and Lands, Forests, and Water Resources.

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ELAINE JOHNSTON

A variety of activities required the attention of the Assistant Director, Industry Development Branch, during 1975.

Membership on the Interdepartmental Metric Conversion Committee, and two subcommittees, required attendance at many meetings and seminars. Plans are under way for the orderly metrication of the Department of Travel Industry's information bulletins and publications. Branches of the Department, including those in the United States and England, as well as representatives of the hospitality and food industries, and printing firms doing Department of Travel Industry work, are kept advised of the latest information available from the Federal Metric Commission.

Checking and authenticating British Columbia travel stories was provided for the Canadian Government Office of Tourism, *Reader's Digest*, and the National Geographic Society. In addition, research on travel destinations and transportation services in British Columbia was provided for the Canadian Government Office of Tourism.

Assistance and detailed information were prepared for special interest groups such as senior citizens exchange visits, Ministers and Deputy Ministers of Public Works conference, Canadian Armed Forces, Victoria Natural History Society, and Richmond Convention and Visitors Bureau.

Travel counsellor training programs were carried out at three locations during 1975. The first, at the University of British Columbia in Vancouver, was held May 9 to 16. Forty-five permanent and seasonal employees of the Department, plus resort and sightseeing attraction operators, participated in an intensive seven-day training course on all aspects of British Columbia travel information. Forty-

eight persons participated in the regional travel counsellor training course at the Naramata Centre for Continuing Education, May 28 to 31. Thirty-one participants completed the regional travel counsellor training course at the British Columbia Vocational School, Dawson Creek, June 11 to 15.

Revised copy for the British Columbia air facilities map was forwarded to the Queen's Printer in early spring. Distribution of 10,000 copies commenced upon delivery of the new map. Revision of *Fly Beautiful British Columbia* was undertaken and completed in the spring, and 15,000 copies were printed and circulated before, during, and after the Abbotsford International Air Show. Assistance received during revision of these publications from the British Columbia Aviation Council, Ministry of Transport, Atmospheric Environment Service, Canada Customs, and the Abbotsford International Air Show Society is respectfully acknowledged.

Co-operation was extended to the British Columbia Aviation Council's conference planning committee for their annual general meeting and convention, September 19 to 21. The Department is represented by the Assistant Director of Industry Development Branch on the council's board of directors.

Opening of the new reception centre in Golden May 6 required much detail. Arrangements for invitations, catering, commemorative plaque, programs, platform party, and opening ceremonies were completed by the Administrative Officer, Department of Public Works, and the Assistant Director, Industry Development Branch. Co-operation and advice of the Department of Public Works, and Government Agent at Golden is gratefully acknowledged.

At the invitation of the Salmon Arm Chamber of Commerce, the Assistant Director addressed members and their guests in Salmon Arm at their annual installation banquet. Assistance was provided with guest speakers and conducting workshops to the Kootenay-Boundary Chamber's of Commerce hospitality seminar at Radium Hot Springs. An annual British Columbia travel information workshop was presented to the Canadian Government Office of Tourism in Ottawa.

With assistance of the Public Service Commission, a supervisors' workshop was held in Victoria for supervisory staff from the Department's reception centres, including Victoria, Vancouver, Douglas, Abbotsford, Osoyoos, Golden, Yahk, and Banff. Success of this first workshop clearly showed it should be an annual event.

Revision and checking Departmental publications such as the road map and tourist directory were completed, and suggestions made for future editions.

In order to keep up to date with new methods and ideas useful in conducting the annual travel counsellors' training courses, the Assistant Director successfully completed an advanced instructional techniques course at the British Columbia Institute of Technology in Burnaby. Preliminary arrangements are now under way for an updating and revision of the travel counsellors' course curriculum.

The co-operation and good will of Federal and Provincial departments and private industry is most gratefully acknowledged.

## SPECIAL PROMOTIONS

V. A. DOWNARD

### "ROYAL HUDSON" STEAM TRAIN

The year under review was the second year of operation of the *Royal Hudson* steam excursion train from North Vancouver to Squamish. The passenger capacity of the train was increased by the addition of two coaches, making a total of nine passenger coaches, one club car, one observation coach (40 seats in enclosed section), and one baggage car, making a total of 12 cars.

Passenger accommodation was increased on Sundays by replacing the club car with a passenger coach during July, August, and early September as required. This arrangement gave us 610 seats on week-days and 674 on Sundays.

Seats in the open section (57) of the observation car were not sold so that passengers could move around on the train.

The operating season was lengthened from May 16 to October 13 (Tuesdays through Sundays and statutory holidays), which gave 113 trips in 1975 as compared to a shorter season in 1974 of 87 days.

The number of passengers carried in 1975 was 68,073 as compared to 46,000 in 1974, an increase of 22,073, or 47 per cent. Average daily passenger count of 602 gives a 97.9-per-cent load factor for the season.

During the season a number of travel writers and photographers on board resulted in several good articles and pictures in newspapers, magazines, and trade journals.

Following the completion of steam excursion season, arrangements were made to operate an "off line" promotional and excursion trip to Seattle over B.C. Rail, CNR, and Burlington Northern Lines to Seattle. Object of the trip was to meet and have a ceremony in Seattle in conjunction with the U.S. Bicentennial Freedom Train. Members of the press, TV, and radio stations were invited and, with excursion passengers, 800 people were on the trip.

Soon after leaving the B.C. Rail North Vancouver station, people began showing up at crossroads and small and large towns all the way into Seattle. In some towns such as White Rock, Blaine, Bellingham, and Anacortes people were out by the thousand.

While excursion passengers were delighted with the trip and the Freedom Train, it appeared that the TV and radio coverage on U.S. and Canadian stations made the trip an outstanding success.

### OTHER ACTIVITIES

During the year, activities included a trip to the Peace River District to assist in organizing and planning the annual spring travel writers' tour of the Peace River District. The tour took place in June and we had representation from Canada, United States, England, Germany, Holland, and Japan.

In late March and April we had the California spring promotional tour of three-and-a-half weeks' duration which covered the San Francisco Bay area, the Central Valley, and Los Angeles areas.

In 1975 this promotion consisted of 14 consumer shows, travel agents' luncheons and dinners. Attendance at all the events exceeded former years and it would appear that continued efforts along these lines will ensure a continuing flow of tourists to British Columbia in years to come.

## MARKET DEVELOPMENT BRANCH

K. B. WOODWARD

Activities are governed by marketing meetings, held with the co-operation of the private sector of the industry.

These sessions determine to which of the travel markets throughout the world British Columbia will introduce its products.

In 1975 it was decided to cover eastern Canada, eastern United States, California, and Japan, promoting through the travel trade and consumer programs, in an attempt to stimulate spring, winter, and fall traffic to British Columbia. The concept was to emphasize package tours, with special concentration on Region H (Peace River area). This theme was carried out throughout the area's activities.

In the Market Development Branch the main promotional activities are carried out through the following:

Travel, Trade, and Consumer Programs.

Convention and Sales Meetings and Contributing Grants.

Exhibits and Displays.

Winter Travel Development.

Familiarization Tour Programs.

Travel Editors Tour Programs.

General Promotions Through Our External Offices in London, England, San Francisco and Los Angeles, Calif.

The activities, therefore, will be outlined under the above headings.

### TRAVEL, TRADE, AND CONSUMER PROGRAMS

During February, March, and April, travel agents, tour operators, and consumers were made aware of British Columbia in the following cities: Ottawa, Toronto, Montreal, Chicago, Washington, D.C., New York City and suburbs, Philadelphia, San Francisco, Modesto, Fresno, Stockton, Sacramento, Los Angeles, Long Beach, Pasadena, Santa Barbara, San Bernardino, Santa Ana, Van Nuys, Azusa, and San Diego.

Using the theme "Spring Comes Early to British Columbia," along with a strong sales approach directed at travel agents and operators, we presented audio-visual, press releases, and daffodils to strengthen our position in this important market.

Throughout California we solicited the use of the "Honourable B.C. Beaver," Chairman of the Board of Vancouver's Stanley Park Zoo. The British Columbia Television Company was most interested in this promotion and, in view of its importance, produced a 15-minute documentary release on our presentations.

For the first time we arranged live entertainment at our California Consumer Shows. Each auditorium where our presentation was shown had a standing-room-only situation. In each of our presentations we invited the private sector to cooperate, which made a greater impact in view of the many people from British Columbia affiliated with the travel industry who took advantage of the situation to sell their products, using our presentations as their vehicle.

In each city we visited convention and sales meetings; calls and presentations were also made.

## CONVENTION AND SALES MEETINGS AND CONTRIBUTING GRANTS

In spite of the fact that the position of director of conventions was not filled during 1975, successful convention promotions were carried out in Toronto, Ottawa, Montreal, Washington, D.C., New York City, San Francisco, and Pasadena.

We were successful in having our bid for the American Society of Association Executives spring meeting accepted and it was held in Vancouver in April 1975. This gave us an opportunity to present our convention products to 300 association executives while they visited British Columbia.

The majority of these organizers were from California and they budgeted their time to allow travels throughout the Province to view our various convention cities.

Highlight of the convention promotion year was the presentations made in London, England; Paris, France; and Montreux, Switzerland, by B. A. Lee in co-operation with the private sector and the Vancouver Convention and Visitors Bureau. These meetings were attended by the Institute of Association Executives, the American Society of Association Executives, and the Association of Conference Executives.

It is interesting to note that during these presentations organizations from three continents were exposed to British Columbia's convention products.

B. A. Lee attended the Travel Incentive Show in Chicago, where many inquiries were answered and excellent contacts set up to allow us to follow up this important part of the travel industry.

Many mailouts of British Columbia literature to delegates were made prior to their arrival in British Columbia. In addition, bulk shipments of literature were issued to various organizations throughout the world for distribution by them to their potential delegates.

As a follow-up to our convention promotions in the spring, and in co-operation with Air Canada, we invited 20 association executives from eastern Canada and the United States to visit British Columbia late in September. This operation proved highly successful and the interest shown has developed into actual bookings of conventions in British Columbia cities.

The contributing grants for all regions was administered by this section and the use of "This Is the House That Jack Built" presentation was again made available throughout the eight tourist regions, and was received with great enthusiasm.

Meetings of the regional co-ordinators and staff members of the Market Development Branch were held during the spring and fall and, where possible, our staff members attended the meetings in the regions.

## EXHIBITS AND DISPLAYS

### TRAVEL SHOWS

In January the Department participated in the San Francisco Sport and Vacation Show. The British Columbia booth was staffed by personnel from Victoria, assisted by our San Francisco office.

It was estimated that 400,000 people attended the show during the 10-day run.

In March we were represented at the Canadian National Sportsmen's Show in Toronto, where attendance was in excess of 350,000. It was interesting to note that virtually every province was represented at this show.

In October the director of winter development travelled to Los Angeles and San Francisco to staff the two major ski shows held in those cities. In addition to the assistance received from the field offices, representatives from the British Columbia ski areas were there to provide valuable assistance.

For the second year the Department was represented at the Chicago Incentive Show. The British Columbia booth was staffed by sales directors of the major Vancouver hotels and by the convention manager of the Greater Vancouver Convention and Visitors Bureau.

The director of the Los Angeles office staffed the Travel Age West Show which catered to travel agents in the Los Angeles area. This was the first time for our participation in this show and many inquiries and excellent contacts were made.

#### DISPLAYS

Our portable display was sent to various cities in Canada to be used for promoting British Columbia as a vacation and convention destination.

In October the Department purchased a new portable display constructed of lightweight material for ease of shipping. This display will be used for many of the Department's promotions and will also be available to private organizations wishing to promote British Columbia.

#### OTHER PROMOTIONS

The section was involved with many of the convention section promotions that took place during the year. Assistance was also given to the director of market development in carrying out various promotions.

### WINTER TRAVEL

P. F. BARRY

British Columbia offers so many year-round activities that, in 1975, the director of winter travel found it difficult not to be involved in many promotional activities of the Department related to "other seasons."

While programs to promote winter travel were expanded, much "off-season" time was shared with other members of the marketing section in their promotional activities.

Early in January, to take advantage of excellent winter conditions, four tours of various Provincial ski areas were conducted. Our partners in these promotions were CP Air, Canadian Government Office of Tourism (California offices), and Western Airlines, all of whom were extremely helpful in selecting key personnel from top travel agents, travel writers, air line interline sales representatives and air line reservations staff. The hospitality offered by British Columbians at various ski areas throughout the Province should not go unmentioned. These people, too, are key partners in all the Department's promotions within the Province.

An extensive tour of cities in eastern Canada and eastern United States, and a tour of major California cities with the "Honourable B.C. Beaver," were conducted in February and March. Winter promotional activities were suspended briefly to take part in both these effective campaigns.

April proved once again that winter and spring share the stage simultaneously in British Columbia. With Air Canada, early in April, a tour of coastal ski areas was conducted for several ski writers from eastern Canada, while later in the month a "Spring Comes Early" tour of Vancouver and Victoria was conducted for eastern Canadian travel agents.

An opportunity to host the Western U.S. Association Executives during their convention in Vancouver was another April highlight.

May, ski-ing, and California do have a common denominator, as once again the Department attended the annual Ski Travel Carousels in San Francisco and Los

Angeles under the sponsorship of the Far West Ski Association. A "Ski Canada West" theme was the show highlight and involved our favourite partners, Alberta, CGOT, CP Air, PWA, and several British Columbia ski area operators.

August in Vancouver means PNE and in co-operation with the CGOT and the provinces and territories the section participated in the Explore Canada travel extravaganza.

In late September we once again hosted key representatives of the Japanese Travel Trade on a tour of the Lower Mainland and Vancouver Island.

Early in October we were presented with an opportunity to participate in another first for British Columbia, hosting a tour of U.K. travel trade representatives in co-operation with Wardair, highlighting ABC charters from Europe.

The major ski-show circuit heralded yet another ski season and the section was southward bound to San Francisco and Los Angeles, where nearly 200,000 anxious skiers came to talk about the upcoming season.

The East Kootenay Tourist Region, in preparation for their biggest-ever winter season, conducted a comprehensive three-day seminar for members of the hospitality-ski industry. The Department was pleased to participate.

Early snow in December enabled the Department to conduct two key tours to British Columbia ski areas—

- (1) a long-planned-for tour with key members of the Far West Ski Association (representing 35,000 skiers); and
- (2) a product-testing tour for a large California ski wholesaler with 20 of its key travel agents.

Comprehensive advertising and direct mail campaigns supported our active "in-the-field" familiarization tours and marketing promotions.

Pacific Western Airlines, the largest wholesaler of ski packages in British Columbia, was supported in their regional campaign in Alberta, Saskatchewan, Manitoba, and Washington as well as internally in the Province.

Additionally, a direct mail campaign to 250,000 skiers in California, Arizona, and Minnesota was conducted jointly by the Department and Western Airlines, highlighting ski areas in the Province.

Keeping pace with Canada's program of metrification, the annual Provincial ski brochure was the first Department publication to be printed in a "soft" metric conversion format.

Expanded facilities in many of our ski areas, extra services offered by major air carriers into the Vancouver gateway, and stronger interest than ever before in British Columbia as a ski destination, bring promise of yet another healthy growth year for winter travel.

#### FAMILIARIZATION TOURS

Familiarization tours were again carried out in 1975 in co-operation with airlines, the other provinces and the Federal Government.

Travel agents and tour operators from every continent visited British Columbia to view first-hand the vacation facilities available to sell in their market areas.

The main and most important fact in our familiarization program is that each itinerary shown is a marketable package travel sales forces in all the markets of the world can sell in their areas.

It is the opinion of the private sector of the travel industry of British Columbia that this has proved to be the most successful method to produce additional revenue for our tourist regions.

The British Columbia Travel Agents Manual is widely used in co-operation with our familiarization tours. This important manual was distributed to travel

agents in most countries. Each itinerary listed can be marketed and a commission earned on each itinerary by accredited travel agents. Demand for this manual in 1975 was so great it will be necessary to increase the number printed in 1976.

### PRESS TOUR

The 1975 press tour featured the Peace River District in Region H, and press personnel from California, London, Germany, Holland, Italy, Japan, Quebec, and Ontario joined our group to view British Columbia. The many clippings of stories generated by this tour are most impressive and the coverage obtained in the numerous important publications far exceeds the cost of the tour.

The co-operation received from the private industry of Region H was greatly appreciated. Along with familiarization tours, backed up by travel stories, Region H has enjoyed an increase in foreign visitors.

### SAN FRANCISCO OFFICE

HARRY HARROD

In the early months of 1975 the continuing inflationary trend of the United States economy resulted in a general belt-tightening which had serious effects on many sectors of the economy, including travel.

Reports indicate overseas travel suffered the greatest setback. Judging from inquiries received in this office, however, it became apparent that reduced spending would also be the watchword in the domestic market.

Even when the economy seemed to be taking an up-turn in the middle of the year a larger than normal percentage of inquiries related to the less expensive forms of vacation such as camping and RV travel.

The actual total of tourist inquiries, projected to the end of the year, estimated at 8,944, compares favourably under the circumstances with last year's total of 9,100, and shows that interest in British Columbia as a tourist destination is holding its own. Approximately 10 per cent of the inquiries were from travel agents, and this would seem to show our efforts to promote the package-tour concept are having the desired effect.

Area-wide promotions to the travel trade were conducted in the spring and fall in co-operation with Canadian Government Office of Tourism, Travel Alberta, CP Air, Air Canada, Pacific Western Airlines, and Western Airlines.

These consisted of Package-Tour Canada seminars in Sacramento, San Francisco, Berkeley, San Jose, Denver, and Monterey in February, March, and early April, and Ski Western Canada seminars in Menlo Park, San Jose, Fresno, Santa Rosa, Emeryville, San Francisco, Sacramento, Stockton, and Modesto in October and early December.

In each case, a specially designed audio-visual presentation prepared by the Canada group was shown to a select invitation list of retail and wholesale travel agents and travel press at breakfast, luncheon, and dinner seminars. Total attendance was more than 1,200 representatives of the travel trade.

In addition, this office was pleased to assist and participate in (a) the Association Executives' dinner in San Francisco in March, promoting that group's Vancouver convention, at which 168 potential delegates met the "Honourable B.C. Beaver," on sabbatical from Stanley Park Zoo; and (b) the Annual Travel Agents British Columbia dinner in San Francisco in April, attended by 162 representatives of Bay area travel agencies.

This office also assisted at a Canada exhibit in the TravelAge West Trade Show in San Francisco, May 9-11.

Two major direct mailings were made in April and November to more than 750 travel agents and automobile clubs featuring the Department's Travel Agents Manual and supporting literature in the spring and a ski information package in the fall.

Major promotions to the travelling public followed the pattern of previous years with 20-foot exhibits at the San Francisco Sports and Boat Show in January and the San Francisco Ski Show in October. A new and very effective dimension was added to the annual Central Valley Promotion in April when the traditional travel films were supplemented by a live show featuring the Jock Dunbar Trio. These consumer shows, staged in Fresno, Modesto, Stockton, and Sacramento with the co-operation of McClatchy Newspapers, the *Stockton Record*, CP Air, and local travel agents, drew full houses in all cities with the total audience again exceeding 5,000.

The San Francisco office also joined in co-operative Canadian presentations at the Sacramento Bee Travel Fair in February, the Far West Ski Association Carousel at San Francisco Airport Hilton in May, and a special seminar for the ski press in San Francisco in early December.

The importance of continuing mass-media publicity for British Columbia's recreational attractions in this high-potential market area cannot be over estimated, and a major thrust in this direction was made in June with the return to our Department-sponsored press tour in co-operation with CP Air. This representative selected and accompanied five writers from Northern California on the week-long tour of the Peace River, and excellent press coverage resulted.

Throughout the year, individual familiarization tours for travel agents and story-research trips for writers were arranged in co-operation with CGOT, CP Air, Air Canada, and PWA to other vacation spots in the Province. Nine such visitors travelled to Vancouver Island and the Lower Mainland, Whistler Mountain, the Okanagan, and the Central Interior.

As a result of the assisted research mentioned above and various material from files, more than 90 British Columbia articles appeared during the first 10 months of the year in 41 different publications.

By the use of our posters in travel agency windows, the provision of literature for special gatherings, lending our travel films to travel agencies and social clubs, and continued personal contact with automobile clubs, transportation services, and other travel activators, the public and the trade were kept aware of the growing number of recreational attractions and services throughout the Province.

In the final months of the year, arrangements were under way which (it is hoped) will result in a comprehensive display and demonstration of British Columbia handicrafts in the California Academy of Science complex in San Francisco's Golden Gate Park during the late spring and early summer of 1976 in conjunction with local events to be staged as the U.S. Bicentennial draws to its climax on July 4.

## **BRITISH COLUMBIA HOUSE, LONDON**

P. D. CROFTON

The director of travel promotion arrived in England at the end of January and the first month was spent mainly in meeting and having discussions with key people in the travel trade.

Air Canada held two day-long seminars for front office personnel of travel agencies in London and many parts of England. We were able to meet and talk to many key agents.

The director called on all the United Kingdom conference executives who were on the Canada West tour in 1974. These executives were unable to make any firm commitments partly due to the difficult economic situation. In one case, the World Petroleum Association stated that they would like to come to Vancouver, but as they have 4,000 delegates they did not consider Vancouver has large enough conference facilities.

The director called on Jan Clarys, Secretary General of the Biomechanics of Swimming, in Brussels. They have since decided this symposium will be held in Edmonton, due to a strong commitment from the University of Alberta.

The director called on Mrs. Phyllis Saunders of the World Council of Churches and also met with Mr. Day, the Secretary General of this organization. Although no firm commitments were made, whole or parts of this organization might go to Vancouver.

A call was made on Dr. Blum, Secretary General for the International Association for the Protection of Industrial Property in Zurich. Dr. Blum said there was a distinct possibility British Columbia will be considered at some future date.

The director and Mrs. Mair, with the co-operation of CP Air and Travel Alberta, attended a number of consumer shows throughout the United Kingdom. Attendance at these shows, in the hundreds of thousands, gave us a good opportunity to talk direct to the consumer.

The Canadian Government Office of Tourism, Air Canada, and this Department sponsored a series of seminars for travel agents in Denmark, Norway, Sweden, and Finland.

The Travel Trade Fair in West Berlin was attended, sharing booth space with CP Air and Travel Alberta. Besides being able to contact the consumer, talks were held with the press, tour operators, and travel agents. This is the largest travel trade fair in all Europe.

The director attended a seminar for travel agents and wholesalers in Amsterdam. This was sponsored by CP Air, CGOT, and KLM and a good discussion was held with Long Range Travel with the possibility of their packaging tours to British Columbia.

Several discussions were held with R. Roberts, Chairman of the "Over 40" Club. This resulted in a group travelling to British Columbia this June, with another group expected to travel in 1976.

The director travelled to Frankfurt, where he met with Keith MacGregor of CGOT, and Horst Mueller, a tour operator. Mr. Mueller wanted more details so that he could complete his packages going into British Columbia.

A series of training sessions for Wardair staff were held in the conference room of British Columbia House. The director and Mrs. Mair gave talks, showed films, and answered questions.

The director had several meetings with Tim Sheppard of CP Air to discuss the selection of the group to go on the press tour in June. The director travelled on this press tour. As a result, an excellent article by Bill Spicer of the *London Daily Express* resulted in a tremendous number of telephone calls, visits, and letters to this office wanting details of wilderness experiences in the Peace River area.

The Department sponsored a luncheon for joint meetings of the Institute of Association Executives (Canada) and the Association of Conference Executives (UK). Three hundred delegates attended this function, at which British Columbia

salmon was served. Our new presentation of convention facilities in British Columbia was very well received by these important groups. Barry Lee from the Department of Travel Industry in Victoria, and Fred Oakley of the Vancouver Visitors and Convention Bureau, attended this function and also made calls in the United Kingdom and Switzerland on executives of international associations.

This Department owes very special thanks to Miss Valerie Le Moignan, CP Air's Conference Sales Manager, Europe, who was mainly responsible for arranging these calls.

The director has attended several meetings of the Association of Conference Executives, including their annual convention in Torquay.

A Federal-Provincial committee (UK) was formed, consisting of the Canadian Government Office of Tourism and the travel departments of the Alberta, Ontario, Quebec, and British Columbia Governments. This committee was formed to persuade the carriers to have joint promotions to the travel trade throughout the United Kingdom. In the past, Canadian air lines in particular would carry out separate promotions to more or less the same agents in the same cities throughout the United Kingdom. CGOT and the provinces felt this was a duplication of effort and expense. The result was that promotions were carried out in November to travel agents and wholesalers in the major cities of the United Kingdom by all Canadian travel representatives.

The director represented the Agent-General at several functions in the United Kingdom and Brussels.

Air Canada, CGOT, Ontario, and this office held a series of seminars to travel agents in the major cities in Switzerland. Excellent response was received. Although the population of Switzerland is not large, the economy is very sound and the people have the money to travel.

There was a large increase in the number of subscriptions for *Beautiful British Columbia* magazine. A complimentary mailing of this magazine for promotional purposes was done four times in the year to a select list of persons and organizations.

On receipt of the Travel Agents Manuals from Victoria more than 500 were mailed to key agents, wholesalers, and tour operators in Europe. General promotional literature was also sent out to organizations in the travel trade throughout the United Kingdom and continental Europe.

A particularly busy year showed a large increase in inquiries to this office in person, by telephone and mail. It is gratifying to note an increase in travel to British Columbia from Europe in spite of severe economic conditions, particularly in the United Kingdom. To maintain this increase it is essential that we keep up or increase our promotions as some areas, particularly Germany, are virtually untapped.

Mrs. Joyce Mair is taking a course in German. This will be of great assistance in carrying out promotions to this important market.

## LOS ANGELES OFFICE

JAMES WILLIS

An overview of Southern California's economic condition, if taken early in the year, would have indicated a region beset by inflation, high unemployment, rapidly escalating transportation costs, and a travel industry concerned with the prospects of significant reductions in spending on personal and business travel.

In the realm of vacation journeys it was obvious that these factors would cause a major shift in destination preference, with overseas points being less desirable due to the foregoing economic factors, coupled with the continuing instability of U.S. currency in relation to foreign funds.

Interpretation of this scenario was important to our own program of market solicitation and, as a result, the Department of Travel Industry expanded its emphasis, particularly in the field of travel agency involvement, through development and promotion of package tours and group movements.

This was accomplished through co-operation with transportation companies, tour operators, and media sources with consumer and trade affiliations. This approach resulted in the expansion of several existing tour programs and the creation of new ventures with established operators heretofore not involved in the British Columbia market.

Solicitation of the large body of private vehicle vacationer was primarily accomplished via the offices of the Southern California Automobile Club, and, to a lesser extent, the facilities of the National Automobile Club. These clubs maintain and distribute travel information through specific departments within their own organizational structure and between them represent approximately 60 per cent of motorized vacations originating in Southern California.

#### PROMOTIONS

In co-operation with the Canadian Government Office of Tourism, a series of travel industry seminars was conducted throughout Southern California, Arizona, and Nevada during February and early March with the intent to focus Canada as a primary destination. Within this structure British Columbia's tourist attractions were allocated a specific segment, and related to the air services existing at the point of origin. Attendance at these functions was high and interest shown by the agency personnel encouraging.

During the latter half of March, and in preparation for the annual British Columbia Consumer Show presentations, seven educational programs were presented to the travel trade in Pasadena, Long Beach, Van Nuys, Azusa, Santa Monica, Santa Barbara, and San Bernardino. A delegation of Vancouver hoteliers participated and acted as escort to the "Honourable B.C. Beaver," whose promotional impact in all areas visited was astounding. Through a series of public appearances this animal gained widespread publicity and was instrumental in providing additional incentive to our agency promotions.

A national advertising campaign utilizing *Harper's Bazaar Magazine* and featuring British Columbia was particularly beneficial in the Southern California area by the participation of the Robinson's Company, a fashionable department store chain with several principal locations throughout the state. At these points, promotional materials were exhibited and distributed coincidental to the magazine exposure.

Operation of the Southern California Consumer Shows is a feature of the Department's coverage of this market's solicitation. Maximum exposure was gained during April, when seven performances were presented to large audiences in those locales previously indicated. Sponsored by the Department, these ventures are supported by Western Airlines and local newspapers who publish a special tabloid edition featuring the Province and provide excellent pre- and post-coverage. The format this year featured live entertainment and films representative of a wide range of British Columbia attractions.

Special market development is part of local function and winter activities to bolster key areas and shoulder season traffic a priority objective. To support such intent the Department collaborated with the Far West Ski Association in the presentation of their "Spring Ski Carousel." This function attracts principal ski clubs, and representation on behalf of the various clubs is at the decision-making level in relation to individual and group travel. This source is undoubtedly lucrative, based on membership numbers and area of control.

The Peace River International Press Tour operated in early June with five writers selected from this region. Invitations were extended to prestigious outdoor magazines and newspaper services. As a result, articles recommending the Peace River country have appeared and will continue to appear in *Field & Stream*, *Western Outdoor News*, *Santa Monica Outlook*, *San Diego Union*, and have been syndicated by Copley News Services.

Marketing efforts during October included display and information services to the trade at the TravelAge West seminar at the Disneyland Convention Centre. This event, the premier display opportunity for the Pacific states, attracted more than 200 exhibitors and was viewed by 2,500 retail travel agents. It served us well in allowing extensive personal contact with agents and operators excluded from programmed solicitation by territorial consideration.

The Southern California Ski Show, held at the Los Angeles Convention Centre and running concurrently with the TravelAge West promotion, was considered to be a resounding success. The Provincial exhibit manned by Department staff and several British Columbia operators made a favourable impact, based on reports from the ski fraternity. Its consumer appeal was reinforced by the full-page colour advertisement that appeared in the *Far West Ski News* October edition. These contributed greatly to our identification in this market.

Ski seminars completed during October and November were presented to the retail trade in Costa Mesa, South Bay, Phoenix, Riverside, West Los Angeles, and San Diego. All were well attended and interest in the packages offered was high. Current bookings to British Columbia and Alberta exceeded 2,500, a tremendous increase over previous years. The programs offered should add considerably to these figures and benefit participants, who were Canadian Government Office of Tourism, British Columbia, Alberta, Air Canada, Airwest, CP Air, Western; plus the wholesalers, Laughlin, Global, Ski, the Giants, and Westwind.

#### GROUP AND TOUR

Our initial promotional event of the year in this special market took place at the National Tour Brokers Association Congress held in San Diego during mid-January. This association, the governing body of tour operators in North America, is of vital importance to the construction of packaged tours. Valuable contacts were renewed and several operators were introduced to our area of interest. British Columbia sponsored a dinner during the course of this Congress and its presentation was used to educate and encourage tourism to the Province.

#### CONVENTION

Special attention to the business and convention trade was maintained throughout the year with numerous agencies. Of these, the American Society of Association Executives and the National Industrial Recreation Association are of prime interest. Through these channels contact was regularly established and developed to further our efforts.

Representatives of these and other business associations were participants at presentations given in Los Angeles by head office staff and Provincial hotel management groups.

#### OFFICE FUNCTION

Our premises were well utilized by consumer contact, with the peak periods of office visitation running May through mid-August. Telephone inquiry was consistent throughout, with heavy demand by travel agency sources. Distribution of promotional information peaked in July, with numerous requests indicating delayed vacation decisions in view of rising gasoline prices. Programmed distribution to all locations in our territory provided sales materials to these points of sale, and were instrumental in the production of traffic.

Audio-visual materials were controlled from this point, with numerous clubs, groups, and associations presenting programs to their membership. Los Angeles staff assisted in many of these showings and provided additional support.

Mail and delivery services were used in disseminating literature to all points of inquiry and demands on our stocks were heavy and repetitive. Planning and organization of our various presentations and solicitation patterns required an allocation of time in periods of reduced consumer demand.

#### MARKET CONDITIONS

Belying the existence of a commercially recessed economy, continuing progress was apparent in the field of domestic travel for vacation purposes. Increased air-line seat capability between this market and British Columbia, plus the successes of coastal cruising to the Alaska shoreline and a marked increase in coach tour operations, surface indicators augur well for constructive development. It should be noted, however, that increasing market penetrations by competitive regions have been registered during the year. Principally, this challenge originates with states in the mid- and southwest. Gasoline prices, and reduced speed limits have discouraged motorists distant point itineraries. This will magnify as the awareness of the U.S. Bicentennial increases and neighbouring states compete for traffic.

Conversely, the availability of tour-basing fares by public carrier and the approval of domestic charter flights by the U.S. Government have had significant effect in stimulating packaged and independent tours. It is in these areas our well-being lies.

#### SUMMARY

The market plan set for 1975 by the Market Development Branch was closely followed by all sectors of the organization. The main objective for 1975 was to funnel more travel traffic into Region H. The Regional Co-ordinator has recently informed us of many additional tours that visited his area in 1975, and of many more booked for 1976.

The Market Development Branch continues to present British Columbia in the travel markets throughout the world in a manner that is acceptable to the vacation destinations in British Columbia.

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