

## Canadian tourism in the 80s

At last! Canadians are taking vacations at home. It's good news for our hard-working tourist industry which supports 800,000 Canadians, directly or indirectly, in over 80,000 businesses.

This trend will continue regardless of whether the Canadian dollar rises or falls compared to that of the U.S. and other foreign currencies. One does not have to look far to find the cause. In fact there are several reasons which suggest that this greatly expanded industry will continue to attract increasing numbers of Canadians.

The resurgence of interest in physical fitness, participation sports or in any kind of activity which involves healthy outdoor exercise will play an ever greater role in the years ahead. The Canadian tourist industry continues to adapt well to this need. Heated pools, both indoors and outdoors provide year-round swimming. More and more hotels and resorts are installing health clubs designed to cater to a variety of activities. Municipalities are investing increasing amounts in sports facilities which add to the interest and pleasure of everyone including tourists. An example is the installation of the 'World's longest skating rink' in Ottawa where over 100,000 turned out for a weekend of fun last February.

Now, many of our most popular resorts offer everything a visitor needs to enjoy an exciting vacation regardless of the season. It's this greater range of choice which is earning Canadian resorts and cities the nod over American, European and Caribbean competitors. In addition, Canadian operators are offering more attractive all inclusive holiday packages at every season of the year.

Travel Times predicts that there will be increasing co-operation between government tourist bureaus, transportation companies, hotels and resorts and tour operators to offer better and better package vacation bargains as we move into the 80s.

Another significant trend is the increasing emphasis by federal, provincial and municipal governments on major tourist attractions. At one time, you could count the number of world-class events held in Canada on the fingers of one hand. For example, it wasn't too long ago when the Québec Winter Carnival and the Royal Winter Fair in Toronto were the only internationally known winter attractions. Today, there are major events and tourist attractions taking place across the land throughout the year which attract millions of people. There's film festivals, international athletic meets, Oktoberfests, live theatre, folk festivals, carnivals,



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art exhibitions, fairs, symphony orchestras, operas, and ballet companies.

In a word, Canadian tourist attractions are growing steadily in popularity as many interested groups have come together to plan and promote them. It all adds up to excitement and fun for Canadians because everything is now planned to satisfy the home audience first. It's this increasing sensitivity to the needs of the home audience which will spearhead the growth of our tourist industry in the next decade. □

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