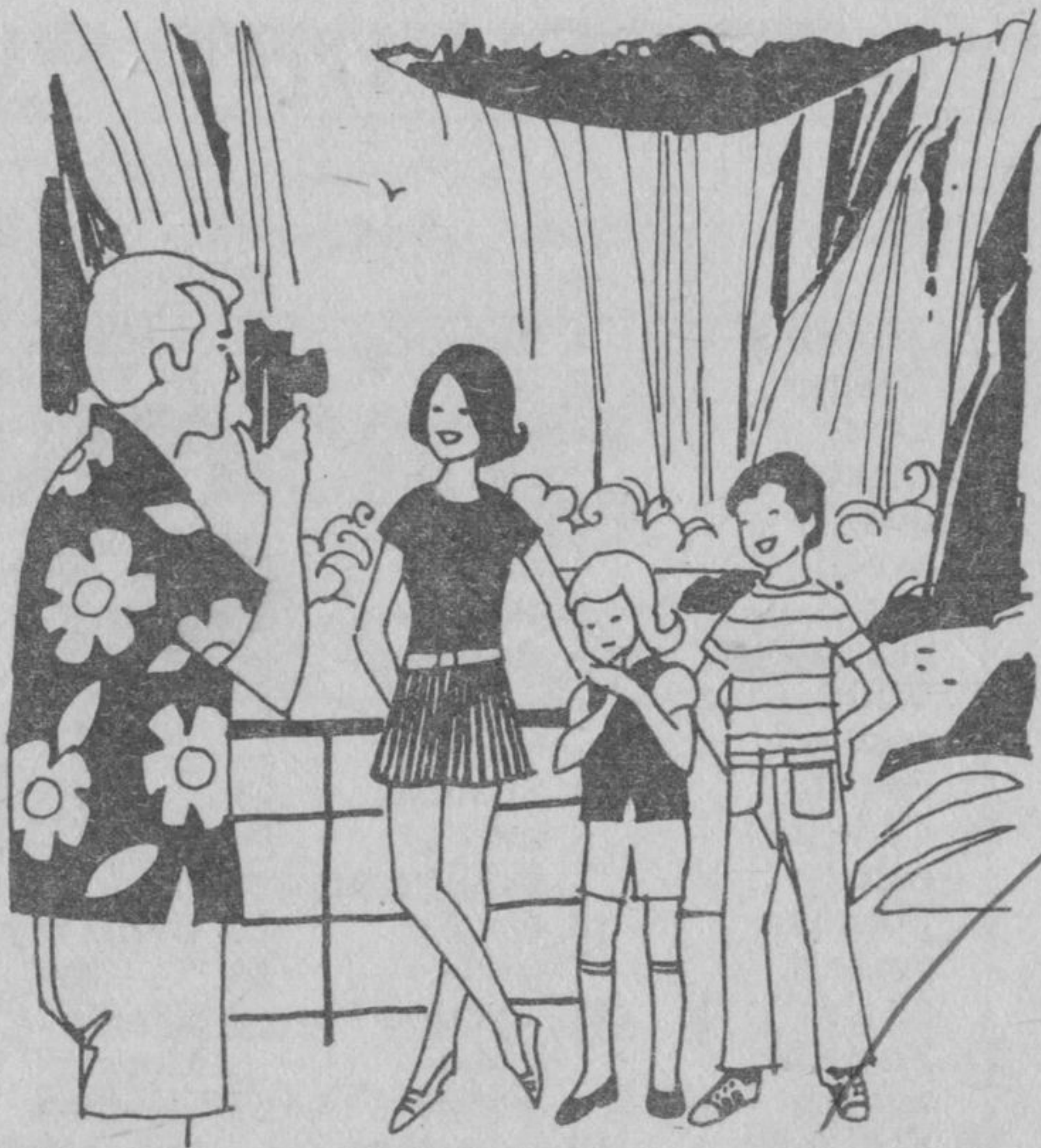


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# Tourism means jobs.

## This is what Ontario is doing to keep the tourists coming.



Tourism is good for Ontario. Tourists take nothing away except happy memories, but they leave plenty of money behind them.

That's why your Ontario government seeks to attract visitors to our province, and asks for your help in making them feel welcome.

Already, tourism is Ontario's 3rd largest industry. It provides jobs for over 154,000 people, quite possibly including you and your neighbours. What's more, by 1978 Ontario expects to play host to enough visitors to create 85,000 *additional* jobs.

A worthwhile goal, certainly. But how can all this be accomplished? Here are some of the things that your Ontario government is doing:

We're making loans for the development of

tourist facilities — through the Ontario Business Incentives Program, Ontario Development Corporation, Eastern Ontario Development Corporation, and Northern Ontario Development Corporation.

Ontario now has Tourism specialists in London (Eng.), Los Angeles, Frankfurt, and Tokyo.

We are working with airlines, railroads and bus companies to promote the pleasures of Ontario.

We are striving to bring conventions to smaller as well as larger communities, and to resort areas, especially during off seasons.

We are supporting your local Travel Associations, with ample money to promote local tourism.

We are promoting the attractions of our Province by advertising throughout Ontario and nearby U.S. states.

You can help us welcome visitors by greeting them in a friendly manner, and showing them genuine hospitality.

Encourage visitors to come back, and to bring their friends.

If we all do our share, we can increase the number of tourists who come here, and that's not only good for the tourists — it's good for Canada, good for Ontario, and good for you.

For more information or specific advice, write to:

Tourism Development  
Division of Tourism  
Ministry of Industry and Tourism  
Queen's Park  
Toronto, Ontario

Claude Bennett, Minister

6008

475.00



Government of Ontario

William Davis, Premier

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