

in the industry, increased government revenues and a reduction in the tourist trade deficit.

Tourism Canada works closely with the provinces and territories and with the private sector. In 1985, the federal government launched a national consultative process on the future of tourism in Canada and this process led to the signing of a major accord with the other orders of government on roles and responsibilities in respect of the tourism industry. Numerous joint endeavours, involving public sector/private sector co-operation, have been initiated over the past few years.

From Tourism Canada headquarters in Ottawa, programs are carried out which concern the country as a whole, such as international advertising campaigns and joint promotional ventures that are designed to assist different sectors of the industry. Assistance at the local level is available through the regional offices of DRIE, located in every province and territory. Each office has tourism specialists who act as contact points for provincial and industry officials providing information on tourism incentive and marketing programs, consultation on industry concerns and liaison with their counterparts in Ottawa. Outside Canada, the responsibility for delivering the tourism program rests with the federal Department of External Affairs. Working in co-operation with Tourism Canada, External Affairs operates from offices in more than 100 embassies and consulates throughout the world.

Dollar figures demonstrate the economic importance of the industry in Canada. Tourism revenues totalled \$19.9 billion in 1985, up from \$17.8 billion in 1984. Of the 1985 total, Canadian travellers contributed \$15.0 billion, US visitors, \$3.7 billion, and offshore visitors, \$1.3 billion. Total Canadian spending on travel was \$22.1 billion, including \$4.2 billion in the United States and \$3.0 billion offshore.

The number of world visitors who arrived in Canada in 1985 to spend one night or more totalled 13.2 million. Included were 11.6 million from the United States (up 10% from 1982), 319,000 from the United Kingdom, 161,000 from the Federal Republic of Germany, 148,000 from Japan, and 108,000 from France.

Canada's deficit on its travel account (the difference between the amount visitors spend in Canada and the amount Canadians spend while travelling abroad) totalled \$2.14 billion, compared with \$2.13 billion in 1984.

Preliminary figures for 1986 indicate a banner year for tourism in Canada; the country's best

year since 1967. For the first eight months of 1986, long-term visits from the US were up 17% from the same period in 1985 and overseas visits were up 24%. Over 12.2 million foreign visitors had already come to Canada by the end of August, lured by Expo '86, a favourable currency exchange rate, and a strong federal government marketing campaign.

17.6 Consumer affairs legislation

Consumer and Corporate Affairs Canada administers federal legislation and policies affecting business, and demonstrates that a competitive marketplace can benefit consumers, business people and investors. Four bureaus share responsibility for achieving the department's marketplace objectives.

The consumer affairs bureau co-ordinates government activities in the field of consumer affairs through four branches: consumer services, legal metrology, consumer products, and product safety. The corporate affairs bureau administers legislation and regulations pertaining to corporations; its branches are responsible for corporations, bankruptcy and securities. The bureau also administers laws pertaining to patents, copyright, timber marks, industrial design, and trade marks, with a branch responsible for each of these fields. The bureau of competition policy has branches specializing in resources, manufacturing, services and marketing practices; its economic analysis and policy evaluation branch has responsibilities in federal-provincial relations, legislative development, research inquiries and international relations.

The department maintains regional offices in Vancouver, Winnipeg, Toronto, Montreal and Halifax, and district and local offices in other cities. These offices ensure that laws and regulations administered by the department, with the exception of the statutes administered by the corporations branch, are uniformly applied and interpreted in all parts of the country. The field force includes regional consumer consultants, inspectors and specialists in the fields of bankruptcy and marketing practices.

Competition legislation. Bill C-91, an act to establish the Competition Tribunal and to amend the Combines Investigation Act and other acts in consequence thereof came into force on June 19, 1986 except for certain provisions related to prenotification of mergers which are expected to be proclaimed in 1987 when the relevant regulations are promulgated by Cabinet.