

Support Our Local Tourist Effort

MAY 1st to 8th

NATIONAL TOURIST SERVICE WEEK

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"The Tourist Business Is Everybody's Business," and it is with this thought in mind that we, the members of your City Council, heartily endorse "Tourist Service Week".

The City and Province have a splendid reputation for friendliness and hospitality to visitors. This should be maintained, and wherever possible extended in order that all our visitors may be assured of a courteous welcome.

A buoyant and prosperous tourist business is not the private concern of a few hotelmen, restaurateurs, merchants, and service station operators. It is the public concern of all of us who live and work in this community. I commend the aims and objectives of Tourist Service Week to every citizen of the community.

B. EARLE MacDONALD
MAYOR

The Tourist Industry

This page is offered as a Salute to the Tourist Industry. It has been designed primarily to make our own people more aware of the many-sided value of the industry, and to urge upon them the need for its systematic and sustained development at the local and district level.

Canada's tourist "take" in 1949 is officially estimated at \$288,000,000, \$270,000,000 of which were in United States dollars. The first figure represents an eight-million increase over the corresponding revenue for 1948. The second figure represents an increase of only three millions—a bare 1% . . . over the 1948 return. Since the American people constitute our major travel market . . . and since a great many more of them were in Canada last year than ever before . . . the only way in which the comparatively small increase in the amount of money they left here can be explained is that (a) they have cut down considerably in their normal vacation spending; (b) have eliminated frills and extra from their trip-budgeting; and (c) are demanding a far greater return for their expenditures than at any previous time in this country's tourist history. In all thinking and planning done by this community for the days ahead, this unmistakable travel trend should be watched closely. Unless we give our American visitors what they want in vacationing, our own tourist "take" is apt to suffer and suffer quickly.

Many benefits from the Tourist Industry come locally . . . to employment, through profits and taxes, and as a definite market for the farmer. It has been too often said that tourist business is not the agriculturist's concern at all, but one realizes how short-sighted, how incorrect, that statement is when one ponders the fact that a single resort hotel, of moderate rates and average guest capacity of 200, bought \$18,000 worth of Canadian product during its 80-day operation of last summer. Let's carry these benefits further afield, into our tourist services, and we find that the aforementioned \$270,000,000 overall expenditure of American visitors was distributed as follows: in retail and department stores, \$87.5 million; in restaurants and food stores, \$59.4 million; in hotels, restaurants and camps, \$45.9 million; in service stations and garage, \$32.4 million; for movies, entertainment and recreation, \$24.3 million; for train, steamship, motor coach and plane fares, \$16.9 million; for refreshments and roadside purchases, \$13.5 million; and for novelties, souvenirs, and a host of other things, \$1.1 million.

Is it not amply evident that the tourist business is everybody's business . . . that this community has a definite stake in it, and, having a stake in it, should deem it incumbent to plan so progressively that its place in the tourist sun of the future is safeguarded? Now, what can we do to effect that safeguard? We can do this by ensuring:—

- (a) That our accommodations are up to required standards, both as to bed and board, and that early consideration be given locally to the introduction of modern motor courts and trailer parks such as the American vacationist is accustomed to and enthusiastically patronizes in his own country;
 - (b) That, in the matter of cuisine, interesting and colorful menus featuring variety and a proper balance of foods, with special attention to meals for children, are furnished;
 - (c) That our hometown surroundings are bright, fresh and attractive;
 - (d) That our historic landmarks, quite aside from their cultural value, are preserved (not permitted to be destroyed) and so dramatized as to become ready and profitable tourists assets;
 - (e) That fish and game conservation is practiced, not only preached, so that a sustained yield from forest and stream can be assured both our own sportsmen and our tourist visitors;
 - (f) That in flying this district with vacationists the airplane neither misuses its opportunities nor ours;
 - (g) That our people drive safely and sensibly on the highways, so as to counteract a fairly general impression abroad that Canadians generally are poor drivers and a consequent threat to vacationing motorists;
 - (h) That COURTESY is practiced on increased scale, wherever the tourist spends his dollars;
 - (i) That (last but by no means least) all possible recognition and support be accorded the Canadian Tourist Association's national move to have Labour Day set back to the third Monday in September, as at least one means of proving to the doubting Thomases that Autumn tourist business (Spring, and Winter, too) can be as gainful as the old standby, the summer operation of some 12 weeks at the most.
- This, and all other communities, should realize, once and for all, that the tourist dollar does not come their way entirely of its own volition. They should realize, moreover, that unless adequate recultivation of our major market is undertaken, from every level of the industry, there is no certainty that 1950 will prove to be our fourth successive record-smashing travel year. No, there is a lot of work to be done . . . at home and abroad . . . and as a matter of local pride and ambition . . . as a further contribution to our national economy in which U.S. Dollars figure today so prominently . . . our people here should rise to the challenge of the Vacationing Tomorrow, and so place their tourist assets in order that whatever the monetary return elsewhere travel business in Prince Edward Island this fast-approaching season will be as profitable and beneficial BIG BUSINESS as ever before.

THE TOURIST BUSINESS IS **Big Business** TO SUMMERSIDE

It is to the advantage of our citizens to treat these friendly visitors fairly and honestly at all times, striving in every way to make their stay pleasant. This is the only way in which we can build up this important industry so that these people will return year after year and bring others with them.

THE **TOWN OF SUMMERSIDE**
HENRY W. WEDGE, MAYOR
J. H. STRONG, TOWN CLERK

TREAT OUR VISITORS RIGHT SO THEY WILL WANT TO RETURN YEAR AFTER YEAR

They like our friendly ways, hospitality, scenery and our warm days and cool nights. SO — TREAT THEM RIGHT.

HARBOUR VIEW
Cabins and Cottages
SUMMERSIDE

WHERE THEY ALWAYS COME BACK
"The Tourist Business Is Everybody's Business"

IT IS TO OUR **ADVANTAGE**

To Be FRIENDLY — COURTEOUS — CO-OPERATIVE TO OUR SUMMER VISITORS EVERYONE BENEFITS

GARDEN OF THE GULF CABINS
SUMMERSIDE
P. E. ISLAND'S LARGEST TOURIST RESORT

Support The Local Tourist Effort...

YOU can play your part! Be courteous, co-operative and friendly with our visiting tourists.

"TOURIST BUSINESS IS EVERYBODY'S BUSINESS"

Rendezvous Restaurant
Eating Out Is Fun!

YOU CAN HELP...

Are you familiar with the Tourist Attractions of our Province? YOU should acquaint yourself with our accommodations, our fishing, hunting, golfing, and the numerous other outdoor activities. Tell people about the many holiday possibilities in your community.

Canada's Tourist Industry is an assurance of prosperity. Make them WANT to come back!

ARTHUR ROPER'S
IMPERIAL OIL LTD. SERVICE STATION
Corner Gt. George & Euston Sts.

THE TOURIST BUSINESS IS **EVERYBODY'S BUSINESS** MAKE OUR VISITORS FEEL AT HOME **WHITE'S RESTAURANT**
162 QUEEN ST.

It's Your Opportunity..

WOULD YOU LIKE TO SHARE IN TWO HUNDRED AND SEVENTY MILLION U.S. TOURIST DOLLARS? YOU DID IN 1949!

What are YOU going to do during 1950 to better that figure? We ALL have a job to do! Treat our visitors with utmost respect and cater well.

Canada's Tourist Business is GOOD Business — EVERYBODY Benefits

MILTON'S OLD SPAIN

EVERYBODY BENEFITS

from the TOURIST DOLLAR spent in this Community . . .

Let's Earn Them By Deserving Them.

J. T. DAVIES
McCOLL - FRONTENAC DEALER
Cor. Gt. George & Fitzroy Sts.

The Year 1950

Promises to be the **BUSIEST AND MOST PROFITABLE YEAR** in our Ever-Growing Tourist Industry.

In **PRINCE EDWARD ISLAND** everyone benefits in some way or other from the **TOURIST TRADE**

Won't YOU as a citizen of Canada's Garden Province do YOUR bit to welcome our visitors?

The Prince Edward Island Travel Bureau

84 Great George Street
CHARLOTTETOWN, P. E. I.