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**PRIME MINISTER'S REMARKS AT OPENING OF CANADIAN
TOURISM COMMISSION'S SUMMER TOURISM CAMPAIGN**

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(APPLAUSE)

RT. HON. STEPHEN HARPER (Prime Minister of Canada): Thank you very much, Alice, for that kind introduction. *Nihao*. Bonjour, mesdames et messieurs. First of all, I appreciate the opportunity to visit you here today. Laureen and I are enjoying this, our first morning, on this, our second official visit to China.

Et nous sommes très heureux de pouvoir assister à l'ouverture officielle du Centre de marketing de la Commission canadienne du tourisme ici au siège social impressionnant du China Youth Tourism Service.

I also want to give a special welcome to a friend who needs no introduction here in China. That's Canada's very own Mark Rowswell, or as you know him, Dashan. (APPLAUSE)

Dashan est un remarquable ambassadeur culturel entre le Canada et la Chine.

Dashan is a remarkable goodwill ambassador between Canada and China, and I'm counting on all of his millions of fans here in China to plan to visit us in Canada in the future.

Now, I must say that Laureen and I feel particularly at home today as the Canadian Tourism Commission's feature summer marketing campaign for 2012 highlights Canada's West, including our hometown of Calgary and the world-famous Calgary Stampede where... (APPLAUSE) We're joined by many people here from that part of the country. I should note the presence of famous Alberta performer Paul Brandt, who you're going to hear a little later, and of course, the presence of Harry, Harry the Horse, that is. (APPLAUSE) Harry is, of course, the Calgary Stampede's

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centennial mascot, and we're also excited to have him here with us in Beijing. Harry's busiest year of the week is in July, when Calgary invites the world to help celebrate its ranching heritage.

Le Stampede de Calgary est connu comme le plus grand spectacle en plein-air sur la planète, et ce sera certainement le cas en cette année marquant le centième anniversaire du Stampede.

Bull riding, trying to stay on horses that haven't been saddle broken, wrestling with ornery stirs that don't want to be roped: it's all an amazing competition based on the skills that built Western Canada. That and the chuck wagon races, the parade, the entertainment, the pancake breakfast, and of course, the Calgary... the great, world renown Calgary hospitality. There's a reason why it's called the greatest outdoor show on Earth, and so it will be in this, the Stampede's 100th year. I hope... (APPLAUSE) I hope thousands of our Chinese friends are able to come and share this milestone with us.

Mesdames et messieurs, l'industrie touristique est particulièrement importante. C'est une des rares industries dans le monde dont la matière première est la bonne volonté et le produit fini est l'amitié.

Ladies and gentlemen, the tourism industry is particularly valuable. It's one of the few industries in the world whose raw material is goodwill and whose finished product is friendship. Now, I think the world needs all the friendship and goodwill it can get, and I think your own government agrees.

C'est pourquoi il y a deux ans notre gouvernement s'est réjoui lorsque Canada a reçu le statut de destination approuvée et le tourisme chinois au Canada a rapidement augmenté depuis.

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That's why two years ago our government was pleased that Canada received approved destination status, making it easier for Chinese tourists to visit Canada. And already the growth in visits from your country to ours has taken off. During the past 12 months, close to a quarter million visitors from China have travelled to Canada, an almost 25 percent increase over the previous year.

Mes amis, je peux vous assurer que le Canada, à titre du deuxième masse terrestre en importance dans le monde, offre tout ce que vous pourriez souhaiter dans un seul et même forfait.

Friends, I can assure you that Canada, as the second largest land mass in the world, has everything you could want in one package: the rugged outdoors for adventure and thrills, the great indoors for the best shopping and dining, premium entertainment, glorious landscapes, a pristine environment, and best of all, the friendliest people on the planet. As they say, it's all there waiting for you.

Ladies and gentlemen, I want to congratulate the Canadian Tourism Commission on establishing its presence here with the China Youth Tourism Service, and working hard to introduce a whole new generation of Chinese travellers to Canada.

Venez-vous... venez nous vendre... Venez nous rendre visite.

Come and visit us. Let's get to know each other better, and build that friendship and goodwill between our two peoples. *Xie-xie*. Merci beaucoup. Thank you. (APPLAUSE)

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