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Great Falls Luncheon with Calgary Officials

Max S. Baucus
Senator * or Department*:  BAUCUS

Instructions:
Prepare one form for insertion at the beginning of each record series.
Prepare and insert additional forms at points that you want to index.
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Record Type*: Speeches & Remarks

MONTH/YEAR of Records*: January-1984
(Example: JANUARY-2003)

(1) Subject*: Economy
(select subject from controlled vocabulary, if your office has one)

(2) Subject*  Statement for Great Falls Luncheon with Calgary Officials

DOCUMENT DATE*: 01/08/1984
(Example: 01/12/1966)

* "required information"
Statement for Great Falls Luncheon
With Calgary Officials
January 8, 1984
Max Baucus

Thank you for the invitation to join you today. It is a pleasure to see Calgary and Great Falls leaders mutually discuss promoting our tourism industry to the rest of the world. Indeed, we have much to promote.

I can personally assure the Calgary delegation that you are working with some of Montana's finest.

I've had the pleasure of holding a couple conferences here; one in the summer of 1980 to deal with tourism and trade and another one just this last year on economic development.

Great Falls is not a community that leaves a discussion on the conference table. For instance, one of the topics at the trade and tourism conference was free trade zones. The community had already applied for a free zone and four years of effort paid off this last November when it was finally approved.

I'd like to take this opportunity to congratulate all of you for a job very well done. I know it took a lot of work and tenacity.

So it is especially exciting to see you coming together here today. Again, an idea passes from discussion to implementation.

Also at the tourism and trade conference in 1980, I brought along a representative from a group of New England, Quebec and maritime province travel officials. His story is one worth remembering.

This group banded together and dropped the distinction of borders by packaging vacations that featured the best of New England and Canada. They marketed those trips in Europe as well as nationwide in both Canada and the U.S.

The group was extremely successful by affording tourists the attractions of the area as a whole. Multi-national vacations have a certain appeal and the added opportunity of New England skiing, the excitement of Quebec and charm of Prince Edward proved to be a winner.

You have that same opportunity, and, I think, even more to offer in way of attraction. We also have the Pacific Rim market which is looking very promising.
Consider, as a framework for your discussion, the notion of "sharing the 49th parallel." This theme redefines the boundary not as a demarcation, rather, as a common center. In fact, our most magnificent attraction is at its best where it passes from Montana into Canada.

So, in discussing how you might better promote tourism, consider the experience of others, look upon our features as common ground, and, be adventurous.

Exciting times are before us. Centennial celebrations in both Calgary and Great Falls are a tremendous opportunity to begin cooperating.

They are also a great chance to prepare for the 1988 Winter Olympics.

Many thousands will enter Alberta through Montana and, as good neighbors, we in Montana should roll out the red carpet as the doorstep to Calgary. We can make Calgary bound travelers feel more welcomed and cared for and make their Olympic experience just that much better.

Recognizing the role our state will play is an important one. I intend to support that role by asking Congress to designate Montana as the United States' official "Gateway to the Olympics."

I know you have a very full schedule ahead and I'm interested in hearing the other speakers, so let me close by saying I think you have created an outstanding opportunity for "sharing the 49th parallel."

I offer you my services and assistance and encourage you to call.

Thank you.