

figures derived by each, and in this way arriving at a sum total. By these various methods of calculation and estimation, the details of which are further explained in the more extended report, the value of the tourist trade from other countries to Canada in the years 1922 to 1926 is roughly estimated as follows:—1922, \$91,686,000; 1923, \$130,977,000; 1924, \$148,942,000; 1925, \$173,289,000; 1926, \$190,463,000.

The tourists who enter Canada may be divided into three classes:—(a) those coming in *via* ocean ports; (b) those entering from the United States in automobiles; (c) those entering from the United States by rail or steamer. In 1926 these classes are estimated to have expended in Canada \$5,364,200, \$105,771,000 and \$79,328,250 respectively, or a grand total of \$190,463,450. In view of the celebration of the Diamond Jubilee of Confederation in 1927, drawing large numbers of tourists from the United States and other countries, tourist expenditures in 1927 were certainly not less than in 1926.

**Expenditures of Canadian Tourists Abroad.**—Canadian tourists visiting other countries travel in the main to the British Isles and other European countries on visits home, or as sight-seers. Again, many of them, especially elderly or delicate persons, go south to avoid the Canadian winter. These tourists may be classified in the same three classes as those entering Canada. The first class leaving Canada by ocean ports are estimated to have spent \$17,302,800 abroad in 1926, while those visiting the United States by automobile expended an estimated amount of \$41,566,000 and those visiting the United States by rail or steamer an additional \$31,174,500, or a grand total in 1926 of \$90,043,300.

**Summary.**—In the years 1922 to 1926 the total expenditures of Canadian tourists in other countries, as compared with the expenditures of tourists from other countries in Canada, are as follows:—

Years.	Estimated expenditure of Canadian tourists in other countries.	Estimated expenditure of tourists from other countries in Canada.	Estimated excess of expenditures of tourists from other countries.
	\$	\$	\$
1922.....	46,040,000	91,686,000	45,646,000
1923.....	50,735,000	130,977,000	80,242,000
1924.....	58,884,000	148,942,000	90,058,000
1925.....	67,395,000	173,289,000	105,894,000
1926.....	90,043,000	190,463,000	100,420,000

It will be noticed that whilst there has been a steady increase in the amount spent by tourists from other countries in Canada, there has also been an increase in the amount spent by Canadians in other countries. The 'favourable' balance accruing to Canada from tourist trade has continued to increase until 1926, which showed a slight decrease from the 1925 figure. Nevertheless, the statistics demonstrate how valuable an asset to Canada is her tourist trade, constituting an 'invisible' export which is surpassed in value by wheat alone among the 70 leading commodities exported from Canada in the fiscal year 1926-27. If the 'invisible' import of expenditures of Canadian tourists in other countries is deducted, the balance represents an item exceeded in value only by the exports of wheat and newsprint paper. The further increase of this item in the trade balance depends not only on additional numbers of tourists from other countries, but also on the extent to which Canadians "see Canada first" when they decide to travel.