

Section 4.—The Tourist Trade of Canada.¹

Tourist Expenditures in Canada.—In recent years the tourist trade has become an important source of revenue in certain sections of the Dominion, materially affecting the balance of trade. It represents the economic disposition of national assets in which Canada is particularly rich, namely: its picturesque scenery; its invigorating climate; its opportunities for hunting, fishing and boating, as well as for winter sports—for the exploitation of which a considerable capital expenditure has been made on hotel accommodation, improved highways and other attractions. The expenditure of travellers coming to Canada from other countries on business has the same effect, so far as its influence on the balance of trade is concerned, as the export of additional commodities would have. Indeed, in so far as commodities are sold to tourists travelling in the Dominion, our exportable surplus of such commodities is reduced.

It is impossible to obtain a direct record of expenditures of this kind. Moreover, even a rough estimate of the total is extremely difficult to make, visitors to Canada being of all classes, engaging in widely different activities or forms of recreation, remaining for varying periods, with expenditures undoubtedly ranging from very small to very large amounts.

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 1928 these classes are estimated to have expended in Canada \$10,596,000, \$167,384,000 and \$72,521,000 respectively, or a grand total of \$250,501,000.

The Department of National Revenue records the number of tourists entering Canada in automobiles from the United States through each of the ports of entry along the border. Estimating the expenditure of these tourists by provinces according to the provinces in which they entered, gives the following provincial distribution of their expenditure in 1928:—Maritime Provinces \$6,089,000; Quebec \$43,915,000; Ontario \$95,680,000; Manitoba \$2,380,000; Saskatchewan \$1,027,000; Alberta \$762,000; and British Columbia \$17,531,000.

On the basis of information collected from Canadian hotels, the following estimates were made of the expenditure of tourists from other countries for hotel accommodation in each of the provinces of Canada during 1927:—Prince Edward Island, \$21,000; Nova Scotia, \$762,000; New Brunswick, \$496,000; Quebec, \$9,902,000; Ontario, \$7,283,000; Manitoba, \$627,000; Saskatchewan, \$128,000; Alberta, \$1,364,000 and British Columbia, \$1,852,000, making a total for Canada of \$22,435,000. The total for Canada in 1928 was estimated as \$26,047,000. These figures do not include expenditures in tourist camps or private dwellings providing tourist accommodation, although these facilities divert a good deal of tourist trade from the hotels.

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 to Florida, Bermuda or the West Indies. These tourists may be classified in the same three classes as those entering Canada. The first class leaving Canada by ocean ports is estimated to have spent \$18,827,000 abroad in 1928, while those visiting the United States by automobile expended an estimated amount of \$59,785,-

¹ Abridged from studies of "The Tourist Trade in Canada, 1920-1926", and for 1927 and 1928, published by the Bureau of Statistics and obtainable on application. These studies contain a full explanation of the methods used in making the estimates.