

Section 4.—The Tourist Trade of Canada.*

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. Those entering from the United States in automobiles are by far the most important class of tourist. The business accruing to the Dominion in this manner represents some return for expenditures on highways which have been very large in the period since the War. In order to attract this traffic, highways have been built through regions of picturesque scenery, such as the Rocky mountains, northern Ontario, and the Laurentians and Gaspé in Quebec. A further asset for Canada arises from the fact that these scenic regions with their invigorating climate are at their best in the summer holiday season when motorists are most ready to travel. The expenditure of travellers coming to Canada from other countries has the same effect, in 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.

Tourists who enter Canada may be divided into two broad classes: (1) those coming in *via* ocean ports; (2) those entering from the United States, the latter subdivided into entries by (a) automobile, (b) rail or steamer, (c) other modes of travel as bus, aeroplane, ferry, etc. In 1938 these classes are estimated to have expended in Canada (1) \$14,000,000, and (2) \$253,000,000, respectively, with entries under (a) \$178,000,000, (b) \$58,000,000, and (c) \$19,000,000.

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. Estimates of the expenditures of tourists of this class in 1938, according to the provinces by which they entered, are as follows: Maritime Provinces, \$14,000,000; Quebec, \$31,000,000; Ontario, \$116,000,000; Manitoba, \$3,000,000; Saskatchewan, \$1,000,000; Alberta, \$1,000,000; and British Columbia, \$12,000,000.

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 sightseers. 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 way as those entering Canada. The total expenditures of such Canadian tourists to other countries were estimated in 1938 to be as follows: to overseas countries, \$17,000,000; to the United States by automobile, \$49,000,000; to the United States by rail or steamer, \$29,000,000; and to the United States by other modes of travel, \$25,000,000; a total of \$120,000,000.

* Abridged from "The Tourist Trade in Canada, 1920-26", and reports for each year from 1927-38, inclusive, published by the Dominion Bureau of Statistics and obtainable on application. These reports contain a full explanation of the methods used in making the estimates.