

During the past two years, it has been possible to introduce wide-spread improvements. An extensive reorganization of tourist statistics procedure was undertaken jointly during 1941 by the Dominion Bureau of Statistics and the Customs Division of the Department of National Revenue, with a view to improving estimates of the expenditures of United States tourists entering Canada by automobile. As with changes already introduced in 1940, these improvements were directed towards two main objectives: a more accurate and uniformly-classified *count* of cars and persons involved in the movement, and a larger and more representative *sample* of the tourists' expenditures. Since Apr. 1, 1941, all customs permits and entry records have been sent for compilation to the Dominion Bureau of Statistics, where the traffic is counted and classified on a uniform basis. This new procedure with regard to motor travel has proved most successful and very much larger and better expenditure samples have been received. At the same time similar but less extensive improvements have been achieved in the field of non-motor travel—persons entering Canada by rail, bus, aeroplane and boat.

Substantial revision of the 1940 estimates was carried out on the basis of additional information available in 1941. The main groups affected were United States tourists travelling by automobile and rail, these groups together forming the bulk of the total tourist movement. The revision involved a subtraction of over \$25,000,000 from the preliminary figures for 1940, as published on p. 477 of the 1941 Year Book, and, as there was only a negligible revision of Canadian expenditures abroad, almost the whole of this amount is also a subtraction from the net balance in Canada's favour for that year.

United States Travel Expenditures in Canada.—The important place which United States travel expenditures occupy in the Canadian economy in normal times has been more fully recognized since the outbreak of war, as a result of unprecedented demands for U.S. dollars to pay for much-needed war materials. Sterling balances built up through exports to the sterling area can no longer be converted into U.S. dollars to pay for purchases in the United States, and thus direct sources of United States exchange, such as the tourist trade, have been of great importance in the furtherance of Canada's war effort.

In order to attract United States visitors to Canada, vigorous efforts were put forth during 1941 by the Canadian Travel Bureau and by provincial and local tourist bureaus, and many private organizations, companies and individual citizens were active towards the same end. It was deemed of special importance to endeavour to counteract the effects of enemy propaganda in the United States, designed to discourage people from coming to Canada, and to clear up misunderstandings with regard to United States passport regulations and conditions in Canada in wartime. These factors undoubtedly had an adverse effect upon the volume of travel during the summer of 1940, and all publicity efforts in 1941 were designed to allay any ill-founded fears concerning difficulties of travel in Canada.

Statistics of tourist entries compiled by the Canadian Immigration authorities indicate that a total of 13,968,088 visitors entered Canada from the United States in 1941 as compared with 13,592,429 in 1940, an increase of 2.8 p.c. However, the groups of longer-stay tourists who account for the major part of the total expenditures, as distinct from the local and short-stay travellers who are large in numbers but spend little, showed a much greater increase. The number of traveller's vehicle permits issued to United States automobiles for periods up to 60 days or 6 months rose by more than 18 p.c., and travellers entering Canada by rail increased by 9 p.c. Total expenditures of United States travellers in Canada are estimated to have increased from \$95,000,000 in 1940 to \$104,000,000 in 1941.