

5.—Estimates of Tourist Expenditures Between Canada and Other Countries, 1937-42

(Millions of Canadian Dollars)

Item and Year	All Countries	Empire			Non-Empire		
		Total	United Kingdom	Other Countries	Total	United States	Other Countries
Credits (expenditures of foreign tourists in Canada)—							
1937.....	166	12	11	1	154	149	5
1938.....	149	10	8	2	139	134	5
1939.....	149	9	7	2	140	137	3
1940.....	104	6	5	1	98	98	1
1941.....	111	3	2	1	108	107	1
1942.....	81	2	2	1	79	79	1
Debits (expenditures of Canadian tourists abroad)—							
1937.....	87	18	16	2	69	65	4
1938.....	86	17	15	2	69	66	3
1939.....	81	13	11	2	68	67	1
1940.....	43	3	2	1	40	40	1
1941.....	21	3	2	1	18	18	1
1942.....	26	2	2	1	24	24	1
Net Credits (+) or Net Debits (-)							
1937.....	+79	-6	-5	-1	+85	+84	+1
1938.....	+63	-7	-7	-	+70	+68	+2
1939.....	+68	-4	-4	-	+72	+70	+2
1940.....	+61	+3	+3	-	+58	+58	-
1941.....	+90	-	-	-	+90	+89	+1
1942.....	+55	-	-	-	+55	+55	-

¹ Less than \$500,000.

Section 2.—The Tourist Trade of Canada*

The growth of tourist travel in Canada, to the point where it has become one of the nation's great 'service' industries, was a remarkable development in pre-war years. It represents in economic terms the disposition of national assets in which Canada is particularly rich—scenic beauty, invigorating climate, opportunities for summer and winter sports of all kinds, religious shrines and places of historical interest—for the exploitation of which large capital expenditures have been made on hotel accommodation, improved highways, national parks and other attractions.

The place of the tourist trade as one of the 'invisible' items in Canada's balance of international payments is seen from the tables at pp. 498-500. The expenditures in Canada of travellers from other countries have the same effect, in so far as they influence the balance of payments, as the export of additional commodities and, similarly, the expenditures of Canadian travellers in other countries are comparable to the import of goods from abroad.

During the past four years, it has been possible to introduce wide-spread improvements in estimating tourist expenditures. 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.

* Abridged from "Canada's Tourist Trade, 1942" and other reports published by the Dominion Bureau of Statistics.