

in proportion to the population of the United States. In 1947, Canadian travel expenditures in the United States were about \$12 per capita of the population of Canada, whereas American expenditures in Canada were not much more than \$1.50 per capita of the population of the United States. On the other hand, average expenditures per traveller do not vary much as between Canadians and United States citizens when considered in the aggregate.

To conserve the supply of United States dollars, acute shortage of which was experienced by Canada, along with many other countries, in 1947, remedial measures were introduced by the Canadian Government in November of that year. Among other things restrictions were placed upon pleasure travel involving the expenditure of United States dollars. The new regulations limited the amount of United States dollars a Canadian resident was permitted to use for pleasure travel to \$150 during the period of 12 months ended Nov. 15, 1948. Expenditures of reasonable amounts of United States dollars for business and other necessary reasons were, however, still permitted along with reasonable amounts to cover travel to countries of the Sterling Area. Purchases of foreign merchandise declared to the Canadian Customs by returning Canadians were drastically reduced by import prohibitions.

In spite of these restrictive measures, Canadians remain the most persistent border-crossing nationals in the world.

As a Canadian source of United States dollars the tourist industry ranks second after the export of newsprint. The employment created by the primary and secondary effects of the inflow of tourist funds is widely distributed throughout Canada. Although the whole Canadian economy benefits as a result, the benefit is of particular significance to otherwise unproductive parts of the country which are favoured with tourist attractions. The tourist trade has raised the standard of living in such areas. Good roads, better shops, improved quality and variety of merchandise, better hotels, better steamship and railway services and many other improvements have resulted.

The current trend towards increased social benefits in Canada and the United States has had considerable influence on the international tourist trade. Holidays with pay are now a common experience with a large number of industrial workers and, together with the almost universal advances in standard wage rates, have added considerably to the ability of workers in both the United States and Canada to enjoy extended vacations.

**United States Travel Expenditures in Canada.**—Expenditures in Canada in the year 1947 by tourists and other travellers from the United States totalled \$235,000,000 an increase of 9 p.c. over the previous high mark established in 1946. The most encouraging feature of the 1947 season was the strong showing made by the automobile traffic which before the War formed the backbone of the tourist industry in Canada. United States dollars brought into Canada by motorists in 1947 almost equalled the aggregate amount brought in by persons crossing the International Boundary by all other means, and were more than six and one-half times more than in 1943 when automobile travel was severely curtailed by gasoline rationing, tire rationing, and other wartime restrictions.