

in the second quarter and 87 p.c. in the last quarter. Percentagewise, travel to the British West Indies, Mexico and Hawaii was heaviest in the first quarter of the year when 11 p.c. of the travellers reported visits to the British West Indies, between 11 and 12 p.c. to Mexico and 8 p.c. to Hawaii. Travel to these areas was at a minimum in the third quarter of the year. The first and second quarters of the year attracted more visitors to Bermuda which was given as destination by between 4 and 5 p.c. and 7 p.c. respectively of the respondents. Destinations reported by Canadians returning from overseas via the United States followed a different pattern. On a percentage basis, more persons had visited Bermuda, the British West Indies, Mexico, Central America and Hawaii the shortest route to which destination is through the United States.

It is of interest to note that approximately 42 p.c. of the travellers returning direct from overseas countries had gone to visit friends or relatives in 1957 as compared with 37 p.c. in 1956. Between 40 and 41 p.c. travelled for recreational purposes, a slight decline from 1956. About 11 p.c. travelled overseas on business, 4 p.c. for education and just over 2 p.c. for purposes of health.

Between 73 and 74 p.c. of Canadian visitors to the United Kingdom and nearly 58 p.c. of the travellers to other European countries went to visit friends or relatives. Nearly 46 p.c. of the travellers visiting both the United Kingdom and other European countries were for recreational purposes, 27 p.c. went to visit friends or relatives, and about 18 p.c. were on business. Approximately 73 p.c. of the travellers returning from other Commonwealth countries (mainly Bermuda and the British West Indies) had been on vacation, 13 p.c. went to visit friends or relatives and 5 p.c. for reasons of health. Business trips to other Commonwealth countries in 1957 accounted for more than 7 p.c. of the trips to these areas compared to 4 p.c. in 1956. Some 87 p.c. of the visits to Hawaii and 81 p.c. of the visits to Mexico were for recreation. Business trips took 21 p.c. of the visitors to Central America and between 22 and 23 p.c. of the visitors to South America. About 23 p.c. of the visitors to Central America and 29 p.c. of those travelling to South America reported visiting friends or relatives. Recreation attracted nearly 53 p.c. of the visitors to Cuba and Puerto Rico but only 39 p.c. reported this reason for travelling to South America. About 59 p.c. of the Canadian travellers returning from overseas countries via the United States reported recreation as the purpose of trip, 22 p.c. had gone to visit friends or relatives and 12 p.c. travelled on business.

Expenditures of Canadians in overseas countries reached a record \$122,000,000 in 1957, a gain of \$15,000,000 over 1956. This 14-p.c. increase may be compared with the 24-p.c. gain recorded in 1956 over 1955. For the first time since 1951 receipts from overseas visitors recorded a greater percentage gain than the travel payments to overseas countries but the debit balance between receipts and payments stood at \$84,000,000, the highest on record. The debit balance in the overseas account amounted to more than half of Canada's deficit on travel account in 1957.

Tourist Information.—Tourist information generally is supplied by the Canadian Government Travel Bureau, Ottawa, and detailed information on the National Parks and Historic Sites is available from the Department of Northern Affairs and National Resources, Ottawa. For advice regarding specific provinces or particular cities or resorts, application should be made to the provincial or municipal Bureau of Information concerned.

PART IV.—THE GOVERNMENT AND FOREIGN TRADE

Section 1.—Foreign Trade Service and Associated Agencies concerned with the Development of Foreign Trade*

Foreign trade contributes substantially to the welfare and prosperity of Canadians, largely because the productive capacity of Canada is greater than the ability of its population to consume the output of farms, factories, forests, fisheries and mines. Every effort

* Prepared in the several Branches and Divisions concerned and collated in the Trade Publicity Branch, Department of Trade and Commerce, Ottawa. The work of the Standards Branch and the Small Business Branch of the Department, which are concerned with domestic matters only, is dealt with in the Domestic Trade Chapter, pp. 940-942.