

receipts include such source items as sales of rooms, food, alcoholic beverages, merchandise and other services provided by traveller accommodation business i.e. telephone, valet, laundry, parking, etc. A further breakdown of traveller accommodation data by province is provided in Table 18.15.

**Restaurants.** Data for restaurants are collected from a sample of independent restaurant operators and from a full coverage survey of chain restaurants. Independent restaurants which hold a franchise are classed as independents. Restaurants in hotels are generally excluded from restaurant statistics and included with hotels.

Receipts in the 1970-74 period rose 45.3% nationally and ranged from a low of 25.5% in Nova Scotia to a high of 55.9% in Newfoundland (see Table 18.16 for the provincial breakdown). Independent restaurant operations accounted for 85.5% of the total restaurant receipts in Canada.

**Franchising in the food-serving industry.** Franchising is a system of distribution in which one enterprise grants to another the right to merchandise a product or service. A full coverage survey of franchising in Canada's food-serving industry was conducted in 1973 as a follow-up to a pilot survey carried out for 1971. In 1973, 42 franchising companies operated in Canada, covering 1,970 franchisee and franchisor owned/operated business outlets with gross sales of \$379.7 million. This represented 24.3% of Canada's total estimated restaurant sales in 1973 (or 27.2% of sales from independent restaurant operators).

**Power laundries, dry-cleaning and dyeing plants.** In 1973 a total of 2,532 power laundries, dry-cleaning and dyeing plants operated in Canada with a revenue of \$282.4 million, an increase of 9.5% from \$258.0 million in 1972. Of these plants, 339 were laundries, with a revenue of \$132.7 million, and 2,193 were dry-cleaning and dyeing plants with receipts totalling \$149.7 million. In 1973 power laundries maintained their revenues in the past few years and in 1972 showed a 16.4% increase in revenue over the previous year while the revenue of dry-cleaning and dyeing plants increased by 4%.

**Motion picture distribution and production.** This industry consists of exhibitors who operate regular movie theatres and drive-in theatres, film distributors, and private firms and government agencies engaged in the production of motion picture films.

Total receipts from admissions in 1973 were \$150.6 million, of which \$129.9 million were obtained by regular theatres and \$20.7 million by drive-in theatres. There were 1,135 regular theatres and 299 drive-in theatres in operation in Canada.

The average admission price was \$1.80 in regular theatres (ranging from a low of \$1.11 in the Yukon and Northwest Territories to \$1.92 in Ontario) and in drive-in theatres it was \$1.79. The per capita expenditure reached a high of \$8.30 in 1953, then gradually declined to a low of \$3.91 in 1962, increasing gradually to reach its present level of \$7.32.

The number of paid admissions in regular motion picture theatres reached a high in 1952, then declined gradually until 1963; after an increase in 1964, admissions continued to decline again until 1970. A slight increase was recorded for 1972; however another decline was recorded in 1973 (see Table 18.17). The trend of paid admissions in drive-in theatres was somewhat different. These reached a high in 1954, after which they declined quite rapidly for a couple of years. From 1957 to 1965 the number of admissions fluctuated around the 10 million mark. Ticket sales increased after that, reaching 12.3 million in 1968. After 1968, the number of admissions declined again. The number of admissions to both kinds of theatre has not kept pace with the rising population, and, at the present time, seems to have stabilized at around 90 million a year. In 1973 the average utilized seating capacity was computed to have been only 15% in Canada as a whole. Smaller centres have higher capacity utilization than larger centres.

In 1973, 68 firms distributed films through 126 offices in Canada. Total receipts increased by 6.4% to \$76.1 million in 1973 from \$71.6 million in 1972. Revenue from the rental of films for theatrical use amounted to \$50.8 million, representing 67.2% of total receipts. Revenue from the rental of films for television accounted for 26.3% and the remaining 6.5% came from the rental of film for other uses. In 1973, 953 new films were distributed, compared with 801 in 1972. New feature films numbered 811 and included 402 English, 319 French, and 90 films in other languages. Of the 811 new feature films, 356 came from the US, 137 from France, 83 from Italy, 61 from Britain, 33 from Canada and 141 from other countries.