

Traveller accommodation. Table 19.14 summarizes the major types of accommodation services in 1976 and 1977. Total accommodation receipts in 1977 amounted to \$3,306.1 million, of which hotels accounted for the major share, 81.4%, with total receipts of \$2,692.3 million. Receipts reported by motels totalled \$389.2 million (11.8%) and the remaining \$224.6 million (6.8%) was accounted for by tourist homes, tourist courts and cabins, outfitters and tent and trailer campgrounds. Total receipts include such source items as sales of rooms, food, alcoholic beverages, merchandise and other services provided by traveller accommodation business — telephone, valet, laundry and parking. A further breakdown of traveller accommodation data by province is in Table 19.15.

Food and beverage industry. A census-type survey of the food and beverage industry (restaurants, caterers and taverns) was carried out in 1977 duplicating the survey conducted for 1976. Total receipts in 1977 were reported at \$5,953.9 million, an increase of 10.1% over the 1976 (revised) figure of \$5,409.5 million. The survey included establishments primarily engaged in preparing and serving meals and beverages, such as regular restaurants, caterers, drive-in, take-out and industrial restaurants, and taverns. Excluded were establishments owned by and operated as an integral part of hotels, motels and other accommodation businesses; armed forces messes, private clubs, legion branches and eating and drinking places operated by establishments classified to an industrial sector other than the service trades. The provincial distribution of food and beverage receipts for 1976 and 1977 are given in Table 19.16.

Architectural services. A survey to measure architectural services in Canada was conducted for 1977. Published results for 1,283 architect establishments showed gross fees of \$314.5 million and expenses of \$272.7 million.

Motion picture exhibition, 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 producing motion picture films. Data are given in Chapter 17, Cultural activities and leisure.

Advertising agencies. In 1977, 300 advertising agencies reported gross billings of \$1,026.0 million (Table 19.17). This only represents part of the total expenditure on advertising in the country since all advertising is not produced or placed by and through advertising agencies. Among expenditures not generally channelled through advertising agencies are classified advertisements in newspapers and a certain amount of catalogue and direct mail advertising. Of the total gross billings, which include media billings and production charges, \$367.1 million was in print media (including newspapers, weekend roto magazines, consumer magazines, trade papers, yellow pages and farm publications), \$430.7 million in television, \$126.9 million in radio, \$33.9 million for outdoor and transportation, \$31.9 million for direct mail, \$4.5 million for other media, and \$31.1 million for market research studies.

Computer service industry. In 1977 a survey of the computer service industry revealed that 622 companies in Canada provided services involving 584 computers of various capacities, 6,167 terminals and 4,896 access ports. Total operating revenue amounted to \$1,213 million which included \$797 million reported by firms primarily engaged in sales and lease or rental of EDP (electronic data processing) hardware equipment and \$416 million reported by firms primarily engaged in providing computer services.

A further 454 companies in other industry groups also provided computer services as a secondary activity, producing revenues of \$149 million for services provided to manufacturing firms (26%), financial institutions (24%), wholesale, retail and service sectors (34%) and 16% to businesses and institutions in other industry groups.

19.1.4 Wholesale trade

Wholesalers are primarily engaged in buying merchandise for resale to retailers; to industrial, commercial, institutional and professional users; to farmers for farm use; to other wholesalers; or act as agents in connection with such transactions. Businesses engaged in more than one activity, such as wholesaling and retailing or wholesaling and manufacturing, are considered to be primarily in wholesale trade if the greater part of