

only about 6% in the year so this indicates a further expansion of the co-operative share of the food retailing market. Dry goods ran up gains of 14% and home hardware and other consumer sales, 19% as a broadening of merchandise lines helped to offset the negative effects of high interest rates and unusual weather on big-ticket items such as snowblowers and power lawnmowers.

An unfortunate event affecting the co-operative movement in the Atlantic region occurred in 1981 as the British Canadian Co-operative Society in Sydney Mines, NS, was forced to close down. It was the oldest consumer co-operative in Canada, having commenced operations in 1906 and had served its community ever since. But a recent surplus of new retail outlets in the area had made it impossible to carry on as a viable operation.

Feed sales rose about 13%, almost all of the increase due to price as consumption sagged in most areas, but prices climbed with an overall world short supply situation. Farm supplies sales had a small gain of only 2%, presumably influenced by the drop in farm net income in the previous year. Farmer use of fertilizers and chemicals was uneven across the country, down in Saskatchewan, Manitoba and Quebec, up in other areas for a large net gain of 23% in value, mostly because of prices as demand for nitrogenous fertilizers started to creep ahead of supply. Seed sales rose a moderate 7%. Farm machinery sales rose 12% in a generally dismal industry outlook for most of North America. Western farmers with another year of generous returns from grain sales ran counter to the trend and were able to more than offset the general decline. Much of their purchasing was from Canadian Co-operative Implements which serves farmer members across the region.

Petroleum sales jumped 42% in the year as co-operative customers along with everybody else suffered the effects of the upward pressures of world oil prices. But physical volume declined as users tried to shield themselves from the price escalation. Building materials rose in line with the price indexes, but in the face of unprecedented interest rates and a devastating situation in the home building industry the only buoyant factor was sales for the home improvement field. This continuing penchant on the part of home owners is spurred in part by these same high interest rates which makes trading up to more expensive accommodations an almost prohibitive undertaking. Other supply sales declined 10%.

### 17.5 Tourism

Tourism Canada, formerly the Canadian Government Office of Tourism (CGOT), is the federal agency responsible for maintaining the growth of tourism in Canada. Its objectives are: to increase the demand for travel facilities and services; to expand and increase

the efficiency of Canada's tourism industry; to co-ordinate tourism-related activities with other federal departments, the provincial/territorial tourism departments and private industry; and to provide and maintain a centre of information on tourism.

Tourism revenues totalled \$17.7 billion in 1982 with the bulk of this, \$14 billion, coming from Canadians travelling in their own country.

In 1982, visitors from the United States numbered 32.4 million, down 18.5% from the previous year. The 2 million offshore travellers primarily came from: the United Kingdom (474,097); the Federal Republic of Germany (219,715); Japan (139,447); France (132,067); the Netherlands (79,265); Italy (62,224); and Mexico (44,410). This resulted in revenues from US visitors of \$2.4 billion, down 3.6% and revenues from offshore visitors of \$1.3 billion, up 4.2% from 1981. However, the bulk of Canada's tourism income traditionally comes from Canadians travelling in Canada.

Over 100,000 businesses, most of them Canadian-owned, are directly involved in tourism. That's almost 300,000 hotel and motel rooms, nearly 50,000 eating places and about 5,000 travel agencies. It's also a kaleidoscope of facilities and attractions — special events, shopping and entertainment centres, museums, spectacular scenic parks, marinas and a coast-to-coast transportation system.

Every 100,000 foreign visitors to a community can mean \$19 million in income, money that has made its way through the economy. Recent research indicates that a typical couple from the United States visiting Canada stays an average of 4.5 nights and spends almost \$80 per day.

As a result of a steady decline in Canada's share of the US foreign market from 78% in 1960 to 63% in 1970 and 47% in 1983, the number of Canadians visiting the US exceeded the number of Americans coming to Canada for the first time in 1983. Also, in 1983, travel from offshore countries dropped off by a total of 11%: Britain was down 16.5%, Germany down 9.2%, Japan down 0.7%, France down 25.7%, the Netherlands down 23.4% and Mexico down 39.3%. Only Hong Kong with an increase of 17.2% and all Asia, up 8%, registered increases. This was the basis for a federal government announcement, in January 1984 of plans to spend an additional \$14.5 million in promoting Canada as a good place to visit, following an increase of \$7.5 million announced in October 1983. About \$12 million was to be spent on advertisements in the United States, particularly in areas within a one-day drive of Canada.

### 17.6 Consumer affairs legislation

The federal consumer and corporate affairs department administers federal legislation and policies affecting business, and demonstrates that a