

million or 18% due to severe drought in various parts of the Prairie provinces. Hog marketings dropped 10%, and oilseeds 2%, after their spectacular rise in the previous year. Fruit, poultry, egg and forest product marketings registered increases of 10% or more.

Consumer and supply sales rose about \$150 million or 3% to \$5.2 billion. Consumer goods sales increased 4% while building materials declined by the same percentage. Farm machinery sales edged up 1% after three years of decline.

Service revenues shrank 6% to approximately \$820 million. The decline in western grain handling revenues outweighed all other service results including an 8% gain in revenues for the service group of co-operatives which includes housing, medical insurance, rural electric and natural gas co-operatives.

Co-operative assets lost their gains of the prior year when they eased down approximately 4.5% to \$5.8 billion, with the large decline in western grain inventories and related receivables, the second year of such decline in a row. Members' equity, although virtually unchanged in absolute numbers, as a percentage of total assets rose a strong four points to 40 as short-term liabilities fell in tandem with the above-mentioned inventories and receivables.

Co-operative membership edged up one or two percentage points, to approximately 2.9 million persons.

Co-operatives in 1984. Co-operative business volume rose about 8% in 1984, close to the \$15 billion level, after a stagnant performance in the previous year, and about matching the growth in Gross National Product (5% in constant dollars).

The overall gain in dollar terms amounted to \$1,075 million with marketings accounting for two-thirds, followed by consumer and supply sales, service revenue and other income with gains of \$239 million, \$85 million and \$41 million respectively. Oilseed marketings was the biggest single contributor, with a gain of \$330 million, followed by dairy products, grains, and fertilizer and chemicals. On a proportional basis oilseeds was the leader, with a towering gain of 58%, followed by vegetables, other supplies and other income with gains of 37%, 29% and 23% respectively. Fish and cattle marketings fell 9% and 5%, respectively in the year, while dry goods and home hardware, seeds, machinery, vehicles and parts, and building materials all registered declines of 4% or less.

The rise in business volume was fairly well balanced across the country, ranging from

about 6.5% in the Atlantic area to 10.0% in Ontario.

Assets of the co-operatives rose \$233 million, or 4%, despite a decline in western grain inventories.

The number of reporting co-operatives rose about 10% in the year to 3,316 with a big surge in the service group due to the inclusion of recreational associations for the first time. Membership statistics showed a rise of 26,000 for the year on a combination of circumstances; mainly the inclusion of recreational co-operatives. Other significant items were a rise in both student supply membership in Quebec, and other consumer co-operatives in British Columbia, offset by a downsizing reorganization of a large supply co-operative in the West, and the unavailability of some service association reports in Quebec. Without the inclusion of recreational associations, however, reporting associations and membership would have been almost unchanged in the year.

17.5 Tourism

Tourism — the business of attracting visitors and catering to their needs and expectations — is one of Canada's major economic sectors. It is a \$20 billion-a-year industry constituting 4.4% of Canada's Gross National Product, and involves more than 100,000 businesses, most of them small and Canadian-owned. About 600,000 people are directly employed in the industry to look after the needs of visitors.

Foreign visitors spend about \$5 billion annually on tourism products and services, making the tourist industry one of Canada's top six earners of foreign exchange.

Canada's tourism businesses include almost 300,000 hotel and motel rooms, nearly 40,000 restaurants and food-service facilities, and about 4,500 travel agencies. It's also a kaleidoscope of facilities and attractions — festivals and special events, shopping and entertainment centres, museums, scenic parks, marinas and a coast-to-coast transportation system.

Although many government departments and agencies are involved to some extent in various aspects of tourism, the main co-ordinating and promoting agency — the focal point of these endeavours — is Tourism Canada, a branch of the federal Department of Regional Industrial Expansion (DRIE). Tourism Canada's objective is to ensure that its activities contribute to the development of an internationally competitive tourist industry and lead to increased investment