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**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**

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**CANADA'S TOURIST TRADE**  
**1935**

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One of the outstanding phenomena of recent times has been the decline of long-term migration historically associated with periods of economic advance in which the resources of new countries were exploited. Coincident with the decline in migration there has occurred a great increase in the short term or tourist movement. This has been made possible by the breaking down of distances due to the wide application of mechanization particularly to the field of transportation. Improvements in the older forms such as the railway and steamship and the development of new ones such as the motor vehicle and aeroplane have revolutionized the speed and ease of travel.

With the abundance of material goods which improved productive methods have provided with increasingly less expenditure of capital and labour, the emphasis has shifted from the problem of production, with which the nineteenth century was mainly concerned, to the problem of distribution. Because of its relation to this problem the tourist movement is extremely important both in its present manifestation and future possibilities. The tourist is essentially a consumer rather than a producer, a consumer of goods and, to a greater extent of services, which in the modern economy have assumed greater relative importance.

Tourism has become one of Canada's major industries, a lucrative source of revenue for individuals and whole districts and probably the largest single item in keeping our international balance sheet in a healthy condition. It represents the economic disposition of national assets in which this country is particularly rich, including a healthful and enjoyable climate, places hallowed by romantic history, the unrivalled scenic beauty and varied recreational opportunities furnished by innumerable lakes, rivers, forests and mountains, many of pristine freshness. To the visiting tourist each section of the Dominion has its own special appeal.

Canada's tourist trade is mainly concerned with the United States. The expenditures of tourists (1) from that country constitute over 90 per cent of our total tourist revenue while the expenditures of Canadian tourists in the United States reach considerable amounts. (2) There is nothing strange about this. The people in both countries come from much the same stock, they have similar customs, habits and tastes, a common language and many interlocking business interests, there are numerous lines of easy communication between the two countries and frontier restrictions are few. It is not surprising, therefore, that travel between the two countries is greater than that over any other international border.

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(1) The term tourist is here used in a broad sense as comprising temporary visitors on commercial, professional, educational and other missions as well as those travelling solely for pleasure.

(2) The number of United States tourists to Canada is much greater than the number of Canadian tourists to the United States. Since, however, Canada's population is less than 1/12 that of the United States it will be seen that in proportion to population the latter movement is the greater.

Apart from the revenue which Canada derives directly from the tourist trade there are other important results. First hand knowledge of the country tends to stimulate the demand for Canadian products and to increase the supply of new capital for investment. Nor should the value of Canada's tourist trade be appraised solely in terms of economic benefits. There are psychological, political and cultural effects also that are extremely important. The broadening effects of travel are too well known to need comment. The United States tourist has been called "Canada's greatest ambassador of good will". The more widely diffused knowledge of the culture, interests and difficulties of other nations, resulting from the intermingling of peoples, leads to a broader and richer social and intellectual life for all and the mutual understanding which springs from such contacts is an invaluable source of international good will. In a world harassed by disorganization, misunderstandings and jealousies this is no small consideration.

In 1934 the Dominion Government established the "Canadian Travel Bureau" to undertake tourist travel promotion as a national effort in co-operation with the various tourist travel and publicity agencies, both public and private, throughout the Dominion. The Bureau is assisted by an Advisory Council consisting of the Directors of Information of the provincial Governments, representatives of the Dominion Departments and Services interested in tourist travel promotion and members of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.

Tourist travel, which must be classed as a luxury, inevitably loses in time of depression. The value of Canada's tourist business reached its high point in 1929, declining year by year thereafter until 1934 when a slight increase was accorded. A substantial gain occurred in 1935.

A statistical study of Canada's tourist trade is presented in the following pages. Various methods have been used to obtain an idea of the extent and value of this business. It is impossible, of course, to obtain a direct record of tourist expenditures and even a rough estimate is difficult to make since visitors to Canada are of all classes, engaged in different activities or forms of recreation, remaining for varying periods and spending from very small to very considerable amounts. While many of the details which follow are necessarily estimates and, therefore, subject to revision, care has been taken to base them upon as complete and reliable information as can be secured and it is believed they are reasonably correct.

#### EXPENDITURES IN CANADA OF TOURISTS FROM OTHER COUNTRIES

The total expenditures in Canada of tourists from other countries in the years 1920-35 are estimated to have been approximately as follows:-

1920 .....	\$ 83,734,000	1925 .....	\$ 193,174,000	1930 .....	\$ 279,238,000
1921 .....	86,394,000	1926 .....	201,167,000	1931 .....	250,776,000
1922 .....	91,686,000	1927 .....	238,477,000	1932 .....	212,448,000
1923 .....	130,977,000	1928 .....	275,230,000	1933 .....	117,124,000
1924 .....	173,002,000	1929 .....	309,379,000	1934 .....	129,974,000
				1935 .....	202,314,000

Tourists visiting Canada may be divided into three classes (a) tourists from overseas countries; (b) tourists from the United States by automobile; (c) tourists from the United States by rail and steamer. The estimated expenditures of tourists in these categories during 1934 and 1935 were as follows:

Estimated Expenditures in Canada of Tourists from Other Countries

	1935		1934	
<u>Tourists from Overseas Countries</u>	\$	\$	\$	\$
Saloon or First Class	3,271,000		3,425,000	
Cabin "	3,895,000		3,330,000	
Other (tourist, third, etc.)	2,951,000		2,700,000	
Total		10,117,000		9,455,000
<u>From the United States by</u>				
<u>Automobile; Entering by Ports in</u>				
Maritime Provinces	7,398,000		5,033,000	
Quebec	28,761,000		17,893,000	
Ontario	84,233,000		55,884,000	
Manitoba	1,741,000		1,903,000	
Saskatchewan	822,000		476,000	
Alberta	791,000		463,000	
British Columbia	8,060,000		5,507,000	
Total		131,806,000		86,259,000
<u>From the United States</u>				
<u>By Rail and Steamer</u>		60,391,000		34,260,000
Total Expenditures		202,314,000		129,974,000

(a) Tourists to Canada from Overseas Countries.-- Statistics of non-immigrants entering Canada via ocean ports, as published by the Department of Immigration and Colonization, were used as the basis of this estimate. These non-immigrants numbered 12,227 in 1935, an increase of 6 per cent over 1934. Passengers travelling saloon or first class numbered 2,726 as compared with 3,114 in 1934, a decline of 388. Other classes of steamship travel showed considerable increases. Cabin class passengers numbered 4,582 and other passengers (tourist, third, etc.) numbered 4,919, as compared with 3,917 and 4,500, respectively, in 1934. Statistics of non-immigrant entries into Canada by ocean ports during the years 1929-35 are shown below.

Non-immigrant Arrivals by Ocean Ports.

Class of Steamship Passage	1935	1934	1933	1932	1931	1930	1929
Saloon or First	2,726	3,114	2,258	2,445	2,432	2,780	2,859
Cabin	4,582	3,917	3,374	3,929	4,389	5,510	5,906
Other (tourist, third, etc.)	4,919	4,500	4,018	4,381	5,408	4,288	4,707
Total	12,227	11,531	9,650	10,755	12,229	12,578	13,472

The Bureau has placed its estimate of the average expenditure in Canada of overseas tourists at \$1,200 for those travelling saloon or first class, \$850 for cabin class and \$600 for other passengers. No direct information as to the expenditures of these visitors from overseas countries is available. The above rates are based upon information collected from Canadian tourists travelling abroad but are placed at a somewhat higher level since the latter class includes considerable numbers of British born and foreign born on visits to relatives in consequence of which their expenditures for subsistence are materially lessened.

Applying the above averages to the respective classes, the total expenditures of the 12,227 tourists from overseas countries in 1935 are estimated to have been approximately \$10,117,000, as compared with expenditures of \$9,455,000 by 11,531 tourists in 1934.

(b) Tourists from the United States by Automobile.—Automobiles from the United States entered for touring purposes, as reported by the Department of National Revenue, are shown below.

Foreign Automobiles Imported into Canada for Touring Purposes

	1935	1934	1933	1932	1931	1930	1929
<u>Admitted for a Period not exceeding 24 Hours, 1929-34</u> <u>and for a Period not exceeding 48 Hours in 1935 (1)</u>							
<u>Entering by Ports in</u>							
Maritime Provinces	495,799 (2)	127,630	108,571	234,922	241,076	243,375	158,860
Quebec	222,209	204,679	199,313	222,801	244,770	268,538	203,668
Ontario	1,814,728	1,949,207	1,844,643	2,497,384	2,834,427	3,470,589	2,922,536
Manitoba	27,518	24,136	22,241	31,999	30,144	35,043	33,333
Saskatchewan	17,511	15,421	13,287	16,098	19,629	20,577	15,780
Alberta	14,540	13,483	11,651	17,720	26,592	24,345	23,215
British Columbia	40,636	39,092	33,712	49,466	42,854	47,633	59,196
Canada	2,632,941	2,373,648	2,233,418	3,070,390	3,439,492	4,110,100	3,416,588

Admitted for a Period not exceeding 60 days

Entering by Ports in

Maritime Provinces	51,762	53,016	45,124	53,268	60,662	57,876	39,034
Quebec	259,628	220,885	237,007	313,243	400,748	380,020	319,942
Ontario	559,042	523,155	494,304	552,011	857,095	693,607	582,128
Manitoba	13,273	10,656	9,455	11,593	14,451	15,891	15,166
Saskatchewan	5,456	4,605	4,412	4,632	4,855	5,734	5,863
Alberta	5,690	4,648	3,713	3,854	5,362	6,174	6,350
British Columbia	76,166	70,906	69,121	94,366	126,580	137,728	122,531
Canada	971,017	887,871	863,136	1,032,967	1,469,753	1,297,030	1,091,014

Admitted for a Period not exceeding Six Months

Entering by Ports in

Maritime Provinces	210	50	80	61	72	70	58
Quebec	56	70	65	102	417	1,412	215
Ontario	747	138	150	191	198	407	836
Manitoba	14	23	4	12	13	93	15
Saskatchewan	16	1	2	6	3	289	10
Alberta	4	4	2	1			2
British Columbia	81	43	30	47	41	57	71
Canada	1,128	329	333	420	744	2,328	1,207

(1) In 1935 the 24 hour permit period was extended to 48 hours.

(2) The large increase shown for the cars entering the Maritime Provinces on short period permits is more apparent than real. In this connection the Department of National Revenue states "The apparent increase in the New Brunswick total is due largely to account

being taken last year, by some ports, of local traffic not representing tourist traffic except in a limited degree". Consequently, the figure used as a basis for the expenditure estimate of 48-hour cars entering the Maritime Provinces was reduced to 140,000.

In view of the importance of this traffic the United States Department of Commerce and the Dominion Bureau of Statistics have collaborated, since 1928, in efforts to obtain reasonably exact figures of the expenditures involved. During the summer of 1935, through the courtesy of border officials of the Department of National Revenue, some 8,000 postcard questionnaires were handed to United States motorists who had been in Canada, with instructions to return them, when completed, to the United States Department of Commerce. Similar questionnaires were handed to Canadian motorists proceeding to the United States for return, when completed, to the Dominion Bureau of Statistics. The data from the returned questionnaires were compiled by these two Government Departments and the resulting information exchanged, hence the same estimates appear in the tourist accounts of the two countries. Summarized statements of the questionnaire results appear in the appendixes to this report.

The expenditure per car of United States motorists in Canada on 60-day permits, according to the sample collected in 1935, averaged \$96.57 as compared with \$72.32 the previous year. Increase in the average length of stay from 6.31 to 7.42 days and in the average number of persons per car from 2.99 to 3.07 partly accounted for the increase. Generally higher tourist outlays, however, resulted from improved economic conditions, some expansion of incomes and a more optimistic psychology on the part of tourists. The application of the above rate to the number of cars in the 60-day permit class, which also showed a substantial increase over the preceding year, results in an increase of \$29,560,000 over the 1934 expenditure estimate for this class.

The average expenditure of tourists on 48-hour permits, as shown by the questionnaires, was \$16.49. As the 48-hour permit period was instituted only in 1935 comparative figures for previous years are not available. It is evident, however, that the expenditures of visitors on short period stays were at a higher level than in the last few years.

The average expenditure of the six month permit cars which reported was \$430.09 as compared with \$422.22 in 1934. Both the average number of persons per car and the average length of stay were less than last year. No wide sampling of the cars in this class is possible but the number of cars is small and the effect on the total expenditure estimate, in any case, is very slight.

Applying the average expenditure rates, as above stated, to the numbers of automobiles in the several categories the expenditures involved are estimated at \$37,550,000 for cars on 48-hour permits, \$93,771,000 for 60-day cars and \$485,000 for 6 month cars as compared with \$21,909,000, \$64,211,000 and \$139,000, respectively for the same classes in 1934.

Further details as to the expenditures of motor tourists are presented in the table on page 3. It should be noted, however, that the provincial figures do not necessarily represent expenditures in the respective provinces but only the expenditures of motorists who enter Canada by ports in the province specified and who may visit and spend part of their money in other provinces before leaving the country. For instance, many tourists to the Rocky Mountain district in Alberta enter Canada via ports in the other western provinces and most tourists to Nova Scotia and Prince Edward Island enter Canada via ports in New Brunswick. This

Bureau does not attempt to estimate the total revenue from tourist expenditures accruing to the respective provinces.

The questionnaire returns showed that cars on 60-day permits motored, on the average, 615.2 miles in 1935 as compared with 559.4 miles and cars on 6-month permits motored 927.9 miles as compared with 2,416.7 miles in 1934. The average number of miles motored by cars on 48-hour permits in 1935 was 186.6 while the average by 24-hour cars in 1934 was 171.47 miles.

(c) Tourists from the United States by Rail and Steamer. Statistics obtained from the principal railway and steamship companies as to the number of passengers ticketed from the United States to Canadian points and vice versa were used as the basis of this estimate. The total number of passengers ticketed from the United States to Canada includes United States immigrants to Canada numbering, in 1935, 5,291; returning Canadians numbering 6,378; United States tourists to Canada and returning Canadian tourists. The numbers in the first two classes, known from the records of the Department of Immigration, were subtracted from the total but, lacking direct data, an estimate had to be made as to what proportion of the remainder consisted of U. S. tourists to Canada and what proportion Canadian tourists. It was assumed that railway and steamship tourists to each country would be, roughly, in the same proportions as automobile tourists after allowance had been made for the difference in the ratio of population to passenger cars in the two countries. (There was in 1935 one passenger automobile to approximately 11.1 persons in Canada and one to 5.7 persons in the United States.) On this basis the total number of passengers ticketed from the United States to Canadian points was distributed between United States tourists to Canada and Canadian tourists to the United States, the resultant estimate with the addition of the figures of certain steamship companies amounting to 891,644 tourists from the United States to Canada by rail and steamer and 366,288 Canadian tourists to the United States by rail and steamer. There may be a considerable margin of error in these figures as the assumed ratio between railway tourists and motor tourists may not be correct but no better basis of estimation is at present available.

In 1935, for the first time, some direct information concerning the expenditures of Canadian-United States tourists travelling by rail and steamer was secured. Through the courtesy of officials of the Immigration Departments of Canada and the United States, post-card questionnaires asking for details as to length of stay, expenditures, etc. were handed on certain days in the months of June-December to tourists travelling between Canada and the United States by rail and steamer. The completed questionnaires were returned to the United States Department of Commerce by United States residents and to the Dominion Bureau of Statistics by Canadian residents.

The results of the United States sampling are set out in appendix 2. That some of the officers misunderstood their instructions and handed the cards indiscriminately to all persons crossing the border is evident from the fact that 1,208 returns were received from persons who stated "automobile" as the sole means of travel. These 1,208 cards and 422 which stated bus, ferry or some combination of means of travel were not used in striking the average expenditure rate for rail and steamer tourists.

The average expenditure per person of 1,882 persons comprised in 1,292 returns from travellers by rail was \$60.91 and the average expenditure of 1,048 persons comprised in 656 returns from travellers by steamer was \$52.93. Thus the average expenditure rate of 2,930 persons travelling by rail or steamer worked out to \$58.05.

As there was some doubt as to the inclusion of transportation fares in the reported expenditures, some 600 follow up questionnaires were sent out by the Department of Commerce. From 329 returns which supplied compilable information it appeared that about half the expenditures originally reported had been substantially correct; that 43.5 per cent of all the returns had failed to include all or part of their Canadian transportation whereas a



smaller group had included transportation in the United States as well as in Canada. On the basis of returns to these follow-up questionnaires it was concluded that the average per capita expenditure for the rail group should be increased from \$60.91 to \$67.57 and for the steamer group from \$52.93 to \$65.61. The adjusted average of \$67.73<sup>x</sup> for the two groups combined was applied to the estimated number of rail and steamer tourists (891,644) and the total expenditures of this class, therefore, placed at \$60,391,000.

The results of the 1935 sampling of rail and steamer tourists suggest that the average rates and consequently, the total expenditures of rail and steamer tourists were somewhat underestimated in previous years. However, until the results are checked by the 1936 sampling, which will be on a more extensive basis, no revision of the earlier figures will be made.

The total value of the tourist business to Canada in 1935 is estimated at \$202,314,000. The similar estimate for 1934, which is probably somewhat low, was \$129,974,000.

#### EXPENDITURES OF CANADIAN TOURISTS IN FOREIGN COUNTRIES

The expenditures of foreign tourists in Canada must be viewed also in relation to the expenditures of Canadian tourists in foreign countries, particularly in any estimate of the effect of the tourist trade on the general balance of payments. Canadian tourist expenditures, estimated on a similar basis to those in the preceding section, are shown below:

#### Estimated Expenditures of Canadian Tourists in Other Countries

	<u>1935</u>		<u>1934</u>	
<u>Tourists to Overseas Countries</u>	\$	\$	\$	\$
Saloon or First Class	3,638,000		2,995,000	
Cabin "	4,198,000		3,506,000	
Other (Tourist, Third, etc.)	8,667,000		7,771,000	
Total		16,503,000		14,272,000
<u>Tourists to the United States by</u>				
<u>Automobile: Motorists leaving</u>				
<u>Canada by ports in</u>				
Maritime Provinces	853,000		589,000	
Quebec	11,883,000		7,397,000	
Ontario	18,920,000		12,326,000	
Manitoba	1,641,000		1,042,000	
Saskatchewan	567,000		373,000	
Alberta	381,000		219,000	
British Columbia	5,721,000		3,452,000	
Total		39,966,000		25,398,000
<u>Tourists to the United States by Rail</u>				
<u>or Steamer</u>				
		22,930,000		13,988,000
Total Expenditures		79,399,000		53,658,000

(a) Canadian Tourists to Overseas Countries.— Estimates of Canadian tourist expenditures in overseas countries are based on two classes of data (1) statistics of returning Canadians via ocean ports as recorded by the Department of Immigration and (2) samples of expenditures secured by questionnaires to passport applicants.

x The fact that the average for both groups combined is higher than for either of the separate groups is due to the influence of 51 returns included in the combined but not in the separate groups.

Canadian tourists to overseas countries in 1935 aggregated 28,152, an increase of 543 over 1934. Passengers of the first or saloon class numbered 3,054, cabin class passengers, 5,399, and other passengers, 19,699 as compared with 2,989, 5,202 and 19,428, respectively, the previous year. Comparative figures for the period 1929-35 are shown in the table below:

Returned Canadians via Ocean Ports

	1935	1934	1933	1932	1931	1930	1929
Saloon or First Class	3,054	2,989	2,707	2,887	2,738	3,284	2,815
Cabin	5,399	5,202	5,073	5,388	5,892	8,948	11,253
Tourist, Third, etc.	19,699	19,428	19,626	22,902	21,333	26,191	26,292
Total	28,152	27,619	27,406	31,177	29,963	38,423	40,360

In October 1935 a questionnaire asking for information as to individual expenditures, length of time abroad, class of steamship accommodation, value of merchandise brought back, etc. was mailed by this Bureau to each of some 4,000 persons who had applied for passports for overseas travel the names being selected at random from the records of the Dominion Passport Office. Of those canvassed 1,113 replied in time to be included in this survey. The results are shown in detail in appendix 5.

As would be expected in view of prevailing trends the average reported expenditure proved considerably higher than that reported in 1933 when a similar survey was made. The expenditure per person as compiled from the questionnaire returns was \$1,191.17 for saloon class, \$777.60 for cabin class and \$439.98 for other passengers as compared with \$1,001.78; \$674.13 and \$399.63 respectively for the same classes in 1933. The comparatively small outlays of the last class which comprises tourist, third class and miscellaneous accommodation are due to the fact that included therein are comparatively large numbers of British born and, to a lesser extent, foreign born on visits to relatives in consequence of which their expenses for subsistence are materially lessened.

Applying the average expenditure rates to the respective travel groups it will be seen that the total expenditures of Canadian tourists to overseas countries aggregated \$16,503,000 as compared with estimated total outlays of \$14,272,000 by corresponding groups in 1934.

Of the total reported expenditures, including steamship fare, 56 per cent of the expenditures of saloon class passengers went to Great Britain or to British ships, 27 per cent to foreign countries or to the ships of those countries and 17 per cent to Canadian steamship companies. Of the expenditures of cabin class passengers 65 per cent went to Great Britain, 18 per cent to foreign countries and 17 per cent to Canadian steamship companies. Similar percentages for tourist passengers were 60, 19 and 21 and for third class passengers 66, 10 and 24 respectively.

(b) Canadian Tourists to the United States by Automobile. Canadian automobiles exported to the United States for touring purposes as recorded by the Department of National Revenue, were used as the basis of this estimate. Comparative figures for the years 1929-35 are given in the following table:

Canadian Automobiles Exported for Touring Purposes

	1935	1934	1933	1932	1931	1930	1929
<u>Cars leaving by Ports in</u>							
Maritime Provinces	13,780 <sup>(1)</sup>	9,271	7,920	5,587	9,437	6,944	27,872
Quebec	155,417	116,435	96,718	91,148	132,576	140,684	145,714
Ontario	247,452	194,012	164,795	149,418	234,077	275,385	283,250
Manitoba	21,464	18,403	13,387	9,762	14,469	15,299	15,375
Saskatchewan	7,420	5,875	6,678	4,613	8,145	9,875	17,736
Alberta	4,982	3,444	2,368	1,750	2,819	2,939	2,795
British Columbia (2)	208,744	168,412	125,266	114,579	135,332	143,998	126,830
Canada	659,259	513,852	417,132	376,857	536,855	595,124	619,572

- (1) Because of the inclusion of considerable local traffic this number was considered too high to be used as the basis of the tourist expenditure estimate and was reduced to 11,148. See note page 4.
- (2) These figures include a large proportion of British Columbia cars on short trips to nearby United States cities also considerable numbers of British Columbia or other Canadian cars proceeding via United States highway to British Columbia points, in other words, travel which but for British Columbia's geographical position would be Canadian interprovincial travel.

Sample data on the expenditures of Canadian automobile tourists were collected by means of postcard questionnaires handed by customs officials to Canadian motorists proceeding to the United States. The completed questionnaires were returned to this Bureau for compilation. The results are shown in detail in appendix 3.

The average expenditure of the 1,158 cars reporting amounted to \$76.46 per car, an increase of 23.5 per cent over that of the previous year. An increase in the average length of stay from 6.05 to 6.99 days partly accounted for the increase. As in the case of automobile tourists to Canada some betterment in economic conditions contributed to freer expenditures.

Applying the average expenditure rate, as compiled from the questionnaires, to the number of cars exported for touring purposes (with certain adjustments for the Maritimes and British Columbia<sup>x</sup>) the resulting estimate for the total expenditures of

<sup>x</sup> A large proportion of the Canadian outgoing cars from British Columbia ports are local cars on short trips to neighbouring United States cities with stays limited to a few hours or a day or two at most. A further large proportion consists of short "in transit" travel through the United States of British Columbia and other Canadian cars since the easiest and sometimes the only way to reach many British Columbia towns is by United States highway. The expenditures in the United States of the above classes of cars, which local authorities estimate comprise about 85 per cent of the total outgoing cars, are undoubtedly much below the general average. In the absence of more definite data it was decided to apply the average expenditure rate (\$15.11) reported for cars with stays of 48 hours or less to 85 per cent (177,432) of the Canadian cars proceeding outwards from British Columbia ports and the average rate (\$97.08) for cars with stays of 3-60 days to the remainder, making a total estimated expenditure for the Canadian cars leaving by British Columbia ports of \$5,721,000 as compared with a similar estimate of \$3,452,000 in 1934. It is to be regretted that available data do not permit a division of Canadian tourist cars into classes according to the length of stay as in the case of United States cars since such would enable a closer and more reliable expenditure estimate to be made.

Canadian motorists in the United States is placed at approximately \$39,966,000 as compared with \$25,398,000 in 1934.

(c) Canadian Tourists to the United States by Rail and Steamer.-- The number of Canadian tourists to the United States who in 1935 used rail or steamer as the mode of travel is estimated to have been somewhere in the neighbourhood of 366,288 as compared with 304,096 in 1934. (The method of estimation used is described on page 6 under "Tourists entering Canada from the United States by Rail and Steamer".)

In 1935, for the first time, some direct information concerning the expenditures of rail and steamer tourists was secured. Through the kindness of border officials of the Department of Immigration and Colonization 10,000 questionnaire postcards asking for information as to individual expenditures, length of stay, etc. were handed to Canadian tourists returning from the United States by rail or steamer.

A summary of 427 returns from rail tourists, 71 returns from steamer tourists and 27 returns from tourists using both modes of travel are shown in appendix 4. Many additional returns had to be discarded because the answers given were incomplete or obviously incorrect. The results of this sampling cannot be regarded as very satisfactory but are perhaps as good as can be expected from a first effort of this kind.

In previous estimates it had been assumed that the expenditures of Canadian travellers to the United States by rail and steamer were slightly higher than those of the corresponding class of United States travellers. The respective questionnaire results, however, did not confirm this view. The reported expenditures of United States steamer tourists proved unexpectedly high and much higher than those of Canadian steamer tourists. While, owing to the smallness of the Canadian sample definite conclusions cannot be reached at present, it has been suggested that the high expenditures of United States steamer tourists may not be unreasonable in view of the fact that many take cruises on the Saguenay, the Great Lakes and along the Pacific coast, further that a partial explanation of the spread between the expenditures of United States and Canadian steamer tourists is the fact that many of the wealthier American tourists travel to Canada by boat particularly on the Great Lakes and along the Atlantic and Pacific coasts, also that, by and large, Canadian rather than United States boats get the larger share of this traffic a factor alone which would tend to make the expenditures of United States tourists in Canada relatively higher.

While the 1935 samples of rail and steamer tourist expenditures, especially those of Canadians, do not command as much confidence as we would like and all deductions therefrom are made with reservations, it has been decided, nevertheless, to use the data as a basis for this year's estimates since the rates, in all probability, are more correct than the purely arbitrary ones heretofore used. A wider sampling is being carried out this year. This, it is hoped, will supply more authentic data and serve as a check on last year's results. Pending this development no revision of previous estimates for rail and steamer tourist expenditures will be made.

Applying the average expenditure rate of \$62.60 per person (see appendix 4) to the estimated number of Canadian rail and steamer tourists to the United States in 1935, the resultant expenditure estimate for this class is \$22,930,000.

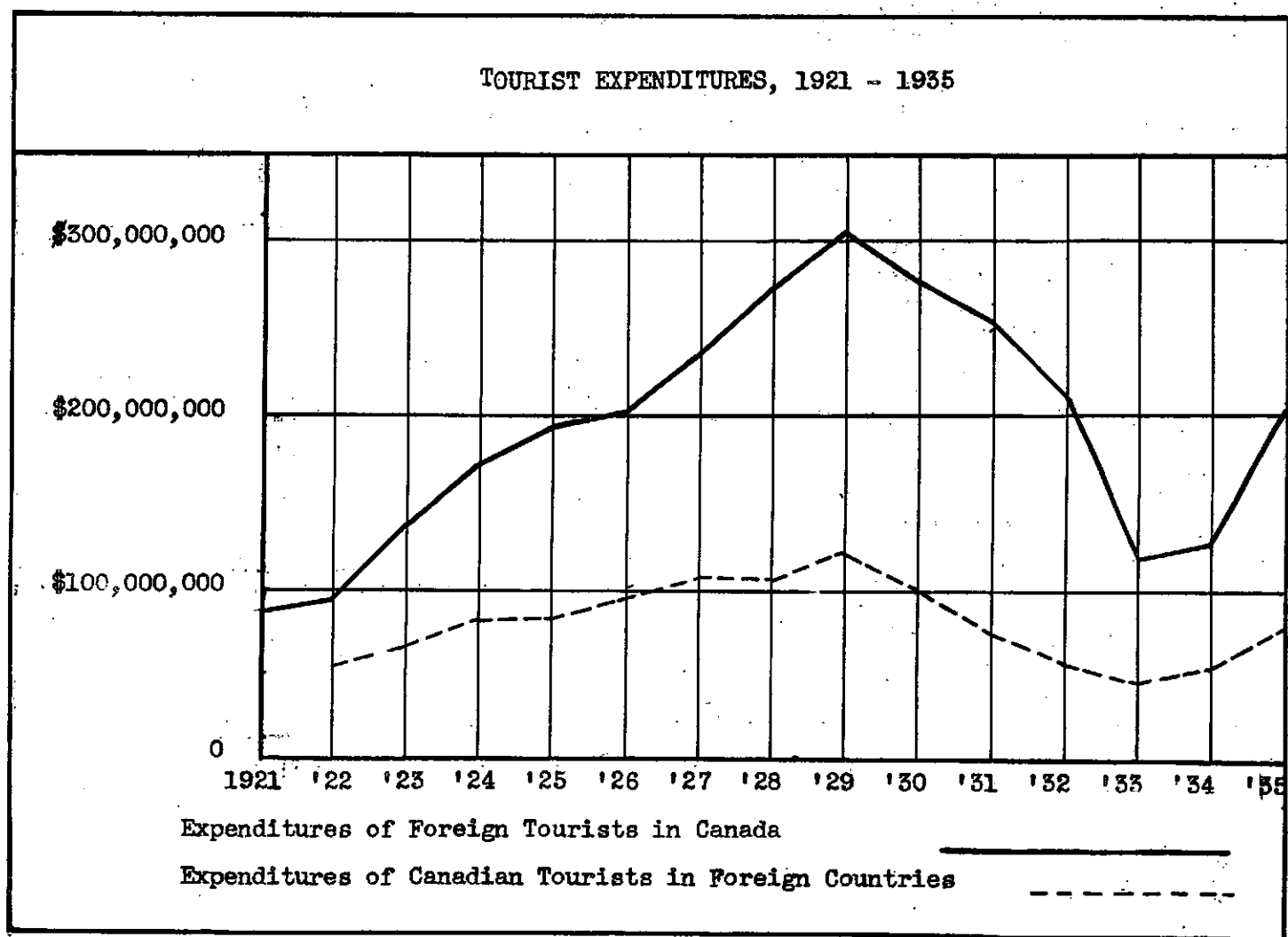
The total expenditures of Canadian tourists in other countries may, therefore, be estimated at approximately \$79,399,000 in 1935. The 1934 estimate which is probably somewhat low was \$53,658,000.

The favourable balance accruing to Canada on tourist trade account in 1935 is, therefore, estimated at \$122,915,000, an increase over the previous year of around

\$40,000,000 but a decline of approximately \$65,000,000 from the peak year 1929.

The estimated expenditures in Canada of tourists from foreign countries as compared with the expenditures of Canadian tourists in foreign countries during the years 1924-35 are shown below.

	Expenditures in Canada of Tourists from Foreign Countries \$	Expenditures of Canadian Tourists in Foreign Countries \$	Excess of Expenditures of Foreign Tourists over those of Canadian Tourists \$
1924	173,002,000	84,973,000	88,029,000
1925	193,174,000	86,160,000	107,014,000
1926	201,167,000	98,747,000	102,420,000
1927	238,477,000	108,750,000	129,727,000
1928	275,230,000	107,522,000	167,708,000
1929	309,379,000	121,645,000	187,734,000
1930	279,238,000	100,389,000	178,849,000
1931	250,776,000	76,452,000	174,324,000
1932	212,448,000	57,403,000	155,045,000
1933	117,124,000	50,860,000	66,264,000
1934	129,974,000	53,658,000	76,316,000
1935	202,314,000	79,399,000	122,915,000



APPENDIX 1.

RETURNS FROM QUESTIONNAIRES TO UNITED STATES AUTOMOBILE

TOURISTS IN CANADA 1935

Number and Kind of Return	Days	Persons	Amount Spent \$	Miles Motored in Canada
48 - Hour Permits	282	801	4,040	45,707
Average per car 1935 (245 returns)	1.15	3.27	16.49	186.6
24 - Hour Permits				
Average per car 1934 (175 returns)	1	2.99	9.23	171.47
" " " 1933 (113 returns)		2.90	7.63	186.47
" " " 1932 (165 returns)		3.30	11.95	180.91
" " " 1931 (116 returns)		3.00	13.28	123.85
" " " 1930 (200 returns)		3.55	13.61	109.70
" " " 1929 (140 returns)		3.17	15.74	111.20
" " " 1928 ( 94 returns)		3.40	15.33	
60 - Day Permits	7,149	2,953	92,994	592,480
Average per car 1935 (963 returns)	7.42	3.07	96.57	615.2
" " " 1934 (818 returns)	6.31	2.99	72.32	559.40
" " " 1933 (479 returns)	5.67	2.83	59.80	487.32
" " " 1932 (692 returns)	8.26	3.01	106.25	584.26
" " " 1931 (621 returns)	5.88	2.99	101.83	551.44
" " " 1930 (913 returns)	5.64	3.08	110.39	468.75
" " " 1929 (569 returns)	6.08	3.17	144.60	487.76
" " " 1928 (1,200 returns)	9.62	3.20	156.35	
6 - Months Permits	304	38	4,731	10,207
Average per car 1935 (11 returns)	27.64	3.45	430.09	927.9
" " " 1934 ( 9 returns)	35.44	3.66	422.22	2,416.66
" " " 1933 (14 returns)	43.50	3.00	234.07	1,300.00
" " " 1932 (13 returns)	85.08	4.00	581.92	1,432.15
" " " 1928 (27 returns)	72.60	2.81	560.00	

APPENDIX 2

RETURNS FROM QUESTIONNAIRES TO UNITED STATES

TOURISTS TO CANADA RETURNING BY RAIL OR STEAMER

Classification according to means of travel	Number of persons	Days spent in Canada	Total expenditures	Average length of stay	Average expenditure during stay	Average expenditure per day
			\$	Days	\$	\$
<u>I. Rail</u>						
First 100 returns	140	2,232	5,510	15.94	39.36	2.47
Second 100 "	144	1,795	6,045	12.47	41.98	3.37
Third 100 "	156	2,323	9,322	14.89	59.76	4.01
Fourth 100 "	148	1,857	7,343	12.55	49.61	3.95
Fifth 100 "	145	1,691	8,526	11.66	58.80	5.04
Sixth 100 "	169	2,708	15,899	16.02	94.08	5.87
Seventh 100 "	170	2,648	12,529	15.58	73.70	4.73
Eighth 100 "	151	1,865	7,971	12.35	52.79	4.27
Ninth 100 "	131	2,322	8,121	17.73	61.99	3.50
Last 30 returns	42	845	2,874	20.12	68.43	3.40
Total 930 returns	1,396	20,286	84,140	14.53	60.27	4.15
Total 362 returns previously compiled	486	5,512	30,496	11.34	62.75	5.53
Grand total for 1,292 "rail" returns	1,882	25,798	114,636	13.71	60.91	4.44
<u>II. Steamer</u>						
First 100 returns	178	1,941	15,329	10.90	86.12	7.90
Second 100 "	150	1,090	5,438	7.27	36.25	4.99
Third 100 "	168	1,066	7,186	6.35	42.77	6.74
Fourth 100 "	186	1,459	7,802	7.84	41.95	5.35
Fifth 100 "	138	1,000	6,713	7.25	48.64	6.71
Last 10 returns	18	116	1,218	6.44	67.67	10.50
Total 510 returns	838	6,672	43,686	7.96	52.13	6.55
Total 146 returns previously compiled	210	1,449	11,785	6.90	56.12	8.12
Grand total for 656 "steamer" returns	1,048	8,121	55,471	7.75	52.93	6.83
Total 1,948 rail and steamer returns	2,930	33,919	170,107	11.58	58.05	5.01

APPENDIX 3

RETURNS FROM 1935 QUESTIONNAIRE TO CANADIAN AUTOMOBILE TOURISTS IN THE UNITED STATES

	Number of Days in the United States	Number of Passen- gers	Total Expendi- tures	Merchan- dise Declared	Number of Miles Motored in the United States
			\$	\$	
Cars which remained in the United States 48 hours or less-					
First 100 returns	151	332	1,371	16	24,905
Second 100 returns	152	341	1,398	17	28,859
Third 100 returns	157	312	1,727	31	25,115
Last 30 returns	49	93	490	-	7,740
Total 330 returns	509	1,078	4,986	61	86,619
Average 300 returns	1.54	3.27	15.11	0.19	262.5
Averages, 1 day cars in previous years.					
Average 230 returns in 1934	1	3.8	8.74	0.13	97
Average 225 returns in 1933	1	3.84	6.58	0.12	98
Average 128 returns in 1932	1	3.96	5.64	0.08	96
Average 235 returns in 1931	1	3.72	5.90	0.26	83
Average 359 returns in 1929	1	3.92	6.79	0.21	60
Cars which remained in the United States from 3 - 60 days					
First 100 returns	640	310	6,491	77	88,849
Second 100 returns	770	315	8,177	117	94,268
Third 100 returns	787	342	9,520	63	113,309
Fourth 100 returns	848	327	10,595	92	95,569
Fifth 100 returns	925	351	11,784	122	129,519
Sixth 100 returns	1,052	347	10,715	27	116,033
Seventh 100 returns	882	320	9,242	40	124,857
Eighth 100 returns	1,105	289	11,201	81	131,418
Last 25 returns	324	76	2,370	37	30,683
Total 825 returns	7,333	2,677	80,095	656	924,505
Average 825 returns	8.89	3.24	97.08	0.795	1120.6
Averages, 2 - 60 day cars in previous years.					
Average 900 returns in 1934	7.10	3.39	74.32	1.26	874
Average 878 returns in 1933	6.73	3.48	68.73	1.01	873
Average 417 returns in 1932	7.07	3.47	79.78	.63	856
Average 453 returns in 1931	7.98	3.14	95.66	2.43	1,118
Average 1,166 returns in 1929	8.17	3.50	119.64	1.85	957
Cars which remained in the United States more than 60 days but not more than 6 months					
Total 3 returns	254	10	3,465	-	18,600
Average 3 returns	84.6	3.3	1,155	-	6,200
Average 2 returns in 1934	115.0	5.0	1,000	51	2,500
Average 2 returns in 1933	88.0	3.0	1,650	250	6,000
Average 3 returns in 1932	68.0	3.7	1,875	83	4,666
Average 5 returns in 1931	96.7	2.7	2,184	127	6,000
Average 5 returns in 1929	90.8	3.0	2,151	162	9,240
Total 1158 returns	8,096	3,765	88,546	720	1,029,724
Average 1158 returns	6.99	3.24	76.46	0.62	889
Average 1,132 returns in 1934	6.05	3.48	63.53	1.11	719
Average 1,105 returns in 1933	5.71	3.56	58.94	1.19	724
Average 548 returns in 1932	5.98	3.59	72.29	0.95	699
Average 691 returns in 1931	5.99	3.34	74.20	2.23	787
Average 1,530 returns in 1929	6.76	3.6	99.80	1.99	778



APPENDIX 4

ANALYSIS OF RETURNS ON QUESTIONNAIRES TO CANADIAN TOURISTS TO THE UNITED STATES  
RETURNING BY RAIL OR STEAMER, 1935.

Mode of Travel	Number of Persons	Length of Stay in the United States	Total Expenditures	Average Length of Stay	Average Expenditure during Stay	Average Expenditure per Person per day
		Days	\$	Days	\$	\$
<u>RAIL -</u>						
First 100 returns	135	2,352	10,528	17.42	77.99	4.48
Second 100 "	148	2,395	9,617	16.18	64.98	4.02
Third 100 "	142	2,273	8,182	16.00	57.62	3.60
Fourth 100 "	137	3,035	9,248	22.15	67.50	3.05
Last 27 "	31	502	2,242	16.19	72.32	4.47
Total 427 returns	593	10,557	39,817	17.80	67.15	3.77
<u>STEAMER -</u>						
First 100 returns	58	315	1,072	5.43	18.48	3.40
Last 35 "	38	668	1,837	17.53	48.34	2.76
Total 71 returns	96	981	2,909	10.22	30.30	2.97
<u>RAIL AND STEAMER -</u>						
27 returns	37	938	2,724	25.35	73.62	2.90
 GRAND TOTAL - RAIL, STEAMER AND COMBINATION OF TWO -						
525 returns	726	12,476	45,450	17.18	62.60	3.64

## APPENDIX 5

## ANALYSIS OF RETURNS ON QUESTIONNAIRES TO CANADIAN TOURISTS TO OVERSEAS COUNTRIES, 1935.

	Length of Stay Days	Expenditures			Merchandise on which Duty Paid	Steamship Fare and Incidental Expenditures Aboard Ship			
		Total	United Kingdom	Other Countries		Total	Canadian	British	Foreign
		\$	\$	\$	\$	\$	\$	\$	\$
<u>Saloon or First Class</u>									
First 100 persons	6,147	112,222	63,345	29,542	3,638	34,342	18,837	7,402	8,103
Last 29 "	2,303	41,439	22,885	11,819	480	11,599	7,677	3,322	600
Total 129 "	8,450	153,661	86,230	41,361	4,118	45,941	26,514	10,724	8,703
Average "	65.50	1191.17	668.45	320.63	31.92	356.13	205.53	83.13	67.47
Average 103 " in 1933	72.57	1001.78			28.41	341.22			
<u>Cabin Class</u>									
First 100 persons	7,235	74,504	50,134	10,876	1,479	27,084	13,569	11,395	2,120
Last 34 "	2,810	29,695	17,727	7,575	140	10,188	4,072	5,416	700
Total 134 "	10,045	104,199	67,861	18,451	1,619	37,272	17,641	16,811	2,820
Average "	74.96	777.60	506.43	137.69	12.08	278.15	131.65	125.46	21.04
Average 182 " in 1933	71.07	674.13			13.29	227.05			
<u>Tourist Class</u>									
First 100 persons	7,418	52,767	33,278	10,158	378	20,937	9,365	10,159	1,413
Second 100 "	7,461	52,423	29,076	10,446	366	21,616	11,644	8,115	1,857
Third 100 "	7,103	57,149	31,494	14,065	469	20,305	12,105	6,710	1,490
Fourth 100 "	7,179	49,671	30,171	9,008	230	20,337	11,914	6,405	2,018
Last 50 "	3,475	24,733	15,805	3,238	168	10,568	5,462	4,716	390
Total 450 "	32,636	236,743	139,824	46,915	1,611	93,763	50,490	36,105	7,168
Average "	72.52	526.10	310.72	104.26	3.58	208.36	112.20	80.23	15.93
Average 777 " in 1933	70.19	465.24			4.62	175.35			
<u>Third Class</u>									
First 100 persons	8,221	35,775	23,126	2,992	233	15,677	8,693	5,912	1,072
Second 100 "	7,273	32,760	22,131	1,955	444	14,108	7,993	5,507	608
Third 100 "	8,177	35,421	23,034	5,145	139	15,599	7,051	6,525	2,023
Last 73 "	5,714	21,842	14,056	2,152	132	11,385	5,209	5,355	821
Total 374 "	29,385	125,798	82,347	12,244	948	56,769	28,946	23,299	4,524
Average "	78.57	336.36	220.18	32.74	2.53	151.79	77.40	62.30	12.10
Average 589 " in 1933	76.48	310.45			1.64	131.83			
<u>Miscellaneous</u>									
Total 26 persons	1,957	11,445	7,710	3,296	176	4,152	269	2,233	1,650
Average "	75.27	440.19	296.54	126.77	6.77	159.62	103.46	85.88	63.46
<u>Tourist, Third and Miscellaneous</u>									
Total 850 persons	63,978	373,986	229,881	62,455	2,735	154,684	79,605	61,637	13,342
Average "	73.27	439.98	270.45	73.48	3.22	181.98	93.77	72.51	15.70
Average 1364 " in 1933	72.90	398.63			3.34	156.62			



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