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**CANADA'S TOURIST TRADE**  
**1938**



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CANADA'S TOURIST<sup>(+)</sup> TRADE

1 9 3 8

Although the word tourist is of comparatively recent origin, tourist travel is by no means a new phenomenon. From very early times the lure of the unknown drew adventurous spirits upon voyages of exploration while the rise of trade and commerce brought a new incentive for travel to distant countries with rare and valuable products. There was, too, travel for pleasure, health and education even in the ancient Greek and Roman worlds. Down to modern times, however, travel was difficult, dangerous, costly and of limited proportions.

The widespread application of mechanization to the sphere of transportation in the nineteenth century made possible a tremendous expansion. The progressive improvement in railway and steamship facilities and the development of new forms of transportation, such as the automobile and the aeroplane, have broken down distance, while the more general distribution of wealth and education, the breaking down of racial and other barriers and the greater leisure of workers due to more efficient methods of production, have enabled increasing numbers of the masses to enjoy the advantages of travel.

Canada has shared in this development, particularly since the World War. Her tourist attractions are many and varied. The tremendous expanse of the country, the diversity of physical features many of which possess unrivalled scenic beauty, the many opportunities for healthful and invigorating summer and winter sports afforded by countless uncrowded areas attract millions of visitors annually.

The development of the automobile has been of especial significance to Canada, a country of great distances, bordered on the south by the more wealthy and populous United States. Canada has one automobile to every ten persons, the United States one to every five. Excellent highways connect the two countries at numerous points. There is, too, convenient access by rail, water and air. The ease of communication, the practical absence of restriction on border crossings as well as the friendship and close business relations between the two countries result in a travel over the Canada-United States border greater than that over any other international boundary in the world.

Tourist travel bears an important relation to the problem of distribution, perhaps the greatest problem which twentieth century economics has to solve. The tourist is a consumer of goods and to an even greater extent of services which in the modern economy tend to become increasingly important. The expenditure of foreign visitors in a country, not only directly benefits merchants, farmers, labourers and other individuals and, through various taxes, helps to swell Government revenues, but it is, for many countries, an important factor in the balance of international payments, having the same effect thereon as would the export of additional commodities. Tourist expenditure is, in effect, an invisible export which helps many countries to pay for

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(+) The term tourist is used in this study in a broad sense as comprising persons who travel in foreign countries for pleasure, business, health, education and various other reasons.

the goods and services they must buy from other countries. Thus in 1938 Canada had a gross invisible export on tourist trade account of some \$273 millions, an amount greater than the combined exports of wheat and newsprint in that year.

The net profits arising from the temporary transfer of tourists' spending money to Canada are, of course, much less than the above amount. Considerable capital expenditures have been made on highways, hotels and other facilities partly, at least, designed for tourist service. Canadians also do considerable travelling abroad leaving in 1938 an estimated \$124 millions in other countries. The favourable net balance, on tourist account was, however, an important factor in maintaining health in our international financial relations.

In addition to the revenue directly derived from tourist travel there are other important results which, however, cannot be measured statistically. As pointed out above, from early times travel and trade have been closely allied. Travel stimulates new desires and creates a demand for the products of other countries. Business men in Canada and the United States frequently combine business and pleasure trips and these personal contacts are effective in building better business relations and increasing profits. Canada is a young country with a rapidly developing economic structure and the first hand knowledge of the country gained by foreign visitors often increases their opportunities for gainful investment.

Still more difficult of appraisal but none the less important are the social and political results of tourist travel. For more than one hundred years Canada and the United States have been to the world an example of "good neighbours". The freedom of travel across the thousands of miles of undefended frontier has contributed in no small degree to the friendship and understanding existing between the two countries. The knowledge of the culture, interests and difficulties of other nations gained by the intermingling of peoples as hosts and guests leads to a richer social and intellectual life for all and to a mutual understanding which is an invaluable source of international good will. In a world harassed by misunderstandings, suspicions and jealousies, this is no small consideration.

The business of attracting tourists has become highly organized. Transportation companies, automobile associations, hotels, tourist bureaus and various municipal and private enterprises engage in the work of publicity abroad and provide assistance to tourists while in the country. In Canada, as in many other countries, this work is a direct state activity. The Canadian Travel Bureau was established by the Dominion Government in 1934 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 statistics of even approximate accuracy are extremely difficult of attainment. Visitors to Canada and Canadians who travel abroad 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. To obtain from each of these persons information as to where he went, how long he stayed, how much he spent, etc. would be impossible. Tourist expenditures like many other items in a country's international balance sheet are "invisible" imports or exports and must, of necessity, be estimated. Not only are the basic data in many cases inadequate but the tourist statistician is further hampered by the fact that the information he needs must be obtained with as little trouble to the tourist as possible since undue

questioning is likely to annoy and repel the visitors the country desires to attract.

A statistical study of Canada's tourist trade is presented in the following pages. While many of the details are estimates and, therefore, subject to revision, care has been taken to base them upon as complete and reliable information as can be secured. Constant efforts are made to secure a wider and more representative sampling as well as to obtain a more precise delimitation of the various classes to which the sample data must be applied. It is felt that our technique improves from year to year and that the margin of error in our estimates tends to become less.

The value of Canada's tourist trade reached its high point in 1929 when the estimated expenditures of her foreign visitors amounted to approximately \$309,000,000 while the expenditures of Canadian travellers in other countries totalled approximately \$122,000,000. With the shrinking incomes and other concomitants of the depression which ensued, there were successive declines to the low point of 1933 when the expenditures of foreign tourists totalled only \$117,000,000 while those of Canadians totalled \$51,000,000. The downward trend was reversed in 1934 and recovery proceeded at an accelerated rate in each succeeding year until in 1937 aggregate outlays of foreign tourists in Canada fell but little below, while foreign travel outlays of residents of Canada surpassed those of the peak year. Depressed conditions in 1938, particularly in the early part of the tourist season, were responsible for a decline of 6 per cent in the expenditures of foreign tourists in Canada. The expenditures of Canadians on foreign travel, however, declined by less than 1 per cent from the 1937 level.

#### EXPENDITURES OF FOREIGN TRAVELLERS IN CANADA

Visitors to Canada may be divided into two broad classes (1) those from overseas countries and (2) those from the United States. The latter may be subdivided according to the various methods of transportation used, whether automobile, rail, steamer, ferry, plane, bus, etc. The estimated expenditures of tourists in these categories during the calendar years 1937 and 1938 were, approximately, as follows:

Table 1. - Expenditures of Foreign Travellers in Canada.

	<u>1 9 3 8</u>	<u>1 9 3 7</u>
	\$	\$
1. <u>From Overseas Countries -</u>	14,683,000	16,972,000
2. <u>From the United States -</u>		
<u>By Automobile</u>		
<u>Cars on tourist permit</u>		
48 - hour	\$ 60,353,000	\$ 51,495,000
60 - day    )		129,226,000
6 - month   )	119,905,000	611,000
Total	180,258,000	181,332,000
<u>Rail Travellers</u>	47,563,000	49,223,000
<u>Boat Travellers</u>	10,927,000	16,054,000
<u>Other Travellers (ferry, plane, bus, etc.)</u>	20,000,000	27,000,000
TOTAL	273,431,000	290,581,000

1. Travellers from Overseas Countries.

The records of non-immigrant arrivals via ocean ports, as supplied by the Canadian and United States immigration authorities, were used as the basis of this estimate.

Table 2. - Non-immigrant Arrivals via Canadian Ocean Ports

Class of Steamship Passage		1938	1937	1936	1935	1934	1933	1932	1931	1930
Cabin	7,045	First or Cabin	} 8,782	7,791	7,308	7,031	5,632	6,374	6,821	8,290
Tourist	5,685	Other,		) 6,333	5,133	4,919	4,500	4,018	4,381	5,408
Third	2,733	Tourist, Third, etc.)								
Total	15,463		15,115	12,924	12,227	11,531	9,650	10,755	12,229	12,578

As will be seen from Table 2, there has been a substantial increase in the volume of overseas travel to Canada in recent years. Visitors from overseas countries arriving via Canadian ocean ports numbered 15,463 in 1938 an increase of 2 per cent as compared with 1937 but an increase of approximately 60 per cent over 1933. Overseas visitors arriving at United States ocean ports (chiefly New York) and then proceeding overland to Canada are estimated at 2,400 in 1938 as compared with 3,500 in 1937.

It is assumed that the per capita expenditures of these travellers are similar to the expenditures of the corresponding classes of Canadian travellers to overseas countries which are sampled by questionnaire. Allowance is made, however, for the fact that the latter class includes considerable numbers of British born and foreign born on visits home in consequence of which their expenditures for subsistence are materially lessened. At average expenditure rates of \$1,200 for first or cabin, \$750 for tourist, and \$500 for third class, the expenditures of overseas visitors via Canadian ocean ports are estimated at \$14,084,000 and of arrivals via United States ports at \$1,843,000. In addition, visitors from Newfoundland numbered over 7,600 and spent an estimated \$456,000. Thus the total expenditures of overseas visitors to Canada in 1938 amounted to approximately \$16,383,000 of which an estimated \$1,700,000 was for fares on foreign ships. Thus fares paid to Canadian ships and expenditures in Canada amounted to \$14,683,000 a decline of 13 per cent as compared with the preceding year. Partly responsible was the decline in the number of arrivals via United States ports which more than offset the slight increase in arrivals via Canadian ports. The tendency to use the cheaper classes of steamship accommodation (see Table 2) was, too, a factor of some importance.

Of overseas visitors arriving via Canadian ocean ports in 1938, 8,737 came from the British Isles, 339 from France, 787 from Germany and 727 from other European countries while 598 came from China, 515 from Japan, 871 from Australia and 641 from New Zealand. For further information as to the permanent residence of Canada's overseas visitors see Appendix 3.

## 2. Travellers from the United States.

Travel across the Canada-United States boundary is so heavy and complex that it is extremely difficult to record and classify all border crossings. The total crossings must be divided into a large number of classes, however, if the expenditures involved are to be estimated with even approximate accuracy. Divisions must be made according to method of travel, length of stay and, in some cases, purpose of travel. With the co-operation of the Customs and Immigration Services of both the United States and Canada, progress is being made from year to year in the more detailed classifying of this movement.

Travel flows across the international boundary by automobile, bus, railway, steamer, ferry, aeroplane and afoot. In 1938 more than 17,000,000 visitors crossed the international boundary into Canada. This figure includes, of course, numerous duplications of persons who made more than one crossing.

The expenditures of these travellers in Canada are estimated at approximately \$259,000,000 in 1938 as compared with \$274,000,000 in 1937 and \$296,000,000 in the peak year 1929.

(a) By Automobile. - The volume of tourist travel to Canada by automobile in 1938 was approximately 4 per cent less than in the preceding year but was still at a higher level than in any of the five years prior to 1937. The Dominion Department of National Revenue records the number of automobiles imported into Canada for touring purposes, dividing them into three groups according to the kind of permit issued ( for 48 hours, for 60 days or for 6 months). Cars admitted for a period not exceeding 48 hours were most numerous totalling 3,081,559 in 1938 as compared with 3,127,352 in 1937, a decline of 1.5 per cent. Cars admitted for a period not exceeding 60 days, the most important class from the standpoint of tourist revenue, numbered 1,263,509 in 1938 as compared with 1,383,130 in 1937, a decline of 8.7 per cent. Cars on 6-month permits numbered 1,577 in 1938 and 1,358 in 1937. Comparative figures for the years 1931 - 38 are shown in Table 3.

Table 3. - Foreign Automobiles Imported into Canada for Touring Purposes.

	1938	1937	1936	1935	1934	1933	1932	1931
<u>Admitted for a Period not exceeding 24 hours, 1931 - 34</u>								
<u>and for a Period not exceeding 48 hours, 1935 - 38 (1)</u>								
Entering by Ports in -								
Maritime Provinces	697,807	656,376	558,611	495,799	127,630	108,571	234,922	241,076
Quebec	227,648	237,543	247,620	222,209	204,679	199,313	222,801	244,770
Ontario	2,035,612	2,120,710	1,967,623	1,814,728	1,949,207	1,844,643	2,497,384	2,834,427
Manitoba	48,243	36,661	30,835	27,518	24,136	22,241	31,999	30,144
Saskatchewan	18,656	18,345	18,019	17,511	15,421	13,287	16,098	19,629
Alberta	10,958	15,800	18,124	14,540	13,483	11,651	17,720	26,592
British Columbia	42,635	41,917	39,433	30,636	39,092	33,712	49,466	42,854
Canada	3,081,559	3,127,352	2,880,265	2,632,941	2,373,648	2,233,418	3,070,390	3,439,492
<u>Admitted for a Period not exceeding 60 days</u>								
Entering by Ports in -								
Maritime Provinces	75,983	70,746	60,408	51,762	53,016	45,124	53,268	60,662
Quebec	280,420	338,164	302,369	259,628	220,885	237,007	313,243	400,748
Ontario	753,705	827,355	696,552	559,042	523,155	494,304	552,011	857,095
Manitoba	18,077	17,471	15,168	13,273	10,656	9,455	11,593	14,451
Saskatchewan	6,329	6,230	6,458	5,456	4,605	4,412	4,632	4,855
Alberta	11,301	8,750	7,414	5,690	4,648	3,713	3,854	5,362
British Columbia	117,694	114,414	104,566	76,166	70,906	69,121	94,366	126,580
Canada	1,263,509	1,383,130	1,192,935	971,017	887,871	863,136	1,032,967	1,469,753
<u>Admitted for a Period not exceeding Six Months</u>								
Entering by Ports in -								
Maritime Provinces	288	272	226	210	50	80	61	72
Quebec	131	70	40	56	70	65	102	417
Ontario	881	867	852	747	138	150	191	198
Manitoba	43	20	18	14	23	4	12	13
Saskatchewan	50	53	54	16	1	2	6	3
Alberta	9	9	24	4	4	2	1	-
British Columbia	175	67	109	81	43	30	47	41
Canada	1,577	1,358	1,323	1,128	329	333	420	744

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



Of the 1,263,509 cars entering Canada on 60-day tourist permits in 1938 1,262,719 were from continental United States, 298 from Hawaii, 46 from Alaska, while 35 came from Newfoundland and 104 from Mexico. The majority of the United States cars came from the states bordering on Canada although every state in the Union was represented. Of the United States cars 25.7 per cent came from New York, 21.6 per cent from Michigan, 7 per cent from Vermont and 6 per cent from Washington. For further details see Appendix 2.

Since 1928 the United States Department of Commerce and the Dominion Bureau of Statistics have collected annual data on per car expenditures in Canada and the United States, respectively, of their automobile tourists by means of post card questionnaires handed out by border officials. The distribution methods are designed to ensure appropriate seasonal sampling and also wide geographic sampling. The data from the returned questionnaires are compiled by the respective Governments and exchanged and these and various collateral data are considered in deciding the average expenditure rates which are applied to the different classes of motorists. Summarized statements of the questionnaire results appear in appendixes 5 and 6.

Average expenditures of United States motorists in 1938 were somewhat higher than in 1937 despite generally lower incomes and the inauguration of restrictions on purchases by visitors staying less than 48 hours. A probable explanation is that a comparatively low spending group of United States motorists omitted trips to Canada but was replaced by a group of higher spenders who, for reasons of economy or because of unsettled conditions in Europe, substituted visits to Canada for trips abroad. In this connection it may be noted that there was a substantial decline in the volume of travel from the United States to overseas countries in 1938.

The average expenditure rate computed from questionnaires received by the United States Department of Commerce from motorists on 60-day permits was \$94.64 as compared with \$93.43 in 1937. As the sampling of 6-month cars was not satisfactory, an average for the 60-day and 6-month classes, weighted by the numbers of 60-day and 6-month permits issued, was computed and this average (\$94.78) was applied to the combined classes. The resulting expenditure estimate of \$119,905,000 compares with \$129,837,000 for the combined classes in 1937.

The average expenditure per car of motorists on 48-hour permits was \$22.35 in 1938 as compared with \$18.55 in 1937. The average length of stay and the average number of persons per car were both greater than in the previous year. The total expenditures of United States motorists in Canada on 48-hour permits are estimated at \$60,353,000 as compared with \$51,495,000. (+)

The estimated expenditures in Canada in 1937 and 1938 of United States motorists, classified by province of entry, were as follows:

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(+) As many cars cross the New Brunswick boundary for very short periods the expenditures involved are estimated as below the general average. The general rate of \$22.35 was applied to 40 per cent of the 697,807 cars entering New Brunswick on 48-hour permits in 1938 and an average rate of \$2.00 per car to the remainder.

Table 4. - Estimated Expenditures in Canada of United States Motorists

Entering Canada on Tourist Permit, by Ports in the Various Provinces.

	<u>1938</u>	<u>1937</u>
	\$	\$
Maritime Provinces	14,305,000	12,390,000
Quebec	31,679,000	36,033,000
Ontario	117,016,000	117,029,000
Manitoba	2,796,000	2,321,000
Saskatchewan	1,021,000	946,000
Alberta	1,317,000	1,115,000
British Columbia	12,124,000	11,498,000
Total	<u>180,258,000</u>	<u>181,332,000</u>

It should be noted that the above expenditures are not necessarily made in the province of entry since each car may, and many do, visit other provinces before leaving the country. For example, 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.

In addition to automobiles entering Canada on tourist permit<sup>(+)</sup> certain other classes of vehicles e.g., those of business travellers enter under travellers' vehicle permits. Such permits numbered 69,530 in 1937 and 55,765 in 1938. The expenditures involved in such types of travel are included in the estimate "Other Travellers". (see pages 3 and 9).

(b) By Rail and Steamer. - Previous to 1936 the volume of rail and steamer travel between the United States and Canada was estimated on the basis of data furnished by the principal railway and steamship companies. These estimates had certain limitations, the chief being that the proportions of Canadian and United States residents in the totals could not be estimated with certainty. During 1935 the recording of non-immigrant entries into Canada from the United States, according to mode of transportation, was inaugurated by the Canadian immigration authorities. Entries by train and boat during the past three years are shown in Table 5.

(+)

Tourist automobile permits are issued by the Department of National Revenue to motorists entering Canada for pleasure or health.

Table 5. - Tourist entries from the United States by Train and Boat<sup>(1)</sup>

	1936 - 1938					
	Train			Boat		
	1938	1937	1936	1938	1937	1936
Nova Scotia	-	-	-	37,614	38,184	35,970
New Brunswick	19,755	20,934	21,328	7,202	18,307	14,096
Quebec	125,471	145,051	131,694	10,116	7,726	6,121
Ontario	549,410	656,227	615,441	54,516	86,260	75,343
Manitoba	14,622	17,381	16,355	-	2	-
Saskatchewan	12,667	15,216	14,238	-	-	-
Alberta	415	474	577	5,844	5,722	6,661
British Columbia	35,520	39,674	31,652	102,903	111,029	111,017
Yukon	-	-	-	350	336	243
Total	757,860	894,957	831,285	218,545	267,566	249,451

(1) Exclusive of ferry.

During the past four years the United States Department of Commerce and the Dominion Bureau of Statistics have sampled the expenditures of these classes of travellers by methods similar to those employed in the case of motorists. Questionnaires are distributed each year to rail and steamer travellers by the immigration officers of the respective countries. The results are set out in Appendixes 5 and 7. In addition to the questionnaire results, various collateral data were considered in estimating the expenditures involved in these types of travel, hence in several cases the averages used in calculating total expenditures represent slight adjustments of the averages computed from the questionnaire returns. The available data indicated a slight increase in the per capita expenditures of rail travellers in 1938 which offset to some extent the substantial decline in the number of such travellers. An average per capita rate of \$62.76 was applied to the 757,860 United States travellers entering Canada by rail in 1938 as compared with an average of \$55 applied to 894,957 such entries in 1937. Total expenditures of rail travellers were estimated at \$47,563,000 and \$49,223,000 respectively. Per capita expenditures of persons entering Canada by steamer in 1938 were estimated at \$50 and total expenditures at \$10,927,000 as compared with per capita expenditures of \$60 and total expenditures of \$16,054,000 in 1937.

(c) Other Travellers (ferry, plane, bus, etc.)- With the data at present available it is extremely difficult to make even an approximate estimate of the amounts involved in such types of trans-border travel as the above. Bus and ferry companies, for instance, record the number of passengers carried but make no segregation on the basis of residence. Such information in respect of total crossings is available, however, from the records of immigration officers and hence it is possible to establish a broad residual class comprising travellers other than those listed in the preceding sections of this study. Thus the number of United States visitors to Canada other than motorists on tourist permit and rail and steamer travellers, i.e., persons who travelled by bus, ferry, aeroplane or a-foot, is estimated at somewhat over 2,500,000 persons in 1938. Assuming a per capita expenditure of \$7.50 the expenditures of such travellers are estimated at \$20,000,000 as compared with \$27,000,000 spent by some 3,500,000 such travellers in 1937.

Thus the total value of tourist expenditures in Canada in 1938 is estimated at \$273,431,000 as compared with \$290,581,000 in 1937.

# EXPENDITURES OF CANADIAN TRAVELLERS IN FOREIGN COUNTRIES

The expenditures of Canadian travellers in foreign countries, estimated by methods similar to those described in the preceding section, are shown below.

Table 6. - Estimated Expenditures of Canadian Travellers in Foreign Countries.

	<u>1 9 3 8</u>	<u>1 9 3 7</u>
	\$	\$
1. <u>Overseas Countries</u>	19,957,000	22,335,000
2. <u>The United States -</u>		
<u>By Automobile -</u>		
Cars on tourist permit	49,362,000	48,893,000
<u>Rail Travellers</u>	24,324,000 )	24,194,000
<u>Boat Travellers</u>	5,270,000 )	
<u>Other Travellers</u> (ferry, plane, bus, etc.)	25,000,000	29,000,000
TOTAL	<u>123,913,000</u>	<u>124,422,000</u>

## 1. Overseas Countries.

The estimates under this head are based upon two classes of data

- (a) statistics of Canadian arrivals at ocean ports on return from overseas travel and
- (b) samples of expenditures secured by questionnaires to passport applicants.

There was a substantial decline in the volume of Canadian travel to overseas areas in 1938. Residents of Canada landing at Canadian ocean ports on return from overseas visits numbered 27,753 in 1938 as compared with 32,559 in 1937 and 27,406 in 1933. The number of Canadians returning from overseas visits via United States ocean ports is estimated at 12,594 in 1938 as compared with 12,654 the preceding year.

Table 7. - Returning Canadians via Canadian Ocean Ports

Class of Steamship Passage	1938		1937	1936	1935	1934	1933	1932	1931	1930
Cabin	7,414	First or Cabin )	9,517	8,956	8,453	8,191	7,780	8,275	8,630	12,232
Tourist	6,214									
Third	14,125	Other, tourist third, etc.)	23,042	24,943	19,699	19,428	19,626	22,902	21,333	26,191
Total	27,753		32,559	33,899	28,152	27,619	27,406	31,177	29,963	38,423

No questionnaire sampling of Canadian overseas travellers was undertaken in 1938, hence the expenditures involved in this class of travel were estimated on the basis of information collected in 1937. At per capita rates of \$1,003 for cabin, \$635 for tourist and \$428 for third class passengers, the expenditures of Canadians returning via Canadian ocean ports were estimated at \$17,428,000 and those returning via United States ports at \$7,462,000. In addition, the expenditures of some 2,500 Canadians who visited Newfoundland were estimated at \$152,000. Of total expenditures an estimated \$5,085,000 was paid to Canadian steamship lines. The expenditures of Canadian travellers in overseas countries (including fares paid to foreign ships) may therefore be estimated at approximately \$19,957,000 as compared with \$22,335,000 in 1937.

## 2. The United States.

Canadian travel to the United States by automobile, rail and steamer increased in 1938, while that by other modes declined. The expenditures involved are estimated at approximately \$103,956,000. Similar outlays in 1929 were \$94,451,000; in 1933, \$36,878,000; and in 1937, \$102,087,000.

(a) By Automobile on Tourist Permit - The number of Canadian automobiles exported to the United States for touring purposes, as reported by the Department of National Revenue in the years 1931 - 38 is shown in Table 8.

Table 8. - Canadian Automobiles Exported for Touring Purposes.

	1938	1937	1936	1935	1934	1933	1932	1931
<u>Cars leaving by Ports in -</u>								
Maritime Provinces	19,726	23,591	17,402	13,780	9,271	7,920	5,587	9,437
Quebec	184,977	181,674	159,059	155,417	116,435	96,718	91,148	132,576
Ontario	295,988	273,865	264,535	247,452	194,012	164,795	149,418	234,077
Manitoba	20,932	20,208	16,879	21,464	16,403	13,387	9,762	14,469
Saskatchewan	12,790	11,836	9,812	7,420	5,875	6,678	4,613	8,145
Alberta	8,582	7,549	6,945	4,982	3,444	2,368	1,750	2,819
British Columbia	244,830	237,706	215,042	208,744	168,412	125,266	114,579	135,332
Canada	787,825	756,429	689,674	659,259	513,852	417,132	376,857	536,855

There is no subdivision of Canadian permits according to length of stay as in the case of foreign cars entering Canada for touring purposes. Sample data as to length of stay, expenditures, etc. of these motorists are collected each year by means of post card questionnaires handed out by customs officials on selected days. Assuming an adequate sampling some account is, therefore, taken of the relative importance of Canadian motor travel in the United States on the basis of length of stay.

The average expenditure per car of the 1,876 car owners who reported in 1938 was \$77.02 a decrease of 3.9 per cent from the \$80.17 rate reported by 1,462 car owners in 1937. The average length of stay declined from 7.31 to 6.17 days.

Applying the average rate to the number of cars exported for touring in 1938, with the exception of those exported via British Columbia ports for which an adjustment was made (1), the resulting estimate for the expenditures of motorists leaving Canada on tourist permits is \$49,362,000 as compared with \$48,893,000 in 1937. Further details are shown in Table 9.

Table 9. - Estimated Expenditures in the United States of Canadian Motorists on Tourist Permit Leaving Canada by Ports in the Various Provinces<sup>(2)</sup>

	<u>1 9 3 8</u>	<u>1 9 3 7</u>	<u>1 9 3 6</u>
	\$	\$	\$
Maritime Provinces	1,519,000	1,891,000	1,372,000
Quebec	14,247,000	14,565,000	12,543,000
Ontario	22,797,000	21,956,000	20,861,000
Manitoba	1,612,000	1,620,000	1,331,000
Saskatchewan	985,000	949,000	774,000
Alberta	661,000	605,000	548,000
British Columbia <sup>(1)</sup>	7,541,000	7,307,000	6,382,000
Total	<u>49,362,000</u>	<u>48,893,000</u>	<u>43,811,000</u>

In addition to those exported on tourist permit, Canadian cars may cross the border for short periods without formal permit if the owner is known to the customs officer and is returning by the same port. Expenditures on such trips by border residents are, as a rule, small but in the aggregate they reach considerable sums. They are included in the estimate for class (c) below.

(1) A large proportion of the Canadian cars exported via British Columbia ports consists of local cars on short trips to neighbouring United States points with stays of short duration. A further large proportion represents short "in transit" travel through the United States of British Columbia and other Canadian cars since the easiest way to reach many British Columbia points is by United States highway. The expenditures in the United States of the above classes of motorists which, according to estimates of local authorities comprise about 85 per cent of the total, are, undoubtedly, much below the general average. Allowance for these factors was made in estimating the expenditures of Canadian cars leaving via British Columbia ports. The average expenditure rate (\$19.60) reported for cars with stays of 48 hours or less was applied to 85 per cent (208,106) of the Canadian cars proceeding outwards from British Columbia ports and the average rate (\$94.26) for cars with stays of 3 - 60 days to the remainder.

(2) Motorists leaving by each province are not necessarily residents of the province specified. It is not to be assumed, therefore, that the difference between the provincial figures in Tables 4 and 9 represents net revenue accruing to the respective provinces.

(b) By Rail and Steamer. - Prior to 1938 the number of Canadian travellers to the United States by rail and steamer was estimated on the basis of information supplied by railway and steamship companies. As pointed out above (see page 8) information as to the residence of the persons comprising the totals was not available and the proportions of Canadians and Americans, respectively, in the totals had to be estimated. In 1938 separate classifications for Canadian travellers to the United States by rail and steamer were instituted by the Immigration Branch of the Department of Mines and Resources. Such travellers numbered 405,398 by rail and 87,832 by steamer. The estimate for the combined classes in 1937, made on the basis of incomplete data was 403,227. The latter was probably an underestimate.

During the past four years the Dominion Bureau of Statistics has sampled these types of travel by means of questionnaires distributed by immigration officers to travellers returning from the United States by rail or steamer. The sample secured from rail travellers in 1938 was larger than usual, 1,242 compilable returns having been received. Through unforeseen circumstances an undue proportion of the cards was distributed during the early months of the year and so fell into the hands of comparatively high spenders returning from southern visits. For this reason the per capita rate of \$60 which was applied to the 405,398 rail travellers represents a downward revision of the reported average. The expenditures of steamer travellers were estimated also at \$60 per capita this representing a slight rounding of the reported average (see App. 7). The total expenditures of Canadian rail travellers in the United States are thus estimated at \$24,324,000 and those of steamer travellers at \$5,270,000, a total of \$29,594,000 as compared with an estimated \$24,194,000 in 1937. Since the number of travellers in 1937 was probably underestimated the 1937 expenditure figures may be too low. The probable error on this account, however, is small and pending the clearing up of some doubtful matters no revision has been made.

(c) Other Travellers (ferry, plane, bus, etc.). - As pointed out above, Canadian motorists may, under certain conditions, cross the border without formal tourist permit. In addition Canadians travel to the United States by bus, ferry, aeroplane and afoot. Travellers by these modes of conveyance form a very large group numbering over 7,000,000 in 1938 as compared with approximately 8,000,000 in 1937. These numbers include numerous duplications of persons who crossed the border more than once but are exclusive of workmen and other who derive their funds from the United States.

As in the case of the corresponding classes of United States visitors to Canada, adequate data upon which to base estimates of the expenditures involved in these types of travel are lacking. The large United States cities close to the border exercise a strong attraction for the Canadian border resident who crosses frequently to theatres, etc. Many of such visits are for short periods and involve but small expenditures yet in total they reach considerable proportions. Certain travellers by aeroplane, bus or ferry, may, of course, spend comparatively large sums. Assuming an average expenditure of \$3.50 per capita the total expenditures of the classes of travellers enumerated under (c) are estimated at approximately \$25,000,000 as compared with \$29,000,000 in 1937. These should be regarded as convenient arbitrary figures until more data become available. As above stated, study is being directed towards a solution of the many problems involved in the segregation of the various types of travellers in this residual class and the more accurate estimation of their expenditures.

Thus the total expenditures of Canadian travellers in other countries are estimated at \$123,913,000 as compared with \$124,422,000 in 1937.

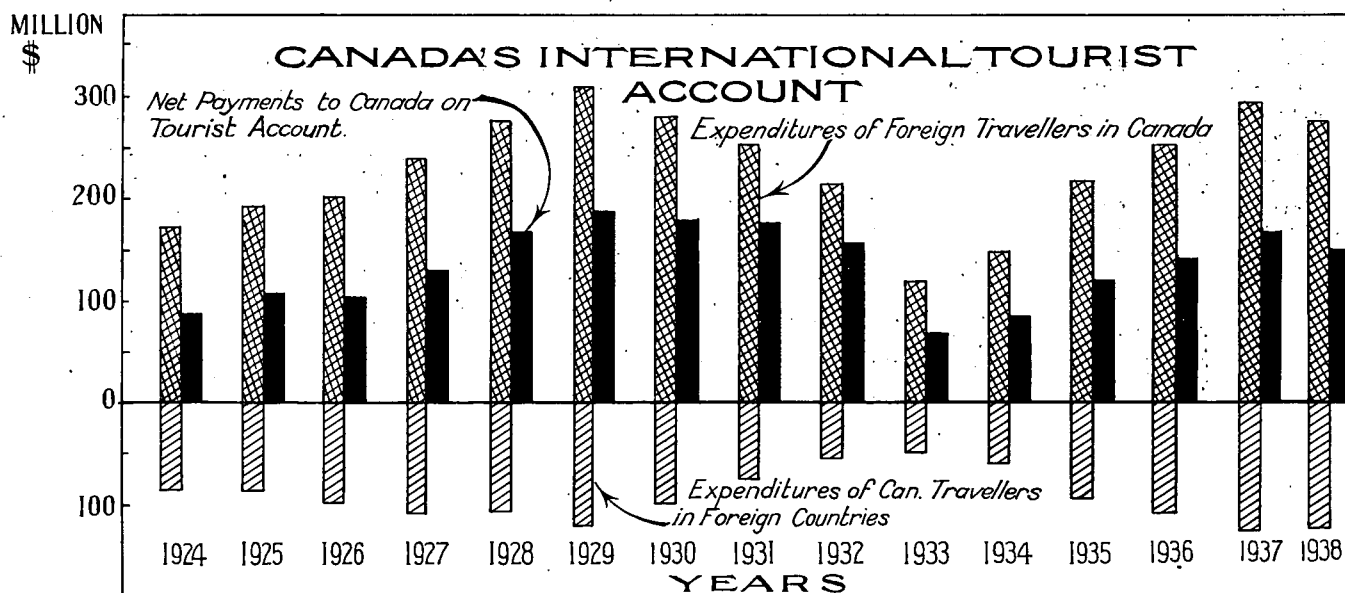
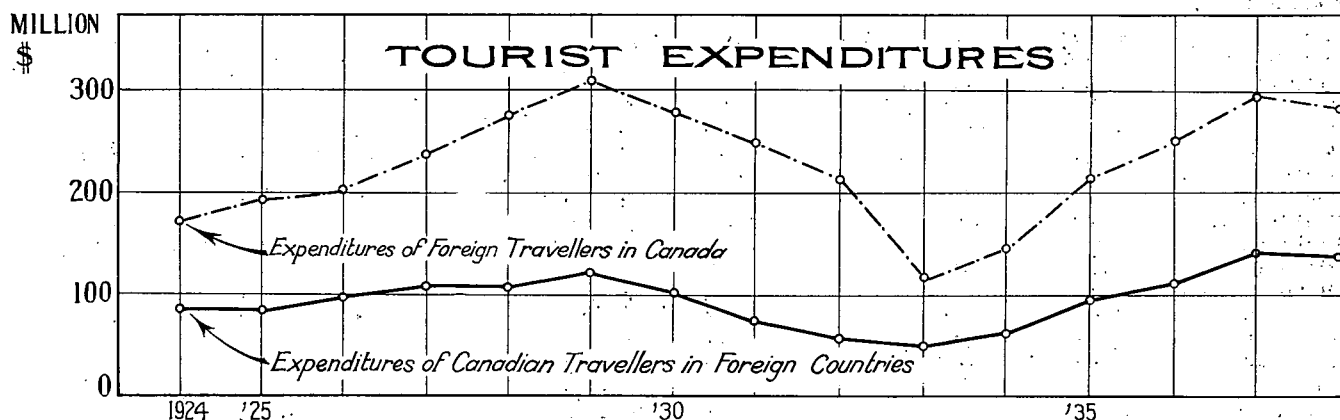
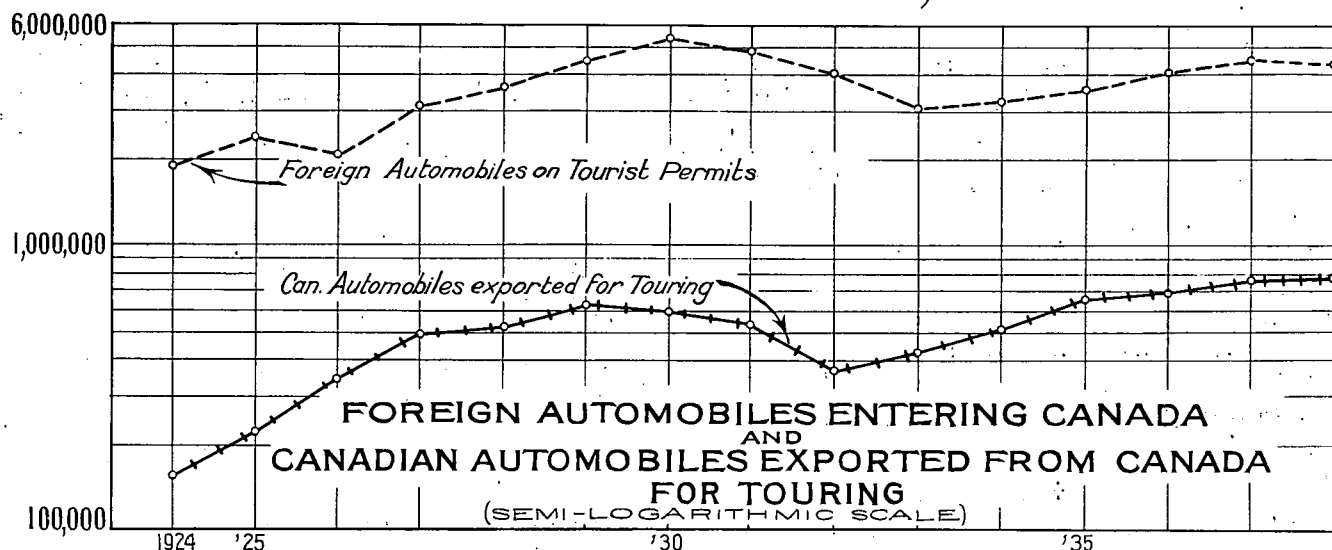
Estimated total tourist expenditure in Canada, Canadian tourist expenditures in other countries and the resulting favourable balance to Canada in each of the years 1924-38 are shown in Table 10.

Table 10. - Canada's International Tourist Account.

Year	Estimated Expenditures of Foreign Travellers in Canada	Estimated Expenditures of Canadian Travellers in Foreign Countries	Net Balance
	\$	\$	\$
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	145,974,000	63,658,000	82,316,000
1935	214,778,000	95,600,000	119,178,000
1936	251,299,000	110,400,000	140,899,000
1937	290,581,000	124,422,000	166,159,000
1938	273,431,000	123,913,000	149,518,000



# TRENDS IN THE TOURIST MOVEMENT, 1924-38



APPENDIX 1.

Number of Foreign Automobiles Admitted into Canada for Touring Purposes during the Calendar Year 1938, for periods of 48 hours or less, between 48 hours and 60 days and between 60 days and 6 months; also the Number of Canadian Automobiles Exported for Touring Purposes in the same Year.

P O R T	Foreign Cars Touring Inwards				P O R T	Foreign Cars Touring Inwards			
	Admitted for period not exceeding 48 hours	Admitted for period not exceeding 60 days	Exceeding 60 days and not more than six months	Canadian automobiles exported for touring purposes		Admitted for period not exceeding 48 hours	Admitted for period not exceeding 60 days	Exceeding 60 days and not more than six months	Canadian automobiles exported for touring purposes
<b>NOVA SCOTIA</b>					<b>QUEBEC</b>				
Annapolis Royal ...	-	-	4	-	Abercorn .....	10,013	5,825	-	1,666
Digby .....	-	-	-	-	Armstrong .....	1,653	16,271	-	2,558
Halifax .....	-	46	-	18	Baldwin's Mills ..	398	-	-	6
Truro .....	-	8	1	-	Beebe .....	29,041	1,873	-	1,705
Yarmouth .....	-	2,692	215	174	Cantic .....	181	2,055	-	1,809
TOTAL .....	-	2,746	220	192	Clarenceville ...	1,564	2,707	-	1,624
<b>PRINCE EDWARD ISLAND</b>					Comin's Mills ...	5,908	8,627	1	2,484
Charlottetown ....	-	-	1	2	Covey Hill .....	292	1,346	-	988
Summerside .....	-	-	-	-	Dundee .....	9,590	2,003	-	1,859
TOTAL .....	-	-	1	2	Estcourt .....	165	13	-	1
<b>NEW BRUNSWICK</b>					Franklin Centre ..	-	1,517	-	658
Andover .....	22,353	8,037	-	1,186	Frelighsburg ....	3,622	3,380	1	1,932
Aroostook Jct. ...	242	79	-	20	Glen Sutton .....	4,975	10,357	-	824
Bloomfield .....	2,028	410	-	97	Hemmingford .....	2,859	4,025	-	6,631
Campo Bello .....	763	75	8	292	Henrysburg .....	189	252	-	459
Centreville .....	10,181	2,310	-	500	Herdman .....	3,942	2,678	-	6,008
Clair .....	31,156	1,796	-	860	Hereford Road ...	15,702	2,388	-	1,678
Connors .....	207	80	-	28	Highwater .....	14,508	14,189	13	5,788
Debec .....	-	-	-	-	Jamieson's Lines ..	1,018	723	-	1,012
Edmundston .....	78,083	7,500	-	1,651	Lac Frontier .....	1,428	315	4	249
Forest City .....	2,665	87	-	49	Lacolle .....	6,720	67,662	26	59,854
Posterville .....	2,615	272	-	122	Leadville .....	120	16	-	234
Four Falls .....	2,276	626	-	103	Mansonville .....	834	161	-	103
Gillespie Portage .	4,038	2,069	-	390	Montréal .....	-	96	-	136
Grand Falls .....	9,884	4,586	-	758	Morses Line .....	2,657	1,861	-	750
Green River .....	191	84	-	2	North Derby .....	-	-	-	-
Lord's Cove .....	161	401	3	206	Noyan .....	2,783	9,794	-	4,757
Milltown .....	64,657	702	-	332	Phillipsburg ....	2,433	53,143	-	28,122
McAdam Junction ..	-	2	-	11	Quebec .....	-	129	-	41
North Head .....	-	162	-	160	Rock Island .....	66,678	32,110	62	20,307
Richmond Road ...	23,718	8,326	-	2,324	Roxham Road .....	41	117	-	282
River de Chute ..	6,298	992	-	113	Stanhope .....	11,053	15,608	19	8,114
St. Andrews .....	7	669	-	196	St. Armand .....	258	1,220	-	31
St. Croix .....	16,003	2,452	1	667	St. Pamphile .....	-	-	-	-
St. Eilaine .....	13	18	-	1	St. Regis .....	8,308	142	-	121
Saint John .....	-	453	26	18	St. Zacharie .....	185	473	5	158
St. Leonard .....	8,314	8,344	7	1,245	Trout River .....	10,361	12,636	-	21,498
St. Stephen .....	409,362	22,347	22	8,125	Woburn .....	8,169	4,708	-	530
Union Corner .....	2,592	279	-	65	TOTAL .....	227,648	280,420	131	184,977
Upper Mills .....	-	75	-	11	<b>ONTARIO</b>				
Woodstock .....	-	4	-	-	Aultsville .....	115	308	3	394
TOTAL .....	697,807	73,237	67	19,532	Brockville .....	1,923	6,416	87	2,518
					Cobourg .....	-	49	-	2
					Cornwall .....	12,839	6,878	22	10,058
					Courtright .....	1,952	897	49	369

# APPENDIX 1. - con.

Number of Foreign Automobiles Admitted into Canada for Touring Purposes during the Calendar Year, 1938, for periods of 48 hours or less, between 48 hours and 60 days and between 60 days and 6 months; also the Number of Canadian Automobiles Exported for Touring Purposes in the same Year - con.

Foreign Cars Touring Inwards					Foreign Cars Touring Inwards				
P O R T	Admitted for period not exceeding 48 hours	Admitted for period not exceeding 60 days	Exceeding 60 days and not more than six months	Canadian automobiles exported for touring purposes	P O R T	Admitted for period not exceeding 48 hours	Admitted for period not exceeding 60 days	Exceeding 60 days and not more than six months	Canadian automobiles exported for touring purposes
<b>ONTARIO - con.</b>					<b>SASKATCHEWAN - con.</b>				
Fort Erie .....	729,423	192,541	206	65,681	Northgate .....	4,375	1,950	-	1,527
Fort Frances ...	10,362	7,084	-	2,429	North Portal .....	5,697	1,684	2	2,629
Fort William ...	-	165	-	1	Oungre .....	73	11	-	120
Gananoque .....	380	4,689	37	790	Ratcliffe .....	139	79	-	171
Kingston .....	-	485	-	177	Regway .....	473	632	3	829
Kingsville .....	2	2	-	-	Rockglen .....	238	39	-	187
Lansdowne .....	16,315	19,193	-	20,813	Shaunavon .....	-	-	-	-
Morrisburg .....	1,355	4,325	6	3,362	Treelon .....	330	336	4	944
Niagara Falls ..	571,367	143,210	-	89,722	West Poplar River ..	601	8	-	386
Pigeon River ...	-	16,556	7	5,813	Willow Creek .....	65	173	-	315
Port Arthur ....	-	1	-	13					
Port Dover .....	-	-	-	-	TOTAL .....	18,656	6,329	50	12,790
Port Lambton ...	3,843	1,518	-	1,102					
Port Stanley ...	-	406	-	26	<b>ALBERTA</b>				
Prescott .....	5,650	7,334	-	7,374	Aden .....	174	45	-	218
Rainy River .....	1,852	711	-	451	Cardston .....	101	24	-	12
Rockport .....	370	4,329	45	752	Carway .....	1,528	3,056	-	3,042
Sarnia .....	45,809	70,544	273	24,014	Chief Mountain ...	494	5,914	6	2,365
Sault Ste. Marie .	17,046	12,792	98	3,898	Coutts .....	8,188	2,132	3	2,781
Sombra .....	2,825	703	1	651	Lethbridge .....	-	-	-	-
Toronto .....	-	144	-	19	Whiskey Gap .....	347	27	-	78
Walkerville ....	42,447	9,546	-	4,530	Wild Horse .....	126	103	-	86
Walpole Island ..	1,371	367	-	249					
Windsor .....	568,366	242,512	47	50,780	TOTAL .....	10,958	11,301	9	8,582
TOTAL .....	2,035,612	753,705	881	295,988					
<b>MANITOBA</b>					<b>BRITISH COLUMBIA</b>				
Cartwright .....	735	238	-	228	Aldergrove .....	3,712	4,975	3	15,473
Coulter .....	666	274	-	611	Boundary Bay .....	3,330	5,643	-	28,575
Crystal City ...	831	298	-	347	Briderville .....	6	157	-	534
Emerson .....	25,590	12,808	14	15,182	Carson .....	4,418	56	-	1,210
Goodlands .....	466	210	-	421	Cascade City .....	4,998	2,790	13	3,028
Gretna .....	11,040	453	-	264	Douglas .....	4,596	19,543	-	20,102
Haskett .....	1,084	262	-	158	Huntingdon .....	5,224	9,972	11	29,796
Lena .....	1,675	1,134	-	1,320	Kingsgate .....	1,493	4,042	7	7,103
Lyleton .....	222	119	28	53	Midway .....	1,543	144	-	710
Piney .....	976	79	-	248	Nelway .....	-	1,893	-	3,237
Snowflake .....	802	202	-	289	Newgate .....	61	75	-	234
South Junction ...	1,113	158	-	177	New Westminster ..	-	18	1	3
Sprague .....	87	26	-	23	Osoyoos .....	1,347	3,728	4	15,607
Turtle Mountain ..	1,154	1,446	1	1,304	Pacific Highway ..	4,108	48,571	-	92,884
Windygates .....	1,802	360	-	297	Paterson .....	-	1,494	-	7,225
TOTAL .....	48,243	18,077	43	20,932	Roosville .....	661	504	-	189
<b>SASKATCHEWAN</b>					Rykerts .....	3,025	1,693	123	6,836
Beaubier .....	150	51	-	825	Sidney .....	-	2,288	-	1,145
Big Beaver .....	782	58	1	280	Silver Heights ....	274	-	-	8,004
East Poplar River.	141	5	-	249	Similkameen .....	83	43	-	174
Elmore .....	1,529	189	-	371	Stewart .....	3,756	-	-	-
Estevan .....	2,602	408	1	2,659	Vancouver .....	-	240	2	87
Marienthal .....	1,192	493	-	509	Victoria .....	-	9,825	11	2,674
Monchy .....	269	213	39	789	Waneta .....	-	-	-	-
					TOTAL .....	42,635	117,694	175	244,830
					GRAND TOTAL ...	3,081,559	1,263,509	1,577	787,825

APPENDIX 2.

Automobiles on 60-Day and 6-Month Permits Entering Canada for Touring Purposes via the United States Boundary During 1935, 1936, 1937 and 1938, Classified According to State or Country of Registration.

State	Cars on 60-day Permits				Cars on 6-month Permits				Country	Cars on 60-day Permits				Cars on 6-month Permits			
	1938	1937	1936	1935	1938	1937	1936	1935		1938	1937	1936	1935	1938	1937	1936	1935
Alabama	590	747	581	493	3	1	-	3	Other Countries								
Arizona	617	656	638	453	3	5	6	6	North America								
Arkansas	434	556	418	386	-	-	7	-	Newfoundland	35	41	20	8	-	-	-	-
California	28,557	28,385	26,808	18,637	57	44	66	46	Central America								
Colorado	1,893	2,351	1,929	1,463	4	2	1	4	Bahamas	-	8	5	4	-	-	-	-
Connecticut	16,852	21,062	16,760	13,295	33	31	21	29	Bermuda	-	1	-	-	-	-	-	-
Delaware	1,010	1,167	901	782	1	1	2	1	British West Indies	12	4	2	1	-	-	-	-
District of Columbia	4,160	4,761	4,968	3,729	19	13	7	9	Cuba	72	56	37	19	-	1	-	-
Florida	4,861	4,837	4,097	3,505	66	50	41	56	Dominican Republic	-	2	-	1	-	-	-	-
Georgia	1,303	1,680	1,550	1,537	7	1	3	5	Dutch West Indies	-	1	1	3	-	-	-	-
Idaho	2,386	2,056	1,765	1,324	22	14	13	15	Haiti	-	-	2	2	-	-	-	-
Illinois	38,693	42,931	36,466	28,499	30	36	46	41	Honduras	1	2	-	3	-	-	-	-
Indiana	12,792	15,939	12,826	9,752	11	6	9	9	Jamaica	2	4	-	2	2	-	-	-
Iowa	6,094	6,313	5,290	4,558	5	4	4	1	Mexico	104	126	78	50	1	1	-	-
Kansas	2,507	2,898	2,416	1,929	10	-	2	1	Panama	84	100	84	46	-	-	1	-
Kentucky	2,261	2,709	2,327	1,783	1	3	3	5	West Indies	-	-	1	2	-	-	-	-
Louisiana	832	826	670	588	-	2	1	-	South America								
Maine	59,875	55,327	47,546	41,260	16	17	10	14	Argentina	1	1	-	-	-	-	-	-
Maryland	6,375	5,600	4,722	3,979	15	15	11	17	Brazil	4	2	-	1	-	-	-	-
Massachusetts	54,780	63,240	57,997	48,279	105	110	110	84	Chile	-	-	1	-	-	-	-	-
Michigan	273,341	319,360	259,583	215,336	386	359	339	256	Colombia	9	1	2	-	-	-	-	-
Minnesota	22,962	23,624	20,162	15,835	16	10	16	11	Paraguay	-	-	1	-	-	-	-	-
Mississippi	456	593	407	373	2	-	1	3	Peru	-	-	4	-	-	-	-	-
Missouri	5,210	5,841	5,266	3,975	5	6	4	7	Venezuela	7	1	1	3	-	-	-	-
Montana	6,665	5,722	5,609	4,355	22	26	21	7	Other South America	-	1	-	-	-	-	-	-
Nebraska	2,119	2,499	2,179	1,789	7	1	5	2	Europe								
Nevada	442	398	340	192	4	-	3	2	Belgium	1	-	1	-	-	-	-	-
New Hampshire	14,565	17,084	17,113	14,517	12	5	2	9	France	8	1	4	4	-	-	-	-
New Jersey	25,056	28,186	23,373	19,912	57	56	39	41	Germany	3	4	3	-	-	-	-	-
New Mexico	519	311	314	159	3	1	-	1	Great Britain	27	22	55	18	-	1	1	1
New York	324,547	324,399	289,741	241,391	330	285	197	189	Italy	-	-	1	-	-	-	-	-
North Carolina	1,388	1,418	1,241	993	8	4	5	4	Malta	1	-	-	-	-	-	-	-
North Dakota	10,825	10,071	9,494	7,452	8	6	9	3	Netherlands	1	1	-	3	-	-	-	-
Ohio	59,686	75,773	61,577	46,814	99	75	115	78	Portugal	-	1	-	-	-	-	-	-
Oklahoma	1,775	1,956	1,776	1,635	1	2	3	2	Spain	-	1	-	-	-	-	-	-
Oregon	8,300	7,407	6,447	4,478	21	7	12	9	Switzerland	1	1	2	-	-	-	-	1
Pennsylvania	53,991	63,352	51,616	38,952	89	87	107	83	Asia								
Rhode Island	8,293	10,625	8,948	7,402	3	4	6	8	Ceylon	-	-	1	-	-	-	-	-
South Carolina	681	714	485	375	3	2	-	1	China	4	2	2	1	-	-	-	1
South Dakota	1,120	1,131	1,091	837	4	5	7	-	Dutch East Indies	1	-	-	-	-	-	-	-
Tennessee	1,269	1,633	1,397	1,188	5	1	3	3	Hong Kong	-	4	2	-	-	-	-	-
Texas	3,665	3,329	2,770	2,492	9	4	4	5	India	5	-	-	-	-	-	-	-
Utah	1,198	1,273	1,234	872	-	1	-	-	Japan	1	-	1	-	-	-	-	-
Vermont	88,753	110,922	99,943	85,875	4	8	3	4	Straits Settlements	2	-	-	-	-	-	-	-
Virginia	2,816	2,825	2,889	1,820	2	1	4	2	Oceania								
Washington	81,506	81,167	73,256	55,485	51	28	41	30	Australia	-	1	6	1	-	-	-	-
West Virginia	2,161	2,684	2,282	1,666	3	5	5	4	New Zealand	-	2	-	-	-	-	-	-
Wisconsin	12,048	13,501	10,601	7,931	5	8	5	6	Africa								
Wyoming	490	527	442	334	6	-	1	1	Egypt	3	-	-	-	-	-	-	-
U. S. Government	-	2	2	4	-	-	-	1	South Africa	-	1	-	-	-	-	-	-
Alaska	46	64	49	31	-	-	-	1	Country not specified	-	-	-	9	-	-	-	-
Guam	1	-	-	-	-	-	-	-									
Hawaii	298	275	281	112	1	2	1	5									
Philippines	46	16	18	7	-	1	-	-									
Puerto Rico	10	15	17	16	-	-	-	1									
	1,262,719	1,382,366	1,192,251	970,666	1,573	1,352	1,320	1,117		389	392	317	181	3	3	2	3

Source, Monthly Reports of Customs Officers.

A P P E N D I X 3

Non-immigrant Arrivals Via Canadian Ocean Ports, Classified by Country of Permanent

Residence, 1936, 1937 and 1938.							
	1938	1937	1936		1938	1937	1936
<u>Europe</u>				<u>Asia</u> - con.			
Austria	(x)	35	15	Straits Settlements	49	78	58
Belgium	87	111	99	Syria	4	1	4
British Isles -				Turkey	-	1	1
England	6,522	6,669	6,209	Other Asiatic			
Northern Ireland	269	279	190	Countries	2	-	-
Ireland (Eire)	139	102	105		<u>1,740</u>	<u>1,981</u>	<u>1,744</u>
Scotland	1,637	1,911	1,355	<u>Africa</u>			
Wales	138	142	121	Africa (British)	124	139	92
Lesser Isles	32	30	29	Africa (not British)	2	2	11
Bulgaria	1	-	-	Egypt	5	2	2
Czecho-Slovakia	36	14	8		<u>131</u>	<u>143</u>	<u>105</u>
Danzig	2	-	1	<u>Oceania</u>			
Denmark	79	61	67	Australia	871	800	550
Estonia	3	2	3	Fiji Islands	42	43	15
Finland	9	14	4	Hawaii	311	219	195
France	339	375	290	New Zealand	641	495	315
Germany	787	289	222		<u>1,865</u>	<u>1,557</u>	<u>1,075</u>
Greece	8	34	8	<u>North America</u>			
Hungary	18	12	14	Newfoundland	183	137	140
Iceland	3	2	3	United States	504	377	317
Italy	32	19	14	St. Pierre and			
Latvia	3	1	3	Miquelon	53	86	117
Lithuania	8	2	3		<u>740</u>	<u>600</u>	<u>574</u>
Luxemburg	-	2	3	<u>Central America</u>			
Norway	161	116	56	Bahamas	22	13	17
Netherlands	80	55	61	Barbados	10	28	15
Poland	40	39	13	Bermuda	140	93	144
Portugal	-	3	8	Cuba	9	7	3
Roumania	22	13	4	Haiti	-	-	1
Russia	17	6	3	Jamaica	87	68	51
Spain	10	13	13	Puerto Rico	3	-	-
Sweden	38	15	20	Other West Indies	12	9	18
Switzerland	62	66	52	(British)			
Yugoslavia	7	5	1	Other West Indies	2	8	1
Other European				(not British)			
Countries	<u>1</u>	<u>-</u>	<u>1</u>	Mexico	2	8	4
	<u>10,590</u>	<u>10,437</u>	<u>8,998</u>	Trinidad	13	16	12
				Other Central			
<u>Asia</u>				American Countries	8	8	7
Arabia	3	-	-		<u>308</u>	<u>258</u>	<u>273</u>
British India	182	201	176	<u>South America</u>			
Ceylon	-	14	3	Argentina	14	-	1
China	598	674	595	Brazil	1	4	-
Dutch East Indies	53	71	148	British Guiana	11	7	6
East Indies, n.o.s.	-	20	36	Chile	1	1	-
Hong Kong	256	177	163	Ecuador	-	1	-
Iraq	2	-	-	Peru	5	2	4
Japan	515	696	503	Venezuela	3	3	-
Korea	12	11	8	Other South American			
Palestine	14	5	3	Countries	4	1	1
Persia	1	-	4		<u>39</u>	<u>19</u>	<u>12</u>
Philippines	40	26	32		<u>50</u>	<u>120</u>	<u>143</u>
Siam	9	6	10	Country not given			

(x) Included with Germany.

A P P E N D I X 4

Visitors to the National Parks of Canada<sup>(1)</sup>

Parks	1937-8	1936-7	1935-6	1934-5	1933-4	1932-3
Banff	194,435	178,940	143,162	142,774	132,264	139,669
Buffalo	9,830	10,557	11,133	12,992	12,631	12,527
Cape Breton Highlands	20,000(+)	-	-	-	-	-
Elk Island	63,040	46,295	44,767	53,769	47,487	39,165
Fort Anne	17,029	16,364	13,229	13,176	14,000	14,000
Fort Beausejour	20,000(+)	20,000(+)	3,848	4,500	5,614	5,728
Georgian Bay Is.	7,110	4,878	5,521	5,919	6,780	4,682
Glacier	1,200(+)	1,200(+)	1,000	1,000	1,000	1,000
Jasper	16,083	14,659	10,981	10,757	13,489	15,308
Kootenay	64,657	53,004	40,447	44,747	32,798	34,924
Mt. Revelstoke	8,271(+)	7,188(+)	6,024	6,000	6,000	5,000
Nemiskam	21	29	15	25	21	25
Point Pelee	296,338	287,900	259,040	207,892	149,380	162,785
Prince Albert	28,846	25,327	21,292	21,108	19,126	27,007
Prince Edward Island	2,500(+)	-	-	-	-	-
Riding Mountain	117,253	101,013	93,895	100,035	91,652	53,103
St. Lawrence Is.	22,000(+)	16,800(+)	12,700	15,000	15,000	15,000
Waterton Lakes	59,520	59,546	47,777	36,765	32,844	35,334
Yoho	60,557	64,461	56,963	34,319	13,688	17,093
Total	1,008,690	908,161	771,794	710,778	593,774	582,350

Parks	1931-2	1930-1	1929-30	1928-9	1927-8	1926-7
Banff	183,946	188,443	217,781	236,801	166,521	136,663
Buffalo	13,461	12,537	18,853	18,454	12,679	11,718
Elk Island	29,986	30,138	22,611	18,968	16,138	13,320
Fort Anne	17,000	18,000	18,000	16,000	15,000	14,000
Fort Beausejour	12,000	11,972	-	-	-	-
Georgian Bay Is.	3,760	1,000	-	-	-	-
Glacier	1,000	1,000	1,000	1,000	3,000	3,000
Jasper	11,025	13,783	15,458	14,000	12,000	17,657
Kootenay	43,128	43,125	51,772	33,238	26,151	51,526
Mt. Revelstoke	6,000	5,000	8,000	8,800	8,000	10,000
Nemiskam	52	42	100	50	100	100
Point Pelee	150,380	104,000	83,200	50,100	45,400	54,500
Prince Albert	29,537	17,164	10,131	5,118	500	-
Riding Mountain	38,329	12,028	-	-	-	-
St. Lawrence Is.	15,000	15,000	20,000	18,000	20,000	20,000
Vidal's Point (2)	-	-	17,400	15,050	8,032	7,650
Waterton Lakes	43,391	44,827	48,592	26,002	15,547	16,237
Yoho	18,220	23,291	26,431	27,140	10,514	35,000
Total	616,215	541,350	559,329	488,721	359,582	391,371

(1) Compiled by the Lands, Parks and Forests Branch, Department of Mines and Resources.

(2) Abolished 1930.

(+) Estimated.

A P P E N D I X 5.

Returns from United States Department of Commerce Questionnaires  
to United States Tourists in Canada

	Year	Number of Returns	Number of Persons	Days Spent in Canada	Amount Spent \$	Miles Motored in Canada
<b>MOTORISTS</b>						
<b>48 - hour Permits</b>						
Total	1938	575	1,819		12,855.00	107,548
Average per car	1938		3.15	1.50	22.35	187.0
" " "	1937	283	3.02	1.40	18.55	217.0
" " "	1936	196	3.34	1.37	17.85	113.0
" " "	1935	245	3.27	1.15	16.49	186.6
<b>24 - hour Permits</b>						
Average per car	1934	175	2.99	1	9.23	171.5
" " "	1933	113	2.90	1	7.63	186.5
" " "	1932	165	3.30	1	11.95	180.9
" " "	1931	116	3.00	1	13.28	123.9
" " "	1930	200	3.55	1	13.61	109.7
" " "	1929	140	3.17	1	15.74	111.2
" " "	1928	94	3.40	1	15.33	-
<b>60 - day Permits</b>						
Total	1938	1,662	4,877		157,295.00	1,116,698
Average per car	1938		2.94	7.60	94.64	671.9
" " "	1937	972	3.00	7.60	93.43	719.0
" " "	1936	583	3.00	6.66	75.20	658.0
" " "	1935	963	3.07	7.42	96.57	615.2
" " "	1934	818	2.99	6.31	72.32	559.4
" " "	1933	479	2.83	5.67	59.80	487.3
" " "	1932	692	3.01	8.26	106.25	584.3
" " "	1931	621	2.99	5.88	101.83	551.4
" " "	1930	913	3.08	5.64	110.39	468.8
" " "	1929	569	3.17	6.08	144.60	487.8
" " "	1928	1,200	3.20	9.62	156.35	-
<b>6 - month Permits</b>						
Average per car	1936	5	3.40	65.00	450.00	2,340.0
" " "	1935	11	3.45	27.64	430.09	927.9
" " "	1934	9	3.66	35.44	422.22	2,416.7
" " "	1933	14	3.00	43.50	234.07	1,300.0
" " "	1932	13	4.00	85.08	581.92	1,432.2
" " "	1928	27	2.81	72.60	560.0	-
<b>60 - day and 6 - month Permits</b>						
Total	1938	1,703	4,997		165,813.00	1,150,453
Average per car	1938 <sup>1/</sup>		2.94	7.6	94.78	672.1
<b>OTHER TOURISTS</b>						
<b>RAIL</b>						
Total	1938	176	242	3,005	15,189.00	-
Average per person	1938		-	12.4	62.76	-
<b>STEAMER</b>						
Total	1938	386	815	3,996	30,131.00	-
Average per person	1938		-	4.9	36.97	-
<b>RAIL AND STEAMER</b>						
Total	1938	39	54	393	3,919.00	-
Average per person	1938			7.3	72.57	-

1/ Weighted by the respective numbers of 60-day and 6-month permits issued.

A P P E N D I X 6.

Returns from Dominion Bureau of Statistics Questionnaire to Canadian Tourists  
Who Travelled to the United States by Automobile, 1938.

				Days	Persons	Expenditures	Miles Motored in the United States
						\$	
Cars which remained in the United States 48 hours or less -							
First	100	returns		141	303	1,918	16,933
Second	100	"		166	350	2,226	23,625
Third	100	"		140	340	1,623	23,940
Fourth	100	"		162	297	1,992	31,749
Fifth	100	"		165	330	1,900	27,219
Last	22	"		39	48	570	6,591
Total 522 returns				813	1,668	10,229	130,057
Average	522	returns,	1938	1.56	3.20	19.60	249.15
"	340	"	1937	1.59	2.91	19.14	253
"	388	"	1936	1.49	3.10	17.01	184
"	330	"	1935	1.54	3.27	15.11	262
"	230	"	1934	1	3.80	8.74	97
"	225	"	1933	1	3.84	6.58	98
"	128	"	1932	1	3.96	5.64	96
"	235	"	1931	1	3.72	5.90	83
"	359	"	1929	1	3.92	6.79	60

Cars which remained in the  
United States from 3 - 60 days -

First	100	returns		627	315	7,266	80,989
Second	100	"		558	310	7,336	73,192
Third	100	"		795	350	9,909	96,516
Fourth	100	"		930	324	11,151	115,909
Fifth	100	"		689	295	8,022	79,316
Sixth	100	"		732	338	9,648	71,236
Seventh	100	"		681	326	9,281	85,842
Eighth	100	"		741	329	10,212	138,758
Ninth	100	"		890	332	10,365	163,135
Tenth	100	"		680	307	8,384	94,471
Eleventh	100	"		749	321	9,616	106,539
Twelfth	100	"		807	337	10,574	141,081
Thirteenth	100	"		642	294	9,109	92,056
Last	47	"		476	145	6,094	52,997
Total 1,347 returns				9,997	4,323	126,967	1,392,037
Average	1,347	"	1938	7.42	3.21	94.26	1,033
"	1,118	"	1937	8.82	3.03	96.47	1,228
"	939	"	1936	8.39	3.29	101.46	1,036
"	825	"	1935	8.89	3.24	97.08	1,121
"	900	"	1934	7.10	3.39	74.32	874
"	878	"	1933	6.73	3.48	68.73	873
"	417	"	1932	7.07	3.47	79.78	856
"	453	"	1931	7.98	3.14	95.66	1,118
"	1,166	"	1929	8.17	3.50	119.64	957



A P P E N D I X 6 - con.

Returns from Dominion Bureau of Statistics Questionnaire to Canadian Tourists Who  
Travelled to the United States by Automobile, 1938. - con.

				Days	Persons	Expenditures	Miles Motored in the United States
						\$	
Cars which remained in the United States more than 60 days -							
Total	7 returns			761	23	7,300	34,550
Average	7	"	1938	108.7	3.29	1,043	4,936
"	4	"	1937	72.0	5.00	713	4,425
"	3	"	1936	89.7	3.67	1,002	1,267
"	3	"	1935	84.6	3.30	1,155	6,200
"	2	"	1934	115.0	5.00	1,000	2,500
"	2	"	1933	88.0	3.00	1,650	6,000
"	3	"	1932	68.0	3.70	1,875	4,666
"	5	"	1931	96.7	2.70	2,184	6,000
"	5	"	1929	90.8	3.00	2,151	9,240
Grand Total 1,876 returns				11,571	6,014	144,496	1,556,644
Average	1,876 returns,		1938	6.17	3.21	77.02	830
"	1,462	"	1937	7.31	3.01	80.17	1,010
"	1,330	"	1936	6.56	3.24	78.86	788
"	1,158	"	1935	6.99	3.24	76.46	889
"	1,132	"	1934	6.05	3.48	63.53	719
"	1,105	"	1933	5.71	3.56	58.94	724
"	548	"	1932	5.98	3.59	72.29	699
"	691	"	1931	5.99	3.34	74.20	787
"	1,530	"	1929	6.76	3.60	99.80	778

A P P E N D I X 7.

Returns from Dominion Bureau of Statistics Questionnaire to Canadian Tourists  
to the United States Who Travelled by Rail or Steamer, 1938.

Mode of Travel				Number of Persons	Length of Stay Days	Total Expen- diture \$	Average Length of stay Days	Average Expenditure during stay \$	Average Expenditure per Person per Day \$
<u>RAIL</u>									
First	100	returns	....	132	2,178	15,854	16.50	120.11	7.28
Second	100	"	....	134	2,205	15,528	16.46	115.88	7.04
Third	100	"	....	134	2,778	16,291	20.73	121.57	5.86
Fourth	100	"	....	142	3,158	15,618	22.24	109.99	4.95
Fifth	100	"	....	137	2,784	16,824	20.32	122.80	6.04
Sixth	100	"	....	154	2,988	18,820	19.40	122.21	6.30
Seventh	100	"	....	145	2,129	16,484	14.68	113.68	7.74
Eighth	100	"	....	154	2,511	14,826	16.30	96.27	5.90
Ninth	100	"	....	123	1,725	10,842	14.02	88.15	6.29
Tenth	100	"	....	144	2,839	13,620	19.72	94.58	4.80
Eleventh	100	"	....	132	2,423	8,815	18.36	66.78	3.64
Twelfth	100	"	....	134	2,112	6,321	15.76	47.17	2.99
Last	42	"	....	60	1,047	2,632	17.45	43.87	2.51
<hr/>									
Total	1,242	returns	....	1,725	30,877	172,475	17.90	99.99	5.59
"	623	"	1937	896	11,477	50,994	12.81	56.91	4.44
"	800	"	1936	1,121	23,329	79,937	20.81	71.31	4.43
"	427	"	1935	593	10,559	39,817	17.80	67.15	3.77
<hr/>									
<u>STEAMER</u>									
Total	70	returns	....	99	2,151	5,902	21.73	59.62	2.74
"	91	"	1937	119	1,493	3,843	12.55	32.29	2.57
"	134	"	1936	203	3,138	6,135	15.46	30.22	1.96
"	71	"	1935	96	981	2,909	10.22	30.00	2.97
<hr/>									
<u>RAIL AND STEAMER</u>									
Total	34	returns	....	47	1,221	3,142	25.98	66.85	2.57
"	62	"	1937	88	1,639	3,806	18.63	43.25	2.32
"	55	"	1936	72	1,905	7,168	26.46	99.55	3.76
"	27	"	1935	37	938	2,724	25.35	73.62	2.90

A P P E N D I X 8.

Incidental Purchases<sup>(x)</sup> by Canadians Returning from Other Countries as Reported  
by the Department of National Revenue.

		<u>1 9 3 6</u>	<u>1 9 3 7</u>	<u>1 9 3 8</u>
		<u>May 1 - Dec. 31</u>	<u>Jan. 1 - Dec. 31</u>	<u>Jan. 1 - Dec. 31</u>
Automobile accessories -				
Total Imports	\$	100,871	101,945	111,967
From United Kingdom	\$	45	102	114
" United States	\$	100,826	101,827	111,846
Automobile tires and tubes -				
Total Imports	\$	49,002	83,279	130,742
From United Kingdom	\$	34	320	59
" United States	\$	48,968	82,836	130,643
Boots and shoes -				
Total Imports	\$	303,959	643,221	846,044
From United Kingdom	\$	17,965	22,912	19,865
" United States	\$	285,091	617,139	821,960
Clothing -				
Total Imports	\$	1,755,013	3,371,105	4,079,501
From United Kingdom	\$	280,710	336,206	286,076
" United States	\$	1,455,924	2,975,114	3,746,133
Radios -				
Total Imports	\$	-	502,321(+)	687,191
From United Kingdom	\$	-	1,954(+)	764
" United States	\$	-	499,866(+)	685,233
Furniture and household appliances -				
Total Imports	\$	467,529	740,351	1,001,031
From United Kingdom	\$	21,387	33,978	29,853
" United States	\$	442,004	692,200	958,579
Miscellaneous articles -				
Total Imports	\$	852,265	1,591,786	1,858,027
From United Kingdom	\$	230,725	288,874	246,390
" United States	\$	598,878	1,235,617	1,554,289
Total Incidental purchases by Canadians returning from other countries -				
Total Imports	\$	3,528,639	7,034,008	8,714,503
From United Kingdom	\$	550,866	684,346	583,121
" United States	\$	2,931,691	6,204,599	8,008,683

(x) These goods are imported duty free under the \$100 tourist exemption clause.

(+) From April 1, 1937.

APPENDIX 9

Returns from Dominion Bureau of Statistics Questionnaire to Canadian Tourists to Overseas Countries, 1937.

Class of Steamship Passage	Number of Persons	Length of Stay	Expenditures				Steamship Fare and Incidental Expenditures Aboard Ship			
			Total	In United Kingdom	In Other Countries	Country not Specified	Total	Canadian	British	Foreign
			\$	\$	\$	\$	\$	\$	\$	\$
<u>Cabin or First Class</u>										
First 50 returns	79	5,028	87,116	38,340	16,384	3,652	28,740	16,936	5,849	5,955
Second 50 "	91	6,355	79,815	39,472	10,133	1,550	28,660	12,759	14,126	1,775
Third 50 "	79	4,993	78,704	32,884	16,127	5,622	24,071	11,967	10,334	1,770
Fourth 50 "	86	5,474	90,321	34,003	25,034	1,416	29,868	16,227	7,145	6,496
Total	335	21,850	335,956	144,699	67,678	12,240	111,339	57,889	37,454	15,996
Average 335 persons, 1937		65.22	1,002.85	431.94	202.02	36.54	332.35	172.80	111.80	47.75
" 263 " 1935		70.32	980.46				316.39	167.87	104.70	43.82
<u>Tourist Class</u>										
First 50 returns	66	5,249	43,031	22,643	4,904	375	15,109	8,794	5,693	622
Second 50 "	62	4,557	42,287	19,081	9,314		13,892	6,418	5,604	1,870
Third 50 "	67	4,455	38,447	16,503	5,033	1,921	14,990	7,339	6,468	1,183
Fourth 50 "	61	4,026	39,271	16,040	7,071	2,120	14,040	7,768	5,479	793
Fifth 50 "	74	6,983	40,980	16,705	6,292	1,704	16,279	6,707	7,356	2,216
Sixth 50 "	72	5,210	49,507	21,319	9,949	2,096	16,143	6,315	6,408	3,420
Last 9 "	11	604	8,842	3,958	1,278	300	3,306	475	2,097	734
Total	413	31,084	262,365	116,249	43,841	8,516	93,759	43,816	39,105	10,838
Average 413 persons, 1937		75.26	635.27	281.48	106.15	20.62	227.02	106.09	94.69	26.24
" 450 " 1935		72.52	526.10				208.36	112.20	80.23	15.93
<u>Third Class</u>										
First 50 returns	70	5,601	35,474	13,997	8,176	650	12,651	6,574	3,678	2,399
Second 50 "	77	5,757	27,896	13,694	2,230	300	11,672	5,913	5,013	746
Third 50 "	69	5,380	28,536	13,671	4,439		10,426	4,402	5,290	734
Fourth 50 "	66	6,021	29,851	15,376	3,001	1,015	10,459	3,951	5,076	1,432
Fifth 50 "	68	5,447	26,077	11,002	3,125	1,341	10,609	5,183	4,891	535
Sixth 50 "	66	5,130	30,409	15,634	3,832	260	10,683	5,442	4,390	851
Total	416	33,336	178,243	83,374	24,803	3,566	66,500	31,465	28,338	6,697
Average 416 persons, 1937		80.13	428.47	200.42	59.62	8.57	159.86	75.64	68.12	16.10
" 374 " 1935		78.57	336.36				151.79	77.40	62.30	12.09
<u>Freighter, etc.</u>										
45 returns	48	3,754	25,878	11,384	5,765	400	8,329	1,579	5,449	1,301
Average 48 persons, 1937		78.21	539.13	237.17	120.10	8.33	173.52	32.90	113.52	27.10
" 26 " 1935		75.27	440.19				159.69	10.35	85.88	63.46
<u>Total Tourist, Third, etc.</u>										
654 returns	877	68,174	466,486	211,007	74,409	12,482	168,588	76,860	72,892	18,836
Average 877 persons, 1937		77.72	531.91	240.60	84.85	14.23	192.23	87.64	83.11	21.48
" 850 " 1935		73.27	428.98				181.98	93.77	72.51	15.70



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