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THE TOURIST TRADE

CANADA

1930

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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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THE TOURIST TRADE
OF
CANADA
1930

Canada's tourist trade has reached such proportions that it constitutes for the national economy a highly important source of revenue which has a very appreciable effect on the country's balance of payments. Third in importance among the great industries of the Dominion, it represents the economic disposition of assets in which Canada is particularly rich, namely, picturesque and diversified scenery, vast regions scarcely yet explored, contrasted with great modern cities, the opportunities for hunting, fishing and the distinctive sports of the Canadian winter.

The rise in the value of this trade, which, in the past decade has been little short of phenomenal, is due, for the most part, to the development and wide distribution of the motor car and the building of roads. Thus while tourists come from abroad in considerable numbers and railway and steamship lines add their quotas yearly, it is the automobile traffic which is of overwhelming importance. The presence on our southern border of the United States with its dense and comparatively wealthy population, possessing one motor vehicle to every 5.2 persons while Canada has one to every 8.2 persons, the ease of communication and the close interlocking of business interests between the two countries result in a travel over the border which is greater than that between any other two countries in the world.

The effect of tourist expenditures is very diversified. Retail business, gas and oil stations, garages, hotels, restaurants, amusement places, sporting goods and clothing shops, in fact all business in the localities affected is stimulated. So great, in fact are the beneficial effects of "tourism" on business that they would seem to warrant a much greater consideration and more intensive effort to increase it than at present exists.

In estimating the net advantages of the tourist trade to Canada there is a considerable counter account. Canadian overseas tourists are more than three times as numerous as overseas tourists to Canada. The different types of scenery, the larger cities, theatres, museums, etc. of the United States also attract many Canadians on holiday, and large numbers of wealthy Canadians habitually visit the United States' winter playgrounds in the south. While the estimated expenditure of Canadian tourists in the United States is little more than one-third that of United States' tourists in Canada, this, taking into consideration that the relative populations of the two countries are approximately as 1 to 12, is really a remarkable showing.

The economic effects of "tourism" are the most obvious but there are many important if less tangible results. The multiplication of unsightly stands and signs, which form blots of ugliness along our highways, is to be deplored, but this is an evil capable of regulation. There are those, too, who think the invasion of many quiet parts of the country regrettable. In general, however, good feeling is engendered on both sides, and the interchange of ideas, opinions and customs can hardly fail to produce better understanding and happier international relations.

Expenditures of Tourists from Other Countries in Canada

It is impossible to obtain a direct record of tourist expenditures and even a rough estimate is extremely difficult to make since visitors to Canada are of all classes, engaged in different activities or forms of recreation, remaining for varying periods and with expenditures ranging from very small to very considerable amounts. Various methods have been adopted by the Dominion Bureau of Statistics for obtaining a general idea of the amount and value of this trade. The first estimate was issued in 1926 and showed the value of the trade from 1920 to 1926. The survey of each succeeding year has introduced improvements in detail and reduced possible inaccuracy. A detailed description of the methods of calculation and estimation adopted is contained in an appendix to the present report.

The total expenditures of tourists from other countries in Canada in the years 1920 to 1930 were approximately as follows:

| | | | |
|------|---|----|-------------|
| 1920 | - | \$ | 83,734,000 |
| 1921 | - | | 86,394,000 |
| 1922 | - | | 91,686,000 |
| 1923 | - | | 130,977,000 |
| 1924 | - | | 173,002,000 |
| 1925 | - | | 193,174,000 |
| 1926 | - | | 201,167,000 |
| 1927 | - | | 238,477,000 |
| 1928 | - | | 275,230,000 |
| 1929 | - | | 309,379,000 |
| 1930 | - | | 279,238,000 |

NOTE - Figures prior to 1924 are only roughly comparable with later ones. Those for the years 1924-30 have been revised on the basis of the methods adopted for 1930 and are therefore comparable.

The foreign tourist trade of Canada may be divided into three classes: (a) tourists entering Canada via ocean ports; (b) tourists entering Canada from the United States by automobile; (c) tourists entering Canada from the United by rail and steamer.

Estimated Expenditures of Tourists from Other Countries in Canada

| | 1930 | | 1929 | |
|--|-------------|-------------|-------------|-------------|
| | \$ | \$ | \$ | \$ |
| <u>Via Ocean Ports:</u> | | | | |
| Saloon | 3,892,000 | | 4,002,000 | |
| Cabin | 6,061,000 | | 6,497,000 | |
| Third Class | 3,002,000 | | 3,295,000 | |
| Total | | 12,955,000 | | 13,794,000 |
| <u>From U.S.A. by Automobile:</u> | | | | |
| Motorists entering Canada by: | | | | |
| Maritime Provinces | 9,831,000 | | 8,270,000 | |
| Quebec | 46,947,000 | | 51,167,000 | |
| Ontario | 125,129,000 | | 131,626,000 | |
| Manitoba | 2,305,000 | | 2,783,000 | |
| Saskatchewan | 1,071,000 | | 1,122,000 | |
| Alberta | 1,023,000 | | 1,302,000 | |
| British Columbia | 16,103,000 | | 19,307,000 | |
| Total | | 202,409,000 | | 215,577,000 |
| <u>From U.S.A. by Rail and Steamer</u> | | 63,874,000 | | 80,008,000 |
| Total Expenditure | | 279,238,000 | | 309,379,000 |

(a) Tourists via Ocean Ports:- Ocean borne travel to Canada was less in 1930 than in 1929. Passengers of the saloon class numbered 2,780 in 1930, cabin class passengers, 5,510 and third class passengers 4,288 as compared with 2,859, 5,906 and 4,707, respectively, in 1929. Applying to these classes the estimated rates of expenditure (\$1,400, \$1,100 and \$700 respectively) the expenditures of tourists via ocean ports are estimated to have been \$12,955,000 in 1930 as compared with \$13,794,000 in 1929.

(b) Tourists from the United States by Automobile:- The automobile traffic between Canada and the United States is the most significant feature of the present day tourist trade. The overwhelming majority of tourists to Canada come from the United States and of these, motorists form, by far, the largest number. Automobiles from the United States entered for touring purposes, as reported by the Department of National Revenue, showed a substantial increase over 1929. It is quite possible that the relative cheapness of an automobile holiday in Canada attracted many, who in more prosperous times might have gone abroad. Car entries by provinces, 1930, were as follows: (1929 figures in brackets).

Foreign Automobiles Imported into Canada for Touring Purposes, 1930.

| Province | Admitted for a period not exceeding 24 hours | Admitted for a period not exceeding 60 days | Exceeding 60 days and not more than six months |
|-----------------------|---|--|--|
| Maritime Provinces .. | 243,375 (158,860) | 57,876 (39,034) | 70 (58) |
| Quebec..... | 268,538 (203,668) | 380,020 (319,942) | 1,412 (215) |
| Ontario..... | 3,470,589 (2,922,536) | 693,607 (582,128) | 407 (836) |
| Alberta..... | 24,345 (23,215) | 6,174 (6,350) | - (2) |
| Manitoba..... | 35,043 (33,333) | 15,891 (15,166) | 93 (15) |
| Saskatchewan..... | 20,577 (15,780) | 5,734 (5,863) | 289 (10) |
| British Columbia..... | 47,633 (59,196) | 137,728 (122,531) | 57 (71) |
| Canada..... | 4,110,100 (3,416,588) | 1,297,030 (1,091,014) | 2,328 (1,207) |

While the numbers of automobile tourists increased, however, the circularizing of individual tourists established the fact that their expenditures were considerably less. The average rates for the three classes adopted as the result of this information, 13.61, \$112 and \$517 compares with \$15, \$150 and \$560, respectively, in 1929 1/. Applying these rates to the various classes, the resulting estimate for the expenditures of United States' motorists in Canada is \$202,409,000 as compared with \$215,577,000 in 1929. This represents a decrease of \$13 millions or 6 p.c. With the exception of the Maritimes, which showed an increase of \$1 1/2 millions, all the provinces showed declines. Ontario declined \$5 1/2 millions, Quebec \$41/4 millions. With regard to the statistics of expenditures of United States motorists, it should be remembered that they do not represent expenditures in the respective provinces but only the expenditures of the motorists who enter by a port in the province specified and who may spend part of their money in several 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 New Brunswick. The Bureau does not attempt to estimate the revenue from tourist expenditures accruing to the respective provinces.

According to the sample obtained one day cars motored in Canada on the average 109.7 miles as compared with 111.2 in 1929. 2-60 day cars motored 468.75 miles as compared with 487.76 in 1929, while 60 day - 6 month cars motored 2,711 miles in 1930.

1/ For a description of the methods by which these rates were derived see appendix.

(c) Tourists from the United States by Rail and Steamer:- From returns received from the principal railway and steamship companies with lines between Canada and the United States, the estimated number of incoming tourists by rail and steamer was 1,419,428 in 1930 as compared with 1,702,288 in 1929. Estimating the average expenditure of this class of tourist at \$45 as compared with \$47 last year, the total expenditure amounted to \$63,874,000, a decrease of \$16,134,000 as compared with 1929.

The merchandise imported into the United States by tourists, as declared to the Customs authorities, amounted to approximately \$5 millions in 1929. 1930 figures are not available. Merchandise up to the value of \$100, however, is exempt and need not be declared.

Expenditures of Tourists from Other Countries in

Canadian Hotels

As of further interest in connection with the tourist trade, statistics relating to the amount of money left with Canadian hotels by tourists from other countries during 1929 and 1930 have been collected. All the hotels were circularized and on the basis of the returns received, an estimate of the amount of money left with them for room, board and other hotel accommodation was made. With the exception of Ontario and Prince Edward Island, which reported increased expenditures in 1930, all the other provinces were lower. It is impossible of course to get returns from the many private dwellings providing tourist accommodation, while tourist camps, both municipal and private are plentiful. The opinion of hotel and other authorities is that these types of accommodation divert a very considerable amount of the tourist trade away from the hotels and that this trend is increasing. The estimates for 1929 and 1930 with the comparative figures of the 1927 estimate are as follows:-

| Province | <u>Expenditures</u> | | |
|----------------------|---------------------|-------------|-------------|
| | <u>1927</u> | <u>1929</u> | <u>1930</u> |
| | \$ | \$ | \$ |
| Prince Edward Island | 21,000 | 36,000 | 40,000 |
| Nova Scotia | 762,000 | 924,000 | 864,000 |
| New Brunswick | 496,000 | 675,000 | 590,000 |
| Quebec | 9,902,000 | 9,209,000 | 8,657,000 |
| Ontario | 7,283,000 | 9,711,000 | 9,905,000 |
| Manitoba | 627,000 | 563,000 | 473,000 |
| Saskatchewan | 128,000 | 217,000 | 190,000 |
| Alberta | 1,364,000 | 1,499,000 | 1,270,000 |
| British Columbia | 1,852,000 | 1,665,000 | 1,437,000 |
| | 22,435,000 | 24,499,000 | 23,426,000 |

Expenditures of Canadian Tourists in Other Countries

The expenditures of tourists from other countries in Canada must be viewed also in relation to the expenditures of Canadian tourists in other countries, particularly in any estimate of the effect of the tourist trade on the general balance of payments. An estimate has been prepared on a similar basis to the above.

Canadian tourists have been divided into three classes: (a) Canadian tourists to overseas countries: (b) Canadian tourists to the United States by automobile and (c) Canadian tourists to the United States by rail and steamer. The estimated expenditures by each of these classes is shown in the following table.

Estimated Expenditures of Canadian Tourists in Other

| | <u>Countries</u> | | | |
|--|------------------|-------------|------------|-------------|
| | \$ | \$ | \$ | \$ |
| <u>Via Ocean Ports:</u> | | | | |
| <u>Returning Canadians:</u> | | | | |
| Saloon | 3,941,000 | | 3,378,000 | |
| Cabin | 8,501,000 | | 10,690,000 | |
| Third Class | 13,095,000 | | 13,146,000 | |
| Total | | 25,537,000 | | 27,214,000 |
| <u>To U.S.A. by Automobile:</u> | | | | |
| Canadian automobiles exported to U.S.A. for touring purposes | | 63,489,000 | | 65,055,000 |
| <u>To U.S.A. by Rail and Steamer:</u> | | 24,266,000 | | 29,376,000 |
| Total Expenditures | | 113,292,000 | 152 | 121,645,000 |

(a) Canadian Tourists via Ocean Ports:- Saloon passengers increased from 2,815 in 1929 to 3,284 in 1930; cabin class passengers declined from 11,253 to 8,948 and third class passengers from 26,291 to 26,191. Applying to these classes the estimated rates of expenditure (\$1,200, \$950 and \$500 respectively 1/) it is estimated that Canadian tourists spent in overseas countries in 1930, \$25,537,000 as compared with \$27,214,000 in 1929.

(b) Canadian Tourists to the United States by Automobile:- Canadian automobiles entering the United States for touring purposes in 1930, as reported by the Department of National Revenue, showed an increase of 127,352 over 1929. By provinces, the departures were as follows: (1929 figures in brackets).

Canadian Automobiles Exported for Touring Purposes, 1930.

| | | | |
|--------------------|-------------------|------------------|-------------------|
| Maritime Provinces | 6,944 (27,872) | Saskatchewan | 9,875 (17,736) |
| Quebec | 140,684 (145,714) | Alberta | 2,939 (2,795) |
| Ontario | 427,185 (283,250) | British Columbia | 143,998 (126,830) |
| Manitoba | 15,299 (15,375) | Canada | 746,924 (619,572) |

No subdivision is made according to length of permit as in the case of incoming tourist cars. Applying to the above totals the estimated rates of expenditure (\$105 per car in 1929 and \$85 in 1930 1/) the estimated expenditures of this class of tourist in 1930 amounted to \$63,489,000 a decline of \$1,566,000 as compared with 1929.

(c) Canadian Tourists to the United States by Rail and Steamer:- The estimated number of rail and steamer tourists to the United States in 1930 was 495,328 as compared with 576,000 the previous year, the calculation being made on the basis of passengers ticketed from one country to the other, as reported by the principal railway and steamship companies with lines between Canada and the United States. Applying the estimated rate of expenditure (\$50), the estimated expenditures of this class of tourist declined from \$29,376,000 in 1929 to \$24,266,000 in 1930.

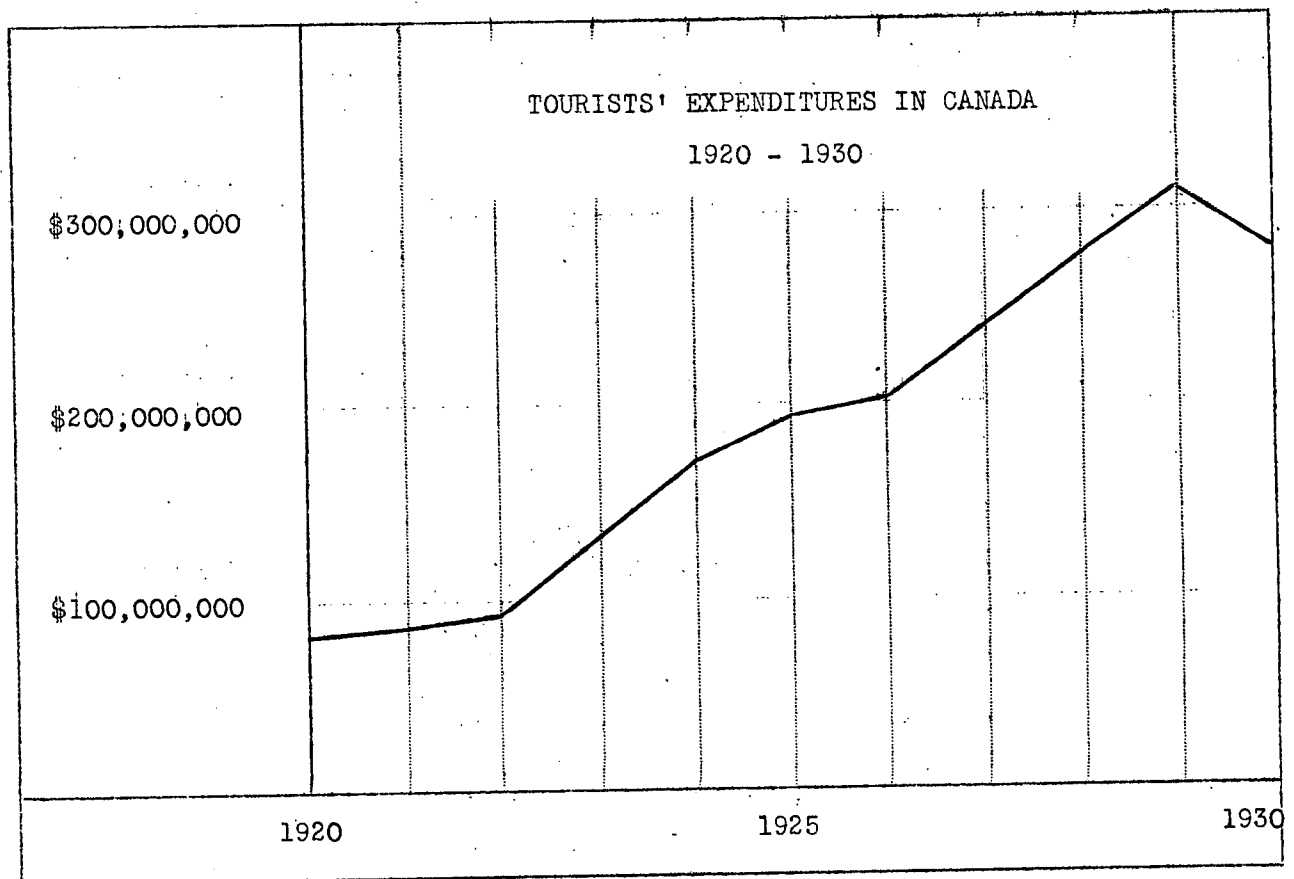
The expenditures of tourists from other countries to Canada as compared with the expenditures of Canadian tourists to other countries for the years 1924-1930 were as follows:-

| Year | Expenditures of Tourists from Other Countries in Canada. | Expenditures of Canadian Tourists in Other 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 | 113,292,000 | 165,946,000 |

1/ For a description of the method by which these rates were derived see appendix.

The "favourable" balance accruing to Canada from tourist trade in 1930 namely \$165,946,000 showed a decline of nearly \$22 millions from the previous year. It represents an "invisible" export surpassed in value only by wheat among the leading commodities exported from Canada in the fiscal year 1930-31.

Though many of the details of the preceding calculation are estimates it is believed that the data are as reliable as can be secured with the information now available. The bases of the estimates are being improved yearly and the earlier ones checked and revised when necessary.



Sources of Data and Methods of Calculation

Various methods have been adopted by the Dominion Bureau of Statistics for obtaining a general idea of the amount and value of the tourist trade, assembling the figures derived by each, and in this way arriving at a sum total. To each of the three classes into which the foreign tourist trade of Canada may be divided, different methods were applied as follows:

(a) Tourists entering Canada via Ocean Ports:- The monthly statistics of the Department of Immigration and Colonization were used as the basis for the estimate appearing under this heading. Passengers are divided into three classes, saloon, cabin and third class, the latter including tourist third and student.

The Bureau has placed its estimate of the expenditures in Canada of foreign overseas tourists of the saloon class at \$1,400, of tourists of the cabin class at \$1,100 and of third class tourists at \$700. The rates were revised upward this year in conformity with the higher rates adopted for Canadian tourists to overseas countries as the result of a questionnaire sent to this class of tourist (see next page). The assumption of somewhat higher average expenditure rates for overseas tourists to Canada than for the per contra class would seem justified because Canadian tourists abroad include considerable numbers of British born and foreign born on visits to relatives with consequent lessened expenditures.

(records of

(b) Tourists from U.S.A. by Automobile:- The Department of National Revenue's automobiles imported into Canada for touring purposes were used as the basis for estimating the expenditures of tourists in this class. The cars are recorded in three classes - those with permits for a period not exceeding 24 hours; (b) those with permits for a period not exceeding 60 days and those with permits for a period exceeding 60 days but not more than 6 months (see page 3).

In view of the immense importance of this traffic, the United States' Department of Commerce and this Bureau have collaborated during the past few years in an effort to obtain reasonably exact figures of the sums involved. During the summer of 1930, through the courtesy of officials of the Department of National Revenue, 10,000 postcard questionnaires were distributed to United States' motorists who had been touring in Canada. These cards were mailed to the United States' Department of Commerce and the data compiled as shown in the following table.

RETURNS FROM 1930 POSTCARD QUESTIONNAIRE, HANDED TO 5,000 AMERICAN
AUTOMOBILE DRIVERS UPON REENTERING THE UNITED STATES FROM
CANADA AND AVERAGES FOR PREVIOUS YEARS.

| Number of returns | Days spent in Canada | Passengers, including infants (and driver) | Expendi- tures | Miles motored in Canada |
|--------------------------------|-------------------------|---|-------------------|----------------------------------|
| 1-day permits: | | | | |
| First 100 returns | 100 | 369 | \$ 1,312 | 11,652 |
| Second 100 returns | 100 | 332 | 1,410 | 10,289 |
| Total, 200 returns | 200 | 701 | 2,722 | 21,941 |
| Average, 200 " (in 1930) | 1 | 3.55 | 13.61 | 109.7 |
| " , 140 " (" 1929) | 1 | 3.17 | 15.74 | 111.2 |
| 60-day permits: | | | | |
| First 100 returns | 535 | 302 | 12,207 | 48,950 |
| Second 100 returns | 450 | 276 | 7,864 | 39,669 |
| Third 100 returns | 505 | 327 | 9,873 | 45,880 |
| Fourth 100 returns | 487 | 271 | 10,110 | 49,120 |
| Fifth 100 returns | 471 | 313 | 11,625 | 38,653 |
| Sixth 100 returns | 573 | 313 | 9,707 | 38,653 |
| Seventh 100 returns | 670 | 360 | 11,351 | 54,222 |
| Eighth 100 returns | 672 | 321 | 14,170 | 48,590 |
| Ninth 100 returns | 690 | 289 | 12,013 | 51,260 |
| Last 13 returns | 97 | 38 | 1,865 | 5,930 |
| Total, 913 returns | 5,150 | 2,810 | 100,785 | 427,968 |
| Average, 913 returns (in 1930) | 5.64 | 3.08 | 110.39 | 468.75 |
| " , 569 " (in 1929) | 6.08 | 3.17 | 144.60 | 487.76 |
| " , 1200 " (in 1928) | 9.62 | 3.20 | 156.35 | ---- |
| 6-month permits: | | | | |
| 4 returns | 196 | 21 | 903 | 10,843 |
| Average, 4 returns (in 1930) | 49 | 5.25 | 225.75 | 2,711 |
| " " " (in 1928) | 73 | 2.81 | 560.00 | ---- |

The average expenditure of the 24 hour cars which reported was \$13.61. Last year's sample yielded an average expenditure rate of \$15.74. This, however, being more than double the \$7 rate previously used (which was the average of the opinions of several authorities), was thought too high, and some allowance was made for the smallness of the sample by reducing the rate to \$13. This year's results, however, confirm the higher rate and prove conclusively that the old deductive estimate was far too low. Accordingly the \$13.61 rate was adopted for 1930 with a resulting expenditure of \$55,938,000 and last year's figures revised on the basis of a \$15 rate to \$51,249,000.

The average expenditure of the sixty day cars was \$110.39, showing a 25 p.c. decline from last year. The depression of 1930 was probably an influence - slightly through reduced retail prices but mainly through the reduced affluence of the motorists. The reduction in the average number of days spent in Canada, in the number of passengers per car and in the number of miles motored, too, would exert a downward influence.

The batch averages for the 60 day cars in 1930 range from \$78.64 to \$141.70. Five of the batch averages are above the mean and four below it. It is noteworthy, however that 6 of the 9 batch averages are within \$11.68 of the mean and that 4 of these 6 batch averages are above the mean while only three of them are above the median. (\$113.51) There seems to be a slight pull upward from the mean in the batch averages and it seems probable that twice as many returns would have narrowed the spread between the mean and median. Accordingly a final average expenditure rate of \$112 was adopted, with a resulting expenditure for this class of \$145,267,000.

The sample of 6 month cars was small. The average of the 1928 and 1930 results i.e. a rate of \$517, was adopted as compared with the previous \$560. The same influences as in the case of the other classes would undoubtedly tend towards a lower expenditure rate and, as the number of cars in this class is only 2,328, the compiled average could be wrong by a considerable amount without affecting the total to any great extent. The expenditure of the 2,328 cars in this group is thus estimated to have been \$1,204,000.

(c) Tourists entering Canada from the United States by Rail and Steamer:- Statistics with regard to the number of passengers ticketed from the United States to Canadian points and vice versa in 1930 were obtained from the principal rail and steamship companies with lines in Canada and the United States. The total number of passengers ticketed from the United States to Canada includes the following classes - U. S. immigrants to Canada, returning Canadians, U.S. tourists to Canada and returning Canadian tourists. The United States' immigrants and returning Canadians are shown in the statistics of the Immigration Department. These are subtracted from the total but an estimate has to be made as to what proportion of the remainder are U. S. tourists to Canada and what proportion, Canadian tourists returning from the United States. After making allowance for the difference in population per passenger car in the two countries (9.7 in Canada and 5.3 in the United States) it was assumed that the total number of U.S. tourists to Canada would be in the same proportion to the total number of Canadian tourists to the United States as the total number of tourist cars entering Canada from the United States (5,409,458) to the total number of tourist cars entering the United States from Canada (746,924). On this basis, the total number of passengers ticketed from the United States to Canadian points was distributed between Canadian tourists to the United States and United States' tourists to Canada in the same proportion as $746,924 \times 9.7 : 5,409,458 \times 5.3$, the resulting estimate for Canadian tourists to the United States being 485,328 and for U.S. tourists to Canada 1,419,428.

The average expenditure rate of \$47 previously used (based on the opinions of tourist authorities and one large railway company) was reduced to \$45 in view of the prevailing conditions, the total expenditure of rail and steamer tourists in Canada in 1930 being thus estimated at \$63,874,000.

Canadian Tourists in Other Countries

(a) Canadian Tourists via Ocean Ports:- The monthly statistics of the Department of Immigration and Colonization of non-immigrants returning via ocean ports were used as the basis of the estimate.

In 1930 we obtained, for the first time, information as to expenditures of ocean tourists by the direct questionnaire method. Through the courtesy of the Department of External Affairs in supplying us with the names and addresses of persons who had applied for passports, we were enabled to circularize some 5,000 Canadian tourists who had been abroad. The data obtained from this questionnaire is shown in the table below.

RESULTS OF QUESTIONNAIRE SENT TO CANADIAN TOURISTS
TO OVERSEAS COUNTRIES, 1930

| | Number of People | Number of Days | Money Spent \$ | Value of Merchandise on which duty paid \$ |
|-------------------------------|------------------------|----------------------|----------------------|--|
| <u>Saloon Passengers</u> | | | | |
| 1st 100 | 100 | 3,519 | 118,115 | 1,752 |
| Next 51 | 51 | 2,292 | 64,075 | 1,374 |
| Total | 151 | 5,811 | 182,190 | 3,126 |
| Average | | 38.5 | 1,206.56 | 20.70 |
| <u>Cabin Passengers</u> | | | | |
| 1st 100 | 100 | 4,507 | 92,110 | 955 |
| 2nd 100 | 100 | 5,464 | 98,243 | 865 |
| 3rd 100 | 100 | 5,045 | 87,701 | 1,047 |
| Next 93 | 93 | 3,882 | 91,661 | 1,268 |
| Total | 393 | 18,898 | 369,715 | 4,135 |
| Average | | 48.1 | 940.75 | 10.52 |
| <u>Third Class Passengers</u> | | | | |
| 1st 100 | 100 | 6,070 | 53,558 | 346 |
| 2nd 100 | 100 | 5,387 | 51,648 | 856 |
| 3rd 100 | 100 | 4,758 | 49,052 | 380 |
| 4th 100 | 100 | 4,337 | 47,489 | 493 |
| 5th 100 | 100 | 5,719 | 52,876 | 277 |
| 6th 100 | 100 | 5,679 | 49,529 | 275 |
| 7th 100 | 100 | 4,904 | 46,912 | 730 |
| 8th 100 | 100 | 5,474 | 52,997 | 747 |
| 9th 100 | 100 | 5,251 | 54,116 | 352 |
| 10th 100 | 100 | 4,947 | 53,061 | 454 |
| 11th 100 | 100 | 5,364 | 51,076 | 198 |
| 12th 100 | 100 | 4,332 | 30,667 | 10 |
| Next 39 | 39 | 2,678 | 17,296 | - |
| Total | 1,239 | 64,900 | 610,287 | 5,118 |
| Average | | 52.4 | 492.56 | 4.13 |

Round numbers, \$1200, \$950, \$500, were adopted as the average rates, the resultant expenditure being \$25,537,000. The results of the questionnaire seemed to prove conclusively that the purely arbitrary rates used heretofore were too low and these were revised upward from 1924 onward.

(b) Canadian Tourists to the United States by Automobile:- The record of the Department of National Revenue as to the number of Canadian cars exported to the United States for touring purposes in 1930 were used as the basis of the estimate (see page 5).

No direct circularizing of Canadian motorists in the United States was undertaken in 1930. The same percentages of decline as in the case of U.S. motorists in Canada were applied to last year's sample. Applying the percentage of decline found from the samplings of American cars to the Canadian sample obtained in 1929 would give an estimated average expenditure of about \$78 in 1930. It is doubtful, however if the rate of expenditure declined as much in the case of Canadian as in U. S. motorists. Canadian car owners, as a class are wealthier, the number of passengers per car is greater and the number of Canadian motorists has not increased as rapidly ("vulgarization") as the number of American motorists. Hence an average expenditure rate of \$85 was adopted. This will be checked by the results of a questionnaire being sent out in 1931 and revised if necessary.

(c) Canadian Tourists to the United States by Rail and Steamer:- The method of estimating the number of tourists in this class is described under "Tourists entering Canada from the United States by Rail and Steamer" (see above). For reasons above stated the average expenditure per tourist was reduced from \$51 to \$50. This is higher than the similar figure for tourists from the United States to Canada but is thought reasonable in view of the numbers of Canadians who go south for the winter months.

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