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DOMINION BUREAU OF STATISTICS

THE TOURIST TRADE

CANADA

1931

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Tourist travel has become a great and unique industry. Perhaps no single phenomenon better reflects the new and higher standard of living in the twentieth century than the extent to which people now enjoy the educational and recreational values of travel.

Canada offers to the visiting tourist a wealth of attractions possessed by few countries. There is the scenic beauty of the Maritimes, the old-world charm of Quebec, the world-famed Niagara and the grandeur of the mighty Rockies, to mention only a few, while, in all the provinces, countless lakes, rivers and forests provide unrivalled facilities for fishing, hunting and both summer and winter sports. Great modern cities compete in appeal with regions of almost primeval wilderness; from roadside camp to palatial hotel, the tourist may take his choice.

The amazing increase in Canada's tourist trade during the past decade is due, for the most part, to the development of the automobile. Thus, while tourists come from abroad in considerable numbers and railways and steamships add their quotas (forms of travel capable of more intensive development as witness the increase in ocean travel by the third class route in recent years), it is the automobile traffic which has overshadowed all other forms. The proximity of the thickly populated United States with one automobile to every 5 persons as compared with one to 10 in Canada, the ease of communication and the close interlocking of business interests between the two countries result in a travel over the border greater than that between any other two countries in the world.

The tourist trade, which represents the economic disposition of our scenic wealth, our natural facilities for sport and our enjoyable and healthful climate, has become one of Canada's major industries. Of our exportable commodities, only wheat and paper rank with it in importance and wheat, which until 1930 stood first, was, in 1931, less than half the value of the tourist trade. Thus the "invisible" export represented by the tourist trade is a favourable balance which helps to maintain health in our outside financial relations. Had it not been for this export, the foreign exchange value of the Canadian dollar would, undoubtedly, have fallen to much lower levels in 1931. While down considerably from the high level of 1929, the tourist trade has been relatively less affected than most industries by the prevailing economic depression.

In estimating the net advantages of the tourist trade to Canada there is a considerable counter account. Canadian tourists to overseas countries are almost three times as numerous as overseas tourists to Canada. A motor tour in the United States is an increasingly popular form of holiday and large numbers of comparatively wealthy Canadians habitually visit the United States' winter playgrounds in the south. In view of the fact that Canada's population is less than 1/12 that of the United States and automobile ownership much less in proportion, the number of cars sent across the border and the amount of Canadian holiday expenditure in the United States constitute a rather remarkable showing.

Apart from the direct benefits of tourist expenditures, tourist travel has many important if less tangible results. Demand for Canadian products is stimulated, even after the tourists have returned home. The wider knowledge of Canada's great and varied resources must inevitably result in a greater flow of capital to such a safe and profitable field for investment as that provided by their development, more especially when the present temporary difficulties are surmounted and a new tide of prosperity sets in.

There are those who think the "invasion" of many quiet parts of the country, regrettable. Such by-products of the tourist industry as the multiplication of unsightly stands and signs along our highways are to be deplored but these are evils which can and should be regulated. In general, however, the interchange of ideas, opinions and customs leads to a richer intellectual and social life for all concerned and the mutual understanding which results from such contacts is an invaluable source of international good will.

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 1931 are estimated to have been approximately as follows:-

1920	\$ 83,734,000	1926	\$ 201,167,000
1921	86,394,000	1927	238,477,000
1922	91,686,000	1928	275,230,000
1923	130,977,000	1929	309,379,000
1924	173,002,000	1930	279,238,000
1925	193,174,000	1931	250,776,000

NOTE - Figures prior to 1924 are only roughly comparable with later ones. Those for the years 1924-31 have been prepared from more complete data and revised when necessary to ensure comparability.

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 States by rail and steamer.

Estimated Expenditures of Tourists from Other Countries in Canada.

	<u>1 9 3 1</u>		<u>1 9 3 0</u>	
	\$	\$	\$	\$
<u>Via Ocean Ports:</u>				
Saloon	3,405,000		3,892,000	
Cabin	4,828,000		6,061,000	
Third Class	3,785,000		3,002,000	
Total		12,018,000		12,955,000
<u>From U. S. A. by Automobile:</u>				
Motorists entering Canada by:				
Maritime Provinces	8,876,000		9,831,000	
Quebec	43,781,000		46,947,000	
Ontario	118,703,000		125,129,000	
Manitoba	1,812,000		2,305,000	
Saskatchewan	713,000		1,071,000	
Alberta	840,000		1,023,000	
British Columbia	13,404,000		16,103,000	
Total		188,129,000		202,409,000
<u>From U. S. A. by Rail</u>				
<u>and Steamer</u>		<u>50,629,000</u>		<u>63,874,000</u>
Total Expenditures		250,776,000		279,238,000

(a) Tourists via Ocean Ports.— Ocean borne travel to Canada was considerably less in 1931 than in 1930. Passengers of the saloon class numbered 2,432, cabin class passengers, 4,389 and third class passengers 5,408 in 1931 as compared with 2,780, 5,510 and 4,288 respectively in 1930. Applying to these classes the estimated rates of expenditure (\$1,400, \$1,100 and \$700 respectively) the expenditures of tourists to Canada via ocean ports are estimated to have been \$12,018,000 in 1931 as compared with \$12,955,000 in 1930.

(b) Tourists from the United States by Automobile.— The automobile traffic between Canada and the United States is the most significant feature of the 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, numbered 4,909,989 in 1931, a decline of 499,469 from the previous year. Cars admitted on 24-hour permits declined by 670,608 and those on 6-month permits by 1,584. Cars on 60-day permits, however, increased by 172,723. As this is the class which accounts for the bulk of tourist expenditures in Canada the effect of the declines in the other classes was, to a considerable extent, offset. Automobile entries, by provinces in 1931 are shown in the table below. (1930 figures are in brackets). New Brunswick and Alberta, contrary to the general trend, registered increases.

Foreign Automobiles Imported into Canada for Touring Purposes, 1931.

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 ..	241,076 (243,375)	60,662 (57,876)	72 (70)
Quebec.....	244,770 (268,538)	400,748 (380,020)	417 (1,412)
Ontario.....	2,834,427 (3,470,589)	857,095 (693,607)	198 (407)
Manitoba.....	30,144 (35,043)	14,451 (15,891)	13 (93)
Saskatchewan.....	19,629 (20,577)	4,855 (5,734)	3 (289)
Alberta.....	26,592 (24,345)	5,362 (6,174)	(-)
British Columbia....	42,854 (47,633)	126,580 (137,728)	41 (57)
Canada.....	3,439,492 (4,110,100)	1,469,753 (1,297,030)	744 (2,328)

The tendency of the individual tourist to spend less than in more prosperous years is evident from the replies received to the tourist questionnaires distributed in 1931. The average expenditure rates for the above three classes adopted as a result of this information: \$11, \$102 and \$510 compares with \$13.61, \$112 and \$517 in 1930 and with \$15, \$150 and \$560 in 1929 1/. Applying these rates to the different classes, the resulting estimate for the expenditures of United States' motorists in Canada amounted to \$188,129,000 in 1931 as compared with \$202,409,000 in 1930. This represents a decline of \$14 millions or 7 per cent. Further details are presented in the table on page 2. It should be remembered, however, that the provincial figures do not necessarily represent expenditures in the respective provinces but only the expenditures of motorists who enter by ports in the province specified and who may spend part of their money in 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. The Bureau of Statistics does not attempt to estimate the revenue from tourist expenditures accruing to the respective provinces.

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

The questionnaire to United States automobile tourists asked them to state the number of miles motored in Canada. According to the sample thus obtained, cars on one day permits motored, on the average 123.85 miles as compared with 109.7 in 1930 while cars on 2-60 day permits motored 551.44 miles as compared with 468.75. Cars on six month permits motored 2,711 miles on the average in 1930. A comparable figure for 1931 is not available.

(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 it is estimated that the number of incoming tourists by rail and steamer was 1,177,429 in 1931 as compared with 1,419,428 in 1930. Estimating the average expenditure of this class of tourist at \$43 as compared with \$45 in 1930, the total estimated expenditures of rail and steamer tourists in 1931 amounted to \$50,629,000 a decline of \$13,245,000 from the previous year.

Expenditures of Tourists from Other Countries in

Canadian Hotels

In 1930 all the hotels in Canada were circularized and an estimate of the amount of money left with them by tourists from other countries was made on the basis of the returns received. As no statistics on this subject were collected in 1931, the 1929 and 1930 figures are here inserted. It is impossible, of course to obtain statistics from the many private houses providing tourist accommodation. These as well as tourist camps divert considerable business from the hotels.

<u>Province</u>	<u>Expenditures</u>	<u>Expenditures</u>
	<u>1929</u>	<u>1930</u>
	\$	\$
Prince Edward Island	36,000	40,000
Nova Scotia	924,000	864,000
New Brunswick	675,000	590,000
Quebec	9,209,000	8,657,000
Ontario	9,711,000	9,905,000
Manitoba	563,000	473,000
Saskatchewan	217,000	190,000
Alberta	1,499,000	1,270,000
British Columbia	1,665,000	1,437,000
Canada	24,499,000	23,426,000

EXPENDITURES OF CANADIAN TOURISTS IN OTHER COUNTRIES

The expenditures of foreign tourists 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 of the expenditures of Canadian tourists in other countries 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 Countries.

	1931		1930	
	\$	\$	\$	\$
<u>Via Ocean Ports:</u>				
Saloon	3,286,000		3,941,000	
Cabin	5,597,000		8,501,000	
Third Class	10,667,000		13,095,000	
Total		19,550,000		25,537,000
<u>To the United States</u>				
<u>by Automobile:</u>				
Motorists leaving				
Canada by:				
Maritime Provinces	708,000		590,000	
Quebec	9,943,000		11,958,000	
Ontario	17,556,000		23,408,000	
Manitoba	1,085,000		1,300,000	
Saskatchewan	611,000		840,000	
Alberta	211,000		250,000	
British Columbia	10,150,000		12,240,000	
Canada		40,264,000		50,586,000
<u>To the United States</u>				
<u>by Rail and Steamer:</u>		16,638,000		24,266,000
Total Expenditures		76,452,000		100,389,000

(a) Canadian Tourists via Ocean Ports.— Canadian tourist travel abroad showed a considerable falling off in 1931. Passengers of the saloon class declined from 3,284 in 1930 to 2,738 in 1931; cabin class passengers fell from 8,948 to 5,892 and third class passengers from 26,191 to 21,333. 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 1931 a total of \$19,550,000 as compared with \$25,537,000 in 1930.

(b) Canadian Tourists to the United States by Automobile.— Canadian automobiles entering the United States for touring purposes in 1931 as reported by the Department of National Revenue, numbered 536,855, a decline of 58,269 from the previous year. The departures by ports in the different provinces were as follows: (1930 figures are shown in brackets).

Canadian Automobiles exported for Touring Purposes, 1931

Maritime Provinces -	9,437	(6,944)
Quebec	132,576	(140,684)
Ontario	234,077	(275,385)
Manitoba	14,469	(15,299)
Saskatchewan	8,145	(9,875)
Alberta	2,819	(2,939)
British Columbia	135,332	(143,998)
Canada	536,855	(595,124)

No subdivision is made as to length of permit as in the case of incoming tourist cars. Applying to the above the estimated rate of expenditure of \$75 per car, based on the results of a questionnaire distributed among Canadian automobile tourists proceeding to the United States, the total expenditures of this class of tourist in 1931 are estimated to have been approximately \$40,264,000, a decline of \$10,322,000 from the preceding year.

(c) Canadian Tourists to the United States by Rail and Steamer.— The estimated number of rail and steamer tourists to the United States in 1931 was 346,629 as compared with 485,328 in 1930, 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. Estimating the average expenditure of this class of tourist at \$48 as compared with \$50 in 1930, the total expenditures amounted to approximately \$16,638,000 in 1931, a decline of \$7,628,000 from the previous year.

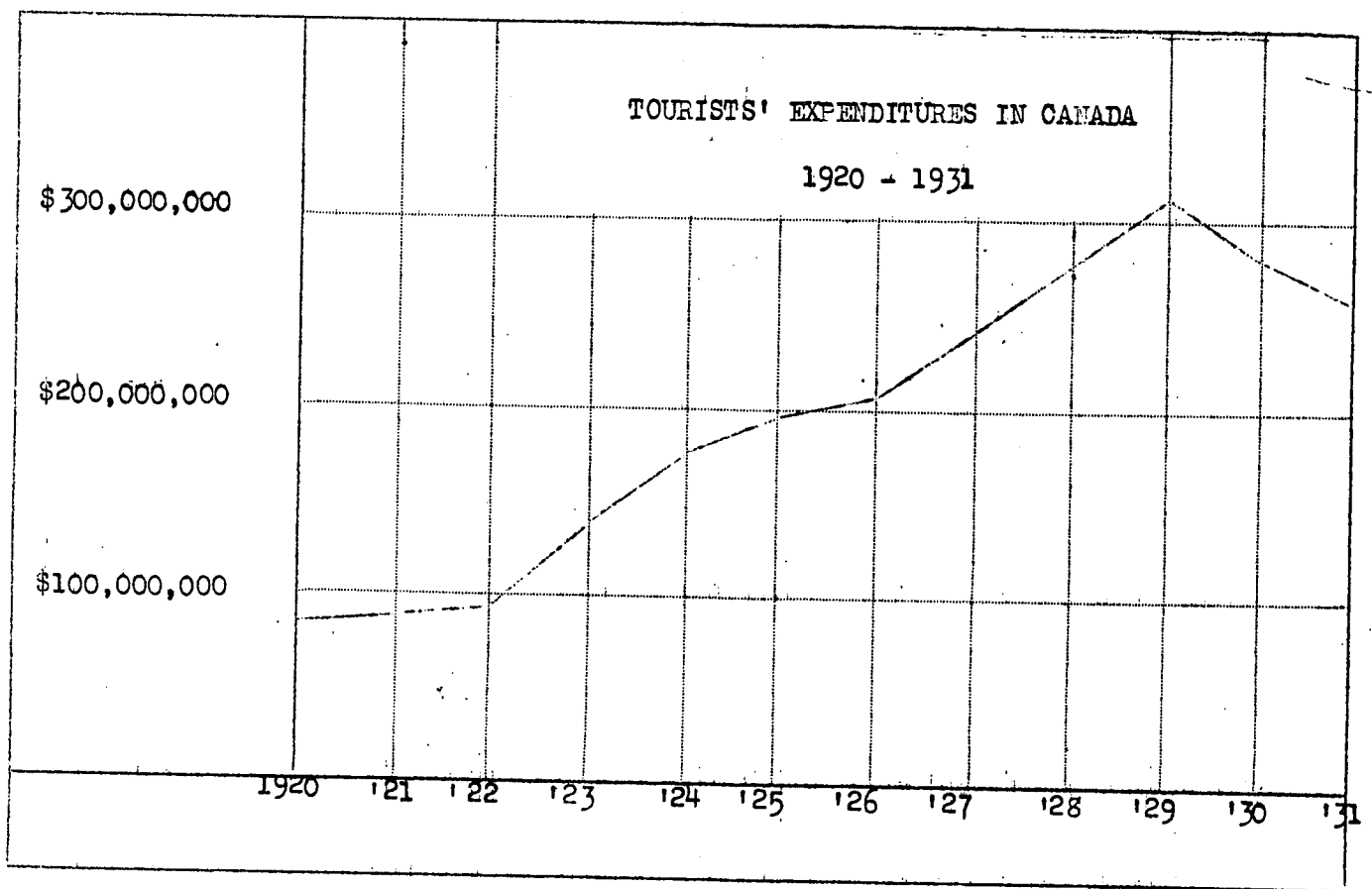
1/ For a description of the method by which these rates were derived see appendix.

The expenditures of tourists from other countries to Canada as compared with the expenditures of Canadian tourists to other countries for the years 1924-1931 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	100,389,000	178,849,000
1931	250,776,000	76,452,000	174,324,000

The favourable balance accruing to Canada from tourist trade in 1931 amounted to \$174,324,000, a decrease of approximately \$4 millions from the preceding year. Owing to the exchange situation prevailing during the latter part of the year Canada's balance on tourist travel was probably somewhat higher than the above figure would indicate. Data to enable a reliable estimate of the extent of tourist travel occurring late enough to be affected by the exchange situation are not at present available.

Though many of the details of the preceding calculation of tourist expenditures are estimates it is believed that the data are as reliable as can be secured with existing information. The bases of the estimates are being improved and the earlier figures checked and revised as more complete data become available.



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APPENDIX

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 have been 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 average 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. These are somewhat higher than the average expenditure rates of Canadian tourists to overseas countries adopted as the result of direct circularizing of this class conducted in 1930. 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 and with consequently lessened expenditures.

(b) Tourists from U.S.A. by Automobile:— The records of the Department of National Revenue as to 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, 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 1931, through the courtesy of officials of the Department of National Revenue, 7,000 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 1931 POSTCARD QUESTIONNAIRE, HANDED TO 7,000 AMERICAN
AUTOMOBILE DRIVERS REENTERING THE UNITED STATES FROM
CANADA AND AVERAGES FOR PREVIOUS YEARS.

Number of returns	Days spent in Canada	Passengers, including infants and drivers	Expendi- tures	Miles motored in Canada
<u>1-day permits</u>				
116 returns	116	348	\$1,541	14,367
Average	1	3.00	13.28	123.85
Average (1930)				
200 returns	1	3.55	13.61	109.70
Average (1929)				
140 returns	1	3.17	15.74	111.20
<u>60-day permits</u>				
First 100 returns	618	300	10,529	57,695
Second 100 returns	594	303	9,144	55,022
Third 100 returns	388	280	9,057	34,521
Fourth 100 returns	734	314	10,713	59,867
Fifth 100 returns	591	285	10,055	67,301
Sixth 100 returns	564	302	10,449	52,205
Last 21 returns	166	76	3,294	15,848
Total, 621 returns	3,655	1,860	63,241	342,459
Average (1931)	5.88	2.99	101.83	551.44
Average (1930) 913 returns	5.64	3.08	110.39	468.75
Average (1929) 569 returns	6.08	3.17	144.60	487.76
<u>6-month permits</u>				
4 returns	196	21	903	10,843
Average, 4 returns (in 1930)	49	5.25	225.75	2,711
" 27 " (in 1929)	73	2.81	560.00	----

The average expenditure of the 24-hour cars which reported was \$13.28 as compared with \$13.61 in 1930. The sample was smaller than in previous years, however, as only 116 returns were received. It is quite probable, considering the prevailing economic conditions, that many residents along the border made occasional brief visits with practically no expenditure and consequently did not think it worth while to return the questionnaires. Sixty-eight of the cars which obtained 60-day permits remained for one day only and reported expenditures averaging \$11.50 per car. In view of these facts it was thought best to adopt a conservative rate of \$11 per car. The expenditures of tourists in this class, are thus estimated to have been \$37,834,000 as compared with \$55,938,000 in 1930.

Examining the expenditures per car of the 60-day permit tourists it will be noted that the variation for the six blocks of 100 returns each is relatively small, the lowest total being only 16 per cent below the highest. A median set by taking the average of the third and fourth groups would be slightly higher, however, than the average of the 621 returns in this class. This fact, taken in conjunction with reasons which usually apply to this class of tourist trade, suggests that the basis for calculating the total expenditures in this group might be assumed as at least \$102 per car. Accordingly the expenditures of tourists in this class are estimated to have been \$149,915,000 as compared with \$145,267,000 the previous year.

No sample of cars on 6-month permits was obtained. Owing to general conditions, a reduction in last year's rate to \$510 was made. As there were only 744 cars in this class the effect on total expenditures is practically negligible. These expenditures are estimated to have been \$380,000 as compared with \$1,204,000 by 2,328 cars in 1930.

(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 1931 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 were subtracted from the total but, lacking direct data, an estimate had to be made as to what proportion of the remainder were 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 (10 in Canada and 5.5 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 (4,909,989) to the total number of tourist cars entering the United States from Canada (536,855). 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 $536,855 \times 10 : 4,909,989 \times 5.5$, the resulting estimate for Canadian tourists to the United States being 346,629 and for U.S. tourists to Canada 1,177,429.

The average expenditure rate of \$45 previously used (based on the opinions of tourist authorities and one large railway company) was reduced to \$43 in view of the prevailing economic conditions, the total expenditure of rail and steamer tourists in Canada in 1931 being thus estimated at approximately \$50,629,000.

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.

The estimated expenditure rates of \$1,200 for passengers of the saloon class, \$950 for cabin class passengers and \$500 for third class passengers, adopted as a result of the circularizing of ocean tourists in 1930, were again used. It was felt that the expenditures of tourists in this class would not be materially lower and the rates were sufficiently conservative to guard against an over estimate. The estimated expenditures of Canadian overseas tourists on this basis amounted to \$ 19,550,000 as compared with \$25,537,000 in 1930.

(b) Canadian Tourists to the United States by Automobile. The records of the Department of National Revenue of the number of Canadian cars exported to the United States for touring purposes in 1931 were used as the basis of the estimate (see page 5).

During the summer of 1931, through the courtesy of officials of the Department of National Revenue, 10,000 postcard questionnaires were handed to Canadian motorists proceeding to the United States. Returns were mailed to the Dominion Bureau of Statistics and the data compiled as shown in the following table:

RETURNS FROM 1931 QUESTIONNAIRE TO CANADIAN AUTOMOBILE TOURISTS
TO THE UNITED STATES

Number of Returns	Number of days in U. S. A.	Number of Passengers	Total Expenditures in U. S. A. \$	Merchandise Declared \$	Number of Miles Motored in U. S. A.
<u>Cars which remained in the United States 1 day or less</u>					
First 100 returns	100	371	429	31	6,893
Second 100 "	100	379	728	23	9,257
Last 35 "	35	125	230	7	3,872
Total 235 returns	235	875	1,387	61	19,422
Average 235 "	1	3.72	5.90	0.26	83
" 359 " in 1929	1	3.92	6.79	.21	60
<u>Cars which remained in the United States from 2-60 days</u>					
First 100 returns	765	332	9,972	57	59,448
Second 100 "	788	298	7,615	112	114,941
Third 100 "	746	293	8,750	485	88,666
Fourth 100 "	794	313	7,643	140	116,125
Last 53 "	523	187	9,353	308	127,180
Total 453 "	3,616	1,423	43,333	1,102	506,360
Average 453 "	7.98	3.14	95.66	2.43	1,118
Average 1,166 returns in 1929	8.17	3.50	119.64	1.85	957
<u>Cars which remained in the United States more than 60 days but not more than 6 months</u>					
Total 3 returns	290	8	6,550	381	18,000
Average 3 "	96.7	2.7	2,183	127.00	6,000
Average 5 " in 1929	90.8	3.0	2,151	161.60	9,240
Total 691 returns	4,141	2,306	51,270	1,544	543,782
Average 691 "	5.99	3.34	74.20	2.23	787
Average 1,530 returns in 1929	6.76	3.6	99.80	1.99	778

The returns were compiled in three classes according to the length of time spent in the United States in order that comparison with similar classes of United States' motorists to Canada might be made. There is no subdivision according to length of permit in the case of the Canadian cars, however, so that it is necessary to use a total average expenditure rate for all cars. This, according to the 1931 returns, was \$74.20. While the sample was smaller than in previous years it was thought to be representative. For calculating the expenditures of Canadian motor tourists in the United States, therefore, an average rate of \$75 per car was assumed to be reasonable. The results of the 1931 questionnaire prove that the arbitrary rate of \$85 adopted for Canadian cars in 1930, in the absence of direct information, and based largely on the reported expenditures of American motorists in Canada, was fairly accurate.

(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 page 8). For reasons stated above, the average expenditure rate of tourists in this class was reduced from \$50 to \$48. This is slightly higher than the similar figure for the tourists from the United States but is thought reasonable in view of the numbers of Canadians who go south for the winter.

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