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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

THE TOURIST TRADE

CANADA

1934



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Dominion Statistician:

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One of the greatest developments of the modern age is that which has taken place in the field of transportation. The improvement in the older forms, such as the railway and steamship, and newer modes, as furnished by the motor vehicle and the aeroplane, have revolutionized the speed and ease of travel. This, in turn, has made possible the development to an enormous extent of tourist travel or "tourism". Perhaps no single phenomenon better reflects the new and higher standards of living in the twentieth century than the increased extent to which people now enjoy the educational and recreational values of travel.

Many countries, including Canada, have built up large tourist industries. The great moving market for goods and services furnished by these temporary visitors is not only a lucrative source of revenue for individuals and whole districts but is, for many countries, an important factor in the balance of payments in international trade. Its depression during the past few years has called attention to this fact. As stated by the League of Nations Secretariat "The slump in tourist traffic undoubtedly constitutes an important factor in the impoverishment of the world." (1)

Canada possesses a wealth of tourist attractions. 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 for both summer and winter sports. From roadside camp to palatial hotel, from large modern cities to regions of almost primeval wilderness, the tourist may take his choice. When we induce tourists to visit us for the enjoyment of these benefits we, in effect, establish an export item in our trade balance which helps to pay for the goods and services we must buy from other countries or the money we borrow from abroad. A unique feature is that in this particular item we are exporting something that does not diminish with time. When we ship out our minerals we part with something that cannot be replaced and the same is true, though in lesser degree in the case of grain and forest products. Our tourist assets, however, may, with proper care, be improved and enhanced in value.

Canada's tourist trade is largely concerned with the United States. The expenditures of tourists (2) from that country constitute over 90 per cent of the total tourist revenue while Canadian tourist expenditures in the United States are also high (3). There is nothing unusual about this. The people in both countries come from much the same stock, they have similar customs, habits and tastes, a common language and many interlocking business interests, there are numerous lines of easy communication between the two countries and frontier restrictions are few. It is not surprising therefore, that travel between the two countries is greater than that over any other international border.

Apart from the revenue which Canada derives directly from the tourist trade there are many other important results. First hand knowledge of the country, its products and resources serves to stimulate the demand for Canadian products and increases the supplies of new capital for investment here. There is, too, a value derived from neighbours becoming better acquainted and through the exchange of ideas that cannot be measured in dollars and cents. A more widely diffused knowledge of the culture, interests and difficulties of other nations leads to a richer social and intellectual life for all and the mutual understanding which springs from such contacts is an invaluable source of international good will.

- (1) Report of the League of Nations Economic Committee C.353. M.165. 1934 II B. Appendix 1. "Tourist Traffic considered as an International Economic Factor" (Note by the Secretariat (Document E.853) drawn up for the Economic Committee.)
- (2) The term tourist is here used in a broad sense as comprising temporary visitors on commercial, professional, educational, or other missions as well as those travelling solely for pleasure.
- (3) While the number of the United States tourists to Canada is much greater than the number of Canadian tourists to the United States it is true that, in proportion to the population, the preponderance is the other way.

The growing realization that Canada's tourist business is "a national asset worthy of the most intelligent cultivation" led to the appointment, on April 26, 1934, of a special Senate Committee to consider the possibilities of the tourist traffic and the means to be adopted by the Government looking to its encouragement and expansion. Following a recommendation of this Committee, the "Canadian Travel Bureau", with Mr. Leo Dolan as Director, was established in the summer of 1934 as a branch of the Department of Railways and Canals and charged with the duty of launching an aggressive campaign of tourist travel promotion as a national effort and in co-operation with tourist travel and publicity agencies, public and private, throughout the Dominion. The Bureau is to be assisted by an Advisory Council consisting of the Directors of Information of the various provincial Governments, representatives of the Dominion Departments and Services interested in tourist travel promotion, and members of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.

Tourist travel, which must be classed as a luxury rather than a necessity, inevitably loses in times of depression. Canada's tourist trade in 1934, while continuing to reflect the general fall in incomes and still far below the levels of the boom years, nevertheless, showed a considerable increase in both volume and value over that of the previous year.

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

EXPENDITURES IN CANADA OF TOURISTS FROM OTHER COUNTRIES

The total expenditures in Canada of tourists from other countries in the years 1920-34 are estimated to have been approximately as follows:-

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

Note: Figures prior to 1924 are only roughly comparable with later ones. Those for the years 1924-1934 have been prepared from more complete data and revised when necessary to ensure comparability.

Tourists visiting Canada may be divided into three classes (a) tourists from overseas countries; (b) tourists from the United States by automobile; (c) tourists from the United States by rail and steamer. The estimated expenditures of tourists in these categories during 1933 and 1934 were as follows:

Estimated Tourist Expenditures in Canada			
	1934	1934	1933
	\$	\$	\$
<u>Tourists from Overseas Countries</u>			
Saloon or First Cabin	3,425,000		2,484,000
Other (tourist, third, etc.)	3,330,000		2,868,000
Total	2,700,000		2,411,000
		9,455,000	7,763,000
<u>From the United States by Automobile; Entering by Ports in</u>			
Maritime Provinces	5,033,000		3,725,000
			(3,986,000) x
Quebec	17,893,000		16,610,000
			(17,773,000) x
Ontario	55,884,000		45,719,000
			(48,920,000) x
Manitoba	1,003,000		774,000
			(828,000) x
Saskatchewan	476,000		384,000
			(410,000) x
Alberta	463,000		327,000
			(349,000) x
British Columbia	5,507,000		4,657,000
			(4,984,000) x
Total		86,259,000	72,196,000
<u>From the United States by Rail and Steamer</u>			(77,250,000) x
		34,260,000	29,460,000
			(32,111,000) x
<u>Total Expenditures</u>		129,974,000	117,124,000 x

x Canadian Dollars: The value of New York funds at Montreal in 1933 ranged from .9904 to 1.1988 necessitating an adjustment of the expenditures of United States tourists as expressed in their currency. As the average value of New York funds at Montreal in 1934 was slightly under par no adjustment for this factor was considered necessary.

(a) Tourists to Canada from Overseas Countries.- Statistics of non-immigrants entering Canada via ocean ports, as published by the Department of Immigration and Colonization, were used as the basis for this estimate. The non-immigrants, including professionals, students, theatricals, members of diplomatic corps and other transients as well as tourists in the strictly narrow sense, numbered in 1934, 11,531, an increase of 19 per cent from the previous year. Passengers travelling first or saloon class numbered 3,114, cabin class passengers 3,917, and other passengers (tourist, third, etc.) numbered 4,500, these being increases of 856, 543 and 482, respectively, as compared with the previous year. Statistics of non-immigrant entries into Canada by ocean ports during the past five years are given below:

Non-immigrant Arrivals by Ocean Ports.

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

The Bureau has placed its estimate of the average expenditures in Canada of overseas tourists at \$1,100 for those travelling saloon or first class, \$850 for cabin class and \$600 for other passengers. No direct information as to the expenditures of these visitors from overseas countries is available. The above rates are based upon information collected from Canadian tourists travelling abroad but are placed at a somewhat higher level since the latter class includes considerable numbers of British-born and foreign born on visits to relatives with consequently lessened expenditures. These rates are also considerably lower than similar ones adopted in the United States, and it is felt, are conservative.

Applying the above averages to the respective classes, the total expenditures of the 11,531 tourists from overseas countries in 1934 are estimated to have been approximately \$9,455,000, as compared with expenditures of \$7,763,000 by 9,650 tourists in 1933.

(b) Tourists from the United States by Automobile.- A considerable increase in the volume of automobile travel between Canada and the United States occurred in 1934. The number of automobiles from the United States entered for touring purposes, as reported by the Department of National Revenue, was 3,261,848, an increase of 5.3 per cent from the previous year but a decline of 39.7 per cent from the peak year 1930. Entries of tourist automobiles by provinces, according to class of permit during the past five years are shown in the following table:-

Foreign Automobiles Imported into Canada for Touring Purposes

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

Foreign Automobiles Imported into Canada for Touring Purposes - Concluded.

	1934	1933	1932	1931	1930	1929
<u>Admitted for a Period not Exceeding 60 days</u>						
<u>Entering by Ports in</u>						
Maritime Provinces	53,016	45,124	53,268	60,662	57,876	39,034
Quebec	220,885	237,007	313,243	400,748	380,020	319,942
Ontario	523,155	494,304	552,011	857,095	693,607	582,128
Manitoba	10,656	9,455	11,593	14,451	15,891	15,166
Saskatchewan	4,605	4,412	4,632	4,855	5,734	5,863
Alberta	4,648	3,713	3,854	5,362	6,174	6,350
British Columbia	70,906	69,121	94,366	126,580	137,728	122,531
Canada	887,871	863,136	1,032,967	1,469,753	1,297,030	1,091,014
<u>Admitted for a Period not Exceeding Six Months</u>						
Maritime Provinces	50	80	61	72	70	58
Quebec	70	65	102	417	1,412	215
Ontario	138	150	191	198	407	836
Manitoba	23	4	12	13	93	15
Saskatchewan	1	2	6	3	289	10
Alberta	4	2	1	-	-	2
British Columbia	43	30	47	41	57	71
Canada	329	333	420	744	2,328	1,207

In view of the importance of this traffic the United States Department of Commerce and the Dominion Bureau of Statistics have, since 1928, collaborated in an effort to obtain reasonably exact figures of the expenditures involved. During the summer of 1934, through the courtesy of border officials of the Department of National Revenue, 8,000 postcard questionnaires were handed to United States motorists who had been in Canada, with instructions to return them to the United States Department of Commerce. Similar questionnaires were handed to Canadian motorists for return to the Dominion Bureau of Statistics. In the distribution of the questionnaires account was taken of the changes in the volume of tourist traffic during the different months of the year as well as of its relative importance on different days of the week. The 1934 questionnaires were divided into two groups, one covering the first half of the tourist season and the other the second half. A tendency for United States motorists to spend more time and more money in Canada in the later, rather than in the earlier part of the tourist season was indicated. The data from the returned questionnaires were compiled by the United States Department of Commerce and the Dominion Bureau of Statistics respectively, and the resulting information exchanged, hence the same estimates appear in the tourist accounts of the two countries.

The average expenditures of tourists in each of the three permit classes showed, during 1934, a considerable increase over those of the preceding year. Among the factors that contributed to the increase may be mentioned the relatively higher level of business activity, some expansion of incomes, increased costs and possibly a more optimistic outlook on the part of tourists. Increases in the average number of passengers per car in the three permit classes and in the average length of time spent by tourists in the 60 day permit class, also tended to increase the average expenditure rates.

United States motorists who enter under 60-day permits account for the greater part of United States motor tourist expenditures in Canada. The average expenditure of cars on 60-day permits in 1934 was \$72.32 as compared with \$59.80 in 1933, an increase of 21 per cent. The average number of persons per car rose from 2.83 in 1933 to 2.99 and the average number of days spent in Canada from 5.67 to 6.31. The sampling was considered adequate and no important reasons for adjustment suggested themselves, consequently the averages, as calculated on the basis of the returns were used. The average expenditure of cars in the 24-hour permit class, as compiled from the returns, was \$9.23 as compared with 7.63 in 1933.

The average expenditure of the six-month permit cars which reported was \$422.22, a considerable increase over the previous year when the average rate reported was \$234.07. No adjustment of the reported average expenditure rates for either of these classes was considered necessary.

Applying the average expenditure rates, as above stated, to the number of automobiles entered, the estimated expenditures of tourists in the 24-hour permit class amounted to \$21,909,000; those of automobile tourists on 60-day permits amounted to \$64,211,000 and those of automobile tourists on six-month permits to \$139,000, a total for all motorists of \$86,259,000. These figures compare with 72,196,000 in United States dollars or 77,250,000 Canadian dollars in 1933 (see note page 2.)

Further details as to the expenditures of motor tourists are presented in the table on page 2. It should be noted, however, that the provincial figures do not necessarily represent expenditures in the respective provinces but only the expenditures of motorists who enter Canada by ports in the province specified and who may visit and spend part of their money in other provinces before leaving the country. For instance, many tourists to the Rocky Mountain district in Alberta enter Canada via ports in the other western provinces and most tourists to Nova Scotia and Prince Edward Island enter Canada via ports in New Brunswick. This Bureau does not attempt to estimate the total revenue from tourist expenditures accruing to the respective provinces.

The questionnaire returns showed that cars on 24-hour permits motored on the average 171.47 miles as compared with 186.47 miles in 1933, while cars on 60-day permits motored 559.40 miles as compared with 487.32 miles, and cars on 6-month permits motored 2,416.66 miles as compared with 1,300. miles the previous year (See appendix 1).

(c) Tourists from the United States by Rail and Steamer.- Statistics obtained from the principal railway and steamship companies as to the number of passengers ticketed from the United States to Canadian points and vice versa were used as the basis of this estimate. The total number of passengers ticketed from the United States to Canada includes United States immigrants to Canada numbering, in 1934, 6,071; returning Canadians numbering 7,272; United States tourists to Canada and returning Canadian tourists. The numbers in the first two classes, known from the records of the Department of Immigration, were subtracted from the total but, lacking direct data, an estimate had to be made as to what proportion of the remainder were United States tourists to Canada and what proportion Canadian tourists. It was assumed that railway and steamship tourists to each country would be, roughly, in the same proportions as automobile tourists after allowance had been made for the difference in the ratio of population to passenger cars in the two countries. (There was in 1934 one passenger automobile to approximately 10.4 persons in Canada and one to 6 persons in the United States). On this basis the total number of passengers ticketed from the United States to Canadian points was distributed between United States tourists to Canada and Canadian tourists to the United States in the same proportions $3,261,848 \times 6 : 513,852 \times 10.4$, the resultant estimate with the addition of the figures of certain steamship companies amounting to 778,630 tourists from the United States by rail and steamer and 304,096 Canadian tourists to the United States by rail and steamer. There may be a considerable margin of error in these figures as the assumed ratio between railway tourists and motor tourists may not be correct but no better basis of estimation is at present available.

Lacking direct data the average rate of expenditure of rail and steamer tourists had to be estimated. This would, no doubt, be higher than in 1933 for the same reasons which caused motorists to spend more freely. The average expenditure of tourists in this class was placed at \$44, an increase of 15.9 per cent over last year's and the total expenditures of tourists by rail and steamer to Canada in 1934 are, therefore, estimated at approximately \$34,260,000 as compared with \$29,459,000 in United States currency or \$32,110,000 in Canadian currency in 1933.

The total value of the tourist business to Canada in 1934 is, therefore, estimated at \$129,974,000 as compared with \$117,124,000 in 1933.

EXPENDITURES OF CANADIAN TOURISTS IN FOREIGN COUNTRIES

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

Canadian Tourist Expenditures in Foreign Countries

	<u>1934</u>		<u>1933</u>
	\$	\$	\$
<u>Tourists to Overseas Countries-</u>			
Saloon	2,995,000		2,713,000
Cabin	3,506,000		3,419,000
Other (Tourist, Third, etc.)	7,771,000		7,850,000
Total		14,272,000	13,982,000
<u>Tourists to the United States by</u>			
<u>Automobile; Motorists leaving</u>			
<u>Canada by ports in -</u>			
Maritime Provinces	589,000		467,000
Quebec	7,397,000		5,706,000
Ontario	12,326,000		9,723,000
Manitoba	1,042,000		790,000
Saskatchewan	373,000		394,000
Alberta	219,000		140,000
British Columbia	10,699,000		7,391,000
Canada		32,645,000	24,611,000
<u>Tourists to the United States</u>			
<u>by Rail and Steamer</u>		13,988,000	12,267,000
Total Expenditures		60,905,000	50,860,000

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

Canadian tourists to overseas countries in 1934 aggregated 27,619, an increase of 213 over 1933. Passengers of the first or saloon class numbered 2,989, cabin class passengers, 5,202, and other passengers, 19,428 as compared with 2,707, 5,073 and 19,626, respectively, the previous year. Comparative figures for the five-year period 1929-34 are shown in the table below:

Returned Canadians via Ocean Ports.

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

No circularizing of overseas tourists was undertaken in 1934 and the average rates of expenditure, as compiled from the 1933 survey, (\$1,002 for saloon, \$674 for cabin and \$400 for other passengers) were again used (See appendix 3). As Canadian overseas travellers include many British born and foreign born on visits to relatives in consequence of which their expenditures for subsistence are materially lessened, the average expenditure rates are lower than in the case of tourists to Canada from overseas. Applying the above rates the expenditure of Canadians travelling to overseas countries in 1934 is estimated at \$14,272,000.

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

Canadian Automobiles Exported for Touring Purposes

	1934	1933	1932	1931	1930	1929
<u>Cars leaving by Ports in</u>						
Maritime Provinces	9,271	7,920	5,587	9,437	6,944	27,872
Quebec	116,435	96,718	91,148	132,576	140,684	145,714
Ontario	194,012	164,795	149,418	234,077	275,385	283,250
Manitoba	16,403	13,387	9,762	14,469	15,299	15,375
Saskatchewan	5,875	6,678	4,613	8,145	9,875	17,736
Alberta	3,444	2,368	1,750	2,819	2,939	2,795
British Columbia	168,412	125,266	114,579	135,332	143,998	126,830
Canada	513,852	417,132	376,857	536,855	595,124	619,572

Canadian tourist travel to the United States showed a greater proportionate increase in 1934 than did that in the opposite direction. Canadian automobiles entering the United States numbered 513,852 as compared with 417,132 in 1933. Through the courtesy of customs officials some 10,000 post card questionnaires asking for information as to individual expenditures, length of stay, etc., were distributed to Canadian motorists proceeding to the United States. The completed questionnaires were returned to the Dominion Bureau of Statistics and compiled there. A summary of the results appears in Appendix 2.

The average expenditure of the 1,132 cars which reported amounted to \$63.53, an increase of 7.6 per cent over that of the previous year. As in the case of tourists to Canada a tendency to stay longer and to spend more freely was in evidence. The 1934 sampling was regarded as adequate and the average expenditure rate as compiled was adopted. Applying this rate to the number of Canadian cars exported for touring purposes, the resulting estimate for the total expenditures of Canadian automobile tourists in 1934 is approximately \$32,645,000 as compared with \$24,611,000 in 1933.

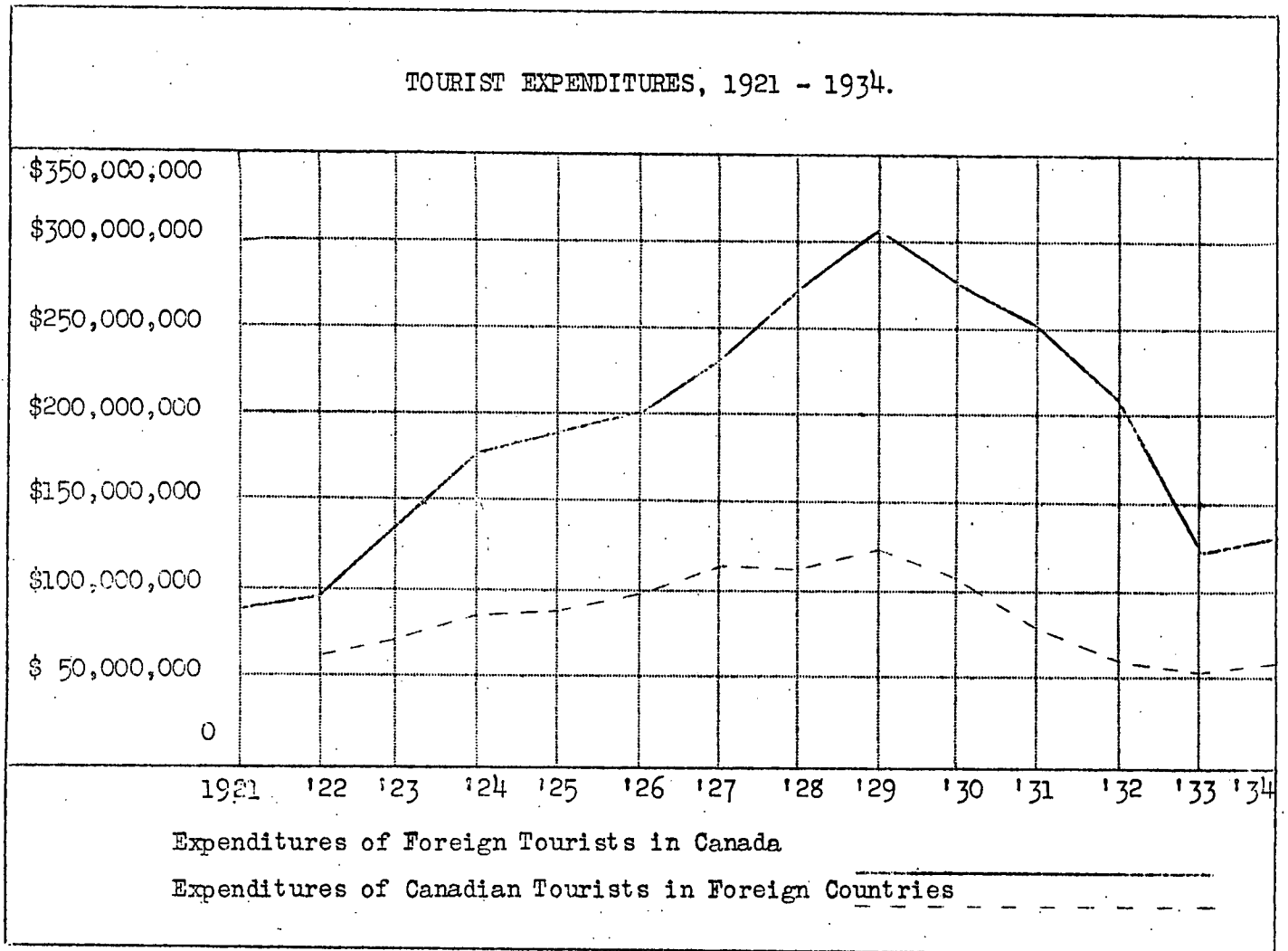
(c) Canadian Tourists to the United States by Rail and Steamer.- The method of estimating the number of tourists in this class is described under "Tourists entering Canada from the United States by Rail and Steamer" (See page 5). The resultant estimate for Canadian rail tourists to the United States by rail and steamer was 304,096 as compared with 285,279 in 1933. It was thought that the spending rate of these tourists would increase in something like the same proportion as that of motorists and, lacking direct data, the average expenditure rate was raised from \$43 to \$46. This is somewhat higher than the similar figure for tourists from the United States to Canada, but is thought reasonable in view of the numbers of wealthy Canadians who spend the winter in Florida or California. Applying the above rate, the total expenditures of Canadian tourists to the United States by rail and steamer are estimated to have been approximately \$13,988,000 as compared with \$12,267,000 in 1933.

The total expenditures of Canadian tourists in foreign countries are thus estimated to have been approximately \$60,905,000 in 1934, an increase of \$8,045,000 over those of the previous year.

The expenditures in Canada of tourists from foreign countries as compared with the expenditures of Canadian tourists in foreign countries during the years 1924-33 were as follows:

	<u>Expenditures in Canada of Tourists from Foreign Countries</u>	<u>Expenditures of Canadian Tourists in Foreign Countries</u>	<u>Excess of Expenditures of Foreign Tourists over those of Canadian Tourists</u>
	\$	\$	\$
1924	173,002,000	84,973,000	88,029,000
1925	193,174,000	86,160,000	107,014,000
1926	201,167,000	98,747,000	102,420,000
1927	238,477,000	108,750,000	129,727,000
1928	275,230,000	107,522,000	167,708,000
1929	309,379,000	121,645,000	187,734,000
1930	279,238,000	100,389,000	178,849,000
1931	250,776,000	76,452,000	174,324,000
1932	212,448,000	57,403,000	155,045,000
1933	117,124,000	50,860,000	66,264,000
1934	129,974,000	60,905,000	69,069,000

The favourable balance accruing to Canada on tourist trade account in 1934, therefore, amounted to \$69,069,000, an increase of \$2,805,000 over 1933, but a decline of \$118,665,000 from the peak year 1929.



APPENDIX 1.

RETURNS FROM QUESTIONNAIRES TO UNITED STATES AUTOMOBILE

TOURISTS IN CANADA 1934.

Number and Kind of Return	Days	Persons	Amount Spent \$	Miles Motored in Canada
1 - Day Permits	175	524	1,615	30,007
Average, 1934 (175 returns)	1	2.99	9.23	171.47
Average, 1933 (113 returns)		2.90	7.63	186.47
Average, 1932 (165 returns)		3.30	11.95	180.91
Average, 1931 (116 returns)		3.00	13.28	123.85
Average, 1930 (200 returns)		3.55	13.61	109.70
Average, 1929 (140 returns)		3.17	15.74	111.20
Average, 1928 (94 returns)		3.40	15.33	-
60 - Day Permits	5,158	2,449	59,156	457,590
Average, 1934 (818 returns)	6.31	2.99	72.32	559.40
Average, 1933 (479 returns)	5.67	2.83	59.80	487.32
Average, 1932 (692 returns)	8.26	3.01	106.25	584.26
Average, 1931 (621 returns)	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
Average, 1928 (1,200 returns)	9.62	3.20	156.35	-
6 - Months Permits	319	33	3,800	21,750
Average, 1934 (9 returns)	35.44	3.66	422.22	2,416.66
Average, 1933 (14 returns)	43.50	3.00	234.07	1,300.00
Average, 1932 (13 returns)	85.08	4.00	581.92	1,432.15
Average, 1928 (27 returns)	72.60	2.81	560.00	-

APPENDIX 2.

RETURNS FROM 1934 QUESTIONNAIRE TO CANADIAN AUTOMOBILE TOURISTS TO THE UNITED STATES

	Number of Days in the United States	Number of Passen- gers	Total Expendi- tures	Merchan- dise Declared	Number of Miles Motored in the United States
			\$	\$	
<u>Cars which remained in the United States 1 day or less-</u>					
First 100 returns	100	439	973	1	9,494
Second 100 returns	100	341	809	28	10,782
Last 30 returns	30	94	229	-	2,121
Total 230 returns	230	874	2,011	29	22,397
Average 230 returns in 1934	1	3.8	8.74	0.13	97
Average 225 returns in 1933	1	3.84	6.58	0.12	98
Average 128 returns in 1932	1	3.96	5.64	0.08	96
Average 235 returns in 1931	1	3.72	5.90	0.26	83
Average 359 returns in 1929	1	3.92	6.79	0.21	60
<u>Cars which remained in the United States from 2 - 60 days-</u>					
First 100 returns	788	364	7,895	475	118,710
Second 100 returns	520	313	5,900	47	57,093
Third 100 returns	461	328	4,779	49	70,109
Fourth 100 returns	755	377	8,815	12	72,388
Fifth 100 returns	691	330	6,041	14	77,144
Sixth 100 returns	967	317	8,398	147	152,304
Seventh 100 returns	725	336	6,689	299	95,217
Eighth 100 returns	834	352	10,015	62	91,887
Ninth 100 returns	650	336	8,359	26	52,009
Total 900 returns	6,391	3,053	66,891	1,131	786,861
Average 900 returns in 1934	7.10	3.39	74.32	1.26	874
Average 878 returns in 1933	6.73	3.48	68.73	1.01	873
Average 417 returns in 1932	7.07	3.47	79.78	.63	856
Average 453 returns in 1931	7.98	3.14	95.66	2.43	1,118
Average 1,166 returns in 1929	8.17	3.50	119.64	1.85	957
<u>Cars which remained in the United States more than 60 days but not more than 6 months-</u>					
Total 2 returns	230	10	2,000	102	5,000
Average 2 returns in 1934	115	5	1,000	51	2,500
Average 2 returns in 1933	88.0	3	1,650	250	6,000
Average 3 returns in 1932	68	3.7	1,875	83	4,666
Average 5 returns in 1931	96.7	2.7	2,184	127	6,000
Average 5 returns in 1929	90.8	3.0	2,151	162	9,240
Total 1,132 returns	6,851	3,937	70,902	1,262	814,258
Average 1,132 returns in 1934	6.05	3.48	63.53	1.11	719
Average 1,105 returns in 1933	5.71	3.56	58.94	1.19	724
Average 548 returns in 1932	5.98	3.59	72.29	0.95	699
Average 691 returns in 1931	5.99	3.34	74.20	2.23	787
Average 1,530 returns in 1929	6.76	3.6	99.80	1.99	778

Note: The data from the questionnaires to Canadian automobile tourists were compiled in three classes according to the length of time spent in the United States in order that comparison might be made with the corresponding classes of United States motorists. There is, however, no sub-division according to length of permit in the case of Canadian cars so that it is necessary, in estimating tourist expenditures, to use the average rate for all cars.

APPENDIX 3.

SUMMARY OF RETURNS FROM OVERSEAS TOURISTS, 1933.

	Number of Persons	Number of Days	Total Expendi- tures	Value of Merchandise on which Duty Paid	Steam- ship Fare
			\$	\$	\$
<u>Saloon Passengers</u>	103	4,837	103,183	2,927	35,146
Average		46.96	1,001.78	28.41	341.22
<u>Cabin Passengers</u>					
First 100 returns	100	4,641	68,515	793	21,284
Last 82 returns	82	3,168	54,177	1,625	20,039
	182	7,809	122,692	2,418	41,323
Average		42.91	674.13	13.29	227.05
<u>Tourist Passengers</u>					
First 100 returns	100	4,723	45,904	859	17,557
Second 100 returns	100	4,844	46,624	335	17,098
Third 100 returns	100	4,927	44,280	408	18,738
Fourth 100 returns	100	5,714	48,902	385	16,940
Fifth 100 returns	100	4,853	46,505	424	17,870
Sixth 100 returns	100	4,707	46,326	492	16,296
Seventh 100 returns	100	4,840	45,072	429	17,554
Last 77 returns	77	3,678	37,879	258	14,196
	777	38,286	361,492	3,590	136,249
Average		49.27	465.24	4.62	175.35
<u>Third Class Passengers</u>					
First 100 returns	100	6,525	31,463	183	13,144
Second 100 returns	100	4,797	31,447	171	13,092
Third 100 returns	100	4,967	31,457	243	13,608
Fourth 100 returns	100	5,645	30,238	81	13,619
Fifth 100 returns	100	6,027	31,226	189	12,591
Last 87 returns	87	4,561	26,402	93	11,328
	587	32,522	182,233	960	77,382
Average		55.46	310.45	1.64	131.83
<u>Total Tourist & Third</u>	1,364	70,808	543,725	4,550	213,631
Average		51.91	398.63	3.34	156.62

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