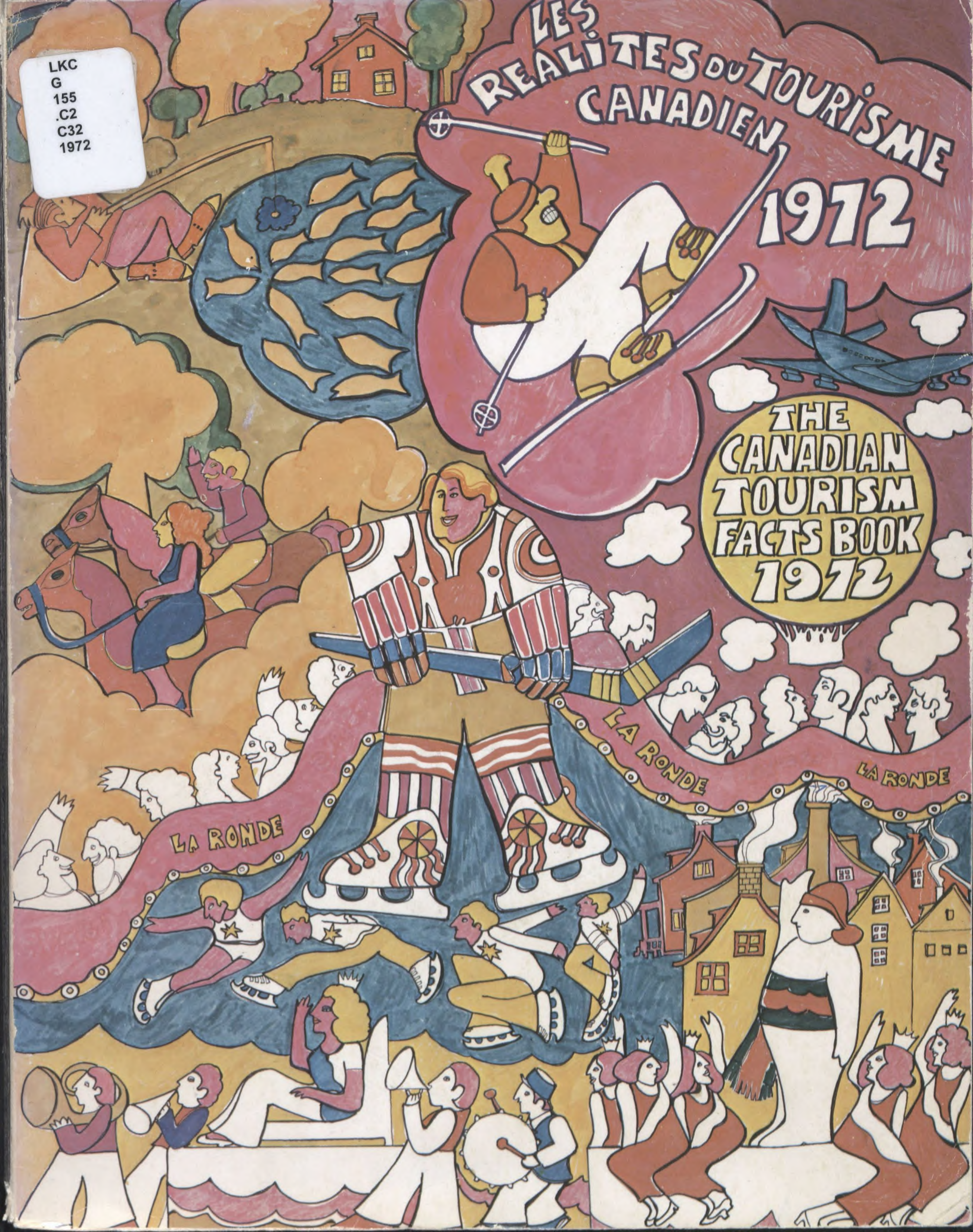
LES
REALITES DU TOURISME
CANADIEN
1972
THE
CANADIAN
TOURISM
FACTS BOOK
1972
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THE CANADIAN

TOURISM FACTS BOOK

1972

Travel Industry Branch
Office of Tourism
Department of Industry, Trade and Commerce
Ottawa, Canada

FOREWORD

Tourism is a burgeoning activity in most parts of the world. In Canada the receipts from foreign visitors alone have tripled in the decade up to 1970; and the signs of tourism activity are showing through a broad segment of the Canadian economy, coast to coast.

One of the roles undertaken by the Travel Industry Branch of the federal Office of Tourism is to better define this increasingly pervasive industry. This "Canadian Tourism Facts Book, 1972" attempts to bring together, in an organized form, a rapidly growing body of information descriptive of Canadian tourism activity. It is a partial answer to a myriad of enquiries.

Most of the material consists of raw data, accumulated in tables or graphs for easier use. For a substantial portion of the data, the source is the numerous reports of Statistics Canada. We are much indebted for the constant and increasing collaboration of Statistics Canada, and its special "focal point" for travel statistics.

This work has been developed also with the collaboration and assistance of our colleagues in the Canadian Government Travel Bureau, Office of Tourism (notably of Mr. Myron Rusk, CGTB Research Officer, who has directed the publication of a series of bibliographies of tourism studies.)

The project has had the direction of Messrs. Peter Chau and Georges Mailhot, Economists of the TIB Research and Development Division. Mr. Emile Meilleur supervised production with assistance from Mr. Jack Yuill of the CGTB.

As wide a distribution as possible of this "Facts Book" will be effected initially to all federal and provincial departments concerned with tourism, and to a wide list of associations and industry organizations involved in tourism. An updated version of this publication will be reissued annually, in both English and French. Work is presently progressing on the 1973 version. Enquiries on any of the data will be welcome as well as comments or suggestions, which would contribute to the periodic up-datings which are planned.

D.C. Bythell,
Director,
Travel Industry Branch,
Office of Tourism.

Department of Industry, Trade and Commerce,
Ottawa, Canada,
May, 1972.

THE CANADIAN TOURISM FACTS BOOK, 1972

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PART A.

THE FACTORS INFLUENCING TRAVEL DEMAND

Dissertations on travel refer to three great historical phases: The Aristocratic when travel was the preserve of a plutocratic minority; the Bourgeois when travel was taken up by the new politically and economically enfranchised classes; and, more recently, the Mass, Popular, or Social travel of middle and working classes. In this study, travel means the latter phenomenon which differs fundamentally from the first two in that it is coming to be less and less regarded as a strict luxury.

There are several socio-economic factors in Canada, changes in which are creating an increase in demand for travel activity:

— The increase in the population of Canada and the United States has a particularly strong positive effect on travel demand. Not only is population increasing, but the age structure is shifting so that there will be larger proportional concentrations in the 15- , to-40-years age bracket in the coming decade.

— The correlation between the development of travel habits and urbanization is manifest. Canada has been undergoing and continues to undergo the most rapid urbanization of any western country.

— There has been an increase in leisure time consequent upon the reduction of the work-day, work-week, work-year, and even work-life (the section on seasonality discusses this at greater length). A lack of time is one of the most effective constraints to travel.

— A second constraint which is becoming less of an impediment is the lack of financial means. As personal income continues to rise and as the basic necessities are more easily met, there is a growing discretionary surplus which can be devoted to other spending. Travel has been demonstrated to be income-elastic. Not only the absolute rise in income, but also the trend to a more equitable distribution of income is having a positive effect upon the demand for travel.

— As the standard of living rises, needs evolve, and activities such as travel come to be regarded as necessities. The same phenomenon applies to complementary goods such as automobiles (an increase in car ownership produces an increase in travel).

— Several technical changes relating to transportation are having a great positive effect upon travel. Better roads, and faster, safer, more comfortable and capacious aircraft are revolutionizing travel. Furthermore, an increase in the quality of transportation methods has been accompanied by a relative decline in the price of this important component of tourism. The effect of the Age of super-jets has hardly been dreamt of in some quarters.

— Very important, also, are the psycho-sociological motives which drive people to travel: the veneration of nature, modern role-playing, demonstration effects, education, the modern attitude towards one's children, curiosity, the push of advertising, a need for change and escapism are all factors which drive modern man to travel.

All these factors suggest that a "Golden Age of Travel" is dawning. The following sections provide elaborations of the factors discussed above.

I. POPULATION

The pattern of Canada's population growth in the 1970's and 1980's will bear no resemblance to that of the 1950's and 1960's. Graphs A3 and A5 show that:

— During the 1970's the fastest growing age-groups will be the 20-40 and 55-70 years age-groups. This would imply a high demand for the basic necessities of life.

— There will be a significant slowdown in the growth rate of the 45-64 years age-group after 1975 — the group where luxury spending is usually the highest.

— The 20-24 years age-group which expanded so sharply in the late 1960's and early 1970's, as a result of the baby boom after World War II, will contribute little to the consumer market in the late 1970's and early 1980's.

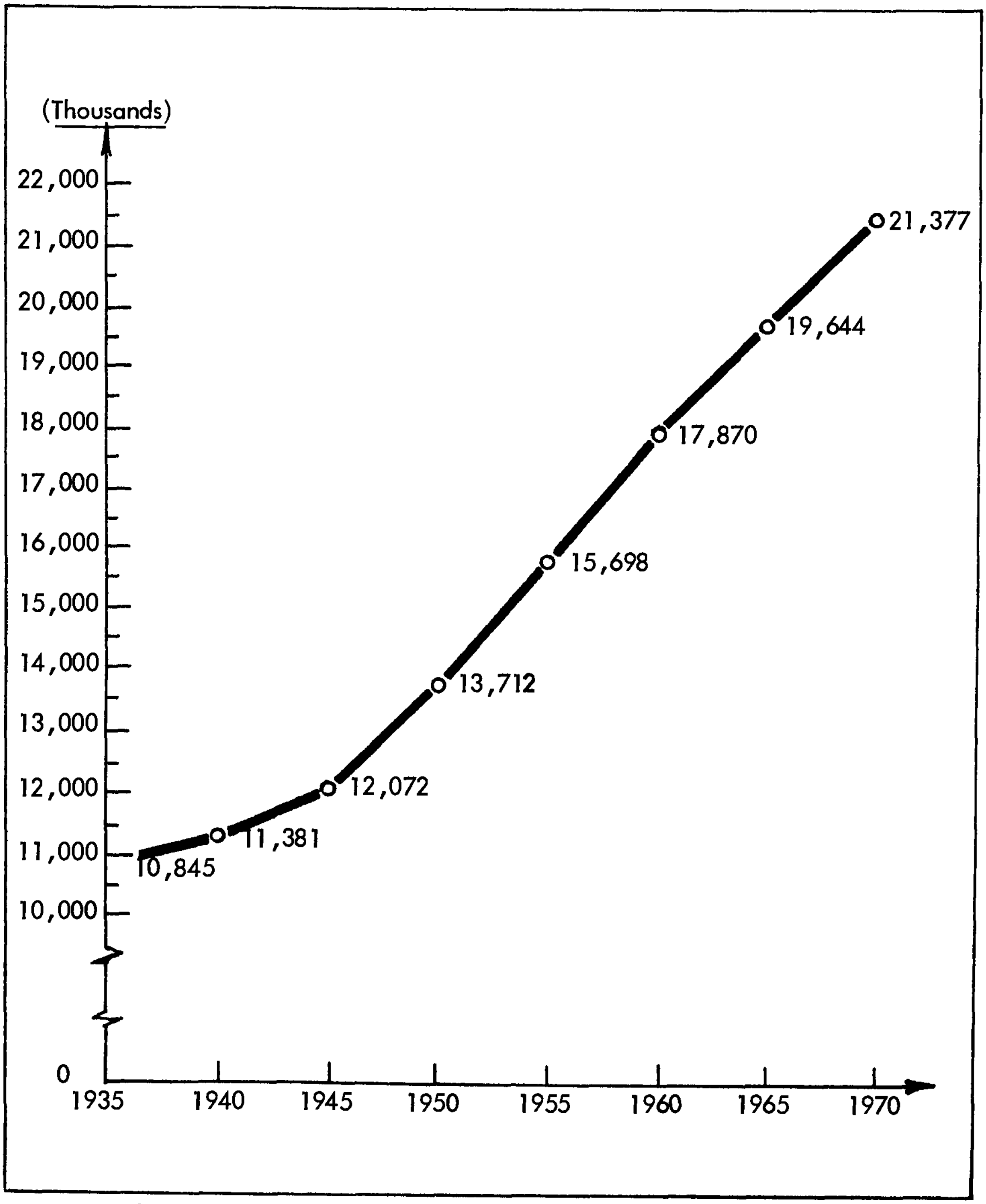
— Through the next 15-year period the largest number of women born in the post-war baby boom will themselves be in the peak child-bearing years. Potential moppet markets must therefore be constantly reassessed in terms of the slightest shift in the fertility rate over the next decade or two.

— We may expect declines in the teenage population and school-age groups during the 1980's — the very groups which grew fastest during the past 15 years with enormous implications for school construction, housing and retail sales.

GRAPH A1

POPULATION GROWTH

CANADA - 1935 - 1970



SOURCE: Statistics Canada, Cat. No. 91-201.

TIB/Jan/72.

TABLE A2

THE GROWTH OF THE POPULATION OF CANADA THROUGH NATURAL INCREASE AND NET MIGRATION, 1949-1969

(In thousands)

Year/Period (June 1 to May 31)	Total population (at the end of the period)	Growth		Contribution of natural increase to total growth		Contribution of net migration to total growth	
		Number	Per Cent	Number	Per Cent	Number	Per Cent
	(a) Decennial						
1949-59........	17,483	4,036	30	2,945	73	1,092	27
1959-69........	21,061	3,578	20	2,854	80	723	20
	(b) Annual						
1949-50........	13,712	265	1.9	233	88	32	12
1950-51........	14,009	297	2.1	242	82	55	18
1951-52........	14,459	450	3.1	265	59	185	41
1952-53........	14,845	386	2.6	279	72	107	28
1953-54........	15,287	442	2.9	302	68	140	32
1954-55........	15,698	411	2.6	315	77	96	23
1955-56........	16,081	383	2.4	312	81	71	19
1956-57........	16,610	529	3.2	329	62	201	38
1957-58........	17,080	470	2.8	334	71	136	29
1958-59........	17,483	403	2.3	334	83	69	17
1959-60........	17,870	387	2.2	339	88	48	12
1960-61........	18,238	368	2.0	339	92	30	8
1961-62........	18,583	345	1.8	329	95	16	5
1962-63........	18,931	348	1.8	326	94	22	6
1963-64........	19,291	360	1.9	315	88	45	12
1964-65........	19,644	353	1.8	294	83	59	17
1965-66........	20,015	371	1.8	254	68	117	32
1966-67........	20,405	384	1.9	232	61	151	39
1967-68........	20,744	345	1.7	215	62	130	38
1968-69........	21,061	317	1.5	211	67	106	33
1969-70........	21,377	NA	NA	NA	NA	NA	NA

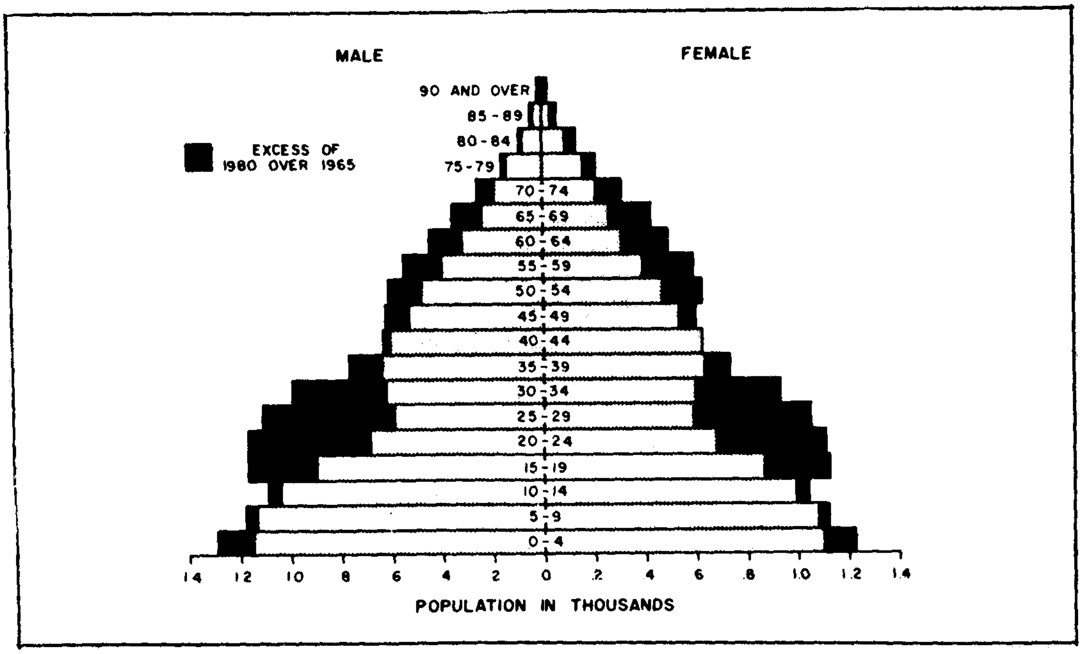
SOURCE:

Statistics Canada, Census Division, Analytical & Technical Memorandum No. 4, Ottawa, April, 1970.

TIB/Oct/71.

CHART A3

THE AGE STRUCTURE OF THE POPULATION, 1965 AND 1980



SOURCE: Prepared for the Economic Council of Canada, by Wolfgang M. Illing, Staff Study No. 19, p. 28.

TIB/Oct/71.

TABLE A4

THE GROWTH OF THE POPULATION OF CANADA THROUGH NATURAL INCREASE AND NET MIGRATION BY AGE GROUP

(In thousands)

YEAR	Under 5 Years	5 - 14	15 - 24	25 - 39	40 - 64	65 -	TOTAL
1950	1,634	2,437	2,185	3,109	3,297	1,051	13,713
1955	1,940	3,099	2,260	3,471	3,713	1,215	15,698
1960	2,222	3,808	2,553	3,737	4,193	1,358	17,871
1965	2,260	4,296	3,149	3,729	4,703	1,507	19,644
1970	1,875	4,600	3,913	4,078	5,243	1,666	21,375
1975 *	2,100	4,230	4,470	4,834	5,653	1,869	23,156
1980 *	2,461	4,058	4,752	5,845	5,961	2,134	25,211
1984 *	2,680	4,499	4,471	6,655	6,332	2,347	26,984

SOURCE: Statistics Canada, Census Division, Analytical & Technical Memorandum No. 4, Ottawa, April, 1970.

* Projections by Statistics Canada.

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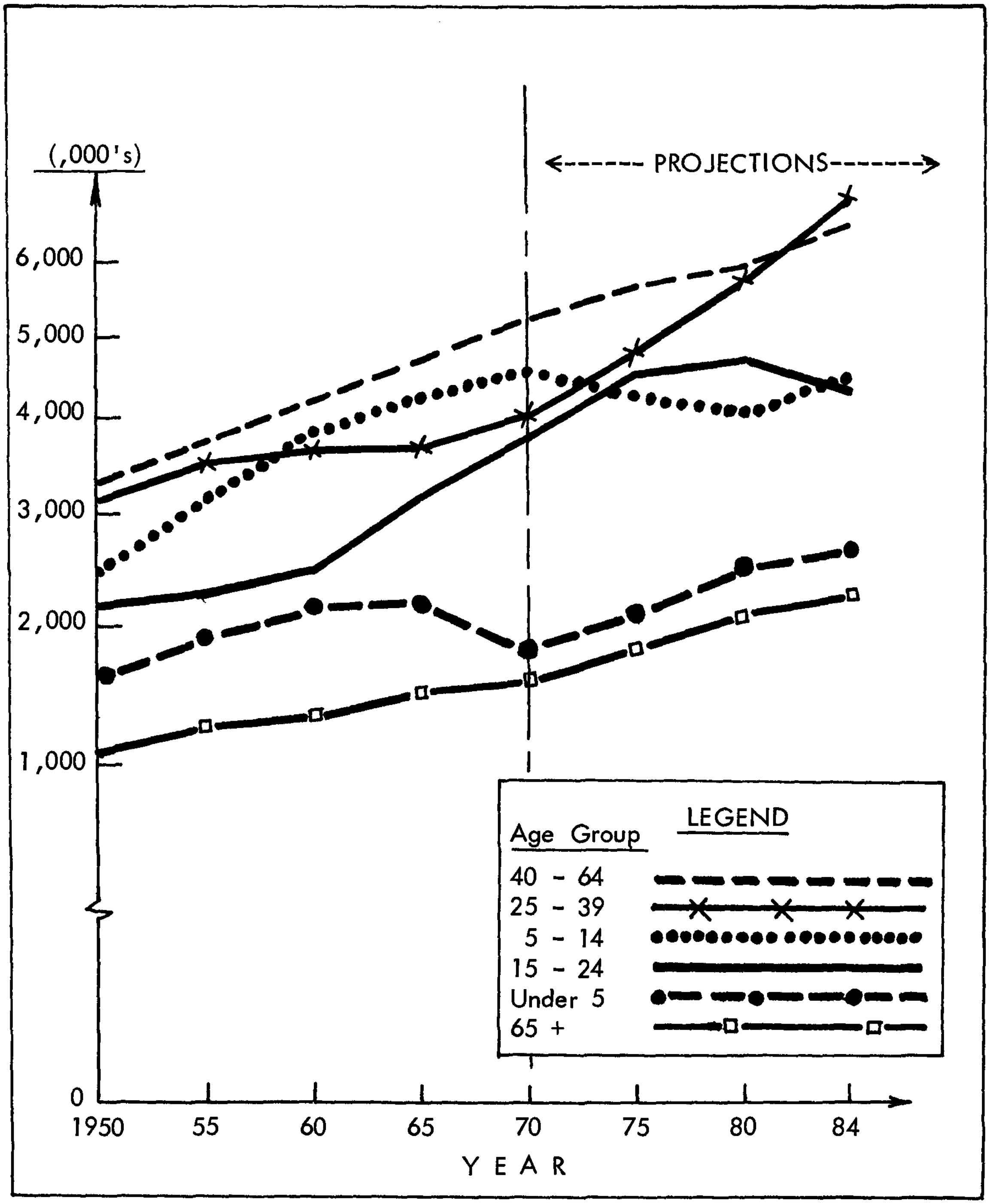
GRAPH A5

THE GROWTH OF CANADA'S POPULATION THROUGH NATURAL INCREASE AND NET MIGRATION BY AGE GROUPS



SOURCE: Statistics Canada, Census Division Analytical Memo No.4, April, 1970.

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TABLE A6

POPULATION BY PROVINCE AND PERCENTAGE INCREASES

BY CENSUS PERIODS, 1951 - 1966

Province	POPULATION				PERCENTAGE INCREASE			
	1951	1956	1961	1966	1951-1956	1956-1961	1961-1966	1951-1966
Canada	**14,009,429**	**16,080,791**	**18,238,247**	**20,014,880**	**14.8**	**13.4**	**9.7**	**42.9**
Newfoundland	361,416	415,074	457,853	493,396	14.8	10.3	7.8	36.5
Prince Edward Island	98,429	99,285	104,629	108,535	0.9	5.4	3.7	10.3
Nova Scotia	642,584	694,717	737,007	756,039	8.1	6.1	2.6	17.7
New Brunswick	515,697	554,616	597,936	616,788	7.5	7.8	3.2	19.6
Quebec	4,055,681	4,628,378	5,259,211	5,780,845	14.1	13.8	9.9	42.5
Ontario	4,597,542	5,404,933	6,236,092	6,960,870	17.6	15.4	11.6	51.4
Manitoba	776,541	850,040	921,686	963,066	9.5	8.4	4.5	24.0
Saskatchewan	831,728	880,665	925,181	955,344	5.9	5.1	3.3	14.9
Alberta	939,501	1,123,116	1,331,944	1,463,203	19.5	18.6	9.9	55.7
British Columbia	1,165,210	1,398,464	1,629,082	1,673,674	20.0	16.5	15.0	60.8
Yukon	9,096	12,190	14,628	14,382	34.0	20.0	- 1.7	58.1
Northwest Territories	16,004	19,313	22,998	28,738	20.7	19.1	25.0	79.6

SOURCE: Statistics Canada, Census of Canada, 1966
Bulletin S-401.

TIB/Oct/71.

TABLE A7

THE NUMERICAL AND PERCENTAGE CHANGES IN THE POPULATION THROUGH NATURAL INCREASE AND NET MIGRATION, FOR CANADA AND THE PROVINCES, 1951 - 1966

Province	NUMERICAL DISTRIBUTION							
	NATURAL INCREASE				NET MIGRATION			
	1951-1956	1956-1961	1961-1966	1951-1966	1951-1956	1956-1961	1961-1966	1951-1966
Canada	**1,473,211**	**1,674,987**	**1,517,893**	**4,666,091**	**598,151**	**482,469**	**258,740**	**1,339,360**
Newfoundland	51,851	59,145	59,577	170,573	1,807	- 16,366	- 24,034	- 38,593
Prince Edward Island	8,959	8,662	8,506	26,127	- 8,103	- 3,318	- 4,600	- 16,021
Nova Scotia	63,133	65,160	59,526	187,819	- 11,000	- 22,870	- 40,494	- 74,364
New Brunswick	59,774	59,687	53,229	172,690	- 20,855	- 16,367	- 34,377	- 71,599
Quebec	476,627	521,673	457,717	1,456,017	96,070	109,160	63,917	269,147
Ontario	430,386	523,107	487,852	1,441,345	377,005	308,052	236,926	921,983
Manitoba	73,664	76,006	70,340	220,030	- 185	- 4,360	- 28,960	- 33,505
Saskatchewan	86,030	86,294	75,691	248,015	- 37,093	- 41,778	- 45,528	- 124,399
Alberta	120,961	144,234	134,607	399,802	62,654	64,594	- 3,348	123,900
British Columbia	98,206	125,585	104,103	327,894	135,048	105,033	140,489	380,570
Yukon	1,658	2,103	2,038	5,799	1,436	335	- 2,284	- 513
Northwest Territories	1,942	3,331	4,707	9,980	1,367	354	1,033	2,754
	PERCENTAGE DISTRIBUTION							
Canada	**10.5**	**10.4**	**8.3**	**33.3**	**4.3**	**3.0**	**1.4**	**9.6**
Newfoundland	14.3	14.2	13.0	47.2	0.5	- 3.9	- 5.2	- 10.7
Prince Edward Island	9.1	8.7	8.1	26.5	- 8.2	- 3.3	- 4.4	- 16.3
Nova Scotia	9.8	9.4	8.1	29.2	- 1.7	- 3.3	- 5.5	- 11.6
New Brunswick	11.6	10.8	8.9	33.5	- 4.0	- 3.0	- 5.7	- 13.9
Quebec	11.8	11.3	8.7	35.9	2.4	2.4	1.2	6.6
Ontario	9.4	9.7	7.6	31.4	8.2	5.7	3.8	20.1
Manitoba	9.5	8.9	7.6	28.3	- 0.0	- 0.5	- 3.1	- 4.3
Saskatchewan	10.3	9.8	8.2	29.8	- 4.5	- 4.7	- 4.9	- 15.0
Alberta	12.9	12.8	10.1	42.6	6.7	5.8	- 0.3	13.2
British Columbia	8.4	9.0	6.4	28.1	11.6	7.5	8.6	32.7
Yukon	18.2	17.3	13.9	83.8	15.8	2.7	- 15.6	- 5.6
Northwest Territories	12.1	17.2	20.5	62.4	8.5	1.8	4.5	17.2

SOURCE: Statistics Canada, Census of Canada, 1966 Bulletin S-401.

TIB/Oct/71.

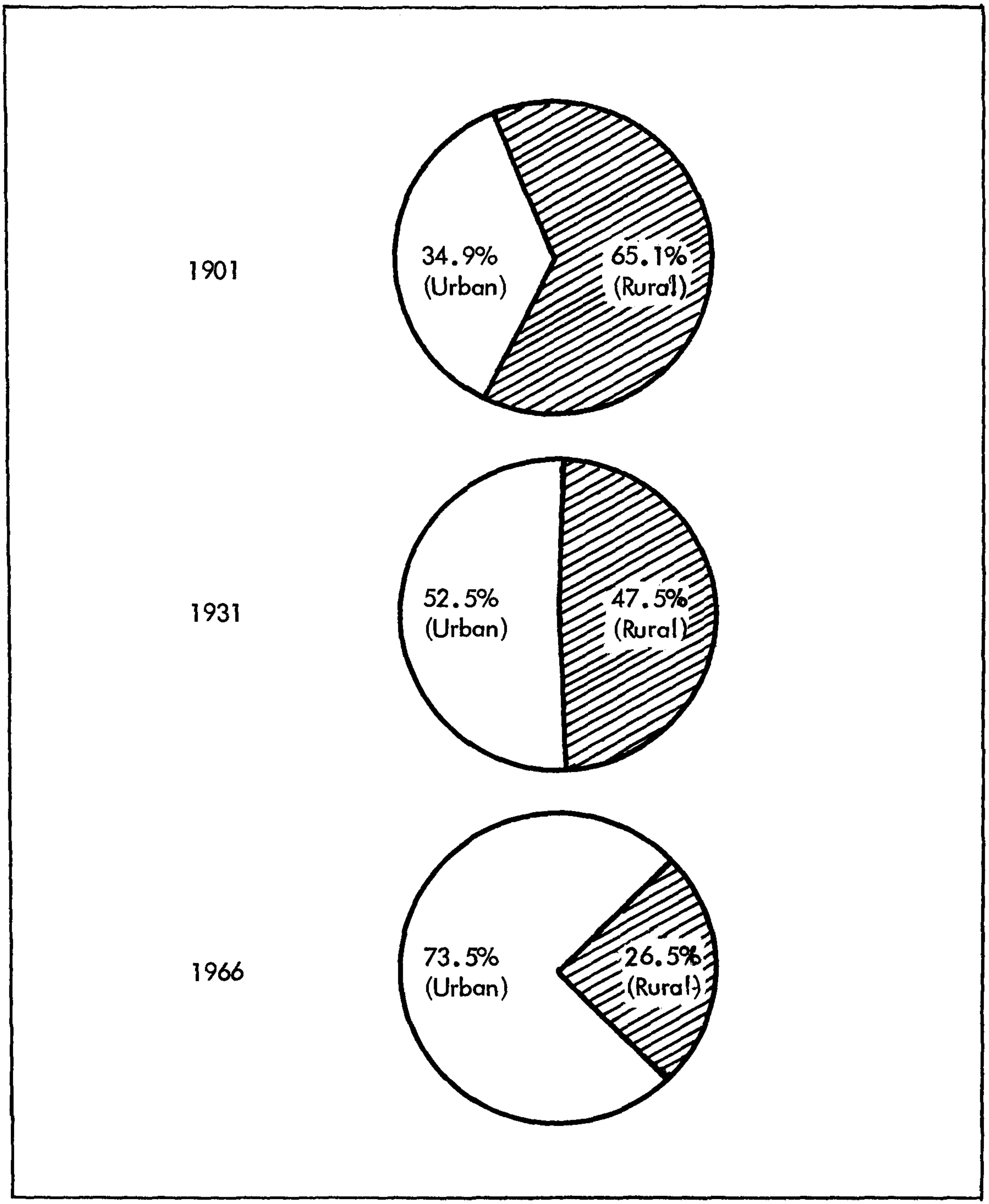
II. URBANIZATION

In 1901, 1 out of 4 Canadians lived in cities and towns with populations of 1,000 or more. Today, three-quarters of the Canadian population resides in cities and towns, occupying less than one percent of the total area of the country. The Economic Council of Canada estimates that by 1980, over 80% of the total Canadian population will be urban and some 60% will be concentrated in 29 large city complexes with populations of 100,000 and over. Montreal, Toronto and Vancouver together will contain substantially over 8,000,000 people — one-third of the total population.

This rapid urbanization will bring with it a host of needs which have a direct bearing on the travel industry, from a need for more jobs to a need for more leisure activity.

GRAPH A8

THE PERCENTAGE DISTRIBUTION OF URBAN AND RURAL POPULATIONS IN CANADA



SOURCE: Statistics Canada, Census 1966.

TIB/Oct/71.

TABLE A9

THE PERCENTAGE DISTRIBUTION OF URBAN AND RURAL POPULATIONS IN CANADA

YEAR	Percent URBAN	Percent RURAL
1901	34.9%	65.1%
1911	41.8%	58.2%
1921	47.4%	52.6%
1931	52.5%	47.5%
1941	55.7%	44.3%
1951*	62.4%	37.6%
1956	66.6%	33.4%
1961	69.7%	30.3%
1966	73.5%	26.5%

SOURCE: Statistics Canada, Census 1966.

* Includes Newfoundland in 1951 and in subsequent years.

TIB/Oct/71.

TABLE A10

THE URBAN/RURAL AND FARM/NON-FARM DISTRIBUTION OF THE 1966 POPULATION (In thousands) BY PROVINCE

	TOTAL		URBAN		RURAL			
					NON-FARM		FARM	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
NFLD	493	100%	267	54.1%	218	44.2%	8	1.7%
PEI	109	100%	40	36.7%	38	34.9%	31	28.4%
NS	756	100%	439	58.1%	272	36.0%	45	6.0%
NB	617	100%	312	50.6%	253	41.0%	52	8.4%
QUE	5,781	100%	4,525	78.3%	762	13.1%	494	8.5%
ONT	6,961	100%	5,595	80.4%	887	12.7%	479	6.9%
MAN	963	100%	646	67.1%	157	16.3%	160	16.6%
SASK	955	100%	468	49.0%	207	21.7%	280	29.3%
ALTA	1,463	100%	1,007	68.8%	178	12.2%	278	19.0%
BC	1,874	100%	1,410	75.2%	378	20.2%	86	4.6%
YT&NWT	43	100%	18	41.8%	24	55.8%	1	2.3%
CANADA	20,015	100%	14,727	73.6%	3,374	16.9%	1,914	9.6%

SOURCE: Statistics Canada, Census 1966.

The classification "urban" includes the population living in cities, towns and villages with population of 1,000 and over, whether incorporated or not. It includes also the urbanized fringes of these centres in all cases where population of the city or town together with its urbanized fringes amounts to 10,000 or more.

A "farm" for census purposes is defined as an agricultural holding of one or more acres with sales of agricultural products of $50 or more in the previous year. All persons living on such holdings in rural areas are classed as "rural-farm" regardless of their occupation.

TIB/Oct/71.

TABLE A11

URBAN AND RURAL POPULATION CHANGES, FOR CANADA AND THE PROVINCES, 1956, 1961 AND 1966

Province	TOTAL POPULATION					
	URBAN			RURAL		
	1956	1961	1966	1956	1961	1966
Canada	**10,714,855**	**12,700,390**	**14,726,759**	**5,365,936**	**5,537,857**	**5,288,121**
Newfoundland	185,252	232,020	266,689	229,822	225,833	226,707
Prince Edward Island	30,470	33,909	39,747	68,815	70,720	68,788
Nova Scotia	399,094	400,512	438,907	295,623	336,495	317,132
New Brunswick	254,290	278,013	312,225	300,326	319,923	304,563
Quebec	3,240,838	3,906,404	4,525,114	1,387,540	1,352,807	1,255,731
Ontario	4,102,919	4,823,529	5,593,440	1,302,014	1,412,563	1,367,430
Manitoba	510,583	586,807	646,048	339,457	332,879	317,018
Saskatchewan	322,003	398,091	468,327	558,662	527,090	487,017
Alberta	635,824	843,211	1,007,407	487,292	488,733	455,796
British Columbia	1,026,467	1,181,925	1,410,493	371,997	447,157	463,181
Yukon	2,570	5,031	6,828	9,620	9,597	7,554
Northwest Territories	4,545	8,938	11,534	14,768	14,060	17,204

	PERCENTAGE OF TOTAL POPULATION						PERCENTAGE INCREASE					
	URBAN			RURAL			URBAN			RURAL		
	1956	1961	1966	1956	1981	1966	1958-1981	1981-1966	1956-1968	1958-1961	1961-1966	1956-1966
Canada	**66.6**	**69.6**	**73.6**	**33.4**	**30.4**	**26.4**	**18.5**	**16.0**	**37.4**	**3.2**	**- 4.5**	**- 1.5**
Newfoundland	44.6	50.7	54.1	55.4	49.3	45.9	25.2	14.9	44.0	- 1.7	0.4	- 1.4
Prince Edward Island	30.7	32.4	36.6	69.3	67.6	63.4	11.3	17.2	30.4	2.8	- 2.7	—
Nova Scotia	57.4	54.3	58.1	42.6	45.7	41.9	0.4	9.8	10.0	13.8	- 5.8	7.3
New Brunswick	45.8	46.5	50.6	54.2	53.5	49.4	9.3	12.3	22.8	6.5	- 4.8	1.4
Quebec	70.0	74.3	78.3	30.0	25.7	21.7	20.5	15.8	39.6	- 2.5	- 7.2	- 9.5
Ontario	75.9	77.3	80.4	24.1	22.7	19.6	17.6	16.0	36.3	8.5	- 3.2	5.0
Manitoba	60.1	63.9	67.1	39.9	36.1	32.9	15.3	9.7	26.5	- 1.9	- 4.8	- 6.6
Saskatchewan	36.6	43.0	49.0	63.4	57.0	51.0	23.6	17.6	45.4	- 5.7	- 7.6	- 12.8
Alberta	56.6	63.3	68.8	43.4	36.7	31.2	32.6	19.5	58.4	0.3	- 6.7	- 6.5
British Columbia	73.4	72.6	75.3	26.6	27.4	24.7	15.1	19.3	37.4	20.2	3.6	24.5
Yukon	21.1	34.4	47.5	78.9	65.6	52.5	95.8	35.7	165.7	- 0.2	- 21.3	- 21.5
Northwest Territories	23.5	38.9	40.1	76.5	61.1	59.9	96.7	29.0	153.8	- 4.8	22.4	16.5

SOURCE: Statistics Canada, Census of Canada, 1966, Bulletin S-401.

Note: The definition of "urban" and "rural" being the same in 1961 and 1966, figures for the two censuses are strictly comparable. Totals for 1956, however, are shown according to the definition used in that census, resulting in a slight overstatement of urban population.

TIB/Oct/71.

TABLE A12

NUMBER OF INCORPORATED CITIES, TOWNS AND VILLAGES OF 1,000 POPULATION AND OVER, AND DISTRIBUTION OF THEIR POPULATION BY SIZE GROUPS, FOR CANADA, 1951 - 1966

Size group	Incorporated centres	Population	Percentage of total population	Percentage of population in incorporated centres	Incorporated centres	Population	Percentage of total population	Percentage of population in incorporated centres
	1951				1956			
Total	**734**	**7,511,539**	**53.6**	**100.0**	**834**	**8,842,204**	**55.0**	**100.0**
100,000 and over	10	3,260,939	23.3	43.4	11	3,661,994	22.8	41.4
30,000 - 99,999	24	1,147,888	8.2	15.3	28	1,394,055	8.7	15.8
5,000 - 29,999	172	1,947,128	13.9	25.9	215	2,516,324	15.6	28.5
1,000 - 4,999	528	1,155,584	8.2	15.4	580	1,269,831	7.9	14.4
	1961				1966			
Total	**922**	**10,631,641**	**58.3**	**100.0**	**961**	**12,180,538**	**60.9**	**100.0**
100,000 and over	12	4,154,341	22.8	39.1	14	4,847,632	24.2	39.8
30,000 - 99,999	45	2,206,108	12.1	20.8	48	2,592,121	13.0	21.3
5,000 - 29,999	249	2,898,528	15.9	27.3	263	3,285,665	16.4	27.0
1,000 - 4,999	616	1,372,666	7.5	12.9	636	1,455,120	7.3	11.9

SOURCE: Statistics Canada, Census of Canada, 1966
Bulletin S-401.

TIB/Oct/71.

III. LEISURE

It has been estimated that the total leisure time of the entire population of the United States nearly tripled between the years 1900 and 1950, and will more than double between 1950 and 2000*. The four-day work week is no longer a thing of the future; more than 50 major American companies already have this written into their labour contracts. It is predicted that by 1985, more than 80%** of U.S. employers will have adopted this policy.

TABLE A13

AVERAGE LENGTH OF WORK WEEK

Year	Length of Average Work Week
1850	70 Hours
1900	60 Hours
1920	50 Hours
1970	40 Hours
2000	30 Hours

SOURCE: M. Clawson and J.L. Knetsch, Economics of Outdoor Recreation; John Hopkins Press, Baltimore; 1966; p.16.

In Table A13, projections suggest that the average work week will approximate 30 hours by the year 2000.

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* J.L. Knetsch and M. Clawson, Economics of Outdoor Recreation; John Hopkins Press, Baltimore; 1966.

** Life Magazine; March 4, 1971.

TABLE A14

LENGTH OF PAID HOLIDAYS IN CANADIAN INDUSTRY BY YEARS OF SERVICE

	1959	1963
2 Weeks of Holidays with 1 to 5 years of service	94%	88%
3 Weeks after 15 years of service	54%	34%
4 Weeks with less than 25 years of service	22%	15%
4 Weeks after 25 years of service	4%	26%
3 Weeks with 10 to 15 years of service	12%	32%

SOURCE: "Leisure IN CANADA", The Proceedings of the Montmorency Conference on Leisure; Montmorency, Quebec - September 2 - 6, 1969. Fitness and Amateur Sport Directorate, Department of National Health and Welfare, Ottawa, Canada.

TIB/ Jan/72.

IV. INCOME

More Canadians in the middle and low age-and-income groups means a higher propensity to travel and to spend. Canada's potential growth rate will be high for the 1970's both in relation to historical experience and in relation to the potential growth rates of most other industrial countries.

To attain potential output in 1975, Gross National Product (in constant 1969 dollars) will need to rise at an average annual rate of about 5½% from 1969 to 1975. This is equivalent to an increase (in 1969 dollars) of over $30 billion to a total GNP of $110 billion in 1975. Over the last half of the 1970's, the potential growth rate of the Canadian economy would still need to be high — over 5%. This would imply a further increase in Gross National Product in the latter part of the 1970's of an equivalent real dollar magnitude as in the first half, so that potential Gross National Product by 1980 would be of the order of $140 billion (1969 dollars)*.

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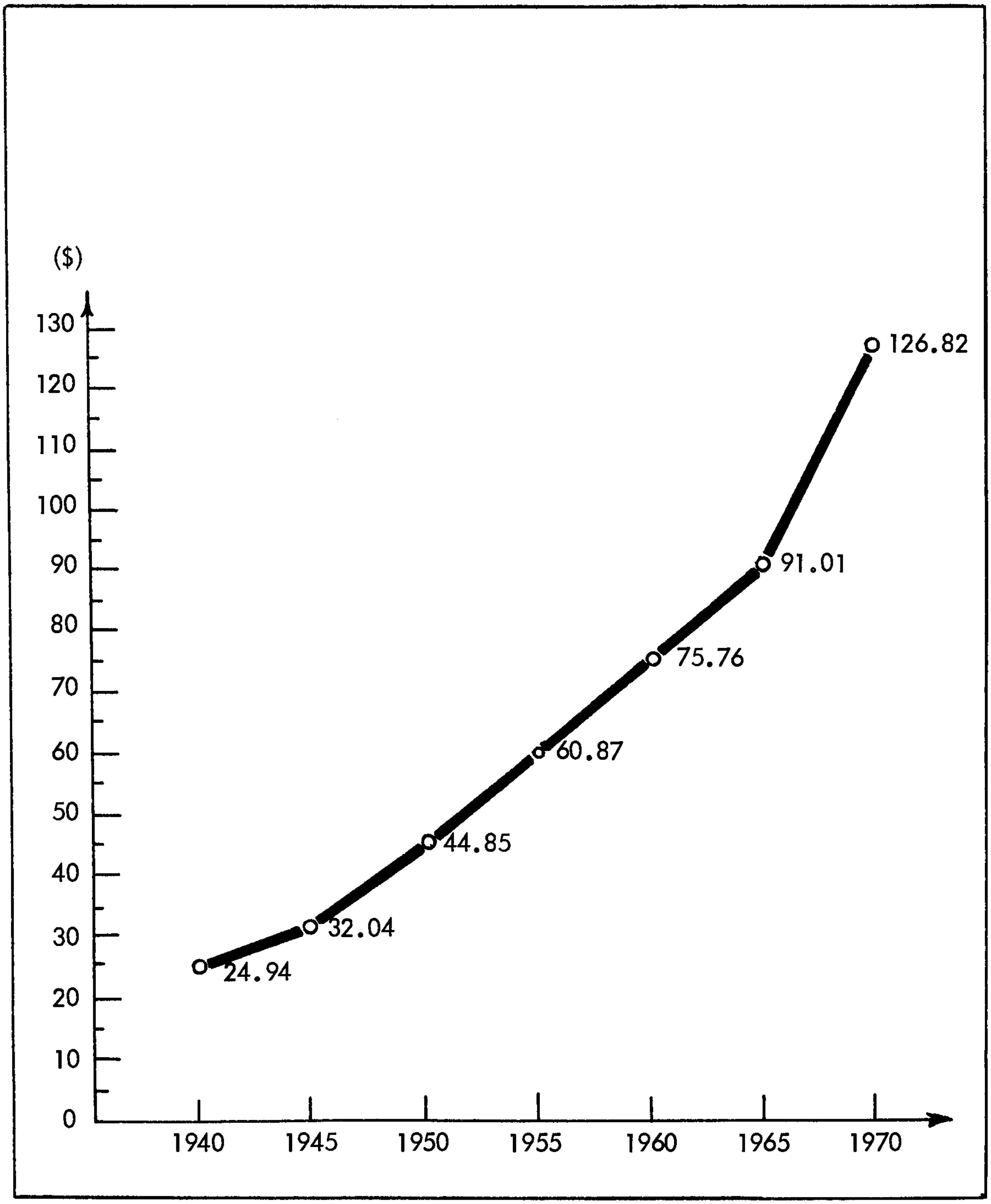
* Economic Council of Canada "Performance and Potential — Mid-1950 to Mid-1970" September, 1970; p. 66.

GRAPH A15

AVERAGE WEEKLY WAGES AND SALARIES - CANADA

1940 - 1970



SOURCE: Statistics Canada, Cat. No. 72-201 (Annual) (1951 & 1957).

TIB/Jan/72.

TABLE A 16

GROSS NATIONAL PRODUCT AT MARKET PRICES* ($ Millions)
(NOT SEASONALLY ADJUSTED)

YEAR	I	II	III	IV	TOTAL	INCREASE FROM PREVIOUS YEAR
1947	2,720	3,103	3,953	3,393	13,169	
1948	3,077	3,445	4,742	3,863	15,127	14.9%
1949	3,467	3,829	4,877	4,127	16,300	7.8%
1950	3,743	4,133	5,383	4,696	17,955	10.2%
1951	4,401	5,070	6,344	5,245	21,060	17.3%
1952	5,045	5,715	7,310	5,972	24,042	14.2%
1953	5,568	6,072	7,553	6,134	25,327	5.3%
1954	5,683	6,098	7,126	6,326	25,233	0.4%
1955	5,965	6,661	8,149	7,120	27,895	10.6%
1956	6,776	7,419	9,162	8,017	31,374	12.5%
1957	7,429	8,001	9,280	8,197	32,907	4.9%
1958	7,529	3,301	9,582	8,682	34,094	3.6%
1959	8,100	8,775	10,186	9,205	36,266	6.4%
1960	8,691	9,061	10,549	9,474	37,775	4.2%
1961	8,716	9,522	10,692	10,150	39,080	3.5%
1962	9,462	10,112	11,937	10,842	42,353	8.4%
1963	10,049	10,830	12,750	11,836	45,465	7.4%
1964	11,136	12,045	13,758	12,844	49,783	9.5%
1965	12,143	13,214	15,191	14,349	54,897	10.3%
1966	13,672	14,902	17,065	15,782	61,421	11.9%
1967	14,877	16,201	17,842	16,802	65,722	7.1%
1968	15,961	17,240	19,563	18,663	71,427	8.7%
1969	17,777	10,105	21,319	20,336	78,537	10.0%
1970	19,396	20,892	22,337	21,843	84,468	7.6%

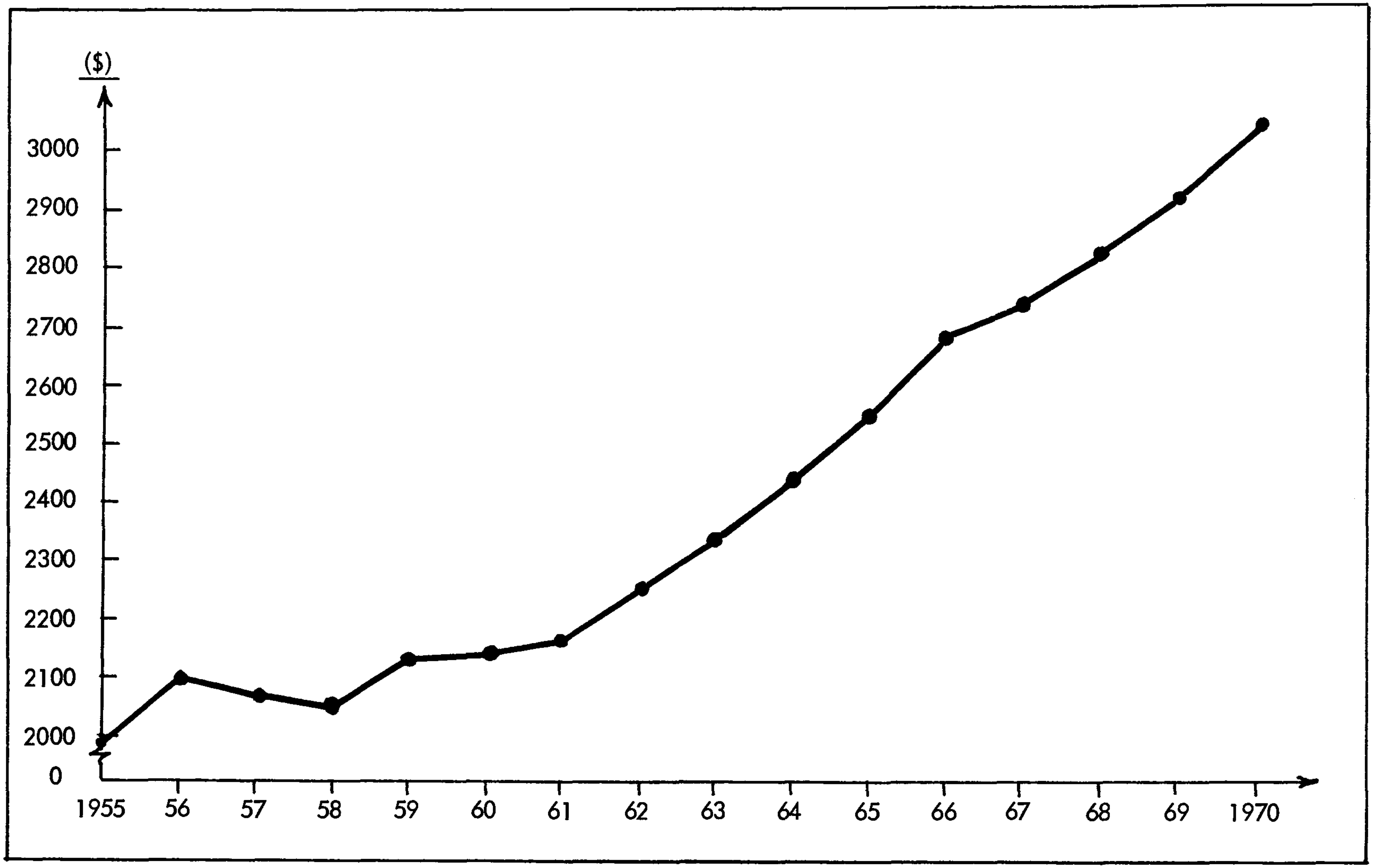
SOURCE: Statistics Canada, Cat. No. 11-206.

* Revised data arising from the historical revision of the national income and expenditure accounts.

TIB/Oct/71.

GRAPH A17

PER CAPITA GROSS NATIONAL PRODUCT IN CONSTANT 1961 DOLLARS



SOURCE: Statistics Canada, Cat. Nos. 13-001 and 91-201.

TIB/Mar/72.

TABLE A18

GROSS NATIONAL PRODUCT AT MARKET PRICES ($ Millions)

SEASONALLY ADJUSTED AT ANNUAL RATE

YEAR	I	II	III	IV	Percentage Change from Previous Year
1947	12,508	13,160	13,892	13,892	
1948	14,304	14,744	15,548	15,912	14.5%
1949	15,788	16,076	16,556	16,780	5.5%
1950	17,064	17,304	18,196	19,256	14.8%
1951	20,260	21,132	21,304	21,544	11.9%
1952	22,896	24,120	24,324	24,828	15.2%
1953	24,932	25,448	25,552	25,376	1.8%
1954	25,012	24,928	25,492	25,500	0.5%
1955	26,616	27,524	28,444	28,996	13.8%
1956	30,252	30,844	31,740	32,660	12.6%
1957	32,600	32,752	33,384	32,892	0.7%
1958	33,132	34,168	34,308	34,768	5.7%
1959	35,504	36,092	36,596	36,872	6.1%
1960	38,032	37,400	37,720	37,948	2.9%
1961	37,680	38,908	39,428	40,304	6.2%
1962	41,368	41,744	42,880	43,420	7.7%
1963	44,016	44,788	45,592	47,464	9.1%
1964	48,276	49,324	50,380	51,152	7.8%
1965	52,796	54,000	55,620	57,172	11.8%
1966	59,576	60,980	62,072	63,056	10.3%
1967	64,232	65,756	66,224	66,676	5.7%
1968	68,976	70,268	72,176	74,288	11.4%
1969	76,488	77,480	79,292	80,888	8.9%

SOURCE: Statistics Canada, Cat.No. 11-206.

TABLE A19

PERSONAL DISPOSABLE INCOME* BY PROVINCE 1959 - 1970
($ Millions)

PROVINCE	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
NFLD	344	369	391	406	434	470	510	558	614	654	709	
PEI	91	90	91	103	104	116	125	134	148	164	175	
NS	788	815	842	885	932	988	1,057	1,135	1,246	1,353	1,498	
NB	555	586	597	632	672	726	781	852	942	1,033	1,114	
QUE	6,263	6,586	6,913	7,414	7,841	8,533	9,478	10,365	11,350	12,153	13,197	
ONT	9,875	10,241	10,431	11,187	12,030	12,818	14,119	15,624	17,027	18,381	20,144	
MAN	1,258	1,318	1,272	1,441	1,474	1,588	1,701	1,821	2,010	2,225	2,342	
SASK	1,087	1,236	951	1,367	1,529	1,369	1,606	1,832	1,735	2,012	2,067	
ALTA	1,812	1,891	1,935	2,117	2,245	2,336	2,588	2,944	3,112	3,472	3,818	
BC	2,583	2,655	2,682	2,847	3,059	3,314	3,683	4,090	4,442	4,760	5,251	
YT&NWT	51	50	48	49	57	55	57	60	77	88	100	
OTHER **	50	56	58	70	71	72	82	84	87	89	87	
CANADA	24,757	25,893	26,211	28,518	30,448	32,385	35,787	39,499	42,792	46,384	50,502	53,595

SOURCE: Statistics Canada, Cat. No. 13-001.

* Personal disposable income consists of total personal income less direct taxes and other current transfers to governments from individuals.

** Taxes and other transfers paid by Canadians temporarily abroad, excluding employer and employee contributions to public service pensions from 1951 cannot be estimated separately and are included in the provincial estimates.

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V. COMPLEMENTARY GOODS

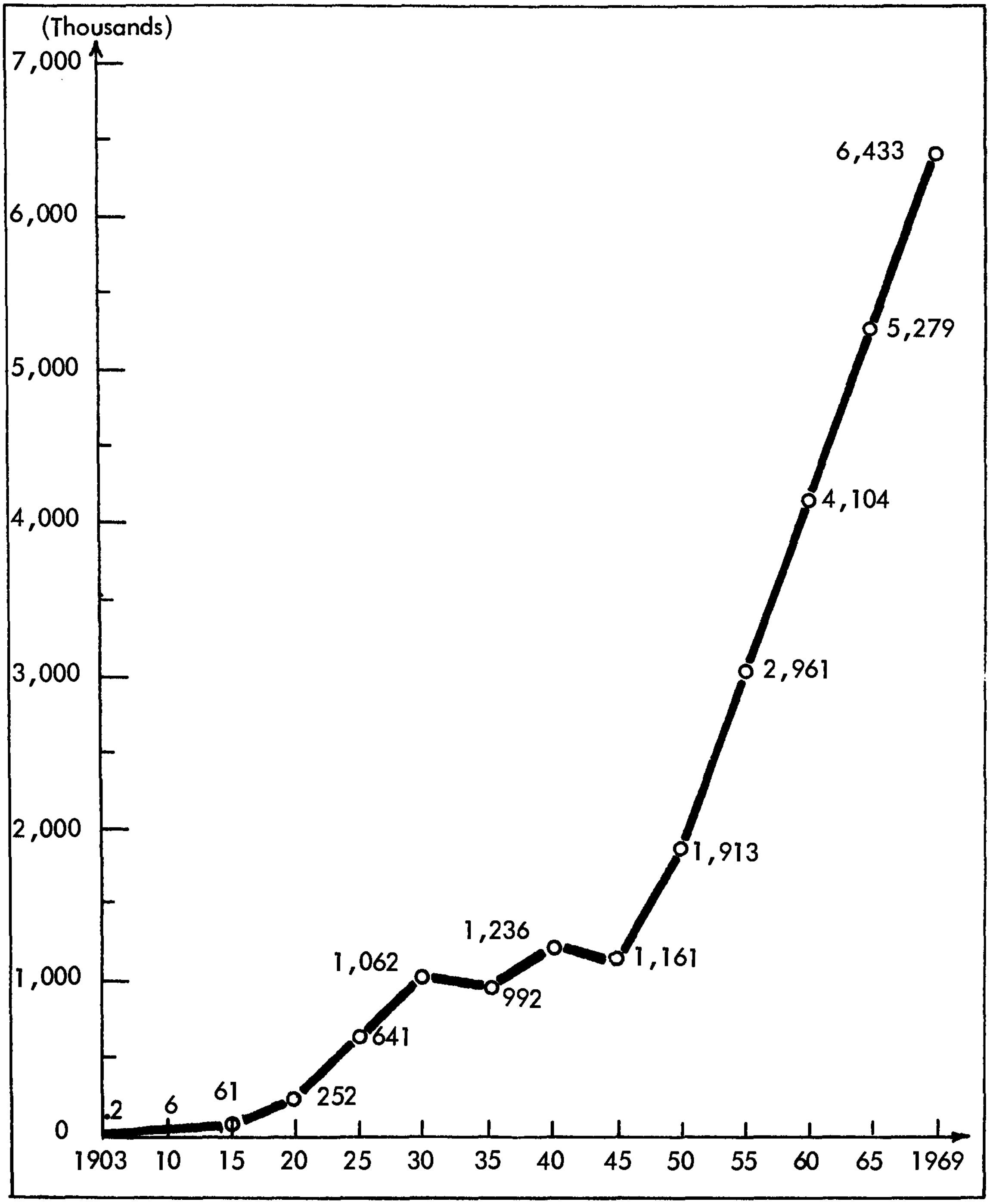
An increase in the ownership of certain complementary goods parallels increases in travel activity. These goods both result from and are the cause of travel. Examples are automobiles, camping equipment, pleasure boats, sporting equipment (e.g. skis), etc.

The rise in automobile ownership has been particularly significant for the Canadian Travel Industry.

GRAPH A20

PASSENGER AUTOMOBILES IN CANADA

1903 - 1969



SOURCE: Statistics Canada, Cat. No. 53-219.

TIB/Jan/72.

TABLE A21

NUMBER OF PERSONS PER PASSENGER VEHICLES - CANADA

1912	369.0
1922	39.5
1932	17.6
1942	15.2
1952	6.3
1962	4.1
1972*	3.1

SOURCE: For 1912 to 1942, Department of National Health and Welfare, "Leisure in Canada", 1969, p. 49; for 1952 to 1972, derived by Travel Industry Branch from data from Canada Year Book, 1953, 1963, 1971 and Statistics Canada, Cat.No. 53-219.

* Estimate.

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VI. PRICES*

There are good a priori reasons for believing that shifts in relative prices should have powerful substitution effects on tourism receipts and that consequently the latter should be price-elastic.

Economic researchers have estimated the travel price elasticity to be higher than 2.5, which means that travel receipts would change by at least 2.5 percentage points for every inverse percent point change in the price level.

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* For a demonstration of the movements in air transportation prices, see the section on Transportation in Part C.

TABLE A22

RELATIVE TOURISM PRICES (1969)*

	INDEX OF COST OF LIVING FOR TOURISTS		FULL BOARD AND ROOM WITHOUT BATH
	SUPERIOR	MEDIUM	
Spain	100	100	100
Italy	110	125	210
France	182	172	n.a.
Belgium	114	124	225
Holland	118	141	150
Germany	128	132	167

SOURCES: Centro per la Statistica Aziendale (Italy)
Instituto de Estudios Turisticos (Spain).

TABLE A23

COST OF LIVING FOR TOURISTS* ($ per day, 1970)

	ACCOMMO-DATION	FOOD	TRANSPORT	OTHER	TOTAL
Spain	3.9	7.2	1.4	2.0	14.5
US	15.9	8.8	4.1	5.1	33.9
France	9.7	9.6	2.4	3.8	25.5
UK	11.1	7.0	1.6	3.2	22.9
Italy	5.6	7.0	2.0	3.6	20.7
Yugoslavia	7.6	4.7	2.0	1.6	15.9
Greece	5.5	5.1	1.1	1.5	13.2

SOURCE: Banco Atlantico.

* Data for Canada are not available at the moment. The US figures where applicable would give an approximation.

TABLE A24

CONSUMER PRICES IN 17 OECD COUNTRIES

(Percentage Changes)

	(Annual rates)				(Quarterly rates)		
	1960-65	1965-68	1969	1st half 1970 *	Q4 1969 Q2 1969	Q2 1970 Q4 1969	Q3 1970 Q2 1970
United States	1.3	3.3	5.4	6.1	1.2	1.6	1.1
Canada	1.6	3.8	4.5	4.2	0.9	0.9	0.5
Japan	6.0	4.8	5.2	7.9	1.8	2.0	1.2
France	3.8	3.3	6.4	5.7	1.3	1.5	1.3
Germany	2.8	2.3	2.7	3.7	0.5	1.5	0.2
Italy	4.9	2.3	2.6	4.9	1.1	1.5	0.8 **
United Kingdom	3.6	+3.7	5.5	5.4	0.7	2.2	1.1
Austria	3.9	3.0	3.0	4.1	0.9	1.2	1.5
Belgium	2.5	3.2	3.8	4.2	1.0	1.1	0.7
Denmark	5.5	+7.4	3.5	5.6	1.4	1.5	+2.8
Finland	5.3	6.2	2.7	2.6	0.3	0.9	0.9
Ireland	4.2	3.6	7.3	7.2	1.2	+2.9	1.7
Netherlands	3.5	4.3	+7.5	3.5	0.3	1.4	1.5
Norway	4.1	3.7	3.1	+9.4	1.0	+3.0	2.2
Spain	7.0	5.8	2.2	4.2	1.0	1.1	+3.1
Sweden	3.6	4.2	2.7	6.3	0.9	+2.4	1.5
Switzerland	3.2	3.7	2.5	2.6	0.6	0.9	1.4

Note: Figures which have been strongly inflated by indirect tax changes and other measures with a direct bearing on price levels are marked with a cross (+).

SOURCE: OECD - Report by the Secretary General

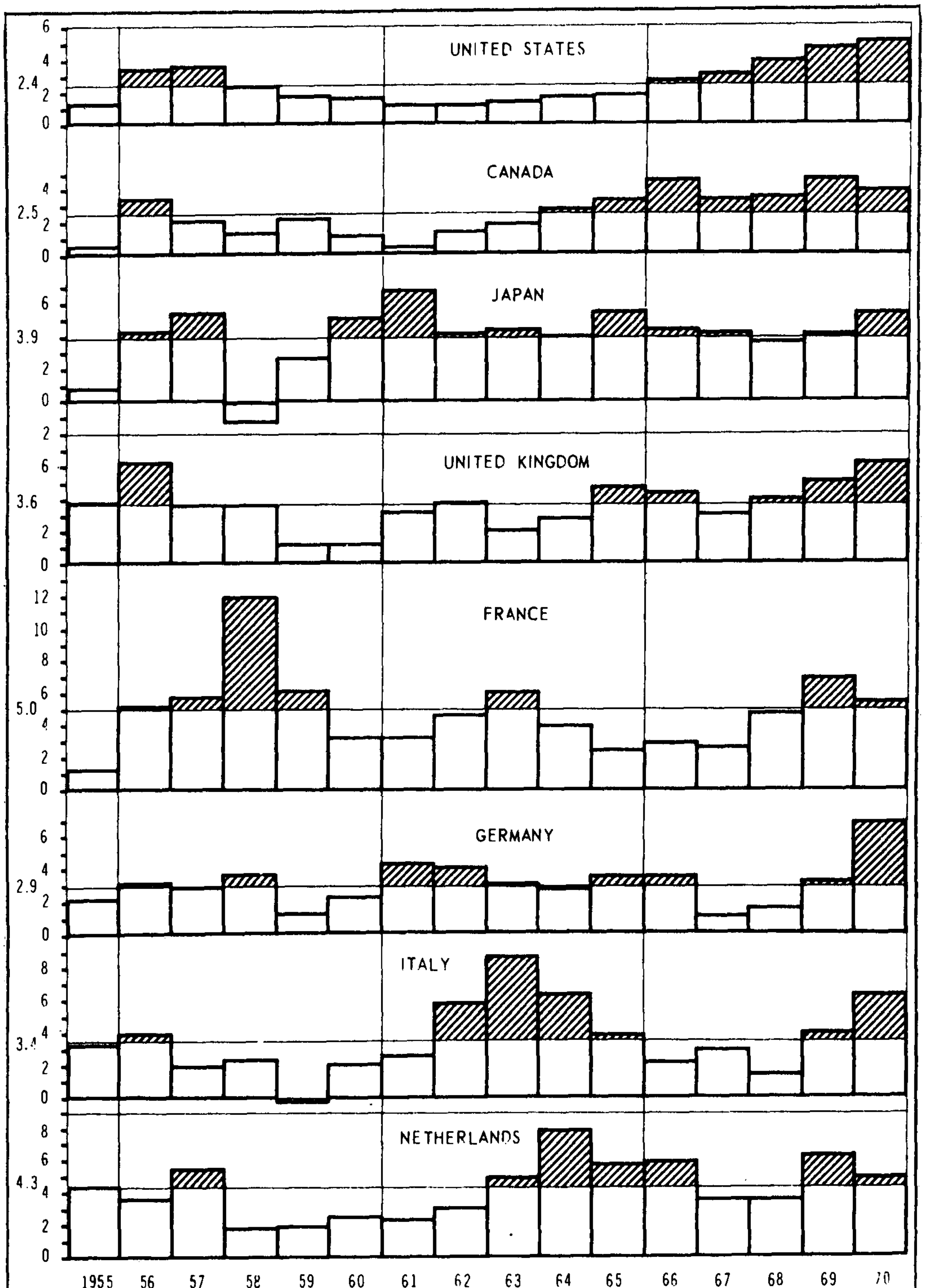
* Over first half 1969.

** June-August over March-May.

TIB/Oct/71.

GRAPH A25

OVERALL PRICE INCREASES IN EIGHT MAJOR OECD COUNTRIES
(GNP price deflators — Percentage change from previous year)



SOURCE: Organization for Economic Co-operation and Development, "Inflation, the Present Problem", December, 1970.

Note: Horizontal line indicates average of 1955-1969; areas above average are shaded.

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TABLE A26

THE CANADIAN CONSUMER PRICE INDEX
BY MONTH (1959 - 1971)

YEARS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	97.6	97.3	97.1	97.1	97.2	97.4	97.4	97.8	98.4	99.1	99.3	99.0
1960	98.7	98.5	98.2	98.7	98.6	98.8	98.7	99.0	99.4	100.2	100.3	100.3
1961	100.0	99.8	99.9	99.9	99.8	99.8	99.8	99.9	99.9	100.0	100.4	100.5
1962	100.4	100.5	100.4	100.9	100.7	101.0	101.4	101.7	101.4	101.8	102.1	102.1
1963	102.2	102.2	102.2	102.4	102.4	102.8	103.3	103.6	103.3	103.4	103.7	103.9
1964	103.9	104.1	104.2	104.5	104.5	104.7	105.4	105.3	105.0	105.0	105.2	105.9
1965	106.0	106.2	106.3	106.6	106.8	107.6	108.0	107.9	107.7	107.8	108.5	109.0
1966	109.3	110.0	110.2	110.8	111.0	111.3	111.7	112.2	112.3	112.5	112.6	112.9
1967	113.0	113.1	113.4	114.4	114.6	115.2	116.3	116.8	116.6	116.5	116.9	117.5
1968	118.1	118.2	118.6	119.3	119.3	119.7	120.4	120.7	121.1	121.4	121.9	122.3
1969	122.6	122.6	123.2	124.6	124.9	125.9	126.4	126.9	126.6	126.8	127.4	127.9
1970	128.2	128.7	128.9	129.7	129.6	129.9	130.5	130.5	130.2	130.3	130.3	129.8
1971	130.3	130.9	131.3	132.2	132.7	133.0	134.1	135.0	134.7	134.9	135.4	136.3

SOURCE: Statistics Canada Cat. Nos. 11-206 and 11-003.

NOTES: A Base Year of (1961=100) was used in the Consumer Price Index from 1959-1971.
Monthly Consumer Index for the above years are not adjusted for seasonality.

TIB/Jun/72.

PART B.

THE SOCIO-ECONOMIC EFFECTS OF TOURISM

I. THE IMPACT OF TOURISM ON THE NATURAL AND SOCIAL ENVIRONMENT

Much has been said of tourism's relation to the spiritual as opposed to the material side of life. The non-business traveller approaches his travelling by and large as a quasi-educational experience. He not only sets out to "see things", but to have a different experience, to broaden his conception of the world. This is particularly important for a multifarious federation like Canada. The Federal Government has recognized that inter-provincial contacts amongst citizens encourage a sense of nationhood. Student tours on a large scale have been organized in recent years to this end. Insofar as inter-provincial travel by Canadians reduces the regional alienation which can be noted in many parts of Canada, and which is to a large degree based on a stereotyped view of the rest of the country, it must be considered as making an important social contribution. This factor is becoming increasingly recognized.

Another important characteristic of tourism revolves around the current concern for ecology. The way in which a free enterprise economy traditonally allocated its resources was to give entrepreneurs a relatively free hand in seeking their own private profits through competition for resources in the marketplace. The natural tendency to attempt to maximize returns resulted in the creation of jobs and taxable income, and was alleged to produce a socially ideal situation. The current view is somewhat different. It has been noted that, in addition to private costs and returns, there are social costs and returns. If private concerns are allowed to be the sole determinants of resource allocation, they will tend to select high-private-net-return, high-social-net-cost* activities over lower-private-net-return, high-social-net-return activities. Because social costs and benefits are not taken into account in profitability calculations by private entrepreneurs, the government sometimes intervenes** to encourage a resource allocation which maximizes the total of private and social benefits. In the case of many industries which inflict a high social cost through water and air pollution, the government has intervened via legislation. In the case of tourism which has a low social cost, pollution-wise, and delivers considerable social benefits***, the government intervenes in a positive way to maximize these total returns.

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* Water pollution is an example of a social cost which the private entrepreneur has not, until recently, had to consider in his profit-maximizing decisions.

** Through legislation, loans, grants, direct investment, fiscal and monetary policy, etc.

*** Tourism may actually improve the quality of the environment by encouraging the preservation of historic sites, interest spots, and natural phenomena.

II. THE CONTRIBUTION OF TOURISM TO REGIONAL EQUITY

History and nature have imposed upon Canada a number of regions which differ radically from each other in terms of economic development. The Canadian Confederation is predicated in large part on the notion that it is desirable, through a concentrated effort, to eliminate this difference. To this end, the Federal Government seeks to promote development which will raise the level of income in the less-developed regions. In the section on Income, it will be shown that the more-developed regions such as Southern Ontario benefit from "spill-over" effects from economic activity which takes place in regions such as the Atlantic Provinces, through exporting to these less-developed regions. Thus, by encouraging economic development in, say, Nova Scotia, both this province and Ontario would benefit, while if the same development were encouraged in Ontario, Nova Scotia would hardly benefit at all.

If the principle that it is beneficial for all regions to encourage economic development in the less-developed regions be accepted, should tourism be regarded as a desirable option?

It is generally conceded that while tourism can contribute significantly to economic development, it is unlikely to provide the primary base for a self-sustaining economy. The degree to which this industry can yield significant economic benefits to a regional economy will depend upon*:

- the region's distance from a large metropolitan population;
- the region's having a resource base which lends itself to the sort of diversion which will induce the traveller to lengthen his stay;
- management and capital being available and willing to develop the resources efficiently;
- development opportunities being characterized by a high value-added as a result of high inputs of local capital and/or labour;
- the region's having the potential for providing a significant share of the goods and services purchased by travellers**;
- the region's potential for developing other export industries which would be stimulated and supplemented by travel activity.

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* Recreation as an Industry in Appalachia, R.R. Nathan Associates Inc. and Resource Planning Associates Inc., Washington, D.C.; 1966.

** The two previous factors will tend to lower the import content and thus raise the regional multiplier effect of tourism.

Tourism's high employment-generating capacity, and its labour-intensiveness*, coupled with the ability of many of Canada's less-developed areas to satisfy the above criteria, should make tourism an interesting option from a regional development point of view**.

Many studies have shown that tourism is income-elastic, that is to say, when there is a certain percentage increase in disposable income, expenditures on tourism increase by a percentage greater than the increase in income***. Insofar as part of any increase is spent inter-regionally, this would suggest that this mechanism causes a net distribution of income from richer to poorer regions. The following table derived from a 1969 study on Canadian travel supports this contention:

TABLE B1

INTER-PROVINCIAL EXPENDITURES AND RECEIPTS FROM CANADIANS TRAVELLING IN CANADA ($ MILLIONS)

	RECEIPTS FROM THE REST OF CANADA	EXPENDITURES TO OTHER PARTS OF CANADA	BALANCE
ATLANTIC PROVINCES	$46 m.	$25 m.	+$21 m.
QUEBEC	$109 m.	$88 m.	+$21 m.
ONTARIO	$94 m.	$218 m.	-$124 m.
MANITOBA	$43 m.	$20 m.	+$23 m.
SASKATCHEWAN	$34 m.	$32 m.	+ $2 m.
ALBERTA	$58 m.	$43 m.	+$15 m.
BRITISH COLUMBIA	$79 m.	$37 m.	+$42 m.

SOURCE: Economic Significance of Travel in Canada - Kates, Peat, Marwick & Co., 1969.

* Tourism has a relatively high labour/final output ratio.

** The Development Plan for Prince Edward Island (FRED) assigns very high priority to tourism.

*** It could also be argued that redistributing a given amount of income from richer to poorer recipients will increase the proportion of that income which is spent on tourism.

With the exception of British Columbia which enjoys an enormous traveller-attracting advantage with its coastal marine climate and its Rocky Mountains, and Alberta which also contains part of the Rocky Mountains, there is some relationship between the degree of economic development and regional net flows of traveller expenditures. If the travel plant were to be improved in one of the less-developed regions relative to the other regions, we could thus expect three effects:

- part of the traditional expenditures of residents in travelling to other parts of Canada and abroad would be diverted to their own region;
- there would be a diversion of the expenditures of Canadians and foreigners from other regions to the less-developed region;
- there would be a net creation of travel activity in the region by residents, by Canadians from other regions and by foreigners who might now be induced to come to Canada.

All three of these effects would increase the region's balance on travel account, and act to reduce regional inequity.

III. TOURISM AS A GENERATOR OF INCOME

During 1970, approximately $4.2 billion was spend on tourism in Canada, by domestic and foreign travellers*. This is the sum spent by travellers on a wide variety of goods and services which range from pure travel services such as passenger transportation and room accommodation, to goods and services which are not primarily traveller-oriented, such as "down-town shopping". This total amount represents approximately 5% of Canada's Gross National Product in 1970.

In assessing the ultimate result of any increase in expenditures on domestically produced goods and services, it is necessary to introduce the concept of the multiplier. When an increase in expenditures occurs in an economy, the level of income immediately increases as the producer of the goods or services upon which the new expenditures were made receives the income. However, the impact does not end here. The recipient will, in turn, spend some part of this additional income upon home-produced goods and services, and this will in turn become the income of the producer of these goods and services. By this process, the ultimate increase in income will exceed the initial increase and the overall level of income will rise. The ultimate size of the increase in income depends upon the proportion of the increase of each round which leaks out of the spending stream. Examples of leakages would be taxes and imports.

This process is of interest to us because of the different impact on income, of spending in different industries and regions. Not enough is presently known of the income-generating ability of tourism spending relative to spending in other industries, though Prof. K. Levitt of McGill University ranks "Hotels & Restaurants" fifth of 33 industries in her study of the Atlantic Provinces (see next section). Kates, Peat, Marwick & Co., in a 1969 study**, estimated that the Canadian multiplier relating to travel expenditures was 2.4. There are substantial regional differences due to variations in inter-regional import contents, with less-industrialized regions such as the Atlantic Provinces having the lowest multipliers. This last proposition may be illustrated by means of an example. If a traveller has a

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* This figure includes $1.2 billion of receipts from the Balance of Payments Travel Account, and the mean of domestic spending estimates which range from $2 billion to $4 billion. The Canadian Travel Survey, 1971, will yield accurate data on the latter.

** The Economic Significance of Travel in Canada, Summary Report for the Canadian Tourist Association; Kates, Peat, Marwick & Co.; May, 1969.

repair done to his car in, say, Nova Scotia, part of his bill, such as labour and return to operator's investment, remains as income which Nova Scotians can, in turn, re-spend. But part of the bill goes for automobile parts which are manufactured outside Nova Scotia, say in Ontario, and perhaps a portion of the bill goes to pay interest on a loan which the operator has incurred with a bank whose ownership is also in Ontario. Thus, part of the income stays in the Nova Scotia income stream, while another part goes to the Ontario stream. On the other hand, had the same expenditure been incurred in Ontario, Nova Scotia would have enjoyed virtually no income benefits from the transaction. The principle emerges that the higher the proportion of traveller demand that is met by imported goods and services, the lower the multiplier effect of the re-spending of residents' income. We shall later see that income transactions from one region to another have important regional equity ramifications due to this "spill-over" effect.

Several qualifications should be kept in mind when considering the multiplier effect. The size of the multiplier is only one consideration in deciding which industries should be favoured. For example, a low-multiplier, rapid-growth industry may be preferred to a high-multiplier, slow-growth industry. Most agricultural industries have high multipliers because these activities require relatively few imports, but they have the disadvantage of providing low standards of living, and being characterized by fluctuating income due to changing market and weather conditions. Much is made of the multiplier effect in studies of Canadian Tourism. But as is the case with most other industries, its principal benefits and shortcomings do not solely lie in the relative size of its impact upon income.

IV. TOURISM AS A GENERATOR OF EMPLOYMENT

The employment potential of the travel industry presents a rather mixed picture. Some of the employment in accommodation is very low-paid and sometimes seasonal, with working hours which are often long and irregular. These unattractive conditions tend to be less acceptable to skilled than to unskilled labour and furthermore act as a disincentive to further training.

Yet, these very characteristics have a strong positive side to them. Low-paid tourism jobs provide a labour market for unskilled labour. Much of the seasonal and part-time opportunities are filled by students and housewives. This coincides well with a seasonal supply of unskilled students*, and in the case of housewives, serves to supplement family income.

In recent years, there has been an expansion of training activities dedicated to the travel industry in Canada, principally at the "Community Colleges" level of education. This rapid increase in trained personnel should do much to change the nature of travel employment, and, indeed, the industry itself. To date there is evidence that some of the graduates have had difficulty finding positions. The industry will have to consider seriously the advantages to be derived from replacing low-paid labour by this new breed of travel professional.

Not enough rigorous factual information is available on the employment characteristics of tourism in Canada. We know that tourism is relatively labour-intensive and compares favourably with other economic activities as a generator of employment (The U.S. Economic Development Administration uses the rule of thumb that one direct full-time equivalent job is created for each $10,000 spent on tourism; there is evidence that hotels and restaurants do even better). It is generally recognized that the gestation period of most tourism investment is relatively short and thus of some interest for an employment-creating policy. It is also known that for some Canadian regions the alternatives to tourism are exodus to already congested urban areas where many will become welfare recipients and/or unemployed, for many regions lack a resource base, an infrastructure, and skilled labour, and are too distant from consumer markets, to make other economic activities feasible. But not enough is known about the intersectoral relationships of the many components of tourism to presently permit making many meaningful quantitative comparisons between this industry and others.

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* This is not to say that students have no skills, but rather than relatively few of them get to apply their skills to their summer employment.

A study by Professor K. Levitt goes some way in filling the quantitative data gap. Her Input-Output tables and study of the Atlantic Provinces* yield measures of the employment potential of the travel industry relative to other economic activities prevalent in the region. Though intended to apply only to the Atlantic Provinces, the study points out relative characteristics which are innate to the industry. It does not treat tourism as such, but of the 33 industries examined, "Hotels & Restaurants" has a very high tourism content, and usually absorbs one-third to one-half of the traveller's total spending.

Prof. Levitt has found that in Nova Scotia and New Brunswick the "Hotels & Restaurants" industry has a high direct-employment creation capability. In both provinces, one job was directly created by each $6,329 of final sales, while each $6,780 created one induced job through backward linkage.

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* "A Macro Economic Analysis of the Structure of the Economy of the Atlantic Provinces - 1960" — Kari Levitt; presented to the Canadian Economic Association; 1969.

V. TOURISM AND THE BALANCE OF PAYMENTS

In addition to the interest which foreign travel arouses among policy makers, this activity is also a natural target for supporters of sectoral interest.

The growing popularity of the travel account stems from several factors:

— The Canadian foreign travel balance is a relatively important component of the overall balance of payments of this country. Canadian expenditure on travel abroad has increased strongly during the past 30 years. In 1970 it reached $1,460 million and accounted for 7.4% of Canada's total imports of goods and services.

— On the receipts side, foreign visitors' expenditures ($1,234 million in 1970 or 5.8% of the total export of goods and services) constituted one of the largest single sources of foreign exchange earnings for Canada (see Graph B3).

The emergence and persistence of an unfavourable balance of payments has caused concern in Canada in recent years and has put pressure on the administration to exert efforts towards reducing the deficit. Acceptance of the so-called "travel" or "tourist" gap imputes to the net figure (balance between travel receipts and travel expenditures) some sort of analytic meaning. This imputation is quite incorrect but nevertheless the naturalness of the comparison has proved too great for many observers to resist.

First of all there is the international trade argument that a country should specialize in the production of those goods and services in which it has a comparative cost advantage and leave to other countries to produce other goods and services in which they have higher relative efficiency, or to put it simply, a trading nation should expect deficits in some accounts and surpluses in others.

We should also recognize the variety and difference between the travel services exported and travel services imported. Thus although we have special goods and services for travellers, Canadians may still wish to experience new varieties abroad.

Canada is endowed with all the attractive characteristics of a very profitable travel industry — bountiful natural and cultural resources, situated contiguous to a rich and populous neighbouring country. The growth potential of the Canadian travel industry is reflected in the fact that during the past decade travel receipts have been steadily increasing at a rapid annual rate of 12.3% which compares very favourably with the average annual growth rate of export of all goods and services of 11.8%. It does not follow from this that Canada's travel account should necessarily be in surplus, but tourism is a stable, rapid-growth earner of foreign exchange with the added advantage that it is not susceptible to tariff barriers imposed by importing countries and it should be recognized as such.

Summing up, we would say that the principal advantages of tourism as an earner of foreign exchanges is that:

— it has excellent growth potential;

— its growth appears to be highly stable;

— it is not subject to a trade agreement which could be rescinded if the international trade climate were to change*;

— it is relatively immune to most trade barriers and thus can weather most international trade readjustments. Direct controls on travel are among the policies most repugnant to Western countries.

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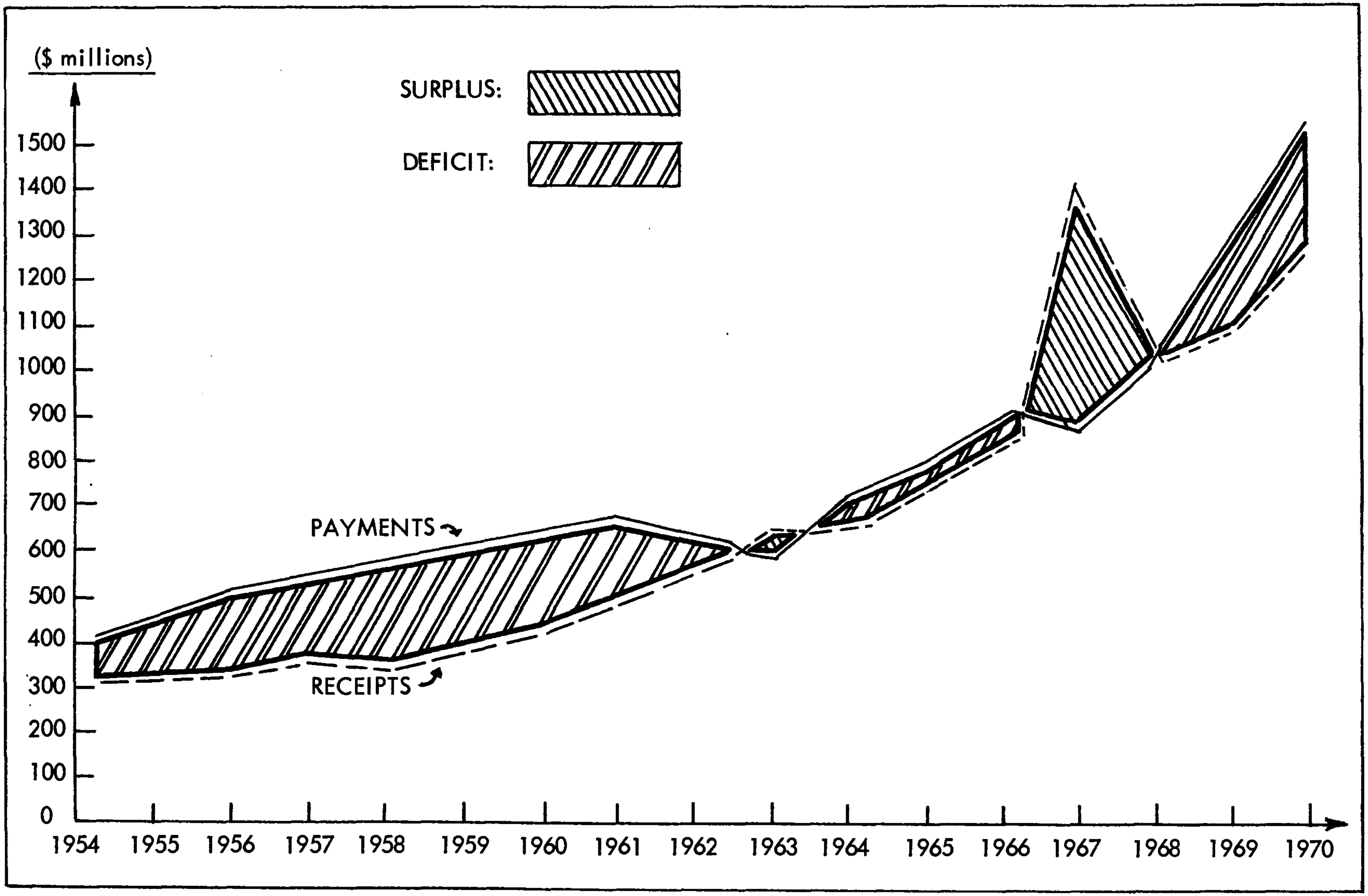
* There have been disturbing rumblings about the Canada - U.S. Automotive Parts Agreement of 1965. A rapidly-growing sector of the Canadian economy is largely dependent upon the Agreement.

GRAPH B2

THE CANADIAN BALANCE OF PAYMENTS TRAVEL ACCOUNT



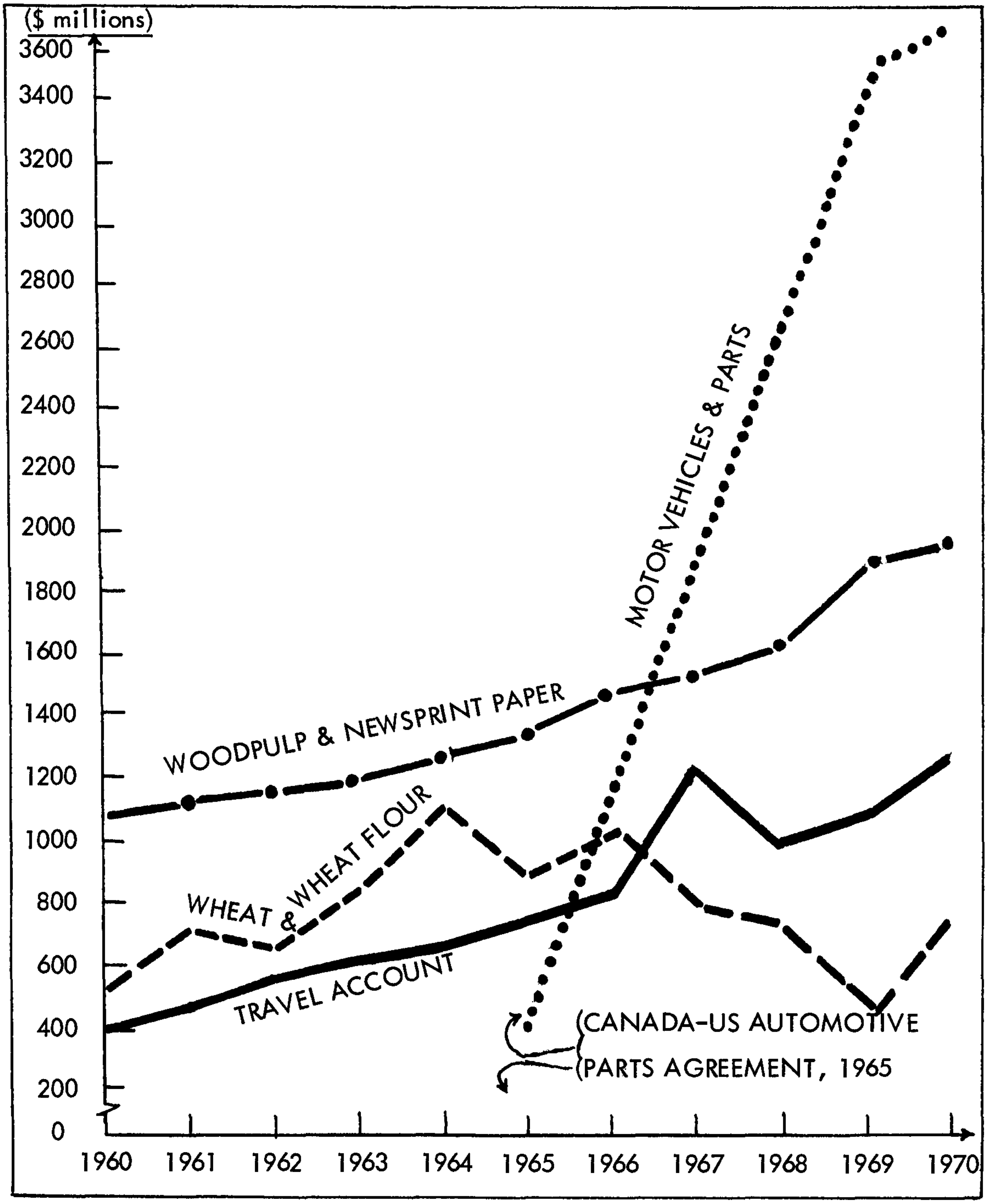
SOURCE: Statistics Canada, Catalogue No. 67-001.

TIB/Oct/71.

GRAPH B3

GROWTH TRENDS IN RECEIPTS FROM MAJOR CANADIAN EXPORTS*

1969 - 1970



SOURCE: Statistics Canada, Cat.No. 11-003 & No. 67-001.

* 37% of Exports of Goods and Services in 1970.

TIB/Oct/71.

PART C.

THE PHYSICAL ASPECTS OF THE CANADIAN TRAVEL INDUSTRY

I. PHYSICAL GEOGRAPHY*

Canada is a vast country, the largest in the Western Hemisphere and the second largest in the world (after the Soviet Union with 8,649,539 square miles). It occupies the northern half of the North American Continent with the exception of Alaska and Greenland and in its 3,852,000 square miles of territory encompasses many contrasts of topography, climate, vegetation and resources. 87% of the population lives within 200 miles of its southern border where the climate is generally more moderate. The southernmost point of the country is Middle Island in Lake Erie, at 41° 41' N, marking the limit of the southern Ontario peninsula which thrusts deep into the eastern United States and is almost semi-tropical in character. In a straight line 2,875 miles north, past the treeline and far into the arctic tundra is Cape Columbia on Ellesmere Island, Canada's northernmost point, at 83° 07' N. From east to west at the widest point, the straight-line distance is 3,223 miles — from Cape Spear, Newfoundland, at 52° 37' W, to Mount St. Elias, Yukon Territory, at 141° W.

Geographical situation places Canada at the crossroads of contact with the principal powers and some of the most populous areas of the world. In the south, Canada borders on the United States for a distance of 3,986.8 miles. In the north, the Arctic Archipelago penetrates far into the polar basin, making Canada neighbour to northern Europe and the Union of Soviet Socialist Republics. In the east, the salient of Labrador and the Island of Newfoundland commands the shortest crossings of the North Atlantic Ocean and links Canada geographically with Britain and France. In the west, the broad arc of land between Vancouver in southern British Columbia and Whitehorse in the Yukon Territory provides departure points for crossings of the North Pacific Ocean between continental North America and the Far East. The length of the Yukon-British Columbia border adjoining Alaska is 1,539.8 miles.

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* Part of this introduction is a slightly altered version of page 1 of the Canada Year Book, 1970 - 71.

This immense size, which seems to afford much scope for settlement, imposes its own burdens and limitations, particularly because much of the land is mountainous and rocky or is under an arctic climate. The developed portion of the country is probably not more than one-third of the total; the occupied farm land is less than 8% and the productive forest land 25% of the total. Canada's resource, development, recreation and tourism activities benefit substantially from the important "Canada Land Inventory". Produced under the responsibility of the federal Department of Environment, this now provides vital data and maps which have classified according to potential use categories some 28% of Canada's land area.

TABLE C1

LAND AREA OF CANADA CLASSIFIED AS OCCUPIED AGRICULTURAL OR FOREST, BY PROVINCE

(sq. miles)

	OCCUPIED AGRICULTURAL LAND	FOREST LAND	OTHER LAND	TOTALS, LAND AREA
NFLD	77	87,771	55,197	143,045
PEI	1,448	498	238	2,184
NS	2,893	14,580	2,929	20,402
NB	2,831	22,807	2,197	27,835
QUE	20,134	372,223	131,503	523,860
ONT	27,853	257,313	58,926	344,092
MAN	29,818	120,925	61,032	211,775
SASK	102,202	115,632	2,348	220,182
ALTA	76,536	154,690	17,574	248,800
BC	8,269	266,388	84,622	359,279
YT & NWT	9	275,799	1,182,976	1,458,784
CANADA	272,070	1,688,626	1,599,542	3,560,238

SOURCE: Canada Year Book, 1970-71.

TIB/Oct/71.

TABLE C2

APPROXIMATE LAND AND FRESHWATER AREAS, BY PROVINCE OR TERRITORY

(sq. miles)

	LAND	FRESHWATER	TOTAL	PERCENTAGE OF TOTAL AREA
NFLD	143,045	13,140	156,185	4.1 %
PEI	2,184	-	2,184	0.1 %
NS	20,402	1,023	21,425	0.6 %
NB	27,835	519	28,354	0.7 %
QUE	523,860	71,000	594,860	15.4 %
ONT	344,092	68,490	412,582	10.7 %
MAN	211,775	39,225	251,000	6.5 %
SASK	220,182	31,518	251,700	6.5 %
ALTA	248,800	6,485	255,285	6.6 %
BC	359,279	6,976	366,255	9.5 %
YT	205,346	1,730	207,076	5.4 %
NWT	1,253,438	51,465	1,304,903	33.9 %
CANADA	3,560,238	291,571	3,851,809	100.0 %

SOURCE: Canada Year Book, 1970-71.

TIB/Oct/71.

II. THE TRAVEL INDUSTRY

The "travel industry", while still lacking precise definition, is generally interpreted as consisting of all those facilities and services available for the attraction and handling of tourism activity. This is identified as the "supply" aspect of tourism as opposed to the "demand" aspect which includes all promotional efforts.

The travel industry can be broken down into several main sectors. The following sectors have been clearly identified by the Travel Industry Branch of the federal Office of Tourism and are largely compatible with International Union of Official Travel Organizations (IUOTO) and Organization for Economic Cooperation and Development (OECD) usage:

1. The Accommodation Sector;
2. The Transportation Sector;
3. The Dining Services (Hospitality) Sector;
4. The Outdoor Recreation and Resources Sector;
5. The Events and Attractions Sector;
6. The Travel Trade Services Sector.

(The development of definitions and standard classifications for data relating to these sectors is progressing. See Appendix B.).

These sectors and other key aspects of Travel Industry Development, such as Cultural and Image Development, and Tourism Related Training and Education, are dealt with in sections following. They will be expanded further in subsequent issues of this volume.

Note that the various industry associations give specialized attention to most of these sectors (see Part F. Section V.), as do most of the provinces.

Within the Travel Industry Branch's Evaluation and Improvement Division a travel development consultant officer is assigned specialized responsibility to assist development of each of the main sectors.

The following officers may be consulted for further information:

c/o Travel Industry Branch
Office of Tourism
Department of Industry, Trade and Commerce
150 Kent Street
Ottawa, Canada
K1A 0H6

Accommodation Consultant Officer:

(to be named)

Transportation Consultant Officer:

J.S. Grahame

Dining Services (Hospitality) Consultant Officer:

Mrs. M. St. George

Outdoor Recreation and Resources Consultant Officer:

R.B. Duncombe

Events and Attractions Consultant Officer:

F.A. Laflèche

Travel Trade Services:

(Contact Canadian Government Travel Bureau -- same address)

George Tawse-Smith, Manager, Travel Trade Relations.

II. THE TRAVEL INDUSTRY

1. The Accommodation Sector

The Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada was conducted by the Travel Industry Branch during 1970 and 1971. The survey related to all campground operations and non-campground operations of 100 units or less.

The study revealed that the average occupancy rate of the non-campground operations was 55% even after discounting the seasonal element. This would suggest that in Canada, as a whole, except for a short part of the summer, there is an excess supply in this size class of non-campground accommodation. Due to a high summer peaking of demand in the travel industry, it cannot be economical to have a plant which will accommodate all demand during this peak period.

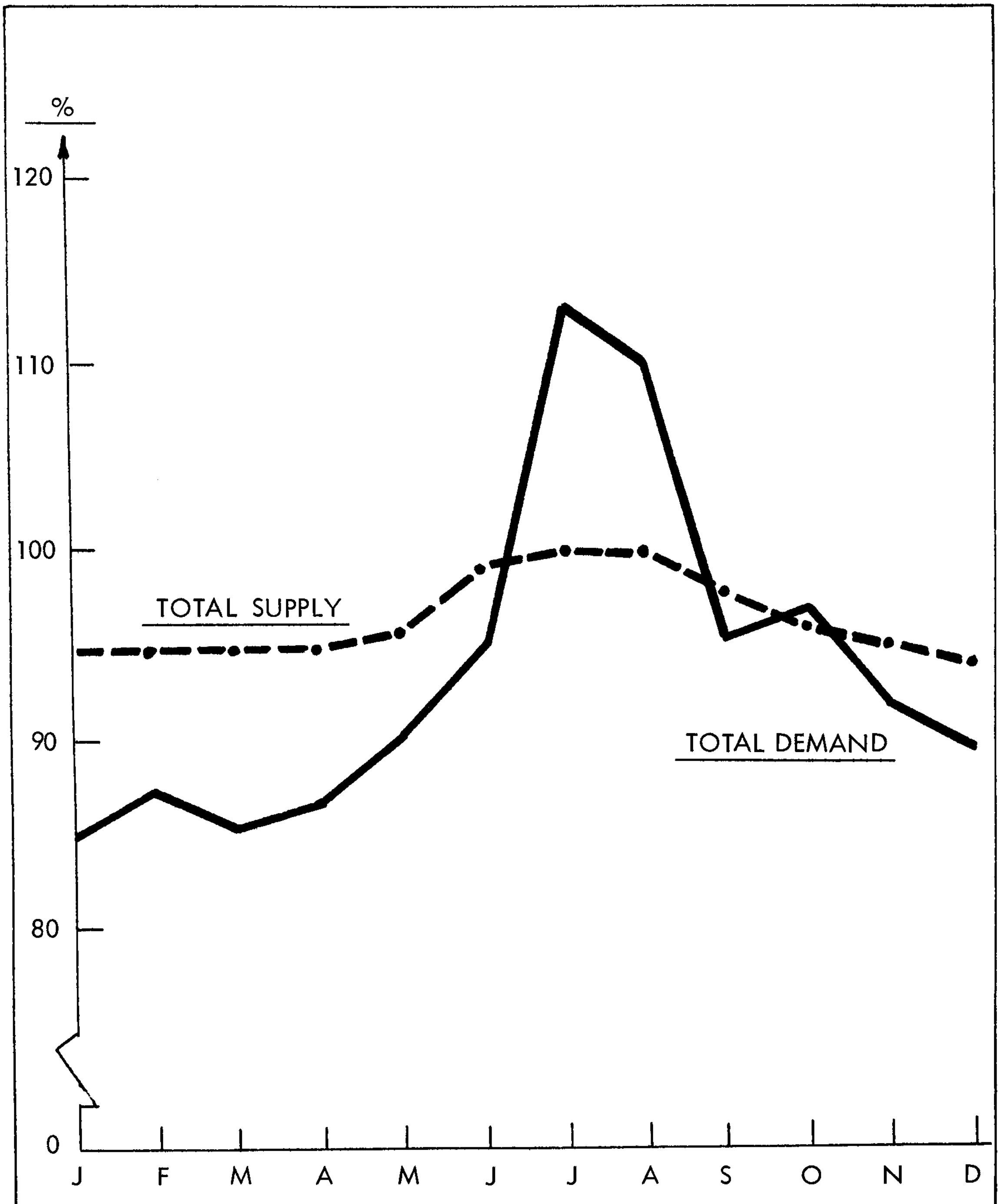
Though there did not appear to be an overall shortage of accommodation, there were undoubtedly shortages of certain types of accommodation, shortages at certain times, and shortages in certain places. Most of these shortages appear to be related to recreation-oriented travel as opposed to the more profitable business travel.

The accommodation sector is particularly susceptible to a large number of factors any one of which can have a great impact on profitability. Some of these factors, such as the weather, are oscillatory; others, for example the changing preferences of travellers, trend in one direction but are largely beyond the control of the sector operators; a few, however, such as size of operation, ancillary services offered, occupancy rates, seasonality of operation, and managerial capability, are within the sphere of influence of most operators.

The tables and graphs which follow, provide a composite picture of the accommodation sector of the travel industry in Canada.

GRAPH C3

SUPPLY AND DEMAND CURVES FOR HOTELS AND MOTELS IN CANADA 1970

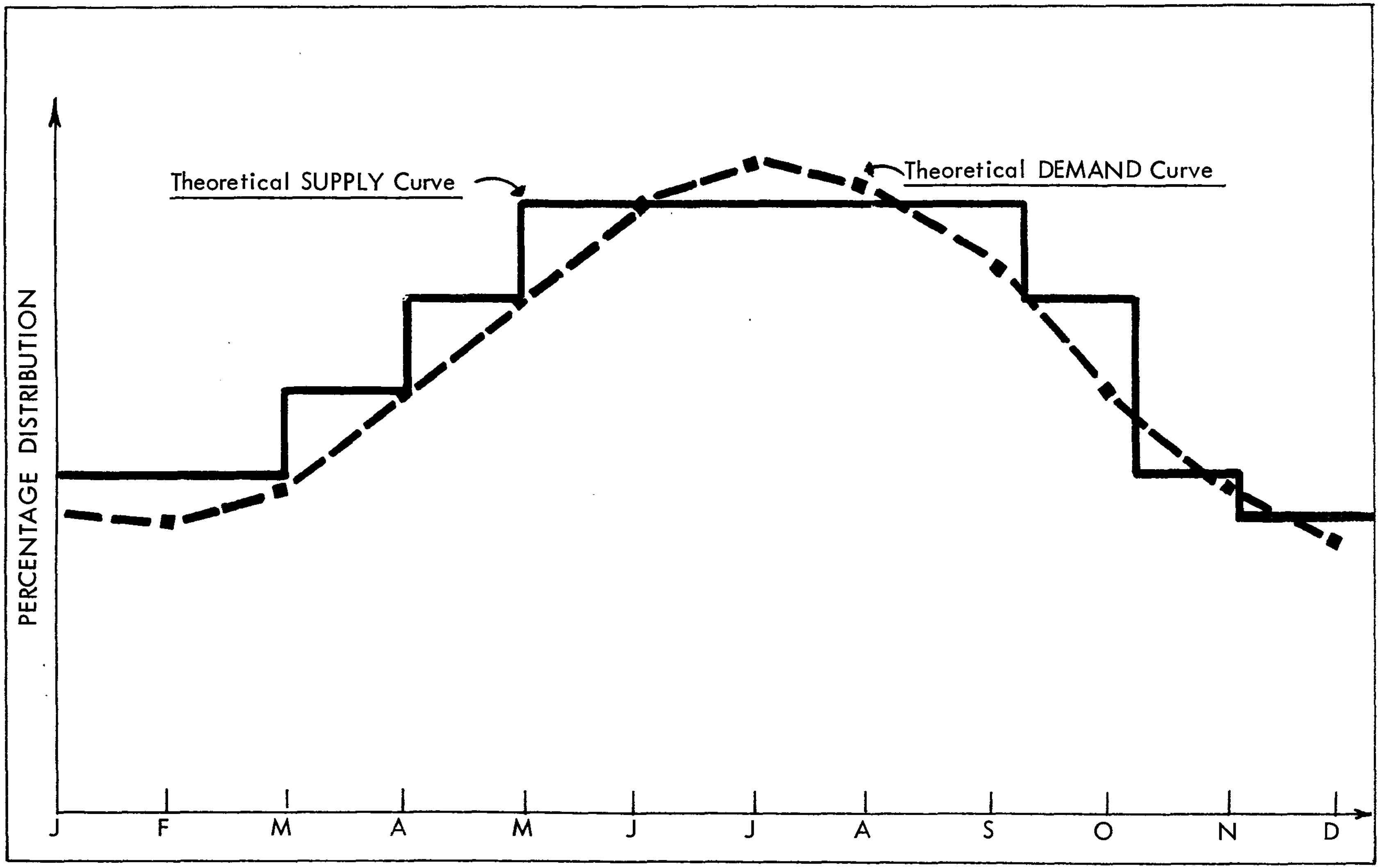


SOURCE: Travel Industry Branch, Office of Tourism.

TIB/Oct/71.

GRAPH C4

THEORETICAL INTERPLAY OF SUPPLY AND DEMAND FOR ACCOMMODATION FACILITIES IN CANADA



SOURCE: Travel Industry Branch, Office of Tourism.

TIB/Oct/71.

TABLE C5

PROJECTIONS OF TOTAL DEMAND FOR ACCOMMODATION BY CANADIANS & NON-RESIDENTS 1970, 1975, 1980.

	VACATION TRIPS Total Person Nights		PERSONAL TRIPS Total Person Nights		BUSINESS TRIPS Total Person Nights		TOTALS Total Person Nights	
	Hotel, Motel & Others	Camp Sites	Hotel, Motel & Others	Camp Sites	Hotel, Motel & Others	Camp Sites	Hotel, Motel & Others	Camp Sites
1970								
by Canadians	33,430,339	10,720,727	21,134,252	3,950,327	16,459,711	822,986	71,024,302	15,494,040
by Non-Residents	46,893,887	10,306,755	1,102,768	242,376	4,516,096	992,588	52,512,751	11,541,719
Total	80,324,226	21,027,482	22,237,020	4,192,703	20,975,807	1,815,574	123,537,053	27,035,759
1975								
by Canadians	42,201,945	13,511,808	30,465,509	5,694,487	23,727,045	1,186,353	96,394,499	20,392,648
by Non-Residents	54,362,866	11,948,354	1,278,409	280,980	5,235,395	1,150,681	60,876,670	13,380,015
Total	96,564,811	25,460,162	31,743,918	5,975,467	28,962,440	2,337,034	157,271,169	33,772,663
1980								
by Canadians	52,597,003	16,783,265	42,833,764	8,006,311	33,359,644	1,667,983	128,790,411	26,457,559
by Non-Residents	63,021,462	13,851,417	1,482,028	325,733	6,069,257	1,333,955	70,572,747	15,511,105
Total	115,618,465	30,634,682	44,315,792	8,332,044	39,428,901	3,001,938	199,363,158	41,968,664

SOURCE: Projected by the Travel Industry Branch, Canadian Government Office of Tourism.

TIB/Oct/71.

TABLE C6

DISTRIBUTION OF OPERATIONS BY TYPE AND PROVINCE

	Distribution of Total Accommodation in Canada		Percent of Each Type of Accommodation in Geographical Unity on Left			
	Number	Percent	Motels	Hotels	Others	Campgrounds
CANADA	21,654	100%	27.3%	29.5%	31.2%	12.0%
NFLD	266	1.2%	16.1%	40.3%	41.9%	1.6%
PEI	528	2.4%	17.5%	8.2%	67.7%	6.5%
NS	424	2.0%	36.1%	28.3%	13.4%	22.2%
NB	554	2.6%	42.7%	17.6%	32.2%	7.5%
QUE	4,543	21.0%	17.1%	51.1%	15.2%	16.5%
ONT	8,915	41.2%	25.8%	17.9%	46.1%	10.2%
MAN	633	2.9%	27.0%	38.3%	25.9%	8.7%
SASK	1,068	4.9%	24.1%	64.5%	8.6%	2.7%
ALTA	1,720	7.9%	32.1%	37.4%	19.2%	11.2%
BC	2,797	12.9%	43.9%	17.2%	24.3%	14.6%
YT&NWT	206	1.0%	23.3%	41.7%	30.0%	5.0%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

TIB/Oct/71.

TABLE C7

COMPARISONS BY SIZE OF OPERATION AND REGION (EXCLUDING CAMPGROUNDS AND OTHER OPERATIONS WITH MORE THAN 100 UNITS)

	PERCENTAGE OF TOTAL OPERATIONS IN SURVEY	PERCENTAGE OF TOTAL UNITS IN SURVEY	AVERAGE SIZE OF OPERATIONS IN UNITS
CANADA	100%	100%	17.7
Atlantic Provinces	6.3%	5.6%	15.7
Quebec	19.9%	19.4%	17.2
Ontario	42.7%	38.6%	16.0
Prairies, YT &NWT	15.4%	19.1%	21.9
British Columbia	15.7%	17.4%	19.6

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

TIB/Oct/71.

TABLE C8

DISTRIBUTION OF MOTELS, HOTELS AND OTHERS*
BY SIZE OF OPERATION

SIZE OF OPERATION	PERCENTAGE OF TOTAL OPERATIONS	PERCENTAGE OF TOTAL UNITS	AVERAGE SIZE (IN UNITS)
LESS THAN 11 UNITS	38.6%	15.0%	6.9
11 TO 25 UNITS	44.5%	42.1%	16.7
26 TO 50 UNITS	13.4%	27.7%	36.5
51 TO 100 UNITS	3.4%	15.2%	79.1
TOTAL	100.0%	100.0%	

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* Excluding operations with more than 100 units.

TIB/Oct/71.

TABLE C9

TYPES OF ACCOMMODATION BY SIZE AND SEASONALITY

	MOTELS	HOTELS	OTHERS
Less than 11 units	27.3%	29.8%	55.8%
11 to 25 units	51.0%	44.1%	39.4%
26 to 50 units	18.7%	19.0%	4.2%
51 to 100 units	2.9%	7.1%	0.6%
TOTAL	100.0%	100.0%	100.0%
In operation for 1 - 6 mos.	9.9%	5.5%	76.2%
In operation for 7 - 11 mos.	3.4%	0.6%	10.8%
In operation for 12 mos.	86.7%	93.9%	13.0%
TOTAL	100.0%	100.0%	100.0%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

TIB/Oct/71.

TABLE C10

OCCUPANCY RATES BY SIZE OF OPERATION

SIZE OF OPERATION	AVERAGE OCCUPANCY RATE
LESS THAN 11 UNITS	52%
11 TO 25 UNITS	55%
26 TO 50 UNITS	61%
51 TO 100 UNITS	62%
ALL SIZES	55%

SOURCE: *Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada*, Travel Industry Branch, 1971.

TIB/Oct/71.

TABLE C11

ANNUAL RATES OF HOTEL OCCUPANCY

IN OECD MEMBER COUNTRIES AND YUGOSLAVIA

1964 - 1970

Country	Annual rates (in per cent)						
	1964	1965	1966	1967	1968	1969	1970
Austria (1)	30.1	29.5	28.8	26.4	27.4	27.4	..
Belgium (2)	39	49	46	44	43	47	48.8
Canada	..	..	..	55	53	58	57
Denmark	..	..	..	..	..	41	42
Finland	..	..	..	61	60	63.6	63.5
France	..	..	..	..	..	..	..
Germany	38.1	38.1	37.5	35.8	34.4	34.9	35.8
Greece	..	..	..	..	..	49.0	..
Iceland	..	..	72	..	..	..	..
Ireland	34 (3)	38 (3)	..	..	..	..	
Italy	34.7	34.1	35.7	35.1	34.5	35.5	
Japan	72.0	73.3	74.9	78.3	80.5	81.2	86.1
Luxembourg	..	..	..	..	..	..	..
Netherlands	..	..	..	..	..	..	..
Norway (4)	58.1	58.2	57.9	56.0	55.3	55.1	55.1
Portugal	31.7	29.1	29.1	28.2	26.7	28.0	..
Spain	..	..	..	49	49.1	..	..
Sweden	69	70	69	68	66	66	65
Switzerland	47	[illegible]	45	44	43	44	46
Turkey	..	..	..	..	..	45	40
United Kingdom	..	..	..	..	..	..	..
United States (5)	61	62	62	61	61	59	55
Yugoslavia	41.5	42.5	42.8	41.3	38.5	41.6	40.7

SOURCE: Information supplied by OECD Member Countries and Yugoslavia in reply to the annual questionnaire of the Tourism Committee of the OECD.

Note : Occupancy rates registered in hotels only.

(1) 1967, 1968 and 1969 : Rates of occupancy of all tourist accommodation, except camping.
(2) Rates of occupancy of 14 registered hotels in Brussels.
(3) Hotels and guest houses.
(4) Approved hotels only.
(5) According to sample survey results published in "Survey of Current Business".

TABLE C12

MONTHLY RATES OF OCCUPANCY IN HOTELS OF OECD COUNTRIES AND YUGOSLAVIA 1967 - 1970

(in per cent)

Month	Austria (1)				Finland				Germany				Italy			
	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970
January	20.3	21.6	21.8	22.8	54	51	52	50.9	19.8	18.3	19.1	19.4	21.2	20.8	21.7	..
February	24.6	25.4	26.3	27.9	67	61	65	65.7	23.9	21.1	23.2	23.3	23.0	23.2	23.9	..
March	29.3	23.6	25.7	31.6	64	65	69	62.9	27.0	23.2	24.4	26.5	25.4	23.7	23.8	..
April	13.1	20.1	20.0	15.9	70	56	63	69.7	26.1	27.6	27.7	26.4	24.7	27.9	28.5	..
May	15.9	14.2	15.6	17.1	59	61	61	60.1	37.5	34.4	35.6	36.4	26.2	24.7	26.1	..
June	29.9	34.3	32.3	33.5	62	59	65	63.4	49.8	50.6	48.6	49.1	36.5	36.4	35.5	..
July	47.9	55.8	54.0	55.8	55	60	64	63.4	58.8	61.9	61.2	60.5	54.3	52.9	53.0	..
August	60.1	57.6	58.4	65.2	66	68	69	70.2	67.3	61.2	63.0	65.7	64.2	61.7	64.5	..
September	30.5	29.4	29.7	34.4	70	67	73	73.1	52.8	48.1	49.7	52.5	40.1	39.4	41.1	..
October	9.9	9.6	10.3	10.7	66	66	69	68.1	30.3	29.0	31.1	32.4	26.8	26.5	28.5	..
November	7.1	7.4	6.7	6.8	65	64	66	64.9	18.7	19.0	19.4	19.[illegible]	22.0	21.0	22.3	..
December	15.6	17.3	17.1	18.3	38	42	48	49.6	16.0	16.4	16.8	17.8	20.7	20.8	20.6	..

Month	Norway				Portugal				Spain				Sweden			
	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970
January	41.3	39.8	39.1	37.8	18.7	15.9	16.2	..	37.2	37.1	35.4	..	56	58	56	52
February	54.6	53.6	54.3	54.9	21.5	18.1	18.1	..	40.9	38.9	40.0	..	70	66	65	65
March	56.8	55.2	53.1	53.6	26.2	19.4	20.8	..	41.7	41.7	39.5	..	63	70	72	62
April	50.2	49.5	48.3	47.3	27.1	25.5	25.5	..	40.6	43.6	41.1	..	73	61	69	72
May	45.9	47.4	45.2	45.1	32.9	24.9	26.6	..	45.9	42.2	39.1	..	70	71	69	67
June	63.6	62.9	65.5	63.0	33.8	29.2	30.2	..	52.4	51.1	46.4	..	72	66	72	72
July	81.1	80.8	83.5	83.3	44.4	39.0	41.5	..	62.2	55.4	..	..	59	56	57	56
August	73.1	71.0	72.0	73.6	55.5	51.2	53.3	..	69.6	64.6	..	..	78	70	69	72
September	54.6	54.3	53.0	54.5	45.0	40.0	41.4	..	57.3	48.1	..	..	77	77	78	78
October	52.0	50.7	49.4	48.9	27.3	24.4	26.2	..	41.6	38.7	..	..	77	77	76	73
November	45.8	45.4	44.4	44.2	20.2	17.2	18.7	..	37.8	37.7	..	..	73	71	71	68
December	34.8	35.8	35.1	35.3	15.2	15.2	17.0	..	35.0	35.3	..	..	44	45	44	44

Month	Switzerland (2)				Yugoslavia				United States (3)				Japan (4)			
	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970	1967	1968	1969	1970
January	34	34	34	35	17.7	16.5	17.7	17.8	59	56	56	52	67.4	72.9	73.9	75.3
February	45	43	46	47	14.4	17.8	17.6	17.6	62	61	62	55	75.7	79.4	81.8	81.6
March	46	38	41	47	22.6	19.1	19.8	20.0	64	64	63	57	81.4	85.0	86.3	90.1
April	31	40	41	34	26.3	25.8	25.9	22.9	67	63	64	61	85.5	88.1	87.6	95.2
May	36	34	37	39	48.2	38.7	43.9	44.7	64	63	63	58	82.4	84.8	86.2	95.5
June	42	44	43	45	64.0	62.5	66.1	61.9	63	63	61	56	74.2	77.1	79.7	92.2
July	61	61	61	64	81.2	71.5	81.4	77.1	55	58	57	53	76.8	76.1	81.5	92.7
August	68	65	65	69	88.8	81.6	87.5	87.4	63	63	60	55	85.7	86.1	86.7	94.6
September	48	46	48	52	75.7	57.9	67.0	66.0	64	63	60	56	75.4	78.5	80.3	85.2
October	35	35	38	38	36.5	30.5	33.3	34.0	68	72	68	62	88.7	89.7	89.9	86.1
November	24	26	27	26	24.4	21.1	26.2	19.2	59	57	55	50	84.1	85.4	81.9	82.6
December	33	33	33	34	21.6	19.3	17.0	17.8	48	47	44	40	61.5	63.0	59.9	62.5

SOURCE: Information supplied by OECD Member countries and Yugoslavia in reply to the annual questionnaire of the Tourism Committee of the OECD.

Notes : (1) All tourist accommodation, except camping.
(2) Switzerland: Calculated on the number of available beds.
(3) United States: source: "Survey of Current Business".
(4) Rates concerning hotels member of the "Japan Hotel Association".

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TABLE C13

PROJECTED SUPPLY OF HOTELS, MOTELS AND OTHERS**

BY PROVINCE FOR 1970 AND BY TOTALS FOR 1975 AND 1980

PROVINCE	HOTELS		MOTELS		OTHERS		TOTAL	
	No. of Operations	No. of Units	No. of Operations	No. of Units	No. of Operations	No. of Units	No. of Operations	No. of Units
NFLD	121	1,854	61	1,032	125	1,508	307	4,394
PEI	11	405	77	1,150	47	658	135	2,213
NS	80	3,006	222	3,996	124	1,775	426	8,777
NB	55	2,783	205	4,064	131	1,175	391	8,022
QUE	1,768	48,665	1,486	31,990	553	13,736	3,807	94,391
ONT	1,227	44,559	2,001	36,810	2,823	21,619	6,051	102,988
MAN	265	8,146	202	3,589	204	1,414	671	13,149
SASK	400	9,728	207	3,726	60	818	667	14,272
ALTA	456	16,467	407	8,277	27	789	890	25,533
BC *	538	23,063	993	15,840	371	2,513	1,902	41,416
CANADA	4,921	158,676	5,861	110,474	4,465	46,005	15,247	315,155
TOTALS PROJECTED FOR: - 1975	4,963	163,892	8,027	174,278	5,411	58,327	18,401	396,497
- 1980	5,031	168,449	10,995	269,979	6,702	76,352	22,728	514,780

* Includes the Yukon and Northwest Territories.
** Not including Campgrounds.

SOURCE: Projections by Travel Industry Branch, Canadian Government Office of Tourism.

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TABLE C14

THE TOTAL NUMBER OF HOTELS AND HOTEL UNITS IN CANADA

1951 - 1980

YEAR	HOTELS	HOTEL UNITS
1951	5,092	146,441
1952	5,157	140,615
1953	5,209	149,653
1954	5,208	148,890
1955	5,081	147,812
1956	5,067	149,625
1957	5,151	151,517
1958	5,088	151,362
1959	5,269	154,725
1960	5,294	155,538
1961	5,128	154,674
1962	4,983	152,467
1963	4,787	150,687
1964	4,976	155,657
1965	4,846	154,959
1966	4,685	153,074
1967	4,621	154,679
1968	4,769	158,124
1969	NA	NA
1970*	4,921	158,676
1975*	4,963	163,892
1980*	5,031	168,449

SOURCE: Statistics Canada, Cat. No. 63-204.

* Projections by Travel Industry Branch, Canadian Government Office of Tourism.

NA - Not available.

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TABLE C15

TOTAL NUMBER OF MOTELS AND MOTEL UNITS IN CANADA

1958 - 1980

Year	Number of Motels	Number of Units	Remarks
1958	3,758	33,655	Number of units not including BC
1959	4,179	54,693	
1960	4,403	58,867	
1961	4,562	63,293	Not including PEI
1962	3,661	69,029	Not including Quebec
1963	3,493	59,861	Not including PEI or BC
1964	3,537	59,210	Not including PEI or BC
1965	5,753	63,593	Number of units not including BC
1966	4,846	79,595	
1967	5,079	85,846	
1968	3,428	59,367	Not including Quebec or Alberta
1969	NA	NA	
1970*	5,861	110,474	
1975*	8,027	174,278	
1980*	10,995	269,979	

SOURCE: Canadian Hotel & Restaurant, Maclean-Hunter Publishing Co. Ltd.

* Projections by Travel Industry Branch, Canadian Government Office of Tourism.
NA - Not available.

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TABLE C16

ECONOMIC CHARACTERISTICS BY SIZE OF OPERATION

MOTELS, HOTELS AND OTHERS**

CANADA

	LESS THAN 11 UNITS	11 to 25 UNITS	26 to 50 UNITS	51 to 100 UNITS	GRAND TOTAL	"HIGHEST-NET-INCOME" GROUP
Total number of operations	3,409	3,929	1,185	300	8,823	621
Average number of units per operation	6.9	16.7	36.5	79.1	17.7	38.0
Average market value of land and capital per operation	$80,235	$124,542	$327,270	$906,500	$161,239	$522,928
Value of land and capital/unit	$11,679	$7,458	$8,966	$11,460	$9,118	$13,794
Gross income/capital and land value	29.7%	39.8%	55.3%	40.6%	42.0%	56.0%
Average occupancy rate	52%	55%	61%	62%	55%	68%
Net return to land, capital and management	9.5%	12.7%	14.7%	15.6%	14.0%	23%
Average original loan	$18,403	$36,891	$107,920	$238,267	$46,978	$138,542
Average present credit needed	$23,215	$55,214	$109,196	$212,453	$54,568	$123,326
Average debt outstanding	$19,707	$42,689	$111,955	$229,034	$50,453	$155,620
Average owner equity	$60,528	$81,853	$215,315	$677,466	$110,786	$367,308
Equity ratio	75%	66%	66%	75%	69%	70%
% of gross receipts which could be repaid towards loans *	12%	15%	15%	12%	14%	13%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* As reported by operators.

** Excluding operations of more than 100 units.

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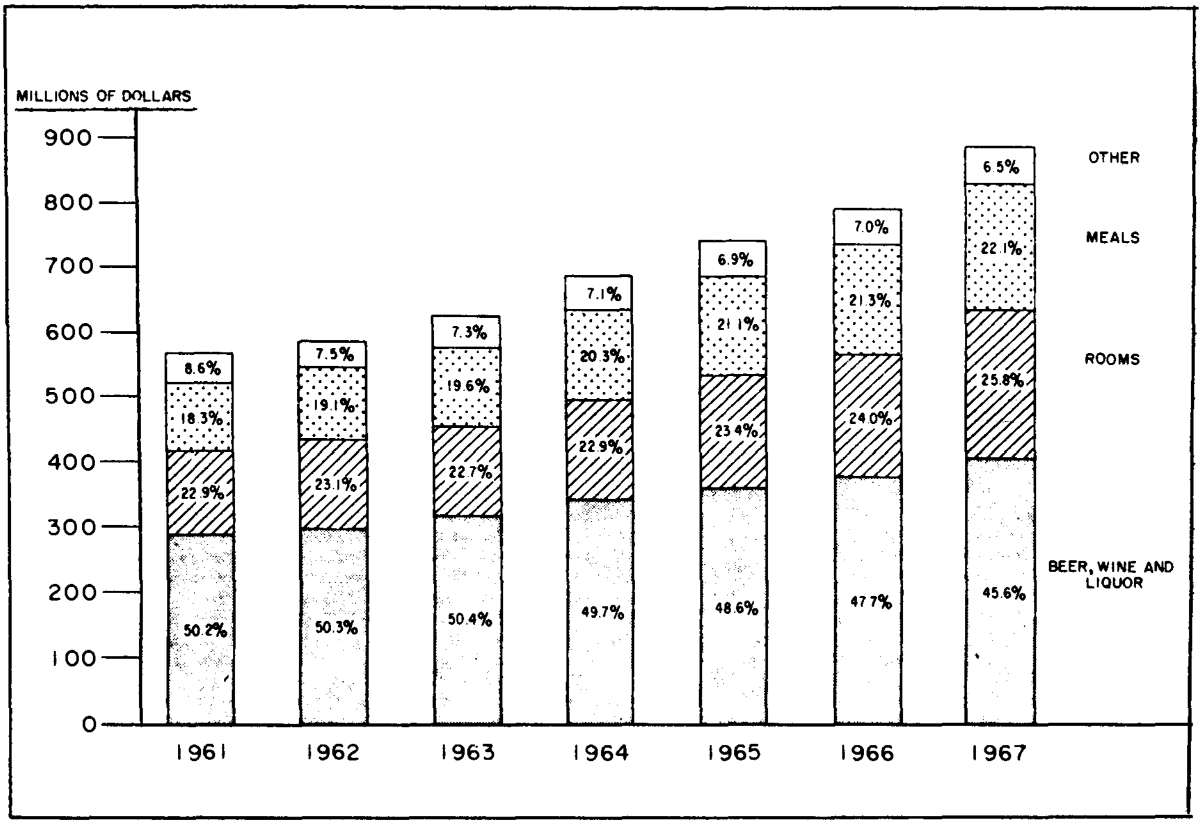
GRAPH C17

HOTEL RECEIPTS BY SOURCE

1961 - 1967



SOURCE: Statistics Canada, Cat. No. 63-204, 1967.

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TABLE C18

HOTEL RECEIPTS, BY SOURCE, 1949 - 1968

YEAR	Number of Hotels	Number of Rooms	RECEIPTS ($ Thousands) Rooms	Meals	Beer, Wine & Liquor	All Other Sources	* Total
1949	5,425	150,998	77,466	59,610	162,789	24,587	324,452
1950	5,169	146,353	75,842	58,586	162,815	25,147	322,390
1951	5,092	146,441	83,322	63,440	180,642	29,878	357,282
1952	5,157	140,615	89,879	67,269	201,759	33,029	391,936
1953	5,209	149,653	93,914	70,974	209,984	35,843	410,715
1954	5,208	148,890	94,094	70,829	204.555	36,378	405,856
1955	5,081	147,812	96,273	72,236	211,415	35,385	415,309
1956	5,067	149,625	104,453	78,169	223,398	35,811	441,831
1957	5,151	151,517	110,505	84,049	238,210	37,305	470,069
1958	5,088	151,362	111,174	87,550	243,695	37,876	480,295
1959	5,269	154,725	117,396	95,139	264,087	40,861	517,483
1960	5,294	155,538	120,890	98,641	283,223	42,703	545,457
1961	5,128	154,674	130,077	104,024	285,125	48,537	567,762
1962	4,983	152,467	135,751	112,306	295,868	43,764	587,689
1963	4,787	150,687	141,264	122,165	314,027	45,144	622,601
1964	4,976	155,657	157,381	139,281	341,407	48,687	686,756
1965	4,846	154,959	173,511	156,040	359,447	51,035	740,031
1966	4,685	153,074	190,265	168,246	376,885	55,146	790,542
1967	4,621	154,679	229,495	196,076	404,566	58,090	888,227
1968	4,769	158,124	240,250	208,346	443,563	64,059	956,219

SOURCE: Statistics Canada, Cat. No. 63-204, 1969.

* Components may not add to totals due to rounding.

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TABLE C19

NUMBER OF EMPLOYEES AND THEIR EARNINGS IN HOTELS - 1968

PROVINCE	NUMBER OF HOTELS	NUMBER OF ROOMS	AVERAGE NUMBER OF EMPLOYEES		SALARIES & WAGES	TOTAL RECEIPTS
			MALE	FEMALE	($'000)	($'000)
CANADA	4,769	158,124	42,243	36,897	246,552	956,219
NFLD	61	1,781	320	581	2,574	9,748
PEI	11	394	45	66	262	991
NS	86	3,383	656	678	3,819	12,742
NB	54	2,329	405	504	2,399	7,691
QUE	1,727	47,984	11,496	8,447	60,811	243,320
ONT	1,183	45,853	14,195	11,937	80,500	291,468
MAN	266	7,460	2,402	2,454	13,839	73,146
SASK	411	10,444	1,734	1,988	11,188	61,361
ALTA	449	16,886	5,014	4,080	28,351	106,938
BC	482	20,701	5,830	5,870	41,140	141,193
YT	33	714	85	190	953	4,874
NWT	6	195	59	102	716	2,746

SOURCE: Statistics Canada. Cat.No. 63-204, 1968.

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TABLE C20

NUMBER OF EMPLOYEES AND THEIR EARNINGS IN HOTELS - 1968

PROVINCE	NUMBER OF HOTELS	NUMBER OF ROOMS	AVERAGE NUMBER OF EMPLOYEES		SALARIES & WAGES	TOTAL RECEIPTS
			MALE	FEMALE		
FULL-YEAR LICENSED HOTELS					($'000)	($'000)
CANADA	4,007	135,572	40,300	34,281	234,687	911,880
NFLD	49	1,604	313	552	2,510	9,463
PEI	1	x	x	x	x	x
NS	23	1,749	545	473	3,131	10,167
NB	22	1,351	338	393	1,938	6,194
QUE	1,499	42,350	11,115	7,961	58,608	233,815
ONT	914	38,126	13,583	11,074	76,977	278,005
MAN	254	7,075	2,379	2,406	13,663	72,322
SASK	390	9,965	1,707	1,944	11,000	60,377
ALTA	419	14,262	4,509	3,595	25,324	97,377
BC	403	18,235	5,648	5,583	39,800	136,422
YT	27	x	x	x	x	x
NWT	6	195	59	102	716	2,746
SEASONAL LICENSED HOTELS						
CANADA	168	6,824	1,061	994	5,511	18,998
QUE	74	2,177	220	191	950	3,634
ONT	37	1,357	203	214	1,061	4,194
ALL OTHER PROVINCES	57	3,290	638	589	3,501	11,170

SOURCE: Statistics Canada, Cat.No. 63-204, 1968.

x : Confidential to meet secrecy requirements of the Statistics Act.

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TABLE C21

NUMBER OF EMPLOYEES AND THEIR EARNINGS IN HOTELS - 1968

PROVINCE	NUMBER OF HOTELS	NUMBER OF ROOMS	AVERAGE NUMBER OF EMPLOYEES MALE	AVERAGE NUMBER OF EMPLOYEES FEMALE	SALARIES & WAGES ($'000)	TOTAL RECEIPTS ($'000)
FULL-YEAR NON-LICENSED HOTELS						
CANADA	337	9,090	555	1,054	4,354	17,749
NFLD	10	157	7	28	64	277
PEI	4	84	6	29	66	236
NS	46	946	42	116	367	1,514
NB	28	682	30	81	251	1,042
QUE	104	2,474	145	235	1,138	5,247
ONT	69	1,850	156	260	1,022	3,697
MAN	2)	312	26	53	219	1,053
SASK	7)					
ALTA	17	814	51	98	426	1,690
BC	49)	1,771	92	154	801	2,994
YT	1)					
NWT	-	-	-	-	-	-
SEASONAL NON-LICENSED HOTELS						
CANADA	257	6,638	327	568	1,999	7,592
QUE	50	983	16	60	115	624
ONT	163	4,520	253	389	1,441	5,573
ALL OTHER PROVINCES	44	1,135	58	119	443	1,395

SOURCE: Statistics Canada, Cat. No. 63-204, 1968.

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TABLE C22

NUMBER OF STAFF EMPLOYED IN THE TOURIST INDUSTRY OF THE MEMBER COUNTRIES OF OECD AND YUGOSLAVIA 1967 - 1970

COUNTRIES	Date of Census	1967	1968	1969	1970
AUSTRIA (hotels and restaurants)	31st July	83,934	85,953	87,215	90,113
BELGIUM (hotels and restaurants) (1)	30th June	26,638	27,557	28,421	29,462
CANADA (hotels, restaurants and taverns)	November	120,647	127,879	141,339	145,188
(hotels)	..	78,006	79,140	..	..
FINLAND (hotels and restaurants)	Summer	..	39,000 (2)	..	total:
	Winter	..	35,000 (2)	..	43,300
GERMANY (hotels and restaurants)	April	452,000	420,000	389,000	403,000
IRELAND (hotels) (estimate)	High season	16,000	23,000(3)	16,000	19,000
- of which seasonal staff		5,000	..	5,000	8,000
ITALY (hotels)	..	282,000	295,000	309,000	..
JAPAN (hotels) (4)	1st June	33,890	35,641	39,615	46,206
LUXEMBOURG (hotels and restaurants)	..	..	..	..	4,166
NETHERLANDS (hotels and restaurants) (5)	1st January	..	..	51,812	53,881
NORWAY (hotels and restaurants)	31st July	32,100	32,200	32,700	..
	31st December	25,400	25,700	26,100	27,700
PORTUGAL (hotels)	High season	22,152	21,885	27,500	32,000
	Out of season	19,300	17,923	22,500	26,200
SPAIN (hotels)	August	88,968	..	..	..
SWITZERLAND (hotels)	31st July	73,549	74,458	74,465	73,358
	30th November	40,851	41,537	42,411	41,663
U.K. (hotels and restaurants etc.) (6)	June	582,000	571,000	543,000	520,000
U.S. (hotels and motels) (estimate)	..	..	665,000	..	..
YUGOSLAVIA (hotels and restaurants)	31st August	120,000	121,000	126,000	131,000

SOURCE: Information supplied by OECD Member countries and Yugoslavia in reply to the annual questionnaire of the OECD Tourism Committee.

Notes: (1) 1968 and 1969: Figures supplied by the "Office National de Sécurité Social" concerning the number of persons employed in hotels, restaurants and cafés. (2) Finland: of which 81% men; 1% of staff consists of foreign workers. (3) Number of persons employed during the high season in hotels and boarding houses. (4) Number of persons employed in hotels members of the Japan Hotel Association. (5) Number of employees paid according to Collective Labour Contracts. (6) New series from 1969.

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TABLE C23

CAMPGROUNDS BY SIZE OF OPERATION

SIZE (In Units)	PURE CAMPGROUNDS *				MIXED CAMPGROUNDS**			TOTAL CAMPSITES	
	No. of Camp-grounds	% of Total Camp-grounds	No. of Units	% of Total Units	No. of Oper-ations	No. of Units	% of Total Units	No. of Units	% of Total Units
Less than 26 units	507	28.7%	7,524	5.5%	1,829	20,901	25.2%	28,425	12.9%
26 to 50 units	433	24.5%	17,148	12.5%	353	12,793	15.4%	29,941	13.6%
51 to 100 units	433	24.5%	31,553	22.9%	317	20,764	25.1%	52,317	23.7%
More than 100 units	392	22.2%	81,391	59.1%	162	28,431	34.3%	109,822	49.8%
TOTAL	1,765	100%	137,616	100%	2,661	82,889	100%	220,505	100%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* "PURE" campgrounds are those which are found in operations which do not provide any other type of accommodation.
** "MIXED" campgrounds are those which are found in operations which also provide other types of accommodation such as cabins, motel rooms, etc.

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TABLE C24

DISTRIBUTION OF CAMPGROUNDS AND CAMPSITES* BY PROVINCE

	PURE CAMPGROUNDS **				MIXED CAMPGROUNDS ***			TOTAL CAMPSITES	
	CAMPGROUNDS		CAMPSITES		NO. OF CAMP GROUNDS	CAMPSITES		NO.	%
	NO.	%	NO.	%		NO.	%		
NFLD	5	0.2%	23	0.01%	20	96	0.8%	119	0.05%
PEI	23	1.3%	1,608	1.2%	18	331	0.7%	1,939	0.9%
NS	75	4.3%	6,111	4.4%	41	2,207	1.5%	8,318	3.8%
NB	32	1.8%	3,942	2.9%	27	959	1.0%	4,901	2.2%
QUE	638	36.2%	46,879	34.1%	374	18,580	14.0%	65,459	29.7%
ONT	588	33.3%	57,935	42.1%	1,129	29,859	42.4%	87,794	39.8%
MAN	30	1.7%	1,786	1.3%	41	923	1.5%	2,709	1.2%
SASK	2	0.1%	139	0.1%	87	2,059	3.2%	2,198	1.0%
ALTA	130	7.4%	4,578	3.3%	98	3,741	3.7%	8,319	3.8%
BC	242	13.6%	14,615	10.6%	805	23,826	30.2%	38,441	17.4%
YT&NWT	-	-	-	-	21	308	0.8%	308	0.13%
CANADA	1,765	100%	137,616	100%	2,661	82,889	100%	220,505	100%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* Excluding Government-owned operations.

** "PURE" campgrounds are those which are found in operations which do not provide any other type of accommodation.

*** "MIXED" campgrounds are those which are found in operations which also provide other types of accommodation such as cabins, motel rooms, etc.

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TABLE C25

DISTRIBUTION OF PURE* CAMPGROUNDS BY PROVINCE (IN PERCENTAGES)

PROVINCE	UNITS					OPERATIONS				
	Less than 26	26 to 50	51 to 100	More than 100	TOTAL	Less than 26	26 to 50	51 to 100	More than 100	TOTAL
NFLD	100%	-	-	-	100%	100%	-	-	-	100%
PEI	8.5%	-	34.8%	56.7%	100%	40.0%	-	30.0%	30.0%	100%
NS	3.4%	13.4%	18.4%	64.7%	100%	15.2%	30.3%	24.2%	30.3%	100%
NB	1.2%	5.4%	13.9%	79.5%	100%	7.1%	21.4%	21.4%	50.0%	100%
QUE	7.3%	13.8%	19.8%	59.0%	100%	31.4%	25.7%	20.0%	22.9%	100%
ONT	3.5%	10.2%	22.7%	63.6%	100%	21.3%	23.6%	29.8%	25.2%	100%
MAN	0.3%	23.9%	14.3%	61.6%	100%	7.7%	46.2%	15.4%	30.8%	100%
SASK	-	-	100%	-	100%	-	-	100%	-	100%
ALTA	15.5%	15.8%	18.9%	49.8%	100%	66.7%	15.9%	8.8%	8.8%	100%
BC	6.5%	17.5%	38.5%	37.5%	100%	26.4%	27.3%	33.0%	13.2%	100%
YT&NWT	-	-	-	-	-	-	-	-	-	-
CANADA	5.5%	12.5%	22.9%	59.1%	100%	28.7%	24.5%	24.5%	22.2%	100%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* "PURE" campgrounds are those which are found in operations which do not provide any other type of accommodation.

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TABLE C26

DISTRIBUTION OF ESTABLISHMENTS HAVING CAMPSITES AND OTHER UNITS BY PROVINCE (IN PERCENTAGES)

PROVINCE	UNITS					OPERATIONS				
	Less than 26	26 to 50	51 to 100	More than 100	TOTAL	Less than 26	26 to 50	51 to 100	More than 100	TOTAL
NFLD	100%	-	-	-	100%	100%	-	-	-	100%
PEI	51.7%	48.2%	-	-	100%	75.0%	25.0%	-	-	100%
NS	9.7%	10.7%	44.4%	35.1%	100%	38.8%	16.7%	33.3%	11.1%	100%
NB	15.7%	7.1%	41.6%	35.6%	100%	66.7%	8.3%	16.6%	8.3%	100%
QUE	12.8%	16.7%	21.8%	48.7%	100%	55.5%	20.7%	14.0%	9.8%	100%
ONT	28.5%	15.2%	22.9%	33.5%	100%	72.7%	11.7%	9.9%	5.7%	100%
MAN	33.1%	27.2%	39.8%	-	100%	66.7%	16.7%	16.7%	-	100%
SASK	46.7%	14.5%	25.5%	13.3%	100%	76.3%	10.5%	10.5%	2.6%	100%
ALTA	21.1%	6.7%	33.8%	38.4%	100%	67.4%	7.0%	16.3%	9.3%	100%
BC	30.0%	15.9%	26.6%	27.5%	100%	68.8%	13.0%	12.7%	5.4%	100%
YT&NWT	64.4%	35.6%	-	-	100%	88.9%	11.1%	-	-	100%
CANADA	25.2%	15.4%	25.1%	34.3%	100%	68.7%	13.3%	12.0%	6.1%	100%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry, in Canada, Travel Industry Branch, 1971.

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TABLE C27

DISTRIBUTION OF ALL ESTABLISHMENTS HAVING CAMPSITES (PURE* AND MIXED**) BY PROVINCE (IN PERCENTAGES)

PROVINCE	UNITS					OPERATIONS				
	Less than 26	26 to 50	51 to 100	More than 100	TOTAL	Less than 26	26 to 50	51 to 100	More than 100	TOTAL
NFLD	100%	-	-	-	100%	100%	-	-	-	100%
PEI	15.9%	8.2%	28.8%	47.1%	100%	55.6%	11.1%	16.7%	16.7%	100%
NS	5.1%	12.7%	25.3%	56.9%	100%	23.5%	25.5%	27.5%	23.5%	100%
NB	4.0%	5.8%	19.3%	70.9%	100%	34.6%	15.4%	19.2%	30.8%	100%
QUE	8.8%	14.7%	20.4%	56.1%	100%	40.3%	23.9%	17.8%	18.0%	100%
ONT	11.9%	27.6%	7.2%	53.4%	100%	55.1%	15.8%	16.7%	12.4%	100%
MAN	11.4%	25.0%	23.0%	40.6%	100%	41.9%	29.0%	16.1%	12.9%	100%
SASK	43.8%	13.6%	30.2%	12.4%	100%	74.4%	10.3%	12.8%	2.6%	100%
ALTA	18.0%	11.7%	25.6%	44.7%	100%	67.0%	12.0%	12.0%	9.0%	100%
BC	21.1%	16.5%	31.1%	31.3%	100%	59.0%	16.3%	17.4%	7.2%	100%
YT&NWT	64.4%	35.6%	-	-	100%	88.9%	11.1%	-	-	100%
CANADA	12.9%	13.6%	23.7%	49.8%	100%	52.8%	17.8%	17.0%	12.5%	100%

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* "PURE" campgrounds are those which are found in operations which do not provide any other type of accommodation.

** "MIXED" campgrounds are those which are found in operations which also provide other types of accommodation such as cabins, motel rooms, etc.,

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TABLE C28

AVERAGE NUMBER OF CAMPSITES

PER PURE* OPERATION BY PROVINCE

Newfoundland	5.0
Prince Edward Island	70.5
Nova Scotia	81.2
New Brunswick	123.5
Quebec	73.4
Ontario	98.5
Manitoba	60.3
Saskatchewan	61.0
Alberta	35.2
British Columbia	60.5
Yukon and Northwest Territories	-
CANADA	78.0

SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

* "PURE" campgrounds are those which are found in operations which do not provide any other type of accommodation.

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2. The Transportation Sector

The physiography, climate, population distribution and even the history of Canada present unusual problems and challenges for the development, implementation and supervision of an effective transportation system.

The achievement of efficient and low-cost transportation services in the face of these many difficulties has been one of Canada's most important goals, since a good transportation network is essential to Canadian nationhood. The low density of the Canadian population has required very high per capita investment in such a network.

In passenger transportation, the private automobile plays a dominant role in providing services. Motor vehicle registration (passenger automobiles) continue to increase year by year, to a total of 6,433,283 in 1969* yielding an average population per passenger car of 3.3.

The following tables give a picture of the Canadian transportation plant as it relates to tourism.

* Figures for 1970 and 1971 not available.

TABLE C29

LOWEST AVAILABLE ROUND-TRIP FARE BY SELECTED MAJOR FARE CATEGORY, CHANGES IN LOWEST AVAILABLE FARES AND 1971 FARE LEVELS PER MILE

From: MONTREAL	1960		1965	1971	MILEAGE	FARE PER MILE			
						1960		1965	1971
	PROP	JET				PROP	JET		
To: Vancouver									
1.	$ -	$246.00	$240.00	$290.00	4,576	-	5.38¢	5.24¢	6.34¢
2.	$ -	-	-	-		-	-	-	-
3.	$ -	-	$218.00	$232.00		-	-	4.76¢	5.07¢
To: London									
1.	$433.20	$457.20	$399.00	$430.00	6,482	6.68¢	7.05¢	6.16¢	6.63¢
2.	$299.00	$329.00	$299.00	$258.00		4.61¢	5.08¢	4.61¢	3.98¢
3.	-	-	-	$225.00		-	-	-	3.47¢
To: Paris									
1.	$442.80	$496.80	$410.40	$474.00	6,868	6.45¢	7.23¢	5.98¢	6.90¢
2.	$338.60	$368.60	$320.80	$283.00		4.93¢	5.37¢	4.67	4.12¢
3.	-	-	-	$247.00		-	-	-	3.60¢
To: Tokyo									
1.	$1,622.90	$1,676.90	$1,790.00	$954.00	12,922	12.56¢	12.98¢	13.85¢	7.38¢
2.	$1,518.00	$1,548.70	$1,694.00	$833.00		11.75¢	11.98¢	13.11¢	6.45¢
3.	-	-	-	-	-	-	-	-	-
To: New York									
1.	-	$ 42.00	$ 52.00	$ 64.00	666	-	.0631¢	7.81¢	9.61¢
2.	-	-	-	-		-	-	-	-
3.	-	-	$ 44.00	$ 52.00			-	6.61¢	7.81¢

SOURCE: Air Transport Committee and Air Canada.

NOTES:
1. Normal Economy (off peak)
2. Individual Excursion (off peak - 9 to 45 Days)
3. Group Excursion

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TABLE C30

LOWEST AVAILABLE ROUND-TRIP FARE BY SELECTED MAJOR FARE CATEGORY, CHANGES IN LOWEST AVAILABLE FARES AND 1971 FARE LEVELS PER MILE

From:	To:	1963 ($ U.S.)	1971 ($ U.S.)	Changes in Lowest Available Fare 1963 - 1971	1971 Fare Level Per Mile ** (cents)
New York					
	London				
	Normal Economy (1)	499.70	452.00	)	6.565¢
	Individual Excursion (2,3)	350.00	272.00	) -37%	3.951¢
	Group Excursion (4,5)	310.00	197.00	)	2.861¢
	Bombay				
	Normal Economy	1,204.60	1,228.00	)	7.885¢
	Individual Excursion (6)	954.60	695.00	) -31%	4.463¢
	Group Excursion (7)	-	655.00	)	4.206¢
	Rio de Janeiro				
	Normal Economy	627.00	684.00	)	7.120¢
	Individual Excursion (8)	-	495.00	) -37%	5.153¢
	Group IT* (9,10)	-	395.00	)	4.112¢

SOURCE: IUOTO D.30 (Study on the Impact of Air Fares on Tourist Development) XIInd General Assembly 1971.

NOTES:
(1) Off-peak (2) Winter (3) 29-45 days (4) Off-peak (5) Eastbound 40 pax. & Westbound 30 pax
(6) 21-60 days (7) 14-28 days (8) Winter & Southbound only (9) 16 Sep-30 Nov, 71 and 15 Jan-31 Mar, 72.
* Inclusive Tours.
** Computed by Travel Industry Branch, Canadian Government Office of Tourism.

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TABLE C31

SOME SELECTED STATISTICS ON REVENUES AND EXPENSES OF COMMERCIAL AVIATION IN CANADA, 1964 - 1970.

YEAR	FUEL		OIL		NUMBER OF EMPLOYEES	SALARIES AND WAGES	OPERATING REVENUES	OPERATING EXPENSES
	Gallons	Cost	Gallons	Cost				
	(Millions)	(Millions)	(Thousands)	(Millions)		(Millions)	(Millions)	(Millions)
1964	218.0	$36.2	343.1	$0.9	17,795	$116.5	$334.9	$315.6
1965	249.3	$40.5	395.3	$0.9	19,007	$129.8	$392.8	$368.2
1966	292.9	$47.0	457.6	$1.0	21,440	$151.1	$460.7	$431.4
1967	348.3	$54.3	482.0	$1.1	24,686	$186.9	$544.5	$517.3
1968	397.6	$64.9	498.9	$1.3	26,550	$214.6	$616.4	$576.5
1969	443.4	$77.9	455.4	$1.2	28,625	$245.4	$701.2	$667.4
1970	510.2	$87.5	359.2	$1.2	30,698	$300.7	$821.8	$787.0

SOURCE: Statistics Canada, Cat.No. 51-202 and Quarterly (Oct-Dec 70 - Cat.No. 51-002).

TIB/Jan/72.

TABLE C32

SOME SELECTED STATISTICS ON COMMERCIAL AVIATION IN CANADA, 1964 - 1970.

YEAR	HOURS FLOWN	MILES FLOWN	PASSENGERS CARRIED	PASSENGER-MILES
	CANADIAN CARRIERS - GROUP I TO IV			
REVENUE OPERATIONS				
1964	661,508	103,451,614	5,782,088	4,408,882,451
1965	781,774	117,237,963	6,570,449	5,196,130,630
1966	940,434	135,058,819	7,461,687	5,983,333,641
1967	1,100,949	160,492,523	8,947,850	7,327,247,275
1968	1,158,462	181,531,021	9,305,478	8,169,629,141
1969	1,196,310	199,250,095	10,361,115	9,477,251,334
1970	1,252,549	216,323,533	11,758,340	11,551,156,923
NON-REVENUE OPERATIONS				
1964	21,363		36,026	207,986,297
1965	29,898		38,336	224,745,710
1966	42,691		40,808	254,032,603
1967	44,817		47,022	290,276,354
1968	42,916		55,191	405,322,479
1969	40,025		N.A.	N.A.
1970	3,046,183		N.A.	N.A.
	CANADIAN AND FOREIGN CARRIERS			
REVENUE OPERATIONS	*	**	**	***
1964	679,784	110,138,322	6,774,652	4,200,293,067
1965	801,129	124,448,003	7,838,539	5,065,493,215
1966	963,067	143,589,016	9,023,691	6,025,992,516
1967	1,128,736	171,195,228	11,596,102	7,558,559,689
1968	1,188,228	192,935,045	11,857,701	8,066,168,412
1969	1,228,167	210,869,336	13,273,724	8,813,017,643
1970	1,651,675	229,741,076	15,040,414	10,280,184,926

SOURCE: Statistics Canada, Cat.No. 51-202 and Quarterly (Oct-Dec 70 - Cat.No. 51-002)

* All Services

** Transportation Services

*** Unit Toll Transportation

N.A. : Not Available.

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TABLE C33

CHARTER FLIGHTS, PASSENGERS, CARGO AND REVENUES FOR ALL AIRLINES BY AREA OF SERVICE - 1970

	Africa	Asia	Europe	Pacific	Southern	U.S.A.		TOTAL
						Continental	Hawaii	
FLIGHTS								
Pro-rata	-	145	3,838	-	195	251	31	4,460
Entity								
Passengers	7	16	162	1	127	830	-	1,143
Cargo	20	7	68	4	50	219	-	368
Inclusive Tour	-	6	24	-	388	33	138	589
TOTAL	27	174	4,092	5	760	1,333	169	6,560
PASSENGERS								
Pro-rata	-	24,938	622,836	-	21,210	23,585	4,997	697,566
Entity	643	2,550	22,591	177	13,152	45,390	-	84,503
Inclusive Tour	-	906	2,701	-	39,148	2,806	16,871	62,432
TOTAL	643	28,394	648,128	177	73,510	71,781	21,868	844,501
CARGO (Tons)								
TOTAL	502.0	180.3	1,997.9	79.6	1,076.8	889.8	-	4,726.4
REVENUES								
Pro-rata ($000's)	-	$4,695	$63,606	-	$1,489	$1,012	$419	$71,221
Entity								
Passengers	$193	$493	$2,794	$33	$906	$2,521	-	$6,940
Cargo	$614	$194	$1,000	$151	$501	$491	-	$2,954
Inclusive Tour	-	$178	$317	-	$2,832	$164	$1,395	$4,885
TOTAL *	$807	$5,558	$67,719	$184	$5,727	$4,188	$1,814	$86,000

SOURCE: Statistics Canada, Cat. No. 51-003 Quarterly.

* Revenue totals may not match due to rounding.

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TABLE C34

CHARTERS* - ALL COUNTRIES - JAN-DEC 1970

	TRIPS ORIGINATING IN CANADA		TRIPS ORIGINATING OUTSIDE CANADA		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
OUTBOUND FROM CANADA	2,557	320,174	758	108,902	3,315	429,076
INBOUND TO CANADA	2,067	283,105	1,178	132,320	3,245	415,425
TOTAL	4,624	603,279	1,936	241,222	6,560	844,501

CARRIERS

	CANADIAN CARRIERS		FOREIGN CARRIERS		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
SCHEDULED	1,525	183,266	752	99,199	2,277	282,465
NON-SCHEDULED	2,587	307,241	1,696	254,795	4,283	562,036
TOTAL	4,112	490,507	2,448	353,994	6,560	844,501
	62.7%	58.1%	37.3%	41.9%	100%	100%

SOURCE: Statistics Canada, Cat.No. 51-003 Quarterly.

* For Charters using Aircraft in excess of 18,000 lbs.

TIB/Dec/71.

TABLE C35

CHARTERS* - USA/CANADA (INCLUDING HAWAII) JAN-DEC 1970

	TRIPS ORIGINATING IN CANADA		TRIPS ORIGINATING OUTSIDE CANADA		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
OUTBOUND FROM CANADA	589	40,180	142	7,282	731	47,462
INBOUND TO CANADA	378	33,522	393	12,665	771	46,187
TOTAL	967	73,702	535	19,947	1,502	93,649

CARRIERS

	CANADIAN CARRIERS		FOREIGN (USA) CARRIERS		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
SCHEDULED	398	26,549	147	9,612	545	36,161
NON-SCHEDULED	722	50,123	235	7,365	957	57,488
TOTAL	1,120	76,672	382	16,977	1,502	93,649
	74.6%	81.9%	25.4%	18.1%	100%	100%

SOURCE: Statistics Canada, Cat.No. 51-003 Quarterly.

* For Charters using Aircraft in excess of 18,000 lbs.

TIB/Dec/71.

TABLE C36

CHARTERS* - USA/CANADA - (EXCLUDING HAWAII) JAN-DEC 1970

	TRIPS ORIGINATING IN CANADA		TRIPS ORIGINATING OUTSIDE CANADA		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
OUTBOUND FROM CANADA	508	29,502	142	7,282	650	36,784
INBOUND TO CANADA	290	22,332	393	12,665	683	34,997
TOTAL	798	51,834	535	19,947	1,333	71,781

CARRIERS

	CANADIAN CARRIERS		FOREIGN (USA) CARRIERS		TOTAL	
	TRIPS	PASSENGERS	TRIPS	PASSENGERS	TRIPS	PASSENGERS
SCHEDULED	359	22,114	146	9,516	505	31,630
NON-SCHEDULED	594	32,967	234	7,184	828	40,151
TOTAL	953	55,081	380	16,700	1,333	71,781
	71.4%	76.7%	28.6%	23.3%	100%	100%

SOURCE: Statistics Canada, Cat.No. 51-003 Quarterly.

* For Charters using Aircraft in excess of 18,000 lbs.

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TABLE C 37

NUMBER OF CHARTER PASSENGERS 1969 BY COUNTRIES

COUNTRIES	EUROPEAN PASSENGERS TO CANADA		CANADIAN PASSENGERS TO EUROPE	
	100% LOAD FACTOR	90% LOAD FACTOR	100% LOAD FACTOR	90% LOAD FACTOR
Austria	2,610	2,088	319	255
Belgium	1,441	1,552	1,779	1,423
Denmark	1,912	1,529	697	557
England	96,113	76,890	33,219	26,575
Finland	1,648	1,318	622	497
France	8,006	6,404	2,374	1,899
Germany	10,548	8,438	2,319	1,855
Greece	3,179	2,543		
Holland	20,494	16,395	13,896	11,116
Hungary	332	265	800	640
Ireland	4,131	3,304	4,932	3,945
Italy	7,251	5,800	250	200
Malta	165	132		
Norway	1,952	1,561	306	244
Poland	1,485	1,168	800	640
Portugal	138	110		
Scotland	15,178	12,142	13,655	10,924
Spain	2,524	2,019		
Switzerland	1,247	997		
Yugoslavia	1,214	971	278	222
TOTAL	181,568	145,254	76,246	60,996

SOURCE: Extracted by TIB from various Statistics Canada Reports of the number of flights approved by the Canadian Transport Commission.

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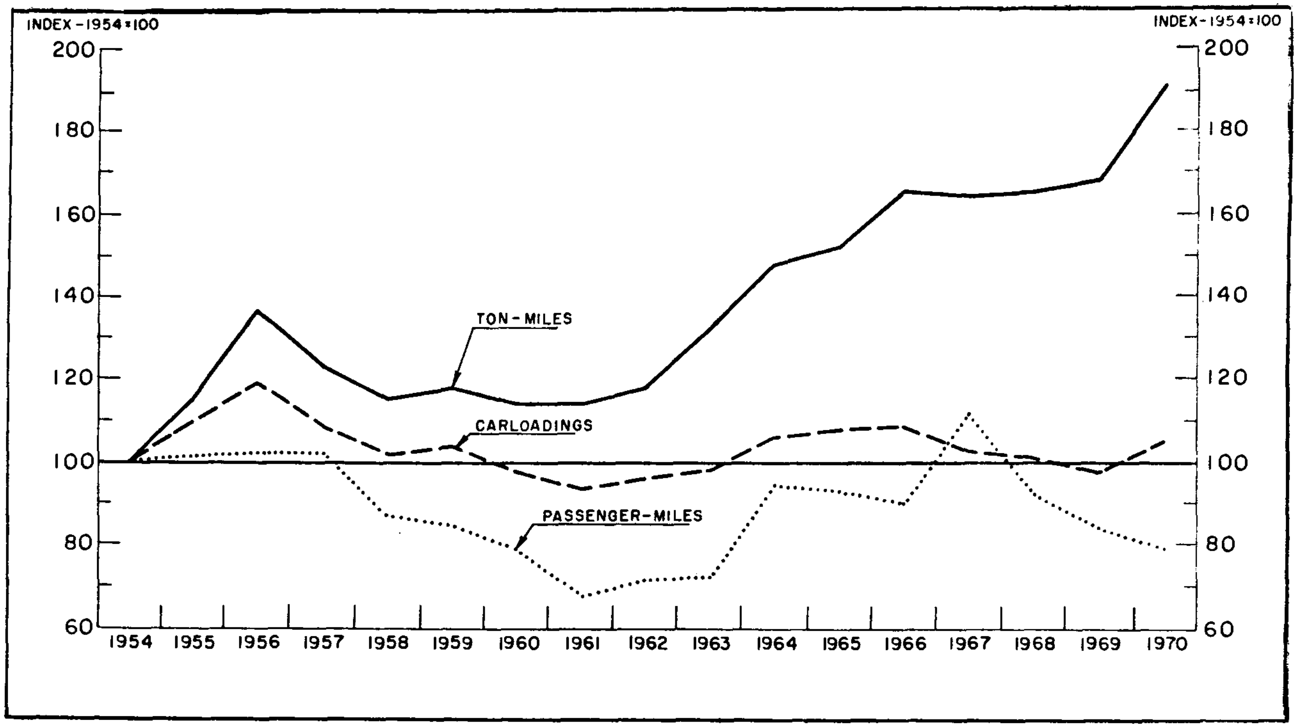
CHART C38

TRAFFIC TRENDS, COMMON CARRIER RAILWAYS IN CANADA, 1954 - 1970



SOURCE: Statistics Canada, Cat. No. 52-210 (1970).

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TABLE C39

RAILWAY TRANSPORT INVESTMENTS IN ROAD AND EQUIPMENT PROPERTY AT DECEMBER 31, 1945 - 1969

YEAR	INVESTMENT CHANGES DURING THE YEAR					TOTAL INVESTMENTS TO DECEMBER 31
	ROAD	EQUIPMENT	GENERAL	UNDISTRIBUTED*	TOTALS	
1945	$6,018,594	$20,667,942	- $24,644	-$6,163,713	$20,498,179	$3,323,720,838
1950	$31,808,838	$52,666,164	$104,692	-$2,642,423	$81,937,271	$3,784,704,946
1955	$41,034,168	$77,802,675	- $316,406	-$12,615,995	$105,904,442	$4,777,279,050
1960	$113,587,736	-$12,920,826	- $35,546	$6,742,707	$107,374,071	$6,744,706,342
1965	$84,097,911	$100,984,284	$325,546	-$34,923,757	$150,483,984	$7,284,621,061
1966	$98,279,584	$108,644,249	$1,134,113	-$18,946,523	$189,111,423	$7,473,732,484
1967	$107,331,272	$95,014,300	$993,473	$7,741,646	$211,080,691	$7,684,813,175
1968	$98,531,914	$25,377,470	$1,139,173	$60,709,923	$185,758,480	$7,870,571,655
1969	$238,542,420	$44,642,509	$1,610,835	-$4,333,071	$280,462,693	$8,066,442,313

SOURCE: Statistics Canada, Cat. No. 52-207.

* Non-rail property.

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TABLE C40

RAILWAY TRANSPORT OPERATING STATISTICS - (1945 - 1970)

YEAR	FIRST MAIN TRACK MILEAGE	CARS IN PASSENGER SERVICE	PASSENGERS CARRIED	AVERAGE PASSENGER			PASSENGER TRAIN REVENUES
				NUMBER PER PASSENGER CAR	JOURNEY (miles)	RECEIPTS PER PASSENGER CAR	
1945	42,352	6,211	53,407,845	23	119.5	45.4¢	$173,921,689
1950	42,979	6,338	31,139,092	13	90.4	35.8¢	$139,714,687
1955	43,444	6,574	27,229,962	13	106.2	36.8¢	$160,373,599
1960	44,209	5,119	19,497,233	13	116.1	38.5¢	$119,301,966
1965	43,347	3,647	24,625,643	16	108.3	38.6¢	$108,101,662
1966	43,193	3,669	23,201,319	16	111.6	39.4¢	$102,753,294
1967	43,168	3,444	24,638,443	17	127.3	42.6¢	$126,761,056
1968	43,168	2,999	19,952,708	17	128.0	42.9¢	$106,176,471
1969	43,613	2,942	18,863,895	18	123.8	47.9¢	$108,903,896
1970	43,982	2,801	NA	NA	NA	NA	$113,713,713

SOURCE: Statistics Canada, Cat. Nos. 52-207 and 52-209.

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TABLE C41

EMPLOYEES AND THEIR COMPENSATION, 1970 - ALL RAILWAYS

OCCUPATIONAL CLASSIFICATION	NUMBER OF EMPLOYEES (Average)	SERVICE HOURS PAID FOR	TOTAL COMPENSATION	AVERAGE HOURS PAID FOR	AVERAGE SALARIES AND WAGES	
					PER HOUR	PER YEAR
General	15,845	33,498,078	$132,096,652	2,114	$3.94	$8,337
Road Maintenance	21,449	49,295,667	$159,903,524	2,298	$3.24	$7,455
Equipment Maintenance	29,217	62,775,023	$222,986,048	2,149	$3.55	$7,632
Transportation	50,007	111,155,911	$416,243,044	2,223	$3.74	$8,324
TOTALS	116,518	256,724,679	$931,229,268	2,203	$3.63	$7,992

SOURCE: Statistics Canada, Cat.No. 52-212.

NOTE: Does not include Express, Highway Transport, Telecommunications and Outside Operations.

TIB/Jan/72.

TABLE C42

REGISTRATION OF MOTOR VEHICLES, DRIVERS, ETC., 1969

Province	Motor Vehicle Licences*	Total Buses	Trailer Licences	Other Licences (Drivers')	Gasoline Outlets	Garage Licences	Average Population Per		Average No. of Passenger Cars Per Family
							Motor Vehicle	Passenger Car	
NFLD	85,667	803	8,039	120,964	859	-	4.6	6.0	0.86
PEI	29,229	231	3,250	21,414	320	20	2.8	3.8	1.27
NS	232,940	1,327	32,584	91,678	1,741	-	2.4	3.3	1.39
NB	156,102	1,169	21,606	169,370	1,754	1,617	3.1	4.0	1.19
QUE	1,534,682	14,967	160,133	1,285,488	-	7,032	3.0	3.9	1.21
ONT	2,501,718	12,040	244,935	2,040,628	13,178	13,137	2.5	3.0	1.43
MAN	299,695	245	51,417	328,739	2,488	**	2.5	3.3	1.33
SASK	284,356	4,111	43,735	495,684	4,114	-	2.0	3.4	1.30
ALTA	508,835	4,785	86,214	880,835	2,037	1,911	2.1	3.1	1.47
BC	790,493	-	114,420	1,106,350	1,816	1,362	2.0	2.6	1.65
YT&NWT	9,566	74	2,595	9,763	-	-	2.4	5.0	1.19

SOURCE: Statistics Canada, Cat. No. 53-219.

* Passenger automobiles, including taxicabs and drive yourself.

** No licence required.

TIB/Oct/71.

TABLE C43

REGISTRATION OF MOTOR VEHICLES, DRIVERS, ETC., 1960 - 1969

Year	Motor Vehicle Licences*	Total Buses	Trailer Licences	Other Licences (Drivers')	Gasoline Outlets	Garage Licences	Average Population Per		Average No. of Passenger Cars Per Family
							Motor Vehicle	Passenger Car	
1960	4,104,415	17,562	323,301	4,473,533	42,427	24,894	3.4	4.3	0.99
1961	4,325,682	19,549	361,207	4,728,184	43,612	25,394	3.3	4.2	1.03
1962	4,531,384	21,301	398,704	4,929,307	43,097	26,613	3.2	4.1	1.07
1963	4,788,896	22,592	427,783	5,115,661	44,983	27,072	3.1	3.9	1.11
1964	5,037,861	24,189	491,367	6,451,151	44,271	27,655	3.0	3.8	1.14
1965	5,279,373	26,240	519,142	7,360,963	46,952	27,385	2.9	3.7	1.18
1966	5,499,527	32,674	607,598	6,315,290	45,635	26,704	2.8	3.6	1.21
1967	5,876,691	35,710	621,266	6,651,574	43,641	28,256	2.7	3.5	1.27
1968	6,159,573	38,614	698,617	6,426,624	43,206	28,221	2.6	3.4	1.31
1969	6,433,283	39,755	768,928	6,550,913	28,307	25,079	2.6	3.3	1.37

SOURCE: Statistics Canada, Cat.No. 53-219.

* Passenger automobiles, including taxicabs and drive yourself.

TIB/Oct/71.

TABLE C44

COMPARATIVE SUMMARY OF TOTAL ROAD AND STREET MILEAGE, 1968 - 1969

	MILEAGE						Average Population per mile of Total Roads and Streets	
	Highway and Road		Municipal		Total			
	1968	1969	1968	1969	1968	1969	1968	1969
CANADA	314,931	318,255	198,721	199,932	513,652	518,187	40.8	41.0
NFLD	5,963	5,931	974	1,080	6,937	7,011	73.8	73.6
PEI	3,240	3,240	148	118	3,388	3,358	32.5	32.8
NS	15,616	15,550	1,215	1,232	16,831	16,782	45.3	45.6
NB	13,326	13,458	937	882	14,263	14,340	43.9	43.4
QUE	54,221	54,336	11,108	10,883	65,329	65,219	91.5	92.1
ONT	79,561	79,977	17,005	17,691	96,566	97,668	76.5	77.5
MAN	11,606	11,670	35,912	34,676	47,518	46,346	20.5	21.1
SASK	13,887	15,083	116,643	117,701	130,530	132,784	7.4	7.1
ALTA	86,677	87,774	6,297	6,398	92,974	94,172	16.6	16.8
BC	27,733	27,935	8,396	9,168	36,129	37,103	56.6	57.0
YT	2,354	2,480	36	39	2,390	2,519	6.3	6.4
NWT	747	821	50	64	797	885	38.9	37.3

SOURCE: Statistics Canada, Cat.No. 53-201.

TIB/Oct/71.

TABLE C45

COMPARATIVE SUMMARY OF ROADS AND STREETS EXPENDITURE, 1968 - 1969

	EXPENDITURE						Total Expenditure per Capita	
	Highway and Road		Municipal		Total			
	1968	1969	1968	1969	1968	1969	1968	1969
CANADA	$1,197.4 m.*	$1,161.9 m.*	$645.3 m.	$795.1 m.	$1,842.6 m.*	$1,957.0 m.*	$88	$92
NFLD	$51.8m.	$49.6m.	$2.6 m.	$4.5 m.	$54.4 m.	$ 54.1 m.	$106	$105
PEI	$13.1 m.	$12.8 m.	$1.0 m.	$1.1 m.	$14.1 m.	$ 13.9 m.	$128	$127
NS	$70.1 m.	$61.5 m.	$6.2 m.	$8.0 m.	$ 76.3 m.	$ 69.5 m.	$100	$ 91
NB	$52.6 m.	$47.3 m.	$ 5.9 m.	$ 9.1 m.	$ 58.4 m.	$ 56.3 m.	$ 93	$ 90
QUE	$ 291.1 m.	$ 296.0 m.	$109.4 m.	$103.4 m.	$400.5 m.	$ 399.4 m.	$ 67	$ 67
ONT	$ 372.3 m.	$ 314.9 m.	$351.3 m.	$451.6 m.	$723.6 m.	$ 766.5 m.	$ 98	$101
MAN	$44.6 m.	$ 46.0 m.	$ 24.0 m.	$32.6 m.	$ 68.5 m.	$ 78.5 m.	$ 70	$ 80
SASK	$68.5 m.	$ 57.1 m.	$46.0 m.	$48.9 m.	$114.4 m.	$106.0 m.	$ 119	$ 112
ALTA	$76.1 m.	$ 76.6 m.	$ 66.6 m.	$86.8 m.	$142.8 m.	$163.4 m.	$ 92	$ 103
BC	$130.7 m.	$169.7 m.	$ 32.1 m.	$48.3 m.	$ 162.8 m.	$218.0 m.	$ 80	$ 103
YT	$13.4 m.	$16.3 m.	$ 0.1 m.	$ 0.4 m.	$ 13.5 m.	$ 16.7 m.	$903	$1042
NWT	$ 12.8 m.	$13.9 m.	$ 0.1 m.	$ 0.5 m.	$ 12.9 m.	$ 14.4 m.	$417	$435

SOURCE: Statistics Canada, Cat. No. 53-201.

* Includes $250,000 federal administration costs, not allocated by provinces, in connection with the Trans-Canada Highway; ($290,000 in 1968).

TIB/Oct/71.

TABLE C46

MUNICIPAL ROAD AND STREET MILEAGE*, 1969

PROVINCE	Rigid pavement: Concrete surface	Rigid pavement: Butuminous surfaced concrete base	Flexible pavement: High cost	Flexible pavement: Low cost	Total paved mileage	Gravel: Surface treated	Gravel: Surface untreated	Total surfaced mileage	Earth	Total mileage
NFLD	4	2	354	42	402	52	578	1,032	48	1,080
PEI	6	1	85	-	92	-	8	100	18	118
NS	27	36	780	120	963	51	216	1,230	2	1,232
NB	9	22	616	81	728	43	87	858	24	882
QUE	387	1,549	6,618	367	8,921	685	1,042	10,648	235	10,883
ONT	625	2,190	5,841	3,575	12,231	2,104	2,940	17,275	416	17,691
MAN	969	299	443	93	1,804	1,017	18,887	21,708	12,968	34,676
SASK	2	161	1,157	353	1,673	442	54,658	56,773	60,928	117,701
ALTA	57	240	2,263	152	2,712	369	2,536	5,617	781	6,398
BC	89	61	4,332	1,556	6,038	1,170	1,737	8,945	223	9,168
YT	-	-	12	-	12	-	20	32	7	39
NWT	-	-	6	-	6	-	49	55	9	64
TOTAL	2,175	4,561	22,507	6,339	35,582	5,933	82,758	124,273**	75,659	199,932

SOURCE: Statistics Canada, Cat.No. 53-201.

* Includes public lanes and alleys.
** Includes some "Other surfaces" (wood, brick, cinder, etc.).

TIB/Oct/71.

TABLE C47(a)

TOTAL ROAD EXPENDITURES, 1969[1] ($ 000's)

	FEDERAL EXPENDITURE					PROVINCIAL EXPENDITURE				
	Cons- truction	Mainte- nance	Admin- istration and general	Net sub- sidies and grants- in-aid	Total[3]	Cons- truction	Mainte- nance	Admin- istration and general	Net sub- sidies and grants- in-aid	Total
CANADA	51,373	15,549	1,731[2]	59,928[3]	128,581[2]	738,324	278,081	74,920	(63,979)	1,027,346
NFLD	1,438	39	-	13,365	14,842	33,894	12,916	1,260	(13,365)	34,706
PEI	632	14	2	2,087	2,736	8,017	3,640	475	(2,082)	10,052
NS	793	120	-	11,608	12,521	41,431	17,219	1,924	(11,548)	49,027
NB	1,400	39	6	5,733	7,178	24,335	18,220	3,222	(7,199)	38,579
QUE	8,121	390	27	11,134	19,673	193,406	83,870	9,535	(12,745)	274,065
ONT	15,962	941	119	4,593	21,615	197,156	55,532	44,481	(5,284)	291,885
MAN	1,303	237	-	2,451	3,990	27,872	11,927	4,601	(2,914)	41,487
SASK	1,050	312	10	1,209	2,581	41,965	12,042	1,725	(1,223)	54,509
ALTA	2,730	1,439	99	2,239	6,507	55,915	15,071	1,146	(2,239)	69,892
BC	1,660	3,687	378	1,452	7,177	111,962	45,575	6,282	(1,323)	162,495
YT	7,143	3,606	840	4,057	15,646	2,370	2,069	268	(4,057)	649
NWT	9,141	4,725	-	-	13,866[4,5]	-	-	-	-	-

SOURCE: Statistics Canada, Cat.No.53-201. TIB/Oct/71.

Notes: 1) Includes expenditures of rural toll facilities only. 2) Includes $250,000 federal administrative costs, not allocated by provinces, in connection with the Trans-Canada Highway. 3) Net subsidies and grants-in-aid do not include grants "paid to" or "received from" municipalities. 4) Includes minor territorial government expenditures. 5) Includes payments for railway grade crossings by railways and utilities.

TABLE C47(b)

TOTAL ROAD EXPENDITURES, 1969[1] ($ 000's) (Cont'd)

	OTHER EXPENDITURES					TOTAL EXPENDITURES				
	Construction	Maintenance	Administration and general	Net subsidies and grants-in-aid	Total [3]	Construction [3,4]	Maintenance	Administration and general	Net subsidies and grants-in-aid	Total [3,4]
CANADA	1,966	-	-	4,051	6,017	791,662	293,631	76,652[2]		1,161,945
NFLD	93	-	-	-	93	35,426	12,956	1,260		49,641
PEI	9	-	-	(5)	4	8,659	3,654	478		12,791
NS	61	-	-	(61)	-	42,284	17,339	1,924		61,548
NB	45	-	-	1,465	1,511	25,781	18,259	3,228		47,268
QUE	663	-	-	1,611	2,274	202,190	84,260	9,561		296,012
ONT	734	-	-	691	1,425	213,852	56,473	44,600		314,925
MAN	33	-	-	463	497	29,208	12,164	4,601		45,974
SASK	11	-	-	14	25	43,026	12,354	1,736		57,115
ALTA	186	-	-	-	186	58,830	16,510	1,245		76,585
BC	128	-	-	(128)	-	113,750	49,262	6,660		169,672
YT	3	-	-	-	3	9,515	5,675	1,108		16,298
NWT	-	-	-	-	-	9,141	4,725	-		13,866

SOURCE : Statistics Canada, Cat. No. 53-201. TIB/Oct/71.

Notes: 1) Includes expenditures of rural toll facilities only. 2) Includes $250,000 federal administrative costs, not allocated by provinces, in connection with the Trans-Canada Highway. 3) Includes payment for railway grade crossings by railways and utilities. 4) Includes payment for railway grade crossings from Railway Grade Crossing Fund. (Figures in ( ) = received.)

3. The Dining Services Sector

The Dining Services Sector provides a very important service relating to tourism. Yet, like many sectors which cater to the travel industry, it does not deal exclusively with travellers. Many restaurants, for example, cater to office workers so that little or none of their revenues would emanate from tourism. While more work will be required before we can identify that part of total dining services activity which stems from tourism, it is nevertheless useful to have some notion of the total dining services plant.

The following tables show some key data pertaining to the Dining Services Sector.

TABLE C48

NUMBER OF FOODSERVICE ESTABLISHMENTS IN CANADA

Foodservice Establishments	Estimated Number of Units	
Institutional		
Airlines	-	
Canadian Government	-	
Employee Feeding	800	
Hospitals & Nursing Homes	1,423	
Schools:		
Colleges & Universities	90	
Elementary & Secondary	9,400	
Total Institutional		11,713
Public Restaurant		
Hotel/Motel	8,237	
Store Feeding	2,878	
Restaurants:		
Fast Food	1,948	
Regular Dining	16,144	
Total Public Restaurant		28,207
Other		5,031
TOTAL		44,951

SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

TABLE C49

THE 50 LARGEST FOODSERVICE OPERATORS IN CANADA

	Units	Food Sales ($ Millions)		Units	Food Sales ($ Millions)
1. Versafood	-	$60.0	26. Sheraton Canada Ltd.	16	8.8
2. A & W	267	57.0	27. Advanced Management Enterprises	35	8.7
3. Col. Sanders KFC	348	51.0	28. Dairy Queen of West Canada	101	8.5
4. Cara	-	38.0	29. Navco Foodservices	-	8.5
5. Scott's	136	30.0	30. Canada Catering	70	8.0
6. Food Service, Ltd.	-	29.0	31. Canadian Pacific Hotels	15	8.0
7. General Foods	109	28.1	32. Salisbury House of Canada	44	7.7
8. Beaver Foodservice	-	26.0	33. Canadian Pacific Airlines	-	7.5
9. Crawley-McCracken Co.	-	25.0	34. Dog N' Suds Foodservice, Ltd.	51	7.2
10. Canteen of Canada	-	25.0	35. Atlantic Holiday Inns of Canada	14	7.0
11. Harvey's Foods	83	25.0	36. Hy's of Canada	10	7.0
12. F.W. Woolworth	240	24.8	37. Smitty's Pancake House Ltd.	24	6.6
13. Dixie Lee Company	75	22.8	38. Hannigan Burger King	70	6.5
14. Dairy Queen Frozen Products (Canada)	249	22.0	39. Canadian National Hotels	7	6.4
15. Air Canada	-	20.0	40. Allarco Dev. Ltd.	5	6.0
16. Caterplan	536	20.0	41. Essendale Complex	-	6.0
17. McDonald's Restaurants of Ontario	54	16.5	42. Coffee Mecca	14	5.0
18. Dominion Catering	-	15.0	43. Simpsons Sears	34	5.0
19. S.S. Kresge	128	14.0	44. Ontario Hospital	-	4.7
20. Kelly-Douglas	-	13.5	45. Champs Woodservice Ltd.	23	4.6
21. Controlled Foods, Int.	76	13.5	46. Chicken Delight of Canada	30	4.5
22. CDRH, Ltd.	212	13.3	47. Crown Caterers	-	4.5
23. Hilton Canada	4	13.0	48. J.A. Hubert, Ltée	-	4.5
24. Red Barn	46	10.1	49. Les Restaurant Marie Antoinette	8	4.4
25. Commonwealth Holiday Inns of Canada	19	9.5	50. Mr. Mike's North American	20	4.3

SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

TABLE C50

RESTAURANTS, HOTELS, STORES AND FOODSERVICE MANAGEMENT FIRMS CLASSIFIED BY SIZE

Chains	Size Classification	Units
67	3 to 4 units	236
42	5 to 9	284
32	10 to 19	436
33	20 to 49	1,018
6	50 to 99	432
10	100 to 199	1,264
5	200 or more	1,640
25	Foodservice Management	-
220	Total	5,310*

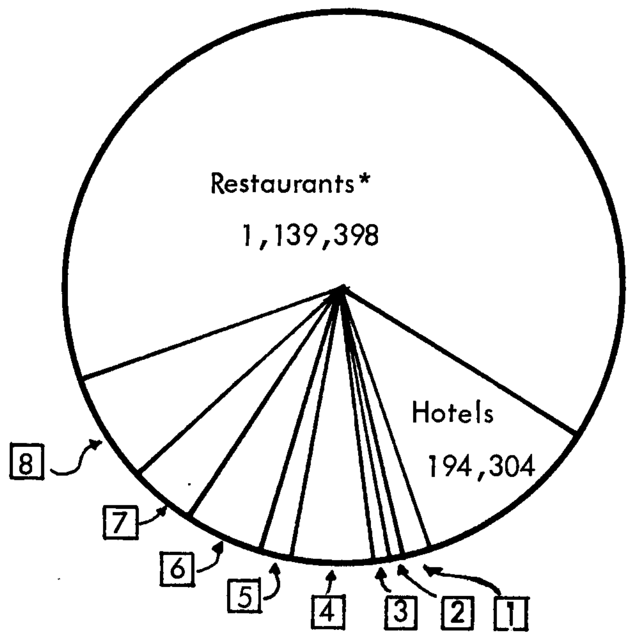
SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

* Includes some overlap of units since a company with 3 or more units may be a franchisee of a second company. The number of company owned and franchised units are shown for each operator where appropriate.

GRAPH C51

RECEIPTS FROM SALE OF MEALS AND LUNCHES - 1969

(Thousands of dollars)



(1) Motels, tourist courts 31,462
(2) Hunting and fishing camps, tourist and recreation camps 3,039
(3) Cocktail lounges, bars, night clubs, taverns, beverage rooms, public houses 11,670
(4) Caterers 86,462
(5) Private clubs 22,500
(6) Industrial restaurants 85,313
(7) Vending (food and beverage) 63,296
(8) Miscellaneous stores ** 114,486

Total: 1,751,518

* Includes all separately classified eating places, refreshment booths and stands, and take-out food shops.

** Variety, department, drug and grocery stores, miscellaneous amusement and recreation services, such as golf courses, motion picture theatres, bowling, billiards, etc.

TABLE C52

TOTAL RETAIL VALUE OF FOOD SERVED CLASSIFIED BY TYPE OF FOODSERVICE MARKET ($ Millions)

Foodservice Establishments	Retail Value of Food Served	
Institutional		
Airlines	$30	
Canadian Government	62	
Employee Feeding	334	
Hospitals & Nursing Homes	250	
Schools:		
Colleges & Universities	25	
Elementary & Secondary	100	
Total Institutional		$ 801
Public Restaurant		
Hotel/Motel	243	
Store Feeding	98	
Restaurants:		
Fast Food	337	
Regular Dining	738	
Total Public Restaurant		$1,416
Other		95
TOTAL		$2,312

SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

TABLE C53

VALUE OF FOOD PURCHASED BY FOODSERVICE OPERATION

Foodservice Establishments	Retail Value of Food Served	
Institutional		
Airlines	$12	
Canadian Government	25	
Employeed Feeding	154	
Hospitals & Nursing Homes	100	
Schools:		
Colleges & Universities	12	
Elementary & Secondary	60	
Total Institutional		$ 363
Public Restaurant		
Hotel/Motel	94	
Store Feeding	39	
Restaurants:		
Fast Food	121	
Regular Dining	292	
Total Public Restaurant		546
Other		38
TOTAL		$ 947

SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

TABLE C54

VALUE OF FOOD PURCHASES CLASSIFIED BY TYPE

Product Category	Percent of Food Dollar	Estimated Purchases ($ Millions)
Meat	32	$307
Seafood	11	107
Poultry	7	68
Dairy Products & Eggs	13	122
Fruits & Vegetables (incl Salad Vegetables)	16	147
Groceries & Dry Goods & Beverages	11	106
Bread & Pastry	8	76
Shortening & Oils	2	14
TOTAL	100	$947

SOURCE: Canadian Hotel & Restaurant; Maclean-Hunter Ltd., Toronto.

4. Outdoor Resources and Recreational Facilities

The tables in this section relate to park facilities. The Travel Industry Branch is presently gathering data on other outdoor resources and recreational facilities including hunting, fishing, beach facilities, golf courses, ski areas, riding stables, etc. These should be available for the 1973 issue of this Facts Book.

TABLE C55

TOTAL AREA OF NATIONAL AND PROVINCIAL PARKS
(sq. miles)

	NATIONAL PARKS	PROVINCIAL PARKS	TOTALS
NFLD	153	107	260
PEI	7	4	11
NS	514	14	528
NB	79	9	88
QUE	(a)	75,000	75,000
ONT	12	15,030	15,042
MAN	1,148	3,190	4,338
SASK	1,496	1,803	3,299
ALTA	20,692(b)	2,348	23,040
BC	1,671	10,120	11,791
YT & NWT	3,650(c)	-	3,650
CANADA	29,422	107,625	137,047

SOURCE: Canada Year Book 1970-71.

(a) Less than one square mile.
(b) Includes that part of Wood Buffalo Park in Alta (13,650 sq.miles).
(c) That part of Wood Buffalo Park in NWT.

TIB/Dec/71.

TABLE C56

CANADA'S MAJOR NATIONAL AND HISTORIC PARKS

PROV.	NATIONAL PARKS	NATIONAL HISTORIC PARKS
NFLD	Gros Morne (775 sq.m.) Terra Nova (153 sq.m.)	Castle Hill Signal Hill
PEI	Prince Edward Island (7 sq.m.)	Fort Amherst
NS	Cape Breton Highlands (367 sq.m.) Kejimkujik (145 sq.m.)	Port Royal Fort Anne Grand Pre Halifax Citadel Prince of Wales Martello Tower York Redoubt Fortress of Louisbourg Alexander Graham Bell Museum
NB	Fundy (79.5 sq.m.) Kouchibouguac (90 sq.m.)	St. Andrews Blockhouse Carleton Martello Tower Fort Beauséjour
QUE	La Mauricie (160 sq.m.) Forillon (90 sq.m.)	Coteau-du-lac Sir Wilfrid Laurier's Birthplace Fort Chambly Fort Lennox
ONT	Point Pelee (6 sq.m.) Georgian Bay Islands (5.4 sq.m.) St. Lawrence Islands (260 acres)	Fort Malden Woodside Fort George Queenston Heights Bellevue House Fort Wellington
MAN	Riding Mountain (1,148 sq.m.)	Fort Prince of Wales Lower Fort Garry
SASK	Prince Albert (1,496 sq.m.)	Battleford Batoche Rectory
ALTA	Jasper (4,200 sq.m.) Banff (2,564 sq.m.) Waterton Lakes (203 sq.m.) Elk Island (75 sq.m.) Wood Buffalo* (17,300 sq.m.)	Rocky Mountain House
BC	Pacific Rim (45 sq.m.) Mount Revelstoke (100 sq.m.) Glacier (521 sq.m.) Yoho (507 sq.m.) Kootenay (543 sq.m.)	Fort Rodd Hill Vancouver Fort Langley
YT		Dawson City

SOURCE: CGTB-0-1700.

TABLE C57

NUMBER OF VISITORS TO NATIONAL PARKS, YEARS ENDED MAR.31, 1966-70

	1966	1967	1968	1969	1970
Terra Nova	108,738	179,647	292,798	247,338	307,939
Prince Edward Island	967,372	1,130,773	769,970	1,345,799	1,288,350
Cape Breton Highlands	729,443	851,653	810,651	689,973	729,797
Kejimkujik	..	..	..	58,751	104,195
Fundy	679,406	753,310	518,249	632,092	632,194
Georgian Bay Islands	8,361	10,438	14,927	24,706	36,016
Point Pelee	697,328	726,035	715,046	744,113	674,794
St. Lawrence Islands	60,330	122,304	149,580	102,830	150,758
Riding Mountain	687,959	738,724	731,172	759,967	777,849
Prince Albert	152,256	146,624	156,864	137,928	138,394
Banff	1,803,490	2,044,537	2,050,735	2,147,425	2,300,643
Elk Island	197,728	204,286	232,286	277,925	301,061
Jasper	522,658	595,164	652,186	834,748	1,092,210
Waterton Lakes	393,426	487,589	503,729	516,112	472,850
Glacier	767,206	917,264	885,947	871,672	861,040
Kootenay	638,812	722,743	684,519	637,589	825,902
Mount Revelstoke	741,457	872,367	894,286	913,671	853,217
Yoho	689,313	864,454	855,224	912,940	843,731
Wood Buffalo	..	..	..	..	..
Totals	9,845,283	11,367,912	10,918,169	11,855,579	12,390,940

SOURCE: Canada Year Book 1970-71.

TIB/Dec/71.

TABLE C58

NUMBER OF VISITORS TO NATIONAL HISTORIC PARKS AND SITES,* YEARS ENDED MAR.31, 1966-70

	1966	1967	1968	1969	1970
Signal Hill	275,209	396,762	602,074	340,352	423,291
Castle Hill	..	..	..	7,965	17,568
Fort Amherst	22,576	26,076	33,618	50,595	52,717
Fort Anne	66,534	74,428	68,783	78,264	63,975
Fortress of Louisbourg	148,072	193,127	194,653	194,373	223,550
Halifax Citadel	213,878	328,386	533,152	664,375	763,430
Port Royal	42,699	46,458	39,504	54,459	54,789
Alexander Graham Bell	110,158	121,804	108,351	137,841	124,095
Grand Pré	62,848	73,192	54,975	75,668	69,218
Fort Beauséjour	49,087	53,299	59,094	70,160	77,155
Carleton Martello Tower	40,993	43,984	44,443	50,836	51,163
Prince of Wales Martello Tower	..	..	17,779	20,207	22,141
Fort Chambly	101,286	132,700	123,046	123,874	117,628
Fort Lennox	26,191	29,995	39,616	46,331	49,358
Fort Coteau	..	..	..	15,005	26,119
Sir Wilfrid Laurier's House	7,562	7,872	9,312	10,934	10,649
Fort Malden	52,670	64,025	68,432	73,270	68,218
Fort Wellington	40,917	60,495	76,799	58,880	70,036
Woodside	13,554	14,309	16,158	15,765	19,725
Bellevue House	..	..	29,052	18,937	22,900
Fort Prince of Wales	311	526	242	669	228
Lower Fort Garry	92,208	107,303	132,620	137,368	175,122
Fort Battleford	42,878	43,111	42,803	43,431	46,509
Batoche Rectory	8,869	9,580	12,994	13,336	12,420
Fort Langley	111,941	133,237	123,204	122,394	118,817
Fort Rodd Hill	36,614	58,810	79,051	106,422	109,878
Palace Grand Theatre	5,525	9,599	..	..	..
S.S. Keno	6,857	3,250	9,033	9,523	10,063
Totals	1,579,437	2,032,328	2,518,788	2,541,234	2,800,762

* Sites for which visitor data are available.

SOURCE: Canada Year Book 1970-71.

TIB/Dec/71.

5. Events and Attractions

Events and attractions constitute a critical part of the tourism plant. The success of a given area in stimulating traffic often depends upon the capability of an event or attraction in creating such an interest for tourists that they have the desire to visit the area.

Events usually are of short duration and can change from month to month or year to year, i.e. Quebec Winter Carnival, Vancouver Salmon Derby.

Attractions tend to be permanent constructions and seldom change in basic design, i.e. Ontario Place (Toronto), National Arts Centre (Ottawa), Fort Louisbourg (N.S.).

The following tables show some of the major events and attractions in Canada.

TABLE C59

MAJOR EVENTS IN CANADIAN PROVINCES DURING 1972

EVENT	LOCATION	DATE
NEWFOUNDLAND		
Discovery Day	Province-wide	June 24
Annual Regatta	St. John's	August 2
PRINCE EDWARD ISLAND		
Charlottetown Festival	Charlottetown	July - August
Summerside Lobster Festival and Exhibition	Summerside	Mid - July
Old Home Week	Charlottetown	Second week in Aug
NOVA SCOTIA		
Annapolis Blossom Festival	Annapolis Valley	June 2 - 5
Gathering of the Clans and Fishermen's Regatta	Pugwash	July 1
Neptune Theatre	Halifax	July - September
Highland Games	Antigonish	July 14, 15
Theatre Arts Festival International	Wolfville	Mid-July
Nova Scotia Fisheries Exhibition and Fishermen's Reunion	Lunenburg	End of July
International Ox-Pulling Championship	Bridgewater	Early August
NEW BRUNSWICK		
Lobster Festival	Shediac	Early July
Fishermen's Festival	Cap Pele	Early August
Atlantic National Exhibition	Saint John	Late Aug - early Sept
QUEBEC		
Quebec Winter Carnival	Quebec City	February 3 - 15
Changing the Guard	Quebec City	June-September
Village Séraphin	Ste-Adèle	May - October
Man and His World	Montréal	Mid-June - mid-Sept

(continued)

TABLE C59 (continued)

QUEBEC (Cont'd)		
St-Jean-Baptiste Day	Province-wide	June 24
Raftsmen's Festival	Hull	July 1 - 10
Professional Speedboat Regatta	Valleyfield	July 8, 9
International Swimming Relay Race	La Tuque on Lac St. Louis	July 15, 16
Swimming Marathon	Roberval to Peribonka	August 5
Expo Quebec	Quebec City	Aug 25 - Sept 4
International Canoe Race	La Tuque to Trois Rivières	September 2 - 4
ONTARIO		
National Arts Centre Program	Ottawa	All Year
Black Creek Pioneer Village	Toronto	May - Nov 30
Upper Canada Village	Morrisburg	Mid-May - Mid-Oct
Niagara Blossom Festival	Niagara Falls	Mid-May
Old Fort Henry	Kingston	Mid-May - September
Ste-Marie-Among-The-Hurons	Midland	Mid-May - Mid-Sept
Canadian Tulip Festival	Ottawa	Last 2 weeks in May
Stratford Festival Canada	Stratford	June - October
Shaw Festival	Niagara-on-the-Lake	Mid-June - September
Changing of the Guard	Ottawa	July - August
The Queen's Plate	Toronto	June 17
Canadian National Exhibition	Toronto	Aug 16 - Sept 4
Inter-Continental Pipe Band Championships	Toronto	Aug 17,18,19,20
Niagara Grape Festival	St. Catharines	Sept 22 - 30
Oktoberfest	Kitchener-Waterloo	October 6 - 15
Estonian World Festival	Toronto	July 8 - 16
Royal Winter Fair	Toronto	Nov 11 - 19

(continued)

TABLE C59 (continued)

MANITOBA		
Northern Manitoba Trappers' Festival	The Pas	Mid-February
Trout Festival	Flin Flon	End of June-Beginning of July
Manisphere (Red River Exhibition)	Winnipeg	June 23 - July 1
Manitoba Stampede and Exhibition	Morris	July 19 - 23
SASKATCHEWAN		
Trial of Louis Riel	Regina	Mid-May - Mid-Sept
International Band Festival	Moose Jaw	May 18 - 20
Frontier Days	Swift Current	First week in July
Saskachimo Exposition	Saskatoon	July 10 - 15
Buffalo Days	Regina	Last week in July and First week in August
ALBERTA		
Calgary Stampede and Exhibition	Calgary	July 6 - 15
Banff Indian Days	Banff	July 20 - 22
Klondike Days	Edmonton	July 20 - 29
BRITISH COLUMBIA		
Williams Lake Stampede	Williams Lake	Early July
Vancouver Sea Festival	Vancouver	July 15 - 23
Annual Bathtub Race	Nanaimo to Vancouver	July 23
International Regatta	Kelowna	Early August
International Air Show	Abbotsford	Aug 11, 12, 13
Pacific National Exhibition	Vancouver	Aug 19 - Sept 4
NORTHWEST TERRITORIES		
Toonik Tyme	Frobisher Bay	Last week in April
Midnight Golf Tournament	Yellowknife	June 21
THE YUKON		
Klondike Festival	Dawson City	Mid-June - end of August

SOURCE: CGTB Y-1270.

TIB/Dec/71.

TABLE C60

MAJOR ATTRACTIONS IN CANADA

ATTRACTION	LOCATION		CATEGORY
NEWFOUNDLAND AND LABRADOR			
Lighthouse	Cape Bonavista	All year	Marine
Bowater Paper Mill	Corner Brook	All year	Industry
Signal Hill National Historic Park	St. John's	Summer	Historic park
Terra Nova National Park	160 mi. north-west St. John's	June-Oct	National park
Churchill Falls	Labrador	All year	Natural attraction
PRINCE EDWARD ISLAND			
Confederation Memorial Centre	Charlottetown	All year	Memorial
Province House	Charlottetown	All year	Residence
Centennial Fountain	Summerside	All year	Centennial
NOVA SCOTIA			
Fortress of Louisbourg	Cape Breton Island	May-Oct	Historic site
The Citadel	Halifax	July-Aug	Historic site and museum
Old Town Clock	Halifax	All year	Historic site
Cabot Trail	Cape Breton	All year	Scenic drive
NEW BRUNSWICK			
Sugar Loaf Mountain	Campbellton		Natural attraction
Fundy National Park	Bay of Fundy	Mid-May Mid-Sept	National park
The Tidal Bore	Petitcodiac River		Natural attraction
Magnetic Hill	Moncton	All year	Natural attraction
Reversing Falls Rapids .	St. John River	All year	Natural attraction
Martello Tower	Lancaster	June-Sept	Observation tower
Saint John Drydock	Saint John	All year	Marine

(continued)

TABLE C60 (continued)

QUEBEC			
Man and His World	Montreal	End May-End Sept	Entertainment complex
Place des Arts	Montreal	All year	Arts complex
La Citadelle	Quebec	All year	Historic site
Ste.-Anne-de-Beaupré Basilica	Ste.-Anne-de-Beaupré	All year	Religious complex
Percé Rock	Percé	All year	Natural attraction
Aquarium	Parc du Pont, Quebec	All year	Marine life
St. Joseph's Oratory	Montreal	All year	Shrine
Dow Planetarium	Montreal	All year	Astronomy
ONTARIO			
Ontario Place	Toronto	Mid-May Mid-Oct	Entertainment complex
Science Centre	Toronto	All year	Education
National Arts Centre	Ottawa	All year	Performing arts centre
Fort Henry	Kingston	All year	Historic site
Lion Safari	Rocton	Dec 26-Nov 30 *	Wild game park
Upper Canada Village	Morrisburg	Mid-May Mid-Oct	Historic site museum
Polar Bear Express	Cochrane	May-Nov	Recreational transport
Niagara Falls	Niagara Falls	All year	Natural structure
MANITOBA			
Falcon Lake Whiteshell Prov.Park	Eastern Manitoba	All year	Park
Riding Mountain National Park	Wasagaming, Western Manitoba	All year	Park
Lower Fort Garry	Winnipeg	All year	Historic site
Museum Man and Nature	Centennial Centre, Winnipeg	All year	Museum
Lord Selkirk II	Selkirk	Summer	Motor ships
Lake Winnipeg	Winnipeg area	Summer	Beaches
Fort La Reine Museum & Pioneer Village	Portage la Prairie	June 15-Sept 15	Museum

* 11 months.

(continued)

TABLE C60 (continued)

SASKATCHEWAN			
Mount Blackstrap	Saskatoon	All year	Natural attraction
RCMP Museum and Training Grounds	Regina	All year	Museum
Fort Battleford National Historic Park	Battleford	Apr-Nov	Historic park
Lunig Wildlife Exhibit	Prince Albert	May 1- Oct 31	Wildlife exhibit
Woodlawn Regional Park	Estevan	Summer	Park
ALBERTA			
Banff National Park	Banff	All year	National park
Columbia Ice Fields	Between Banff and Jasper	All year	Natural structure
Calgary Exhibition & Stampede Grounds	Calgary	All year	Exhibition
Alberta Game Farm	Edmonton	All year	Wild game park
Elk Island National Park	Edmonton	May 15-Sept 30	Wild game park
Jasper National Park	Jasper	All year	National park
St. Georges Island Park and Zoo	Calgary	All year	Recreational park
Husky Tower	Calgary	All year	Observation tower
BRITISH COLUMBIA			
Stanley Park	Vancouver	All year	Natural city park and zoo
Capilano Suspension Bridge	Vancouver	All year	Man-made structure
Public Aquarium	Vancouver	All year	Marine life
Butchart Gardens	Victoria	All year	Gardens
Undersea Gardens	Victoria	May 15- Sept 15	Marine life
Maritime Museum	Vancouver	All year	Museum
YUKON AND NORTHWEST TERRITORIES			
S.S. Klondike	Whitehorse	Summer	Museum
Miles Canyon	Whitehorse	Summer	Natural attraction
Palace Grand Theatre	Dawson		Historic attraction
Museum of the North	Yellowknife	All year	Museum
Wood Buffalo National Park	Great Slave Lake	All year	National park
Nahanni National Park	District of Mackenzie	All year	National park
Baffin Island National Park	District of Franklin	All year	National park

SOURCE: Events and Attractions Consultant, Travel Industry Branch.

TIB/Apr/72.

6. Cultural and Image Development

To describe the image of Canada abroad one would have to use the words: remote, cold, enormous, beautiful.

On the positive side, Canada represents self-discovery in beautiful, natural surroundings. To congested Europe and to the beleaguered cities of the United States it is viewed as a haven and an escape. To a world preoccupied with crime, pollution, racial strife and a host of other urban problems, Canada maintains the image of a clean, unspoiled country.

On the negative side Canada's vast distances may be seen as a problem difficult to cope with from a psychological as well as a transportation standpoint. Wide-open spaces may be perceived as lonely and desolate, devoid of people and activities. Therefore, while Canada's environment is almost always presented as the prime lure in Canadian travel advertising, it is presented in terms of people reacting towards it. In this way, prospective visitors are able to "build themselves in" to the situation being presented — so that they can visualize their own participation.

While Americans, for the most part, recognize that Canada is a modern, industrialized nation, they do not generally choose Canada as a vacation destination because of its cultural attractions. In the eyes of our prospective visitors, Canadian "culture" is not a major selling proposition. The only way that this can be dealt with is to challenge the assumptions of these people by detailing specifically in our information programs abroad what Canada has to offer in the way of theatre, architecture, history and so on.

7. Tourism-related Training

In recent years, the number and sources of courses relating to the Travel Industry have been growing at a rapid rate. A list of these has now been compiled in a publication, 1972-73 Directory of Courses, Travel/Tourism, Food Service, Accommodation, Recreation/Recreology. This booklet was co-sponsored by a number of associations and government agencies with an interest in this type of training.

Copies of this bilingual booklet can be obtained by writing to:

Travel Industry Branch,
Office of Tourism,
150 Kent Street,
Ottawa, Ontario. (K1A 0H6)

TABLE C61

NUMBER OF EDUCATIONAL INSTITUTIONS OFFERING COURSES RELATING TO TOURISM

(1971-72)

Course	Technical & Vocational Schools	Commercial Colleges & CGEPs	Universities	Others*	TOTAL
Tourism	3	6	1	4	14
Food Service Preparation	23	23	17	3	66
Hotel, Motel, Restaurant Administration and Management	3	17	1	7	28
Recreation-Recreology	3	19	8	-	30
TOTAL	32	65	27	14	138

* Private Commercial Schools.

SOURCE: Ibid. see page 118.

TABLE C62

NUMBER OF COURSES BY TYPE AND BY PROVINCE (1971-72)

	Foods			Hotel, Motel, Resort, Restaurant Administration & Management	Recreation-Recreology	TOTAL
	Food Preparation	Dietetics, Nutrition & Technology	Service and Waiter-Waitress Training			
NFLD	3	1	-	1	-	5
PEI	-	2	-	1	-	3
NS	7	4	2	3	1	17
NB	3	-	-	-	-	3
QUE	-	7	-	6	6	19
ONT	14	31	1	18	11	75
MAN	5	2	-	1	-	8
SASK	2	2	2	1	1	8
ALTA	12	3	1	3	3	22
BC	12	2	1	7	4	26
NWT	2	-	1	-	-	3
TOTAL	60	54	8	41	26	189

SOURCE: Ibid. see page 118.

TABLE C63

NUMBER OF COURSES RELATING TO TOURISM AND CENTRES OF EDUCATION

(1971-72)

Type of Course	Number of Courses	Centres of Education
ENGLISH LANGUAGE		
Food Preparation (Baking, Cooking and Meat Cutting)	60	28
Foods (Dietetics, Nutrition and Technology)		
Degree Courses	12	12
Diploma and Certificate Courses	37	23
Foods (Service and Waiter-Waitress Training)	8	8
Hotel, Motel, Resort, Restaurant Administration and Management		
Degree Courses	1	1
Diploma and Certificate Courses	34	24
Recreation-Recreology		
Degree Courses	4	4
Diploma and Certificate Courses	19	18
Total	175	118
FRENCH LANGUAGE		
Récréation-Récréologie	3	3
Nutrition et Diététique	5	5
Hôtellerie	6	4
Total	14	12
Grand Total	189	130*

* Includes some private commercial institutions.

SOURCE: Ibid. see page 118.

PART D.

DOMESTIC TRAVEL

I. THE CANADIAN TRAVEL SURVEY, 1971

While millions of dollars are being spent annually in Canada to create facilities and attractions for travellers, both domestic and foreign, not enough is known about the economic contribution of domestic travel by Canadian residents. In an attempt to compile a more complete picture of when, where and how Canadians travel and how much they spend on transportation, accommodation, food, entertainment and other services, Statistics Canada, on behalf of the federal Office of Tourism, Department of Industry, Trade and Commerce, Ottawa, is conducting a first comprehensive national survey of travel by Canadians — The Canadian Travel Survey, 1971. A federal project, it was first conceived by the Federal/Provincial Conference on Tourism and has been planned and developed over several years in close collaboration with provincial and territorial tourism authorities, the private sector and other federal departments which have direct or indirect connections with travel and tourism.

The Organization of the Survey

The Travel Industry Branch of the federal Office of Tourism is the sponsor of the Survey and will have the final decision on the analysis and uses of the Survey results.

The general management and administrative responsibility for the undertaking of the Survey on behalf of the Assistant Chief Statistician of Canada, Socio-Economic Statistics, rests with the Statistics Canada focal point on travel statistics under Mr. R.E. Drover, Coordinator, Provincial Liaison and Consultative Services.

The day-to-day management of the Survey is in the hands of Mr. P.F. Timmons, Chief of the Travel Survey Section, Methodology of Field Surveys and Users Consultation Staff, Statistics Canada. Field Division staff are responsible for conducting interviews, on four separate occasions during the year, of respondents selected from a probability sample of 13,148 households. Interviews began March 29, 1971 and continued through January, 1972.

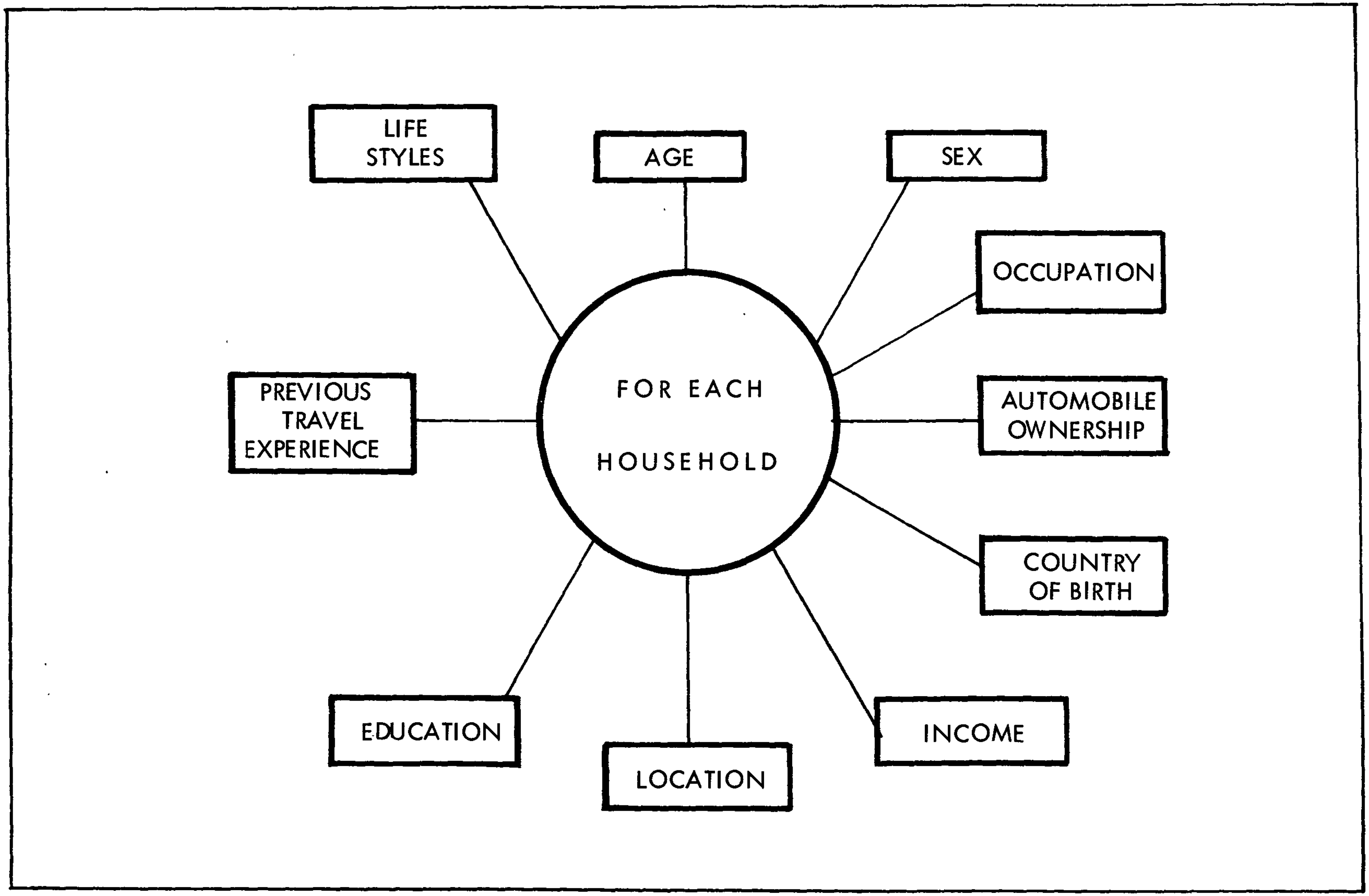
One of the preconditions to obtaining detailed information over a full year is the respondents' ability to recall and record the data. A number of steps were taken to assist the interviewees in recalling details of trips. The respondent was asked to report for the household on only those trips in which he participated, with or without other members of the household. This ensured the interviewing and recall process. Interviews held at three-month intervals decreased the time interval over which the respondent had to recall the data; the use of personal interviewing by trained interviewers further facilitated accurate reporting. In addition, the respondents were given pocket-size reminder diaries to encourage them to record the details of their trips between interviews. The use of reminder letter and personal follow-up procedures have resulted in a very high response rate of 89.5% for the four rounds of interviews.

Although the project is mainly financed by the federal Office of Tourism, most of the provinces and several federal departments accepted an invitation to "piggyback" questions of special interest to them and thus extend coverage. The favourable response given by both the interviewees and interviewers to these supplementary "piggyback" questions on "life-style" and on "ownership and use of recreation equipment" which were added to the fourth round interviews was especially encouraging. This additional information will provide valuable information for planning tourism promotion strategies.

In preparation for final analysis and use of the data, the survey team has developed an audio-visual presentation which explains the major facets of the survey and which will be available for use in Seminars across Canada.

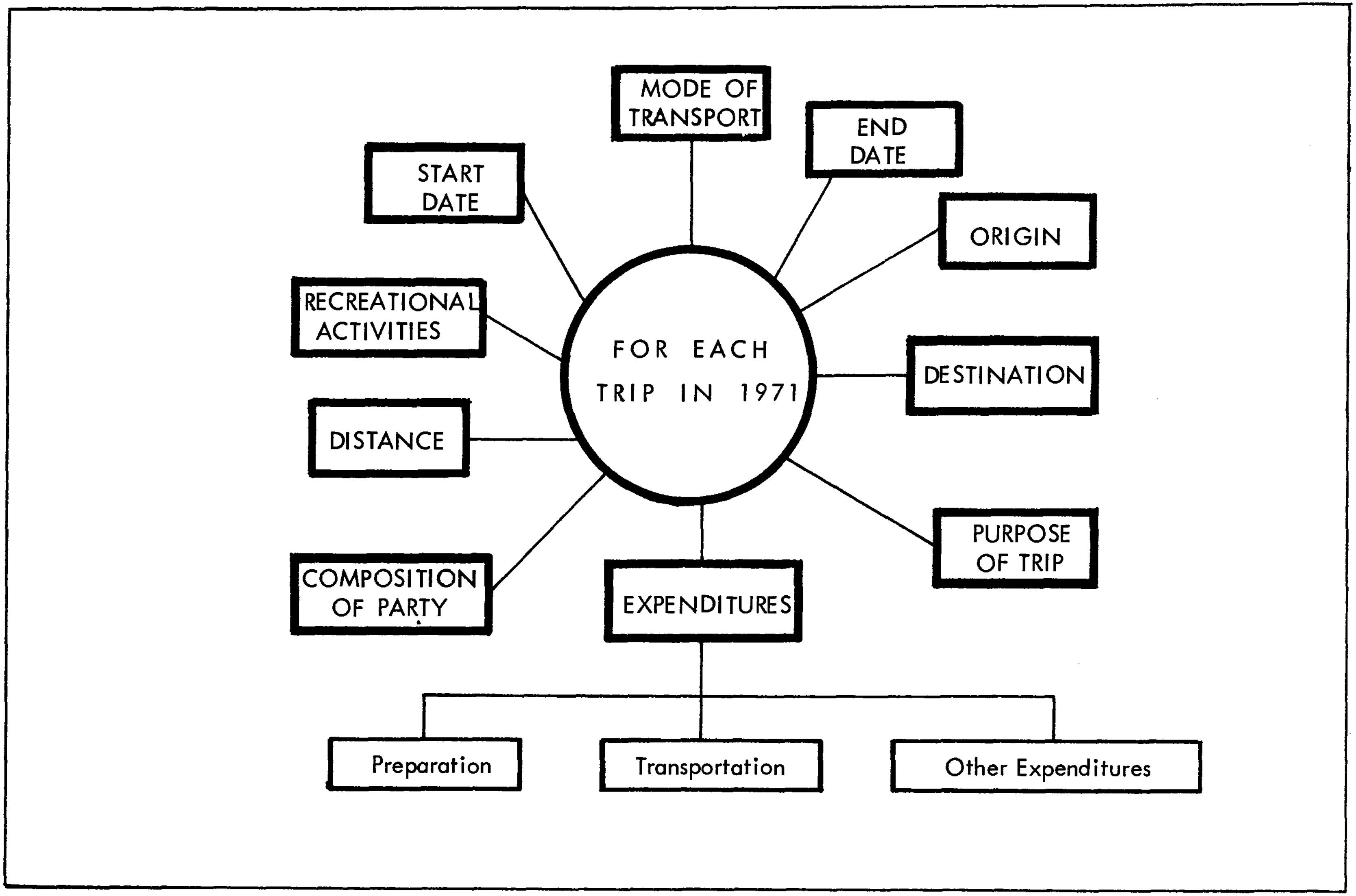
GRAPH D1

THE CHARACTERISTICS OF HOUSEHOLDS



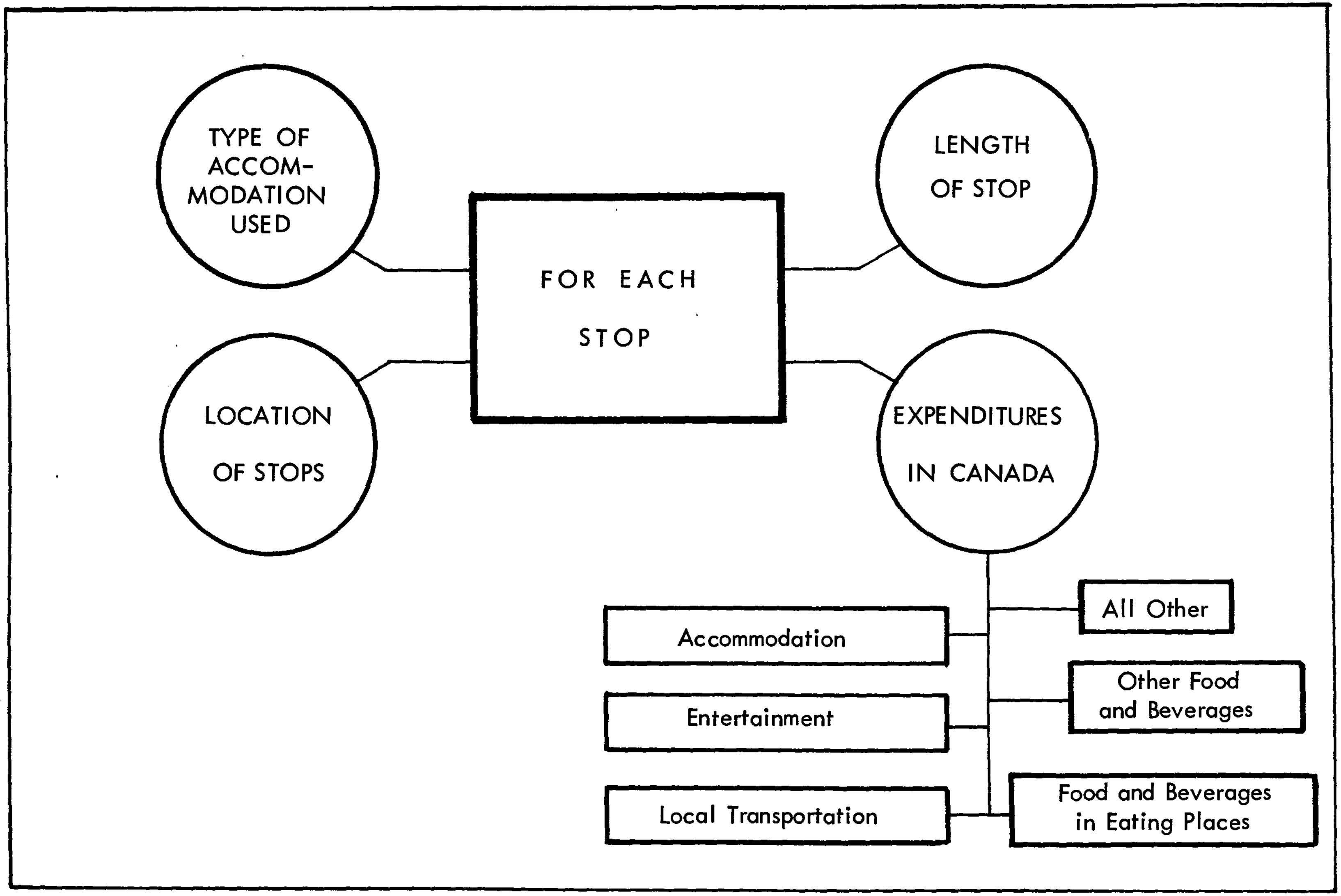
GRAPH D2

THE CHARACTERISTICS OF EACH TRIP



GRAPH D3

THE CHARACTERISTICS OF STOPS IN EACH TRIP



II. CANADIAN TRAVEL PATTERNS

Seasonality is and threatens to remain one of the Canadian travel industry's most intractable problems. The pyramiding of tourist demand during the summer months causes supply shortages during the peak period and under-utilization of travel facilities during other seasons. The travel facility operator is under considerable temptation to try to meet the high-season demand by expanding, a move which, in many cases, serves only to aggravate the problem. Under-utilization affects profitability which in turn makes this industry relatively less attractive to potential investors and creditors. Nor does seasonality stop at its negative effect upon the travel plant; since a considerable segment of the industry cannot offer year-round job security to its personnel, this tends to downgrade the overall calibre of the travel industry labour force.

Despite this gloomy prognosis, there is a potential for levelling out travel activity over time. To illustrate this, it is useful to disaggregate travel activities into several components. A widely-used practice is to distinguish "business", "vacation" and "other personal" travel. Though no reliable figures yet exist of the expenditures for each of these categories, it is estimated that business travel accounts for slightly less than one-third of total expenditures, vacation travel for one-third, and other personal travel for slightly above one-third. Business travel is virtually non-seasonal, except when it is combined with pleasure; "other personal" is fairly seasonal; and vacation travel is highly seasonal. The 1966 Ontario resident survey reported that 60% of Ontario resident vacation travel expenditures occurred during the months of July, August and September. Other sources estimate that as high as 75% of the proportion of the Canadian labour force which takes a vacation, takes it during those months. This situation is in large part due to the climate of our country and to traditional school and business vacation patterns. Though climate is immutable, it is possible to turn it to advantage by exploiting the growing interest in winter sports and activities, and to a greater degree the spring and autumn seasons*.

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* It may be possible to create new hall-mark events and hold them in the off-seasons, or to reschedule existing events which are subject to excess demand, into "shoulder" months. Certain categories of travel expenditure might be particularly responsive to off-season incentives.

With regard to traditional vacation patterns, several developments are afoot which should have a beneficial impact upon seasonality. The educational system is re-examining the present "school year", and in a growing number of cases opting for the semester system. The work-life of the labour force is experiencing even more radical changes. The work-week, work-year and work-life are shrinking via shorter work-weeks, longer holidays and earlier retirement. Some unions are experimenting with a longer work-day coupled with three-day week-ends. The number of statutory holidays is increasing by one or two. In some cases, additional holiday time is transforming the traditional Christmas week and New Year's Day holidays into a second vacation.

As demand pressure on inadequate facilities mounts during the high season, many will revise their travel plans. Insofar as the revision is to a lower-demand season or the "shoulder" months, this is a positive factor. There is evidence that this is occurring in many resort areas. The revision can also be spatial, so that foreign and domestic travellers decide to go to a lower-demand region, which is also a positive factor. On the other hand, foreign travellers may be discouraged from coming to Canada, and Canadian travellers may be induced to go abroad, which is a negative factor. Thus, the Canadian travel industry must tread a narrow path, not supplying the full, high-season demand, which would be uneconomic, and not frustrating so much demand as to lose net economic benefits. The relative price decrease of transportation as a travel expenditure, as well as its improvement with regard to speed, comfort, capacity and safety, complicates the above picture by making large spatial displacements easier.

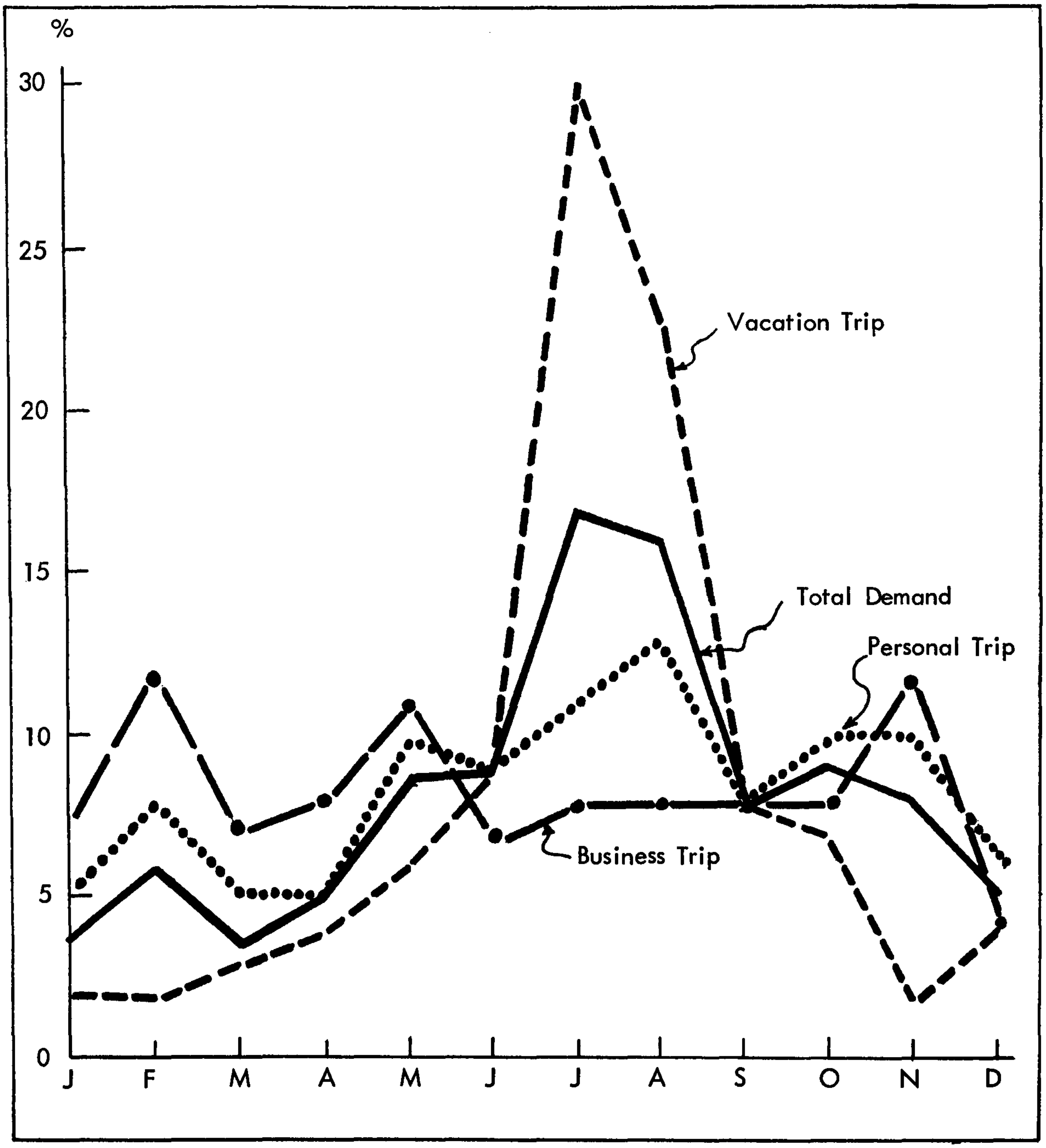
Many travel experts are optimistic about the possibilities of a significantly greater levelling out of seasonal travel demand. There is evidence that winter sports have done a great deal towards achieving this end.

More attention is now being given to the search for an accommodation type which can be operated economically in light of the present seasonal demand for accommodation and the seasonal supply of those students who rely on travel industry jobs for their summer employment. This involves experimentation with specialized design.

The following tables provide a more detailed account of the travel patterns of Canadians.

GRAPH D4

SEASONAL PATTERNS OF TOURIST DEMAND - 1970

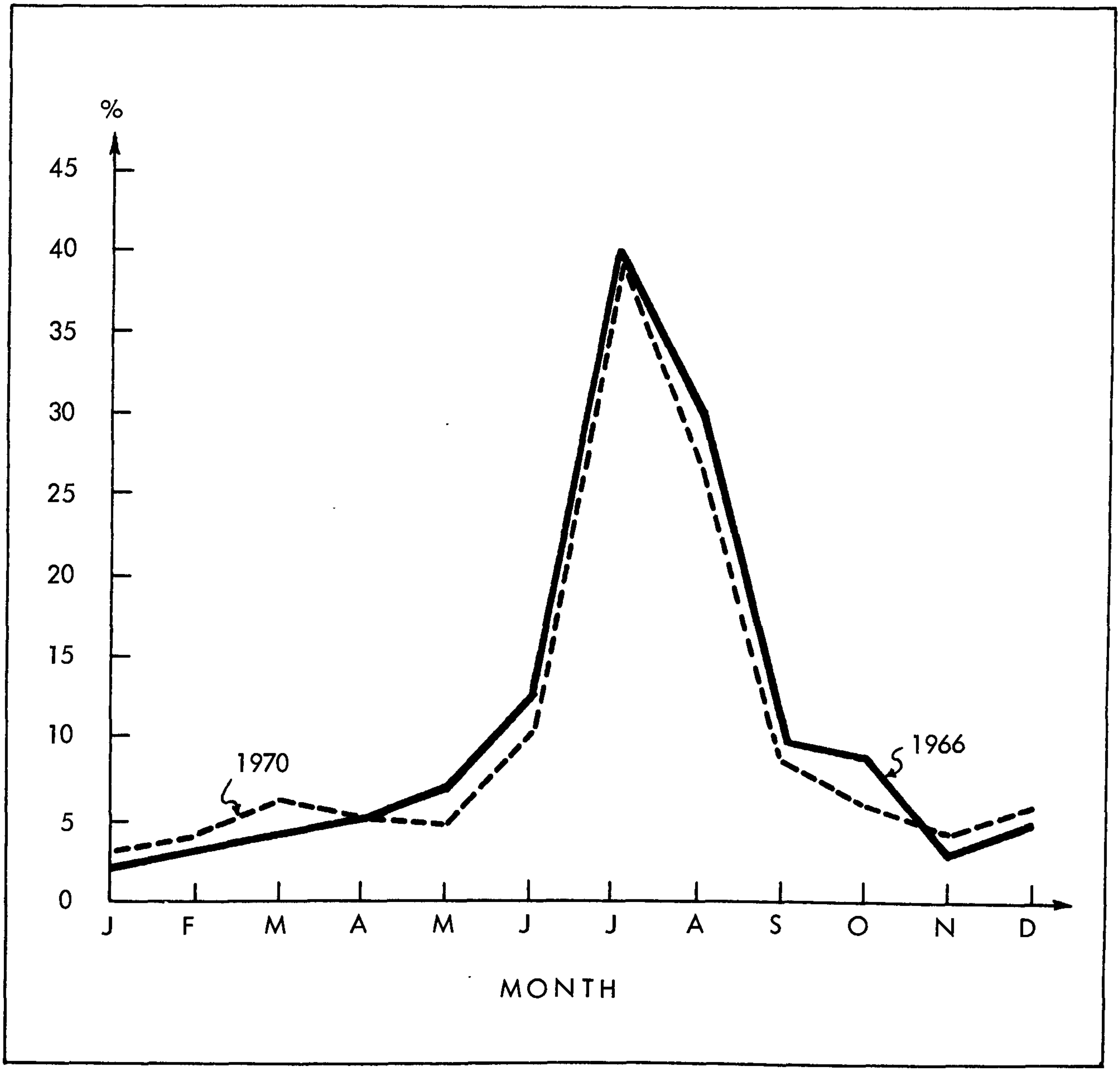


SOURCE: Travel Industry Branch, Research & Development Division.

TIB/Oct/71.

GRAPH D5

SEASONAL DISTRIBUTION OF VACATION TRIPS BY CANADIANS (1966 vs. 1970)



SOURCE: "Vacation Travel Patterns", survey conducted by TRAVELDATA for the Canadian Government Office of Tourism.

TIB/Oct/71.

TABLE D6

SEASONAL DISTRIBUTION OF VACATION TRIPS BY CANADIANS

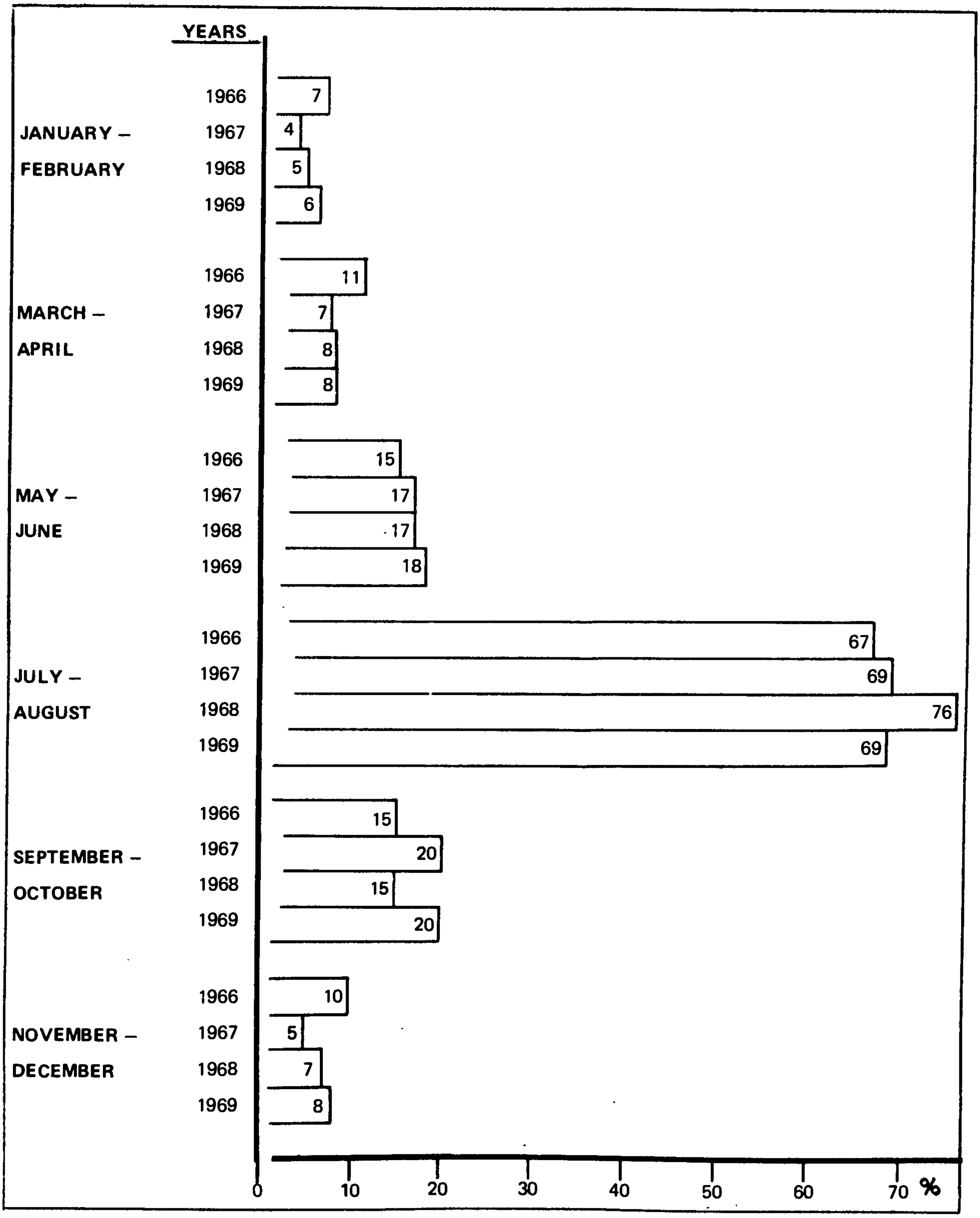
MONTH HOLIDAY STARTED	1966	1967	1968	1969	1970
January	3%	2%	2%	2%	2%
February	4%	2%	3%	4%	3%
March	6%	4%	4%	4%	4%
April	5%	3%	4%	4%	5%
May	5%	5%	5%	5%	7%
June	10%	12%	12%	13%	12%
July	40 } 67%	40 } 69%	46 } 76%	40 } 69%	40 } 70%
August	27	29	30	29	30
September	9%	11%	9%	11%	10%
October	6%	9%	6%	9%	9%
November	4%	2%	3%	4%	3%
December	6%	3%	4%	4%	5%

SOURCE: "Vacation Travel Pattern Survey" conducted by TRAVELDATA for the Canadian Government Office of Tourism.

TIB/Oct/71.

CHART D7

TIMING OF HOLIDAYS BY TWO-MONTH PERIODS



SOURCE: CGTB, "Canadian Vacation Trends & Recreational Patterns", Jan 1971.

TIB/Oct/71.

TABLE D8

REGIONAL DISTRIBUTION OF VACATION TRIPS BY CANADIANS

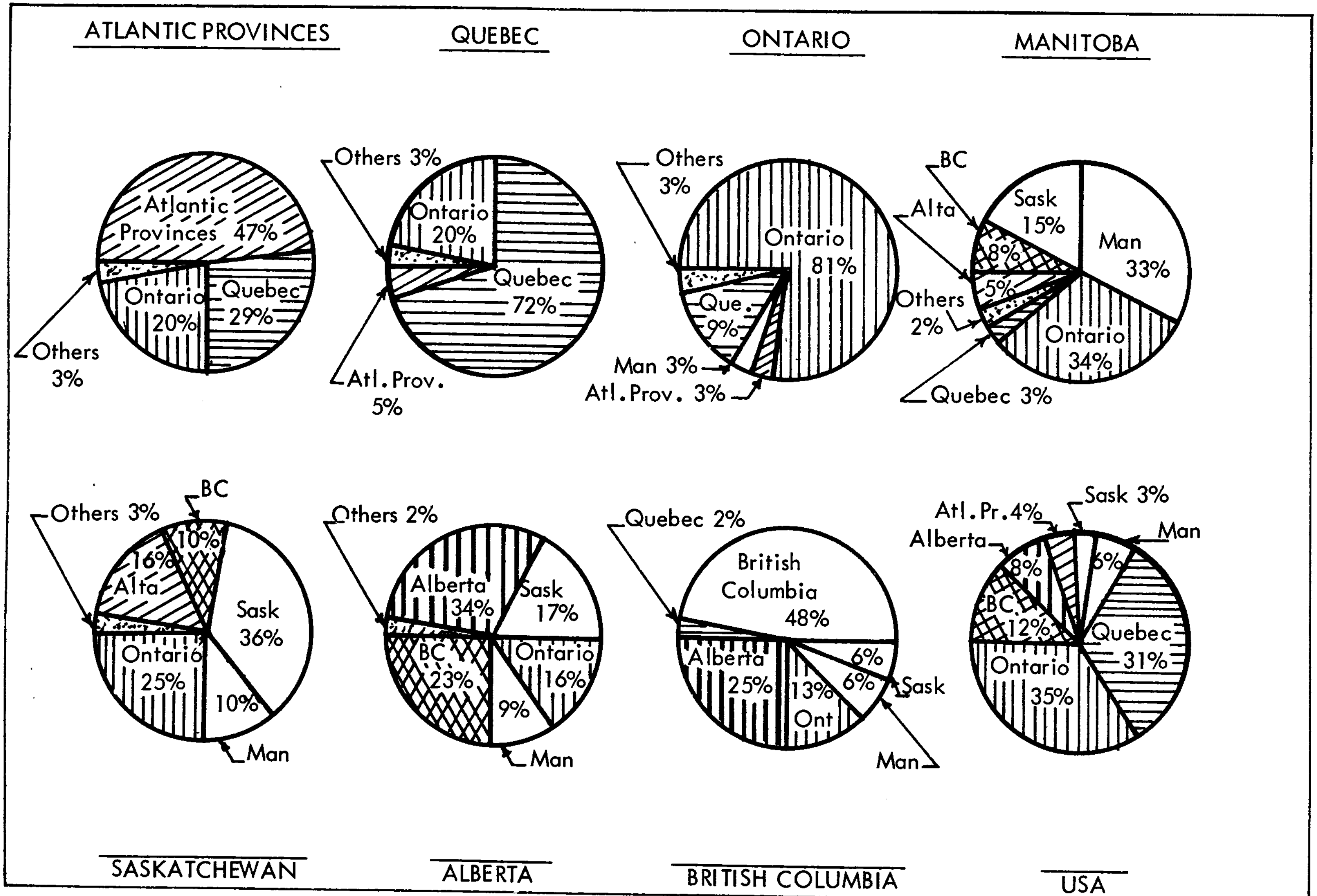
REGION	1969	1970
Atlantic	430,000	510,000
Quebec	1,130,000	1,210,000
Ontario	1,460,000	1,800,000
Prairies	1,080,000	980,000
British Columbia	810,000	820,000

SOURCE: Estimated by TRAVELDATA, "Vacation Travel Patterns Survey" conducted for the Canadian Government Office of Tourism.

TIB/Oct/71.

GRAPH D9

ORIGINS OF CANADIAN TRAVELLERS BY AREAS VISITED



SOURCE: Canadian Government Travel Bureau, "Canadian Vacation Trends & Recreational Patterns", Jan. 1971, p. 14.

TABLE D10

PERCENT OF TOTAL TRIPS SPENT IN VARIOUS LOCATIONS BY RESIDENTS OF VARIOUS PROVINCES

AREAS VISITED OVERNIGHT AND/ OR LONGER	PLACE OF RESIDENCE AT TIME OF TRIP						
	Atlantic Provinces	QUE	ONT	MAN	SASK	ALTA	BC
CANADA only	77%	64%	71%	78%	78%	77%	67%
At least one night in CANADA	85%	67%	74%	82%	89%	88%	73%
Atlantic Provinces	63%	5%	5%	3%	1%	-	1%
NFLD	19%	*	1%	-	*	-	*
PEI	6%	2%	2%	*	-	-	*
NS	25%	2%	4%	3%	1%	-	1%
NB	19%	4%	3%	*	*	-	*
QUE	11%	52%	9%	3%	3%	2%	2%
ONT	15%	10%	58%	14%	7%	7%	6%
Prairie Provinces	4%	2%	7%	56%	78%	47%	21%
MAN	2%	1%	5%	28%	13%	9%	5%
SASK	1%	1%	2%	19%	51%	7%	5%
ALTA	2%	1%	3%	16%	26%	33%	16%
BC	1%	2%	4%	19%	16%	41%	56%
YT & NWT	-	*	-	-	-	*	1%
Continental U.S.A. (Incl. Alaska)	21%	29%	20%	16%	14%	14%	26%
All Other Countries	2%	7%	9%	6%	8%	9%	7%

SOURCE: TRAVELDATA, "Vacation Travel by Canadians in 1970, Fall '70."

* Less than 1%.

TIB/Oct/71.

TABLE D11

DESTINATIONS OF CANADIAN TRAVELLERS

AREAS VISITED ONE OR MORE NIGHTS	PERCENTAGE OF TOTAL TRIPS				
	1966	1967	1968	1969	1970
CANADA only	69%	75%	70%	69%	69%
At least one night In CANADA	NA	82%	78%	75%	74%
Atlantic Provinces	NA	7%	8%	8%	8%
NFLD	2%	1%	2%	1%	2%
PEI	1%	1%	1%	2%	2%
NS	4%	3%	4%	3%	4%
NB	4%	4%	4%	4%	4%
QUE	18%	32%	20%	21%	19%
ONT	32%	31%	31%	27%	28%
Prairie Provinces	NA	17	17	16	15
MAN	5	5	5	5	5
SASK	7	7	6	6	5
ALTA	11	12	11	9	8
BC	14	15	15	15	13
YT & NWT	*	*	*	*	*
Continental U.S.A. (Incl. Alaska)	25	20	24	23	23
All Other Countries	6	5	6	8	8
Any "Other" Province	NA	NA	NA	30	28

SOURCE: TRAVELDATA, "Vacation Travel by Canadians in 1970, Fall '70".

* Less than 1%

TIB/Oct/71.

TABLE D12

PROJECTION OF VACATION INTENTIONS PER 100 CANADIANS INTERVIEWED

YEAR	PLAN A VACATION AWAY FROM HOME*
1960	45.2%
1961	45.0%
1962	39.8%
1963	39.2%
1964	41.0%
1965	48.5%
1966	51.4%
1967	53.4%
1968	50.6%
1969	51.1%
1970	52.3%
1971**	52.8%
1975**	59.6%
1980**	68.3%

SOURCE: * "Travel Market in Canada" Maclean-Hunter Research Bureau, p. 21.

** Projected by TIB, Office of Tourism.

TIB/Oct/71.

TABLE D13

DISTRIBUTION OF VACATION TRIPS BY CANADIANS BY MAIN PURPOSE OF TRIP

MAIN PURPOSE OF TRIP	PERCENT OF TOTAL TRIPS			
	1967	1968	1969	1970
To visit friends or relatives	45%	47%	47%	47%
To spend some time at a vacation spot	19%	25%	22%	27%
Sightseeing and doing things in cities and towns	11%	14%	13%	14%
Sightseeing and doing things away from cities and towns	9%	17%	12%	15%
Fishing, boating, other outdoor activities	12%	12%	10%	14%
Camping, tenting	8%	12%	9%	9%
Shopping	5%	6%	7%	6%
To stay at a summer place I own	4%	6%	6%	5%
To visit 'Man and His World'/Expo	20%	3%	1%	1%
To attend sports, festivals, special events	3%	4%	5%	6%
Combined business and pleasure	5%	8%	8%	8%
Other	5%	4%	7%	7%

SOURCE: "Vacation Travel Patterns Survey" conducted by TRAVELDATA for the Canadian Government Office of Tourism.

TIB/Oct/71.

TABLE D14

TYPE OF ACCOMMODATION USED BY CANADIANS DURING THEIR VACATION TRIPS

TYPE USED AT ALL	PERCENTAGE OF VACATION TRIPS (PARTIES) 1966	1970
Home of Friends or Relatives	47%	47%
Cottage Owned	8%	11%
Cottage Rented	5%	5%
Hotel or Resort	16%	17%
Motel or Cabin Units	25%	21%
Trailer)		3%
Tent-Trailer)		4%
Pick-up Camper)	14% **	2%
Motor Home)		*
Tent)		7%
Other	2%	6%

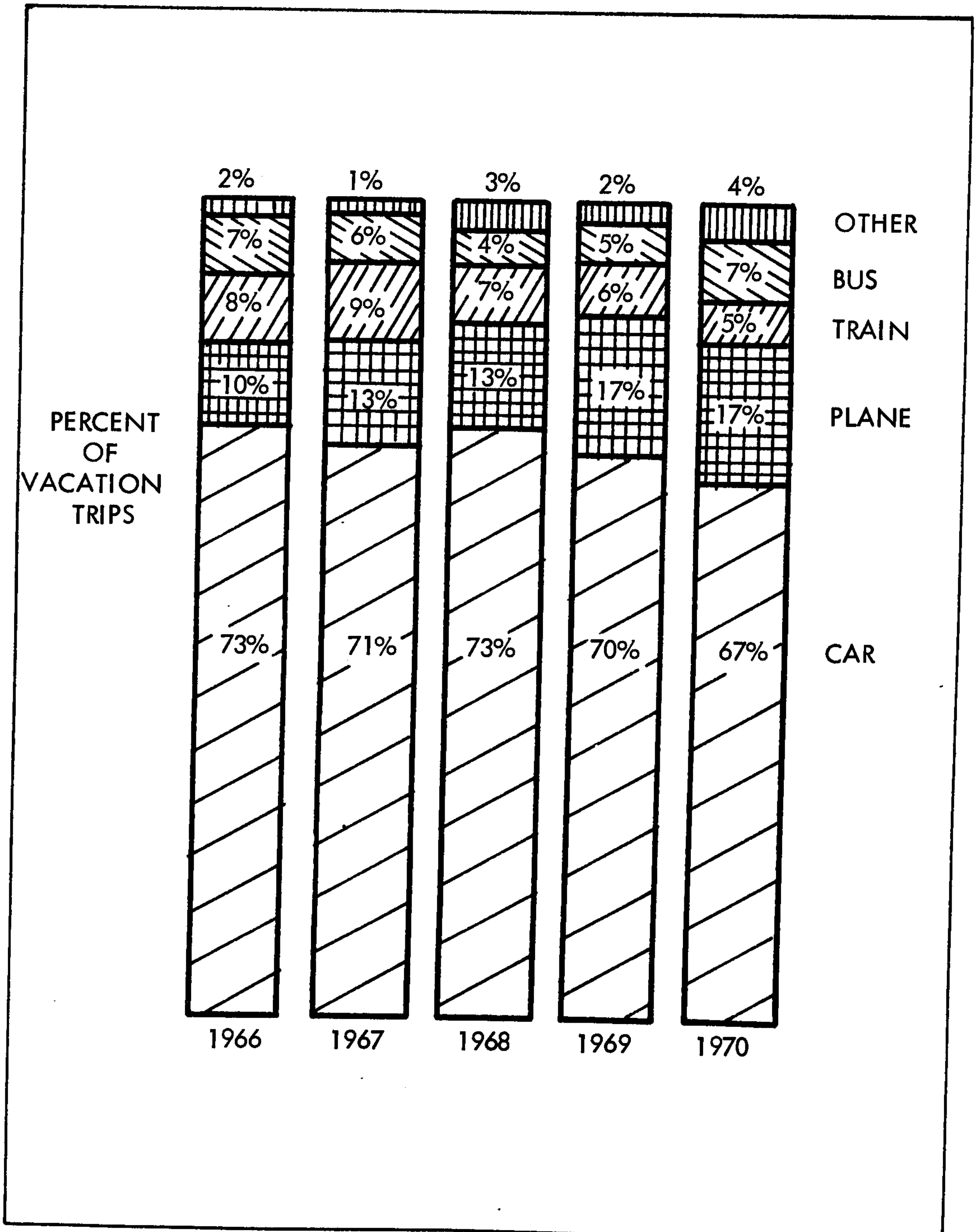
SOURCE: "Vacation Travel Patterns" survey conducted by TRAVELDATA for the Canadian Government Office of Tourism.

* Less than 1%;
** Individual percentages for 1966 not available.

TIB/Oct/71.

GRAPH D15

DISTRIBUTION OF VACATION TRIPS BY CANADIANS BY MAIN MODE OF TRANSPORTATION



SOURCE: "Vacation Travel Patterns Survey" conducted by TRAVELDATA for the Canadian Government Office of Tourism.

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PART E.

INTERNATIONAL TRAVEL

International travel as it relates to Canada is presently the part of Tourism which has the most complete data base. These data are soon to be supplemented by a picture of domestic travel by Canadians as will be provided by the completed analysis of the Canadian Travel Survey, 1971.

The following sections outline total global travel and that part of total international travel which relates to Canada. The latter is further broken down into a sub-section dealing with travel between Canada and all foreign countries, a sub-section on travel between Canada and the United States, and one dealing with travel between Canada and "Overseas"* countries.

I. GLOBAL TRAVEL

Of all the items involved in world trade, the growth of world receipts from travel has been one of the fastest. The average annual growth rate of world travel receipts during the past decade has been 10% compared with an average annual growth of 8% for world exports during the same period.

The growing importance of travel in the world economy and its potential contribution to the balance of payments of developing countries have been increasingly recognized in recent years by most world leaders.

Although the gains from international tourism have not been evenly spread, the large portion of the benefits accruing to a few developed nations, less-developed countries are nevertheless greatly spurring their efforts to capture a large share of the total market.

The following tables and graphs outline the importance, on a global scale, of this major industry.

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* Statistics Canada uses "overseas" to mean all foreign countries except the U.S.

TABLE E1

TOTAL INTERNATIONAL TOURIST RECEIPTS

(1959-1970)

YEAR	MILLION U.S. $	PERCENTAGE INCREASE
1959	5,847	
1960	6,842	17%
1961	7,284	6%
1962	8,027	10%
1963	8,790	10%
1964	10,056	14%
1965	11,031	10%
1966	12,496	13%
1967	13,482	8%
1968	14,014	4%
1969	15,500	11%
1970	17,400*	12%
AVERAGE		10%

* Subject to revision. SOURCE: OECD 1971 Annual Report.

TIB/Oct/71.

TABLE E2

TOTAL INTERNATIONAL
TOURIST EXPENDITURE 1959-1970
($ Millions)

YEAR	WORLD	U.S.*	U.K.	OTHER OECD
1959	5,847	1,610	492	1,520
1960	6,842	1,750	574	1,748
1961	7,284	1,785	647	1,985
1962	8,027	1,939	588	2,703
1963	8,790	2,114	675	3,311
1964	10,056	2,211	731	3,763
1965	11,031	2,438	812	4,279
1966	12,496	2,657	832	4,794
1967	13,482	3,195	761	5,164
1968	14,014	3,022	650	5,638
1969	15,500	3,390	778	5,880
1970	17,400	3,916	924	9,360

SOURCE: Tourism in OECD Member Countries 1959-1970.

* The Big Picture, 1969-1970.

Note: For 1970 World Total (17,400) OECD used IUOTO figures.

TIB/Oct/71.

TABLE E3

PER CAPITA EXPENDITURE ON TOURIST TRAVEL ABROAD BY THE RESIDENTS OF OECD COUNTRIES

COUNTRY	INTERNATIONAL TOURIST EXPENDITURE (Millions of U.S. Dollars) 1		POPULATION (Thousands - annual average) 2		COLUMN 1 ÷ by COLUMN 2 U.S. DOLLARS	
	1960	1969	1960	1969	1960	1969
Austria	61	296	7,048	7,373	8.7	40.1
BLEU	138	454	9,467	9,984	14.6	45.5
Denmark	74	247	4,581	4,890	16.2	50.5
Finland	39	88	4,430	4,706	8.8	18.7
France	263	1,039	45,684	50,325	5.8	20.7
Germany	636	1,900	55,433	60,848	11.5	31.2
Greece	19	48	8,327	8,835	2.3	5.4
Iceland	3	5	176	203	17.0	24.6
Ireland	42	91	2,834	2,921	14.8	31.2
Italy	94	493	49,642	54,120	1.9	9.1
Netherlands	127	541	11,486	12,873	11.1	42.0
Norway	55	125	3,585	3,851	15.3	32.5
Portugal	13	74	8,865	9,583	1.5	7.7
Spain	50	116	30,303	32,949	1.7	3.5
Sweden	88	365	7,480	7,969	11.8	45.8
Switzerland	148	364	5,362	6,224	27.6	58.5
Turkey	8	42	27,755	34,375	0.3	1.2
United Kingdom	521	778	52,559	55,643	9.9	14.0
Total Europe	2,374	7,066	335,017	367,672	7.1	19.2
Canada	646	1,200	17,909	21,089	36.1	56.9
Japan	41	241	93,260	102,380	0.4	2.4
United States	1,750	3,390	180,684	203,213	9.7	16.7
Total OECD countries	4,811	11,897	626,870	694,354	7.7	17.1
Yugoslavia	8	75	18,402	20,351	0.4	3.7

SOURCE: OECD "International Tourism& Tourism Policy in OECD member countries" July 1971.

TIB/Jan/72.

TABLE E4

THE SHARE OF INTERNATIONAL TRAVEL RECEIPTS IN THE GROWTH OF WORLD TRADE

YEAR	INTERNATIONAL TOURIST RECEIPTS U.S.$ BILLIONS	VALUE OF TOTAL WORLD EXPORTS ** U.S.$ BILLIONS	INTERNATIONAL TOURIST RECEIPTS AS % OF TOTAL WORLD EXPORTS
1960	6,842	127.9	5.4 %
1961	7,284	133.9	5.4 %
1962	8,027	141.4	5.7 %
1963	8,790	153.9	5.7 %
1964	10,056	172.2	5.8 %
1965	11,031	186.4	5.9 %
1966	12,496	203.6	6.1 %
1967	13,482	214.1	6.3 %
1968	14,014	238.2	5.9 %
1969	15,500	272.0	5.7 %
1970	17,000 *	N.A.	N.A.

* Subject to revision.
** Measured by GATT (new series).
NA - Not available.

SOURCE: IUOTO International Travel Statistics.

TIB/Oct/71.

TABLE E5

TOTAL WORLD EXPORTS

YEAR	U.S. $ BILLIONS	PERCENTAGE INCREASE
1958	105.7	
1959	113.6	7%
1960	127.9	13%
1961	133.9	5%
1962	141.4	6%
1963	153.9	9%
1964	172.2	12%
1965	186.4	8%
1966	203.6	9%
1967	214.1	5%
1968	238.2	11%
1969	272.0	14%
1970	NA	NA

SOURCE: IUOTO International Travel Statistics.

NA : Not available.

TIB/Oct/71.

TABLE E6

INTERNATIONAL TRAVEL RECEIPTS RANKED BY COUNTRY ($ U.S. MILLIONS)

(In descending order of the 1970 figures)

	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
U.S.	(1) 968	(1) 900	(1) 957	(1) 934	(1) 1095	(2) 1212	(1) 1573	(1) 1646	(1) 1775	2058	2318
Spain	(7) 297	(7) 368	(6) 513	(4) 679	(3) 918	(3) 1105	(3) 1292	(3) 1211	(3) 1213	1311	1681
Italy	(2) 643	(2) 755	(2) 847	(2) 932	(2) 1035	(1) 1288	(2) 1460	(2) 1424	(2) 1475	1632	1639
France	(4) 525	(3) 592	(3) 656	(3) 715	(4) 818	(4) 904	(4) 1009	(5) 1035	(4) 954	1072	1192
Canada	(6) 420	(6) 455	(5) 520	(6) 562	(6) 612	(9) 691	(6) 780	(4) 1209	(5) 920	1002	1192
U.K.	(3) 526	(4) 507	(7) 512	(7) 526	(7) 532	(7) 541	(7) 613	(7) 652	(9) 677	862	1040
Germany	(5) 481	(5) 506	(4) 539	(5) 611	(5) 689	(5) 729	(5) 797	(6) 871	(6) 906	915	1024
Austria	(9) 232	(9) 278	(9) 354	(8) 423	(8) 503	(6) 561	(8) 595	(8) 615	(8) 687	785	999
Switzerland	(7) 297	(8) 343	(8) 470	(9) 416	(9) 487	(8) 527	(9) 554	(9) 575	(7) 724	643	733
Netherland	(10) 132	(10) 160	(10) 180	(10) 214	(10) 241	(10) 276	(10) 275	(10) 299	(10) 342	334	431
B.L.E.U.	98	110	136	158	174	210	230	242	274	314	348
Denmark	107	119	130	142	166	190	204	224	250	260	314
Japan	-	-	48	53	62	71	79	89	126	148	232
Portugal	24	31	56	74	127	174	260	257	219	167	222
Greece	51	63	76	95	91	109	144	127	120	150	194
Ireland	119	122	128	139	165	190	218	195	182	188	193
Norway	53	56	61	72	78	84	96	102	103	128	156
Sweden	109	118	77	122	89	94	99	109	109	127	143
Turkey	6	7	8	8	8	14	12	13	24	46	64
Iceland	1	-	1	-	2	2	3	3	3	-	-

SOURCE: Tourism in OECD Member Countries 1961 - 1971.

TIB/Oct/71.

TABLE E7

INTERNATIONAL TRAVEL EXPENDITURES RANKED BY COUNTRY ($ U.S. MILLIONS)
(In descending order of the 1970 figures)

	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
U.S.	1) 1744	1) 1747	1) 1885	1) 2090	1) 2201	1) 2438	1) 2657	1) 3195	1) 3022	3390	3916
Germany	2) 679	2) 868	2) 1069	2) 1197	2) 1282	2) 1370	2) 1573	2) 1532	2) 1580	1900	2493
Canada	3) 627	3) 606	4) 565	5) 545	5) 659	5) 736	4) 836	4) 813	4) 942	1189	1410
France	5) 325	5) 411	5) 477	4) 591	3) 785	3) 939	3) 994	3) 1041	3) 1099	1039	1057
U.K.	4) 574	4) 571	3) 588	3) 675	4) 731	4) 812	5) 832	5) 761	5) 650	778	924
Italy	8) 95	9) 108	10) 123	8) 183	8) 209	8) 227	8) 261	8) 298	8) 363	493	727
Netherland	6) 127	6) 154	7) 174	7) 215	6) 265	6) 309	6) 372	6) 379	6) 458	540	598
B.L.E.U.	–	–	6) 180	6) 222	7) 242	7) 282	7) 320	7) 370	7) 398	454	492
Sweden	9) 93	8) 115	9) 129	10) 156	10) 169	10) 207	9) 242	9) 287	10) 313	365	481
Austria	61	60	74	109	118	141	171	219	256	296	323
Japan	–	–	48	65	78	87.8	117.8	145	167	241	315
Switzerland	7) 117	7) 132	8) 145	9) 163	9) 187	9) 208	10) 224	10) 235	9) 320	275	309
Denmark	10) 74	10) 89	109	119	135	163	187	230	247	248	273
Norway	56	57	60	65	74	72	78	100	96	115	140
Spain	50	54	47	68	67	72	67	99	102	86	113
Portugal	12	18	25	33	53	83	82	70	67	74	98
Greece	19	19	22	28	39	41	41	41	42	48	55
Iceland	3	–	4	–	–	10	10	14	7	3	51
Turkey	1	4	12	21	22	24	30	26	33	42	48
Ireland	42'	46	54	63	73	87	88	83	87	91	–

SOURCE: Tourism in OECD Member Countries 1960 – 1971.

TIB/Oct/71.

TABLE E8

TOTAL NUMBER OF WORLD TOURIST ARRIVALS

YEAR	NUMBER OF TOURISTS (000's)	PERCENTAGE INCREASE
1958	55,300	
1959	63,000	14%
1960	71,200	13%
1961	75,300	6%
1962	81,400	8%
1963	93,000	14%
1964	106,000	14%
1965	113,900	7%
1966	128,979	13%
1967	137,088	6%
1968	141,000	3%
1969	154,000	9%
1970	168,000*	9%
Average Rate of Increase		10%

SOURCE: IUOTO International Travel Statistics.

* Subject to revision.

TIB/Oct/71.

TABLE E9

COMPARISON OF THE TOTAL NUMBER OF LONG-TERM* TRAVELLERS (AT FRONTIERS) BETWEEN 5 WORLD-LEADING COUNTRIES : 1969 - 1970

	1969		1970		% Change
	Rank	Number	Rank	Number	
Spain	(1)	21,682,091	(1)	24,105,312	11.2%
Canada	(3)	12,774,842	(2)	14,188,532	11.1%
Italy	(2)	13,500,000	(3)	14,188,500	5.1%
France	(5)	12,100,000	(4)	13,700,000	13.2%
U.S.A.	(4)	12,434,114	(5)	13,167,408	5.9%

Note: 1970 figures for Canada and U.S. are preliminary.

SOURCE: IUOTO and OECD International Travel Statistics and Statistics Canada.

* Over 24 hours.

TIB/Oct/71.

II. TRAVEL BETWEEN CANADA AND OTHER COUNTRIES

The following sections deal with total travel between Canada and other countries, and then travel between Canada and the U.S., and between Canada and overseas countries, separately. Each sub-section treats total financial flows, tourist flows to Canada, and tourist flows from Canada.

1. Travel Between Canada and All Other Countries

(a) The Balance of Payments

Tourism and the Balance of Payments are discussed at length in Part B., Section V. It will be sufficient to summarize here that the principal advantages of tourism as an earner of foreign exchanges are that:

— it has excellent growth potential;

— its growth appears to be highly stable;

— it is not subject to trade agreements which could be rescinded if the international trade climate were to change;

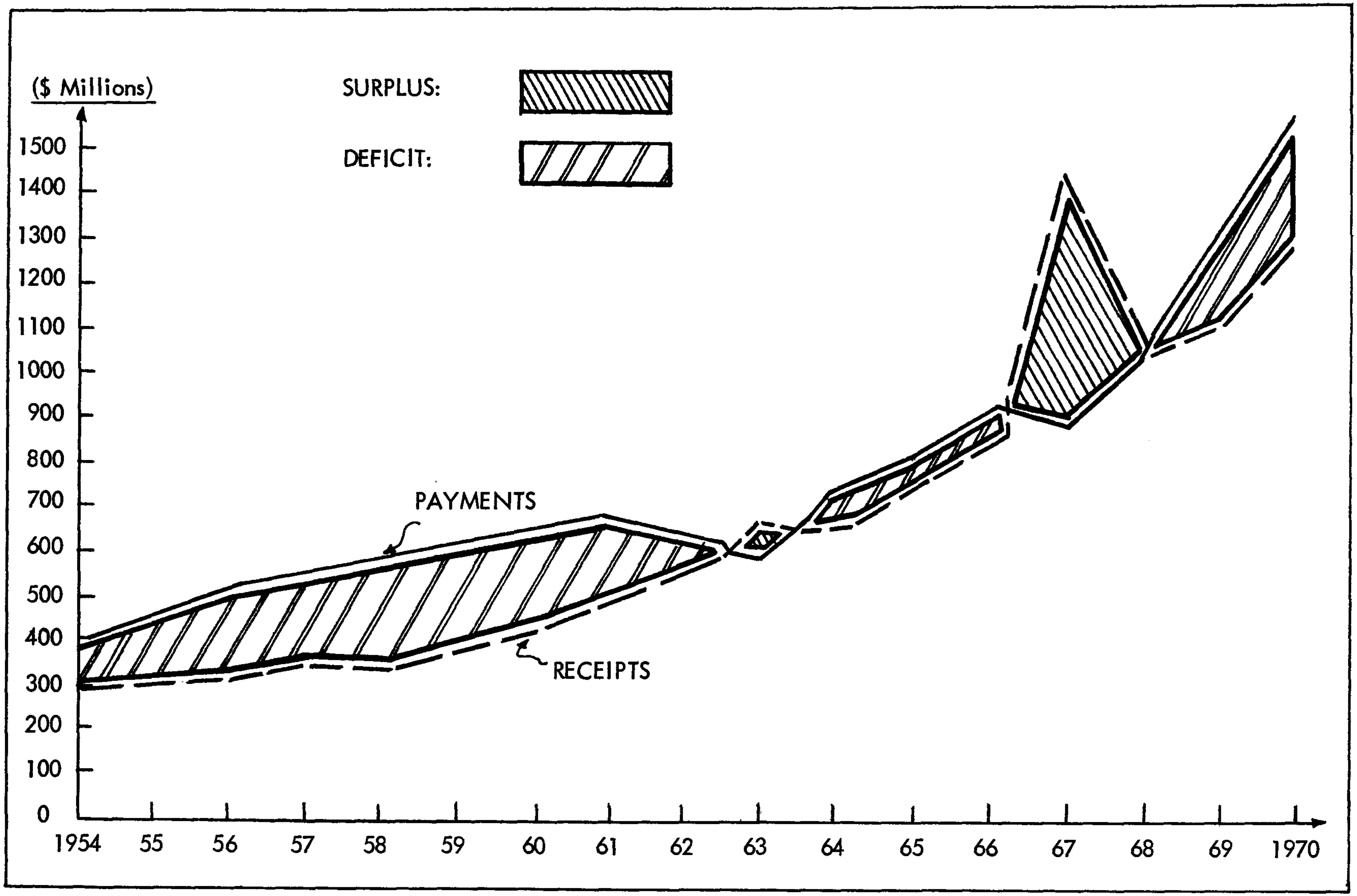
— it is relatively immune to most trade barriers and thus can weather most international trade readjustments (direct controls on travel rank high among the policies most repugnant to Western countries).

The Nixon economic measures and recent monetary agreement amongst the "Big Ten" should have a favourable effect on Canada's travel account with Overseas countries.

It is expected that the 1976 Olympics (paralleling Canada's experience with Expo 67) will provide a year of opportunity for Canada and should create a momentum for strong upward thrust towards the $4 billion travel receipts target for 1980.

GRAPH E10

CANADA'S TRAVEL ACCOUNT WITH ALL COUNTRIES



SOURCE: Statistics Canada, Cat. No. 67-001.

TIB/Oct/71.

TABLE E11

CANADA'S TRAVEL RECEIPTS AND EXPENDITURES WITH THE U.S. AND OVERSEAS COUNTRIES — 1959 - 1970

YEARS	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
TRAVEL RECEIPTS												
U.S.	351	375	435	512	549	590	660	730	1164	891	961	1082
U.K.	18	20	21	22	28	33	34	35	40	23	35)	
Other OECD	18	19	20	22	24	28	36	55	58	45	50)	152
Rest of World	4	6	6	6	8	11	17	20	56	19	28)	
TOTAL	391	420	482	562	609	662	747	840	1318	978	1074	1234
TRAVEL EXPENDITURES												
U.S.	448	462	459	419	388	481	531	628	627	710	893	936
U.K.	61	70	71	72	70	80	89	100	88	103	145)	
Other OECD	72	79	93	95	107	128	133	142	105	121	153)	524
Rest of World	17	16	19	19	20	23	26	30	75	74	101)	
TOTAL	598	627	642	605	585	712	779	900	895	1008	1292	1460
BALANCE												
U.S.	-97	-87	-24	+93	+161	+109	+129	+102	+537	+181	+68	+146
U.K.	-43	-50	-50	-50	-42	-47	-55	-65	-48	-80	-110)	
Other OECD	-54	-60	-73	-73	-83	-100	-97	-87	-47	-76	-103)	-372
Rest of World	-13	-10	-13	-13	-12	-12	-9	-10	-19	-55	-73)	
TOTAL	-207	-207	-160	-43	+24	-50	-32	-60	+423	-30	-218	-226

SOURCE: Statistics Canada, Cat.Nos. 67-001, 67-201 & 66-201.

TIB/Oct/71.

TABLE E 12

QUARTERLY RECEIPTS AND EXPENDITURES ON THE CANADIAN TRAVEL ACCOUNT
($ Millions)

YEARS	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
RECEIPTS												
1st Quarter	32	36	39	46	51	59	63	74	82	81	86	109
2nd Quarter	85	91	103	127	129	140	158	183	347	230	250	297
3rd Quarter	213	221	255	297	325	351	415	455	723	539	581	639
4th Quarter	61	72	85	92	104	112	111	128	166	128	157	189
TOTAL	391	420	482	562	609	662	747	840	1318	978	1074	1234
EXPENDITURE												
1st Quarter	117	119	129	126	114	150	152	191	196	216	268	313
2nd Quarter	144	168	168	182	158	187	210	239	246	246	341	384
3rd Quarter	216	213	220	197	204	238	271	315	298	375	476	543
4th Quarter	121	127	125	100	109	137	146	155	155	171	207	220
TOTAL	598	627	642	605	585	712	779	900	895	1008	1292	1460
BALANCE												
1st Quarter	-85	-83	-90	-80	-63	-91	-89	-117	-114	-135	-182	-204
2nd Quarter	-59	-77	-65	-55	-29	-47	-52	-56	+101	-16	-91	-87
3rd Quarter	-3	+8	+35	+100	+121	+113	+144	+140	+425	+164	+105	+96
4th Quarter	-60	-55	-40	-8	-5	-25	-35	-27	+11	-43	-50	-31
TOTAL	-207	-207	-160	-43	+24	-50	-32	-60	+423	-30	-218	-226

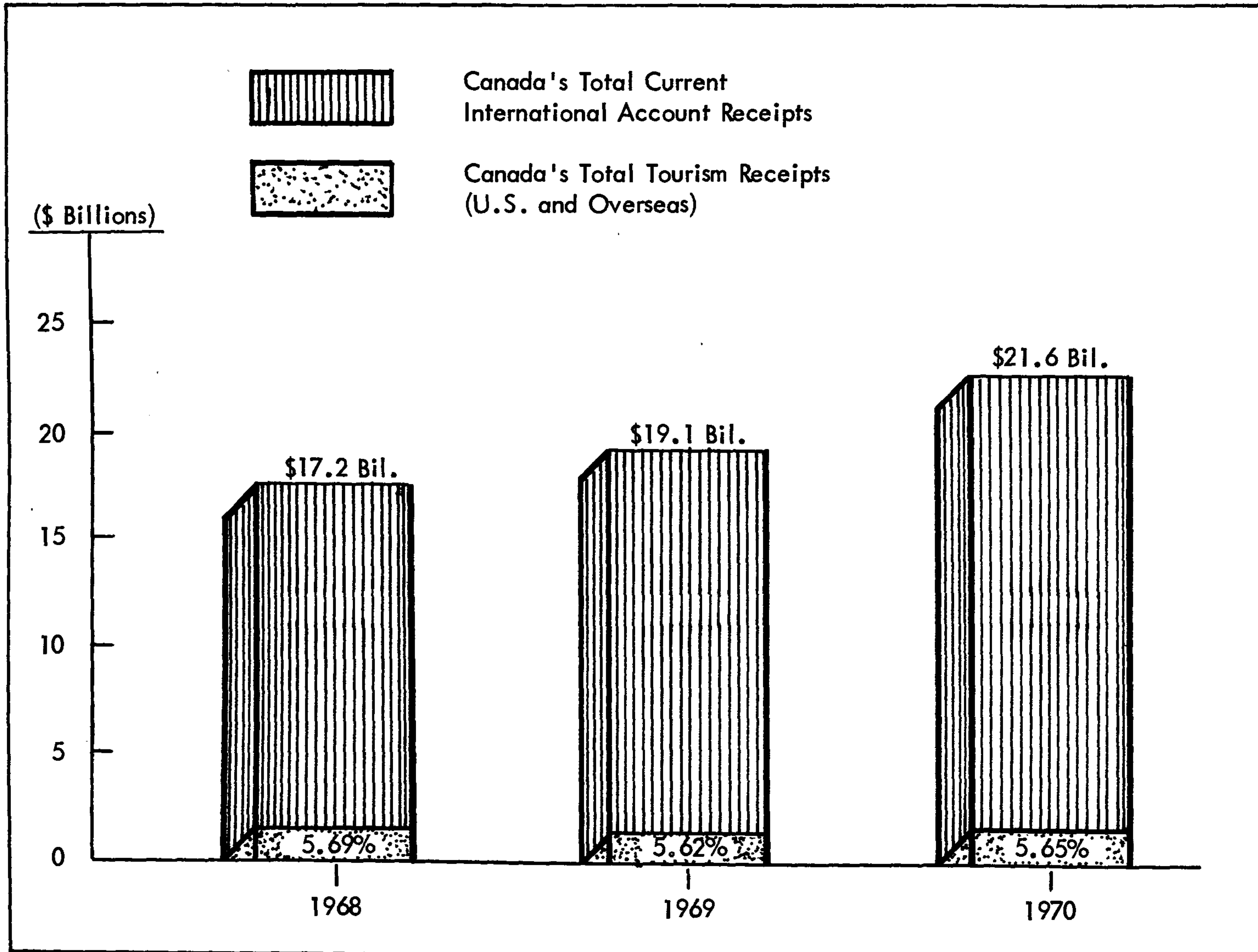
SOURCE: Statistics Canada, Cat.No. 66-201 - Travel Between Canada & Other Countries 1968 - 1969;
Statistics Canada, Cat. No. 67-001 - Canadian Balance of International Payments, Sept 1970.

TIB/Oct/71.

GRAPH E13

CANADA'S TOURISM RECEIPTS

AS A PERCENTAGE OF TOTAL CURRENT INTERNATIONAL ACCOUNT RECEIPTS



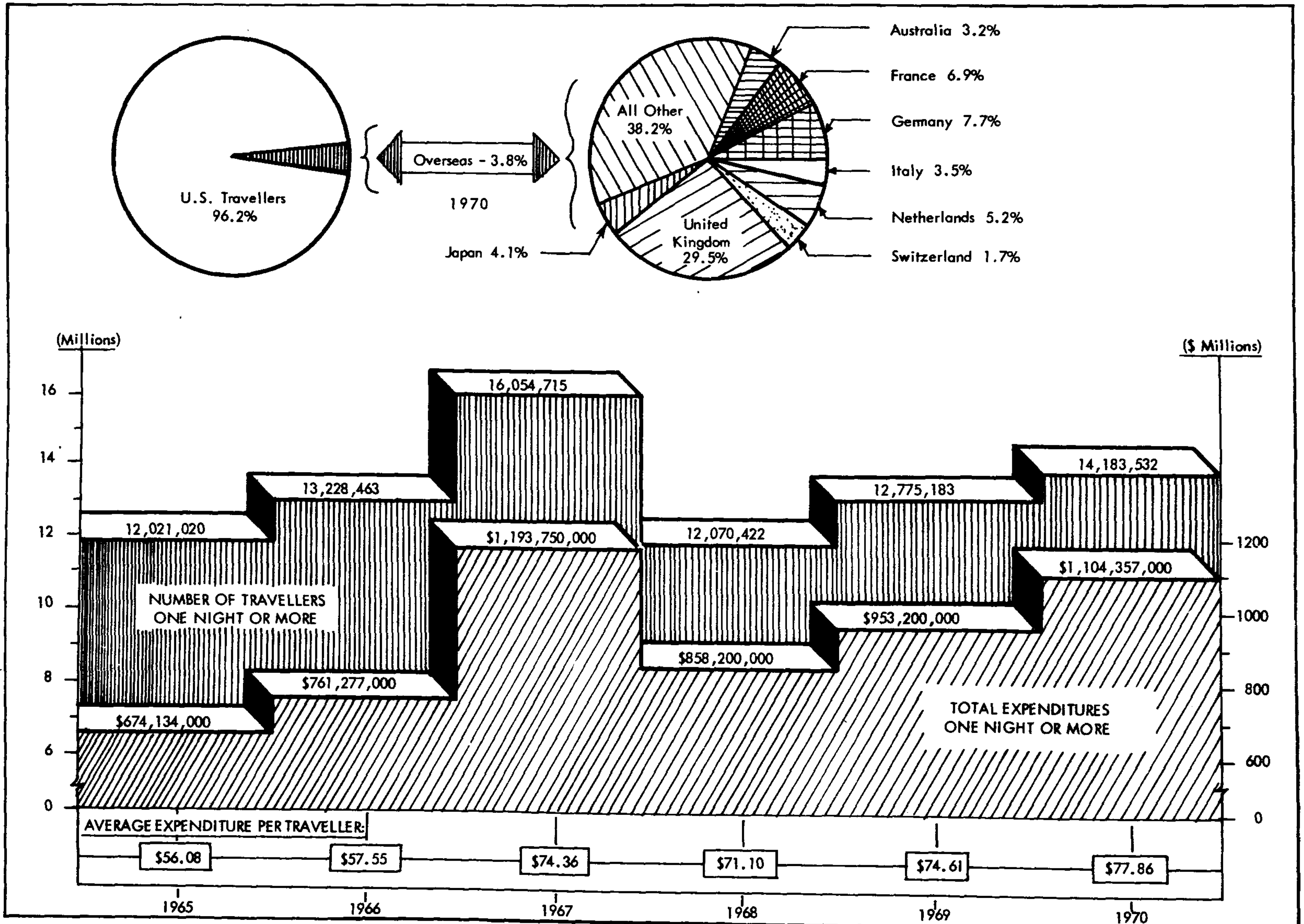
SOURCE: Statistics Canada, Cat.No. 67-001.

TIB/Oct/71.

(b) U.S. and Overseas Travel to Canada

GRAPH E14

TOTAL NUMBER AND EXPENDITURES AND AVERAGE EXPENDITURES OF FOREIGN TRAVELLERS (EXCLUDING EXCURSIONISTS) VISITING CANADA - 1965 TO 1970



SOURCE: Statistics Canada, Cat. No. 66-201.

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TABLE E15

NUMBER, EXPENDITURES AND LENGTH OF STAY OF TRAVELLERS TO CANADA

1967 - 1970

	UNITED STATES		OVERSEAS COUNTRIES	TOTAL
	Entering and leaving same day	One or more nights in Canada		
Number of Travellers:				
1967......... '000	24,511	15,465	590	40,566
1968......... "	23,068	11,708	362	35,138
1969......... "	23,454	12,312	463	36,229
1970......... "	23,505	13,648	536	37,689
Number of Days Stay:				
1967......... "	24,511	87,991	9,799	122,301
1968......... "	23,068	69,411	7,559	100,038
1969......... "	23,454	71,937	9,429	104,820
1970......... "	23,505	79,890	11,112	114,507
Expenditures in Canada*:				
1967..... $'000,000	124	1,040	154	1,318
1968..... "	120	771	87	978
1969..... "	121	840	113	1,074
1970..... "	129	953	152	1,234
Average Length of Stay in Days:				
1967..........	1.0	5.7	16.6	3.0
1968..........	1.0	5.9	20.9	2.8
1969..........	1.0	5.8	20.4	2.9
1970..........	1.0	5.9	20.7	3.0
Average Expenditure Per Trip:				
1967.......... $	5.10	67.20	261.00	32.50
1968.......... $	5.20	65.90	240.30	27.80
1969.......... $	5.20	68.20	244.10	29.60
1970.......... $	5.50	69.80	283.60	32.70
Average Expenditure Per Day:				
1967.......... $	5.10	11.80	15.70	10.80
1968.......... $	5.20	11.10	11.50	9.80
1969.......... $	5.20	11.70	12.00	10.20
1970.......... $	5.50	11.90	13.70	10.80

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Expenditure figures include international transportation fares.

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TABLE E16

AVERAGE TOTAL EXPENDITURES OF TRAVELLERS BY PROVINCE

PROVINCE	PER PERSON		PER PARTY		DATE OF DATA
	PER DAY	PER VISIT	PER DAY	PER VISIT	
NFLD	$6.19	$83.60	N.A.	N.A.	1969
PEI	$8.46	$40.62	$27.08	$130.00	1969
NS **	$6.21	$36.98	$19.88	$115.82	1968
NB *	$8.68	$33.00	$26.32	$100.00	1967
QUE **	N.A.	$33.74	N.A.	$110.00	1967
ONT	$7.04	$19.00	$22.72	$61.36	1969
MAN *	$11.34	$58.29	$36.29	$186.53	1965
SASK ***	$8.57	$69.42	$25.71	$208.25	1969
ALTA	$6.86	$33.47	$19.62	$95.74	1966
BC	$6.42	$28.89	$21.20	$91.10	1963

SOURCE: Travel Trends in the U.S. & Canada 1971. (University of Colorado).

* U.S. Visitors only.
** Estimates based on U.S. Automobile Visitors only.
*** Estimates.

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TABLE E17

AVERAGE TOTAL EXPENDITURE PER PERSON PER DAY BY PROVINCE

PROVINCE	LODGING	FOOD	TRANS-PORTATION	OTHER	TOTAL	DATE OF DATA
NFLD	$1.70**	**	$1.70	$2.79	$6.19	1969
PEI	N.A.	N.A.	N.A.	N.A.	$8.46	1969
NS	$1.39	$2.16	$1.39	$1.29	$6.23	1968
NB*	N.A.	N.A.	N.A.	N.A.	$8.68	1967
QUE	N.A.	N.A.	N.A.	N.A.	N.A.	-
ONT	N.A.	N.A.	N.A.	N.A.	$7.04	1969
MAN*	$2.95	$2.38	$2.50	$3.51	$11.34	1965
SASK	$1.80	$1.80	$3.85	$1.12	$8.57	1969
ALTA	$1.42	$1.95	$1.54	$1.95	$6.86	1966
BC	$1.29	$1.86	$1.54	$1.73	$6.42	1963

SOURCE: Travel Trends in the U.S. and Canada, 1971 (University of Colorado).

* U.S. Visitors only.
** Food and Lodging combined.

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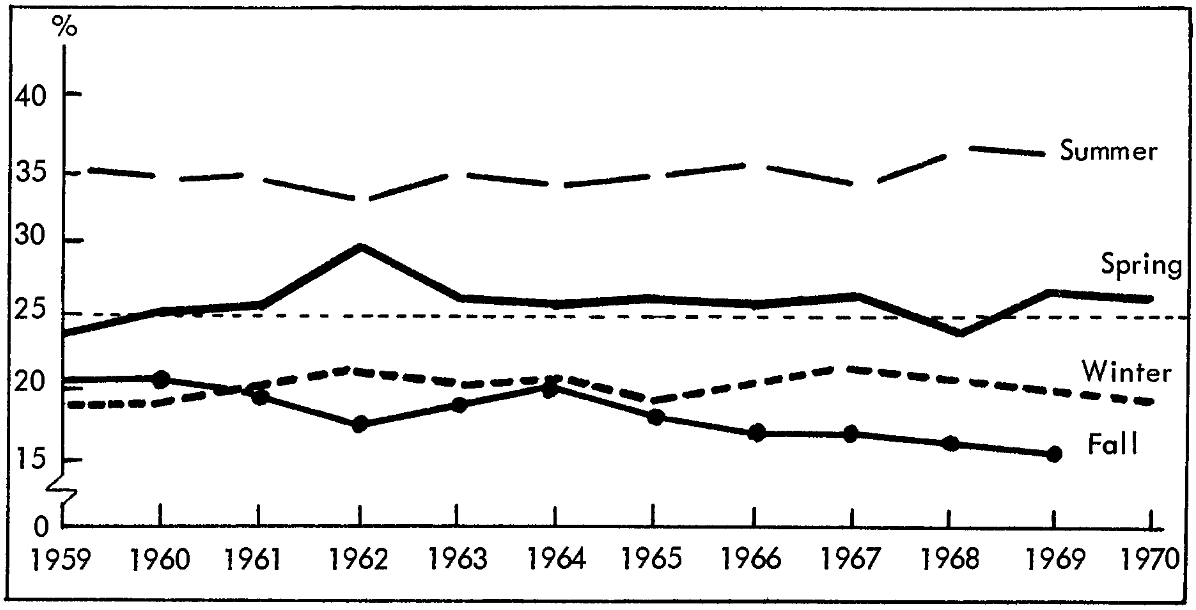
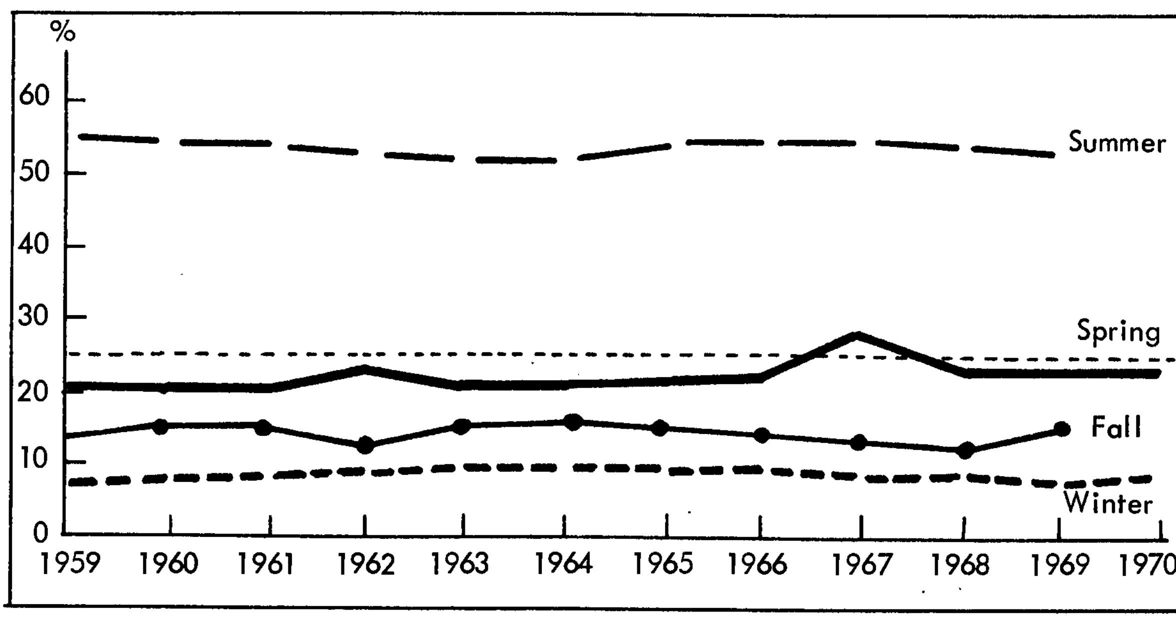
GRAPH E18

PERCENTAGE DISTRIBUTION OF CANADIAN TRAVEL EXPENDITURES ABROAD BY SEASON (1959-1970)



GRAPH E19

PERCENTAGE DISTRIBUTION OF CANADIAN TRAVEL RECEIPTS FROM ABROAD BY SEASON (1959-1970)

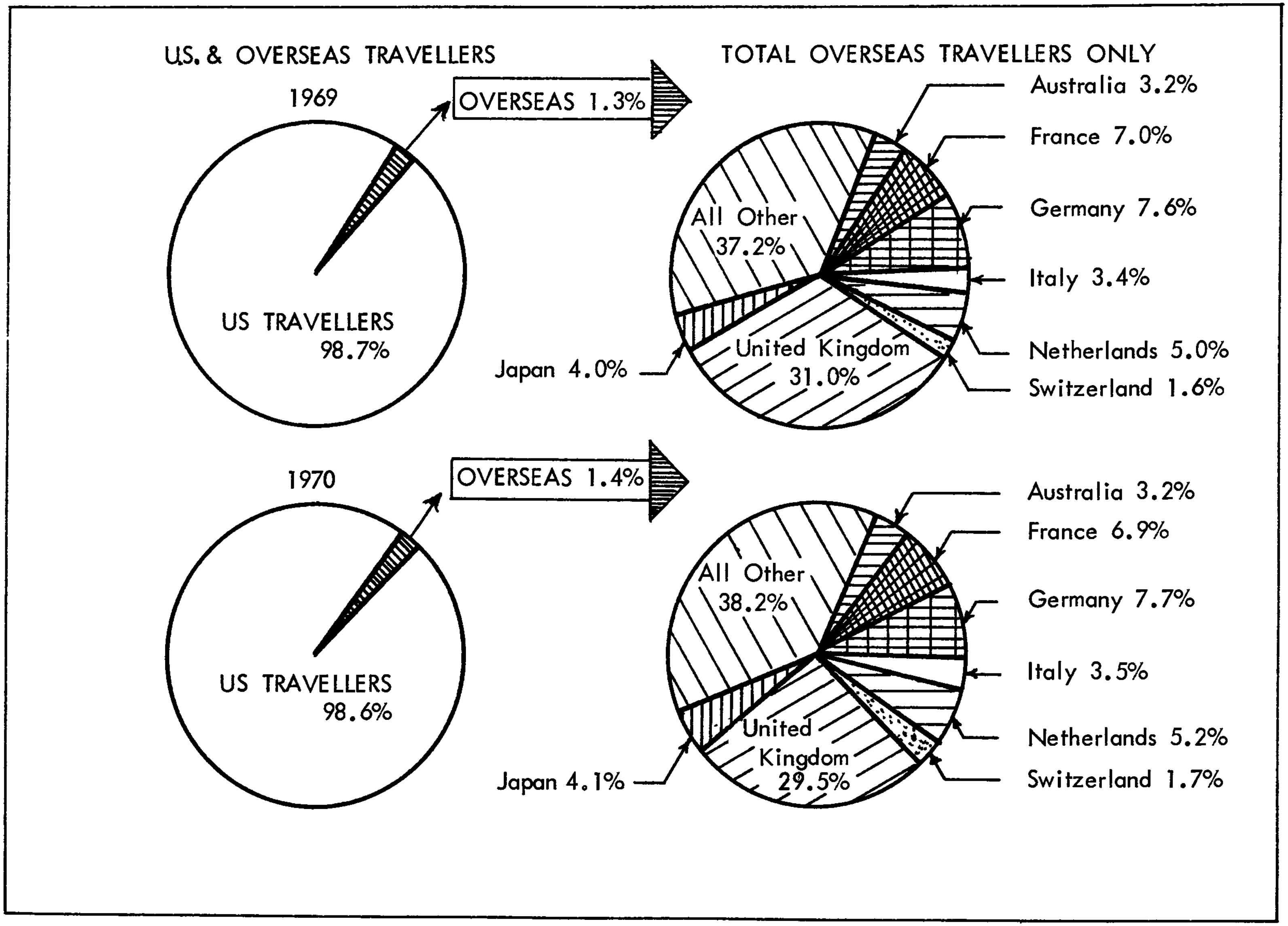


SOURCE: Statistics Canada, Cat. No. 67-001.

TIB/Oct/71.

GRAPH E20

TOTAL TRAVELLERS TO CANADA



SOURCE: Statistics Canada, Cat. No. 66-201.

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TABLE E21

TRAVELLERS TO CANADA 1965 - 1970

YEAR	FROM THE UNITED STATES*				OVERSEAS**		ALL COUNTRIES				TOTAL
	SHORT TERM		LONG TERM				SHORT TERM		LONG TERM		
	Number	%	Number	%	Number	%	Number	%	Number	%	Number
1965	21,999,200	64.7	11,888,100	34.9	132,920	.4	21,999,200	64.7	12,021,020	35.3	34,020,220
1966	22,507,300	63.0	12,817,700	35.9	410,763	1.1	22,507,300	63.0	13,228,463	37.0	35,735,763
1967	24,511,200	60.4	15,464,400	38.1	590,315	1.5	24,511,200	60.4	16,054,715	39.6	40,565,915
1968	23,068,000	65.7	11,708,000	33.3	362,422	1.0	23,068,000	65.7	12,070,422	34.3	35,138,422
1969	23,454,000	64.7	12,312,000	34.0	463,183	1.3	23,454,000	64.7	12,775,183	35.3	36,229,183
1970	23,505,000	62.4	13,648,000	36.2	535,532	1.4	23,505,000	62.4	14,183,532	37.6	37,688,532

SOURCE: * Statistics Canada, Cat. No. 66-201.
** Letter from Mr. M.W. Valiquette, Statistics Canada.

NOTES:
1 - Short Term: Visitors entering and leaving the same day;
2 - Long Term: Visitors entering and staying one or more nights in Canada;
3 - All figures except those for 1965 include visitors to Canada via the U.S.

TIB/Oct/71.

TABLE E22

NUMBER OF NON-IMMIGRANT TRAVELLERS ENTERING CANADA FROM THE U.S., U.K., & OTHER SELECTED OVERSEAS COUNTRIES, 1963 - 1970

COUNTRIES	1963*	1964	1965	1966**	1967**	1968**	1969**	1970**
Oceania								
Australia	N/A	N/A	N/A	13,893	14,142	12,852	14,697	17,001
Europe								
France	3,782	6,431	8,073	27,678	71,909	23,499	32,529	36,915
Germany	6,698	8,491	10,465	36,330	42,254	27,647	35,313	41,261
Italy	2,242	3,673	4,118	9,769	17,388	12,101	15,577	18,577
Netherlands	N/A	N/A	N/A	20,125	19,459	18,171	23,304	27,996
Switzerland	N/A	N/A	N/A	6,830	19,212	5,883	7,574	8,932
United Kingdom	38,788	50,686	56,525	140,537	180,000	115,234	143,562	157,736
Asia								
Japan	1,669	1,981	3,206	19,475	18,979	12,515	18,525	22,011
All Other	29,106	41,501	50,533	136,126	206,972	134,520	172,102	205,103
Total All Overseas (1)	82,285	112,763	132,920	410,763	590,315	362,422	463,183	535,532
Total Visitors From U.S.A. (2)	31,865,000	32,463,000	33,887,000	35,325,000	39,975,600	34,776,000	35,765,638	37,152,944
Total All Visitors to Canada (1)+(2)	31,947,285	32,575,763	34,019,920	35,735,763	40,565,915	35,138,422	36,228,821	37,688,476

SOURCE: Letter dated March 31 from Mr. M.W. Valiquette, Statistics Canada, for years 63-65, and Cat. No. 66-201.

NOTES: * Tourist arrivals for the period March 1 to December 31, 1963.
** Includes overseas visitors entering Canada and via the U.S.A.

TIB/Oct/71.

TABLE E23

CHIEF COUNTRIES OF ORIGIN FOR TRAVELLERS TO CANADA *

COUNTRIES	1968	1969	1970
United States			
Short Term **	23,068,000	23,454,000	23,505,000
Long Term ***	11,708,000	12,312,000	13,648,000
United Kingdom	115,234	143,562	157,736
Germany	27,647	35,313	41,261
France	23,499	32,529	36,915
Netherlands	18,171	23,304	27,996
Japan	12,515	18,525	22,001
Italy	12,101	15,577	18,577
Australia	12,852	14,697	17,001
Mexico	7,261	10,019	10,682
Jamaica	6,907	9,422	11,417
All other countries	126,235	160,235	191,946
Total Number of Travellers:			
Short Term	23,068,000	23,454,000	23,505,000
Long Term	12,070,422	12,775,183	14,183,532

SOURCES: OECD 1971
Statistics Canada, Cat.No. 66-001.

NOTES:
* Overseas travellers via U.S. included;
** Short Term: Travellers entering and leaving the same day;
*** Long Term: Travellers entering and staying one or more nights in Canada.

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TABLE E24

NUMBER OF TRAVELLERS IN 1969 AND 1970 PER 100,000 POPULATION

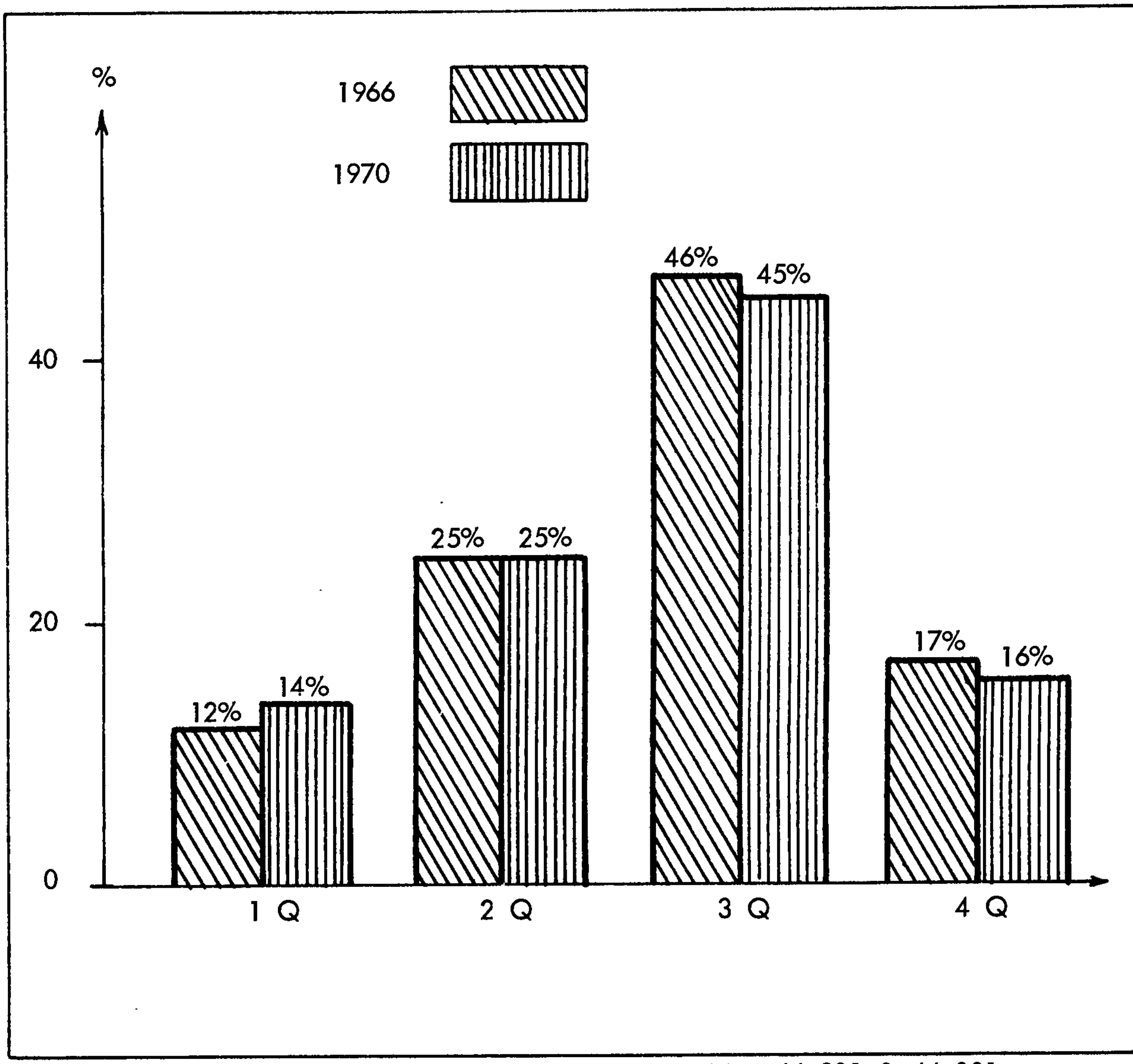
	TO CANADA		TO U.S.	
	1969	1970	1969	1970
U.K.	259	282	506	499
West Germany	58	68	248	293
France	65	72	209	221
Japan	17	21	130	203
Australia	119	136	485	606
Mexico	21	21	2,141	2,142
Netherlands	180	215	340	370

SOURCE: OECD 1971 (Tourism)
Statistics Canada, Cat. No. 66-001
The Big Picture

GRAPH E25

SEASONAL DISTRIBUTION OF TRAVELLERS TO CANADA FROM THE UNITED STATES & OVERSEAS COUNTRIES

(1966 & 1970)



SOURCE: Statistics Canada, Cat. No. 66-201 & 66-001.

TIB/Oct/71.

TABLE E26

TRAVELLERS TO CANADA FROM THE U.S. AND OVERSEAS COUNTRIES - 1966 & 1970

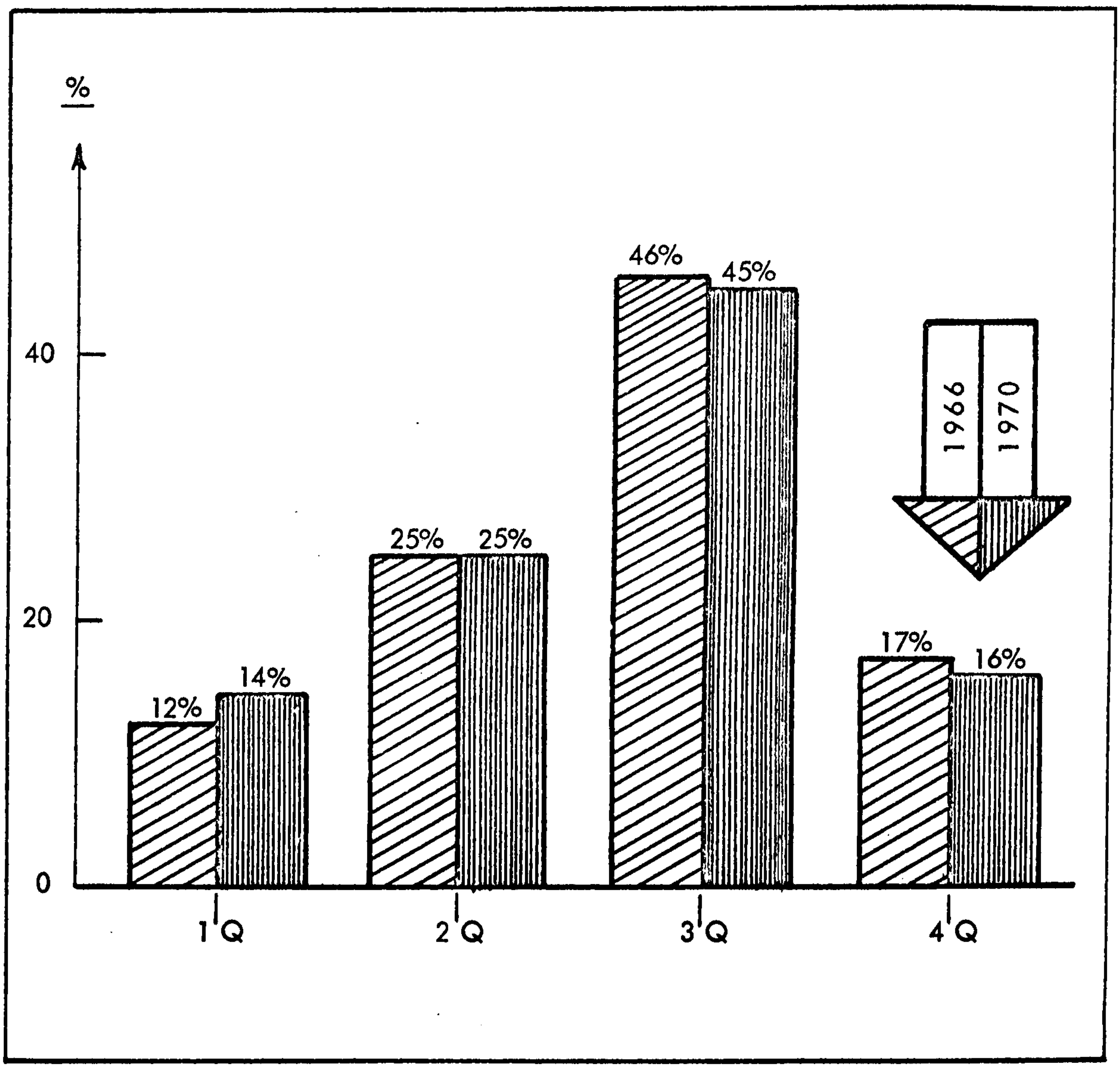
QUARTERLY	FROM UNITED STATES		FROM OVERSEAS COUNTRIES		TOTAL ALL COUNTRIES	
	1966	1970	1966	1970	1966	1970
FIRST	4,238,521	5,082,587	38,605	53,016	4,277,126	5,135,603
SECOND	8,684,607	9,106,350	113,271	151,675	8,797,878	9,258,025
THIRD	16,270,193	16,885,215	189,554	243,180	16,459,747	17,128,395
FOURTH	6,131,660	6,078,792	69,333	87,661	6,200,993	6,166,453
TOTAL	35,324,981	37,152,944	410,763	535,532	35,735,744	37,688,476

SOURCE: Statistics Canada, Cat. No. 66-201 and No. 66-001.

TIB/Oct/71.

GRAPH E27

SEASONAL DISTRIBUTION OF TRAVELLERS TO CANADA FROM THE U.S. AND OVERSEAS COUNTRIES (1966 & 1970)



SOURCE: Statistics Canada, Cat. Nos. 66-201 & 66-001.

TIB/Oct/71.

TABLE E28

TRAVELLERS TO CANADA FROM THE U.S. AND OVERSEAS COUNTRIES

1969 COMPARED TO 1970

	FROM UNITED STATES			FROM OVERSEAS COUNTRIES			TOTAL ALL COUNTRIES		
	1969	1970	% Change	1969	1970	% Change	1969	1970	% Change
JAN	1,430,407	1,561,766	+9.2	11,834	14,749	+24.6	1,442,241	1,576,515	+9.3
FEB	1,476,550	1,564,268	+5.9	11,231	15,493	+37.9	1,487,781	1,579,761	+6.2
MAR	1,754,573	1,956,553	+11.5	16,599	22,774	+37.2	1,771,172	1,979,327	+11.8
APR	2,040,418	1,979,533	-3.0	24,890	29,910	+20.2	2,065,308	2,009,443	-2.7
MAY	2,936,002	2,996,830	+2.1	42,206	49,606	+17.5	2,978,208	3,046,436	+2.3
JUN	3,982,129	4,129,987	+3.7	59,295	72,159	+21.7	4,041,424	4,202,146	+4.0
JUL	6,312,720	6,579,657	+4.2	95,698	105,010	+4.7	6,408,418	6,684,667	+4.3
AUG	6,792,205	6,765,315	-0.4	72,286	80,872	+11.9	6,864,491	6,846,187	-0.3
SEP	2,957,686	3,540,243	+19.7	51,341	57,298	+11.6	3,009,027	3,597,541	+19.6
OCT	2,392,468	2,499,625	+4.5	31,248	36,969	+18.3	2,423,716	2,536,594	+4.7
NOV	1,966,360	1,891,018	-3.8	21,365	22,808	+6.8	1,987,725	1,913,826	-3.7
DEC	1,724,120	1,688,149	-2.1	25,190	27,884	+10.7	1,749,310	1,716,033	-1.9
YEAR	35,765,638	37,152,944	+3.9	463,183	535,532	+15.6	36,228,821	37,688,476	+4.0

SOURCE: Statistics Canada, Cat. No. 66-001 - December 1970.

TIB/Oct/71.

TABLE E29

TRAVELLERS TO CANADA FROM THE U.S. BY AUTOMOBILE

1969 COMPARED TO 1970

MONTH	1969			1970			PERCENT CHANGE IN 1970		
	Same Day	One Night or More	Total	Same Day	One Night or More	Total	Same Day	One Night or More	Total
JAN	1,027,840	183,914	1,211,754	1,113,773	228,146	1,341,919	+8.4	+24.1	+10.7
FEB	1,058,865	209,811	1,268,676	1,110,061	239,589	1,349,650	+4.8	+14.2	+6.4
MAR	1,242,597	270,267	1,512,864	1,340,435	371,078	1,711,513	+7.9	+37.3	+13.1
APR	1,406,944	382,067	1,789,011	1,354,273	358,516	1,712,789	-3.7	-6.2	-4.3
MAY	1,768,078	768,530	2,536,608	1,795,494	780,068	2,575,562	+1.6	+1.5	+1.5
JUN	2,159,662	1,239,078	3,398,740	2,166,221	1,297,338	3,463,559	+0.3	+4.7	+1.9
JUL	3,096,262	2,358,472	5,454,734	3,002,668	2,676,230	5,678,898	-3.0	+13.5	+4.1
AUG	3,291,565	2,604,567	5,896,132	3,156,869	2,664,140	5,821,009	-4.1	+2.3	-1.3
SEP	1,660,642	918,089	2,578,731	1,851,027	1,201,441	3,052,468	+11.5	+30.9	+18.4
OCT	1,484,032	617,299	2,101,331	1,512,644	680,362	2,193,006	+1.9	+10.2	+4.4
NOV	1,347,223	386,369	1,733,592	1,279,337	375,417	1,654,754	-5.0	-2.8	-4.5
DEC	1,189,186	307,719	1,496,905	1,121,214	342,027	1,463,241	-5.7	+11.1	-2.2
TOTAL	20,732,896	10,246,182	30,979,078	20,804,016	11,214,352	32,018,368	+0.3	+9.4	+3.4

SOURCE: Statistics Canada, Cat. No. 66-001.

TIB/Feb/72.

(c) Canadian Travel to All Other Countries

TABLE E30

NUMBER, EXPENDITURES AND LENGTH OF STAY OF CANADIAN RESIDENTS ABROAD, 1967 - 1970.

	UNITED STATES *		OVERSEAS COUNTRIES	TOTAL
	Leaving and Returning Same Day	One or more Nights in U.S.		
Number of Re-entries:				
1967........... '000's	24,709	7,791	522	33,022
1968........... "	25,468	8,480	638	34,586
1969........... "	26,116	9,326	852	36,294
1970........... "	25,921	9,735	1,099	36,755
Number of days spent Abroad:				
1967........... '000's	24,709	59,296	13,415	97,420
1968........... "	25,468	62,055	16,933	104,456
1969........... "	26,116	74,170	22,666	122,952
1970........... "	25,921	78,583	30,300	134,804
Expenditures Abroad: **				
1967....... $'000,000's	47	557	268	872
1968....... "	51	633	298	982
1969....... "	57	795	399	1,251
1970....... "	55	834	524	1,413
Average Length of Stay in Days:				
1967...............	1.0	7.6	25.7	3.0
1968...............	1.0	7.3	26.5	3.0
1969...............	1.0	8.0	26.6	3.4
1970...............	1.0	8.1	27.6	3.7
Average Expenditure per Person Trip:				
1967............ $	1.90	71.50	513.40	26.40
1968............ $	2.00	74.60	467.10	28.40
1969............ $	2.20	85.20	468.30	34.50
1970............ $	2.10	85.70	476.80	38.40
Average Expenditure per Day:				
1967............ $	1.90	9.40	20.00	9.00
1968............ $	2.00	10.20	17.60	9.40
1969............ $	2.20	10.70	17.60	10.20
1970............ $	2.10	10.60	17.30	10.50

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes Hawaii and international transportation fares paid to U.S. carriers by Canadians travelling to overseas countries.

** Includes other international transportation fares paid to overseas carriers.

TIB/Oct/71.

TABLE E31

THE RELATIONSHIP BETWEEN TRAVEL EXPENDITURE ABROAD AND DISPOSABLE INCOME AND POPULATION

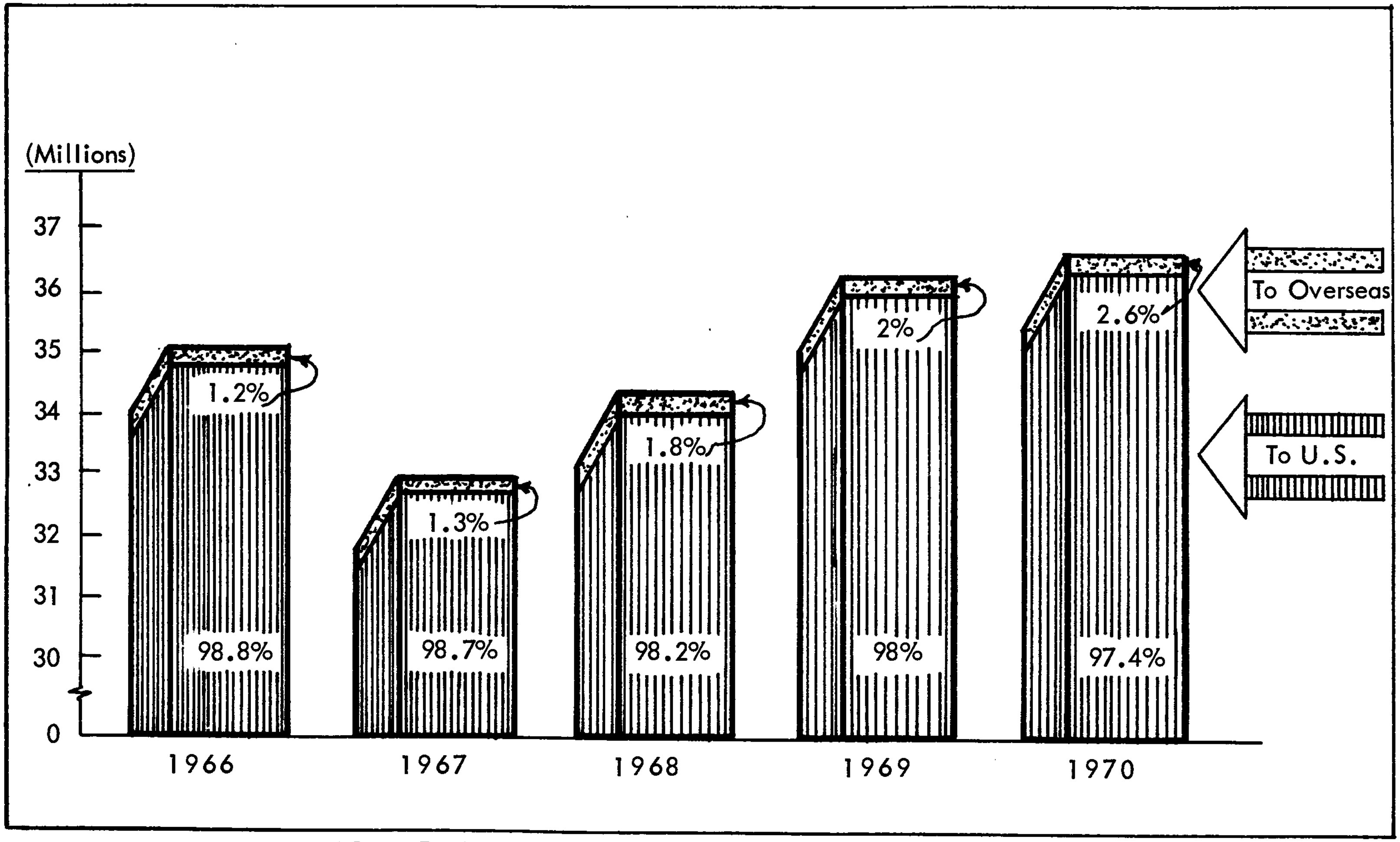
YEAR	TOTAL EXPENDITURE ABROAD BY CANADIANS	TRAVEL EXPENDITURE PER CAPITA	TRAVEL EXPENDITURE AS A % OF TOTAL DISPOSABLE INCOME
1961	$ 642 million	$35.20	2.5%
1962	$ 605 million	$32.56	2.1%
1963	$ 585 million	$30.90	1.9%
1964	$ 712 million	$36.90	2.2%
1965	$ 796 million	$40.52	2.2%
1966	$ 900 million	$44.97	2.3%
1967	$ 895 million	$43.38	2.1%
1968	$1008 million	$48.14	2.2%
1969	$1292 million	$60.77	2.6%
1970	$1460 million	$67.71	2.7%

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

TIB/Oct 24/71.

GRAPH E32

DISTRIBUTION OF TOTAL VACATION TRAVEL BY CANADIANS



SOURCE: Statistics Canada, Cat.No. 66-201.

TIB/Oct/71.

TABLE E33

VACATION TRAVEL BY CANADIANS TO THE UNITED STATES AND OVERSEAS COUNTRIES 1961 - 1970

	CANADIAN TRAVELLERS TO:					
	OVERSEAS COUNTRIES		UNITED STATES		TOTAL	
1961	277,018	0.9%	29,289,000	99.1%	29,566,018	100%
1962	311,400	1.1%	27,944,000	98.9%	28,255,400	100%
1963	342,057	1.2%	29,390,000	98.8%	29,732,057	100%
1964	391,645	1.2%	32,164,000	98.8%	32,555,645	100%
1965	456,350	1.3%	33,433,000	98.7%	33,889,350	100%
1966	422,925	1.2%	34,680,000	98.8%	35,102,925	100%
1967	437,069	1.3%	32,500,000	98.7%	32,937,069	100%
1968	611,313	1.8%	33,948,000	98.2%	34,559,313	100%
1969	731,738	2.0%	35,441,675	98.0%	36,177,413	100%
1970	957,429	2.6%	35,655,893	97.4%	36,613,222	100%

SOURCE: Statistics Canada, Cat. No. 66-201 Travel Between Canada, U.S. and Other Countries.

NOTE: Overseas Traveller Statistics were obtaining from the International Division, Statistics Canada, June 17, 1971 for the years 1961 through to 1965.

TIB/Oct/71.

TABLE E34

MAIN CANADIAN TRAVELLER DESTINATIONS IN 1970

(IN ORDER OF IMPORTANCE)

DESTINATION	NUMBER OF TRAVELLERS	DESTINATION	NUMBER OF TRAVELLERS
United States **	9,888,081	Israel	17,917
United Kingdom	408,000	Morocco	17,083
France	180,000	Hungary	13,772
Spain	123,868	Thailand	10,514
Germany	114,800	Australia	10,216
Switzerland	95,734	Trinidad & Tobago	9,500*
Netherland	64,077	U.S.S.R.	9,322
Mexico	63,274	China	8,751
Austria	58,643	Poland	7,297
Bahamas	57,228	Venezuela	7,065
Belgium	45,678	India	7,026
Portugal	45,112	New Zealand	6,430
Japan	42,442	Turkey	6,347
Denmark	41,234	Fiji	5,574
Greece	30,683	Puerto Rico	5,263
Bermuda	29,000*	Norway	4,591
Yugoslavia	27,676	Lebanon	4,400*
Jamaica	27,000*	South Africa	4,260
Hong Kong	21,918	Philippines	3,840
Ireland	20,000*	Pakistan	3,033

SOURCE: National Tourist Offices.

* Estimates.
** Excludes excursionists.

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2. Travel Between Canada and the United States

(a) The Balance of Payments

Expenditures by American travellers accounted for approximately 88% of Canada's total tourist receipts from foreigners in 1970 — a slightly lower percentage than the share of 1968 and 1969 receipts — 91% and 90%, respectively. Graph E further reveals that Canada's share of the U.S. market has been deteriorating, i.e. Canada's receipts from American travellers as a percentage of total American travel expenditures abroad have been decreasing from 29.48% in 1968 to 27.39% in 1970.

Meanwhile, the net balance on our travel account with the U.S. has improved during 1970, a surplus of $146 million compared to one of $76 million in 1969 (the surplus for 1968 was $181 million), reflecting a reducing rate of Canadian expenditures in the U.S.

Canada could induce U.S. travellers to spend more in Canada on a per capita basis:

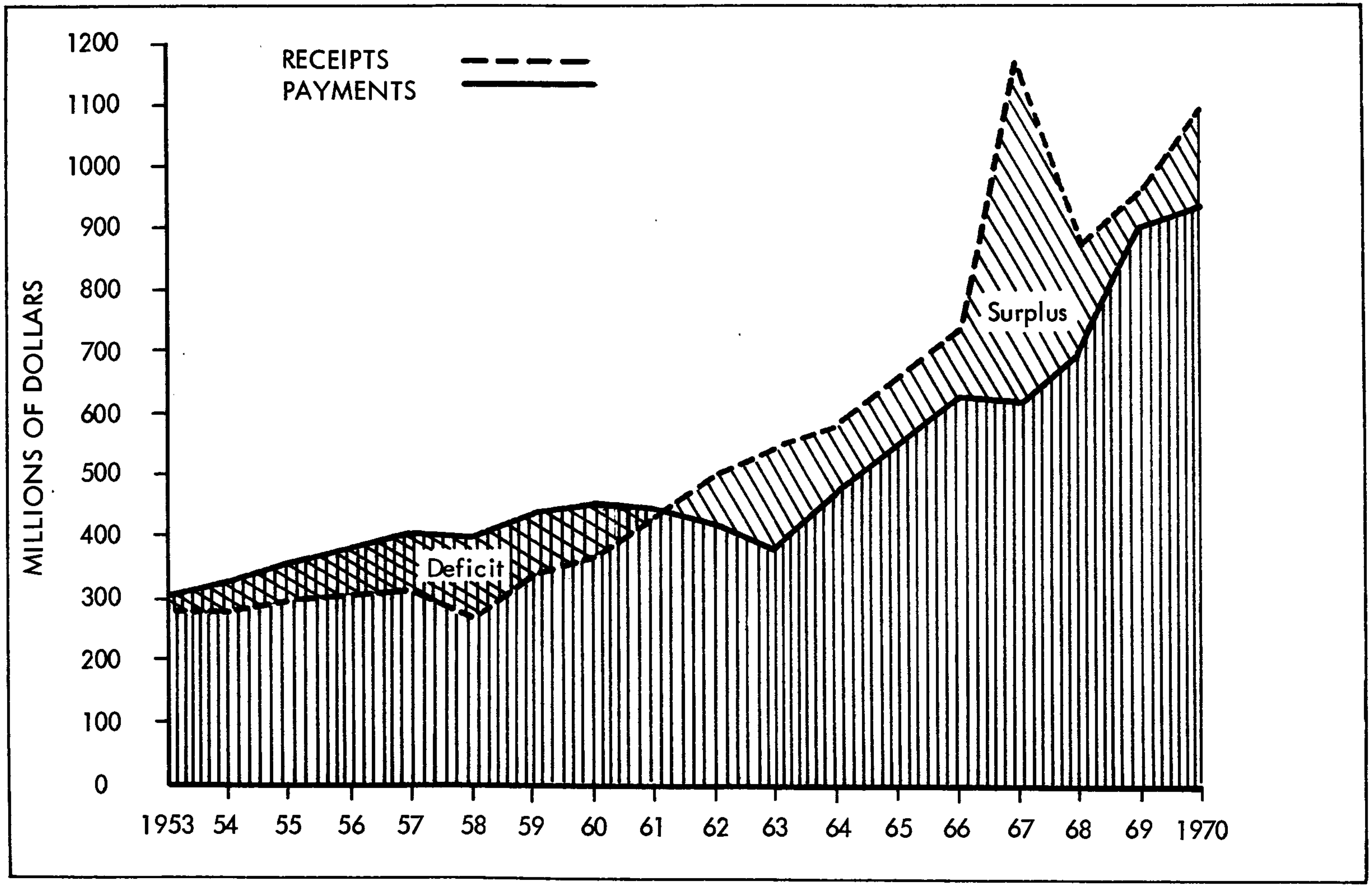
- by extending the season;

- by attracting a larger number of U.S. travellers to Canada (there are as many Canadians travelling in the U.S. as Americans travelling in Canada, despite the fact that the U.S. population is 10 times larger than Canada's);

- by encouraging U.S. travellers to increase their length of stay in Canada.

GRAPH E35

TRAVEL ACCOUNT WITH THE U.S. 1953 - 1970



SOURCE: Statistics Canada, Cat.No. 67-001.

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TABLE E36

CANADA'S TRAVEL ACCOUNTS WITH THE UNITED STATES

1959 - 1970 (in $ millions)

YEAR	RECEIPTS		EXPENDITURES		BALANCE
	AMOUNT	% CHANGE	AMOUNT	% CHANGE	
1959	$ 351	--	$448	--	$ - 97
1960	$ 375	6.8%	$462	3.1%	$ - 87
1961	$ 435	16.0%	$459	-0.1%	$ - 24
1962	$ 512	17.7%	$419	-8.7%	$ 83
1963	$ 549	7.2%	$380	-9.3%	$ 161
1964	$ 590	7.5%	$481	26.6%	$ 109
1965	$ 660	11.9%	$531	10.4%	$ 129
1966	$ 730	10.6%	$628	18.3%	$ 102
1967	$1164	59.9%	$627	0.0%	$ 537
1968	$ 891	-23.5%	$710	13.2%	$ 181
1969*	$ 969	8.8%	$893	25.8%	$ 76
1970*	$1082	11.7%	$936	4.8%	$ 146

SOURCE: Statistics Canada, Cat. No. 67-001, 67-201, and 66-201.

* Subject to revision.

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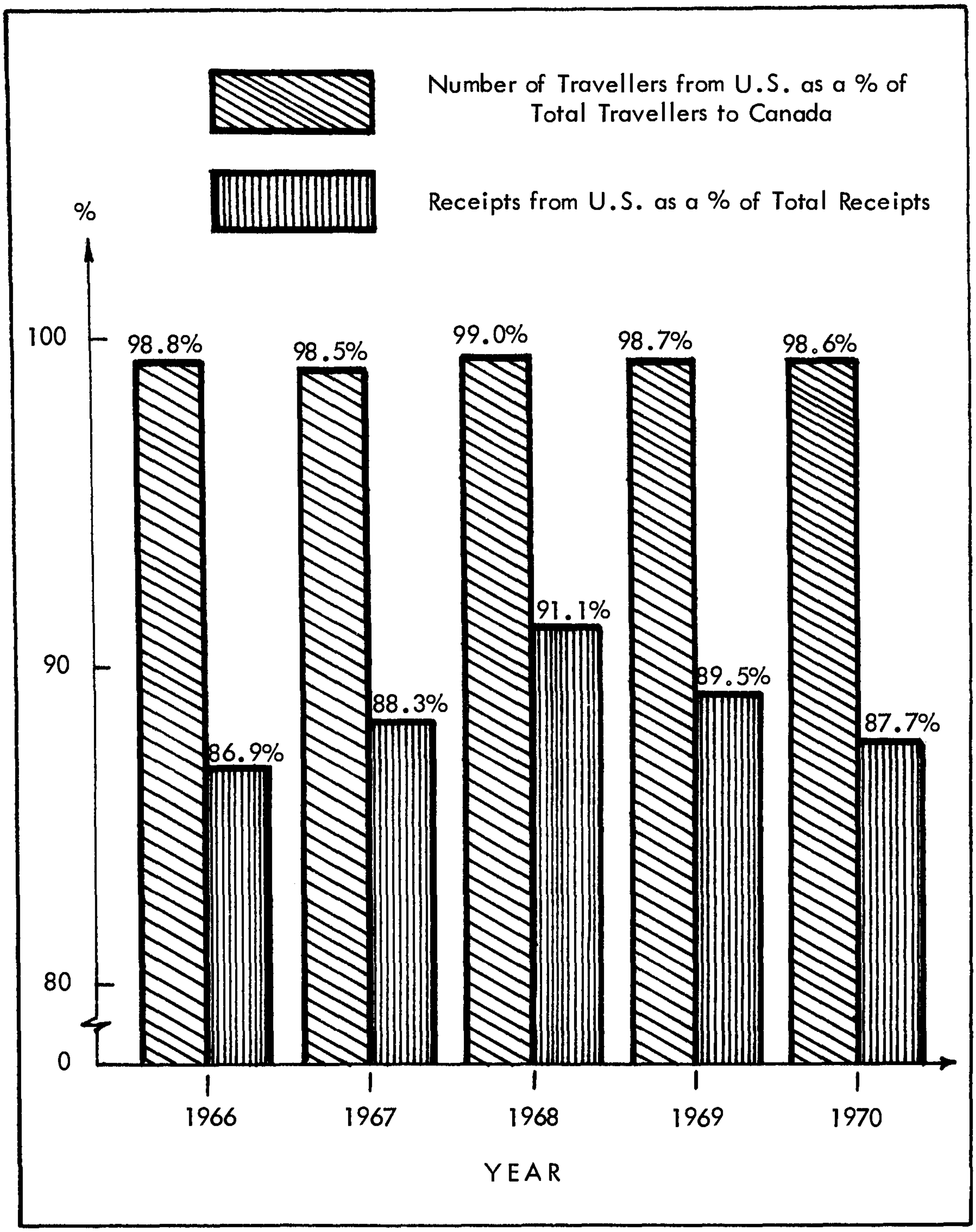
(b) U.S. Travel to Canada

GRAPH E37

EXPENDITURES IN CANADA BY TRAVELLERS
FROM THE UNITED STATES (1966 - 1970)



SOURCE: Statistics Canada, Cat.No. 66-201 & 67-001.

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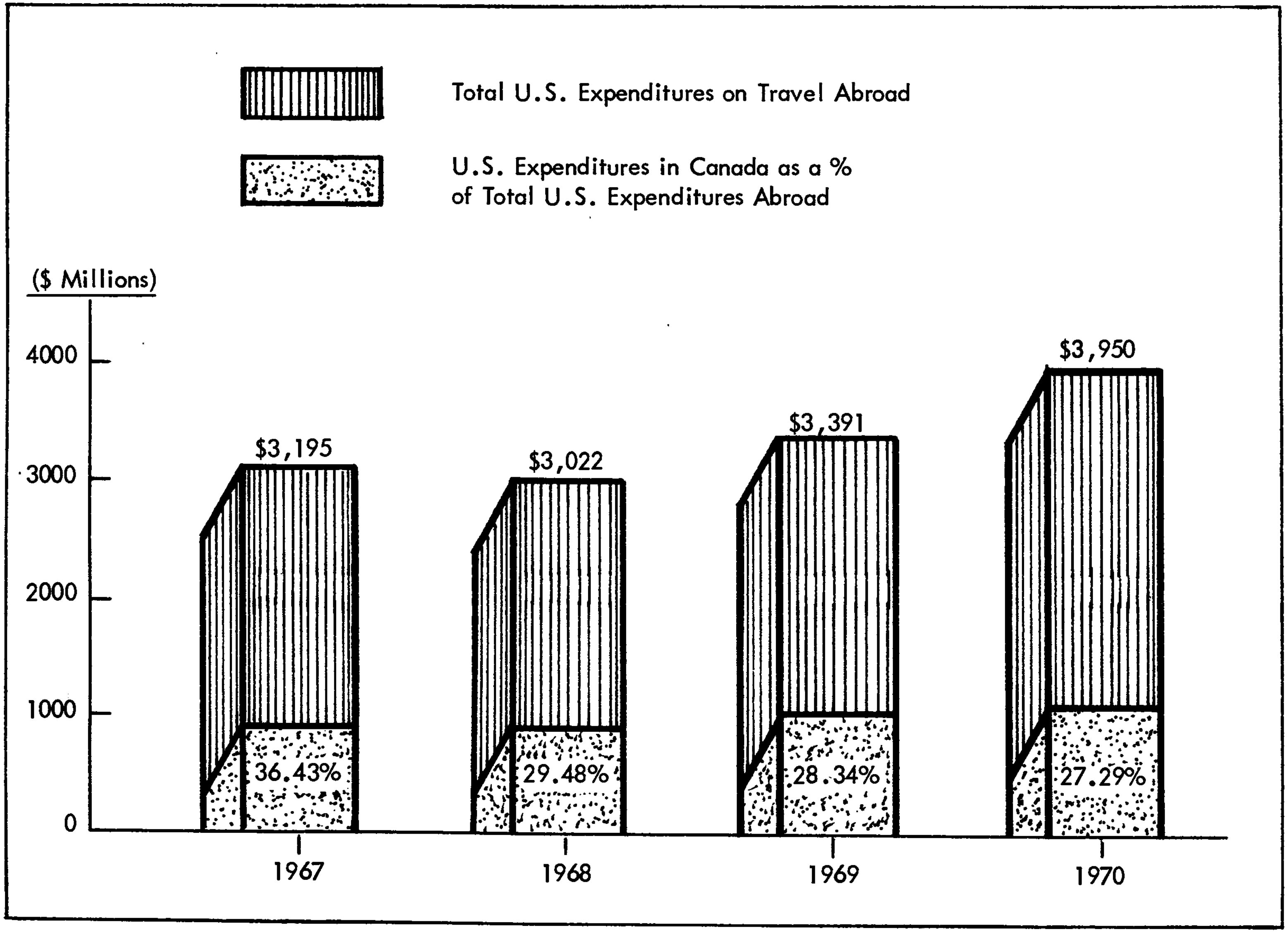
GRAPH E38

CANADA'S SHARE OF THE U.S. MARKET



SOURCE: Big Picture 1970 - 71 U.S. Dept of Comm.

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TABLE E39

NUMBER, EXPENDITURES AND LENGTH OF STAY OF U.S. TRAVELLERS IN CANADA, 1967 - 70

		Entering and leaving same day	One or more nights in Canada	Total
Number of Travellers:				
1967	'000's	24,511	15,465	39,976
1968	"	23,068	11,708	34,776
1969	"	23,454	12,312	35,766
1970	"	23,505	13,648	37,153
Number of Days Stay:				
1967	"	24,511	87,991	112,502
1968	"	23,068	69,411	92,479
1969	"	23,454	71,937	95,391
1970	"	23,505	79,890	103,395
Expenditures in Canada: *				
1967	$'000,000's	124	1,040	1,164
1968	"	120	771	891
1969	"	121	840	961
1970	"	129	953	1,082
Average Length of Stay in Days:				
1967		1.0	5.7	2.8
1968		1.0	5.9	2.7
1969		1.0	5.8	2.7
1970		1.0	5.9	2.8
Average Expenditure per Person Trip:				
1967	$	5.10	67.20	29.10
1968	$	5.20	65.90	25.60
1969	$	5.20	68.20	26.90
1970	$	5.50	69.80	29.10
Average Expenditure per Day:				
1967	$	5.10	11.80	10.30
1968	$	5.20	11.10	9.60
1969	$	5.20	11.70	10.00
1970	$	5.50	11.90	10.40

* Expenditure figures include international transportation fares.

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

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TABLE E40

EXPENDITURES OF U.S. TRAVELLERS IN CANADA

BY LENGTH OF STAY

($,000's)

YEAR	SHORT TERM*	%	LONG TERM**	%	GRAND TOTAL
1961	48,401	(11.1%)	386,916	(88.9%)	435,317
1962	58,634	(11.4%)	453,773	(88.6%)	512,407
1963	59,830	(10.9%)	489,041	(89.1%)	548,871
1964	61,363	(10.4%)	528,785	(89.6%)	590,148
1965	72,709	(11.0%)	587,134	(89.0%)	659,843
1966	78,655	(10.8%)	651,277	(89.2%)	729,932
1967	124,473	(10.7%)	1,039,750	(89.3%)	1,164,223
1968	120,000	(13.5%)	771,200	(86.5%)	891,200
1969	121,100	(12.6%)	840,200	(87.4%)	961,300

SOURCE: Statistics Canada, Cat. No. 66-201 Annuals (61-69).

* Entering and leaving the same day.
** Entering and staying one or more nights.

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TABLE E41

AVERAGE EXPENDITURE AND LENGTH OF STAY OF UNITED STATES TRAVELLERS IN CANADA, BY TYPE OF TRANSPORTATION, 1968 - 70.

TYPE OF TRANSPORTATION	AVERAGE EXPENDITURE PER PERSON DAY ($)			AVERAGE LENGTH OF STAY PER PERSON (days)		
	1968	1969	1970	1968	1969	1970
Automobile:						
Same day	4.80	4.80	5.00	1.0	1.0	1.0
One or more nights	8.90	9.70	9.70	5.8	5.6	5.8
Totals	7.80	8.40	8.60	2.5	2.5	2.7
Non-Automobile:*						
Plane	25.90	24.70	25.90	6.2	5.8	5.6
Bus	16.30	16.60	20.50	5.9	6.4	5.8
Rail	19.60	19.40	25.20	7.2	9.0	7.0
Boat	10.70	7.50	7.00	3.4	3.2	3.9
Other travellers**	5.10	5.40	5.20	1.0	1.0	1.0
Totals	18.30	17.70	19.40	3.6	3.6	3.6
Grand Totals	9.60	10.00	10.40	2.7	2.7	2.8

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes in transit traffic but includes private plane and boat traffic.
** Pedestrians, local bus, etc.

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TABLE E42

NUMBER AND EXPENDITURES OF UNITED STATES TRAVELLERS ENTERING CANADA CLASSIFIED BY LENGTH OF STAY, 1970

Estimated days stay in Canada	Number of persons	Percent of total persons	Number of person days	Average stay per person (days)	Estimated expenditure * ($'000's)	Average expenditure per person ($)	Average expenditure per person per day ($)
Automobile							
1 day **	20,804,000	65.0	20,804,000	1.0	104,500	5.00	5.00
2 days	2,536,300	7.9	5,072,600	2.0	51,469	20.30	10.10
3 - 7 days	6,506,900	20.3	27,679,000	4.3	308,310	47.40	11.10
8 - 14 days	1,710,000	5.3	16,658,900	9.7	164,485	96.20	9.90
15 - 21 days	287,900	1.0	4,848,400	16.8	41,511	144.20	8.60
22 days and over	173,300	0.5	10,540,600	60.8	62,029	357.90	5.90
Totals	32,018,400	100.0	85,603,500	2.7	732,304	22.90	8.60
Non-automobile* **							
1 day **	478,100	16.4	478,100	1.0	5,747	12.00	12.00
2 days	369,000	12.7	737,700	2.0	19,357	52.50	26.20
3 - 7 days	1,388,300	47.7	6,240,900	4.5	156,535	112.80	25.10
8 - 14 days	558,500	19.2	5,284,300	9.5	118,973	213.00	22.50
15 - 21 days	69,800	2.4	1,198,600	17.2	17,486	250.50	14.60
22 days and over	48,400	1.6	1,629,200	33.7	12,202	252.10	7.50
Totals	2,912,100	100.0	15,568,800	5.3	330,300	113.40	21.20
Totals							
1 day **	21,282,100	60.9	21,282,100	1.0	110,247	5.20	5.20
2 days	2,905,300	8.3	5,810,300	2.0	70,826	24.40	12.20
3 - 7 days	7,895,200	22.6	33,919,900	4.3	464,845	58.90	13.70
8 - 14 days	2,268,500	6.5	21,943,200	9.7	283,458	125.00	12.90
15 - 21 days	357,700	1.0	6,047,000	16.9	58,997	164.90	9.80
22 days and over	221,700	0.7	12,169,800	54.9	74,231	334.80	6.10
Totals	34,930,500	100.0	101,172,300	2.9	1,062,604	30.40	10.50

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Subject to revision and includes international transportation fares paid to Canadian carriers.

** Persons entering and leaving on the same day.

*** Excludes visitors in transit and "other travellers" but includes private plane and boat traffic.

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TABLE E43

EXPENDITURES OF U.S. TRAVELLERS IN CANADA BY MODE OF TRANSPORTATION

($ 000,000)

	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Auto	(61.3%) 267.1	(63.0%) 323.0	(65.7%) 360.9	(67.4%) 397.6	(66.6%) 439.6	(64.9%) 473.7	(64.5%) 750.9	(67.3%) 599.9	(68.7%) 660.1	(67.7%) 732.3
Plane	(14.6%) 63.4	(12.8%) 65.5	(12.5%) 68.5	(14.0%) 82.9	(14.0%) 92.1	(14.3%) 104.9	(15.2%) 176.9	(17.7%) 157.9	(16.8%) 161.7	(17.0%) 184.2
Bus	(7.9%) 34.3	(8.0%) 41.1	(9.9%) 54.4	(7.8%) 46.1	(8.4%) 55.5	(10.6%) 77.1	(13.8%) 161.0	(8.0%) 71.0	(8.3%) 80.1	(10.0%) 107.7
Rail	(6.7%) 29.1	(6.1%) 31.4	(5.5%) 30.2	(5.2%) 30.9	(5.1%) 33.6	(4.2%) 30.3	(2.8%) 33.0	(3.0%) 26.6	(3.1%) 29.7	(2.1%) 22.5
Boat	(4.7%) 20.4	(5.1%) 26.1	(1.9%) 10.4	(1.8%) 10.3	(1.6%) 10.4	(1.5%) 11.0	(1.1%) 12.6	(2.3%) 20.6	(1.3%) 12.5	(1.5%) 16.5
Other	(4.8%) 21.0	(4.9%) 25.3	(4.5%) 24.5	(3.8%) 22.3	(4.3%) 28.6	(4.5%) 32.9	(2.6%) 29.8	(1.7%) 15.2	(1.8%) 17.2	(1.7%) 18.7
Total (Non-Auto)	(38.7%) 168.2	(37.0%) 189.4	(34.3%) 188.0	(32.6%) 192.5	(33.4%) 220.2	(35.1%) 256.2	(35.5%) 413.3	(32.7%) 291.3	(31.3%) 301.2	(32.3%) 349.6
Grand Total	(100%) 435.3	(100%) 512.4	(100%) 548.9	(100%) 590.1	(100%) 659.8	(100%) 729.9	(100%) 1164.2	(100%) 891.2	(100%) 961.3	(100%) 1081.9

SOURCE: Statistics Canada, Cat. No. 66-201 (Annuals).

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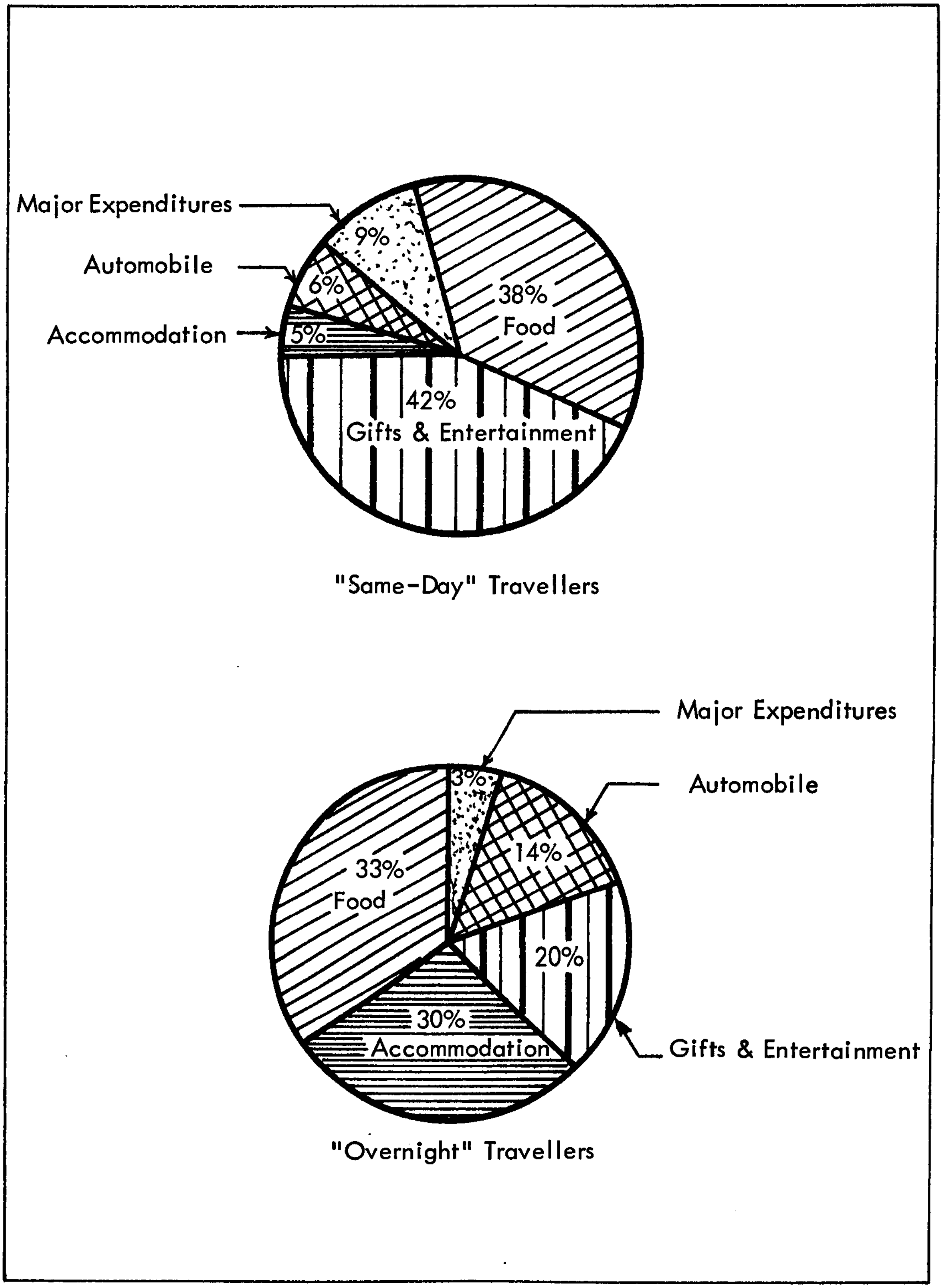
GRAPH E44

DISTRIBUTION OF EXPENDITURES BY U.S. TRAVELLERS IN CANADA - 1968



SOURCE: Statistics Canada, Cat. No. 66-201.

TIB/Oct/71.

TABLE E45

IDENTIFIABLE TOURIST PURCHASES BY U.S. RESIDENTS VISITING CANADA

YEAR	(A) IDENTIFIABLE TOURIST PURCHASES BY U.S. RESIDENTS VISITING CANADA	(B) TOTAL RECEIPTS ON TRAVEL ACCOUNT BY CANADA FROM U.S.	(A) as a % of (B)
1960	$ 1.3 million	$ 375 million	0.3%
1961	$ 1.1 million	$ 435 million	0.3%
1962	$ 2.0 million	$ 512 million	0.4%
1963	$ 1.6 million	$ 549 million	0.3%
1964	$ 1.6 million	$ 590 million	0.3%
1965	$ 1.6 million	$ 660 million	0.2%
1966	$ 0.6 million	$ 730 million	0.1%
1967	$ 0.6 million	$1164 million	*
1968	$ 0.3 million	$ 891 million	*
1969	$ 0.3 million	$ 969 million	*
1970	$ 0.2 million	$1082 million	*

SOURCE: Statistics Canada, Cat. Nos. 66-201 & 65-202 (Volume II).

* Less than one-tenth of 1%.

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TABLE E46

NUMBER OF TRAVELLER TRIPS

YEAR	U.S. TRAVELLERS TO CANADA	CANADIAN TRAVELLERS TO U.S.
1955	28.3 million	24.8 million
1956	27.7 million	27.1 million
1957	28.6 million	27.2 million
1958	28.5 million	27.4 million
1959	30.0 million	28.0 million
1960	27.7 million	29.0 million
1961	30.5 million	29.3 million
1962	31.7 million	27.9 million
1963	31.9 million	29.4 million
1964	32.5 million	32.2 million
1965	33.9 million	33.4 million
1966	35.3 million	34.7 million
1967	40.0 million	32.5 million
1968	34.8 million	33.9 million
1969	35.8 million	35.4 million
1970	37.2 million	35.7 million

SOURCE: Statistics Canada, Cat. No. 66-201.

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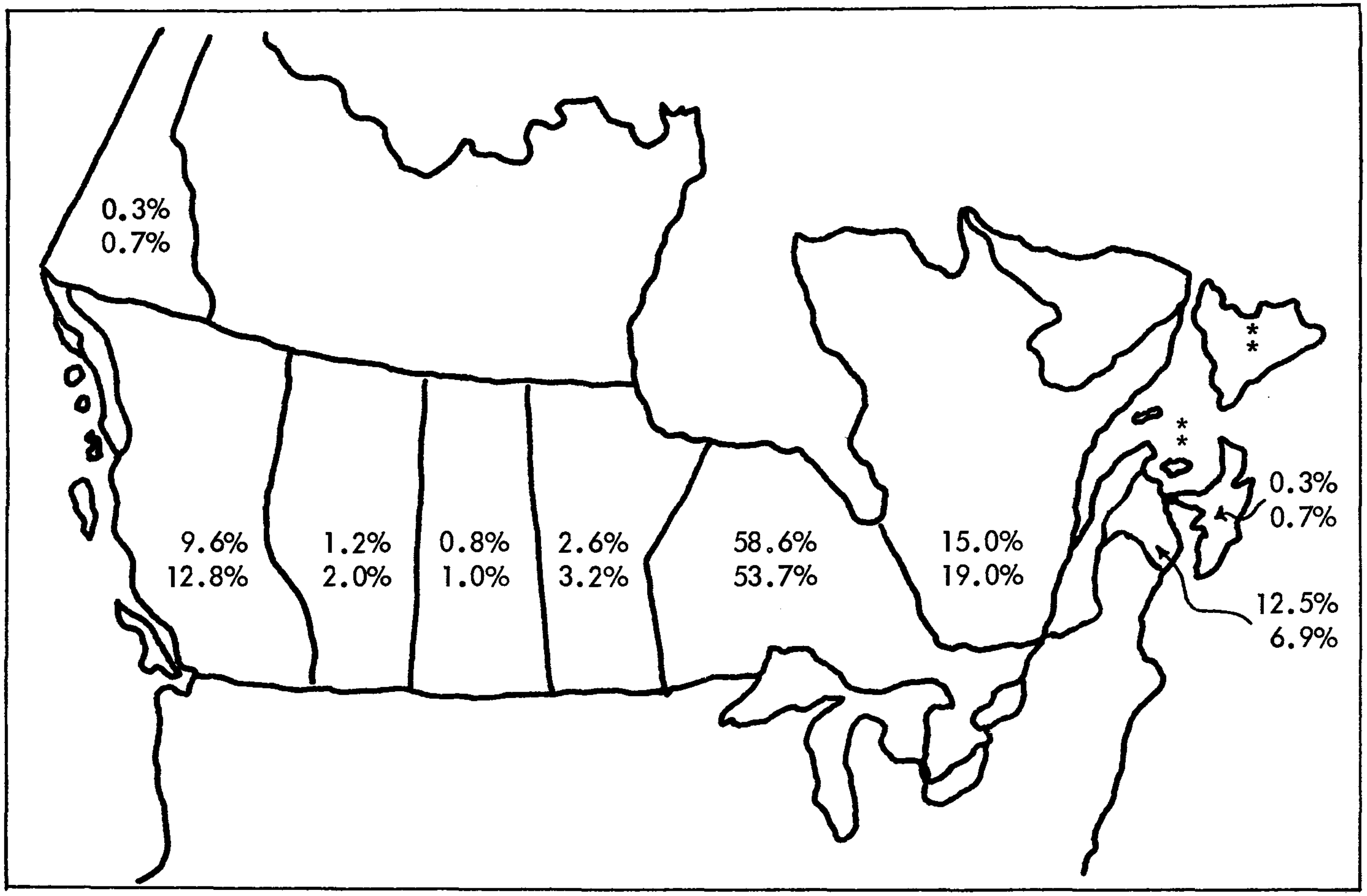
CHART E47

DISTRIBUTION OF U.S. TRAVELLERS TO CANADA BY DESTINATION - 1970

(Percentage)



SOURCE: Statistics Canada, Cat. No. 66-201.

NOTES: Upper figures represent percentage of total travellers to Canada.
Lower figures represent percentage of travellers staying one night or longer.
* Less than 0.1%.

TABLE E48

U.S. TRAVELLERS TO CANADA 1965 - 1970

YEAR	SHORT TERM		LONG TERM		TOTAL
	Number	%	Number	%	
1965	21,999,200	64.9	11,888,100	35.1	33,887,300
1966	22,507,300	63.7	12,817,700	36.3	35,325,000
1967	24,511,200	61.3	15,464,400	38.7	39,975,600
1968	23,068,000	66.3	11,708,000	33.7	34,776,000
1969	23,454,000	65.6	12,312,000	34.4	35,766,000
1970	23,505,000	63.3	13,648,000	36.7	37,153,000

SOURCE: Statistics Canada, Cat. No. 66-201.

NOTES: - 1 - Short Term: Visitors entering and leaving the same day;
2 - Long Term: Visitors entering and staying one or more nights in Canada.

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TABLE E49

NUMBER OF U.S. TRAVELLERS ENTERING CANADA CLASSIFIED BY PROVINCE OF ENTRY, QUARTERLY, 1970

	1st Q	2nd Q	3rd Q	4th Q	TOTAL
NFLD	241	837	1,146	222	2,446
PEI	25	762	639	569	1,995
NS	3,783	17,608	80,425	10,549	112,365
NB	755,729	1,050,494	1,570,570	888,556	4,265,349
QUE	786,063	1,231,011	2,588,515	981,284	5,586,873
ONT	2,813,265	5,438,255	10,155,728	3,356,550	21,763,798
MAN	128,792	248,324	425,302	163,036	965,454
SASK	45,591	77,509	127,726	58,767	309,593
ALTA	42,021	106,153	253,767	56,888	458,829
BC	497,638	902,851	1,610,626	550,068	3,561,183
YT	9,439	32,546	70,771	12,303	125,059
CANADA	5,082,587	9,106,350	16,885,215	6,078,792	37,152,944

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

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TABLE E50

PROVINCE OF MAIN DESTINATION OF U.S. TRAVELLERS* ENTERING CANADA, 1969 & 1970

	THOUSANDS OF VISITS		PERCENTAGE OF TOTALS	
	1969	1970	1969	1970
ATLANTIC PROVINCES	593	814	4.6	5.8
QUE	3,184	3,431	24.8	24.3
ONT	6,025	6,219	47.0	44.0
MAN	349	664	2.7	4.7
SASK	130	146	1.0	1.0
ALTA	443	560	3.5	4.0
BC**	1,668	1,791	13.0	12.7
TOURING***	434	501	3.4	3.5
CANADA	12,826	14,126	100.0	100.0

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Excludes U.S. travellers entering and leaving by automobile on the same day, in transit traffic and "other travellers".

** Includes the Yukon and Northwest Territories.

*** Persons with no particular destination and persons travelling to and from Alaska.

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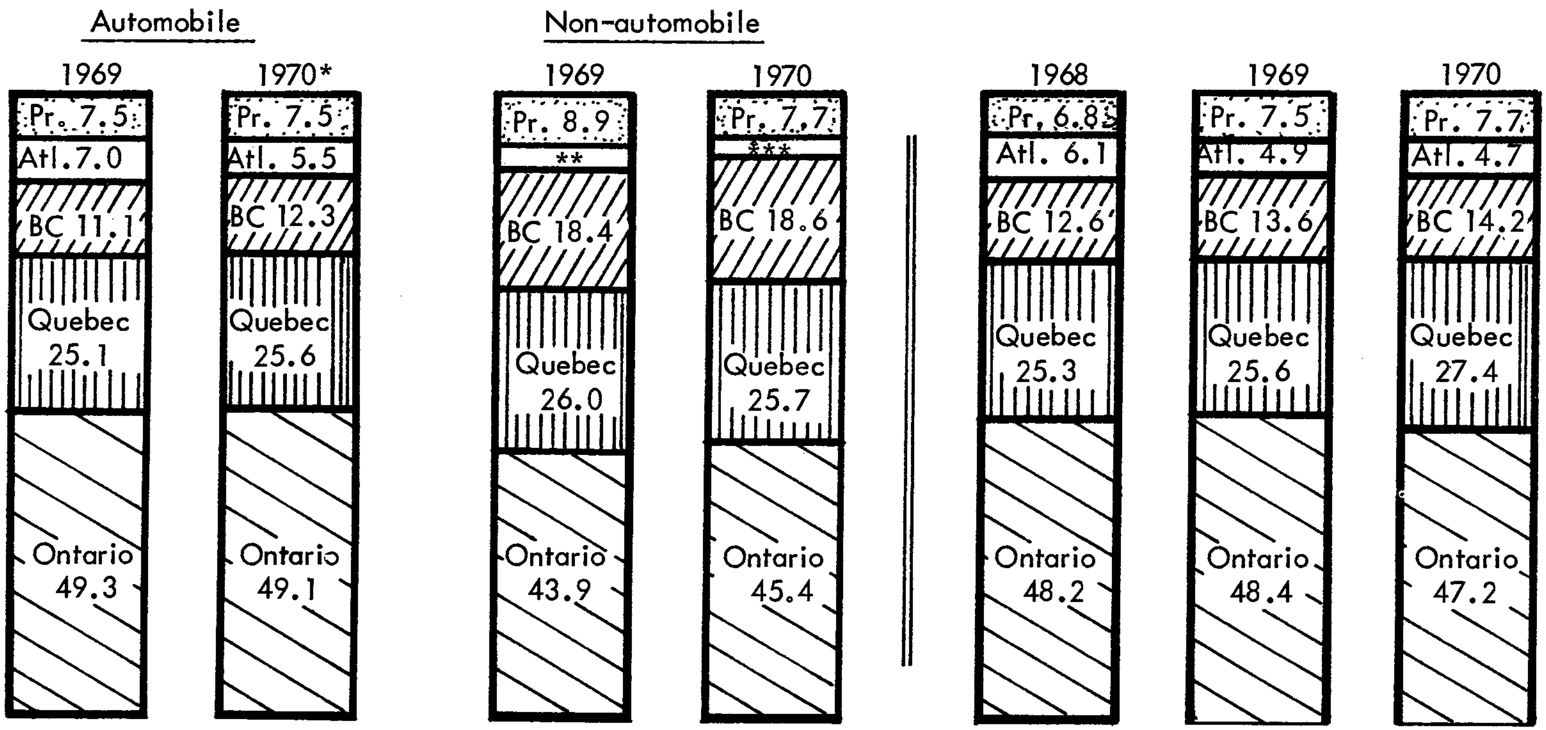
GRAPH E51

DESTINATIONS OF U.S. TRAVELLERS TO CANADA

ALL U.S. TRAVELLERS, BY AUTO AND OTHER TRANSPORTATION



** Atl. 2.8   *** Atl. 2.6

SOURCE: Statistics Canada, Cat. No. 66-201.

* All 1970 figures are estimates only. Figures obtained by taking ratio of 1969 province of entry to province of destination and applying to 1970 Statistics Canada figures for province.

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TABLE E52

U.S. TRAVELLERS ENTERING CANADA, CLASSIFIED BY PURPOSE OF TRIP AND TYPE OF TRANSPORTATION, 1970

Purpose of Trip	Automobile: Entering and leaving same day	Automobile: One or more nights in Canada	Non-Automobile*	Totals
	THOUSANDS OF PERSONS			
Employed in Canada and other business	2,282.6	293.5	783.3	3,359.4
Visiting friends or relatives	4,109.6	2,434.0	491.6	7,035.2
Other recreation	10,092.9	7,522.3	1,554.8	19,170.0
Other purposes	4,318.9	594.3	78.0	4,991.2
Three or more purposes	-	370.3	4.4	374.7
Totals	20,804.0	11,214.4	2,912.1	34,930.5
	PERCENTAGES			
Employed in Canada and other business	11.0	2.6	26.9	9.6
Visiting friends or relatives	19.7	21.7	16.9	20.1
Other recreation	48.5	67.1	53.4	54.9
Other purposes	20.8	5.3	2.7	14.3
Three or more purposes	-	3.3	0.1	1.1
Totals	100.0	100.0	100.0	100.0

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Exludes in transit traffic and "other travellers".

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TABLE E53

PERCENTAGES UNDERTAKING TRIPS FOR SHOPPING

YEAR	U.S. TO CANADA	CANADA TO U.S.
1954	NA	21.3%
1955	NA	9.1%
1956	1.0%	19.2%
1957	1.6%	7.8%
1958	2.0%	9.4%
1959	3.0%	8.7%
1960	NA	7.2%
1961	NA	5.9%
1962*	NA	2.4%
1963**	NA	1.4%
1964	NA	2.2%
1965	NA	2.0%
1966	NA	1.5%
1967***	NA	5.1%
1968	NA	4.6%
1969	NA	3.7%
1970	NA	3.1%

SOURCE: Statistics Canada, Cat.No. 66-201.

* Devaluation.
** Reduction of duty exemption from $100 to $25 per quarter.
*** Expo '67.

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TABLE E54

U.S. AUTOMOBILES* IN CANADA FOR ONE OR MORE NIGHTS, CLASSIFIED BY REGION OF ORIGIN AND PROVINCE OF MAIN DESTINATION, 1970

REGION OF ORIGIN	PROVINCE OF DESTINATION							
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia**	TOTAL
	NUMBER OF AUTOMOBILES							
New England	147,200	397,000	98,800	600	200	1,100	2,200	647,100
Middle Atlantic	62,900	328,200	649,300	800	200	5,000	5,500	1,051,900
South Atlantic	15,800	42,700	87,500	1,600	400	3,400	4,300	155,700
East North Central	17,500	75,000	984,600	12,000	5,200	16,100	10,100	1,120,500
West North Central	3,000	9,100	127,300	84,400	16,400	17,600	10,600	268,400
East South Central	800	5,400	12,400	1,100	200	900	800	21,600
West South Central	1,300	6,100	8,500	3,200	500	6,000	4,400	30,000
Mountain	300	3,200	13,800	3,300	7,700	27,500	33,600	89,400
Pacific	2,200	10,200	21,900	2,500	3,700	52,500	399,600	492,600
Other states	-	100	400	-	-	1,700	9,100	11,300
Totals	251,000	877,000	2,004,500	109,500	34,500	131,800	480,200	3,888,500
	PERCENTAGE OF TOTALS							
New England	22.7	61.4	15.3	0.1	--	0.2	0.3	100.0
Middle Atlantic	6.0	31.2	61.7	0.1	--	0.5	0.5	100.0
South Atlantic	10.1	27.4	56.2	1.0	0.3	2.2	2.8	100.0
East North Central	1.5	6.7	87.9	1.1	0.5	1.4	0.9	100.0
West North Central	1.1	3.4	47.4	31.4	6.1	6.6	4.0	100.0
East South Central	3.7	25.0	57.4	5.1	0.9	4.2	3.7	100.0
West South Central	4.3	20.3	28.3	10.7	1.7	20.0	14.7	100.0
Mountain	0.3	3.6	15.4	3.7	8.6	30.8	37.6	100.0
Pacific	0.4	2.1	4.4	0.5	0.8	10.7	81.1	100.0
Other states	-	0.9	3.5	-	-	15.1	80.5	100.0
Totals	6.5	22.6	51.5	2.8	0.9	3.4	12.3	100.0

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Excludes automobiles travelling to or from Alaska and those indicating three or more provinces of main destination.

** Includes destinations in the Yukon and Northwest Territories.

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TABLE E55

U.S. MOTORISTS* IN CANADA FOR ONE OR MORE NIGHTS, CLASSIFIED BY TYPE OF LODGING AND PROVINCE OF MAIN DESTINATION, 1970

PRINCIPAL TYPE OF LODGING	PROVINCE OF DESTINATION							
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia**	TOTAL
	NUMBER OF PERSONS							
Camping or house trailer	162,400	227,000	913,200	69,800	20,500	142,900	343,400	1,879,200
Cottage	33,000	53,100	799,800	17,600	4,500	5,300	24,900	938,200
Resort, hotel or motel	267,700	1,708,200	2,486,500	185,100	39,700	173,600	661,000	5,521,800
Home of friends or relatives	194,200	537,500	931,400	64,000	38,800	42,900	200,100	2,008,900
Other types of lodging	17,200	80,100	152,200	5,300	2,500	4,600	23,900	285,800
Two or more types of lodging	39,800	48,000	73,000	6,000	2,200	12,800	33,900	215,700
Totals	714,300	2,653,900	5,356,100	347,800	108,200	382,100	1,287,200	10,849,600
	PERCENTAGES							
Camping or house trailer	22.7	8.6	17.1	20.1	18.9	37.4	26.7	17.3
Cottage	4.6	2.0	14.9	5.1	4.2	1.4	1.9	8.7
Resort, hotel or motel	37.5	64.4	46.4	53.2	36.7	45.4	51.4	50.9
Home of friends or relatives	27.2	20.2	17.4	18.4	35.9	11.2	15.5	18.5
Other types of lodging	2.4	3.0	2.8	1.5	2.3	1.2	1.9	2.6
Two or more types of lodging	5.6	1.8	1.4	1.7	2.0	3.4	2.6	2.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Excludes motorists travelling to and from Alaska and those indicating three or more provinces of main destination.

** Includes destinations in the Yukon and Northwest Territories.

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TABLE E56

PROPORTION OF TRAVELLERS WHO ENTER THE COUNTRY BY AUTOMOBILE

YEAR	U.S. TRAVELLERS TO CANADA	CANADIAN TRAVELLERS TO THE U.S.
1965	77%	79%
1966	76%	81%
1967	81%	86%
1968	87%	87%
1969	87%	85%
1970	86%	86%

SOURCE: Statistics Canada, Cat.No. 66-201.

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TABLE E57

NUMBER OF U.S. TRAVELLERS TO CANADA
BY MODE OF TRANSPORTATION ('000's)

	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Auto	(78.7%) 23,988	(77.7%) 24,601	(78.9%) 25,130	(81.2%) 26,371	(77.3%) 26,204	(76.0%) 26,868	(81.2%) 32,445	(87.2%) 30,331	(86.6%) 30,979	(86.2%) 32,018
Plane	(1.6%) 486	(1.5%) 483	(1.5%) 487	(1.7%) 553	(1.8%) 624	(2.0%) 710	(2.9%) 1,177	(2.9%) 993	(3.2%) 1,133	(3.5%) 1,286
Bus	(1.4%) 415	(1.5%) 456	(1.6%) 512	(1.7%) 552	(1.9%) 631	(2.0%) 698	(3.6%) 1,458	(2.4%) 844	(2.4%) 867	(2.9%) 1,065
Rail	(1.7%) 512	(1.6%) 517	(1.4%) 445	(1.5%) 473	(1.2%) 407	(1.0%) 344	(0.8%) 309	(0.6%) 221	(0.6%) 198	(0.4%) 140
Boat	(1.5%) 466	(2.2%) 696	(1.6%) 508	(1.5%) 492	(1.5%) 514	(1.6%) 552	(1.5%) 607	(1.6%) 570	(1.5%) 528	(1.6%) 599
Other	(15.1%) 4,607	(15.5%) 4,903	(15.0%) 4,783	(12.4%) 4,022	(16.3%) 5,507	(17.4%) 6,153	(10.0%) 3,980	(5.2%) 1,817	(5.8%) 2,061	(5.5%) 2,045
Total (Non-Auto)	(21.3%) 6,486	(22.3%) 7,055	(21.1%) 6,735	(18.8%) 6,092	(22.7%) 7,683	(24.0%) 8,457	(18.8%) 7,531	(12.8%) 4,445	(13.4%) 4,787	(13.8%) 5,135
Grand Total	(100%) 30,474	(100%) 31,656	(100%) 31,865	(100%) 32,463	(100%) 33,887	(100%) 35,325	(100%) 39,976	(100%) 34,776	(100%) 35,766	(100%) 37,153

SOURCE: Travel Between Canada & Other Countries - 1961 - 1970.
Statistics Canada, Cat. No. 66-201 (Annuals).

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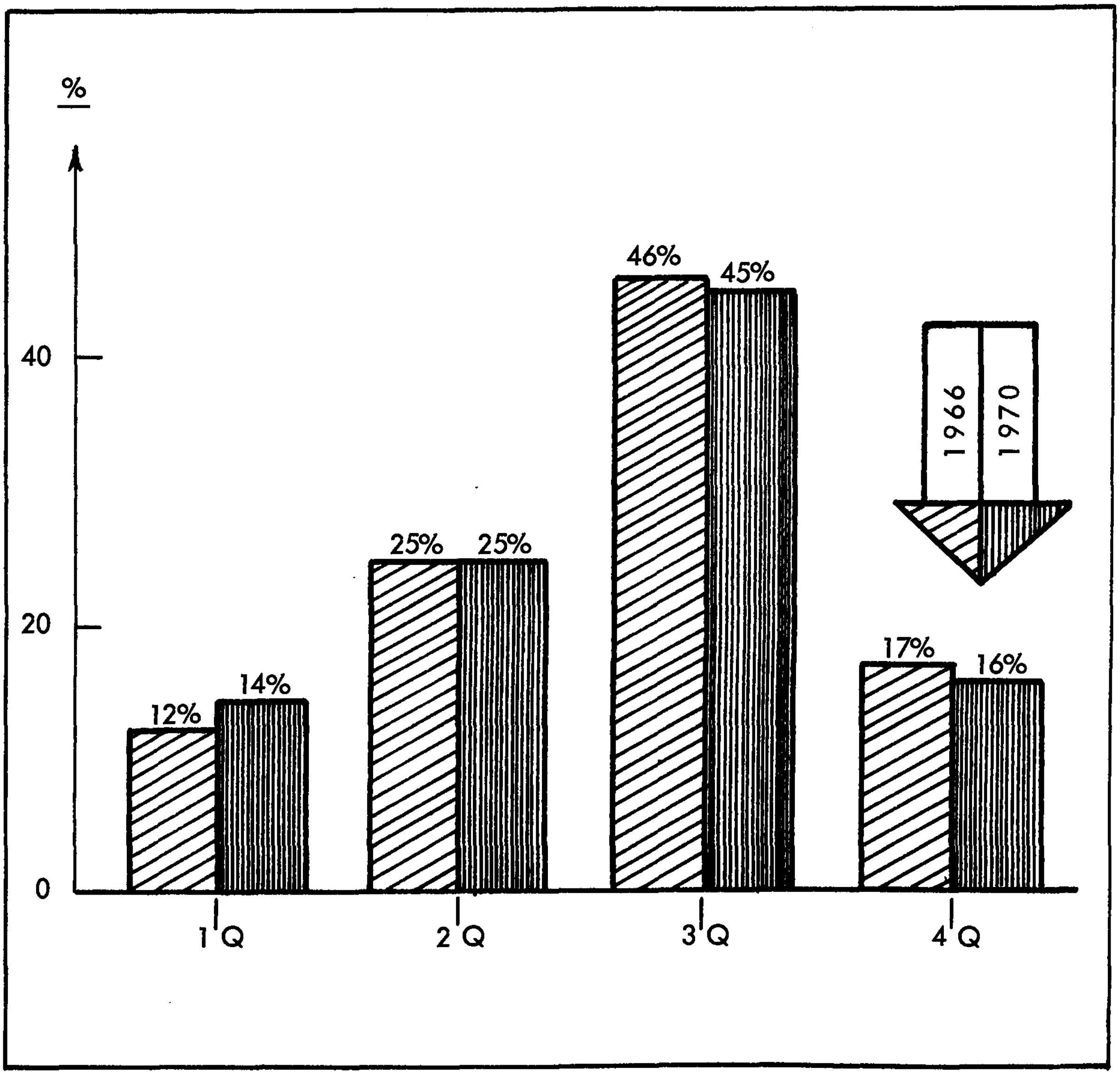
GRAPH E58

SEASONAL DISTRIBUTION OF TRAVELLERS TO CANADA

FROM THE UNITED STATES (1966 & 1970)



SOURCE: Statistics Canada, Cat.Nos. 66-201 & 66-001.

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TABLE E59

QUARTERLY ENTRIES OF U.S. AUTOMOBILES* TO CANADA 1965 - 1970

	1965	1966	1967	1968	1969	1970
STAYING ONE OR MORE NIGHTS IN CANADA						
1st QUARTER	332,636	408,728	376,601	244,181	267,145	326,412
2nd QUARTER	938,149	1,002,539	991,087	812,143	884,314	904,975
3rd QUARTER	2,066,569	2,208,801	2,304,426	1,988,292	2,048,384	2,255,770
4th QUARTER	610,315	636,917	527,153	495,819	508,538	542,199
Total (1)	3,947,669	4,256,985	4,199,267	3,540,435	3,708,381	4,029,356
LEAVING AND RETURNING THE SAME DAY						
1st QUARTER	932,850	1,050,661	1,172,788	1,552,671	1,488,976	1,594,999
2nd QUARTER	1,754,415	1,762,641	2,137,593	2,201,649	2,223,833	2,252,894
3rd QUARTER	2,612,959	2,516,121	3,083,822	3,019,021	3,057,289	3,091,389
4th QUARTER	1,291,061	1,322,507	1,777,954	1,752,984	1,768,926	1,717,492
Total (2)	6,591,285	6,651,930	8,172,157	8,526,325	8,539,024	8,656,774
GRAND TOTAL (1 + 2)	10,538,954	10,908,915	12,371,424	12,066,760	12,247,405	12,686,130
% OF AUTOS ONE OR MORE NIGHTS	37.5%	39.0%	33.9%	29.3%	30.3%	31.8%
% OF AUTOS LEAVING AND RETURNING SAME DAY	62.5%	61.0%	66.1%	70.7%	69.7%	68.2%
TOTAL	100%	100%	100%	100%	100%	100%

SOURCE: Statistics Canada, Cat. No. 66-201 Travel Between Canada and Other Countries 1968-1970.

* Exits and entries of U.S. automobiles to Canada excludes commercial vehicles.

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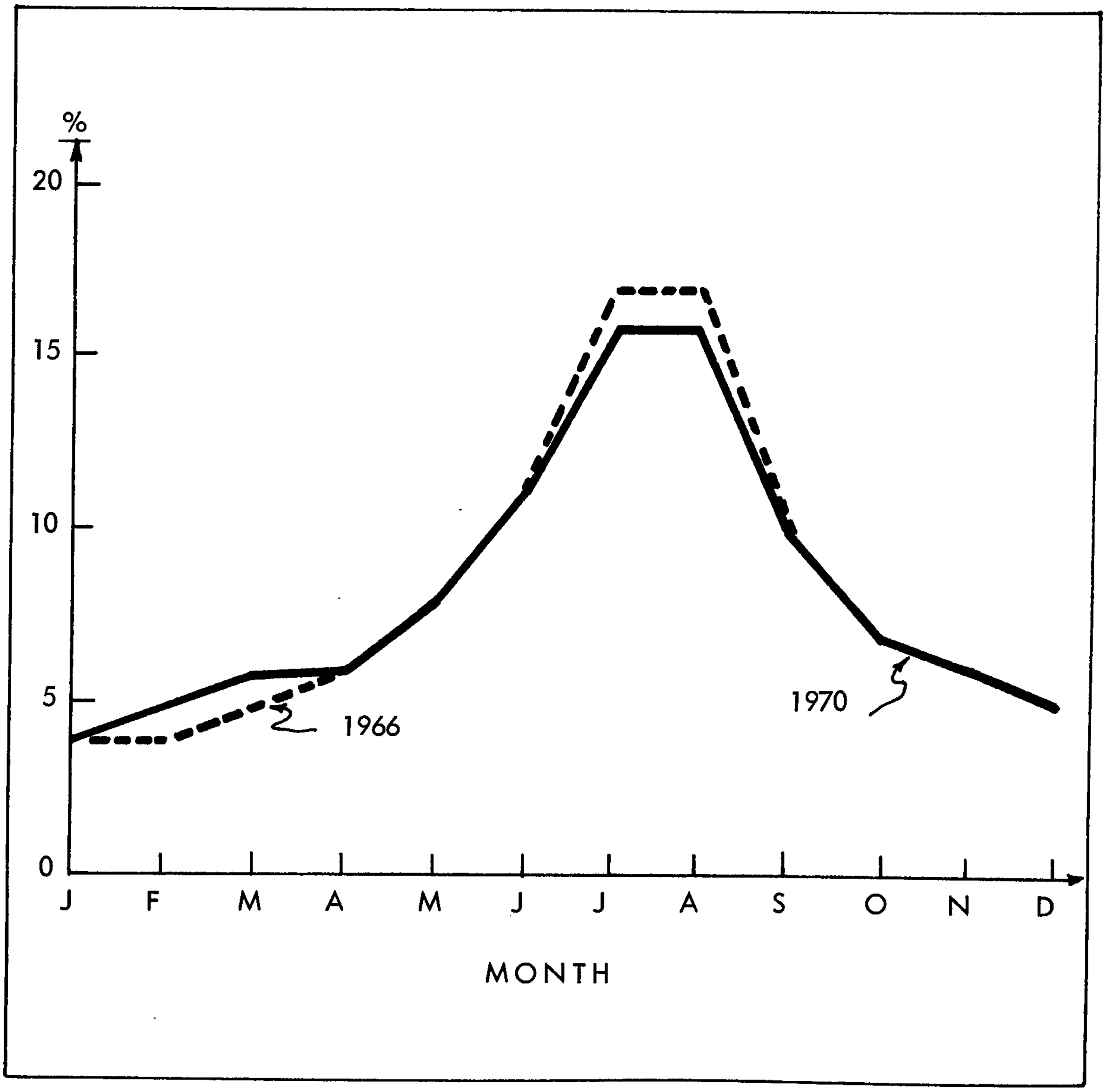
GRAPH E60

NON-RESIDENT VEHICLES ENTERING CANADA

1966 vs. 1970



SOURCE: Statistics Canada, Cat.No. 66-002.

TIB/Oct/71.

TABLE E61

NON-RESIDENT VEHICLES ENTERING CANADA : 1966 - 1969 - 1970

MONTH	1966		1969		1970	
January	455,948	4%	538,784	4%	574,543	4%
February	468,561	4%	565,064	5%	598,289	5%
March	534,880	5%	652,273	5%	728,579	6%
April	698,607	6%	754,965	6%	736,787	6%
May	882,548	8%	1,033,867	9%	1,054,979	8%
June	1,184,025	11%	1,319,315	11%	1,366,100	11%
July	1,893,409	17%	1,958,571	16%	2,043,461	16%
August	1,764,153	17%	2,095,813	17%	2,084,120	16%
September	1,067,360	10%	1,051,289	9%	1,219,578	10%
October	795,904	7%	888,748	7%	915,496	7%
November	605,491	6%	739,524	6%	704,470	6%
December	588,029	5%	649,192	5%	639,725	5%
TOTAL	10,938,915	100%	12,247,405	100%	12,666,127	100%

SOURCE: Statistics Canada, Cat. No. 66-002.

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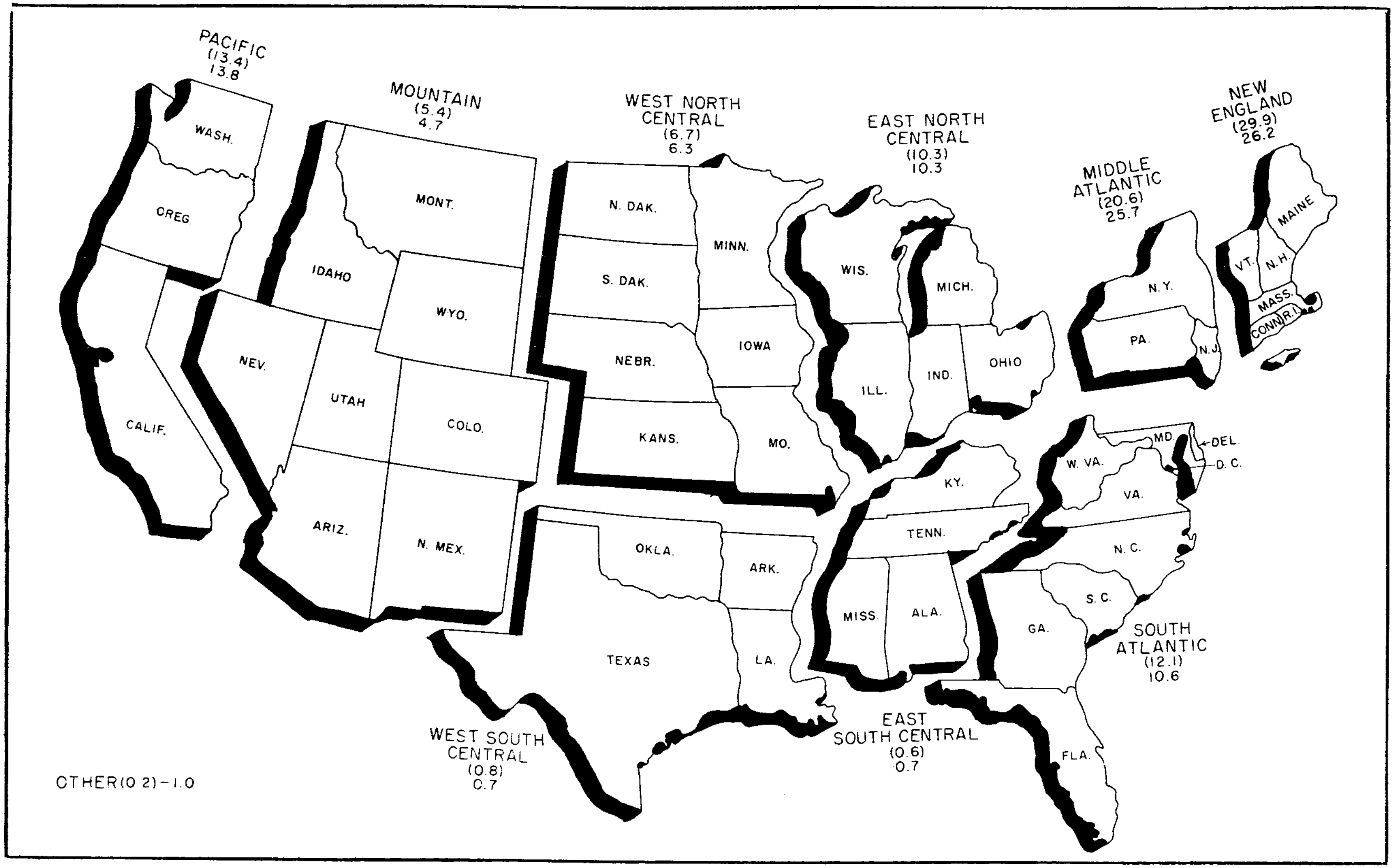
(c) Canadian Travel to the U.S.

CHART E62

DESTINATION OF CANADIAN TRAVELLERS IN THE UNITED STATES (1969* - 1970)



SOURCE: Statistics Canada, Cat. No. 66-201.

* (1969) Figure in bracket.

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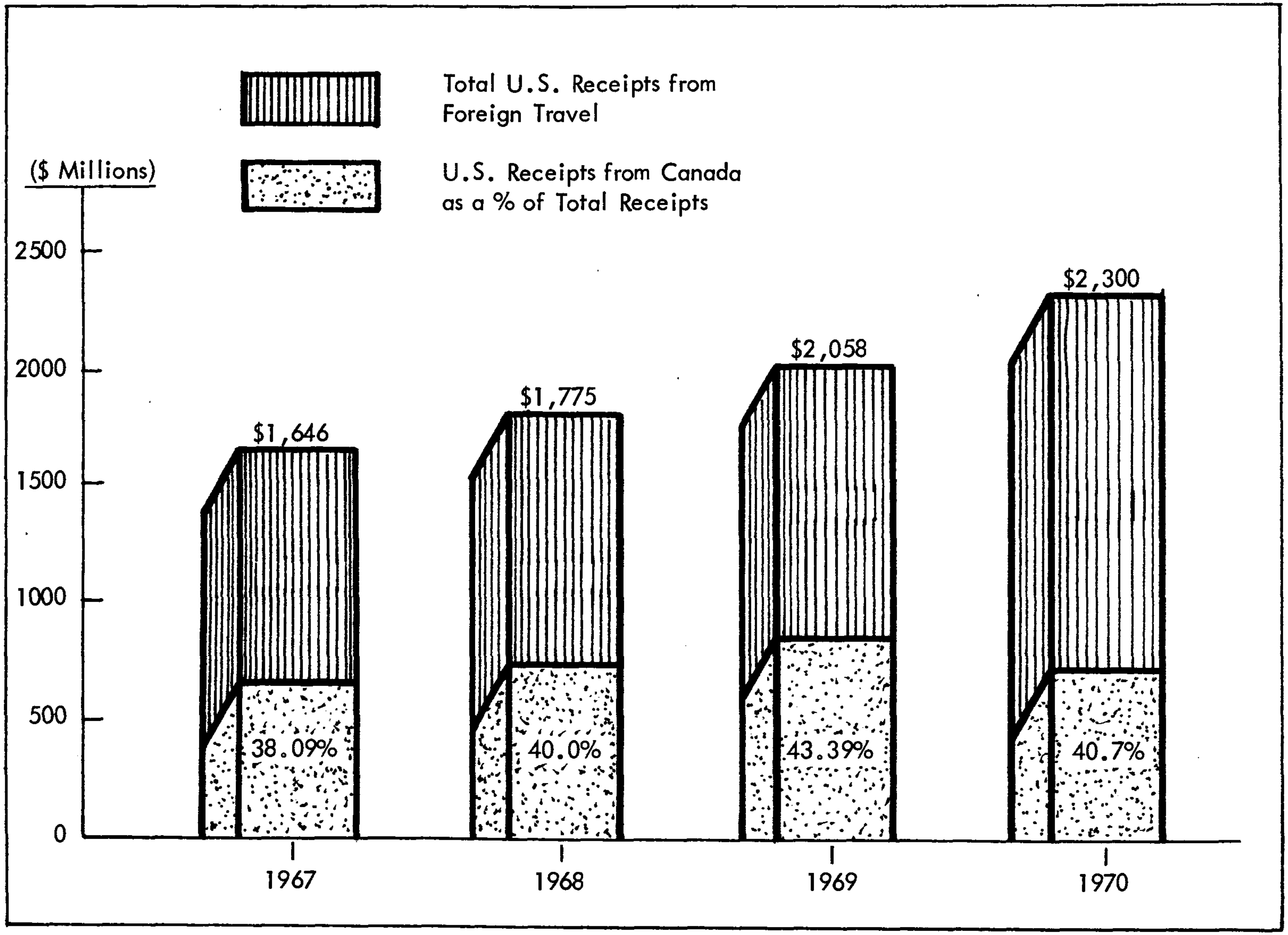
GRAPH E63

CANADA'S EXPENDITURES IN THE U.S.



SOURCE: Big Picture 1970 - 71 U.S. Dept of Comm.

TIB/Oct/71.

TABLE E64

NUMBER AND EXPENDITURES OF CANADIAN TRAVELLERS RETURNING FROM THE U.S., 1970

Estimated days stay	Number of persons	Percent of total persons	Number of person days	Average stay per person (days)	Estimated expenditure* ($'000's)	Average expenditure per person ($)	Average expenditure per person per day ($)
Automobile							
1 day**	22,890,500	74.6	22,890,500	1.0	45,277	2.00	2.00
2 days	1,783,600	5.8	3,567,200	2.0	21,664	12.10	6.10
3 - 7 days	3,930,600	12.8	16,376,000	4.2	147,489	37.50	9.00
8 - 14 days	1,129,400	3.7	11,708,300	10.4	107,269	9.50	9.20
15 - 21 days	588,500	1.9	10,002,100	17.0	95,422	16.20	9.50
22 days and over	372,500	1.2	17,323,700	46.5	141,793	38.10	8.20
Totals	30,695,100	100.0	81,867,800	2.7	558,914	18.20	6.80
Non-automobile***							
1 day**	152,600	7.3	152,600	1.0	3,031	20.00	20.00
2 days	163,800	7.9	327,600	2.0	11,389	69.50	34.75
3 - 7 days	864,400	41.5	3,808,900	4.4	102,690	118.80	27.00
8 - 14 days	486,500	23.4	5,105,700	10.5	85,544	175.80	16.75
15 - 21 days	259,600	12.4	4,373,000	16.8	59,652	229.80	13.60
22 days and over	156,600	7.5	5,990,100	38.3	60,827	388.40	10.15
Totals	2,083,500	100.0	19,757,900	9.5	323,133	155.10	16.35
Totals							
1 day**	23,043,100	70.3	23,043,100	1.0	48,308	2.10	2.10
2 days	1,947,400	5.9	3,894,800	2.0	33,053	17.00	8.50
3 - 7 days	4,795,000	14.6	20,184,900	4.2	250,179	52.20	12.40
8 - 14 days	1,615,900	5.0	16,814,000	10.4	192,813	11.90	11.50
15 - 21 days	848,100	2.6	14,375,100	16.9	155,074	18.30	10.80
22 days and over	529,100	1.6	23,313,800	44.1	202,620	38.30	8.70
Totals	32,778,600	100.0	101,625,700	3.1	882,047	26.90	8.70

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Subject to revision.
** Persons entering and leaving on the same day.
*** Excludes "other travellers".

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TABLE E65

EXPENDITURES OF CANADIAN TRAVELLERS IN THE U.S. BY MODE OF TRANSPORTATION
(Can. $,000,000)

	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Auto	(52.3%) 237.6	(49.0%) 203.1	(50.8%) 195.0	(53.4%) 254.1	(56.7%) 304.9	(58.5%) 360.2	(59.1%) 363.0	(62.7%) 429.1	(58.2%) 495.9	(62.9%) 558.9
Plane	(23.9%) 108.6	(27.7%) 114.8	(25.9%) 99.2	(24.2%) 115.4	(24.4%) 131.2	(24.5%) 150.8	(25.0%) 153.8	(25.4%) 173.5	(30.7%) 261.1	(27.4%) 243.7
Bus	(10.2%) 46.3	(10.2%) 42.4	(10.6%) 40.8	(10.5%) 50.0	(10.0%) 53.6	(9.8%) 60.2	(8.8%) 53.9	(7.7%) 52.6	(7.8%) 66.1	(7.5%) 66.2
Rail	(8.6%) 38.9	(8.8%) 36.6	(7.8%) 29.9	(7.0%) 33.2	(5.5%) 29.3	(4.6%) 28.4	3.8%) 23.3	(2.7%) 18.6	(1.9%) 16.1	(1.3%) 11.2
Boat	(0.9%) 3.9	(1.0%) 4.0	(0.6%) 2.4	(0.8%) 3.8	(0.5%) 2.5	(0.6%) 3.4	(0.5%) 2.8	(0.6%) 4.1	(0.6%) 4.8	(0.2%) 2.0
Other	(4.3%) 19.4	(3.2%) 13.2	(4.2%) 16.3	(4.1%) 19.6	(3.0%) 15.9	(2.1%) 13.2	(2.8%) 17.3	(0.9%) 6.3	(0.9%) 7.6	(0.7%) 6.5
Total (Non-Auto)	(47.7%) 217.1	(51.0%) 211.0	(49.2%) 188.6	(46.6%) 222.0	(43.3%) 232.5	(41.5%) 256.0	(40.9%) 251.1	(37.3%) 255.1	(41.8%) 355.7	(37.1%) 329.6
Grand Total	(100%) 454.7	(100%) 414.1	(100%) 383.6	(100%) 476.1	(100%) 537.4	(100%) 616.2	(100%) 614.1	(100%) 684.2	(100%) 851.6	(100%) 888.5

SOURCE: Statistics Canada, Cat. No. 66-201 (Annuals) 1961-1970.

* Subject to revision.

TIB/Oct/71.

TABLE E66

AVERAGE EXPENDITURE AND LENGTH OF STAY OF CANADIAN TRAVELLERS IN THE U.S., BY TYPE OF TRANSPORTATION, 1968 - 70.

TYPE OF TRANSPORTATION	AVERAGE EXPENDITURE PER PERSON DAY ($)			AVERAGE LENGTH OF STAY PER PERSON (days)		
	1968	1969	1970	1968	1969	1970
Automobile						
Same day	1.90	2.00	2.00	1.0	1.0	1.0
One or more nights	8.20	8.20	8.70	6.8	7.4	7.6
Totals	6.20	6.40	6.80	2.4	2.6	2.7
Non-Automobile						
Plane	22.00	20.90	20.00	8.5	10.4	10.2
Bus	11.00	13.10	11.30	7.8	7.3	8.6
Rail	9.90	11.10	12.60	13.8	12.6	10.4
Boat	5.80	7.70	2.50	5.3	4.8	6.6
Other travellers	2.30	2.50	2.30	1.0	1.0	1.0
Totals	14.40	15.70	14.60	4.0	4.4	4.6
Grand Totals	7.90	8.50	8.50	2.6	2.8	2.9

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

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TABLE E67

DUTY-EXEMPT IMPORTS BY CANADIAN TRAVELLERS TO THE U.S.

YEAR	(A) TOTAL DUTY-EXEMPT IMPORTS BY CANADIAN TRAVELLERS TO THE U.S.	(B) TOTAL PAYMENTS ON TRAVEL ACCOUNTS BY CANADIANS TO THE U.S.	(A) as a % of (B)
1955	$ 69.0 million	$ 363 million	19.0%
1956	$ 72.6 million	$ 391 million	18.6%
1957	$ 74.1 million	$ 403 million	18.4%
1958	$ 73.9 million	$ 413 million	17.9%
1959	$ 73.2 million	$ 448 million	16.3%
1960	$ 70.9 million	$ 462 million	15.3%
1961	$ 59.6 million	$ 459 million	13.0%
1962*	$ 34.4 million	$ 419 million	8.2%
1963**	$ 21.8 million	$ 380 million	5.7%
1964	$ 24.0 million	$ 481 million	5.0%
1965	$ 26.0 million	$ 531 million	4.9%
1966	$ 29.1 million	$ 628 million	4.6%
1967	$ 28.8 million	$ 627 million	4.6%
1968	$ 33.1 million	$ 710 million	4.7%
1969	$ 36.1 million	$ 893 million	4.0%
1970***	$ 48.1 million	$ 936 million	5.1%

SOURCE: Statistics Canada, Cat.Nos. 66-201 and 65-203 (Vol III).

* Devaluation
** Reduction of Duty Exemption from $100 to $25 per quarter
*** Floating of $Can. (Increase of Terms of Trade)

TIB/Oct/71.

TABLE E68

TYPES OF DUTY-EXEMPT ITEMS IMPORTED BY CANADIAN TRAVELLERS TO THE U.S.

YEAR	TOTAL DUTY-EXEMPT IMPORTS BY CANADIAN TRAVELLERS TO THE U.S.	% SPENT ON CLOTHING, FOOTWEAR & HOUSEHOLD FURNISHINGS	% SPENT ON TOBACCO PRODUCTS AND ALCOHOL
1967	$28.8 million	59.7%	13.2%
1968	$33.1 million	55.6%	17.8%
1969	$36.1 million	52.6%	15.8%
1970	$48.1 million	61.5%	15.6%

SOURCE: Statistics Canada, Cat. No. 65-203 (Vol III).

TIB/Oct/71.

TABLE E69

DESTINATION OF CANADIAN VACATIONERS* IN THE U.S. 1965 - 1970

DESTINATION	1965	1966	1967	1968	1969	1970
New England	1,300,500	1,886,700	2,104,000	2,553,100	2,833,400	2,593,900
Middle Atlantic	1,282,700	1,320,900	1,582,800	1,898,600	1,957,400	2,531,000
South Atlantic	824,600	853,300	829,400	817,200	1,150,200	1,051,700
East North Central	733,600	667,600	871,900	942,200	975,700	1,022,800
West North Central	579,600	580,200	884,300	739,200	635,000	623,200
East South Central	28,700	34,900	44,700	65,300	58,400	58,400
West South Central	51,900	62,400	46,300	54,400	79,400	69,200
Mountain	304,500	467,300	329,400	426,400	513,100	467,900
Pacific	1,075,700	1,308,700	1,086,400	1,216,200	1,264,800	1,376,400
Other States	20,900	14,200	5,900	24,600	19,400	16,700
Touring (3 or more destinations)						76,900
TOTAL	6,202,700	7,196,200	7,785,100	8,737,200	9,486,800	9,888,100

SOURCE: Statistics Canada, Cat. No. 66-201 Annual - Travel Between Canada and Other Countries.

* Excludes persons leaving and returning to Canada by automobile the same day, but includes same-day plane, bus, rail and boat traffic.

TIB/Oct/71.

TABLE E70

CANADIAN TRAVELLERS* RETURNING FROM THE U.S., CLASSIFIED BY PROVINCE OF RESIDENCE AND PROVINCE OF RE-ENTRY, 1970

PROVINCE OF RE-ENTRY	PROVINCE OF RESIDENCE							
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia**	TOTAL
	NUMBER OF PERSONS							
Atlantic Provinces	504,100	22,600	61,700	100	--	1,400	400	590,300
Quebec	41,000	3,285,000	271,300	4,700	8,200	4,300	7,800	3,622,300
Ontario	30,400	139,300	3,088,500	90,500	13,600	41,300	16,400	3,420,000
Manitoba	2,400	5,800	30,000	389,100	27,600	19,500	7,200	481,600
Saskatchewan	700	800	9,300	4,900	105,500	13,900	4,300	139,400
Alberta	--	600	3,900	2,600	13,600	161,800	7,200	189,700
British Columbia**	2,900	9,100	25,000	11,300	26,500	201,900	1,168,100	1,444,800
Canada	581,500	3,463,200	3,489,700	503,200	195,000	444,100	1,211,400	9,888,100
	PERCENTAGE							
Atlantic Provinces	85.4	3.8	10.5	--	--	0.2	0.1	100.0
Quebec	1.2	90.7	7.5	0.1	0.2	0.1	0.2	100.0
Ontario	0.9	4.1	90.3	2.6	0.4	1.2	0.5	100.0
Manitoba	0.5	1.2	6.2	80.8	5.7	4.1	1.5	100.0
Saskatchewan	0.5	0.6	6.7	3.5	75.7	9.9	3.1	100.0
Alberta	--	0.3	2.0	1.4	7.2	85.3	3.8	100.0
British Columbia**	0.2	0.6	1.7	0.8	1.8	14.0	80.9	100.0
Canada	5.9	35.0	35.3	5.1	2.0	4.5	12.2	100.0

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes Canadians leaving and returning by automobile on the same day and "other travellers"
** Includes the Yukon and Northwest Territories.

TIB/Oct/71.

TABLE E71

CANADIAN TRAVELLERS* RETURNING FROM THE U.S., CLASSIFIED BY PURPOSE OF TRIP AND PROVINCE OF RESIDENCE, 1970

PROVINCE OF RESIDENCE	Business	Holiday	Shopping	Transit through U.S.A.	Visiting friends or relatives	Other**	TOTALS
	NUMBER OF PERSONS						
Atlantic Provinces	29,000	236,500	37,600	26,300	231,400	20,700	581,500
Quebec	257,600	2,262,400	29,800	18,600	852,600	42,200	3,463,200
Ontario	393,200	1,729,900	136,700	134,300	990,600	105,000	3,489,700
Manitoba	32,900	273,800	27,300	33,100	124,800	11,300	503,200
Saskatchewan	17,400	109,300	9,900	7,700	43,700	7,000	195,000
Alberta	63,100	241,900	17,100	17,500	86,900	17,600	444,100
British Columbia***	111,200	675,500	49,800	13,400	333,500	28,000	1,211,400
Canada	904,400	5,529,300	308,200	250,900	2,663,500	231,800	9,888,100
	PERCENTAGES						
Atlantic Provinces	5.0	40.7	6.5	4.5	39.8	3.5	100.0
Quebec	7.5	65.3	0.9	0.5	24.6	1.2	100.0
Ontario	11.3	49.6	3.9	3.8	28.4	3.0	100.0
Manitoba	6.5	54.4	5.4	6.6	24.8	2.3	100.0
Saskatchewan	8.9	56.1	5.1	3.9	22.4	3.6	100.0
Alberta	14.2	54.5	3.8	3.9	19.6	4.0	100.0
British Columbia***	9.2	55.8	4.1	1.1	27.5	2.3	100.0
Canada	9.2	55.9	3.1	2.5	26.9	2.4	100.0

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes Canadians leaving and returning by automobile on the same day and "other travellers".

** Includes persons stating three or more purposes of trip.

*** Includes the Yukon and Northwest Territories.

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TABLE E72

CANADIANS RETURNING FROM THE U.S. BY PURPOSE OF TRIP, 1961 - 70

YEAR	Business	Formal Study	Shopping	Recreation Holiday	Visiting friends or relatives	Health	Other
1961	10.3%	0.7%	5.9%	48.6%	32.1%	1.2%	1.2%
1962	11.4%	0.5%	2.4%	49.3%	32.1%	2.5%	1.8%
1963	11.9%	0.5%	1.4%	47.4%	34.2%	3.1%	1.5%
1964	12.2%	0.6%	2.2%	48.5%	32.0%	3.2%	1.3%
1965	11.7%	0.8%	2.0%	51.6%	30.1%	2.6%	1.2%
1966	8.4%	0.6%	1.5%	59.6%	24.8%	1.4%	3.7%*
1967	7.9%	0.3%	5.1%	53.3%	26.6%	2.0%	4.8%*
1968	7.3%	-	4.6%	54.2%	26.8%	-	7.1%*
1969	8.7%	-	3.7%	58.7%	25.5%	-	3.4%*
1970	9.2%	-	3.1%	55.9%	26.9%	-	5.9%

SOURCE: Statistics Canada, Cat.No. 66-201 Annuals (61-70).

* Includes Transit through the U.S.

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TABLE E73

NUMBER OF CANADIAN TRAVELLERS* RETURNING FROM THE U.S. CLASSIFIED BY TYPE OF LODGING AND BY PROVINCE OF RESIDENCE AND AREA OF DESTINATION, 1970

PROVINCE OF RESIDENCE	Camping, tenting, house trailer	Apartment	Resort — hotel, motel	Home — friend or relative	Other	Three or more types of lodging	No accommodation	TOTAL
Atlantic Provinces	40,500	8,300	258,100	265,400	4,500	--	4,700	581,500
Quebec	506,700	170,300	1,783,300	948,600	12,900	1,000	40,400	3,463,200
Ontario	154,900	58,900	2,021,800	1,206,600	10,900	1,700	34,900	3,489,700
Manitoba	28,000	1,800	295,900	174,400	1,100	100	1,900	503,200
Saskatchewan	16,600	2,300	122,600	53,200	200	--	100	195,000
Alberta	54,700	3,800	268,400	115,400	1,200	200	400	444,100
British Columbia**	108,600	31,800	563,900	410,800	23,600	1,200	71,500	1,211,400
Canada	910,000	277,200	5,314,000	3,174,400	54,400	4,200	153,900	9,888,100
AREA OF DESTINATION								
New England	345,700	139,600	1,216,900	864,100	10,900	100	16,500	2,593,800
Middle Atlantic	260,600	48,100	1,406,500	761,300	8,800	--	45,700	2,531,000
South Atlantic	36,300	34,600	757,600	218,200	1,100	1,600	2,400	1,051,800
East North Central	32,500	15,100	460,800	494,500	3,400	100	16,500	1,022,900
West North Central	36,200	1,200	404,400	175,400	5,800	--	200	623,200
East South Central	4,400	--	33,100	20,800	100	--	--	58,400
West South Central	1,800	1,300	46,300	19,500	200	--	--	69,100
Mountain	61,000	3,800	304,800	94,300	2,100	1,700	300	468,000
Pacific	120,100	33,500	624,300	503,700	21,800	700	72,300	1,376,400
Other remaining areas	11,400	--	59,300	22,600	200	--	--	93,500
Totals	910,000	277,200	5,314,000	3,174,400	54,400	4,200	153,900	9,888,100

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes Canadians leaving and returning by automobile on the same day and "other travellers".

** Includes the Yukon and Northwest Territories.

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TABLE E74

NUMBER OF CANADIAN TRAVELLERS TO THE U.S. BY MODE OF TRANSPORTATION

('000's)

	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Auto	(79.7%) 23,339	(80.0%) 22,354	(78.4%) 23,046	(76.6%) 24,652	(79.5%) 26,581	(81.5%) 28,258	(86.4%) 28,085	(86.8%) 29,454	(85.4%) 30,283	(86.1%) 30,695
Plane	(1.6%) 458	(1.7%) 485	(1.7%) 491	(1.7%) 544	(1.9%) 637	(2.0%) 705	(2.4%) 792	(2.7%) 928	(3.4%) 1,201	(3.3%) 1,195
Bus	(1.5%) 431	(1.5%) 431	(1.4%) 400	(1.4%) 449	(1.5%) 489	(1.6%) 552	(1.8%) 577	(1.8%) 609	(1.9%) 690	(1.9%) 678
Rail	(0.9%) 267	(0.9%) 251	(0.8%) 240	(0.8%) 256	(0.6%) 216	(0.5%) 176	(0.4%) 148	(0.4%) 136	(0.3%) 115	(0.2%) 86
Boat	(0.4%) 110	(0.4%) 115	(0.4%) 115	(0.4%) 116	(0.3%) 110	(0.4%) 138	(0.4%) 127	(0.4%) 134	(0.4%) 132	(0.3%) 125
Other	(16.0%) 4,684	(15.4%) 4,309	(17.3%) 5,098	(19.1%) 6,147	(16.1%) 5,400	(14.0%) 4,851	(8.5%) 2,771	(7.9%) 2,687	(8.5%) 3,021	(8.1%) 2,877
Total (Non-Auto)	(20.3%) 5,950	(20.0%) 5,591	(21.6%) 6,344	(23.4%) 7,512	(20.5%) 6,852	(18.5%) 6,422	(13.6%) 4,415	(13.2%) 4,494	(14.6%) 5,159	(13.9%) 4,961
GRAND TOTAL	(100%) 29,289	(100%) 27,945	(100%) 29,390	(100%) 32,164	(100%) 33,433	(100%) 34,680	(100%) 32,500	(100%) 33,948	(100%) 35,442	(100%) 35,656

SOURCE: Statistics Canada, Cat. No. 66-201 (Annuals) Travel Between Canada & Other Countries, 1961-1970.

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TABLE E75

NUMBERS OF CANADIAN AUTOMOBILES* RETURNING FROM THE U.S. 1965 - 1970

	1965	1966	1967	1968	1969	1970
STAYING ONE OR MORE NIGHTS IN THE U.S.						
1st QUARTER	187,737	213,878	302,300	301,218	321,963	396,662
2nd QUARTER	367,401	441,642	475,915	535,044	585,603	563,161
3rd QUARTER	795,422	905,182	937,832	1,176,085	1,188,602	1,256,782
4th QUARTER	312,942	378,589	389,377	448,514	444,703	463,095
Total (1)	1,663,502	1,939,291	2,105,424	2,460,861	2,540,871	2,679,700
LEAVING AND RETURNING THE SAME DAY						
1st QUARTER	1,563,791	1,689,299	1,769,569	1,739,701	1,855,625	1,918,594
2nd QUARTER	2,175,553	2,349,719	2,270,685	2,361,549	2,597,044	2,545,582
3rd QUARTER	2,696,912	2,734,817	2,670,289	2,999,769	2,926,441	2,939,211
4th QUARTER	1,927,763	1,964,271	1,907,713	2,035,126	2,088,271	2,016,381
Total (2)	8,364,019	8,738,106	8,618,256	9,136,145	9,467,381	9,419,768
GRAND TOTAL (1 + 2)	10,027,521	10,677,397	10,723,680	11,597,006	12,008,252	12,099,468
% OF AUTOS ONE OR MORE NIGHTS	16.6%	18.2%	19.6%	21.2%	21.2%	22.1%
% OF AUTOS LEAVING AND RETURNING SAME DAY	83.4%	81.8%	80.4%	78.8%	78.8%	77.9%
TOTAL	100%	100%	100%	100%	100%	100%

SOURCE: Statistics Canada, Cat. No. 66-201 Travel Between Canada and Other Countries 1968-1970.

* Exits and entries of Canadian automobiles to the U.S. excludes commercial vehicles.

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3. Travel Between Canada and Overseas Countries

(a) The Balance of Payments

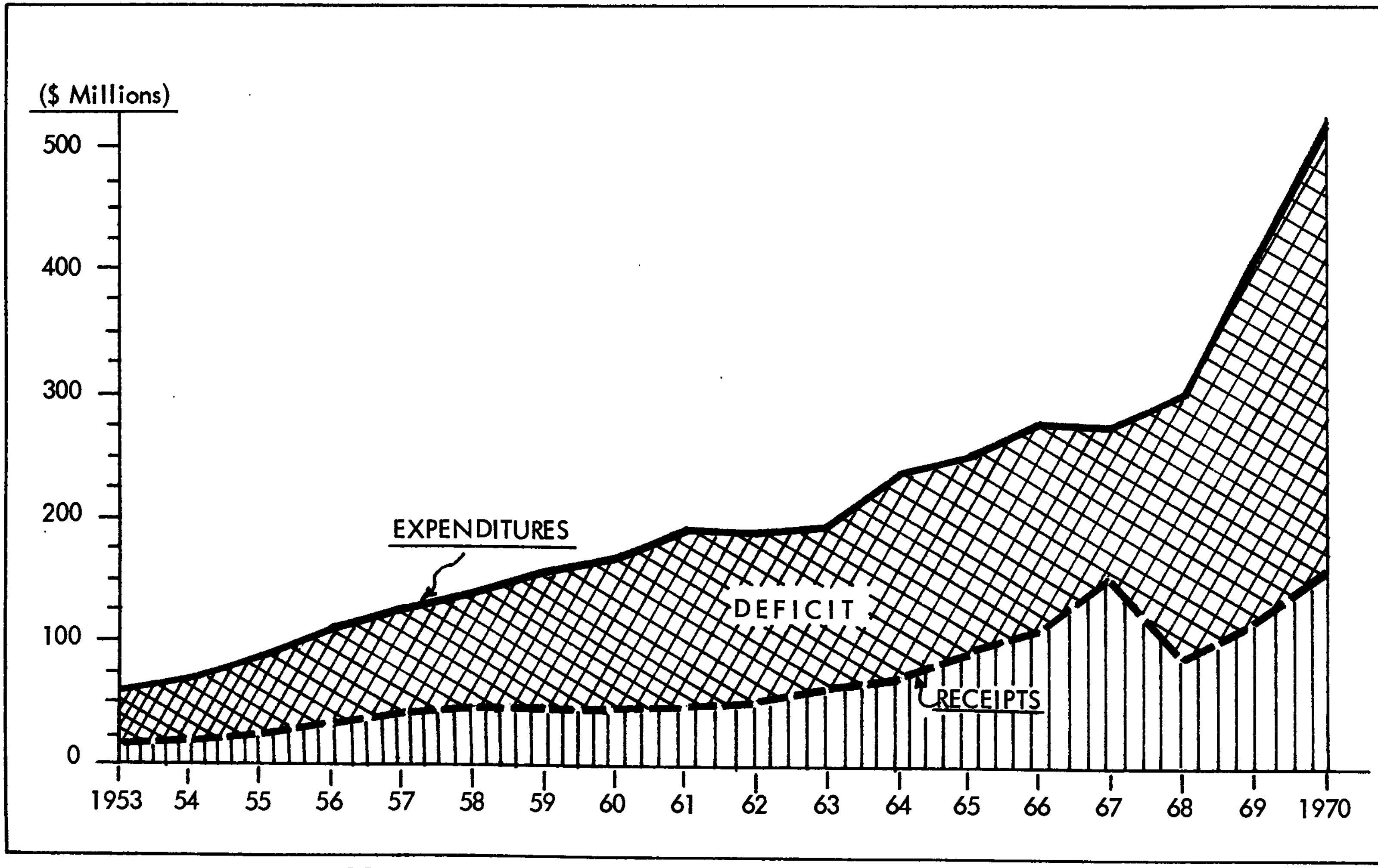
The number of overseas travellers to Canada constituted only 1.4% of the total number of visitors to Canada in 1970, but they accounted for 12.3% of Canada's total travel receipts from abroad. In relative terms we have been able to increase our share of the overseas market with the U.S. from 3.16% in 1968 to 3.35% in 1969 and 4.35% in 1970.

Our travel expenditures in overseas countries, however, have been increasing rapidly in both absolute and relative terms, with the consequence that our balance of payments travel account deficit with overseas countries has been growing at an accelerating rate during recent years.

GRAPH E76

CANADA'S TRAVEL ACCOUNT WITH OVERSEAS COUNTRIES

1953 - 1970



SOURCE: Statistics Canada, Cat.No. 66-201.

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TABLE E77

CANADA'S TRAVEL ACCOUNTS WITH OVERSEAS COUNTRIES
1959 - 1970 (in $ millions)

YEAR	RECEIPTS		EXPENDITURES		BALANCE
	AMOUNT	% CHANGE	AMOUNT	% CHANGE	
1959	$ 40	--	$150	--	$ - 110
1960	$ 45	12.5%	$165	10.0%	$ - 120
1961	$ 47	4.4%	$183	10.9%	$ - 136
1962	$ 50	6.4%	$186	1.6%	$ - 136
1963	$ 60	20.0%	$197	5.9%	$ - 137
1964	$ 72	20.0%	$231	17.3%	$ - 159
1965	$ 87	20.8%	$248	7.4%	$ - 161
1966	$110	26.4%	$272	9.7%	$ - 162
1967	$154	40.0%	$268	-1.5%	$ - 114
1968	$ 87	-43.5%	$298	11.2%	$ - 211
1969*	$105	20.7%	$399	33.9%	$ - 294
1970*	$152	44.8%	$524	31.3%	$ - 372

SOURCE: Statistics Canada, Cat.No. 67-001, 67-201 and 66-201.

* Subject to revision.

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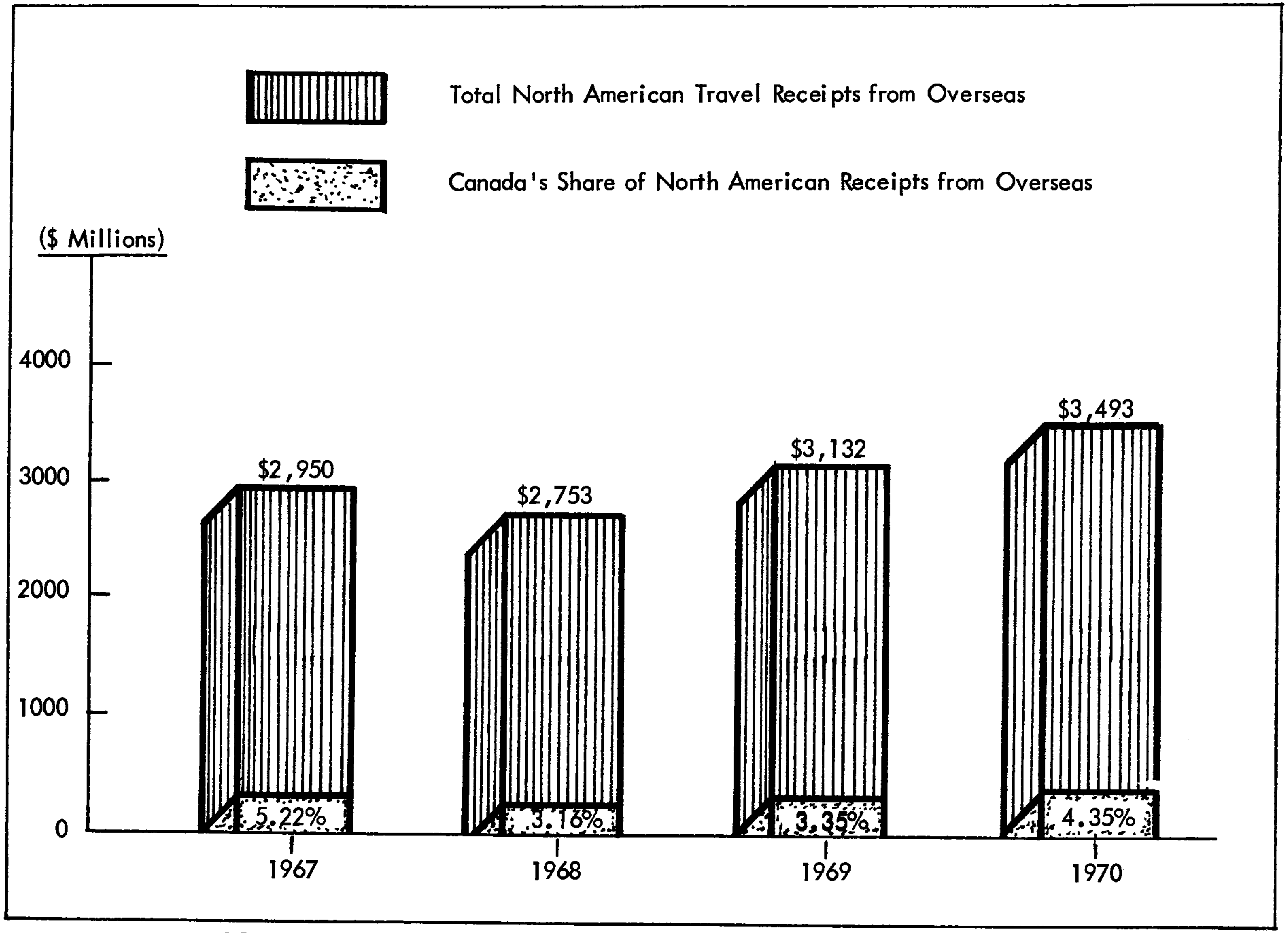
(b) Overseas Travel to Canada

GRAPH E78

CANADA'S SHARE OF THE OVERSEAS MARKET



SOURCE: Big Picture 1970 - 71 U.S. Dept of Comm.

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TABLE E79

NUMBER, EXPENDITURES AND LENGTH OF STAY OF TRAVELLERS TO CANADA FROM OVERSEAS COUNTRIES, 1967 - 70

Number of Travellers:		
1967	'000's	590
1968	"	362
1969	"	463
1970	"	536
Number of Days Stay:		
1967	"	9,799
1968	"	7,559
1969	"	9,429
1970	"	11,112
Expenditures in Canada: *		
1967	$'000,000's	154
1968	"	87
1969	"	113
1970	"	152
Average Length of Stay in Days:		
1967		16.6
1968		20.9
1969		20.4
1970		20.7
Average Expenditure per Person Trip:		
1967	$	261.00
1968	$	240.30
1969	$	244.10
1970	$	283.60
Average Expenditure per Day:		
1967	$	15.70
1968	$	11.50
1969	$	12.00
1970	$	13.70

* Expenditure figures include international transportation fares.

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

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TABLE E80

NUMBER AND EXPENDITURES* OF OVERSEAS TRAVELLERS IN CANADA

1968 - 1970

	1968	1969	1970
Number of visits ....('000's)	362	463	536
Expenditure ....($'000,000's)	55	80	103
Average trip expenditure	$152	$173	$192
Average daily expenditure ...	$ 7	$ 8	$ 9

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Excludes international transportation fares.

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TABLE E81

NUMBER AND EXPENDITURES* OF TRAVELLERS FROM OVERSEAS COUNTRIES, CLASSIFIED BY PROVINCE OF DESTINATION, 1969 - 1970.

PROVINCE OF DESTINATION	TRAVELLERS		EXPENDITURES	
	1969	1970	1969	1970
			($'000's)	($'000's)
ATLANTIC PROVINCES	11,400	13,000	2,178	2,700
QUE	133,600	151,400	24,471	29,082
ONT	193,900	228,000	30,688	42,427
MAN	6,900	9,000	1,221	2,008
SASK	3,300	3,800	458	839
ALTA	18,400	20,300	3,083	4,195
BC**	60,600	65,400	10,764	13,168
TOURING***	35,100	44,600	6,802	8,929
CANADA	463,200	535,500	79,665	103,348

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes international transportation fares.
** Includes destinations in the Yukon and Northwest Territories.
*** Persons stating two or more provinces of destination.

Note: Expenditures are coded to province of main destination and may not have been spent in that province.

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TABLE E82

COMPARISON BETWEEN CANADA AND THE US TRAVEL ACCOUNTS WITH OVERSEAS COUNTRIES

RECEIPTS * ($ Million US)

COUNTRIES	CANADA			UNITED STATES			TOTAL		
	1967	1968	1969	1967	1968	1969	1967	1968	1969
Austria	2	3	4	78	87	98	80	90	102
Bel. Lux.	2	2	2	56	68	82	58	70	84
Denmark	1	1	2	48	55	64	49	56	66
Finland	1	1	1	10	12	15	11	13	16
France	11	13	NA	441	337	NA	452	350	420
Germany	7	NA	NA	269	NA	NA	276	202	233
Greece	1	3	4	65	67	90	66	70	94
Iceland	-	-	-	2	2	2	2	2	2
Ireland	NA	NA	NA	NA	NA	NA	33	NA	NA
Italy	20	26	29	461	505	591	481	531	620
Netherlands	NA	NA	NA	NA	NA	NA	59	64	72
Norway	NA	NA	NA	NA	NA	NA	30	31	38
Portugal	3	4	4	91	81	73	94	85	77
Spain	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sweden	1	1	1	30	31	38	31	32	39
Switzerland	NA	NA	NA	NA	NA	NA	NA	NA	NA
Turkey	NA	NA	NA	NA	NA	NA	7	NA	NA
United Kingdom	41	51	NA	177	171	NA	218	222	304
Japan	1	3	NA	56	70	NA	57	73	NA
Yugoslavia	1	-	1	18	24	35	19	24	36

SOURCE: Figures supplied by Member countries in reply to the annual questionnaire of the Tourism Committee, from OECD Secretariat by special TIB request.

NOTES: * International fare payments excluded.
NA: Not available.
1969 figures are estimates.

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TABLE E83

COMPARISON BETWEEN CANADA AND THE US TRAVEL ACCOUNTS WITH OVERSEAS COUNTRIES

EXPENDITURES* ($ Million US)

COUNTRIES	CANADA			UNITED STATES			TOTAL		
	1967	1968	1969	1967	1968	1969	1967	1968	1969
Austria	1	1	1	23	27	33	24	28	34
Bel. Lux.	2	2	2	38	38	52	40	40	54
Denmark	1	1	1	33	33	35	34	34	36
Finland	0	0	1	11	11	14	11	11	15
France	11	7	NA	166	160	NA	177	167	230
Germany	11	8	8	121	126	147	132	134	155
Greece	1	1	1	7	8	10	8	9	11
Iceland	-	-	-	1	1	1	1	1	1
Ireland	NA	NA	NA	NA	NA	NA	6	NA	NA
Italy	3	4	4	103	121	175	106	125	179
Netherlands	NA	NA	NA	NA	NA	NA	30	33	42
Norway	NA	NA	NA	NA	NA	NA	13	14	17
Portugal	1	1	2	18	20	24	19	21	26
Spain	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sweden	1	1	1	46	42	48	47	43	49
Switzerland	NA	NA	NA	NA	NA	NA	NA	NA	NA
Turkey	NA	NA	NA	NA	NA	NA	3	NA	NA
United Kingdom	15	10	NA	32	26	NA	47	36	42
Japan	2	3	NA	46	30	NA	48	33	NA
Yugoslavia	NA	NA	NA	NA	NA	NA	NA	NA	NA

SOURCE: Figures supplied by Member countries in reply to the annual questionnaire of the Tourism Committee, from OECD Secretariat by special TIB request.

NOTES: * International fare payments excluded.
NA: Not available.
1969 figures are estimates.

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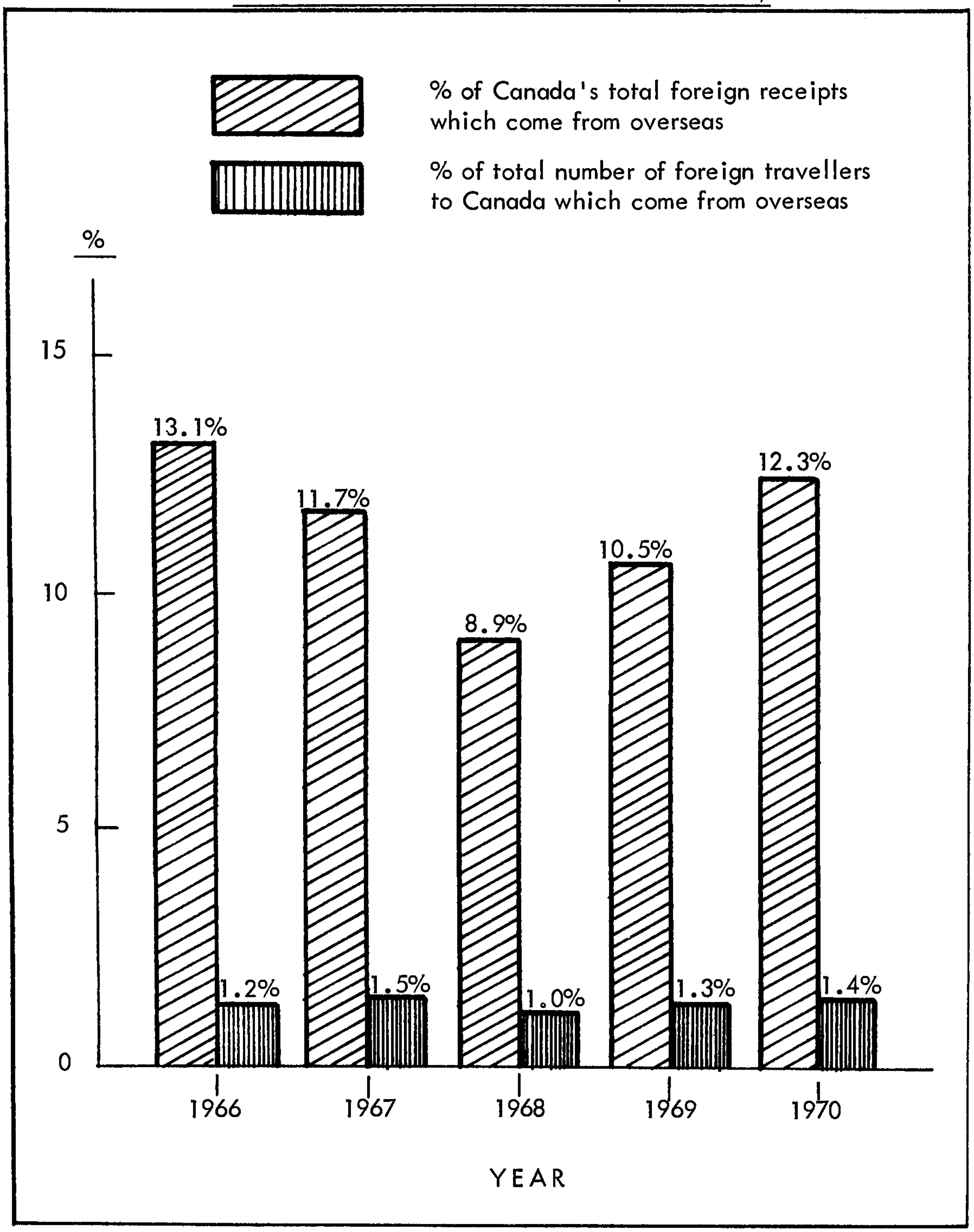
GRAPH E84

CONTRIBUTION TO CANADA BY TRAVELLERS
FROM OVERSEAS COUNTRIES (1966 - 1970)



SOURCE: Statistics Canada, Cat.Nos. 66-201 & 67-001.

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TABLE E85

TRAVELLERS TO CANADA 1965 - 1970
FROM OVERSEAS

YEAR	NUMBER
1965	132,920
1966	410,763
1967	590,315
1968	362,422
1969	463,183
1970	535,532

SOURCE: Letter from Mr. M.W. Valiquette, Statistics Canada.

NOTE: All figures except those for 1965 include visitors to Canada via the U.S.

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TABLE E86

LENGTH OF STAY* REPORTED BY TRAVELLERS** FROM OVERSEAS COUNTRIES, CLASSIFIED BY AREA OF RESIDENCE, 1969 - 1970.

AREA OF RESIDENCE	1969			1970		
	Number of Persons	Person — Nights in Canada	Average Nights Stay	Number of Persons	Person — Nights in Canada	Average Nights Stay
United Kingdom	143,600	3,239,700	22.6	157,700	3,965,400	25.1
OECD in Europe, totals	161,700	3,032,000	18.8	192,600	4,068,300	21.1
France	32,500	480,000	14.8	36,900	583,800	15.8
Germany	35,300	771,900	21.9	41,300	918,500	22.2
Netherlands	23,300	660,300	28.3	28,000	638,900	22.8
Scandinavian countries***	16,600	254,500	15.3	18,400	358,000	19.5
Other OECD countries	54,000	865,300	16.0	68,000	1,569,100	23.1
Other sterling areas	59,000	942,800	16.0	74,500	1,038,200	13.9
All other countries	98,900	1,751,000	17.7	110,700	1,504,100	13.6
GRAND TOTALS	463,200	8,965,500	19.4	535,500	10,576,000	19.7

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excluding time spent in the United States.

** Entering both direct and via the United States.

*** Denmark, Norway and Sweden.

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TABLE E87

NON-IMMIGRANT TRAVELLERS* ENTERING CANADA

FROM OVERSEAS COUNTRIES CLASSIFIED BY COUNTRY OF RESIDENCE

Country of Residence	1970			JAN-DEC	JAN-DEC	% Change
	OCT	NOV	DEC	1970	1969	1970
EUROPE						
Austria	308	133	182	3,915	3,556	+10.1
Belgium	382	237	278	6,972	6,031	+15.6
Czechoslovakia	71	59	36	1,410	2,384	-40.9
Denmark	429	231	299	6,268	5,929	+ 5.7
Finland	187	152	98	3,237	2,525	+28.2
France	2,395	1,428	1,700	36,915	32,529	+13.5
Germany	2,798	1,540	1,695	41,261	35,313	+16.7
Greece	906	717	740	8,953	7,575	+18.2
Hungary	156	66	244	3,041	2,517	+20.8
Ireland (Eire)	553	153	180	4,285	3,672	+16.7
Italy	1,416	981	1,252	18,577	15,577	+19.3
Netherlands, The	1,396	522	1,355	27,996	23,304	+20.1
Norway	451	341	313	5,378	4,891	+10.0
Poland	863	983	586	7,661	7,902	- 3.1
Portugal	287	184	246	3,915	2,882	+36.0
Spain	553	264	284	4,512	3,895	+15.8
Sweden	615	430	321	6,795	5,785	+17.5
Switzerland	800	466	450	8,932	7,574	+17.9
United Kingdom	8,492	4,435	6,950	157,736	143,562	+ 9.9
U.S.S.R.	139	68	74	1,429	1,762	-18.9
Yugoslavia	207	164	382	3,395	2,254	+50.6
Other Europe	240	81	101	5,586	4,332	+28.9
AFRICA						
Egypt	64	46	69	1,279	1,139	+12.3
South Africa	279	202	260	3,964	3,517	+12.7
Other Africa	405	228	285	5,052	4,334	+16.6
ASIA						
China (Peoples Rep.)	9	10	4	149	215	-30.7
Formosa (China Nat.)	133	122	172	1,521	1,098	+38.5
Hong Kong	367	334	732	5,944	5,172	+14.9
India	847	709	666	9,428	6,014	+56.8
Israel	433	303	292	6,253	6,007	+ 4.1

...

TABLE E87 (Cont'd)

Country of Residence	1970 OCT	1970 NOV	1970 DEC	JAN-DEC 1970	JAN-DEC 1969	% Change 1970
ASIA (Cont'd)						
Japan	2,174	1,342	875	22,011	18,525	+18.8
Lebanon	115	91	96	1,477	1,154	+28.0
Pakistan	138	118	118	1,502	1,094	+37.3
Philippines	228	138	206	2,871	2,503	+14.7
Other Asia	554	437	498	7,865	5,970	+31.7
NORTH AMERICA						
Bahamas	177	78	126	2,086	1,654	+26.1
Barbados	212	102	169	2,897	2,638	+ 9.8
Bermuda	288	194	394	4,465	3,586	+24.5
Cuba	12	15	12	296	230	+28.7
Haiti	214	148	143	2,739	1,886	+45.2
Jamaica	884	580	692	11,417	9,422	+21.2
Mexico	740	414	497	10,682	10,019	+ 6.6
Trinidad & Tobago	551	409	448	8,415	6,049	+39.1
Other North America	442	425	383	6,263	5,405	+15.9
SOUTH AMERICA						
Argentina	222	149	163	3,200	3,000	+ 6.7
Brazil	311	180	175	4,131	3,692	+11.9
Columbia	146	100	111	1,972	1,627	+21.2
Guyana	305	179	490	3,746	2,231	+67.9
Venezuela	209	144	202	2,950	2,745	+ 7.5
Other South America	846	696	559	8,497	5,947	+42.9
OCEANIA						
Australia	1,428	956	968	17,001	14,697	+15.7
New Zealand	504	230	242	6,193	5,095	+21.6
Other Oceania	88	94	71	1,097	767	+43.0
TOTALS	36,969	22,808	27,884	535,532	463,183	+15.6

SOURCE: Statistics Canada, Cat. No. 66-001.

* Includes entries direct and via the United States, documented at port of entry; excludes most persons in transit and persons in Canada less than 24 hours.

GRAPH E88

THE DESTINATION OF OVERSEAS TRAVELLERS TO CANADA

	1968	1969	1970
Atlantic Provinces	2.6% (9,400)	2.5% (11,400)	2.4% (13,000)
Quebec	32.9% (119,200)	28.8% (133,600)	28.3% (151,400)
Ontario	43.4% (157,300)	41.9% (193,900)	42.6% (228,000)
Manitoba & Saskatchewan	2.2% (8,200)	2.2% (10,200)	2.4% (12,800)
Alberta	3.8% (13,700)	4.0% (18,400)	3.8% (20,300)
British Columbia	12.0% (43,600)	13.1% (60,600)	12.2% (65,400)
Touring	3.0% (11,000)	7.6% (35,100)	8.3% (44,600)

SOURCE: Statistics Canada, Cat. No. 66-201.

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TABLE E89

TRAVELLERS* FROM OVERSEAS COUNTRIES, CLASSIFIED BY AREA OF RESIDENCE AND BY PROVINCE OF DESTINATION, 1970

AREA OF RESIDENCE	Atlantic Provinces	Quebec	Ontario	Manitoba, Saskatchewan	Alberta	British Columbia **	Touring ***	TOTALS
NUMBER OF PERSONS								
United Kingdom	4,900	26,100	83,500	5,200	6,900	19,800	11,300	157,700
OECD in Europe, total	5,400	72,000	71,600	4,600	8,800	18,200	12,000	192,600
France	700	27,600	4,200	300	500	1,200	2,400	36,900
Germany	900	10,400	16,800	2,100	3,200	4,300	3,600	41,300
Netherlands	600	4,200	14,800	700	2,200	3,900	1,600	28,000
Scandinavian countries ****	1,100	4,900	4,700	500	1,200	4,100	1,900	18,400
Other OECD countries	2,100	24,900	31,100	1,000	1,700	4,700	2,500	68,000
Other sterling areas	1,200	14,000	37,000	1,500	2,200	10,800	7,800	74,500
All other countries	1,500	39,300	35,900	1,500	2,400	16,600	13,500	110,700
Totals	13,000	151,400	228,000	12,800	20,300	65,400	44,600	535,500
PERCENTAGES								
United Kingdom	3.1	16.5	52.9	3.3	4.4	12.6	7.2	100.0
OECD in Europe, total	2.8	37.4	37.2	2.4	4.6	9.4	6.2	100.0
France	1.9	74.8	11.4	0.8	1.4	3.2	6.5	100.0
Germany	2.2	25.2	40.7	5.1	7.7	10.4	8.7	100.0
Netherlands	2.1	15.0	52.9	2.5	7.9	13.9	5.7	100.0
Scandinavian countries ****	6.0	26.6	25.6	2.7	6.5	22.3	10.3	100.0
Other OECD countries	3.1	36.6	45.7	1.5	2.5	6.9	3.7	100.0
Other sterling areas	1.6	18.8	49.6	2.0	3.0	14.5	10.5	100.0
All other countries	1.3	35.5	32.4	1.4	2.2	15.0	12.2	100.0
Totals	2.4	28.3	42.6	2.4	3.8	12.2	8.3	100.0

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Entering both direct and via the United States.

** Includes destinations in the Yukon and Northwest Territories.

*** Persons stating two or more provinces of destination.

**** Denmark, Norway and Sweden.

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TABLE E90

TRAVELLERS FROM OVERSEAS COUNTRIES ENTERING CANADA* AT PRINCIPAL PORTS OF ENTRY, QUARTERLY, 1969 - 1970

Port of entry	1969					1970				
	1st Q	2nd Q	3rd Q	4th Q	Year	1st Q	2nd Q	3rd Q	4th Q	Year
Selected ports:										
Gander, Nfld.	212	649	1,461	619	2,941	425	970	1,721	709	3,825
Halifax, N.S.**	718	764	1,457	535	3,474	447	1,130	1,382	657	3,616
Lacolle, Que.	1,183	4,127	11,449	3,492	20,251	2,016	4,737	14,102	3,167	24,022
Montreal Airport, Que.	16,558	37,263	52,508	27,745	134,074	20,147	42,502	54,818	28,813	146,280
Philipsburg, Que.	456	1,256	3,554	409	5,675	443	846	1,885	1,169	4,343
Quebec, Que.	88	3,513	3,725	2,270	9,596	56	2,861	3,163	1,849	7,929
Fort Erie, Ont.	944	4,532	8,752	2,377	16,605	1,981	4,750	11,455	2,872	21,058
Niagara Falls, Ont.	701	6,204	12,743	1,875	21,523	1,056	5,885	13,384	2,533	22,858
Sarnia, Ont.	254	1,071	1,398	694	3,417	277	1,313	1,672	806	4,068
Toronto Airport, Ont.	10,224	38,880	77,037	23,023	149,164	15,832	52,189	87,836	27,878	183,735
Windsor, Ont.	905	2,419	4,048	1,223	8,595	740	1,994	4,076	1,569	8,379
Winnipeg Airport, Man.	301	1,075	1,639	634	3,649	503	1,947	1,830	710	4,990
Edmonton, Alta	433	2,227	4,008	659	7,327	646	3,237	4,803	1,181	9,867
Pacific Highway, B.C.	731	2,118	5,626	1,393	9,868	1,115	3,018	6,251	1,645	12,029
Vancouver Airport, B.C.	3,473	11,464	14,298	6,126	35,361	4,778	15,195	20,225	7,751	47,949
Totals	37,181	117,562	203,703	73,074	431,520	50,462	142,574	228,603	83,309	504,948
All other ports	2,483	8,829	15,622	4,729	31,663	2,554	9,101	14,577	4,352	30,584
Grand Totals	39,664	126,391	219,325	77,803	463,183	53,016	151,675	243,180	87,661	535,532

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Includes entries direct and via the United States, documented at port of entry; excludes most persons in transit and persons in Canada for less than 24 hours.

** Includes entries by plane and ship.

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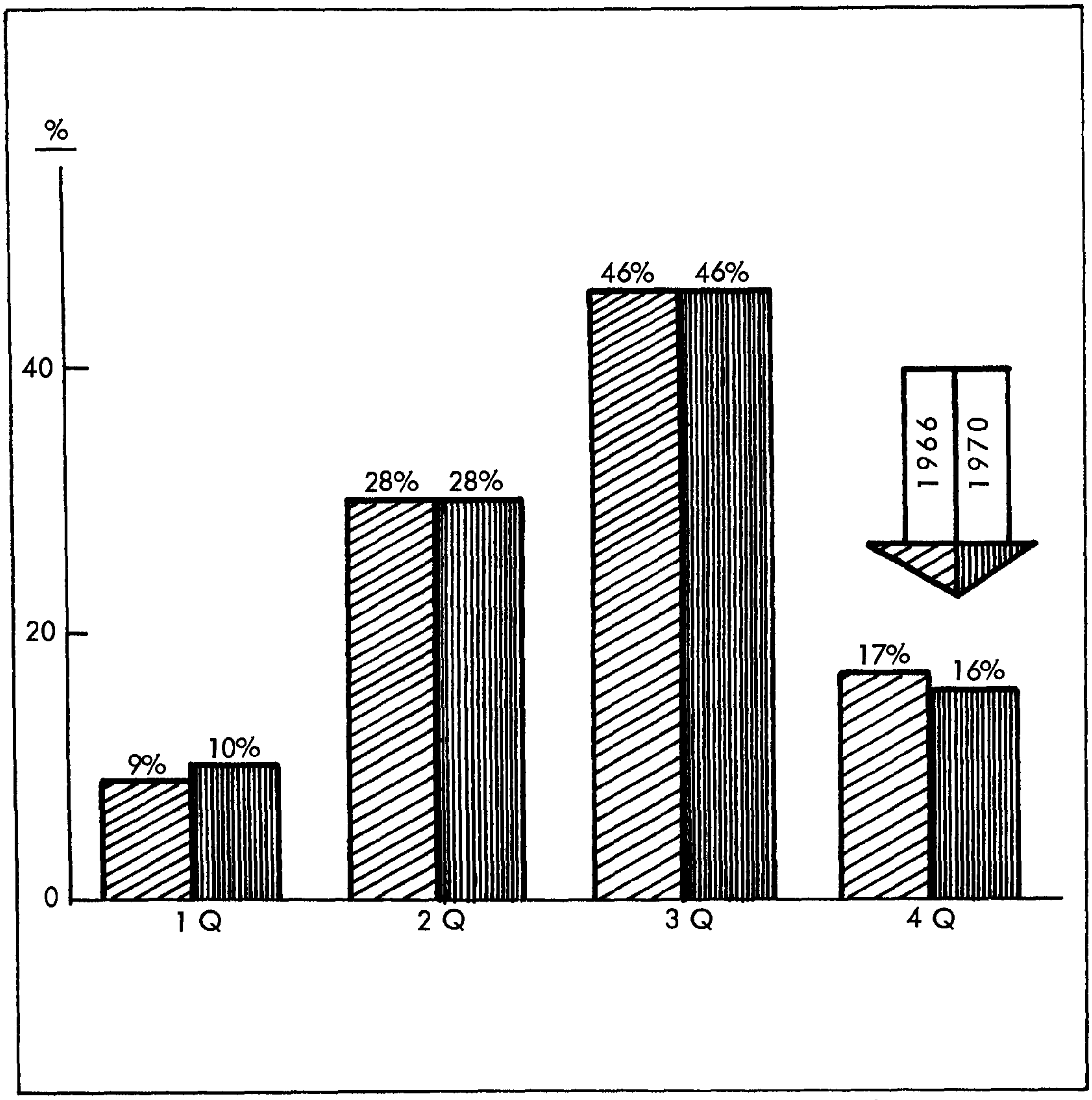
GRAPH E91

SEASONAL DISTRIBUTION OF TRAVELLERS TO CANADA

FROM OVERSEAS COUNTRIES (1966 & 1970)



SOURCE: Statistics Canada, Cat.Nos. 66-201 & 66-001.

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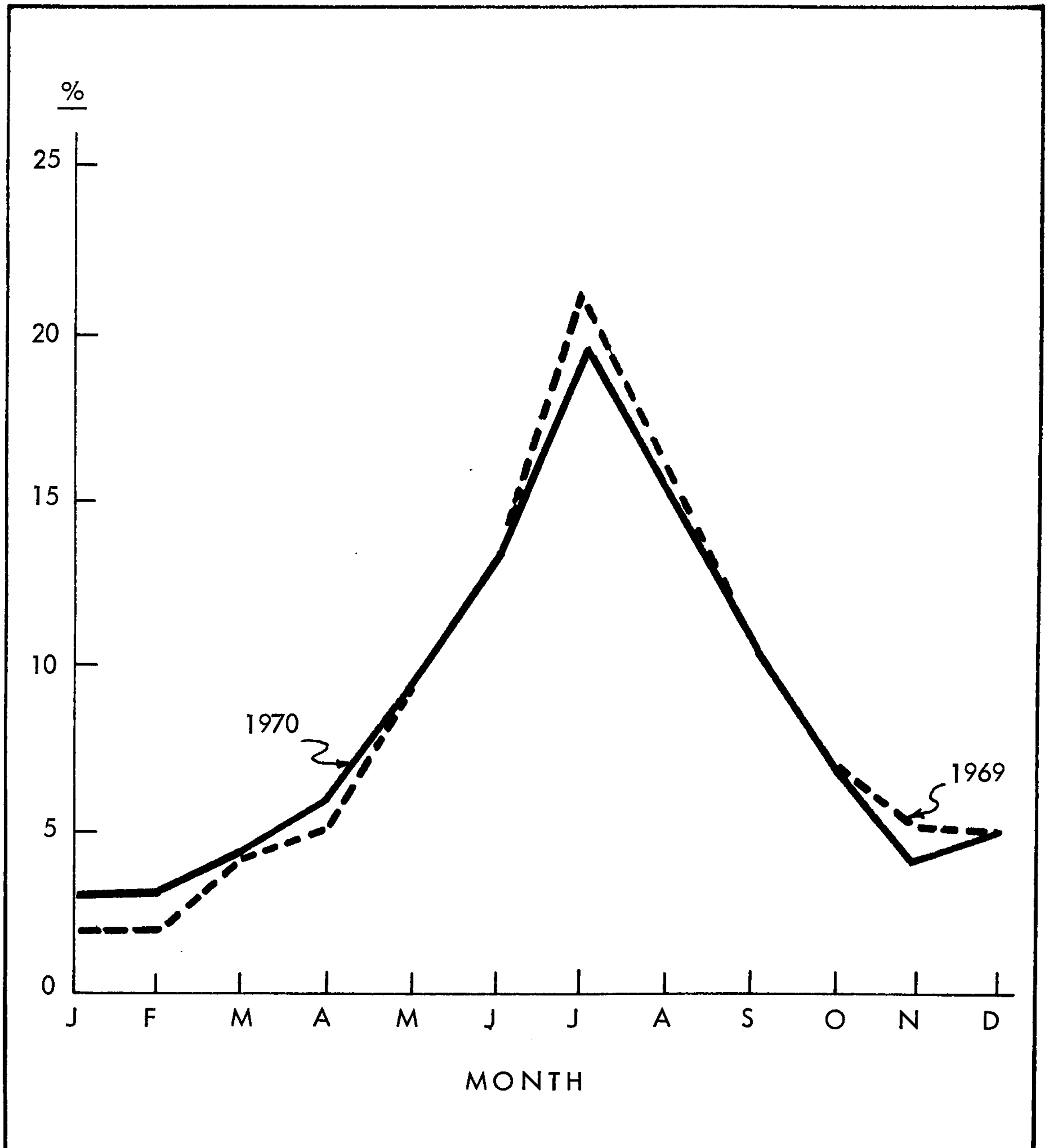
GRAPH E92

TRAVELLERS TO CANADA FROM OVERSEAS COUNTRIES

1969 vs. 1970



SOURCE: Statistics Canada, Cat.No. 66-201.

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TABLE E93

OVERSEAS TRAVELLERS TO CANADA - 1969-1970

MONTH	1970		1969	
	Number	% of Total	Number	% of Total
January	14,749	3%	11,834	2%
February	15,493	3%	11,231	2%
March	22,774	4%	16,599	4%
April	29,910	6%	24,890	5%
May	49,606	9%	42,206	9%
June	72,159	13%	59,295	13%
July	105,010	20%	95,698	21%
August	80,872	15%	72,286	16%
September	57,298	11%	51,341	11%
October	36,969	7%	31,248	7%
November	22,808	4%	21,365	5%
December	27,884	5%	25,190	5%
TOTAL	535,532	100%	460,183	100%

SOURCE: Statistics Canada, Cat. No. 66-201.

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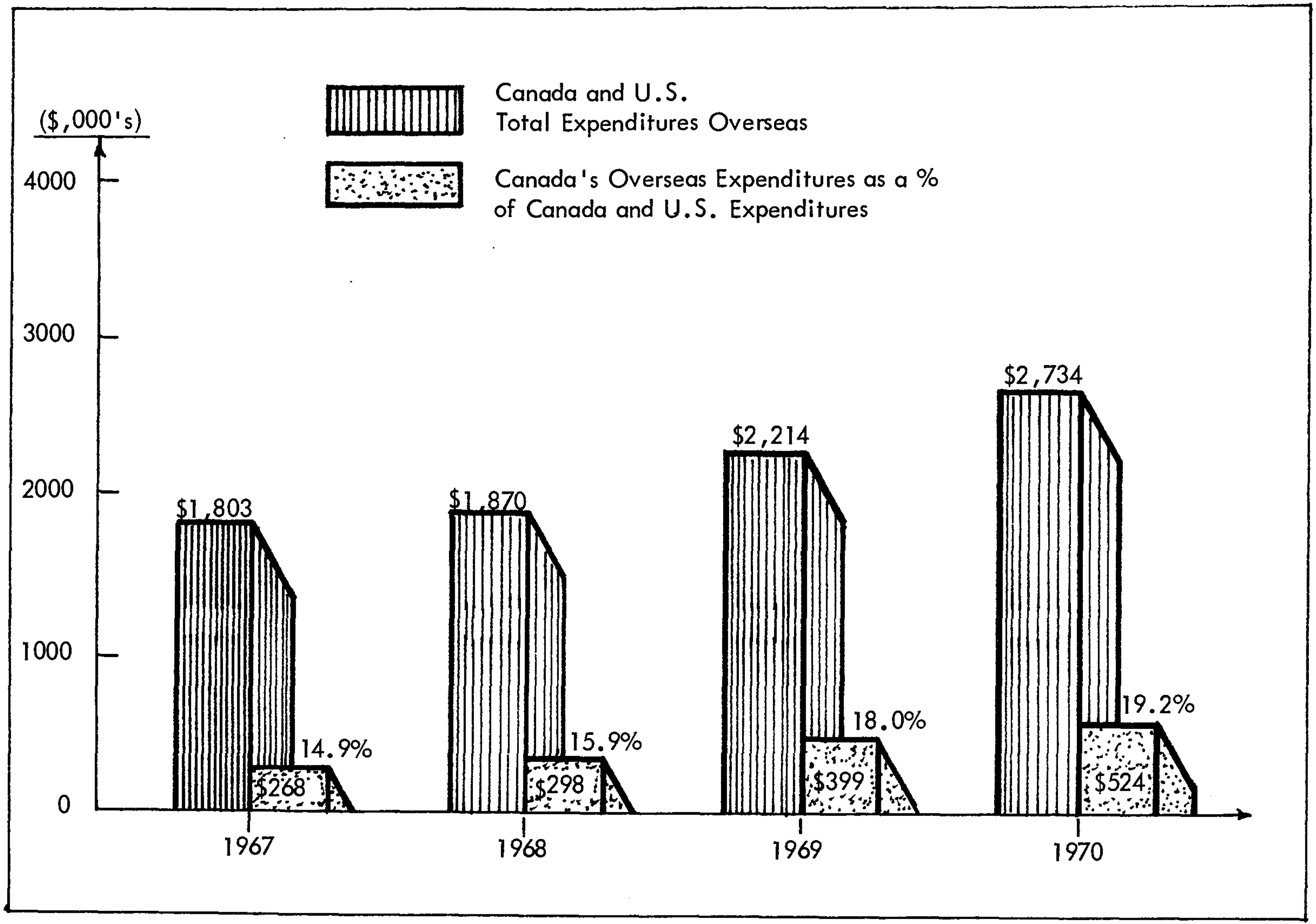
(c) Canadian Travel to Overseas Countries

GRAPH E94

CANADA'S TRAVEL EXPENDITURES IN OVERSEAS COUNTRIES ($,000's)



SOURCE: Statistics Canada, Cat.No. 67-001 and Big Picture 1970-71 US Dept of Comm.

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TABLE E95

NUMBER AND EXPENDITURES* OF CANADIAN TRAVELLERS IN OVERSEAS COUNTRIES, 1968 - 70

Items	1968	1969	1970
Number of persons ....('000's)	638	852	1,099
Expenditures ....($'000,000's)	223	287	387
Average trip expenditure	$350	$337	$352
Average expenditure per person night	$ 13	$ 13	$ 13

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes all transoceanic transportation costs.

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TABLE E96

CANADIANS RETURNING* FROM OVERSEAS COUNTRIES

CLASSIFIED BY AREA OF DESTINATION AND PROVINCE OF RESIDENCE - 1970

AREA OF DESTINATION	Atlantic Provinces	Quebec	Ontario	Prairie Provinces	British Columbia**	CANADA
	NUMBER OF PERSONS					
United Kingdom only	7,800	31,400	165,000	26,800	16,800	247,800
U.K. and other OECD in Europe	6,900	20,800	72,400	18,700	15,700	134,500
Other OECD in Europe only	3,700	75,500	107,500	22,700	20,200	229,600
Bermuda and Caribbean	6,700	36,500	101,100	8,100	7,800	160,200
Hawaii	300	1,500	7,700	11,100	14,400	35,000
Mexico	2,600	12,500	43,200	16,600	8,900	83,800
All other destinations***	3,900	57,700	84,500	34,300	28,100	208,500
Totals	31,900	235,900	581,400	138,300	111,900	1,099,400
	PERCENTAGE					
United Kingdom only	3.1%	12.7%	66.6%	10.8%	6.8%	100.0%
U.K. and other OECD in Europe	5.1%	15.5%	53.8%	13.9%	11.7%	100.0%
Other OECD in Europe only	1.6%	32.9%	46.8%	9.9%	8.8%	100.0%
Bermuda and Caribbean	4.2%	22.8%	63.1%	5.0%	4.9%	100.0%
Hawaii	0.9%	4.3%	22.0%	31.7%	41.1%	100.0%
Mexico	3.1%	14.9%	51.6%	19.8%	10.6%	100.0%
All other destinations***	1.9%	27.7%	40.5%	16.4%	13.5%	100.0%
Totals	2.9%	21.4%	52.9%	12.6%	10.2%	100.0%

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Canadians returning both direct and via the United States.

** Includes residents of the Yukon and Northwest Territories.

*** Includes Canadians on cruises and residents visiting more than one area of destination.

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TABLE E97

AREA OF DESTINATION REPORTED BY CANADIANS RETURNING* FROM OVERSEAS COUNTRIES, 1966 - 1970

AREA OF DESTINATION	1966	1967	1968	1969	1970
United Kingdom only	27.6%	20.5%	24.3%	24.7%	22.5%
U.K. and other OECD in Europe	22.0%	17.8%	18.9%	15.9%	12.2%
Other OECD in Europe only	25.2%	19.1%	17.8%	18.5%	20.9%
Bermuda and Caribbean	11.3%	20.6%	17.6%	16.4%	14.6%
Hawaii	6.0%	5.8%	4.6%	3.5%	3.2%
Mexico	4.0%	8.2%	7.6%	6.4%	7.6%
All other destinations**	3.9%	8.0%	9.2%	14.6%	19.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Canadians returning both direct and via the United States.

** Includes Canadians on cruises and residents visiting more than one area of destination.

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TABLE E98

NUMBER OF VISITS* BY CANADIANS RETURNING FROM OVERSEAS COUNTRIES, CLASSIFIED BY PRINCIPAL COUNTRIES VISITED, 1969 AND 1970

('000's)

PRINCIPAL COUNTRIES VISITED	Same day		One or more nights		Totals	
	1969	1970	1969	1970	1969	1970
United Kingdom	2	2	359	406	361	408
France	6	6	129	177	135	183
Germany, Federal Republic of	6	8	117	155	123	163
Switzerland	2	6	89	128	91	134
Netherlands, The	5	5	104	120	109	125
Italy	5	6	82	116	87	122
Austria	2	4	67	94	69	98
Denmark, Norway and Sweden	3	4	70	89	73	93
Mexico	5	10	58	85	63	95
Spàin	1	2	62	75	63	77
Belgium	4	5	49	57	53	62
Bermuda	7	4	35	49	42	53
Barbados	4	6	30	48	34	54
Japan	1	--	10	45	11	45
Bahamas	7	6	40	37	47	43
Portugal	1	1	27	34	28	35
Greece	3	1	19	26	22	27
Ireland (Eire)	1	1	23	25	24	26
Yugoslavia	2	1	14	24	16	25
Jamaica	4	1	32	21	36	22
All other countries	46	62	195	280	241	342
Totals	117	141	1,611	2,091	1,728	2,232

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Excludes visits to the United States and Hawaii while en route to overseas countries.

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TABLE E99

PURPOSE OF TRIP REPORTED BY CANADIANS RETURNING* FROM OVERSEAS COUNTRIES, CLASSIFIED BY AREA OF DESTINATION, 1969 AND 1970

AREA OF DESTINATION	Business	Holiday and Recreation	Visiting friends or relatives	Other	TOTAL
1969					
United Kingdom only	5.8%	36.7%	55.9%	1.6%	100.0%
U.K. and other OECD in Europe	13.9%	60.8%	23.1%	2.2%	100.0%
Other OECD in Europe only	12.1%	37.2%	47.4%	3.3%	100.0%
Bermuda and Caribbean	7.1%	83.3%	8.6%	1.0%	100.0%
Hawaii	9.5%	86.6%	3.7%	0.2%	100.0%
Mexico	6.6%	81.9%	10.1%	1.4%	100.0%
All other destinations**	15.1%	61.2%	21.1%	2.6%	100.0%
Totals	10.0%	56.5%	31.5%	2.0%	100.0%
1970					
United Kingdom only	7.1%	36.9%	54.6%	1.4%	100.0%
U.K. and other OECD in Europe	17.2%	61.4%	19.9%	1.5%	100.0%
Other OECD in Europe only	13.8%	39.5%	44.9%	1.8%	100.0%
Bermuda and Caribbean	5.6%	81.0%	11.7%	1.7%	100.0%
Hawaii	5.3%	94.1%	0.6%	-	100.0%
Mexico	13.0%	80.9%	4.3%	1.8%	100.0%
All other destinations**	14.4%	65.3%	18.6%	1.7%	100.0%
Totals	11.3%	57.4%	29.7%	1.6%	100.0%

SOURCE: Statistics Canada, Cat. No. 66-201, 1970.

* Canadians returning both direct and via the United States.

** Includes Canadians on cruises and residents visiting more than one area of destination.

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TABLE E100

LENGTH OF STAY* REPORTED BY CANADIANS RETURNING** FROM OVERSEAS COUNTRIES, CLASSIFIED BY AREA OF DESTINATION, 1969 AND 1970

AREA OF DESTINATION	1969			1970		
	Number of persons	Person-nights	Average nights stay	Number of persons	Person-nights	Average nights stay
United Kingdom only	209,900	5,283,100	25.2	247,800	6,494,600	26.2
U.K. and other OECD in Europe	135,800	4,435,400	32.7	134,500	4,399,400	32.7
Other OECD in Europe only	157,900	4,697,400	29.7	229,600	6,676,200	29.1
Bermuda and Caribbean	139,900	1,627,000	11.6	160,200	1,982,200	12.4
Hawaii	29,400	540,600	18.4	35,000	551,600	15.8
Mexico	54,800	1,055,600	19.3	83,800	1,535,900	18.3
All other destinations	124,000	4,174,900	33.7	208,500	7,560,800	36.3
Totals	851,700	21,814,000	25.6	1,099,400	29,200,700	26.6

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Excluding time spent en route in the United States.

** Canadians returning both direct and via the United States.

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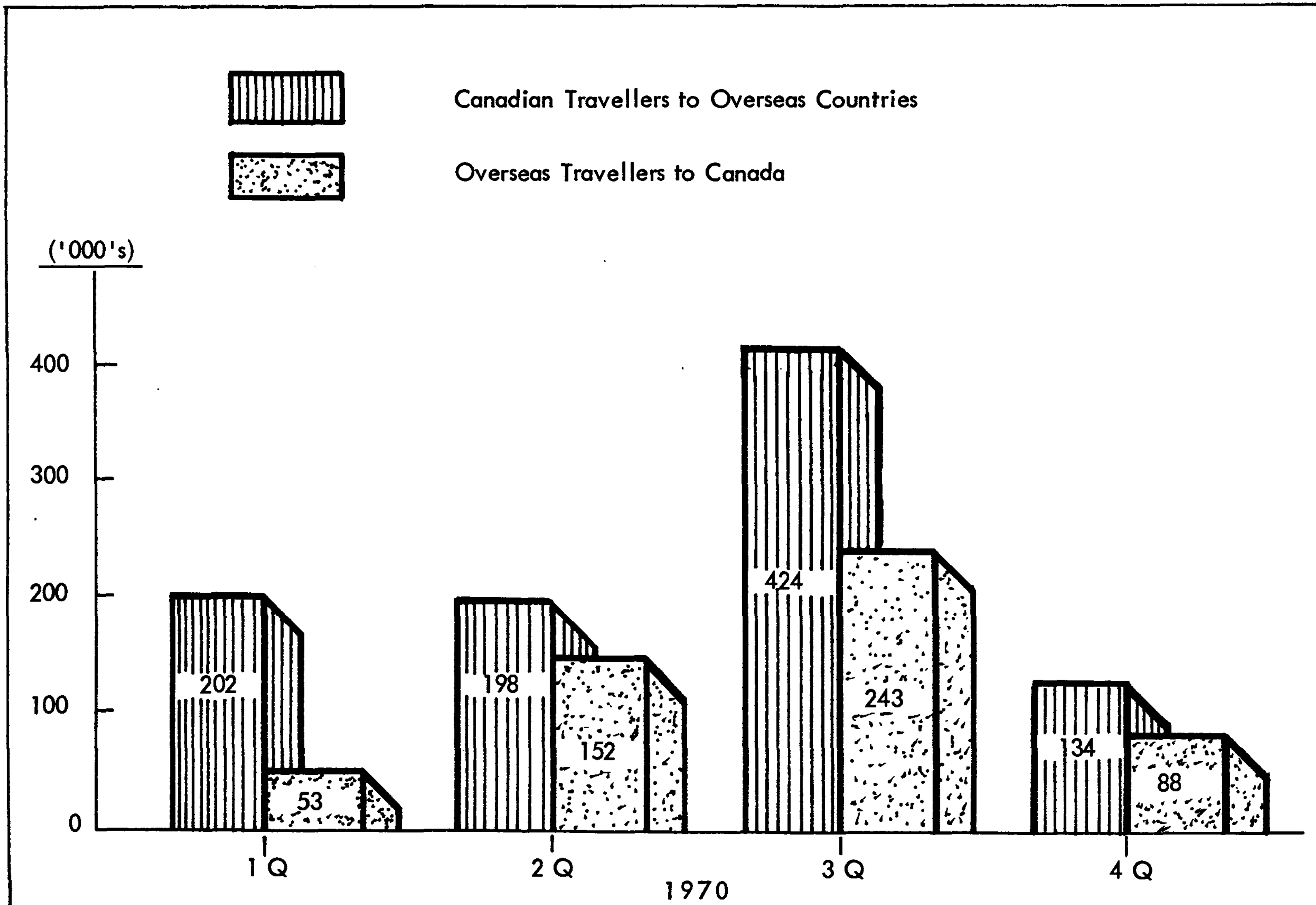
GRAPH E101

COMPARISON OF TRAVELLERS



SOURCE: Statistics Canada, Cat.No. 66-201.

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TABLE E102

AREA OF DESTINATION REPORTED BY CANADIANS RETURNING* FROM OVERSEAS COUNTRIES, QUARTERLY, 1968 - 1970

PERIOD OF RE-ENTRY	United Kingdom	United Kingdom and other OECD in Europe	Other OECD in Europe only	Bermuda and Caribbean	Hawaii	Mexico	Other destinations**	TOTALS
1968								
First quarter	11.4%	5.6%	16.0%	28.4%	14.2%	14.3%	10.1%	100.0%
Second quarter	25.1%	20.4%	14.8%	19.9%	3.4%	7.8%	8.6%	100.0%
Third quarter	33.4%	26.3%	20.8%	8.1%	0.7%	3.8%	6.9%	100.0%
Fourth quarter	16.4%	14.5%	16.8%	24.8%	4.3%	8.7%	14.5%	100.0%
Year	24.3%	18.9%	17.8%	17.6%	4.6%	7.6%	9.2%	100.0%
1969								
First quarter	14.2%	6.3%	14.5%	28.7%	11.1%	11.2%	14.0%	100.0%
Second quarter	30.6%	18.1%	15.2%	14.4%	2.1%	5.7%	13.9%	100.0%
Third quarter	30.1%	20.2%	22.1%	8.6%	0.7%	4.0%	14.3%	100.0%
Fourth quarter	16.7%	13.8%	18.4%	23.7%	3.3%	7.8%	16.3%	100.0%
Year	24.7%	15.9%	18.5%	16.4%	3.5%	6.4%	14.6%	100.0%
1970								
First quarter	13.0%	4.2%	21.1%	22.1%	8.0%	14.7%	16.9%	100.0%
Second quarter	24.9%	15.7%	17.6%	15.6%	1.7%	7.9%	16.6%	100.0%
Third quarter	28.0%	14.0%	22.8%	7.4%	0.8%	3.8%	23.2%	100.0%
Fourth quarter	17.4%	13.1%	20.4%	21.9%	5.3%	7.8%	14.1%	100.0%
Year	22.5%	12.2%	20.9%	14.6%	3.2%	7.6%	19.0%	100.0%

SOURCE: Statistics Canada, Cat.No. 66-201, 1970.

* Canadians returning both direct and via the United States.

** Includes Canadians on cruises and residents visiting more than one area of destination.

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PART F.

ORGANIZATIONS RELATING TO TOURISM

I. THE FEDERAL OFFICE OF TOURISM
(Department of Industry, Trade and Commerce)

1. Responsibility and Make-up

The major responsibility for tourism activity in terms of federal government involvement is vested in the Minister of Industry, Trade and Commerce. The federal Office of Tourism is responsible for the Tourism Program within the Department of Industry, Trade and Commerce.

The Office of Tourism comprises three components:

the General Directorate (General Director – T.R.G. Fletcher),

the Canadian Government Travel Bureau (Director – Dan Wallace),

and the Travel Industry Branch (Director – D.C. Bythell).

2. Evolution of the Office of Tourism

Direct federal government involvement in tourism was originally limited to tourism promotion, a responsibility which has been discharged by the Canadian Government Travel Bureau (CGTB) since its formation in 1934. Over the years Canada has had creditable success in attracting visitors with the CGTB being recognized as a world leader in travel promotion.

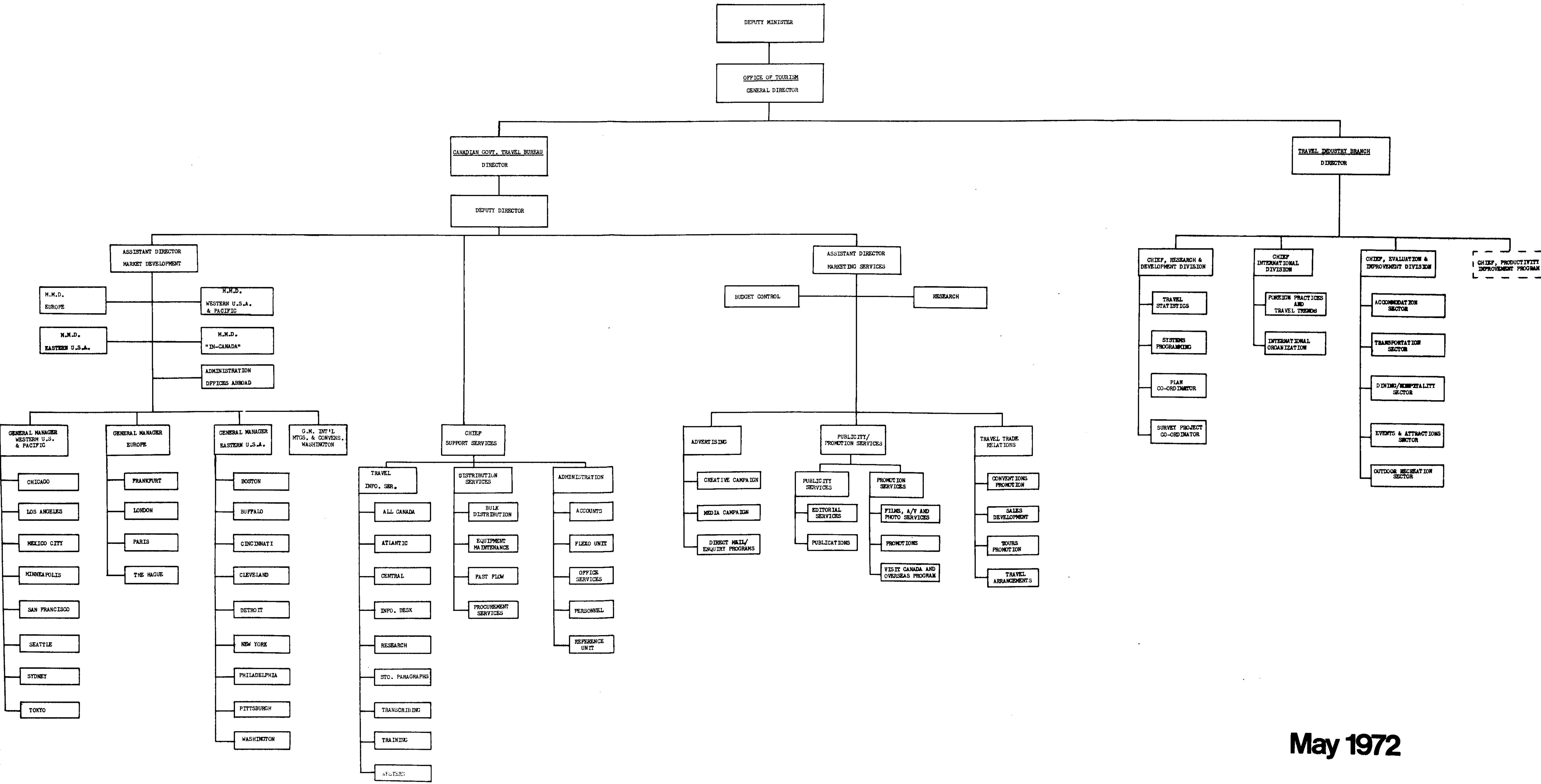
Notwithstanding Canada's tourism promotion successes, around 1963 an apprehension began to grow among federal and provincial ministers responsible for tourism and within the industry itself, that tourism had a considerably greater potential than was being realized. Furthermore, there was evidence that the existing statistical base provided an insufficient basis for making policy and budgetary decisions; some questioned whether the industry's plant was adequate to handle present travellers efficiently and attract future visitors in the face of an increasingly competitive climate. There was also a growing awareness of the federal government's wide-spread involvement in this industry (over 40 federal departments and agencies have programs relating to tourism).

Thus, in 1967 the federal government decided to give increased priority and special focus to federal government leadership and programs to ensure optimum development of the Canadian travel industry. It did this on January 1, 1968, through the establishment of the federal Office of Tourism as a new wing of the Department of Industry, Trade and Commerce. Concurrently, within the Office of Tourism, in addition to the continuing CGTB, it established the Travel Industry Branch (TIB) with responsibility for giving concentrated and specialized attention to the efficient growth and development of all aspects of the travel industry's facilities and services, and to a better definition of the industry, including identification of its contribution to the economy and the national interest generally.

Within the newly structured Department of Industry, Trade and Commerce, the Tourism Program of the Office of Tourism continues as a separate function because of its distinct character and complexity. The federal Treasury Board approves the nature and scope of the program as proposed by the Department, but operation responsibility is vested in the Office of Tourism.

The overall policy of the Office of Tourism is based on the concept that "demand" in the world travel market must be balanced by "supply". It is a major task of the Canadian Government Travel Bureau to influence travel demand so as to optimize the economic benefit to Canada. The major task of the Travel Industry Branch is to influence Canadian "supply" by promoting the optimum development of Canada's capacity to receive and cater to the traveller. The two tasks complement each other and must be in harmony.

DEPARTMENT OF INDUSTRY, TRADE & COMMERCE
OFFICE OF TOURISM



May 1972

3. The General Directorate

The General Directorate, in the person of the General Director, advises the Deputy Minister on policy and operational matters related to tourism in Canada, and gives executive direction to the activities of the Canadian Government Travel Bureau and the Travel Industry Branch.

4. The Canadian Government Travel Bureau

The Canadian Government Travel Bureau promotes travel to Canada from other countries, promotes travel within Canada by Canadians, and coordinates its promotional activities with those of the provinces and private sector. The Bureau has, since 1966-67, substantially reoriented its methods of operation to embrace the "marketing" process. Specific activities of the Bureau include: operating 24 offices in eight foreign countries to promote travel to Canada; a publicity program involving editorial and photographic material, films, participation in travel shows, and "Visit Canada" tours for selected travel writers; print media and television advertising campaigns directed primarily at U.S. markets but also overseas; direct mail campaigns aimed at special interest groups in the United States; market research, and project research to examine the effectiveness of advertising and promotional expenditures; a travel information service; a program to promote tours to and within Canada; a program to stimulate convention business in Canada; an expanding program of information exchange with the provinces and private sector to coordinate overall marketing and promotion strategy.

5. The Travel Industry Branch

The Travel Industry Branch is charged with the optimum development of the travel industry. It seeks to define the industry and all its heterogeneous parts (the transportation, accommodation and dining facilities sectors; the wide range of events and attractions; outdoor recreation; and the travel trade services — travel agents and tour conductors) to quantify and evaluate it in the most realistic economic and social terms. By study and research it defines industry problems, its strengths and weaknesses, seeks solutions and establishes ways and means of inducing improvement activities to ensure growth and development. One of the tasks assuming increasing importance, is its activity as a focus of travel industry interests for the exchange of information, by consultaion and relations with other federal departments, with the provinces, with associations and individual firms of the industry in the private sector. The Travel Industry Branch also combs the international field for useful practices for application in Canada, and gives staff support to Canada's participation in major international tourism organizations.

6. The Federal Office of Tourism Budget

Though the Office of Tourism was in existence from January, 1968, the General Directorate and the Travel Industry Branch did not have specific budgets until 1968-69 (they operated with personnel and resources diverted from other parts of the department). Thus, for 1967-68 and 1968-69, the "total" shown in the following table effectively represented the budget of the Canadian Government Travel Bureau.

TABLE F1

FEDERAL OFFICE OF TOURISM BUDGET

	General Directorate	Canadian Government Travel Bureau (CGTB)	Travel Industry Branch (TIB)	TOTAL
1967/68	-	$9,991,000	-	$9,991,000
1968/69	-	$10,459,000	-	$10,459,000
1969/70	$140,000	$10,595,000	$462,000	$11,197,000
1970/71	$140,000	$10,508,000	$549,000	$11,197,000
1971/72	$140,000	$10,588,000*	$618,000 ($780,000)**	$12,126,000*
1972/73	$169,000	$14,995,000	$992,000	$16,156,000

* This sum is net of $1,009,000 of CGTB resources transfered to the Department of External Affairs, effective April 1, 1971, consequent upon the integration of "support services abroad" in the conduct of the foreign operations of the federal government.

** Supplementary budget under the "Special Employment Plan — Tourism Facilities", winter 1971-72.

TIB/Apr/72.

7. Other Departmental Involvement

Several other parts of the Department of Industry, Trade and Commerce are involved in tourism activity and in this have close liaison with the Travel Industry Branch.

The Office of Design has programs providing assistance in the application of good design to tourism establishment development.

The Materials Branch gives support for the improvement of small industries producing and distributing Canadian handicrafts.

The Market Development Group of External Services has a considerable involvement in tourism planning, design and construction through its assistance to Canadian firms supplying such services in Canada and abroad (e.g. "Hotels for Export", "Airports for Export").

II. OTHER FEDERAL INVOLVEMENT

Within the federal government, some 40 departments and agencies are engaged in over 100 different programs and activities having a bearing on tourism in Canada. The degree of involvement is difficult to establish although the programs of several departments (e.g. Department of Indian Affairs and Northern Development, Department of Regional Economic Expansion, Ministry of Transport, Department of Environment, etc...) evidence a major tourism content. The building of a road or the creation of a national park for example may not have the furtherance of tourism as a primary objective; they nonetheless represent prime tourist facilities.

A significant amount of cooperation in the coordination of various aspects of tourism and outdoor recreation and resource use is effected through the Interdepartmental Committee on Travel/Tourism, Outdoor Recreation Statistics and Research, chaired by the Director of the Travel Industry Branch, federal Office of Tourism. In addition, there are ad hoc interdepartmental committees to handle tourism-related matters as they arise. One example is the working committee on the Canadian Travel Survey.

1. The Federal/Provincial Parks and Wildlife Conferences

Coordination of many aspects of federal and provincial activity affecting the use of natural resources and outdoor recreation is achieved by such formal means as the annual Federal/Provincial Parks and Wildlife Conferences, the annual Canadian Conference on Historical Resources and the Canada-Ontario Rideau-Trent-Severn Study Committee. The Office of Tourism frequently attends these Conferences as an observer, and maintains contact with the agencies concerned.

The operation and maintenance of national and historic parks in Canada during 1969/70 resulted in an expenditure of $25.4 million while the capital expenditure for the same year amounted to $17 million. The 5-year forecast program for national historic parks initiated in 1969, provides for substantial growth.

2. The Canadian Council of Resource Ministers

The Canadian Council of Resource Ministers, which is composed of the federal and provincial ministers concerned with resource development, meets annually to review renewable resource problems. The Council has published a study on the Administration of Outdoor Recreation in Canada and Recreation Problems Analysis, and is preparing a conference for 1973 on the multiple use of resources with particular reference to outdoor recreation. The Office of Tourism serves in one of the organizing sub-committees.

III. THE PROVINCES AND TERRITORIES

1. Organization and Addresses

Seven provincial governments and one territorial government have established ministries or departments of tourism (Alberta, British Columbia, Manitoba, Quebec, New Brunswick, Nova Scotia, Prince Edward Island and the Yukon Territory). The remaining four provincial and territorial tourism authorities are located in departments whose main responsibility is industry, trade or economic development.

All these tourism authorities are actively engaged in travel promotion, and the majority play a major role in the development and/or regulation of tourism facilities and services, particularly accommodation.

Further information about the programs and activities of individual provinces can be obtained from the following addresses:

ALBERTA
Alberta Government Travel Bureau,
Centennial Building,
Edmonton, Alberta.

BRITISH COLUMBIA
Dept. of Travel Industry,
626 Superior St.,
Victoria, B.C.

MANITOBA
Dept. of Tourism, Recreation and Cultural Affairs,
Legislative Building,
Winnipeg, Manitoba.

NEW BRUNSWICK
Department of Tourism,
P.O. Box 1030,
Fredericton, N.B.

NEWFOUNDLAND
Nfld. and Labrador Tourist Development Office,
Elizabeth Tower,
St. John's, Newfoundland.

NORTHWEST TERRITORIES
Division of Tourism,
Dept. of Industry & Development,
Government of N.W.T.,
Yellowknife, N.W.T.

NOVA SCOTIA
Department of Tourism,
P.O. Box 130,
Halifax, N.S.

ONTARIO
Ministry of Industry and Tourism,
Parliament Building,
Toronto 2, Ontario.

PRINCE EDWARD ISLAND
Dept. of the Environment and Tourism,
P.O. Box 2000,
Charlottetown, P.E.I.

QUEBEC
Ministère du Tourisme, de la Chasse et de la Pêche,
Hôtel du Gouvernement,
Québec 4, P.Q.

SASKATCHEWAN
Tourist Development Branch,
Sask. Industry Dept.,
Power Building,
Regina, Saskatchewan.

YUKON TERRITORY
Dept. of Travel and Information,
P.O. Box 2703,
Whitehorse, Yukon.

2. Provincial and Territorial Tourism Promotion Expenditures, 1961-1970

The following tables indicate the amounts spent by provincial and territorial tourism authorities on activities intended to promote tourism within their jurisdictions.

TABLE F2

TOURISM PROMOTION EXPENDITURES 1970/71

BY PROVINCIAL AND FEDERAL AUTHORITIES AND BY MAIN EXPENDITURE AREAS

	Advertising $	Publications $	Films $	Photos $	Displays $	Publicity $	Grants $	Research $	TOTAL $
NFLD	215,000	170,000	112,700	-	-	-	56,000	6,500	560,200
PEI	169,100	173,600	3,500	6,000	2,000	1,500	4,700	52,600	413,000
NS	784,000	210,000	18,000	9,000	-	9,000	48,000	20,000	1,098,000
NB	346,000	180,000	-	6,000	200	500	65,000	15,000	612,700
QUE	1,065,000	740,000	-	30,000	75,000	10,000	6,035,800*	44,000	7,999,800*
ONT	1,496,000	400,000	141,000	20,500	22,000	20,000	180,000	194,000	2,473,500
MAN	415,000	187,200	40,000	17,000	17,000	3,500	28,000	-	707,700
SASK	90,000	160,000	-	4,500	1,000	-	7,500	-	263,000
ALTA	190,000	136,000	35,000	15,000	12,000	6,500	125,500	-	520,000
BC	745,500	744,398	119,000	36,000	17,675	79,825	275,000	-	2,017,398
YT	15,000	60,000	20,000	3,000	1,000	5,000	10,000	-	114,000
NWT	-	24,000	500	2,000	11,000	10,500	10,000	77,000	135,000
TOTAL	5,530,600	3,185,198	489,700	149,000	158,875	146,325	6,845,500*	409,100	16,914,298*

SOURCE: "Canadian Tourism" - 1962-1970, Travel Industry Association of Canada.

* Includes a grant of $5.5 million to the "Man and His World" exposition in Montreal.

TIB/Oct/71.

TABLE F3

TOURISM PROMOTION EXPENDITURES (in $)

AGGREGATED FOR TEN PROVINCES AND TWO FEDERAL TERRITORIES

Year	Advertising	Publications	Films & Photos	Publicity & Displays	Grants	Others*	TOTAL
1961-62	1,784,909	1,404,177	189,960	208,858	317,933	2,235,129	6,140,966
1962-63	1,833,641	1,466,413	286,923	207,569	389,549	2,333,464	6,517,559
1963-64	2,017,949	1,649,198	309,330	259,728	411,074	***	4,647,279
1964-65	2,055,924	1,556,286	331,412	306,229	475,526	***	4,725,377
1965-66	2,536,460	1,930,746	274,668	142,110	584,400	71,386	5,539,770
1966-67	3,281,118	2,656,134	437,098	321,484	699,879	181,037	7,576,750
1967-68	4,072,945	3,004,333	431,348	293,888	963,031	104,565	8,870,110
1968-69	4,661,250	2,502,759	479,174	344,458	881,500	143,900	9,013,041
1969-70	5,448,550	2,692,857	668,370	328,550	1,156,640	256,437	10,551,404
1970-71	5,530,600	3,185,198	638,700	305,200	6,845,500**	409,100	16,914,298**

SOURCE: "Canadian Tourism" - 1962-1970, Travel Industry Association of Canada.

* Includes Research, Construction, Administration, etc.

** Including a grant of $5.5 million to Man and His World by the Province of Quebec Government.

*** Administration expenditures were not shown.

TIB/Oct/71.

IV. THE FEDERAL/PROVINCIAL CONFERENCE ON TOURISM

Certain machinery exists to harmonize aspects of federal tourism-related activity and to coordinate federal activity affecting tourism with like activity of the provinces and private sector.

The principal federal-provincial instrument of cooperation is the annual Federal/Provincial Conference on Tourism, inaugurated in 1946. Organized by the Office of Tourism, the Conference is convened by the Minister of Industry, Trade and Commerce and is attended by federal and provincial ministers concerned with tourism plus their officials. Particular federal agencies such as Statistics Canada and the National Film Board are represented. Federal departments having indirect interest in tourism are invited to observe proceedings. Others invited to send representatives include the major carriers and other selected private sector interests. During the Conference, the provincial ministers concerned with tourism meet privately with the Federal Minister of Industry, Trade and Commerce, to consider policy matters.

Currently being organized is a national Tourism Advisory Council which will be representative of all major travel industry sectors and all regions of Canada. The Council will advise provincial and federal ministers responsible for tourism, as well as the territorial commissioners.

1. The Travel Research Planning Committee and its Technical Sub-Committee on Research

The Federal/Provincial Conference on Tourism has established two standing committees to further federal-provincial cooperation in research matters. The first of these, the Travel Research Planning Committee is composed of federal, provincial and private sector representatives and meets periodically to recommend priorities and coordinate travel research programs. Both this body and its Technical Sub-Committee on Research, which meets quarterly, have initiated and advised on such important projects as the Canadian Travel Survey, the United States visitor surveys and the formulation of standard definitions for use in tourism surveys.

Further information regarding these committees can be obtained through:

The Chairman,
Travel Research Planning Committee,
c/o Travel Industry Branch,
Office of Tourism,
150 Kent Street,
Ottawa, Ontario, K1A 0H5.

The Chairman,
Technical Sub-Committee on Travel Research,
c/o Research and Planning Division,
Department of Tourism,
Room 141, Legislative Building,
Winnipeg, Manitoba.

2. The Canadian Travel Film Committee

The Canadian Travel Film Committee is the second standing committee of the Federal/Provincial Conference on Tourism. It and its sub-committee, the Canadian Travel Film Evaluation Committee, also have federal, provincial and private sector representation. Their function is to ensure that the most efficient use is made of Canadian travel films in promoting Canada abroad and at home.

Further information regarding these committees can be obtained through:

The Chairman,
Canadian Travel Film Committee,
c/o Nfld. and Labrador Tourist Development Office,
Elizabeth Tower,
St. John's, Newfoundland.

V. THE PRIVATE SECTOR ASSOCIATIONS

1. The Travel Industry Association of Canada (TIAC)

The Travel Industry Association of Canada (TIAC), formerly the Canadian Tourist Association (CTA), has become the voice of the private sector in matters concerning tourism. Municipal, provincial and federal tourism authorities hold membership and participate actively in co-operation with the private sector members.

The TIAC programs operate under the aegis of its councils:

- The EXPLORE CANADA COUNCIL which carries out a program whose aim it is to increase travel within Canada by Canadians;
- The HOSPITALITY COUNCIL which concerns itself with developing a community awareness of tourism, and vocational and management training;
- The KEEP CANADA BEAUTIFUL COUNCIL which focusses on environmental control and protection and works toward reducing the litter problem in Canada;
- The TRAVEL RESEARCH COUNCIL which provides services to individual members and promotes travel research;
- The MEMBERSHIP and PUBLIC RELATIONS COUNCIL whose activities are self-evident.

Government members serve on the Executive Committee, but not on the Policy Committee. They are thus entitled to disassociate themselves from policy decisions.

Further information regarding TIAC activities can be obtained from:

Travel Industry Association of Canada,
Suite 1016,
130 Albert Street,
Ottawa, Ontario. K1P 5G4

2. The Canadian Restaurant Association (CRA)

The Canadian Restaurant Association was incorporated in 1944 and has a present membership which totals over 3,000 individual, firms and corporate members including most major hotels, motels, cabarets, restaurants and other such dining and eating facilities carrying on business in the food service industry throughout Canada.

CRA was organized to bring together the members of the food service industry throughout Canada in one organization for the purpose of up-grading the quality and reputation of the industry and promoting the welfare of its members. The association makes representations to governments, publishes a national magazine, participates in national exhibitions and maintains liaison with government and allied private sector interests. A close cooperative relationship is maintained with the Office of Tourism.

In 1970, a completely new organizational structure was formed to allow the 3,000 members much greater local autonomy in promoting and servicing new members, making representations to provincial governments and to create grass-roots educational and training programs. Five of the seven regions which were then formed have full-time managing directors and staffs to implement these sweeping changes. These are located in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario.

As the membership diversified, the national office was consolidated. The first move in the recognition of a "Hospitality Industry" came when the Ontario Hotel and Motel Association dropped its 1970 convention and joined the CRA in its National Exhibition as the first in a series of combined shows and educational programs.

As a means of servicing the food service and hospitality industry nationally, a series of seminars has been sponsored which includes management training, practical human relations, food and beverage inventory control, and the promotion in a number of provinces of the Small Business Management Courses offered by the Federal Department of Manpower and Immigration.

For further information, contact:

Canadian Restaurant Association,
60 Avenue Road,
Toronto 5, Ontario.

Telephone: (416) 923-8416

3. The Hotel Association of Canada (HAC)

The Hotel Association of Canada was incorporated in 1929. Each province which has a provincial hotel association is a member with the exceptions of Prince Edward Island and Newfoundland. The membership comprises most of the hotels who are members of their respective Provincial Hotel Associations.

The Association has as objectives:

— to promote and maintain cooperation with and between all provincial hotel associations throughout Canada in matters concerning those associations and their members and the hotel sector in general;

— to promote and encourage high standards of hotel operation and allied services;

— to foster and stimulate Canada's travel trade.

Each province is represented on the board of directors by 4 of their association members of which one must be the official permanent Secretary/ Manager. Though basically a federation, the HAC keeps a close liaison nationally with departments and agencies of the provincial and federal governments and with associations such as TIAC and the CRA which deal with tourism. Continuing cooperation is maintained with the Office of Tourism.

For further information, contact:

Hotel Association of Canada,
Suite 202,
Crédit Foncier Building,
10275 Jasper Avenue,
Edmonton, Alberta.

Telephone: (403) 422-6530

4. The Canadian Motor Coach Association (CMCA)

The Canadian Motor Coach Association is a non-profit, voluntary organization which was founded in 1934

- to make motor coach transportation more attractive to the general public;
- to give better service to the general public;
- to discuss problems of mutual interest;
- to make representations to both federal and provincial governments.

The association has an eight-member executive consisting of a president, a secretary-treasurer and six directors which meet annually in various cities of Canada to discuss problems relating to the objectives mentioned above. Members of the executive are drawn from the 12 main member companies who operate inter-city and international services. These companies are:

- Acadian Lines Limited - Halifax, Nova Scotia
- SMT (Eastern) Limited - Saint John, New Brunswick
- Voyageur 69 Limited (1965) - Montreal, Quebec
- Greyhound Lines (East) - Montreal, Quebec
- Voyageur Colonial Limited - Ottawa, Ontario
- Gray Coach Lines Limited - Toronto, Ontario
- Canada Coach Lines Limited - Hamilton, Ontario
- Chatham Coach Lines Limited - Chatham, Ontario
- Grey Goose Bus Lines Limited - Winnipeg, Manitoba
- Saskatchewan Transportation Company - Regina, Saskatchewan
- Greyhound of Canada Limited - Calgary, Alberta
- Pacific Stage Lines - Vancouver, British Columbia

In addition, the Association has as affiliated members:

- The Quebec Motor Coach Association (65 members)
  225 Charest Boulevard East - Quebec, P.Q.
- The Ontario Motor Coach Association (65 members)
  1900 Yonge Street - Toronto, Ontario

— The Western Canada Motor Coach Association (25 members)
c/o Greyhound of Canada Limited
222 First Avenue S.W. - Calgary, Alberta

Further information may be obtained from:

The Canadian Motor Coach Association,
1900 Yonge Street,
Toronto, Ontario.

Telephone: (416) 487-3666.

5. Other Associations

Many additional organizations relating to tourism exist within individual provinces. These associations make representations to governments, operate educational and training programs, participate in national exhibitions, publish magazines and bulletins, and liaise with government and other private sector interests.

VI. INTERNATIONAL ASSOCIATIONS

1. The International Union of Official Travel Organizations (IUOTO)

The International Union of Official Tourist Organizations (IUOTO) is the world tourist body comprised of the governmental or official national tourist organizations of nearly all countries as well as international or national organizations directly concerned with tourism.

Set up in 1925 at The Hague and reconstituted in its present form after World War II, the essential aim of IUOTO is to promote the development of tourism in the interests of the economic, social and cultural advancement of all nations. It has made rapid strides in recent years with tourism's advance as the major single factor in world trade.

The value of IUOTO's work was shown in 1963 when the UN Conference on International Travel and Tourism recommended that "the United Nations should consider IUOTO as its main instrument for the promotion of tourism".

IUOTO is the sole organization whose activities cover all sectors of tourism on a world-wide basis. By providing the official and private sectors of tourism with a meeting ground where questions involving the many aspects of tourism can be examined, it meets the need for a regular review of the industry's problems which arise at both the national and international levels. It is also active in encouraging policies which assist tourist development regionally and in individual countries. The main work of IUOTO is carried out through its regional and technical commissions.

The Union produces the following publications: bi-monthly - "World Travel - Tourisme Mondial"; Annually - "International Travel Statistics"; "Travel Abroad - Frontier Formalities" (published in cooperation with UNESCO); half-yearly - "Travel Research Journal"; bibliographical reference lists on tourist publications; "International Catalogue of Tourist Publicity Films".

It was decided at an Extraordinary General Assembly of IUOTO held in Mexico, September 1970, to transform IUOTO into an intergovernmental organization to be known as the World Tourist Organization (WTO) to work in cooperation with the United Nations. The WTO will come into force 120 days after 51 countries have lodged the necessary instruments of their official government approval with the Swiss federal government, which has agreed to act as the provisional trustee.

Canada is a full member of the organization, with the General Director of the Office of Tourism, a Vice President. Canada is also a member of IUOTO's Regional Commission for the Americas.

Headquarters are located at:

P.O. Box 7,
1211 Geneva 20,
Switzerland.

2. The American Society of Travel Agents Inc. (ASTA)

The American Society of Travel Agents Inc., is the pre-eminent trade association of professional travel agents in the world. It was established in 1931 as the "American Steamship and Tourist Association" and adopted its present name in 1944. Until 1952, it was a strictly regional organization composed of travel agents from Canada and the United States. Since then, it has built up its international membership that now covers most parts of the world.

The organization is divided into territorial "Chapters". As of 1959, local chapters were created outside American and Canadian territories and exist notably in France and Italy. In 1970, "ASTA Canada", the body created by the Society to represent its Canadian membership, was formed in Canada. ASTA Canada operates within the general policy framework of ASTA and has the advice and consent of an ASTA CANADA Council of elected representatives, while maintaining a high degree of autonomy in dealing with matters of special regional importance.

ASTA's aim is to promote esteem for, and to protect and advance the interests of, the travel industry in general and ASTA members in particular - for the safeguarding of the travelling public against fraud, misrepresentation and other unethical practices. The organization makes available to members an information and consultation service, and organizes seminars dealing with professional problems, as well as regional meetings of its members.

A part of its service to travel agents is in its membership development. The Society now has a total strength of more than 10,000 members in over 100 countries of the world. The core of this membership are the travel agency firms who maintain agency locations in the 50 States and Canada's 10 Provinces. Travel Agency firms beyond the borders of the United States and Canada and engaged in the promotion and sale of travel under the ASTA insignia are the Society's "International Active" members. "Allied" members comprise other related travel interests — the national and international airlines, steamship lines, railroads, bus lines, hotels, resorts, car rental and purchase firms, government tourist offices, etc. The combined membership in all the above categories brings ASTA's worldwide strength up to its present impressive totals.

ASTA Canada's aims are similar to those of the parent organization with emphasis on travel agency industry problems as they apply to its membership of over 750 members. ASTA-Canada's Secretariat has established registered offices in Ottawa. The Secretariat is under the direction of a Canadian General Manager and implements the policies of the Board of Directors and the ASTA-Canada Council. The Council comprises the two Canadian Directors of the parent Society, four Canadian chapter Presidents and two members-at-large. The Secretariat conducts specialized activities directed toward coordinating the Canadian component of the Society's relationship with regulatory bodies in Canada. It is developing a broad program of services and facilities for its members and carries on the day-to-day business of the Society in Canada.

General and specific information regarding the travel industry, guidance toward the solution of trade and business problems, as well as sales and promotion ideas are a few of the useful and profitable benefits provided members.

The federal Office of Tourism is an allied member of this organization and actively participates in its international conferences and seminars. A successful ASTA-Canada Conference was held in Ottawa in 1971, marking the first anniversary of the formation of the Canadian Secretariat. Mr. Edward Bryant, General Manager of ASTA-Canada, has guided the new organization in its first steps.

ASTA headquarters are located at:

501 - 5th Avenue,
New York 17,
New York, U.S.A.

ASTA-Canada headquarters are located at:

Suite 306,
116 Albert Street,
Ottawa, Ontario.

3. <u>Tourism Committee of the Organization for Economic Cooperation and Development (OECD)</u>

The Organization for Economic Cooperation and Development (OECD) was established in December, 1960, in Paris, by the member countries of the Organization for European Economic Cooperation (OEEC).

The OECD is an intergovernmental organization comprised of a Council of representatives from all member countries, an Executive Committee of representatives from eleven member countries elected annually by the Council, plus 24 Committees (including The Tourism Committee in which the Canadian Office of Tourism holds membership). At present, 22 countries belong to the Organization of which 18 are European, the others being Australia, Canada, Japan and the United States. Yugoslavia has been admitted under a special Statute.

The main objective of the Organization is to promote the highest sustainable economic growth, employment and standard of living in the member countries, while maintaining financial stability; to contribute to the sound economic expansion of both member and non-member nations, which are in the process of development; and to further the expansion of world trade on a multilateral, non-discriminatory basis, in accordance with international obligations.

The Tourism Committee which holds semi-annual conferences in Paris, is concerned with the development of tourism in the member countries and in Yugoslavia. The Committee's annual report, <u>Tourism in OECD Member Countries</u>, contains information and statistics widely used throughout the world.

Headquarters are situated at:

Château de la Muette,
2, rue André Pascal,
Paris, XVIème (France).

Appendix A.

GOVERNMENTAL FINANCING AGENCIES

This Appendix contains a description, as well as the addresses, of Provincial and Federal agencies through which loans or guarantees can be obtained. These were subjected to intensive examination as part of a study of the financing problems of the travel industry carried out by the Travel Industry Branch of the federal Office of Tourism.

I. THE INDUSTRIAL DEVELOPMENT BANK (IDB)

The main purpose of the IDB is to encourage industrial development by providing capital assistance to various industries, and in particular to small and medium-sized business operations, which are unable to borrow elsewhere under reasonable terms and conditions.

The IDB is primarily involved in long- and short-term loans secured by a mortgage or first charge on fixed assets. Before the Bank extends a loan, it will first satisfy itself that the proposal put forward by the prospective borrower is sound, that the business is capably managed, and that a reasonable amount either already is or is about to be invested in the business by persons other than the IDB. Interest rates fluctuate periodically in keeping with general rates in Canada. While repayment periods are usually 10 to 12 years in length, longer periods do occur. The minimum interest rate in 1970 was 9.5% with higher rates for the larger loans (to 10.5%). In 1972, the minimum and maximum rates declined to 9% and 10% respectively.

Within these terms of reference, the IDB approves loans to business operations in the travel industry. IDB loans to this indusry are classified under the headings: "Recreation Services", "Restaurants and Other Eating Places", "Hotels, Motels and Other Lodgings", and "theatres, Bowling Alleys and Billiard Halls". A total of 710 loans in these classes was approved in fiscal 1970 (ending September 30, 1970) representing a total of $30,992,000. The 710 loans account for 19.8% of the total 3,584 loans approved by the IDB in 1970. The nearly $31 million in credit represents 18.8% of the $164.6 million total amount of money lent by the Bank to all types of business operations during that year. Dealing specifically with the accommodation sector of the travel industry, 1970 figures show that 374 loans were approved for hotels, motels and other lodgings for a total of $17.8 million, making for an average of $47,000 per loan.

1971 saw a considerable increase in IDB loans to the travel industry. Total lending to the four categories mentioned above increased to $43.5 million (22.2% of the total amount of IDB loans in 1971). The "Hotels, Motels and Other Lodgings" category increased 56.2% over 1970, to $27.9 million (431 loans), and the "Restaurants and Other Eating Places" category increased 24.2% over 1970, to $11.5 million (356 loans).

The following tables and graphs show the growth of IDB lending to the accommodation sector.

TABLE 1-A

THE DISTRIBUTION OF NUMBERS AND AMOUNTS OF LOANS TO THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY BY PROVINCE AS REPORTED BY THE IDB

(1970)

REGION	DISTRIBUTION OF AMOUNT OF LOANS	DISTRIBUTION OF NUMBER OF LOANS
Atlantic Provinces	8.4%	11.7%
Quebec	11.5%	13.2%
Ontario	22.9%	28.9%
Prairies, YT&NWT	26.5%	18.2%
British Columbia	30.4%	28.1%
CANADA	100%	100%

SOURCE: Special IDB Study for the Travel Industry Branch, Office of Tourism.

TIB/Oct/71.

TABLE 2-A

IDB LOAN APPROVALS
BY TYPE OF BUSINESS 1967 - 1971

LENDING CATEGORY	1967		1968		1969		1970		1971	
	Number	Amount $'000's	Number	Amount $'000's	Number	Amount $'000's	Number	Amount $'000's	Number	Amount $'000's
Recreation Services	31	1,504	42	1,876	39	2,115	57	2,620	84	4,157
Restaurant & Other Eating Places	91	3,304	110	4,126	173	7,135	254	9,242	356	11,475
Hotels, Motels & Other Lodging Places	147	7,019	184	12,261	299	18,594	374	17,826	431	27,850
Theatres, Bowling & Billiard Halls	15	842	14	371	24	982	25	1,304	30	1,119
TOTAL (a)	284	12,669	350	18,634	535	28,826	710	30,992	901	44,601
Number of Business Loan Approvals & Amounts TOTAL (b)	12,168	113,132	2,515	120,253	2,988	153,440	3,584	164,628	4,449	195,980
Percent of (a) to (b)	13%	11%	14%	15%	18%	19%	20%	19%	20%	23%

SOURCE: Calculated from the IDB Annual Report 1971. All figures for fiscal year ended September 30.

TIB/Apr/72.

TABLE 3-A

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY

YEAR *	TOTAL AMOUNT OF LOANS TO THIS CATEGORY	PERCENTAGE INCREASE OVER THE PREVIOUS YEAR	THIS CATEGORY AS A PROPORTION OF TOTAL IDB LOANS	TOTAL NUMBER OF LOANS TO THIS CATEGORY	AVERAGE SIZE OF LOAN TO THIS CATEGORY
1966	$6,553,000	35.4%	5.4%	129	$51,000
1967	$7,019,000	7.1%	6.2%	147	$48,000
1968	$12,261,000	74.7%	10.2%	184	$67,000
1969	$18,594,000	51.7%	12.1%	299	$62,000
1970	$17,826,000	-4.1%	10.8%	374	$48,000
1971	$27,850,000	56.2%	14.2%	431	$65,000

SOURCE: IDB Annual Report, 1971. Table prepared by Travel Industry Branch, December, 1971.

* Ending September 30.

TABLE 4-A

THE INDUSTRIAL DEVELOPMENT BANK'S PERFORMANCE VIS-À-VIS THE "RESTAURANTS AND OTHER EATING PLACES" CATEGORY

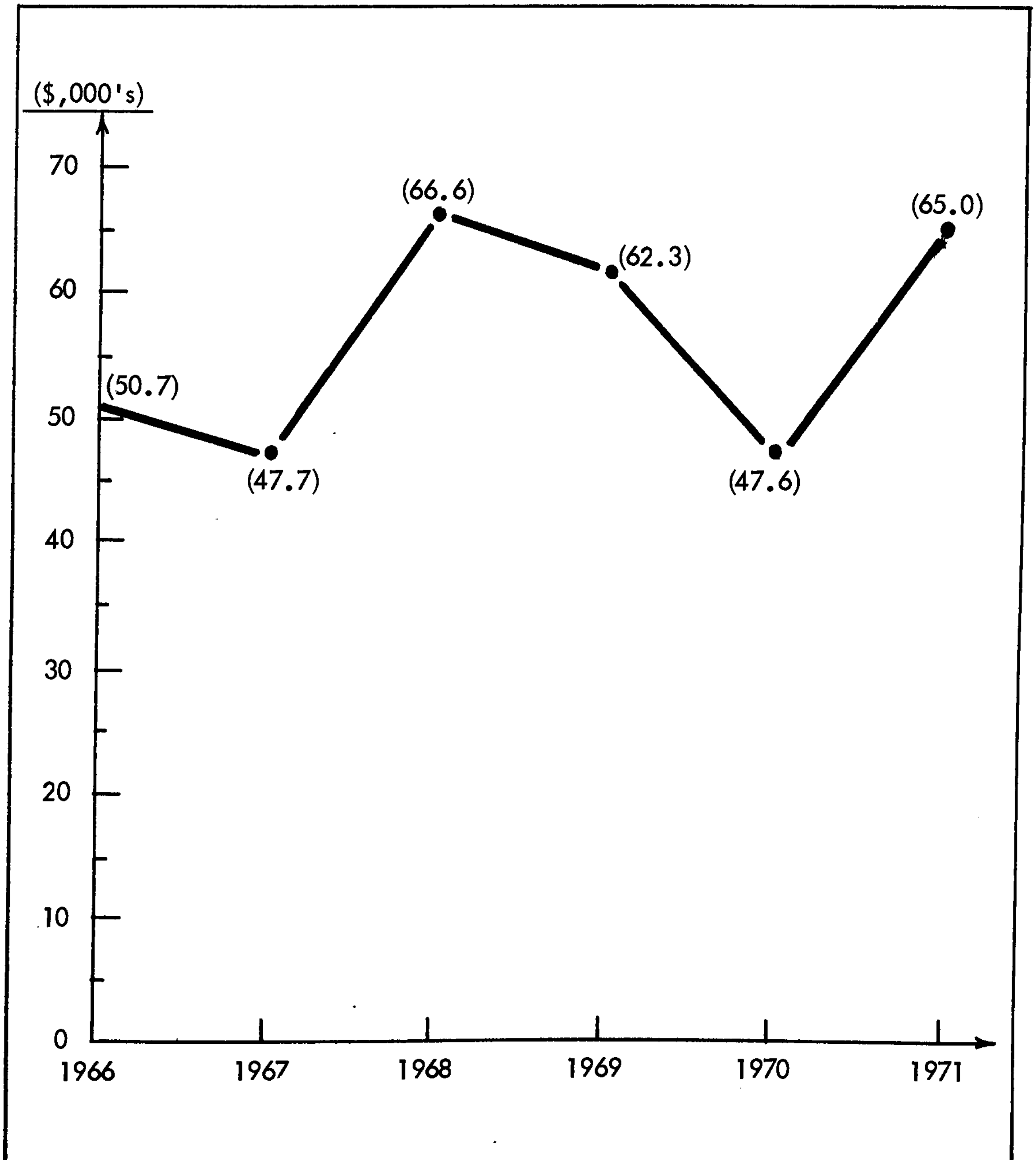
YEAR*	TOTAL AMOUNT OF LOANS TO THIS CATEGORY	PERCENTAGE INCREASE OVER THE PREVIOUS YEAR	THIS CATEGORY AS A PROPORTION OF TOTAL IDB LOANS	TOTAL NUMBER OF LOANS TO THIS CATEGORY	AVERAGE SIZE OF LOAN TO THIS CATEGORY
1966	$3,506,000	68.8%	2.9%	95	$37,000
1967	$3,304,000	-5.8%	2.9%	91	$36,000
1968	$4,126,000	24.9%	3.4%	110	$38,000
1969	$7,135,000	72.9%	4.7%	173	$41,000
1970	$9,242,000	29.5%	5.6%	254	$36,000
1971	$11,475,000	24.2%	5.9%	356	$32,000

SOURCE: IDB Annual Report, 1971. Table prepared by Travel Industry Branch, December, 1971.

* Ending September 30.

GRAPH 5-A

AVERAGE SIZE OF LOANS ISSUED BY THE IDB TO THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY

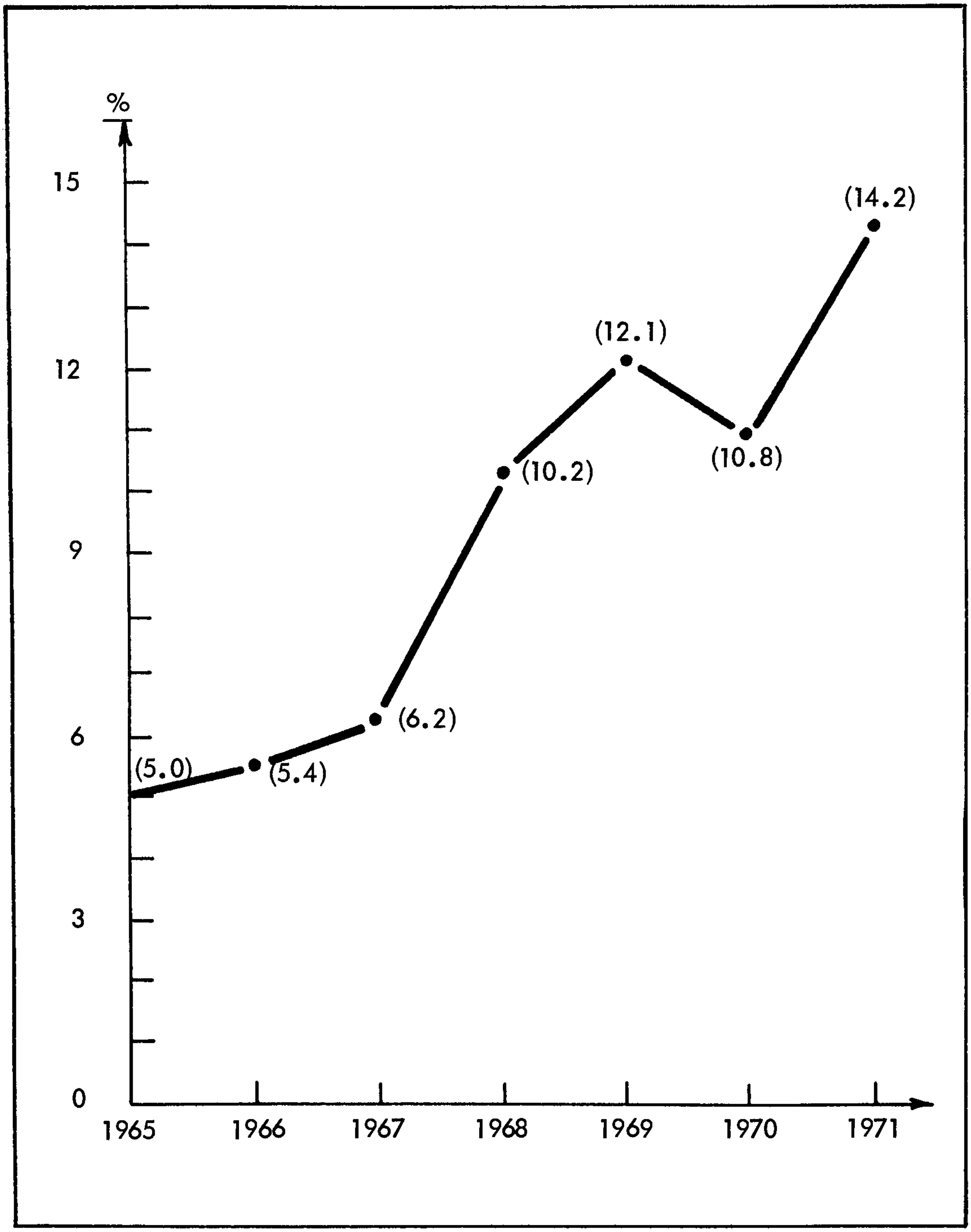


SOURCE: IDB Annual Report, 1971.

TIB/Oct/71.

GRAPH 6-A

PERCENTAGE OF TOTAL IDB LOANS ISSUED TO THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY

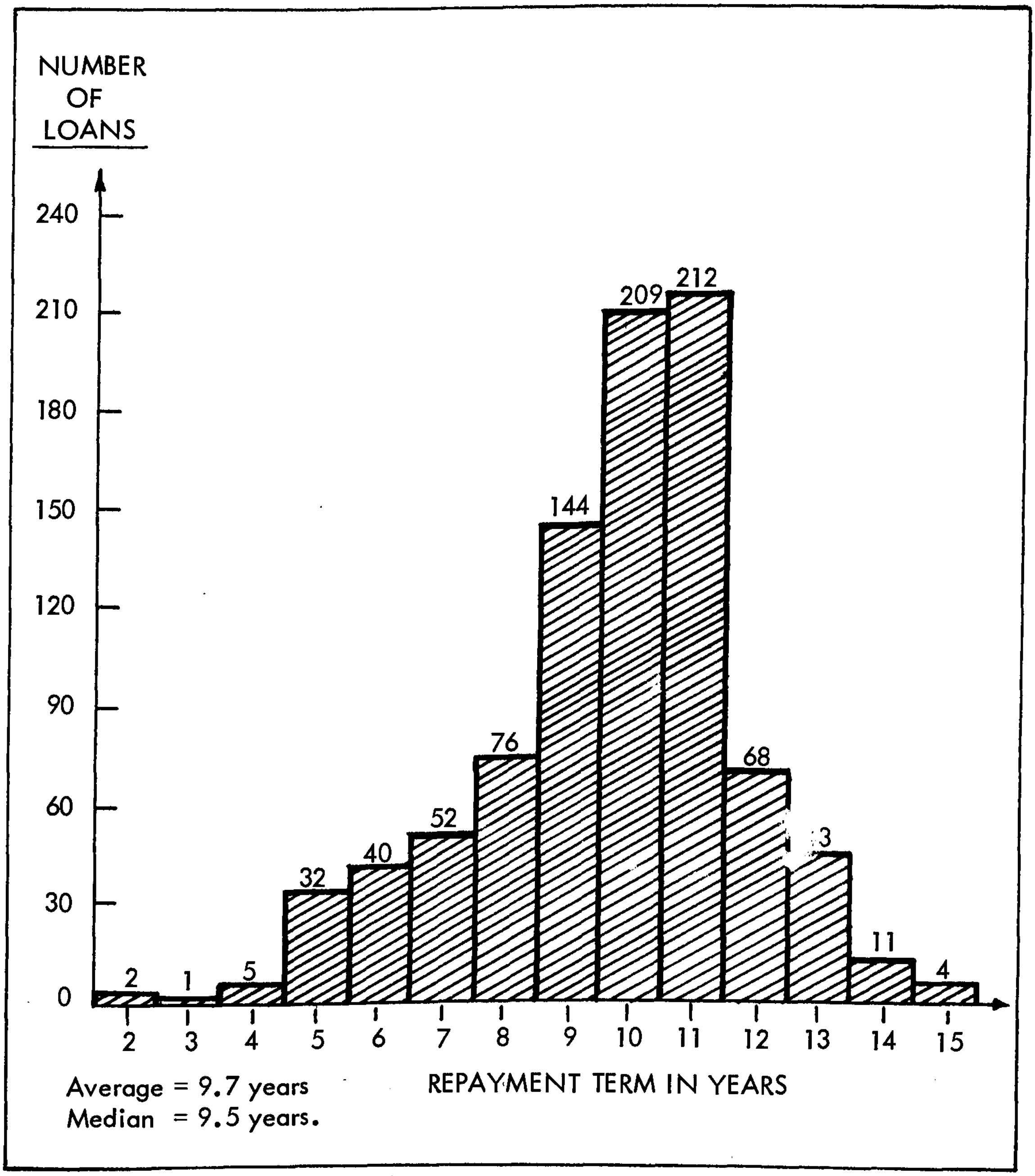


SOURCE: IDB Annual Report, 1971.

IDB/Oct/71.

GRAPH 7-A

RANGE OF REPAYMENT TERMS OF THE IDB FOR THE "HOTELS, MOTELS, AND OTHER LODGINGS" CATEGORY



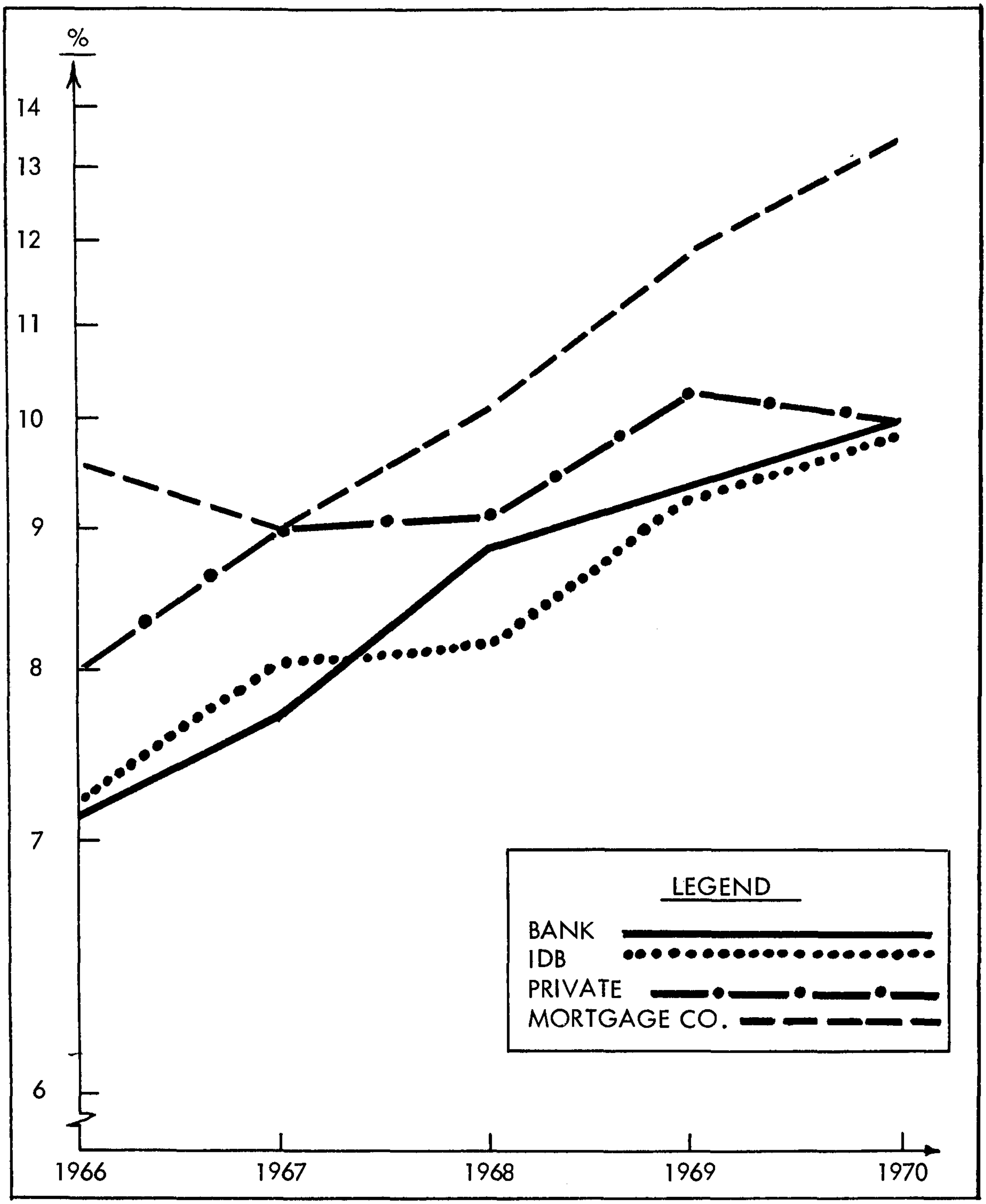
SOURCE: Special IDB Study for the Office of Tourism, 1971.

TIB/Oct/71.

GRAPH 8-A

THE MOVEMENT IN INTEREST RATES BY SOURCE OF LOANS TO THE ACCOMMODATION SECTOR - 1966 TO 1970

CANADA



SOURCE: Survey of the Capital Requirements of the Accommodation Sector of the Travel Industry in Canada, Travel Industry Branch, 1971.

TIB/Oct/71.

TABLE 9-A

THE DISTRIBUTION OF IDB OFFICES IN CANADA

NEWFOUNDLAND	1
PRINCE EDWARD ISLAND	1
NOVA SCOTIA	2
NEW BRUNSWICK	2
QUEBEC	8
ONTARIO	11
MANITOBA	2
SASKATCHEWAN	2
ALBERTA	3
BRITISH COLUMBIA	7
CANADA	39

SOURCE: IDB Annual Report, 1971.

TIB/Feb/72.

The following are addresses which one may contact to obtain further information from or to apply for loans to the IDB:

ATLANTIC REGION

The IDB,
Regional Office,
1583 Hollis Street,
Halifax, Nova Scotia

The IDB,
85 Elizabeth Avenue,
St. John's, Newfoundland

The IDB,
195 Charlotte Street
Sydney, Nova Scotia.

The IDB,
75 Prince William Street,
Saint John, New Brunswick.

The IDB,
236 St. George Street,
Moncton, New Brunswick.

The IDB,
51 University Avenue,
Charlottetown, Prince Edward Island.

QUEBEC REGION

The IDB,
Regional Office,
901 Victoria Square,
Montréal, Québec.

The IDB,
320 St. Germain Street East,
Rimouski, Québec.

The IDB,
152 Racine Street, East,
Chicoutimi, Québec.

The IDB,
925 Chemin St. Louis,
Québec, Québec.

The IDB,
550 Bonaventure Street,
Trois-Rivières, Québec.

The IDB,
1845 King Street, West,
Sherbrooke, Québec.

The IDB,
110 Crémazie Boulevard, West,
Montréal, Québec.

The IDB,
800 Victoria Square,
Montréal, Québec.

The IDB,
65 Mgr. Tessier Street,
Rouyn, Québec.

The IDB,
151 Sparks Street,
Ottawa, Ontario.

CENTRAL REGION

The IDB,
Regional Office,
250 University Avenue,
Toronto, Ontario.

The IDB,
797 Princess Street,
Kingston, Ontario.

The IDB,
4430 Bathurst Street,
Downsview, Ontario.

The IDB,
20 Hughson Street, South,
Hamilton, Ontario.

The IDB,
305 King Street, West,
Kitchener, Ontario.

The IDB,
197 York Street,
London, Ontario.

The IDB,
500 Ouellette Avenue,
Windsor, Ontario.

The IDB,
96 Larch Street,
Sudbury, Ontario.

The IDB,
452 Albert Street, East,
Sault Ste. Marie, Ontario.

The IDB,
106 Centennial Square,
Thunder Bay, Ontario.

PRAIRIE REGION

The IDB,
Regional Office,
161 Portage Avenue,
Winnipeg, Manitoba.

The IDB,
144 Sixth Street,
Brandon, Manitoba.

The IDB,
2220 - 12th Avenue,
Regina, Saskatchewan.

The IDb,
1102 CN Towers,
Midtown Plaza,
Saskatoon, Saskatchewan.

The IDB,
740 - 4th Avenue, South,
Lethbridge, Alberta.

The IDB,
404 Sixth Avenue, S.W.,
Calgary, Alberta.

The IDB,
10150 - 100th Street,
Edmonton, Alberta.

BRITISH COLUMBIA REGION

The IDB,
Regional Office,
900 West Hastings Street,
Vancouver, B.C.

The IDB,
30 South 11th Avenue,
Cranbrook, B.C.

The IDB,
1460 Pandosy Street,
Kelowna, B.C.

The IDB,
1320 Fifth Avenue,
Prince George, B.C.

The IDB,
765 - 6th Street,
New Westminster, B.C.

The IDB,
885 Dunsmuir Street,
Vancouver, B.C.

The IDB,
777 Broughton Street,
Victoria, B.C.

II. THE SMALL BUSINESS LOANS ACT (SBLA)
(The Department of Finance, Ottawa)

The purpose of this Act essentially is to increase the availability of credit from the chartered banks to existing small businesses in Canada, in order to assist them in carrying out capital improvements. The loans are under a Federal Government guarantee, and are extended to business operations whose gross annual revenue during the fiscal year in which an application for a loan is made, does not exceed \$500,000. Maximum amount for any loan under this Act is \$25,000. Repayment periods may be up to 10 years, while the current interest rate on loans (as of April 1, 1972) is 6¼%. The guarantee of the loan by the federal government usually reduces the interest rate from prevailing levels. The rate of interest, determined at six-month intervals, is equal to the average yield on Government of Canada bonds with terms to maturity from one to ten years during a six-month averaging period immediately preceding the interest period, plus 1%. Security for the loan may take the form of a mortgage upon real or personal property.

Depending on the purpose of the loan, the chartered banks will extend credit covering various percentages of the cost of a project. For example, in the case of loans for financing the construction or purchase of alternative premises, the banks may grant loans up to 90% of the cost. Other types of loans include financing the purchase, installation, improvement or modernization of moveable and fixed equipment (equipment usually affixed to real or immovable property).

Applications for SBLA loan guarantees can be addressed to the manager of any branch of Canadian chartered banks.

TABLE 10-A

SMALL BUSINESSES LOANS ACT

Loans under the Provision of the Small Businesses Loans Act 1966 to 1969 inclusive.

For provision of Food and Lodgings.

Year	Number of Loans	Amount
1966	398	$4,563,570
1967	330	$4,020,135
1968	144	$1,840,976
1969	151	$2,096,925
1970*	—	—

SOURCE: Annual Report - Small Businesses Loans Act (1969).

* The SBLA loan categories have been combined as of 1970, so that these figures are no longer available.

TIB/Feb/72.

TABLE 11-A

SMALL BUSINESSES LOANS ACT

LOANS TO SERVICE BUSINESSES

1969

Service Business	Number of Loans	Amount
Provision of Food and Lodgings	151	$2,096,925
Care of the Person or his Personal or Household Effects	56	$ 660,440
Service to Business Management	19	$ 188,459
Amusement and Recreation Services	20	$ 236,704
Miscellaneous Service Businesses	266	$2,947,894
TOTAL	512	$6,130,422

SOURCE: Annual Report - Small Businesses Loans Act (1969).

TIB/Feb/72.

III. THE DEPARTMENT OF REGIONAL ECONOMIC EXPANSION (DREE)

The Department of Regional Economic Expansion has as its main objective to promote the offsetting of regional economic disparity. The Department has recognized that tourism can play a part in the promotion of this objective. The following descriptions of the major DREE programs can assist in assessing the impact which these programs can have on the Canadian tourism plant.

Regional Development Incentives Act (RDIA)

Under the Regional Development Incentives Act the Department of Regional Economic Expansion will provide loan guarantees in designated regions for commercial enterprises including convention facilities, hotel accommodation, and recreation facilities. Such guarantees are intended for the establishment of new facilities only. The Act allows for two different types of guarantees: In the first type, DREE will share in any losses to a proportion not to exceed 90% of the loan; the second type involves a guarantee of a straight dollar amount. To qualify for the guarantee of a loan, the new enterprise must be brought into production by December 31, 1976, and the loan must not exceed 80% of the capital costs required for the project. The minimum amounts which can be guaranteed under this program are: $2.5 million in Montreal, $500,000 in other large urban centers, and $250,000 in all remaining cases.

Special Areas

The Department of Regional Economic Expansion Act permits the designation of Special Areas. Special Areas are defined geographical areas of a relatively compact size which, by agreement with any province concerned, are to be the object of a concentrated, intensive economic expansion effort, to which the province is committed. Under this Act, funds can be provided to the Provinces for the development of infrastructure such as sewage and water systems, roads, etc., that may be essential to encourage an industry to locate in a specific area. Recreation resources development or the provision of infrastructure could be an essential prerequisite to commercial accommodation or recreation development. A "special area" designation can also permit a grant to be given for the development of a travel industry project. A grant, for example, was provided for the construction of a motor-hotel in the Lesser Slave Lake special area in Alberta. This, however, was an exceptional case, and it is not expected that other grants will be given to accommodation enterprises.

The Agricultural Rural Development Act (ARDA)

ARDA agreements have been signed for the period to 1975 with each province excepting Prince Edward Island which is completely covered by a FRED (Fund for Rural Economic Development Act) agreement.

The ARDA agreements permit the Federal Government to participate in projects and programs designed, initiated and managed by the Provinces on a 50/50 cost-sharing basis.

The Department of Regional Economic Expansion expects more emphasis will be placed on aspects of rural development other than agriculture through the new agreements in some provinces. Part IV of the new agreements with the Atlantic Provinces will allow the provinces to develop broad programs related directly to the travel industry. The type and scope of such programs depends largely upon the conceptual capability of the provinces and their specific needs. Travel industry research, planning, feasibility study, design and development will likely all be eligible activities. Thus the provinces will be able to give greater emphasis to the travel industry than under earlier ARDA agreements. After the programs are approved, federal involvement is usually at the regional level. Agreements with the other provinces are less specific with respect to tourism but programs in this sector may result from provincial initiatives and program negotiation.

Special agreements under the federal ARDA legislation are being negotiated with the prairie provinces to enable DREE to support social and economic development programs in more northerly areas inhabited in large part by people of Indian ancestry. Some emphasis on projects relating to tourism and recreation may result.

Fund for Rural Economic Development Act (FRED)

Though no new FRED plans will be negotiated in the future, several areas are presently covered by agreements negotiated before this act was repealed in 1969, including the whole province of Prince Edward Island. Tourism is receiving considerable attention in several of these plans, particularly in the P.E.I. and the Gaspé Development Plans. In the former, provisions were made to provide development loans to tourism operators, but this has since been abandoned, partly because it was felt that this aspect of the plan was redundant with Industrial Development Bank activities. Agreements are subject to renegotiation, and increased inputs to the tourism sector are possible in some instances. However, the fact that no new agreements can be entered means that the FRED program will have a diminishing influence on the Canadian tourism plant.

IV. THE PROVINCIAL GOVERNMENTS

BRITISH COLUMBIA

At the present time, no provincial lending authority exists in British Columbia.

ALBERTA

The Alberta Commercial Services Act has brought into existence the Alberta Commercial Corporation, a crown corporation whose purpose is to provide financial assistance to industries in Alberta. Among the various functions of the Corporation is one that permits loans to be made to the tourist industry for the creation or expansion of tourism facilities in the province, including accommodation, recreation, campground and trailer park facilities. Since the purpose of the tourism-related assistance is to develop Alberta's travel industry, loans will be made only to those facilities which, in the opinion of the Corporation, are needed in Alberta; those, in other words, which will benefit the province's travel industry as a whole.

The terms and conditions of loans are determined by the Corporation. Loans are made available in those cases where capital, although required, could not be obtained from conventional lenders under reasonable terms and conditions. Individual loans to the travel industry may not exceed $500,000. In most cases, a 15-year period of repayment will be granted. The interest rate (April, 1971) is at 8% , although this is subject to change by the Corporation. Security is required for all loans, but this may include the personal guarantees of the principals.

It is to be noted that the changes in the Alberta Commercial Services Act providing for aid to the travel industry were introduced in March, 1971. A report of loans extended to date has not yet been received.

SASKATCHEWAN

Established under the Industrial Development Act, the Saskatchewan Economic Development Corporation (SEDCO) has as its purpose the provision of financial assistance to industry in the province. Changes have been made in the Act, which allow the Corporation to provide loans to the travel industry, and in particular for accommodation establishments, in areas where, according to the Corporation, conventional financing is not available. Loans will be extended to applicants whose projects will significantly benefit tourism in the province.

The new regulations affecting SEDCO loans to the travel industry were introduced in December, 1969, and to date no loans have been made in this area. In other areas, however, SEDCO loans must usually be repaid over an 8-to-10-year period. Interest rates of the Corporation are closely tied to those of the chartered banks, and fluctuate accordingly. Curent (April, 1971) interest charged is 9%. Applicants must satisfy the Corporation that assets held by the borrower provide reasonable security. Security usually takes the form of a first mortgage charge on fixed assets, in addition to the personal guarantees of the principals.

MANITOBA

Under the authority of the Business Development Fund Act, the Manitoba Development Fund (MDF) has been established for the purpose, in part, of promoting Manitoba's industrial development, by providing capital assistance to existing or proposed business operations. The MDF is a provincial crown corporation interested in assisting sound business operations which, in the corporation's opinion (based on the criteria of ability to earn reasonable profits, and the extent to which competent management is available), would contribute to Manitoba's economic growth.

Loans are made available in cases where financing would not otherwise be available at reasonable terms and conditions. Generally speaking, the MDF provides 50% of the capital required for expansion, with no ceiling on the amount of any individual loan, and a repayment period of between 2 and 10 years. However, in some cases this period can be extended up to 20 years. In addition to the borrower's equity investment, security in the form of real property or chattel mortgage is usually required by the Fund. Interest rates charged borrowers are not fixed, but generally rest 1% above the existing bank rate. For the fiscal year ending March 31, 1969, the rate was 9%.

From the inception of the MDF in December, 1958, to the end of March, 1969 49 loans totalling $2.6 million have been made to assist tourism operators in the province. In terms of total MDF loans approved and accepted during this period (272), the 49 loans to the travel industry represent 18% of all loans, and 2.3% of the total amount of credit extended ($117.6 million). In keeping with the MDF policy of decentralized development, 97.2% of the total amount loaned to the travel industry from 1958 to 1969 was for the development of tourism in rural Manitoba. The remaining amount was extended to business operations in the metro-Winnipeg area.

ONTARIO

Financial assistance to business operations in the province, including the travel industry, is offered by the Ontario Development Corporation (ODC), a provincial crown corporation created for this purpose. Those wishing to create new facilities in Ontario or expand existing ones, may take part in the programs under the ODC.

It is the Corporation's policy that those applying for loans must satisfy it as to the viability of the proposed operation in terms of ability to operate profitably. Those who are eligible for financial assistance under other government programs or from conventional lenders may not apply. The ODC's term-financing programs offer loans to the travel industry, including loans for modernization and expansion of facilities. A ceiling of $75,000 exists on all individual loans. The maximum repayment period is 20 years. The interest rate on loans in the travel industry, although varying from time to time, currently (May, 1971) is at 7.75%

It is to be noted that the ODC offers financial assistance to Ontario's travel industry in the form of performance loans to operators of various tourism attractions, including ski hills, convention centres, and the like, with the aim of increasing the profitability of tourist establishments in the area. Therefore, apart from general viability of the project, the capacity to benefit existing tourism operations in an area will be an essential requirement for those seeking a loan. Under this program, the maximum loan in eastern and northern Ontario is $500,000, while in southern Ontario, it is $100,000.

QUEBEC

At the present time, the province of Quebec has no lending authority able to provide assistance to the travel industry.

NEW BRUNSWICK

No lending authority capable of helping the travel industry exists in the province at this time.

NOVA SCOTIA

Under legislation entitled the Industrial Loan Act, the Industrial Loan Board (ILB) and the Industrial Loan Fund were brought into existence. It is the Board's function, in part, to approve or guarantee loans to certain industries in the province in order that they may acquire land, buildings, equipment, or replace working capital used for these purposes. In considering applications for loans, it is the Board's policy that prospective borrowers must satisfy the members of the Board as to the soundness of the operation in question, and that the economy of the province will benefit from the borrower's proposal.

Loans to the travel industry are now extended for periods up to 20 years. Among the various business operations eligible for loans are hotels, motels, tourist cottages and cabins, camp and trailer sites, picnic grounds, marinas and, where there is a need, restaurants and recreation services. The ILB, in lending to the accommodation sector, presently requires the borrower to have 25% equity. The amount of any loan will not exceed 75% of the current appraised value of land, buildings or equipment taken as security by the Board. The interest rate on loans, subject to changes by the provincial government is 8.75% at this time, a decrease of 1.25% from the 1970 rate. Summary data on ILB Loans to the travel indsutry are to be found in tables following.

PRINCE EDWARD ISLAND

With the passing of the Prince Edward Island Lending Authority Act, a crown corporation, the Prince Edward Island Lending Authority, was created for the purpose of providing financial assistance to various industries in the province, including tourism. One of its functions involves the guarantee of credit extended to borrowers by other lenders, such as banks, in addition to making direct loans from its own funds. Thus, the Lending Authority may guarantee credit or extend loans to provide capital for the establishment of tourism facilities, including accommodation and recreational services, and provide operating funds for those in existing business operations.

Under terms and conditions set up by the Board, borrowers will be required to put up an equity of 40%. Interest rates may be adjusted from time to time by the Board, but at present (March, 1971) the rate is 9.5%. The Lending Authority will make loans available to the accommodation sector, and also to restaurants, and recreational services. A ceiling of $25,000 has been placed on all loans to the travel industry. Minimum security to be provided will be in the form of a personal guarantee on the part of the approved borrower, and a lien against a part of the borrower's assets as determined by the Lending Authority. Summary data on the Authority's loans to the travel industry are set out in a table following.

NEWFOUNDLAND

At the present time, no provincial lending authority able to assist the travel industry exists in Newfoundland.

YUKON TERRITORY

The Yukon Territory Small Businesses Loans program, established by the federal Department of Indian Affairs and Northern Development, is the only program presently available providing capital assistance to the travel industry in the Yukon. Small business enterprises, i.e. only those with a gross annual revenue not exceeding $500,000, qualify for loans under this program. Loans are extended for the purpose of financing the purchase, installation, improvement or modernization of equipment or premises. Credit will only be advanced to applicants who are unable to obtain financial assistance at reasonable terms and conditions from other sources. A ceiling of $50,000 has been placed on all individual loans, with a usual repayment period of 10 years. Interest rates, currently (March, 1971) 9%, fluctuate from time to time. Generally, the rate of interest follows closely that established by the Industrial Development Bank. By the end of 1970, 10 loans totalling $259,000 had been granted.

NORTHWEST TERRITORIES

The Northwest Territories has available to business operations a Small Businesses Loan Fund. This fund, established by the federal Department of Indian Affairs and Northern Development, was set up to help industries in the NWT, including the travel industry. Application for loans from the Fund are considered only after applicants have attempted to acquire capital from other lending institutions, and have been unsuccessful due to a lack of reasonable terms and conditions. Up to the present time, only one loan has been extended to a business operation in the tourist industry, that for $25,000 over a 10-year repayment period, and at a 10% rate of interest. The maximum amount available for any individual loan is $50,000. To date, however, no loan has exceeded $25,000. Security for the repayment of loans is determined by the Territorial Commissioner.

TABLE 12-A

NOVA SCOTIA: INDUSTRIAL LOAN BOARD (ILB)

TOURIST LOANS

Date (Fiscal Year)	Loans	Gross Amount of Loans	Average Amount of Loans	Repayment Period	Interest Rate
March 31, 1966	4	$ 195,300	$ 48,800	20 years	6½%
March 31, 1967	19	$2,390,448	$125,800	20 years	6½-7½%
March 31, 1968	28	$2,258,050	$ 80,600	20 years	7½%
March 31, 1969	34	$1,476,674	$ 43,400	20 years	7½-9%
March 31, 1970	32	$3,620,145	$113,100	20 years	9-10%

SOURCE: ANNUAL REPORT (1970), Department of Trade and Industry, Province of Nova Scotia.

Average size of loans (1966-70) : $85,000

TABLE 13-A

NOVA SCOTIA: INDUSTRIAL LOAN BOARD
ACCOMMODATION SECTOR
1970

LOANS	AMOUNT
7 New Motels (226 units)	$1,707,800
7 Motel Expansions (116 units)	$1,282,490
3 Motel Renovations (includes 4 new units)	$ 147,000
1 Protective Charge re-Motel Loan	$ 3,800
4 New Camping and Trailer Sites	$ 116,880
4 Camping and Trailer Site Expansions	$ 53,400
3 New Restaurants	$ 249,800
3 Restaurant Expansions	$ 58,975
32 TOTAL	$3,620,145

SOURCE: ANNUAL REPORT (1970), Department of Trade and Industry, Province of Nova Scotia.

N.B. The 32 loans to the tourist industry represent 82% of the total loans approved by the ILB, in 1970 (total loans numbered 39), and 58.3% of the total amount of credit.

TABLE 14-A

PRINCE EDWARD ISLAND LENDING AUTHORITY

LOANS TO THE TRAVEL INDUSTRY

Year	No. of Loans	Gross Amount of Loan	Average Size of Loan	Payment Period	Interest Rate
1966-67	28	$280,507	$10,000	10 years	5 3/4%
1967-68	28	$413,300	$14,800	10 years	6½%
1968-69	30	$353,750	$11,800	(17 loans for (15 years. (13 loans for (10 years.	18 loans at 6½% 12 loans at 7%
1969-70	35	$538,289	$15,400	(20 loans for (15 years. (15 loans for (10 years.	7%
1970-71	29	$408,440	$14,100	15 years	9½%

SOURCE: P.E.I. Lending Authority.

Average Size of Loan for 1966-1971 : $13,300

Appendix B.

STANDARD DEFINITIONS AND CLASSIFICATION OF TRAVELLERS AND TRAVELLER ACCOMMODATIONS *

One of the problems of the Canadian travel industry continues to be a statistics base which is relatively frail, considering that this industry accounts for gross annual receipts estimated to exceed $4 billion. One aspect of this problem has been the lack of standard definitions and classifications.

The document which follows represents the start of a concerted industry attack on the problem. It is the result of extensive cooperation emanating from the Federal-Provincial Conference on Tourism. Participating in this effort have been federal and provincial government tourism interests, and representatives from industry associations and individual organizations, especially carriers.

The definitions which follow, are for "Travellers" and "Traveller Accommodations". Work has begun on definitions for "Outdoor Recreation Facilities", and on "Standards for Socio-economic Categories". Publication of these will follow as soon as possible.

Through information activity, it is hoped to encourage the most widespread possible use of these standards, thus facilitating comparability between all Canadian travel statistics, regardless of their source.

Please note, on the last page, the list of officials who may be contacted, should further clarification be required.

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* As developed by:
The Travel Research Planning Committee,
Federal-Provincial Conference on Tourism,
October, 1971.

I. SOME STANDARD DEFINITIONS RELATING TO TRAVELLERS

After first defining the area under study (the model) for purposes of resident and non-resident description, e.g., country, province or municipality, it is recommended that the following basic definitions be used in Canada for statistical compilation or travel research studies. At a minimum, surveys other than straight statistical counts should obtain information for each of the six (6) categories, if all travel is covered, including the three major breakdowns of purpose of trip for tourists and excursionists. The six potential categories are:

Tourists	Excursionists	Other Travellers
1) Resident	1) Resident	1) Resident
2) Non-resident	2) Non-resident	2) Non-resident

It is recommended that standard terminology for all tourism activities include tourists and excursionists, both resident and non-resident. If, for a particular survey or report, one aspect only of tourism is measured or described, e.g., the non-resident tourist, this should be stated.

1. Tourist - A person who travels for business, pleasure or personal reasons, for at least 25 miles one-way from the boundary of his community, and stops overnight, but is not arriving to take up an occupation, to establish a residence or to attend a school.

   Note: For international travellers visiting Canada, the mileage criterion is not applicable and is therefore waived.

2. Excursionist - A person who travels in the area under study for business, pleasure or personal reasons, providing he has travelled at least 25 miles one-way from the boundary of his community, but does not stop overnight, but excluding those persons arriving to take up an occupation, to establish residence or to attend school, and persons who are commuting to their normal place of work.

   Note: For international travellers visiting Canada, the mileage criterion is not applicable and is therefore waived.

3. Other Travellers -

(a) Persons who have travelled at least 25 miles one-way:

(1) to take up an occupation;

(2) to establish residence;

(3) to attend school.

(b) Persons who travel:

(1) as commuters to their normal place of work, providing they do not stop overnight.

Note: For international travellers visiting Canada, the mileage criterion is not applicable and is therefore waived.

Three types of travel only should not be considered:

(a) travel by persons engaged in the operation of transport;

(b) visits by international persons who are travelling in transit without clearing customs or immigration;

(c) travel by Canadians less than 25 miles one-way, unless commuting to their normal place of work. Commuting may be an important area of concern for some travel surveys.

While military travel under orders may be considered as business travel, most surveys will tend to understate this type of travel.

It is considered necessary to maintain the mileage criteria for Canadians travelling in Canada because (1) persons may be resident or non-resident in the context of a particular survey like the Canadian Travel Survey, and (2) travel for shopping, etc., in an adjacent province or community less than 25 miles away should, with few exceptions, not be classified as a tourism activity. This may be unmanageable for such surveys as provincial border crossing counts. For these, it is recommended that all non-resident traffic or persons be counted, but that, if applicable, a reduction factor be used to allow for the less than 25 miles one-way traffic.

II. SOME STANDARD DEFINITIONS AND CLASSIFICATIONS RELATING TO TRAVELLER ACCOMMODATIONS

General

1. The descriptions which follow have been developed by co-operative efforts between various public interests with the object of assisting in the development of improved and more compatible statistics relative to accommodations for travellers in Canada. They are to be kept under review and, if at some later date changes are required, such action will be initiated.

2. The descriptions are to be regarded as standard definitions and classifications to be used in Canada for statistical compilation of the results of travel and traveller accommodation surveys. If these can be widely accepted, they will facilitate meaningful economic analysis and comparisons between surveys. They are not intended to apply to accommodation listings for provincial, municipal or private agencies, which are likely to prefer more specialized, localized and descriptive terminology suited to the purpose of informing travellers about the full details of overnight accommodation in their areas.

3. The term "Traveller Accommodations" applies to all types of overnight sleeping accommodations or facilities provided for travellers.

4. A comprehensive coverage of traveller accommodations would include each of the ten types specified below in the Main Classification of Traveller Accommodations. It may not be desirable or practical to include all types in any one study, but data should be clearly identified to indicate the extent of coverage. Likewise, it might be decided to subdivide some of these types in certain instances.

MAIN AND SUBSIDIARY CATEGORIES OF TRAVELLER ACCOMMODATIONS

Listings are for:

A - Main classification and

B - Subsidiary classifications.

A - MAIN CLASSIFICATION OF TRAVELLER ACCOMMODATIONS (by type of structure)

Identification of accommodation types in commercial establishment surveys is to be based on the description which best describes that part of each establishment which earns the most gross revenue from overnight traveller accommodations. In travel surveys, the respondent will be expected to report on the type of accommodation he used, although this may not be the predominant type in the establishment where he stayed.

1. Hotels - Commercial establishments in which units are accessible from the interior. (This definition includes most Motor Hotels, Motor Inns, Resort Hotels and Tourist Homes).

   Tourist Homes - These are typically converted private homes, frequently operating under provincial licence and not to be confused with overflow accommodation sometimes available in private homes. Some consideration was given to the preparation of a definition for tourist homes but the consensus of opinion is that there is no intrinsic difference between the operation of a tourist home and a small hotel without a licence to sell alcoholic beverages.

   Motor Hotels and Motor Inns - These are commercial establishments, in which the access to units is typically neither completely from the interior only nor from the exterior only and in which the units are in groups of three or more under one roof. Consideration was given to the identification of a separate Hotel-Motel classification, but this was found to be impractical for survey purposes.

2. Motels - Commercial establishments in which units are normally accessible only from the exterior and in which the majority of units are in groups of three or more under one roof, and other establishments described by their operators as motels.

3. Commercial Cottages and Cabins - Commercial establishments with most units arranged either singly or in pairs under one roof. (This definition includes most auto courts, motor courts, tourist courts, housekeeping cottages, bungalows, beach cottages, hunting and fishing camps, recreation vacation camps; and also resorts not fitting the definitions of hotel or motel).

4. Campgrounds and Trailer Parks - Establishments providing, for the use of the public, sites for tents, tent trailers, cabin (travel) trailers, pick-up campers and other recreational vehicles providing sleeping accommodation. Residential trailer parks are not included. Establishments included may be either:

(a) Government-owned

or

(b) Privately-owned

5. Institutional Camps - Non-commercial establishments providing vacation accommodation (e.g. company, church or youth group camps).

6. Universities and Colleges - Establishments, used primarily as educational facilities, providing accommodation on a commercial basis during academic vacations (including seminaries).

7. Hostels - Non-profit private or government-run establishments providing accommodation for transients (e.g. Y.M.C.A., Salvation Army Hostels, Youth Hostels, Youth Centres, space in private homes for transient youth).

8. Homes of Friends or Relatives

9. Private Vacation Homes and Cottages

(a) Owned or borrowed

(b) Rented

10. Other - Specify, e.g. temporary accommodation under canvas provided by outfitters (as for hunters, fishermen or horseback riders), overnights spent in public transportation, accommodation provided on a commercial basis in private homes in times of peak demand as in Calgary at the time of the Stampede.

B - SUBSIDIARY CLASSIFICATION OF TRAVELLER ACCOMMODATIONS

1. Sale of Alcoholic Beverages

(a) Licenced

(b) Unlicenced

2. Seasonal Operations

    (a) Open 1 to 6 months of the year

    (b) Open 7 to 9 months of the year

    (c) Open 10 to 12 months of the year

3. Function

The functional classification of accommodations outlined below can be applied to hotels, motels, and commercial cottages and cabins in the main structural classification.

(a) Resorts - Commercial establishments, outside large urban areas, operating primarily on the American Plan, in which the facilities include the provision of one or more organized outdoor recreational activities within the grounds. (This definition includes resort hotels and recreation vacation camps, which might be distinguished separately in some surveys).

(b) Hunting and Fishing Related Establishments - Commercial establishments providing accommodation primarily for people hunting and fishing nearby.

    (i) Drive-in

    (ii) Fly-in or Boat-in (no road access).

(c) Skiing Related Establishments - Commercial establishments providing accommodation primarily for people who ski nearby.

(d) Other Specialized Recreation Related Establishments - Commercial establishments providing accommodation primarily for people engaged in a specific outdoor recreational activity such as golf or horse-back riding. (This definition includes most dude ranches).

(e) Non-Specialized Establishments - The bulk of hotels, motels and commercial cottages and cabins fall into this category.

4. Unit Size Category

(The term "unit" may be applied to any type of accommodation according to the way in which units are rented, e.g. rooms or suites in hotels; units in motels, commercial cottages and cabins; sites on campgrounds; or beds in hostels).

1. Under 10 (In many surveys, size cut-offs are made under which information is not gathered, e.g. not below 6 units).
2. 10 - 24
3. 25 - 49
4. 50 - 99
5. 100 - 199
6. 200 - 499
7. 500 and over.

5. Private Bathrooms

(This subsidiary classification applies only to Main Classification type A - 1. Hotels). In order to distinguish between modern hotels and those with more limited facilities, it was decided that the following distinction is generally a good guide:

1. Those in which 90% or more of accommodation units have private bathrooms.
2. Those in which less than 90% of accommodation units have private bathrooms.

6. Type of Location

Although consideration was given to distinguishing separate groupings for highway, other urban and suburban, the following three-way distinction was concluded as the most meaningful:

1. Downtown - central core locations in cities of 20,000 or more population.

2. Highway and Other Urban - locations adjacent to provincial highways or in urban areas other than city cores, including airport locations.

3. Resort - locations, other than above, related to recreation areas. (See also Function Subsidiary Classification B - (3)(a)).

7. Unit Rate

(This subsidiary classification applies only to Main Classification types A - 1, 2 and 3 i.e., Hotels, Motels and Commercial Cottages and Cabins).

It was resolved that the most useful classification would be to allocate each establishment to one only of the groups below, based upon the common denominator of average rate for single occupancy of all units per day under either European Plan or American Plan, as appropriate.

European Plan (without meals)	American Plan (with meals)
1. Under $10.00	1. Under $15.00
2. $10.00 - $14.99	2. $15.00 - $24.99
3. $15.00 - $19.99	3. $25.00 - $34.99
4. $20.00 - $24.99	4. $35.00 and over
5. $25.00 and over	

ENQUIRIES MIGHT BE DIRECTED TO ANY OF THE FOLLOWING:

D.C. Bythell, Director, Travel Industry Branch,
Department of Industry, Trade and Commerce,
Office of Tourism, 150 Kent Street,
Ottawa, Ontario, K1A 0H6.

Jacques Demers, Directeur, Service de la recherche,
Ministère du Tourisme, de la Chasse et de la Pêche,
930, chemin Ste-Foy, Québec 6, (P.Q.)

Ellis Drover, Co-ordinator, Provincial Liaison and
Consultative Services, Statistics Canada,
No. 5 Temporary Building, Ottawa, Ontario.

Larry G. Ecroyd, Executive Vice-President and
General Manager,
Travel Industry Association of Canada, Suite 1016,
130 Albert Street, Ottawa, Ontario, K1P 5G4.

Gordon D. Taylor, Director, Research and Planning Branch,
Department of Tourism, Recreation and Cultural Affairs,
Winnipeg 1, Manitoba.

Appendix C.

FEDERAL TOURISM-RELATED ACTIVITIES

1. CANADA COUNCIL

Through subsidizing performing arts groups, individual performers, artists, museums and art galleries, the Canada Council contributes directly to the existence of leading tourist attractions and events.

2. CANADIAN BROADCASTING CORPORATION

i) Many CBC television and radio programs have the effect of promoting tourism in Canada directly.

ii) CBC's television stations occasionally screen "televisits" (short promotional travel films).

iii) CBC's television stations screen straight tourism commercials, prepared and paid for by provincial tourism authorities.

iv) Certain CBC public service announcements (e.g. those regarding forest fires, water safety) benefit tourists to some extent.

v) CBC's International Service broadcasts many programs on Canada that have a specific "tourism" content, answers enquiries regarding tourism in Canada, mails out a program schedule quarterly that frequently contains a feature article on Canadian travel attractions.

3. CANADIAN FILM DEVELOPMENT CORPORATION

Feature films receiving CFDC assistance are required to have a recognizably Canadian character and therefore assist in projecting a more concrete, and possibly a more attractive, travel image of Canada.

4. INFORMATION CANADA/EXPOSITIONS

The purpose of most of their displays and exhibits is to create or stimulate interest in Canada. Some have a direct promotional value for tourism in Canada (e.g. CGTB exhibitions and displays, the Canadian pavilion at Expo 70).

5. CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

i) CIDA "exports" Canadian tourism technology and expertise to assist travel industries in the developing countries, thus creating a greater awareness of Canadian tourism in those countries.

ii) CIDA arranges for foreign students to study in Canada through various assistance schemes. These students, along with many foreign delegations who visit Canada on CIDA business, engage in sightseeing and other tourism activity while in the country.

6. CANADIAN RADIO-TELEVISION COMMISSION

The CRTC's new regulation regarding Canadian content will result in more programs about Canada, thus indirectly assisting the promotion of travel in Canada, particularly travel by Canadians.

7. CANADIAN TRANSPORT COMMISSION

i) The Air Transport Committee deals with the licensing, pricing and regulation of Canadian and foreign air services operating into and out of Canada. The regulations governing affinity and inclusive tour charters, and the enforcement of these regulations, is just one sphere of the Committee's activity that is of particular concern to Canada's travel industry. The Committee participates in the work of the International Civil Aviation Organization (ICAO), which seeks to minimize the inconveniences of international air travel. It is also called upon to ratify resolutions passed by the International Air Transport Association (IATA).

ii) The International Transport Policy Committee negotiates bilateral air agreements with other countries.

iii) The Railway Transport Committee of the CTC regulates the location, construction, maintenance and operation of railways that are subject to federal jurisdiction.

iv) The Water Transport Committee of the CTC licenses ships to transport goods or passengers for hire or reward between places in Canada on the Great Lakes, and on the Mackenzie and Yukon Rivers. It also administers federal subsidies for the maintenance of certain coastal and inland water shipping services.

8. CAPE BRETON DEVELOPMENT CORPORATION

The Corporation is developing a program that, if approved, would give assistance to tourism development in Cape Breton.

9. DEPARTMENT OF AGRICULTURE

i) The Department is responsible for the health of animals that visitors may bring into Canada, and the legislation governing the important of plants.

ii) Its experimental farms are important tourist attractions.

iii) It makes financial grants to the Calgary Stampede, the Toronto Royal Winter Fair and other agricultural fairs and exhibitions that attract tourists.

iv) Its Plant Research Institute compiles information on the distribution and nature of pollen, for use in travel promotion literature.

v) Its Race Track Betting Supervision agency controls betting at Canadian pari-mutuel race tracks, some of which are major tourist attractions.

vi) It contributes to the quality of the natural environment by licensing for registration pesticides and fertilizers.

10. DEPARTMENT OF COMMUNICATIONS

The Department issues border crossing permits to visiting American amateur radio operators, allowing them to operate their apparatus while in Canada.

11. DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

The Department assists tourists indirectly by protecting them against price discrimination, predatory pricing, misleading advertising and other unfair practices.

12. DEPARTMENT OF ENERGY, MINES AND RESOURCES

i) The Department publishes maps for tourists of national parks, the National Capital Region and other areas of Canada; aeronautical charts for private fliers; navigational charts for pleasure boaters.

ii) The Geological Survey of Canada helps to identify and describe natural features that may be of interest to tourists.

iii) The Department's observatories at Ottawa and Victoria are tourist attractions.

iv) Through its Water Sector programs, the Department is involved with research into, and evaluation of, the recreational uses of water and other renewable resources and the protection of those resources against pollution.

13. DEPARTMENT OF EXTERNAL AFFAIRS

i) The Department distributes films about Canada for screening in other countries at trade fairs and special promotions and to businessmen, potential immigrants, travel groups, and so on.

ii) It stages exhibitions and displays in other countries, sometimes in conjunction with Canadian travel promotion agencies.

iii) Through its Visits program, it invites to Canada selected foreign journalists, broadcasters and other opinion formers.

iv) Through its cultural relations programs, it brings to Canada professors, students and cultural personalities, many of whom travel about Canada during their stay.

v) It produces, purchases, and distributes at foreign posts: publications, photographs and maps of Canada that contribute, in varying degree, to the encouragement of travel to Canada.

vi) It makes an annual grant towards the maintenance of the Roosevelt Campobello International Park, New Brunswick, which is a notable tourist attraction.

14. DEPARTMENT OF FINANCE

i) The Department administers the Small Businesses Loans Act through which loans are guaranteed for the provision of, amongst other things, food and lodging, amusement and recreation services, and certain other tourism services.

ii) It is involved with maintaining the value of the Canadian dollar and with regulations regarding the limits of foreign purchases brought into the country by returning Canadians. It also participates in decisions affecting transportation, regional development, pollution controls and other tourism-related matters.

15. DEPARTMENT OF THE ENVIRONMENT

i) Next to swimming, sport fishing is Canada's leading form of water-based recreation and one of the most important of Canada's international travel attractions. The Department has unique responsibilities arising from the fisheries as such, both coastal and inland. In addition, the Department has direct management responsibilities for all ocean sport fisheries, territorial fisheries and certain provincial freshwater fisheries, and carries out an extensive program of fisheries research. It represents Canada's interest on a number of international commissions concerned with such valuable species as Atlantic and Pacific salmon, and lake trout in the Great Lakes.

ii) The Department is preparing to assume responsibility for small craft harbours and the licensing of pleasure craft throughout Canada.

iii) The Fisheries Service in Vancouver operates a telephone service and publishes literature for anglers; regulations are enforced and various forms of assistance to sport fishermen are provided by Fisheries officers on both coasts.

iv) The Department indirectly assists many well-known maritime festivals and has made a grant to the Vancouver Aquarium. The 11 FIsheries Research Board establishments across Canada and numerous fisheries projects, like the Big Qualicum in British Columbia, are popular tourist attractions.

v) The Canadian Forestry Service conducts research into all aspects of forestry. Most of this research is designed to determine reliable ways and means of checking and replacing forest cover on logged and burned-over lands. Research is directed toward improved ways of protecting the forest from fire, insects and diseases, as well as reducing waste erosion and unsightly conditions resulting from logging operations. The program also includes research into the multiple-use management of the forest resource. The Forestry Service has prepared forest cover maps to assist in the development of certain federally administered parks, advises on forest management of federally administered lands including the territories, carries out feasibility studies of forest recreation areas, and provides a continuous flow of information on the status of injurious forest insects and diseases in national, provincial and municipal parks.

vi) The Fisheries Service, the Fisheries Research Board and the Forestry Service are all directly involved with environmental protection and pollution prevention, monitoring and control in regard to Canada's fisheries waters and related wilderness areas.

16. DEPARTMENT OF INDIAN AFFAIRS AND NORTHERN DEVELOPMENT

i) The national parks and national historic parks and sites established and maintained by the Department rank among Canada's leading tourist attractions. The hundreds of historical monuments and plaques erected by the Department also have tourist appeal.

ii) The four activities of the Canadian Wildlife Service — Limnology, Migratory Birds, Mammalogy, Interpretation — make a considerable direct contribution to tourism in Canada.

iii) The Department directly fosters the development of visitor facilities and services through its employment programs for Indians and Eskimos, and through its programs for building airports and landing strips in the Yukon and Northwest Territories.

iv) The Department directly fosters the development of Indian and Eskimo arts and crafts, which have considerable appeal for tourists. It also supports exhibitions, cultural and commercial, of these arts and crafts products.

v) The Department is engaged in a variety of research related to wildlife management, resource development in the north, and projected visitor demand for federal, provincial and municipal parks (e.g. the Canadian Outdoor Recreation Demand Study).

vi) The Department gives general financial support to the territorial governments, and some of this money is naturally applied by these governments to the development of their travel industries.

vii) The Department makes an annual grant towards the operation of the International Peace Gardens, a notable tourist attraction on the Manitoba-North Dakota border.

17. DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE

i) The National Design Council advises on the improvement of Canadian Industrial design. Its recommendations may concern hotels, motels, transportation and recreational facilities, souvenir and giftware items, and other tourism-oriented products.

ii) The Tourist, Hospital and Education Division, by encouraging Canadian manufacturers to develop overseas markets for their goods and services, has enabled them to become more competitive and progressive in the domestic market as well. This has produced significant benefits for Canada's travel industry.

iii) Many of the trade fairs sponsored by the Fairs and Missions Branch feature tourism-related products such as sporting goods and attract large numbers of travel-minded visitors.

iv) To the extent that business relationships create business travel, the Department's promotional activities aimed at developing closer commercial ties with countries abroad have a positive effect on tourism in Canada.

18. DEPARTMENT OF LABOUR

The Department is responsible for legislation governing the conduct of industrial relations and minimum employment standards in industries under federal jurisdiction (e.g. inter-provincial transportation undertakings, hotels operated by Canadian National).

19. DEPARTMENT OF MANPOWER AND IMMIGRATION

i) The Department engages in considerable promotional activity in other countries to attract immigrants to Canada. In so doing it seeks to project Canada as an attractive country, thus directly assisting the cause of tourism in Canada.

ii) Non-immigrants many now apply for permanent residence while visiting Canada, a policy that directly encourages travel to Canada.

iii) The Department facilitates and controls the entry of about 25,000 foreign students at present in Canadian educational institutions, plus some 3,000 more who come to Canada each summer for a working holiday. All these students are potential travellers.

iv) The treatment visitors and immigrants receive at the hands of Immigration officers and the speed with which they and their baggage are processed is of vital importance to tourism in Canada. Through the medium of the Interdepartmental Inspection Services Committee (IDISC), the Department is seeking to streamline these facilitation procedures.

v) The Manpower Division is concerned with the placement of workers, and their training for placement, in suitable jobs and industries across Canada. The travel industry has access to these placement and training facilities.

20. DEPARTMENT OF NATIONAL DEFENCE

i) The Department contributes to the staging of popular tourist events, spectacles and shows in Canada through the participation of bands, military display teams and other units of the Canadian Armed Forces.

ii) Through the temporary conversion of armouries into sleeping quarters, the Department has provided much-needed accommodation for young travellers.

21. DEPARTMENT OF NATIONAL HEALTH AND WELFARE

i) The Quarantine Service is responsible for the quarantine inspection of all vessels, aircraft and other conveyances and their crews and passengers arriving in Canada from other countries. It is represented onIDISC.

ii) The Service is also responsible for additional health inspection of persons who apply for immigration status while visiting Canada.

iii) The Service provides information on immigration and international health requirements for travellers, and supplies International Certificates of Vaccination on request.

iv) Through financial grants, the Fitness and Amateur Sport Directorate helps develop sports facilities and is involved in the financing and staging of important sports events that attract tourists (e.g. the World Rowing Championships, the First Arctic Games).

v) The Environmental Health Directorate participates in air and water pollution studies carried out under the auspices of the International Joint Commission.

22. DEPARTMENT OF NATIONAL REVENUE, CUSTOMS AND EXCISE

i) Customs and Excise, along with Immigration, is responsible for one of Canada's most important forms of "visitor reception service". Through the medium of IDISC, it is trying to speed up its examination procedures and in recent years has introduced several new processing techniques.

ii) Tourism-related research has included a nation-wide survey of duty-free shops.

23. POST OFFICE DEPARTMENT

i) The Post Office operates special "summer" branches in areas of Canada that attract large numbers of summer tourists (e.g. Niagara Falls, Banff, Man and His World).

ii) Certain stamps depict Canadian attractions and beauty spots and are therefore a form of advertising, for tourism in Canada.

iii) The Post Office organizes stamp displays in public places and participates in philatelic exhibitions, which have a certain tourist appeal.

iv) It provides at a nominal charge a cancelling die service for the imprint of such promotional messages as "Visit the Flin Flon Trout Festival".

24. DEPARTMENT OF PUBLIC WORKS

i) In constructing and maintaining public works such as roads, bridges, and ferry terminals, the Department makes an important contribution to Canada's transportation facilities. Certain of its works, such as the National Arts Centre, have become popular tourist attractions.

ii) Through its Marina Policy, the Department assists developers of public marinas.

iii) Through its Tourist Wharf program, it provides small wharf structures and/or launching ramps in areas with tourist potential.

25. DEPARTMENT OF REGIONAL ECONOMIC EXPANSION

i) Under its Agricultural and Rural Development (ARDA) program, the Department apportions certain funds for tourist industry development. The Canada Land Inventory, which will have important implications for recreational resource development, is being undertaken as part of this program.

ii) The Department's Fund for Rural Economic Development (FRED) program covers comprehensive development in designated areas through cost-sharing arrangements. Direct assistance to tourism is given through research and the development of resources, infrastructure and facilities. Provinces affected are Prince Edward Island, New Brunswick, Quebec and Manitoba.

iii) A major new program provides for federal grants and loans to the provinces for the development of designated "Special Areas". Tourism is benefitting to some extent from this program (e.g. through the restoration of historic buildings in Quebec, highway construction in Newfoundland, New Brunswick and Nova Scotia).

iv) A certain amount of support is also given to tourism through the Atlantic Development Board, Prairie Farm Rehabilitation Administration (PFRA), Maritime Marshland and Rehabilitation, and Regional Development Incentives programs.

26. DEPARTMENT OF THE SECRETARY OF STATE

i) Through its Young Voyageurs program, the Department's Travel and Exchange Division and the provinces jointly sponsor interprovincial visits by senior high school students.

ii) Through its Voluntary Agencies program, the Travel and Exchange Division gives financial assistance to organizations whose goals are most consistent with those of the Division.

iii) Through its International program, the Division finances travel exchanges between Canadian and foreign students and gives financial assistance to voluntary agencies with international objectives.

iv) The Department supports provincial and local programs to provide accommodation and services for transient youth.

27. STATISTICS CANADA

i) The International Travel Statistics Section estimates receipts and payments on travel account for the Canadian balance of international payments, and provides relevant statistics on international travel.

ii) The Merchandising and Services Division furnishes data on accommodations and restaurants.

iii) The Transportation and Public Utilities Division provides useful statistics on transportation.

iv) The Sampling and Survey Research Staff is playing a major role in the development of the Canadian Travel Survey and gives technical advice to the Office of Tourism and other Statistics Canada Divisions involved in the production of tourism statistics.

v) The Provincial Liaison and Consulting Services Staff has extensive contacts with all segments of Canada's travel industry. Statistics Canada also maintains relations with foreign and international tourism agencies on a user basis.

28. INDUSTRIAL DEVELOPMENT BANK

The IDB, which may make loans to industrial enterprises when financing is not available through recognized lending institutions, has authorized 1,468 loans totalling $57,941.00 to tourism-oriented enterprises in 1967-8, 1968-9 and 1969-70. These loans were made under the business classifications of Recreation Services; Restaurants and Other Eating Places; Hotels, Motels and other Lodgings.

29. INTERNATIONAL BOUNDARY COMMISSION

The Commission erects monuments at major road crossings and bronze plaques marking the boundary on major international bridges — all items of intrinsic interest to visitors.

30. INTERNATIONAL JOINT COMMISSION

i) The Commission's Orders have resulted in the regulation of levels and outflows of the St. Croix River, St. Lawrence River (international section), Lakes Ontario and Superior, Rainy Lake, Kootenay Lake and Osoyoos Lake.

ii) The Commission is currently conducting studies into further regulation of the levels of all the Great Lakes and their connecting channels; into pollution of Lakes Erie and Ontario and the international section of the St. Lawrence River; and into measures to preserve and enhance the American Falls at Niagara.

iii) Through international boards comprising federal, provincial and state officials, it maintains continuing supervision over pollution of the St. Croix, Niagara, Detroit, St. Clair, St. Mary's, Rainy and Red Rivers, and Lake St. Clair.

31. MINISTRY OF TRANSPORT

i) The Canadian Air Transport Administration has responsibility for the construction of new airports, the handling of passengers at terminals, the development of new facilities and the extension of existing ones. Among the Administration's special concerns are the treatment of foreign nationals, the development of inspection services, the erection of multi-lingual signs and the establishment of duty free shops at airports. The Administration provides information for private fliers, including NOTAMs (Notices to Airmen), circulars, booklets on air regulations, and travel-oriented literature.

ii) The Canadian Meteorological Service prepares information on weather conditions, climates and temperatures for use by visiting pilots, boaters and other travellers and in tourist literature.

iii) The Canadian Marine Transportation Administration contributes to tourism through the provision and operation of aids to navigation, harbours, waterways and canal systems.

iv) The Canadian Surface Transportation Administration has responsibility for planning and for preparation of development programs at the federal level relating to bridges, highways, railways and ferry services. The Administration is also responsible for development of highway and vehicular safety programs and design standards for highway vehicles.

32. NATIONAL ARTS CENTRE CORPORATION

The National Arts Centre is a major visitor attraction in the national capital.

33. NATIONAL CAPITAL COMMISSION

i) The Commission plays a major role in making the National Capital Region an attractive place to visit.

ii) It operates a reception and information service for visitors, particularly students and educators.

34. NATIONAL FILM BOARD

i) The Board participates in the Canadian Travel Film Library program, in effect a joint venture of the Board, the federal Office of Tourism, the provincial and territorial governments, the Canadian carriers and the Canadian film industry. Through its offices and outlets in Canada and other countries, the Board distributes the Library's films for non-commercial showing to schools, clubs, associations and other interested groups. It also actively promotes the use of such films by United States television stations. Because budgetary restrictions have compelled to Board to re-assess its expenditures, the federal Office of Tourism has assumed all operational costs, at a somewhat reduced level, of the Library distribution service.

ii) The Board produces "televisits" (short travel fillers for television) and travel films on behalf of the federal Office of Tourism and other Canadian travel promotion agencies. Many of its independent productions (e.g. Helicopter Canada) help to project Canada as an attractive place to visit.

35. NATIONAL HARBOURS BOARD

i) The Board administers port facilities at the harbours of St.John's, Halifax, Saint John, Belledune, Chicoutimi, Quebec City, Three Rivers, Montreal, Churchill and Vancouver. Canadian Pacific and the federal Department of Manpower and Immigration use certain of these facilities through leasing and other arrangements.

ii) Through the leasing of land and waterlots, the Board helps private and public enterprise establish marinas, yacht clubs and other recreational facilities.

36. NATIONAL MUSEUMS OF CANADA

The National Gallery, the Museum of Man, the Museum of Natural Sciences, the War Museum, the Museum of Science and Technology, and the Aeronautical Collection together attract nearly a million visitors a year.

37. ROYAL CANADIAN MINT

The Mint is another of Ottawa's popular visitor attractions.

38. ROYAL CANADIAN MOUNTED POLICE

i) The "Mounties" probably remain Canada's leading visitor attraction.

ii) The RCMP Musical Ride and the RCMP Band attract thousands of visitors in their own right at special events in Canada and other countries.

iii) The RCMP Museum in Regina is a leading visitor attraction in that city.

iv) As Canada's federal police force and the provincial police force in every province and territory except Ontario and Quebec, the RCMP enforces law and security on behalf of the tourist.

39. ST. LAWRENCE SEAWAY AUTHORITY

i) The Authority has established a number of landing-stages and wharves for pleasure-boaters, and a number of lookout points for sightseers. The latter include observation platforms and galleries, snack bars, picnic grounds, public parks and parking areas.

ii) The Authority has published an informative guide book and folder for pleasure-boaters and tourists.

TABLE 1-C

DEGREE OF FEDERAL GOVERNMENT INVOLVEMENT IN TOURISM

Department or Agency	Information, Promotion	Travel Industry* Development	Research	Regulation	International Relations
Office of Tourism	Direct	Direct	Direct	Indirect	Direct
Canada Council	-	Direct	-	-	-
Canadian Broadcasting Corporation	Direct	-	-	-	-
Canadian Film Development Corporation	Incidental	-	-	-	-
Information Canada / Expositions	Direct	-	-	-	-
Canadian International Development Agency	Incidental	-	-	-	Incidental
Canadian Radio-Television Commission	Incidental	-	-	Incidental	-
Canadian Transport Commission	-	Direct	-	Direct	Direct
Cape Breton Development Corporation	-	-	-	-	-
Dept. of Agriculture	Direct	Direct	-	Indirect	-
Dept. of Communications	-	-	-	Indirect	-
Dept. of Consumer and Corporate Affairs	-	-	-	Indirect	-
Dept. of Energy, Mines and Resources	Direct	Direct	Indirect	-	-
Dept. of External Affairs	Direct	Direct	-	-	Direct
Dept. of Finance	-	Direct	-	Indirect	-
Dept. of the Environment	Direct	Direct	Direct	Direct	Indirect
Dept. of Indian Affairs and Northern Development	Direct	Direct	Direct	-	-
Dept. of Industry, Trade and Commerce	Direct	Indirect	-	-	Indirect
Dept. of Labour	-	Indirect	-	-	-

(continued)

TABLE 1-C (continued)

Department or Agency	Information, Promotion	Travel Industry* Development	Research	Regulation	International Relations
Dept. of Manpower and Immigration	Direct	Direct	-	Direct	-
Dept. of National Defence	-	Direct	-	-	-
Dept. of National Health and Welfare	Direct	Direct	Indirect	Direct	Direct
Dept. of National Revenue, Customs and Excise	-	Direct	Indirect	Direct	-
Post Office Department	Direct	Direct	-	-	-
Dept. of Public Works	-	Direct	-	-	-
Dept. of Regional Economic Expansion	-	Direct	Direct	-	-
Dept. of the Secretary of State	Direct	Direct	-	-	-
Statistics Canada	-	-	Direct	-	-
Industrial Development Bank	-	Direct	-	-	-
International Boundary Commission	-	Indirect	-	-	-
International Joint Commission	-	Indirect	Indirect	Indirect	-
Ministry of Transport	Direct	Direct	Direct	Indirect	-
National Arts Centre Corporation	-	Direct	-	-	-
National Capital Commission	Direct	Direct	-	-	-
National Film Board	Direct	-	-	-	-
National Harbours Board	-	Direct	-	-	-
National Museums of Canada	-	Direct	-	-	-
Royal Canadian Mint	-	Direct	-	-	-

(continued)

TABLE ______ (continued)

Department or Agency	Information, Promotion	Travel Industry* Development	Research	Regulation	International Relations
Royal Canadian Mounted Police	-	Direct	-	Incidental	-
St. Lawrence Seaway Authority	-	Direct	-	-	-

* Includes the financing, construction, maintenance and/or operation of traveller facilities, attractions and services.


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