

THE FOUNDATIONS OF TOURIST AND RECREATION TRAVEL IN THE MARITIME PROVINCES

VOL. 2

Some Significant Supply Patterns



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THE FOUNDATIONS OF TOURIST AND RECREATION TRAVEL
IN THE
MARITIME PROVINCES

VOL. 2

Some Significant Supply Patterns

Prepared for
Department of Regional Economic Expansion
Ottawa, Canada

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FOREWORD

The study is reported in three volumes as follows:

Volume 1. - Summary of Significant Demand and Supply Relationships Related to Tourist Development in the Maritime Provinces

Volume 2. - Some Significant Supply Patterns Relating to Recreation and Tourism in the Maritime Provinces

Volume 3. - Tourist and Recreation Demand Analysis for the Maritime Provinces

The timing of the completion of the study was such that data from the Canadian Travel Survey of 1971 was not available for inclusion.

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I. INTRODUCTION

Time constraints placed upon the study precluded a comprehensive evaluation of the supply foundations for tourist and recreational development in the Maritime Provinces. Only a selection of significant topics are dealt with in summary fashion on the basis of the general background knowledge and several readily available statistical compendiums.

II. SOME GENERAL ENVIRONMENT AND LANDSCAPE RELATIONSHIPS

1. Introduction

Some of the more important aspects of the natural and cultural landscape of the Maritime Provinces are assessed in a manner that should have practical application in policy and program formulation for tourist and recreational development by government and private enterprise. The treatment of the subject is essentially impressionistic, but supporting factual evidence frequently is interjected at key points.

The basic objective of the discussion is the provision of a general overview perspective or framework reference for the organization and evaluation of scattered sources of supply information assembled over the past few years.

The assessment of the natural and cultural landscape features of the Maritime Provinces in terms of supply inputs to tourism and recreation is an extremely complicated matter. General patterns are fairly readily identified, but their significance in the total supply and demand equation remains somewhat vague.

Much depends upon the temporal and spacial dimensions incorporated in the evaluation of process. The adoption of a geographic framework of reference that is confined to the Maritime Provinces suggests very strong, overall supply foundations. Within a broader spacial perspective that

encompasses alternative resource opportunities available to residents of the major market areas for the Maritime Provinces significant limitations emerge. Currently observed limitations tend to decrease in importance or perhaps become positive assets when assessed within a long-range time perspective reaching to the turn of the century. In contrast, the continuation of some current pressures upon supply factors clearly suggest the possibility of a deterioration of resource values and attributes of comparative advantage.

A brief example will suffice to clarify the foregoing general statements. A lake-front or ocean shoreline may appear to have good potentialities for development in the sense that all the physical attributes required to support a particular use, such as summer homes or a resort complex, may be present. The resources may be equal or somewhat superior to those now developed for similar purposes in other parts of North America. Their present development potential, however, can only be fully appreciated when examined in terms of comparative resource advantage within the market area in which they must compete. There may be resources of equal or superior calibre closer to the market. Resources that now are not ripe for development in a market sense are frequently felt to have enormous future potentials. There is a danger, however, that the supply foundations of competing areas will be changed radically in the future, and their competitive position substantially enhanced. Overcrowding and unsatisfactory land-use patterns may reduce the quality and comparative advantage of resource values in the Maritime Provinces.

2. The Activity or User Framework for Evaluation

The general assessment of resource potentials that follows rests upon a set of basic premises with respect to tourist and recreational activity pursuits. It is this broad framework of reference that sets the direction and limits for the evaluation of the natural and cultural attributes of the region.

In the following schemata, general tourist and recreational

activities and pursuits are classified, and functions of resources relative to them summarized. The accompanying commentary is restricted to essentials.

SCHEMATA

General Classification of Tourist and Recreation Activities or Pursuits and Landscape Functions

<u>CATEGORY</u>	<u>TYPE</u>	<u>LANDSCAPE FUNCTION</u>
1. Landscape Tour	Highway Waterway Airway Railway	1. Sensual Impact during Movement 2. Stopping Area 3. Holding Area
2. Residential Holiday	Leisure Homes Resort Holiday Camping	General Destination Area
3. Specific Activity Pursuit	Hunt Fish Sail Ski	Specific Destination Area

Three major pursuit or activity categories are recognized, namely, Landscape Tour, Residential Holiday and Specific Activity Pursuit. Any of the three may involve the other two in part, but in a general way any tourist and recreation experience can be classified under one of these three categories. People may fish or hunt on a general landscape tour, but essentially the trip can be described as a general landscape tour. Those engaged in the residential holiday at a summer cottage or a resort may engage in specific activities, such as golfing or fishing, or undertake short landscape tours. In general, however, their holiday can be grouped under the residential category.

Four major landscape tour types, namely, highway, waterway, railway and airway are recognized. At the present time the highway tour by automobile is the critical factor in the Maritime Provinces. Resources are suitable for boat and canoe tours on inland waters, and also for marine pleasure boats visiting various ports along the coast, but current activity is modest. The latter activity deserves serious examination from a tourist development standpoint. Air and railway tours are not of major significance. These forms of transport, particularly the latter, bring tourists to the region but their travels within it are essentially by automobile.

In the case of the landscape tour, resources must be evaluated in terms of their ability to provide a satisfactory, sensual and intellectual impact during movement. Visual impact from the standpoint of the automobile tourist is of major importance. Resources must also be considered in terms of their ability to function as stopping and holding areas for one or more nights. Entertainment opportunities are of consequence in relation to the latter.

There is no doubt that the Maritime Provinces possess extensive resources for the development of leisure-time homes and camping activities. It is questionable if they have the necessary comparative strength to support sophisticated destination area resort complex development, with a few possible exceptions.

At the present time hunting and fishing are probably the most significant specific activity pursuits. Sailing is of some importance, and there is a possibility that this may be expanded in the years ahead. Potential for skiing is one of the more interesting aspects now under discussion.

3. The Three Major Environments and their Associated Landscape Types

Three distinct major environments of significance to tourist and

recreation planning and development can be readily distinguished. These are termed The Inland Environment, The Coastal Environment, and, finally The Marine Environment. Each of these major environments has a set of landscape types as noted in the following discussion.

(a) The Inland Environment

The Inland Environment which encompasses large portions of New Brunswick and Nova Scotia is essentially non-maritime in character. Since no portion of Prince Edward Island is markedly detached from marine influences the entire island is grouped under the Coastal Environment as noted subsequently.

Structurally the Inland Environment is an integral component of the Appalachian mountain system. The regional and local relief is much more subdued than that encountered in New Hampshire, Vermont and northern Massachusetts, hence the vertical component of the scenery is weak by comparison, and natural ski slopes are decidedly inferior in terms of quantity and quality. Only Mount Carleton in northern New Brunswick possesses vertical relief on a scale that characterizes many of the major ski areas of New England, and even this area falls into its lower slope categories or groupings.

In comparison with the Maritime Provinces as a whole and in relation to the general conditions throughout the northeastern portion of North America in which primary external markets are located, the historic resources of the Inland Environment are generally weak. Those that are present appear to possess no major comparative advantages from a tourist attractivity standpoint.

It is not to be assumed that inland areas are entirely devoid of historic resources. There are opportunities that when properly developed they can be of value in the total range of landscape attributes for tourism. Several historic house developments in Nova Scotia and Fort Beauséjour in New Brunswick provide satisfactory examples. Nevertheless, it is

clear that while these developments deepen and enrich a tourist and recreational experience, they are not of sufficient proportions to draw many tourists in their own right, or to occupy a major position in the overall pattern of supply.

There are three distinct landscape types encountered in the Inland Environment, namely, forest, agricultural and urban.

(i) The Forest Landscape Type

The forest lands of the Maritime Provinces, together with their associated lakes and streams, are attractive in their own right, but they possess no marked comparative advantage over similar areas located much closer to dense concentrations of population in the Great Lakes region and the northeastern seaboard of the United States. The boreal and Great Lakes-St. Lawrence forest lands to the north of the Great Lakes and throughout most of New England are superior in terms of the scale and quality of their forest, lake and stream resource combinations. Moreover, the fascinating rock formations of the associated Canadian Shield and the higher elevations of the Appalachians further enhance their quality.

Actually the tourist and recreation value of these Acadian Forests is somewhat difficult to assess. They are of major importance to the local resident population for hunting, fishing, cottaging and camping. Without these resources the outdoor recreational opportunities of the resident population would be sharply diminished and probably rendered inferior to those available to people living in many parts of Canada. This landscape type also offers similar opportunities for those living in Maine and Quebec, close to the western and northern borders of New Brunswick. It is felt, however, that the landscape type has minimal attractivity for those living at a distance from the

Maritime Provinces for they can reach areas with comparable or greater tourist and recreational values at much closer travelling distances.

There is a distinct possibility that these forest landscape resources will increase in value in the future due to the overcrowding of areas with similar landscape opportunities closer to the large centres of population. Indeed, current interest in these areas from a tourist and recreation development standpoint stems in a large part from such expectations. It is important to note, however, that there is still development space and potential available in the competitive areas. Moreover, the possibility of the redevelopment of the old established centres close to the major external market areas of the Maritime Provinces so as to permit greater intensity of utilization must be entertained.

The current discussion of potentials for ski development at Mount Carleton in the northern part of New Brunswick provides a specific example of the foregoing generalizations. There are obviously potentials in this area of importance to New Brunswick residents and possibly to those of the Maritime Provinces and the eastern part of Maine. It is obvious that many of the ski developments presently in New Hampshire and Vermont rest upon much stronger physical foundations, but there are clear indications that many are becoming overcrowded. It is equally obvious that all the slope potentials of New England have not yet been fully exploited.

In effect, there is a ski potential present at Mount Carleton that when properly developed should be reasonably attractive to the local-resident population, and to a considerable number of those living in the Maritime Provinces. There is a possibility that this potential is now reaching a marketable position in relation to a portion of the New England skiers due to overcrowding in competitive areas that actually possess far greater

comparative advantage in both a physical and locational sense. This emerging competitive strength, however, is far from proven and could be readily eroded by the opening of new areas or the redevelopment of established centres closer to the New England market. So many of the resource development problems of the Maritime Provinces are of this imponderable nature.

It is felt that the forest landscape in general does not possess resource potentials capable of supporting sophisticated tourist and recreational complexes that could function as holiday destinations. It is doubtful if complexes approaching those encountered in or around national parks in the Maritime Provinces are possible. Local markets are not sufficiently strong, and the resource potentials not sufficiently attractive to draw visitors from a distance.

(ii) The Agricultural Landscape Type

There is nothing particularly attractive or unique about the agricultural landscape of the Inland Environment in a comparative advantage sense. Some of the more pleasing scenery occurs at points where this landscape can be viewed in combination with the forest and water, and particularly where there is a reasonable vertical component associated with the topography. This interacting margin of the cultural and natural landscape, while attractive, is certainly not equal to the scenic qualities of similar areas in Maine, Vermont and Massachusetts due to the fact that the vertical relief is not so striking.

Considering both quality and scale, probably the best of the scenery of this landscape type is encountered in the Saint John River valley of New Brunswick. There are other isolated locations possessing marked attractivity, but their areal extent is limited by comparison.

(iii) The Urban Landscape Type

The towns and cities of the Inland Environment possess no significant tourist values, particularly in an overall-comparative advantage sense. Indeed, some communities with a dominant or overriding industrial complexion and associated air and water pollution impact actually detract from regional tourist values.

Urban sprawl which has spread extensively along many major tourist highway arteries, in the last few years, is exerting a serious debilitating effect upon landscape quality. In terms of aesthetics a large portion of the construction must be classed as low grade. Moreover, ribbon development is creating an ever-increasing buffer or shield that detaches the highway traveller from the pleasing scenic impact of high quality agricultural and forest fringe areas. Insofar as landscape qualities for tourism are concerned there is a dire need for the exercise of strong subdivision controls on the margins of all communities in the Maritime Provinces, and this should be considered to be one of the most important conclusions associated with this portion of the study.

Fredericton is probably the most attractive of all the major urban centres of the Inland Environment from a tourist standpoint. Indeed, the urban landscape of this community can be considered to represent a positive tourist asset.

(b) The Coastal Environment

Considering this environment as a whole or in terms of its individual landscape types, it is clear that the strongest set of tourist and recreation assets in the Maritime Provinces are found therein. Here is found the essential core of the regional tourist attractivity for the residents of major market areas outside the Maritime Provinces, and the requirements for the satisfaction of a substantial proportion of the leisure time needs of the resident population. Without this set of resource

attributes, tourism in the Maritime Provinces would be of little importance. In effect, these resources represent the linch-pin of the supply foundations for tourist and recreation development in the region.^{1/}

The bulk of the significant and colorful historic associations and their developed and undeveloped site potentials are found in the Coastal Environment. Moreover, some of the best of the historic resources of Canada from a tourist development standpoint are found in this part of the Maritime Provinces, and some are of major importance within a continental perspective. When completed, the Fortress of Louisbourg will probably represent the most elaborate historic fortification in North America. In terms of interest and eye-appeal, it should rank with any major development on the eastern seaboard of the United States, including Williamsburg.

There are three distinct landscape types encountered in this environment. These include The Natural Coast and Beach Landscape, The Coastal Agricultural Landscape, and finally, The Urban Seaboard Landscape. The tourist and recreational strength of each of these landscape types varies considerably.

(i) The Natural Coast and Beach Landscape Type

In terms of the scenic attractivity stemming from shoreline configuration, offshore island assemblage, vertical relief and vegetative cover, the natural coastline of the Maritime Provinces can be classed as generally attractive and the equal of that along the eastern seaboard of the United States within the major market

^{1/} The environment includes the immediate oceanfront together with a strip of land lying immediately to the rear, the terrain characteristics of which are intimately bound with the maritime environment. The entire land mass of the Province of Prince Edward Island is included within the Coastal Environment. At no point on the Island is a visitor removed from the impact of the coastline set of resource potentials.

area of the Maritime Provinces from New York northward.^{1/} The coastline of Cape Breton Island by virtue of substantial local relief and the interesting erosional features has no equal within the aforementioned market area. In terms of the unique and spectacular it undoubtedly possesses substantive, comparative advantage. A short section of the shoreline in the general vicinity of Parrsboro in Nova Scotia, is also of extremely high quality.

There is a good supply of natural beach formations present, but cold water conditions and modest scale of many sand formations are often limiting factors. The beaches of Prince Edward Island, together with those on the south shore of Northumberland Strait in New Brunswick and Nova Scotia, clearly represent the prime resources of the region. Values found here are undoubtedly of major significance in terms of national park and coastline development, and they represent key elements in the total supply of tourist and local recreation opportunities in the Maritime Provinces. It is important to note, however, that there is nothing in the Maritime Provinces to rival the massive and spectacular beach and dune formations of Cape Cod or Cape Hatteras in the United States.

In summary, the natural coastline conditions can be termed good, and on Cape Breton Island a significant degree of comparative advantages is present in relation to similar resources on the entire eastern seaboard of North America. The scale of most beaches coupled with cold water conditions suggest that their major value is associated with the satisfaction of local recreational needs and cottage requirements. Only the beaches of Prince Edward Island and the south shore of the Northumberland Strait are capable of attracting and

^{1/} The term natural coastline in this instance refers to the forested natural hard rock and soil formations as distinct from the littoral beach.

satisfying the expectations of tourists coming from a distance. Moreover, these prime resources are decidedly inferior to those closer to the dense population of the New England and Middle Atlantic states.

Private summer home and cottage development is now exerting substantial pressure upon the beach resources of the Maritime Provinces, and the effects are being felt on numerous sections of the main shoreline. While the major portion of the demand for beach and shoreline sites is generated by residents of the Maritime Provinces, people living outside this region are now entering the market in growing numbers. If the trend of the past few years continues, the Maritime Provinces will be confronted with a major crisis in public shoreline access if government land acquisition programs are not pursued with greater vigour. Local residents will be denied access to conveniently located shoreline areas, and the attractiveness of the Maritime Provinces for non-resident tourist will be greatly diminished. Serious detrimental social and economic consequences are certain to follow.

Numerous studies in the past have stressed the need for the acquisition of public shoreline and beach areas. From a tourist and recreational standpoint this is clearly one of the most urgent requirements of government land management and development policies. Immediate large-scale action involving substantive public investment is necessary.

(ii) The Coastal Agricultural Landscape Type

Some of the more attractive portions of the coastal environment are associated with this landscape type, and particularly where it occurs in juxtaposition with forestland and deep embayments. The agricultural landscape of Prince

Edward Island is among the most attractive of all rural environments in North America, and its tourist appeal is well recognized. The Annapolis Valley is also highly attractive, and ranks high in comparison with similar settings on the eastern seaboard of North America.

The problem of urban development along highways, previously noted, is present in many agricultural landscapes. It is felt that the Annapolis Valley is suffering very heavily in this respect. The problem is much less severe in Prince Edward Island, but certainly not entirely absent.

(iii) The Urban Seaboard Landscape Type

A large proportion of the smaller settlements in coastal areas possess considerable tourist attractivity. The assemblage of water, shoreline wharfage and fishing installations, together with architectural patterns, are generally pleasing and in many locations highly scenic. Many of the larger cities, such as Saint John and Halifax, generate a special kind of impact which has a considerable degree of tourist appeal. Frequently these assets are markedly strengthened by the presence of major historic resources and interesting government administration buildings.

It is important to note that cities in general have a major attractivity or drawing power for tourists. Many may not spend a large amount of their total trip-time in urban centres, but a very large portion make a positive attempt to include them in the itinerary of a general landscape tour.

In comparison with cities and towns along the eastern seaboard of the United States northward from Boston, the urban environment is strong in a tourist-attractivity sense. It is important to note, however, that no city in this region is of

sufficient strength to attract tourists as a destination area unless a visit to friends and relatives is involved. In effect, there are no urban complexes with tourist attractiveness powers equal to New York or Boston.

No communities in the coastal environment of the Maritime Provinces have developed a tourist and recreational flavour similar to Plymouth, or Provincetown at the tip of Cape Cod, in the State of Massachusetts. Moreover, the urban tourist complexes on the fringe of national parks are not particularly strongly developed. It is true that the influence of tourism is evident, but the scale, quality and complexity of development are decidedly modest.

There is considerable interest at the present time in the development of resort complexes at key points on the coast. It is hoped that substantial government investment and a range of infra-structure facilities at these points will stimulate private investment in accommodation facilities and attractions. While the concept appears practical at one or two points in the Maritime Provinces, it is clear from the present pattern of tourist and recreation shoreline development that extreme caution must be exercised in implementation of the concept for the supply and demand relationships are complicated. Indeed, the implementation of the concept at any point must be categorized as a reasonably risky adventure.

(c) The Marine Environment

In an overall sense the tourist and recreation potentials of the ocean environment of the Maritime Provinces remain virtually undeveloped. Boat-tour operations are limited in number and scale, and visitation by pleasure craft from the American section of the Atlantic seaboard is modest. There are no organized boat excursions from the larger centres of

the eastern seaboard of the United States, apart from the ferry-connector services from Bar Harbour and Portland to Yarmouth. There are no marine parks, and scuba diving and underwater activity is minimal.

It would appear desirable to undertake a comprehensive evaluation of tourist and recreation development potentials of this environment. It is instinctively felt that development opportunities are present.

A concerted program designed to draw larger yachts from bases along the seaboard of the United States northward to the Bras d'Or Lakes with frequent stops along the shoreline of Nova Scotia should be carefully examined. The possibility of using modest-scale passenger vessels for pleasure cruises from the cities of New England to a series of ports in the Maritime Provinces requires attention. Tourists stopping at particular points for a day could bring considerable local economic benefits. In effect, such a scheme involves landscape touring by waterway.

III. SOME GENERAL GEOGRAPHIC LOCATIONAL FACTORS

1. Introduction

This aspect of supply is equally as important as inherent resource or landscape capability insofar as tourist and recreation development is concerned. Location is clearly the major determinant in the assessment of development potential for it vitally affects the timing, nature, intensity and sophistication of any exploitation of natural capability.

Only the more significant space relationships relative to major market areas for the Maritime Provinces are summarized in the following paragraphs. Nevertheless, the essence of the situation becomes quite clear from this generalized and somewhat partial analysis.

2. Location Relative to Population Concentrations

An arc with a 300-mile radius from Boston, the major metropolitan centre of New England, reaches to the heart of Saint John River valley and the general vicinity of Fredericton. This same arc swings through the southern margins of the Canadian Shield from Quebec City to the Gateneau Valley north of Ottawa and reaches southward to the general vicinity of Atlantic City and Delaware Bay on the Atlantic seaboard.

The road distance from Boston to Saint John, New Brunswick, is approximately 480 miles; that from Boston to Charlottetown 675 miles, and that from Boston to Halifax 760 miles when the Digby ferry is used. The travelling distance from Boston to Montreal is 320 miles and that to the Shield country to the north of Ottawa somewhere in the order of 450 miles.

It is obvious that superb shield-forest recreation environment in Ontario and Quebec can be exploited by residents of Boston at travelling distances considerably less than that required to reach Nova Scotia, and about equal to those necessary to penetrate the central portions of New Brunswick. Additional excellent environments are available throughout New England at much shorter travelling distances. Finally, the coastal beaches and shores of Prince Edward Island are in competition with those of the entire eastern seaboard of the United States as far south as the general vicinity of Cape Hatteras.

An arc of about 500-mile radius swung from New York City, the heart of the population concentration of the Middle Atlantic Census Region, penetrates to the mid-section of the Saint John River valley. This same arc encompasses a substantial portion of southern margins of the Canadian Shield from Quebec City westward to the general vicinity of Manitoulin Island and swings southward to about Wilmington, North Carolina. The road distance from New York to Saint John, New Brunswick, is just under 600 miles, that to Charlottetown about 790, and that

to Halifax 875 miles. The road distance from New York City to Montreal is approximately 380 miles. From this point, enormous areas of the Canadian Shield can be reached with an additional travelling distance of 200 miles.

An arc with a radius of approximately 1,525 miles from metropolitan Toronto swings through Halifax, reaches westward to Kenora in northern Ontario and southward to the general vicinity of Charleston, South Carolina. There is an enormous array of outdoor recreation and tourist potentials within this arc with which those of the Maritime Provinces must compete. The road mileage from Toronto to Halifax via the State of Maine is just under 800, and that by the all-Canadian route about 1,220. Provincetown at the extreme tip of Cape Cod is only 730 road miles from Toronto. The travelling distance by road from Toronto to Jacksonville, Florida, is in the order of 1,375 miles, which is only slightly above that to Halifax.

The general implications of the foregoing discussion of space relationships for tourist and recreation policy and program formulation are now briefly summarized.

In general, the locational pattern of the tourist and recreation resource potentials of the Maritime Provinces relative to the dense concentrations of urban populations in eastern North America displays serious limitations. Distances are not inhibitive as is clearly obvious from the results of the demand analysis, but significant and serious limitations are imposed upon many aspects of supply in a comparative advantage sense.

3. Resource and Location Implications for Day and Weekend Use

In terms of day use using any form of transportation and extended weekend activity involving automobile travel, the tourist and recreation resources of the Maritime Provinces are clearly beyond the reach of residents of the dense concentrations of urban population in

the St. Lawrence Lowlands and the northern portion of the eastern seaboard of the United States. The market within these short leisure-time periods is virtually restricted to local-resident activity, with some impact from people living in the State of Maine, and the Province of Quebec close to the New Brunswick borders.

All the elaborate and sophisticated tourist and recreation developments in the northeastern parts of North America are located within a 200-mile radius of major metropolitan centres and many at markedly closer distances. Day and weekend utilization from these centres is an important and indispensable factor in the economic viability of the commercial enterprise. It represents the central core of the spring and fall shoulder season utilization and contributes substantially to massive summer demand patterns.

As previously noted, day use and weekend demand for the tourist and recreational resource potentials of the Maritime Provinces must rest essentially upon resident activity. Urban population concentrations in the Maritime Provinces are modest in size compared with those upon which large scale tourist and recreation development in the northeastern part of the continent is based. It is felt that this day use and weekend market limitation is in a large part responsible for the modest scale of the commercial development in most resort centres in the Maritime Provinces. Moreover, it has very significant limiting implications for the extension of the spring and fall seasons.

Air travel from Montreal or Boston to Charlottetown involves a one-way distance in the order of 475 to 500 miles. Such distances make the resources of portions of the Maritime Provinces attractive to a segment of the population of these metropolitan areas on an extended weekend basis. The cost factors involved, however, would suggest that the scale of this market is modest and the comparative strength of the resort base marginal.

4. Resource and Location Implications for Extended Vacationing

From the standpoint of an extended holiday or vacation, the resource potentials of the Maritime Provinces are clearly adequate to meet the needs of the resident population, and sufficiently attractive to capture this market on a continuing basis. Insofar as commercial development is concerned, however, the resident market is modest in scale, the situation being somewhat similar to that previously noted in connection with day and weekend utilization.

It is of importance to note, however, that the demand for summer homes and cottages on choice waterfront locations is sufficiently strong to have generated a need for an immediate land acquisition program of substantial proportions, to protect the needs of the resident population for shoreline access, and guarantee a strong supporting base for tourist development.

The Maritime Provinces performed two distinct functions in relation to extended vacationing by residents of the metropolitan centres of Toronto, Montreal and Middle Atlantic and New England states. They combine to form the regional locale for a general landscape tour. Secondly, they perform primary destination-area functions in which a specific locale is selected for a vacation or the pursuit of a particular activity, such as hunting or angling. Admittedly, these two tourist and recreation functions are not mutually exclusive, but they provide a reasonably accurate representation of the general situation.

In the case of the destination-area function three distinct situations can be recognized. The significance of the resource base considered in combination with the previously discussed locational factor is considerably different for each.

Demand studies clearly indicate that a substantial portion of visitors to the Maritime Provinces come essentially to visit friends and

relatives. While the quality of the resource base can enhance the worth of the experience, the major requirements for satisfaction are social.

It is interesting to note that the locational factor appears to be highly conducive to the satisfaction of desires to visit friends and relatives. A large percentage of past and recent population migration from the Maritime Provinces has been focused upon metropolitan Toronto and the New England region of the United States. Migrants are living a sufficient distance from home to instill a desire for fairly regular return visits. At the same time, distance factors and the variety of modes of transport available make frequent return visits a possibility for the majority of the migrants. They can travel at reasonable cost by train or bus. Automobile costs can be shared among several travellers. Finally, plane fare is not out of reach for many. This combination of factors may account for the high incident of "visits to friends and relatives" recorded in many exit surveys as a primary cause for visitation.

The area is ideally suited to a two-week vacation by residents of the aforementioned metropolitan area, its resource potentials being extremely attractive in relation to travel distances involved. There is a desire by Canadians to visit all parts of the country, and the Maritime Provinces are a distinct regional entity in this regard. Landscape touring is clearly within the financial means of a wide range of the population. Those with modest means can enjoy much of that which the Maritime Provinces have to offer through a camping holiday in which a confrontation with the price structure can be largely circumvented. Those with the necessary expendable income who desire a more elaborate holiday have a fairly extensive range of commercial accommodation, dining outlets and cultural attractions at their disposal.

For many, a landscape tour of the Maritime Provinces is a once-in-a-life time experience. For others, repeat visits every few years are a distinct possibility providing adequate satisfaction is derived

from initial contact. The desire for a large portion of the population to see as much of the North American continent as possible and, indeed, of the world, sets definite limits to repeat visitation.

The landscape tour represents the fundamental core of tourist visitation to the region and this pattern is expected to persist. The intrinsic quality and comparative advantage of its resource base is such that continuous growth in landscape touring is a certainty. It is clear, however, that a point will be reached in certain areas where overcrowding in the peak summer season will lead to a decrease in the quality of visitor experience. Secondly, massive public alienation from shoreline areas due to private cottage and summer home development could detract from visitor satisfaction at many points.

Insofar as winter recreation is concerned the area is too far removed to be attractive to residents of the major urban concentrations for snowmobiling and ice-fishing. Secondly, its resource strengths do not appear sufficient to attract skiers from major external markets. The viability of any development must rest essentially with the local resident demand, and utilization by the residents of the State of Maine living close by.

5. Resource & Location Implications for Cottages & Resort Complexes

For the majority of the people in the large metropolitan areas outside the Maritime Provinces, cottage sites closer to their permanent homes that can be used on a more continuous basis are clearly a more suitable investment. Cottage ownership in the Maritime Provinces is only a feasible proposition for those having long summer-vacation periods or living in retirement. This group is growing, however, and consequently cottage properties are becoming attractive to a steadily increasing number of people living outside the region.

Many of those living at a distance from the region who own summer properties within it have probably acquired them as a result of

social connections. They may have lived in the area previously and retained ownership to a cottage they built at that time. They may have erected properties on the farms of parents or relatives. They may have inherited family properties.

It is clear that blocks of shoreline areas are being purchased fairly regularly by Americans, but in this instance land speculation is probably a major motivation. In effect, shoreline properties that can be purchased at a reasonable cost compared with the acquisition of similar land closer to the large concentrations of population, will be subdivided and sold at a profit in the future.

In terms of the development of resort complexes at which people spend an entire vacation, the resource potentials of the Maritime Provinces are in competition with a plethora of varying recreational environments and opportunities stretching across a fairly extensive portion of the Canadian Shield and southward down the Atlantic seaboard almost as far as Cape Hatteras.

Site locations in the Inland Forest Environment do not possess the comparative resource advantages required to function effectively as major resort locations. There are simply too many alternative high-class areas closer to major urban concentrations from which they would be required to draw their clientele.

The coastlines and their associated beach areas are confronted with serious competition from major natural potentials and highly developed tourist and recreation complexes along the eastern seaboard of the United States, that are much more conveniently located. The beach areas of Prince Edward Island, the south shore of the Northumberland Strait, and possibly the Baddeck area of the Bras d'Or Lakes, appear to possess sufficient resource strength to capture some of the destination-area vacationing of residents of the aforementioned urban concentrations, but the opportunities are decidedly limited. The attractiveness of these areas

will undoubtedly increase due to overcrowding in highly developed parts of the eastern seaboard of the United States, but this factor will not be sufficient to generate a massive shift in demand on the scale required to support vast and elaborate development, at least in the immediate future. The success of any resort complex in the Maritime Provinces will rest largely upon its ability to hold landscape tourists for a short time.

IV. SOME SALIENT CLIMATIC RELATIONSHIPS

1. Introduction

At the completion of the climate study of the Maritime Provinces in relation to tourism and recreation now being conducted by the Halifax Regional Office of Atmospheric and Environmental Service, Department of the Environment, a more definitive discussion of this subject will be possible. A limited amount of information has been released, however, and it is upon these data that the following summary rests.

On the accompanying set of maps the length of the spring, high-summer and fall season is depicted. The seasons are defined on the basis of temperature and the presence or absence of snowcover.

The high or main summer season is taken to begin when mean temperatures rise above 65°F. , and terminate when they fall below this value. The spring shoulder season begins about the fifteenth day after the winter snowcover disappears. This date coincides roughly with the time when the average daily temperature is rising above 42°F. This is usually about one month after the average daily temperature has risen above 32°F. The fall season begins when the mean daily temperatures fall below 65°F. , at the end of the summer season. Fall season is considered to terminate with the median date for the appearance of snowcover. In a general way, this coincides with the point at which the mean daily maximum temperature falls to 40°F.

2. Seasonal Lengths

The main or high summer season may be said to begin in the inland portions of the Maritime Provinces and spread to the coasts. Woodstock in New Brunswick is the first area to show average daily temperature of about 65°F. , and this usually occurs in the latter part of May. Before the end of May similar values occur over most of the non-coastal portions of southern New Brunswick, along the entire Saint John River valley and in the Restigouche-Matapedia-Campbellton area. Sections of Nova Scotia between the Annapolis Valley and the south shore, parts of north Cumberland County and the Stewiacke Valley experience the beginning of summer about the same time. By June 20th all but the Atlantic Zone of Nova Scotia has reached the temperature requirement for high summer. The marine headlands, however, tend to remain below 65°F. until July.

High or main summer is longest in relatively small inland sections of Nova Scotia and New Brunswick where seasons in excess of 120 days may be expected. Most of the remaining areas of the three provinces will have a high summer season of three to four months duration. Along the Atlantic Seaboard and the mouth of the Bay of Fundy, however, the season is two months or less.

Several places along the coast of Nova Scotia from Briar Island near Cape Sable to about the mouth of Mersey River at Liverpool, actually experience no high or main summer season as defined in this study. Temperatures above 65°F. do occur, but when these are averaged with the more frequent lower values a mean below the limit set for the definition of high summer results. Summer afternoon temperatures measured at exposed coastal locations in this part of Nova Scotia yield monthly averages ten to fifteen degrees lower than those found a very short distance inland. The fact remains, however, that there is no really marked summer season in these areas as defined by the temperature limit of the 65°F. , and above.

It is useful to compare the lengths for the high summer season, shown on the accompanying maps, with those for points in Ontario defined on a similar temperature basis. The shoreline of Lake Erie experiences high-summer season of about 135 days, and the value for the Toronto-Burlington area is similar. The Niagara fruit belt has a season of approximately 150 days. The value for the Kawartha Lakes, a major tourist and recreation region for southern Ontario, is 135 days, and that for the southern shore of Georgian Bay, in which Wasaga Beach is located, 150 days.

The length of the high-summer season along the shoreline of Lake Superior in northwestern Ontario is only 60 days and that for inland areas to the rear about 75 days. Thunder Bay at the head of Lake Superior has a summer period of 105 days, and the Kakabeka Falls-Rainy River area approximately 120 days.

It would appear from the aforementioned comparative values for Ontario points, that the length of the summer season over much of the Maritime Provinces is not markedly less than that experienced in Ontario where heavy investment in the public, private and commercial facilities designed to meet tourist and recreational needs has occurred. There is, however, a marked difference in the quality and intensity of the seasons, and herein lies the major difference between the Maritime Provinces and southern Ontario locations.

The spring-shoulder season is the shortest of the three periods depicted on the maps, ranging from two to four weeks over most of New Brunswick, and for five to six weeks over Prince Edward Island and the greater part of Nova Scotia. The effect of the Atlantic Ocean tends to delay the arrival of high summer along the coast of Nova Scotia, so that the spring-shoulder season may last as long as seven to ten weeks. At many point the headlands scarcely enter a true summer season, as previously noted.

Comparison with values for the spring season at points in Ontario is again of interest. The shoreline of Lake Erie has a spring season of

approximately thirty days as does Toronto, the Niagara fruit belt, Muskoka and the Kawartha Lakes. The northern shore of Lake Superior, however, has a spring period of about two-months duration. Here, the cold waters of Lake Superior exert effects similar to those created by the ocean.

The autumn-shoulder season ranges from eight to twelve weeks over all three provinces. The shortest season is found in the upper portion of the Saint John River valley and the longest on the coast of southwestern Nova Scotia. Comparable values for southern Ontario points are generally in the order of two months or sixty days.

In summary, the foregoing analysis of seasonal lengths and comparisons with Ontario conditions indicates two situations. A portion of the coastline of Nova Scotia has a very weak summer climate with headland areas scarcely reaching the requirement of 65° F. The length of the summer season over other parts of the Maritime Provinces is not substantially shorter than that in intensively developed tourist and recreation areas in southern Ontario, and values for the length of the spring and autumn seasons are much similar. Differences are to be found in the quality of the seasons defined in terms of heat intensity, cloud cover, precipitation, etc. The real significance of these differences cannot be determined until the climate study has been completed by the Atmospheric Environmental Service.

3. Snowfall

The lower mean annual values for snowfall that range from fifty to eighty inches per year, are found near the mouth of the Bay of Fundy, along the Atlantic coast of Nova Scotia and near the shores of the Minas Basin. Amounts of 80 to 120 inches per year are found in most other parts of the Maritime Provinces, and values in excess of 140 inches per year are encountered over northern Cape Breton Island and much of northern New Brunswick. The latter quantities are clearly sufficient for the operation of ski resorts. Much of course depends upon snow quality.

ANNUAL SNOWFALL, MEANS, VARIATION, MOST PROBABLE RANGE^{1/}
(2/3 OF TIMES)

NEW BRUNSWICK

	<u>in.</u>	<u>%</u>	<u>2/3 range</u>		<u>in.</u>	<u>%</u>	<u>2/3 range</u>
Alma	82	32	56 - 108	Kedgewick	128	15e	109 - 147e
Aroostook	107	14	92 - 122	Miscou	130e	25e	98 - 162e
Bathurst	108	21	86 - 131	Moncton	124	27	91 - 156
Campbellton	141	15	120 - 162	St. Andrew's	73	29	52 - 95
Chatham	122	29	86 - 157	Saint John	85	30	60 - 111
Fredericton	110	26	82 - 139	Woodstock	85	23	66 - 105

PRINCE EDWARD ISLAND

Alliston	72	34	48 - 97	O'Leary	111	24	85 - 137
Armdale	93	34e	61 - 125e	Rustico		no data	
Charlottetown (CDA)	102	26	76 - 130	Summerside	103	31	71 - 134

NOVA SCOTIA

Amherst	80e	28e	58 - 102e	Middleton	104e	28e	75 - 133
Antigonish	70e	35e	46 - 95	New Glasgow	77e	33e	52 - 102
Baddeck	90	35	58 - 122	Parrsboro	68	31	47 - 88
Bridgewater	83	28e	60 - 106	Port Hood	83	32e	56 - 110e
Canso	82	45e	45 - 119	Sheet Harbour	85	35e	55 - 115
Cheticamp	176	32e	120 - 233	Shelburne	75	25	56 - 94
Digby	51	44	29 - 73	Sherbrooke	58	23	45 - 71
Halifax	83	28	60 - 106	Sydney	113	37	72 - 155
Ingonish	135	32	92 - 179	Truro NSAC	70	33	47 - 93
Kejimikujik	87	30	61 - 112	Wentworth	129	30e	90 - 168
Kentville	100	32	68 - 132	Yarmouth	81	28	58 - 103

Note: e = estimated, in cases where data insufficient.
Similar data available for additional locations.

^{1/} Source: Pre-release from Tourist and Recreation Climate Study of Maritime Provinces by the Atmospheric Environment Service, Department of the Environment.

It is of interest of note that the average snowfall for Loch Alva, a point in the Inglewood Manor area, to the west of Saint John that possesses slopes suitable for ski development, is approximately 82 inches.

Over a large portion of the Maritime Provinces, particularly those areas under oceanic influence, the total snowfall varies greatly from year to year. The Aroostook Valley has an annual average snowfall of 107 inches, but over the long run, values will range between 92 and 122 inches on 66% of the seasons. It is clear that the northern portion of New Brunswick has the snowcover volume required for good skiing. Cheticamp on Cape Breton Island has an average snowfall of 176 inches. In about 66% of the time, yearly values here will range from 120 to 233 inches. Clearly, snowfall volume here is highly satisfactory for ski developments.

V. COMMERCIAL ACCOMMODATION FACILITIES

1. Introduction

In the accompanying table accommodation capacity in hotels, motels, cabins and tourist homes is summarized in relation to tourist districts. The pattern is indicated graphically on the accompanying map.

2. Salient Features and Their Implications

Of a total of 19,562 units of all types approximately 9,083 or 46.4% are located in Nova Scotia, 7,319 or 37.4% in New Brunswick, and 3,160 or 16.2% in P.E.I.

In terms of room or unit capacity within the Maritime Provinces as a whole, motels ranked first with 8,354 units or 43% of the total. They ranked first in Nova Scotia and New Brunswick where the corresponding ratios were 43% and 49% respectively. In P.E.I. they ranked

COMMERCIAL ACCOMMODATION IN THE MARITIME PROVINCES AND GASPE, 1971

		HOTELS			MOTELS			CABINS			TOURIST HOMES			TOTAL							
		Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.				
<u>Nova Scotia</u>	<u>1/</u>																				
District	1	532	18	8	31	730	19	9	42	389	22	13	22	94	20	6	5	1745	19	9	100
	2	264	9	4	25	408	11	5	39	331	19	11	31	56	12	3	5	1059	12	5	100
	3	228	8	4	14	813	21	10	51	439	25	14	28	113	24	7	7	1593	17	8	100
	4	96	3	1	18	278	7	3	53	95	5	3	18	59	12	4	11	528	6	3	100
	5	661	22	10	29	1061	27	12	46	441	25	14	19	124	26	7	6	2287	25	12	100
	6	1207	40	19	65	574	5	7	31	63	4	2	3	27	6	2	1	1871	21	10	100
Total		2988	100	46	33	3864	100	46	43	1758	100	57	19	473	100	29	5	9083	100	47	100
<u>New Brunswick</u>	<u>2/</u>																				
District	1	337	12	5	32	625	17	7	59	87	14	3	8	12	5	1	1	1061	14	5	100
	2	221	8	3	21	717	20	8	67	66	11	2	6	61	27	4	6	1065	15	5	100
	3	-	-	-	-	184	5	2	84	21	3	1	10	13	6	1	6	218	3	1	100
	4	294	10	6	35	493	14	6	59	37	6	1	5	11	5	1	1	835	11	4	100
	5	48	2	1	40	57	2	1	47	6	1	-	5	10	4	-	8	121	2	1	100
	6	681	24	10	46	636	18	8	43	141	22	4	9	37	16	2	2	1495	20	8	100
	7	1241	43	19	54	813	22	10	35	186	30	6	8	79	34	5	3	2319	32	12	100
	8	28	1	-	14	86	2	1	42	84	13	3	41	7	3	-	3	205	3	1	100
Total		2850	100	44	39	3611	100	43	49	628	100	20	9	230	100	14	3	7319	100	37	100

(continued)

COMMERCIAL ACCOMMODATION IN THE MARITIME PROVINCES AND GASPE, 1971 (continued)

		HOTELS				MOTELS				CABINS				TOURIST HOMES				TOTAL			
		Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.	Number (Rooms)	% of Prov.	% of Marit. Provs.	% of Dist.
<u>Prince Edward Island</u> ^{3/}																					
District	1	-	-	-	-	48	6	1	27	63	9	2	36	65	7	4	37	176	6	1	100
	2	-	-	-	-	197	22	2	65	61	8	2	20	44	5	3	15	302	10	2	100
	3	148	23	2	11	262	30	3	19	423	58	14	30	561	61	34	40	1394	44	7	100
	4	433	69	7	51	231	26	3	27	78	11	2	9	115	12	7	13	857	27	4	100
	5	48	8	1	11	141	16	2	33	104	14	3	24	138	15	9	32	431	13	2	100
Total		629	100	10	20	879	100	11	28	729	100	23	23	923	100	57	29	3160	100	16	100
<u>Maritime Provinces</u>																					
Total		6467		100	33	8354		100	43	3115		100	16	1626		100	8	19562		100	100
<u>Gaspé</u> ^{4/}																					
District	1	1511	41	-	69	603	28	-	27	76	24	-	3	15	14	-	1	2205	35	-	100
	2	1098	29	-	54	794	37	-	39	108	33	-	5	52	50	-	2	2052	33	-	100
	3	1114	30	-	55	742	35	-	36	137	43	-	7	37	36	-	2	2030	32	-	100
Total		3723	100	-	59	2139	100	-	34	321	100	-	5	104	100	-	2	6287	100	-	100

^{1/} Source: Province of Nova Scotia, Department of Development.

^{2/} Source: New Brunswick Accommodations, Department of Tourism New Brunswick.

^{3/} Source: Prince Edward Island Tourist Accommodation, Prince Edward Island Travel Bureau.

^{4/} Source: Hôtel du Québec, Gouvernement du Québec, Ministère du Tourisme, de la chasse et de la pêche.

second to tourist homes with the ratio being 28%. For all practical purposes, however, they are on an equal ranking with tourist homes for which the ratio is 29% in P. E. I.

In the Maritime Provinces hotel rooms ranked second accounting for 6,467 rooms, or 33% of the capacity. Hotels ranked second in Nova Scotia and New Brunswick, with a corresponding ratio being 33% and 39% respectively. In contrast, hotel rooms ranked a clear fourth in P. E. I., representing only 20% of its accommodation capacity.

The strength of the accommodation plant of the Maritime Provinces is clearly associated with hotels and motels. Taken together they represent 76% of the total plant capacity. The ratio for this grouping in Nova Scotia is 76%, and as high as 88% in New Brunswick. The grouping is least strongly represented in P. E. I., where the value is 48%.

In the Maritime Provinces cabin units ranked third with 3,115 units or 16% of the accommodation capacity being of this type. Cabins are most strongly represented in P. E. I., where the corresponding ratio is 23%. They are least strongly represented in New Brunswick, providing only 9% of the total capacity. In Nova Scotia they constituted 19% of the accommodation units.

About 1,626 rooms or 8% of the capacity of the Maritime Provinces is associated with tourist homes. Tourist homes are most strongly represented in P. E. I., where the ratio is 29%. In contrast, they are weakly represented in New Brunswick and Nova Scotia, where corresponding values are 3% and 5% respectively.

VI. CONVENTION FACILITIES

In the accompanying table, convention facilities and capacities in the Maritime Provinces are summarized for the years 1968 and 1971. Values for each year were compiled from completely different information sources, and hence attempts to determine a growth rate are not realistic.

CONVENTION FACILITIES IN MARITIME PROVINCES, 1968 and 1971

	1971 ^{1/}				1968 ^{2/}								
	GUEST CAPACITY				CONVENTION FACILITIES								
	No. of Estab-lish-ments	No. of Beds	Per Cent of Province	Per Cent of Maritime Provinces	No. of Rooms	Capac-ity	Per Cent of Province	Per Cent of Maritime Provinces	No. of Estab-lish-ments	No. of Rooms	No. of Beds	Rooms	Capac-ity
NOVA SCOTIA													
Tourist District 1													
Kentville	1	120			4	400							
Middleton	1	105			2	95							
Digby	1	100			3	200			1 ^{3/}	148 ^{2/}	300 ^{2/}	4	605
Total District 1 ^{4/}	3	525	17	8	9	335	9	3	1	148	300	4	605
Tourist District 2													
Yarmouth	1	175	6	3	2	240	6	2	2 ^{5/}	151 ^{5/}	194 ^{3/}	4	550
Total District 2	1	175	6	3	2	240	6	2	2	151	194	4	550
Tourist District 3 ^{6/}													
Anherst	2	225	7	4	5	660	17	7	8 ^{3/}	257 ^{3/}	130 ^{3/}	3	490
New Glasgow	1				1				2 ^{2/}	90 ^{2/}	200 ^{2/}		
Total District 3	2	225	7	4	5	660	17	7	10	347	330	3	490
Tourist District 4													
Antigonish	1	93			1	25			5 ^{5/}	156 ^{5/}	2,000 ^{5/}		
Discombe Mills	1	50			1	70							
Total District 4	2	103	3	2	4	95	3	1	5	156	2,000		
Tourist District 5													
Keltic Lodge, Victoria Co.	1	200			2	325			5 ^{5/}	449 ^{5/}	600 ^{3/}	6	985
Fort Hawkesbury	1	122			4	225			1 ^{3/}	95 ^{3/}	190 ^{3/}	2	330
Sydney	1	142			3	185							
Ingonish Beach									6	544	790	8	1,315
Total District 5	3	464	15	7	9	735	19	7					
Tourist District 6													
Halifax/Dartmouth ^{9/}	5 ^{2/}	1,646 ^{8/}	52	27	27	1,772	46	17	6 ^{5/}	780 ^{3/}	3,500 ^{5/}	24	3,920
Total District 6	5	1,646	52	27	27	1,772	46	17	6	780	3,500	24	3,920
TOTAL NOVA SCOTIA	16	3,138	100	51	56	3,837	100	37	30	2,126	7,114	43	6,880
PRINCE EDWARD ISLAND													
Tourist District 4													
Charlottetown ^{10/}	5	543	100	9	14	890	100	9	9 ^{5/}	472 ^{5/}	1,000 ^{5/}		
TOTAL PRINCE EDWARD ISLAND	5	543	100	9	14	890	100	9	9	472	1,000		
NEW BRUNSWICK													
Tourist District 1													
Bathurst	1	60			2	220							
Campbellton	2	165			6	524							
Dalhousie	1	40			3	130							
Total District 1	4	265	11	4	11	874	16	9					
Tourist District 2													
Edmundston	1	183	7	3	3	275	5	3	2 ^{5/}	80 ^{5/}	500 ^{5/}		
Total District 2	1	183	7	3	3	275	5	3	2	80	500		
Tourist District 3													
Newcastle	1	106	4	2	1	40	1	-					
Total District 3	1	106	4	2	1	40	1	-					
Tourist District 4 ^{11/}													
Fredericton	2	415	17	7	14	645	12	6	2 ^{3/}	225 ^{3/}	366 ^{3/}	12	1,495
Total District 4	2	415	17	7	14	645	12	6	2	225	366	12	1,495
Tourist District 5													
Oranoceto									1 ^{3/}	47 ^{3/}	60 ^{3/}	1	60
Total District 5									1	47	60	1	60
Tourist District 6 ^{12/}													
Magnetic Hill	1	28			6	245			3 ^{3/}	258 ^{3/}	753 ^{3/}	10	1,515
Moncton	5	772			19	2,230			3	258	753	10	1,515
Total District 6	6	800	32	13	25	2,475	45	24					
Tourist District 7													
Saint John	3	671			14	1,015			3 ^{3/}	457 ^{3/}	785	13	1,300
St. Stephen	1	50			2	180			1 ^{3/}	200 ^{3/}	350 ^{3/}	7	490
St. Andrews by the Sea									4	657	1,135	20	1,790
Total District 7	4	721	29	11	16	1,195	21	12					
TOTAL NEW BRUNSWICK	18	2,490	100	40	70	5,504	100	54	12	1,267	2,814	43	4,860
TOTAL MARITIME PROVINCES	39	6,171	100	100	140	10,231	100	100	51	3,865	10,928	86	11,740

Source: August 1971, Financial Post Report on Conventions
Source: Canada Manual of Convention Facilities
Reported by establishment owners
Also Acadia University, 3 convention rooms/2,350 capacity and 800 beds
As reported by Convention Bureaus
Also Nova Scotia Agricultural College, 3 convention rooms/650 capacity and 800 beds
Does not include new Royal Inn in Halifax
Not a complete total - Holiday Inn in Dartmouth did not include no. of beds
Also 2 universities - St. Mary's and Mount Saint Vincent, 8 convention rooms with capacity of 2,153 and 672 beds
Also University of P.E.I., 2 convention rooms/900 capacity and 480 beds (also classrooms)
Also University of New Brunswick and St. Thomas University, 10 convention rooms/940 capacity and 1,643 beds
Also University of Moncton and Mount Allison University, 32 convention rooms/5,430 capacity and 1,640 beds

It is noted, however, that the capacity of the Maritime Provinces to accommodate small conventions through the use of hotel and motel facilities, combined with central meeting halls, is much greater than indicated in this table.

VII. CAMPSITE CAPACITY

1. Introduction

Data presented in the accompanying table has been drawn from information provided by the federal and provincial park authorities. The position occupied by publicly-owned and private commercial facilities is clearly shown. Municipal campground development which is fairly substantive, as in the case of Saint John, New Brunswick, is not shown. While private campsites are numerous, it is noted that many are developed to very minimal standards, and at times represent little more than open fields for which fees are charged to camp.

2. Salient Features and Their Implications

In 1971, there were approximately 23,822 individual campsites in the Maritime Provinces. About 49.5% of the capacity was located in Nova Scotia, 35.9% in New Brunswick, and 14.6% in Prince Edward Island.

Private facilities dominated the pattern, representing 71% of the total for the Maritime Provinces. Similar values for the provinces were - Nova Scotia - 80%, New Brunswick - 66%, and P.E.I. - 57%.

Approximately 12% of the overall public and private campsite capacity of the Maritime Provinces was found in national parks. In Nova Scotia 11% of the campsite facilities were in national parks, 12% in New Brunswick, and 18% in P.E.I. Approximately 43.4 of the campsite capacity found in national parks was located in Nova Scotia, 35.4%

CAMPSITE CAPACITY IN THE MARITIME PROVINCES 1971

PROVINCES & NATIONAL PARKS	Publicly Owned Facilities ^{3/}																			
	Camp- sites	National Parks ^{1/} Campsites				Provincial ^{2/} Campsites				Campsites Combined				Private Campsites			Total All Campsites			
		No.	No.	%	%	%	No.	%	%	%	No.	%	%	%	No.	%	%	No.	%	%
<u>NOVA SCOTIA</u>																				
Cape Breton Highlands	7	945																		
Kejimikujik	3	330																		
Sub Total	10	1,275	43.4	53	11	1,132	29.3	47	9	2,407	35.4	100	20	9,390	55.2	80	11,797	49.5	100	
<u>NEW BRUNSWICK</u>																				
Fundy	7	1,042	35.4	36	12	1,872	48.4	64	22	2,914	42.8	100	34	5,643	33.1	66	8,557	35.9	100	
<u>PRINCE EDWARD IS.</u>																				
Prince Edward Is.	4	623	21.2	42	18	860	22.3	58	25	1,483	21.8	100	43	1,985	11.7	57	3,468	14.6	100	
<u>MARITIME PROV.</u>	21	2,940	100.0	43	13	3,864	100.0	57	16	6,804	100.0	100	29	17,018	100.0	71	23,822	100.0	100	

^{1/} Data from National Parks and Historic Sites Branch.

^{2/} Data for provincial and private campsites provided by provinces.

^{3/} Does not include municipally owned and operated campsites, such as the large development in Saint John, N. B.

in New Brunswick and 21.2% in Prince Edward Island.

About 16% of the campsite capacity in the Maritime Provinces is found in provincial parks. They contained 25% of the capacity of Prince Edward Island and 22% of that of New Brunswick, but only 9% of that of Nova Scotia. About 48.4% of the provincial campsites in the Maritime Provinces was situated in New Brunswick, 29.3% in Nova Scotia and 22.3% in P. E. I.

In the Maritime Provinces 57% of the publicly-owned facilities are found in provincial parks and 43% in national parks. The ratios for provincial campsites are highest in New Brunswick, namely, 64%, and lowest in Nova Scotia at 47%. The corresponding value for Prince Edward Island is 58%.

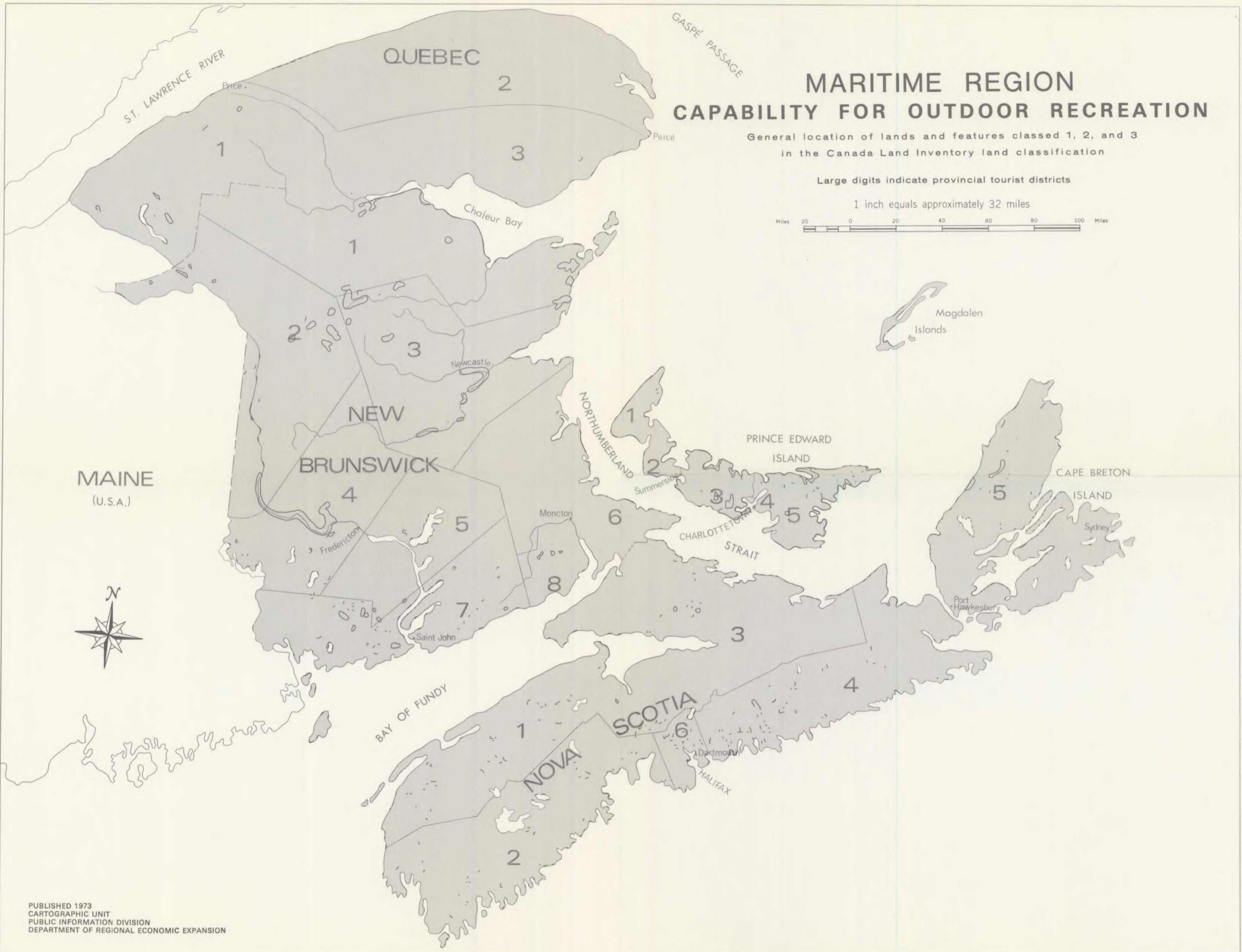
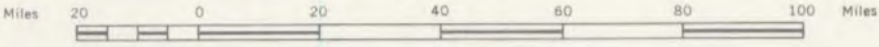
* * * *

MARITIME REGION CAPABILITY FOR OUTDOOR RECREATION

General location of lands and features classed 1, 2, and 3
in the Canada Land Inventory land classification

Large digits indicate provincial tourist districts

1 inch equals approximately 32 miles



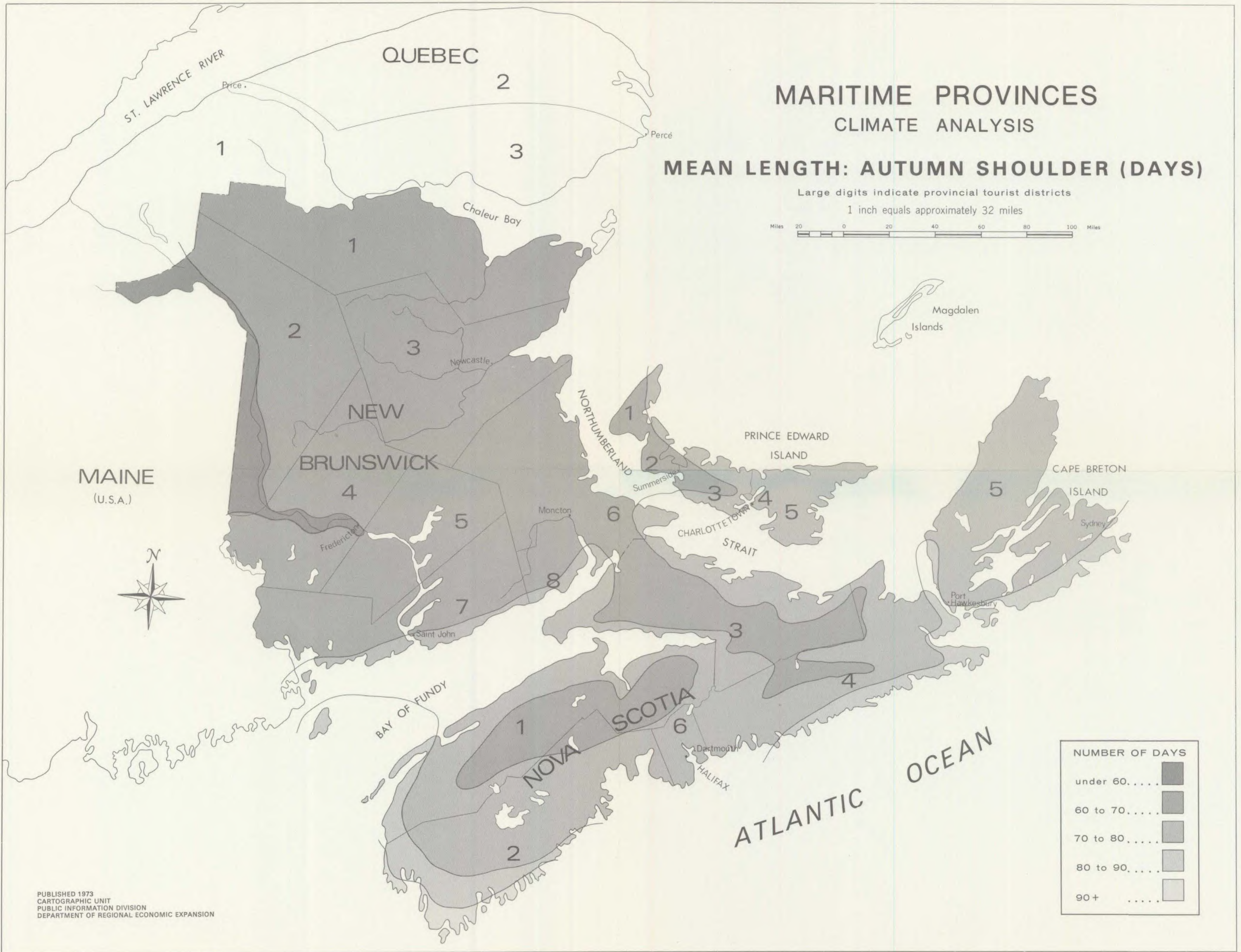
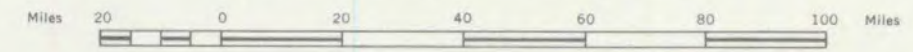
MAINE
(U.S.A.)

MARITIME PROVINCES CLIMATE ANALYSIS

MEAN LENGTH: AUTUMN SHOULDER (DAYS)

Large digits indicate provincial tourist districts

1 inch equals approximately 32 miles



NUMBER OF DAYS	
under 60	
60 to 70	
70 to 80	
80 to 90	
90+	

MAINE
(U.S.A.)



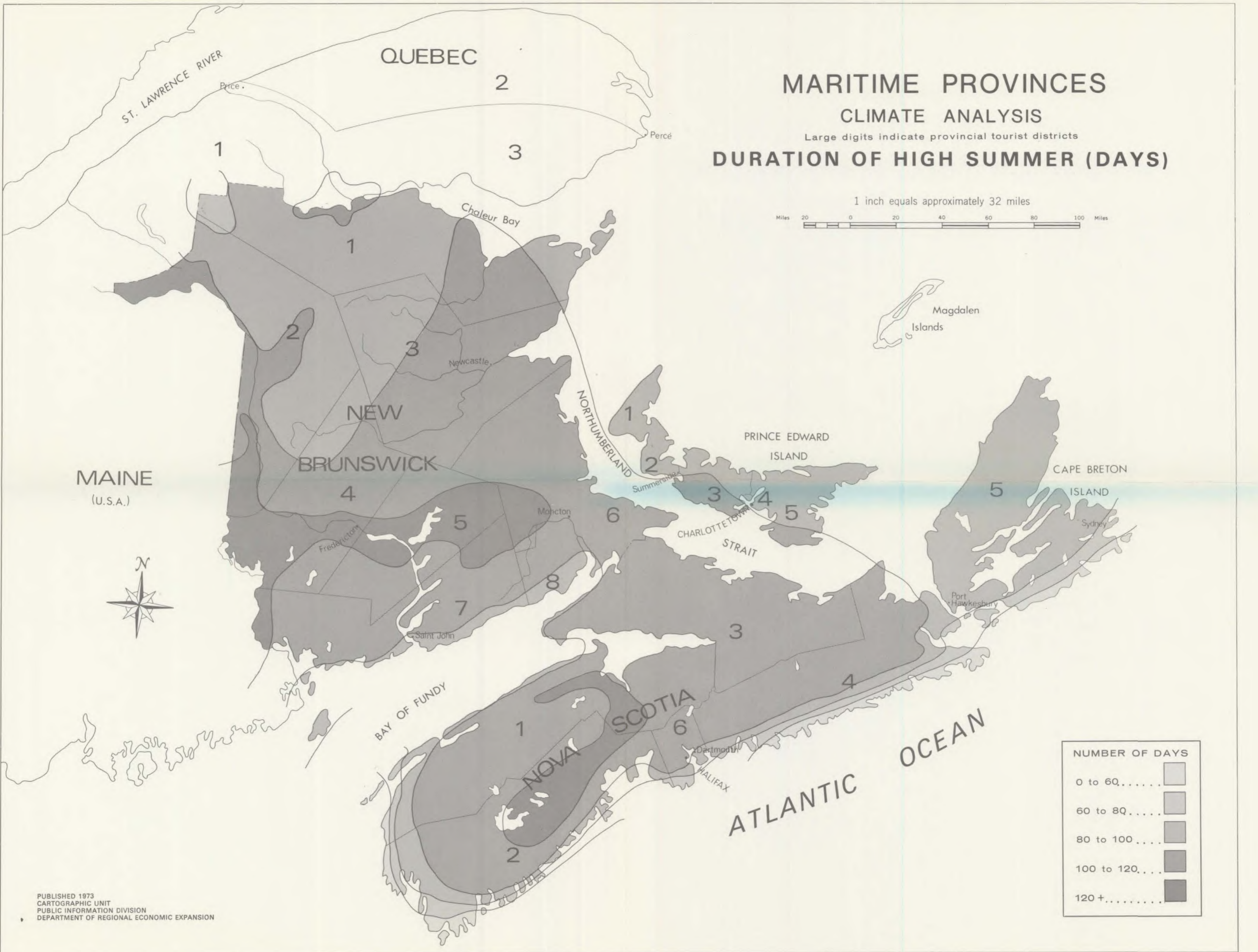
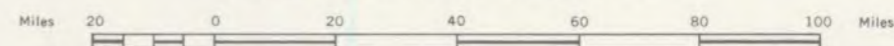
MARITIME PROVINCES

CLIMATE ANALYSIS

Large digits indicate provincial tourist districts

DURATION OF HIGH SUMMER (DAYS)

1 inch equals approximately 32 miles



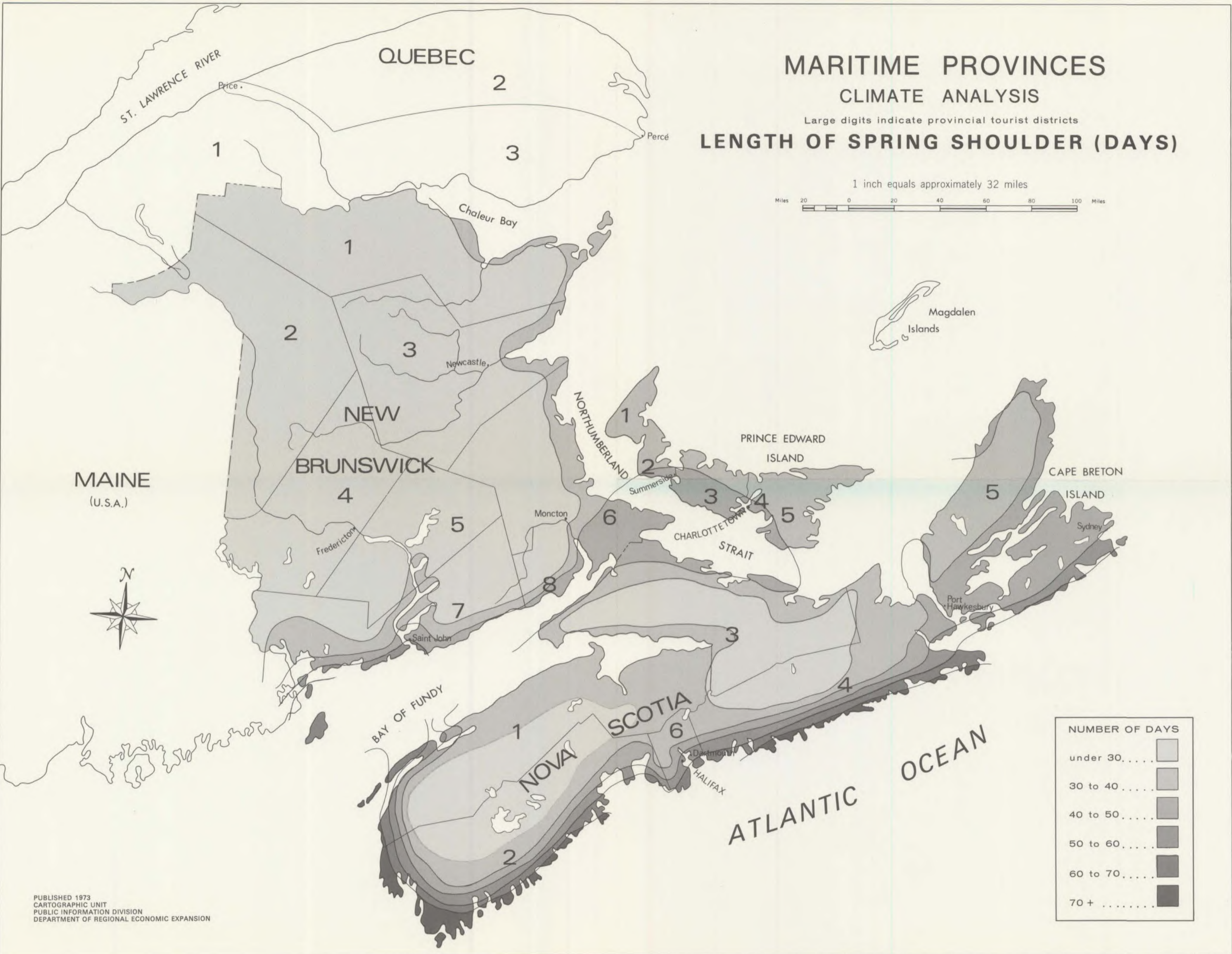
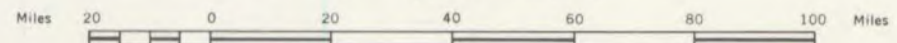
NUMBER OF DAYS	
0 to 60	[Lightest gray square]
60 to 80	[Light gray square]
80 to 100	[Medium-light gray square]
100 to 120	[Medium-dark gray square]
120+	[Darkest gray square]

MARITIME PROVINCES CLIMATE ANALYSIS

Large digits indicate provincial tourist districts

LENGTH OF SPRING SHOULDER (DAYS)

1 inch equals approximately 32 miles



NUMBER OF DAYS	
under 30	Lightest gray square
30 to 40	Light gray square
40 to 50	Medium-light gray square
50 to 60	Medium gray square
60 to 70	Dark gray square
70 +	Black square

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MARITIME REGION TOURIST ACCOMODATION

Distribution of tourist in **LODGING** and **CAMP GROUNDS** by tourist zones in 1971
Large digits indicate provincial tourist districts

1 inch equals approximately 32 miles

