

Annual Appropriations

Included in the questionnaire was a query as to the annual appropriations for tourist promotional activities in Canadian communities and it is interesting to note that in the majority of cases a definite annual sum is allotted for this purpose by the organizations concerned for the business-like execution of tourist promotional work. The annual budget for tourist bureau activities ranges from \$50 to \$500 in the smaller towns or cities, while the larger communities spend anywhere from \$5,000 to \$75,000 annually.

Affiliations

In almost every case the tourist organizations in Canadian communities are affiliated with larger bodies organized with a similar purpose. In the majority of cases these affiliations are largely of a local nature not extending far beyond the provincial boundary. Those organizations with which affiliations are made are usually automobile clubs, road service organizations, provincial development boards, etc. On the other hand, contact has been made in a few cases with the American Automobile Association, the Canadian Automobile Association and a number of international tourist bodies. The most interesting list of affiliations is that of the Quebec City Automobile Club, which is connected with the Automobile Club of America, Le Touring Club de France, The Royal Automobile Club in England and Australia, the Automobile Association of England, the Canadian Automobile Association, the Quebec Provincial Motor League and the Ontario Motor League.

Particular mention should be made of Canada's national tourist body organized under the name of the "Canadian Association of Tourist and Publicity Bureaus" with which are affiliated many community tourist bureaus, Provincial Government Tourist and Publicity Bureaus and Tourist Departments of Canadian Boards and Chambers. It is suggested that the Boards of Trade and Chambers of Commerce which are responsible for the tourist activity in their respective communities co-operate with this association, of which G. A. McNamee, of the Montreal Tourist and Convention Bureau, is the Executive Secretary.

Greater pains also could advisably be taken by Canadian Boards and Chambers generally to form practical contacts with outside tourist and travel organizations, for, such bodies could do a great deal towards diverting the tourist to particular communities and in assisting him to find his way to them. In addition to our railway companies, it is suggested that automobile associations, not merely on this continent, but also in other countries, could be approached. In some instances it would be useful to communicate with such travel agencies as Thomas Cook and Son, Cox Limited and the American Express with a view to their carrying informative folders and descriptive booklets of Canadian communities.

Tourist Accommodation

Eighty-four of the one hundred and six communities replying have established tourist camp facilities under the auspices of the Board of Trade, the Tourist Bureau, municipality or private enterprise. In many cases there are several camps and it may be estimated that in these eighty-four communities there are about one hundred and fifty establishments of this nature. The majority of tourist camps included in the survey are operated by the municipalities. The bulk of the rest being privately owned and in twenty-three instances the camp is operated by the local Board or Chamber solely, or in co-operation with service clubs, automobile associations, or by one of these latter organizations independently. It has been ascertained that these tourist camps are well patronized and that the results on the whole are successful.