

## Tourism is everybody's business

Tourism, said to be the world's fastest growing industry, is now Canada's fifth largest earner of foreign revenues.

The Canadian tourism industry involves government at every level: federal, provincial, territorial and municipal. It comprises carriers (airlines, bus companies, railways, car rental firms, shipping lines), accommodation and food-service interests; reception services at ports of entry and at provincial, regional and municipal levels; the travel trade (tour producers, operators and wholesalers and travel agents); operators of events and activities; the travel trade press; and special industrial and trade associations.

Some 80,000 private businesses, a few large but the vast majority small, are widely dispersed across the country. There are about 20,000 hotels, lodges, cabins, resorts, motels and campgrounds; an estimated 43,000 restaurants; a myriad of events and attractions; facilities such as parks, historic sites, and marinas are to be found from coast to coast. A first-class transportation network exists.

The Canadian Government Office of Tourism lists the following facts about this growing industry:

- Tourism receipts in Canada in 1976 reached about \$9.2 billion, about 5 per cent of the gross national product.
- The bulk of Canada's tourism income comes from the spending of Canadians travelling in their own country — an estimated \$7.3 billion in 1976. In the period 1971-76 inclusive, the volume of

domestic travel increased 85 per cent.

- Receipts from visitor spending in Canada in 1976 rose to \$1,930 million, up from \$1,815 million in 1975. On this basis, tourism is Canada's fifth largest earner of foreign exchange, after motor vehicles, engines and parts; wood pulp; crude petroleum; and newsprint paper.

- Tourist expenditures gave rise to 800,000 direct and indirect jobs for Canadians in 1976.

- In 1976, travellers from the United States numbered 32.2 million (all trips, including same-day auto travellers). The total was down from 34.6 million in 1975 and gross revenues were slightly higher, up to \$1,346 million in 1976 from \$1,337 million the year before.

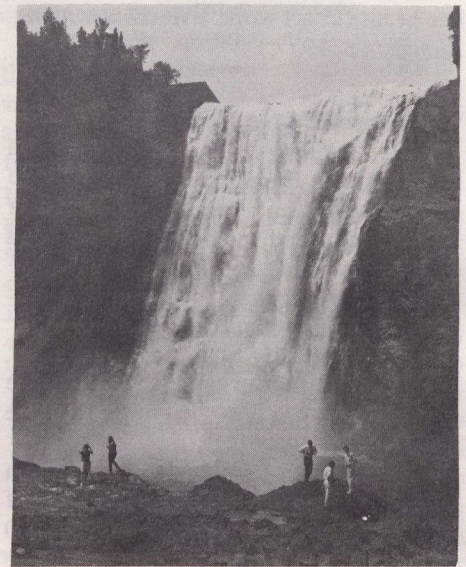
- Visitors to Canada from countries other than the U.S. reached an all-time high record in 1976 of 1.6 million, up by about 250,000 over the 1975 figure. Revenues in 1976 were \$584 million, compared with \$478 million in 1975.

- In 1976, 408,176 tourists came from Britain; 169,337 from Germany; 106,783 from Japan; 109,693 from France; 72,199 from The Netherlands; 57,500 from Italy; 57,049 from Australia; 35,973 from Mexico; 35,932 from Switzerland.

- While income from all visitors to Canada in 1976 was estimated to be \$1,930 million, an increase of \$115 million over the 1975 figure, Canadian travel expenditures abroad in 1976 amounted to \$3,121 million, up \$579 million from the year before, leaving Canada with a deficit of \$1,191 million on travel account in the international balance of payments.

## Farm cash receipts

Preliminary estimates indicate that during the January-June period of 1977 farmers' total cash receipts from farming operations in all provinces except Newfoundland totalled \$4,773.3 million, compared to \$5,128.4 million realized during the corresponding period of 1976. These estimates included: cash receipts from the sale of farm products; Canadian Wheat Board participation payments on previous years' grain crops; cash advances on farm-stored grains in Western Canada; and deficiency payments by the Agricultural Stabilization Board.



Montmorency Falls near Quebec City, P.Q.

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Maligne Lake at the Narrows, Jasper National Park, Alberta.

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Sunset at Big Basswood Lake, Ontario.

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