

Thirdly—the large expenditures by Canadian tourists in other countries—\$51,000,000 in 1933—indicates the need of carrying to Canadians the idea of touring Canada and thus divert a greater share of the expenditures by Canadian tourists into interprovincial rather than international channels.

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The CHAIRMAN: How much has been spent in developing tourist travel within Canada?

Mr. McCALLUM: The Parks Branch have already given a statement. It is rather hard for me to say what has been spent by our branch. We were in the National Development Bureau, which was really an information bureau of all resources, including recreational. There was never any such division made with respect to what was spent on the promotion of mines, minerals, tourists or anything else. They all came under the same appropriation.

The CHAIRMAN: Have you any record of the number of cars that travel from province to province, for instance, from Manitoba to British Columbia?

Mr. McCALLUM: No, there is no record kept of that traffic except through the parks.

The CHAIRMAN: On what do you base your opinion on tourist development?

Mr. McCALLUM: The provincial bureau of Quebec keep a record of incoming cars, and the Parks keep a record of cars coming in from other provinces. Then we know that anyone going to Prince Edward Island or Nova Scotia by road must come into New Brunswick. So there is quite a bit of interprovincial travel. I am not talking so much of the interprovincial travel as about bringing tourists into Canada and giving them aid to send them east and west.

The CHAIRMAN: I thought you were referring to what had been accomplished in interprovincial travel.

Mr. McCALLUM: No. Direct federal attention to the importance of the tourist trade from the national standpoint is recognized in the fact that the Department of the Interior has had for a long time as one of its main functions the promotion of tourist travel to and in Canada. Other departments of the Government are also contributing much to the development of this industry as incidental to their main work. For instance, the regulations of the Department of National Revenue facilitate the entry to Canada of tourist automobiles and outfits, while the courtesy which Immigration and Customs officers at the border extend to tourists on their entry to Canada has been an important factor in the growth of the tourist business. The Department of Trade and Commerce through its offices abroad and its publicity work for the development of Canadian trade indirectly influences tourist traffic and through the Dominion Bureau of Statistics collects and publishes valuable statistics on the tourist trade.

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The restocking of waters by the Department of Fisheries is also a direct help to the tourist industry.

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It is, however, through the Department of the Interior that the Federal Government has taken a full share of responsibility for promoting Canadian tourist development and has expended upon that object a large measure of attention. It has for a number of years been carrying forward a varied program of constructive work for the purpose of realizing as far as possible upon the Dominion's scenic, sporting and other assets which have a concrete value in their attraction to tourist traffic. It has been the Department's policy to give increasing atten-