

# The Canadian Engineer

*A weekly paper for engineers and engineering-contractors*

## CANADIAN NATIONAL PARK DEVELOPMENT

ASTONISHING FIGURES OF VALUE OF TOURIST TRAFFIC AS COMPARED WITH OTHER SOURCES OF REVENUE—ROAD BUILDING AND OTHER ENGINEERING PRACTICE INVOLVED.

**I**N taking stock of our natural resources in Canada there is one potential source of wealth that is often overlooked, and that is the value of scenery. The value of forests, minerals, water powers and agricultural products is easily recognized, but because the revenue which scenery brings to a country is an indirect one its importance is often forgotten and seldom estimated at its actual value. From countries such as Switzerland and Italy, which are pre-eminently scenic countries, it is possible to see what the possession of striking natural beauty means by virtue of its power to attract tourist traffic.

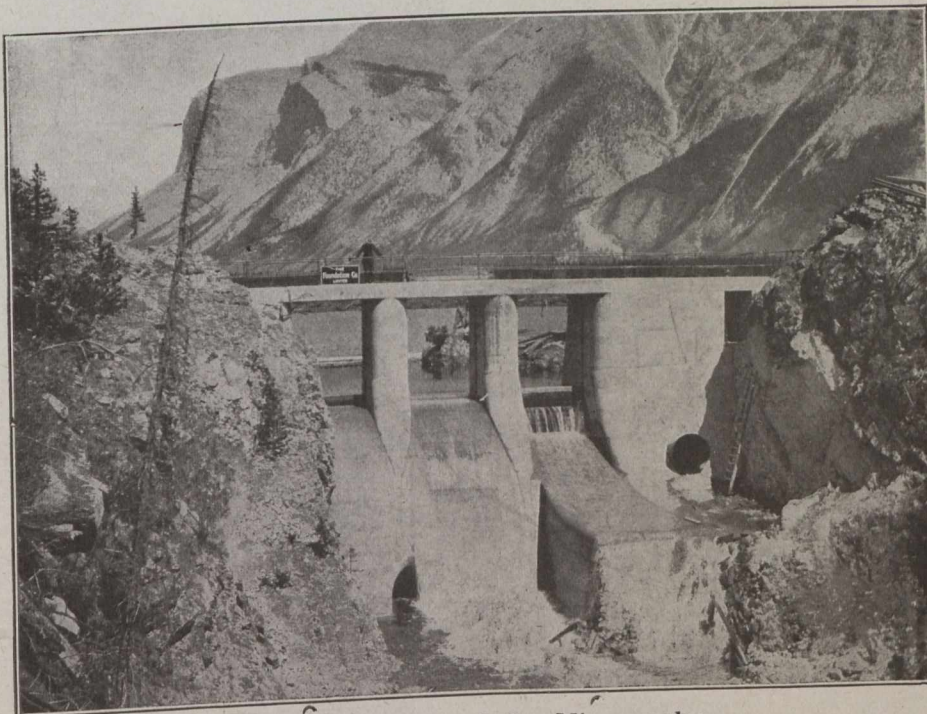
The tourists attracted by Switzerland's mountains are one of her most profitable industries. It is estimated that in 1913, the year before the outbreak of the great war, they brought her a tourist traffic which was worth the enormous sum of \$250,000,000. These figures are startling, but they are borne out by those from other countries. The value of tourist traffic to France in the same year was placed at \$600,000,000; that of Italy at over \$100,000,000. The palm groves and orange blossoms of Florida are known to be worth more to her than all the products of her soil, while the pine woods of Maine, in addition to their value as timber, bring in a revenue of \$40,000,000 per year from the tourists they attract. The yearly tide of travel from the United States to Europe before the war was estimated at from three to four hundred million dollars, while the harvest reaped from visitors by the three great tourist cities, London, Paris and Berlin, was placed at over \$30,000,000 each in one year.

These are enormous sums but the estimate with regard to Canada is equally striking. W. T. Robson, organizer of the Canadian Travel Association, formerly general advertising agent of the Canadian Pacific Railway, recently made a careful estimate of the value of the tourist travel which came to Canada in 1913. His figures, which are given at the bottom of this page, show a total of \$50,000,000, giving this source of revenue fourth place among our natural resources.

The total number of visitors at the two chief resorts in the Rockies—Banff and Lake Louise—during the past five years was 321,823. Almost half of these were foreigners. It is estimated that the foreign tourist spends about \$100 in transportation, and in addition spends large sums in hotels, liveries, souvenirs, etc. But, taking \$100 as an average expenditure, which is declared by those who know to be a very low one, the amount

of money left in Canada during this period by these visitors alone amounts to over fifteen million dollars.

There is no doubt that the Canadian mountains are as capable of attracting a large tourist traffic as any other scenic district in the world to-day. Famous travellers and



Minnewanka Dam, Lake Minnewanka.

### Comparative Revenue Figures for the Year 1913.

Field crops .....	\$509,437,000
Forest products .....	161,093,000
Minerals .....	102,300,000
Tourist traffic .....	50,000,000
Fisheries .....	43,667,000