

an industry to be sought after is now recognized in every progressive country. Consequently there has grown in recent years strong competition among the various nations for this type of trade and the business of attracting tourist travel is now highly organized. Its encouragement is no longer left exclusively to private effort but is more and more recognized as a matter for official attention.

The great nations of Europe are alert to benefits accruing from this form of travel and the presentation of the attractive features of their respective countries has become in many cases a direct state activity. In Switzerland tourism is the leading branch of Swiss commerce and constitutes one of the main phases of the economic life of the country. The Swiss people have developed the entertainment of the visitor to a fine art. In Germany, France and Italy the tourist movement is of major importance and a factor in foreign trade accounts. In France this channel of revenue is supervised by a Government Department. I understand it is under the Department of Public Works. In Italy in 1931 Premier Mussolini established a Central Tourist Council to study the tourist industry and to devise ways to promote its development.

The people of the United States undoubtedly spend more on travel than those of any other nation—the expenditure of American tourists on foreign travel during the five years prior to 1931 averaged more than \$760,000,000. The greater part of this expenditure was made in Europe. The United States offers, therefore, an unparalleled field for the development of tourist travel to Canada. It is a field in which the Dominion has, however, to meet strong competition, as other countries such as France, Germany, Switzerland, Japan, Cuba, New Zealand, Russia, and other countries are spending much money to attract the American tourist.

In appraising the tourist resources of Canada it must not be forgotten that they are not exactly comparable to those of the Old World countries. Canada has not the history, the ancient ruins or the attainments of more modern civilization that give to European, Asiatic or North African countries their lure. The Dominion does not appeal to tourists on these scores. In the new world it is rather the recreative side of touring that is featured. Many of the experiences gained by a tour of Europe cannot be duplicated in Canada but, having visited Europe, the traveller may well spend a season in Canada, where in place of the "culture" side of touring is found a holiday spirit expressing itself in various phases of outdoor enjoyment.

As a recreational area the outstanding features of Canada are its tremendous expanses and its diversity of physical features and natural conditions. To these may be added its comparatively sparse population. The result is the world's greatest and least crowded playground area. Canada has also certain other advantages over European countries as a field for tourist. On the main continent of Europe there are twelve principal tourist areas namely—France, Belgium, Netherlands, Norway, Sweden, Denmark, Germany, Czechoslovakia, Austria, Switzerland, Italy and Spain. Their combined area is less than one-third that of Canada. The distances involved in touring these twelve European countries are not great. Transportation facilities are good and in a short time a person can visit the principal points of interest in every country, but in doing so there will be encountered a dozen different languages, official regulations, passport requirements and other unavoidable formalities. The visiting tourist is practically free in Canada from all such embarrassment. In the first place he may enter Canada without even a passport. Having entered he finds a universal language, English, spoken from coast to coast. Even where the French language may predominate to such an extent that speaking it would be an advantage, there will be found plenty who understand English. Interprovincial movements are entirely free and unrestricted. Highway regulations vary only slightly in the different provinces—principally as to speed limit. Currency, postage, railway