

Comment

The salient impression conveyed by the memorandum is that efforts to promote visits on the part of tourists in various communities is directed largely towards the United States. While such efforts are commendable from the dual viewpoint of building up happy international relationships and of practical purpose, further encouragement of Canadians to visit centres of interest, beauty and recreation in their own country could be perhaps the more emphasized. There is an apparent lack of particular stress of this nature, and it seems that an opportunity is being missed to encourage Canadians to visit Canadian communities. If this is so, then it would seem reasonable to suggest that Boards and Chambers throughout the country could well consider taking practical steps towards a policy of "See Canada First."

REPORT ON THE TOURIST TRADE IN CANADA WITH SPECIAL REFERENCE TO THE ROYAL BANK PROPOSALS

SUBMITTED TO THE EXECUTIVE OF THE CANADIAN CHAMBER OF COMMERCE BY
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I. GROWTH AND IMPORTANCE OF THE TOURIST TRAFFIC

1. *Volume of Tourist Traffic.*—The tourist traffic in Canada has increased enormously in the past ten years. Reference to the figures given in Appendix A will show that it has maintained a steady increase of between fifteen and twenty per cent per annum in each year since the War. In 1920, 2,379,000 visitors spent altogether about 7,500,000 days in Canada and spent about \$84,000,000. In 1925 approximately 8,000,000 tourists spent 22,500,000 days and \$187,000,000 in Canada, and in 1929 the figures were 16,000,000 tourists, 40,000,000 days and \$300,000,000. No other important industry in Canada has shown anything like such rapid and consistent growth, and while no such six-fold increase in the number of tourists can be expected in the next ten years yet substantial annual increases are almost certain to occur. We may, I think, look forward to an annual influx of between twenty and twenty-five and possibly thirty million visitors before the close of the next decade.

2. *Its General Economic Importance to Canada.*—The importance of the Tourist Trade has received a growing amount of attention in recent years, but it has not generally been given the recognition it deserves. While the figures have appeared in the public press from time to time, few people really appreciate the fact that the Tourist Trade is now one of the most important of our sources of commercial revenue. In 1929, in dollar value of business, it ranked sixth among our great industries being exceeded only by Field Crops, Iron and Steel, Construction, Railways and Textiles. It ranked well ahead of Mining, Dairy Products, Pulp and Paper, Lumbering, Milling, Meat Packing, Fisheries and other staple lines of production. (See Appendix B). In 1929 our tourist revenue was equal to one quarter of our entire export trade. It was greater than the value of our entire exports of wood, wood products and paper, and was within ten per cent of our grain and grain products exports. It has in each of the past four years almost exactly balanced our "unfavourable" trade balance with the United States. There is at the present time about \$6,000,000,000 of foreign capital invested in Canada. Our tourist revenue just about equals the entire interest and dividend requirements on this large sum.