

LIBRARY OF PARLIAMENT



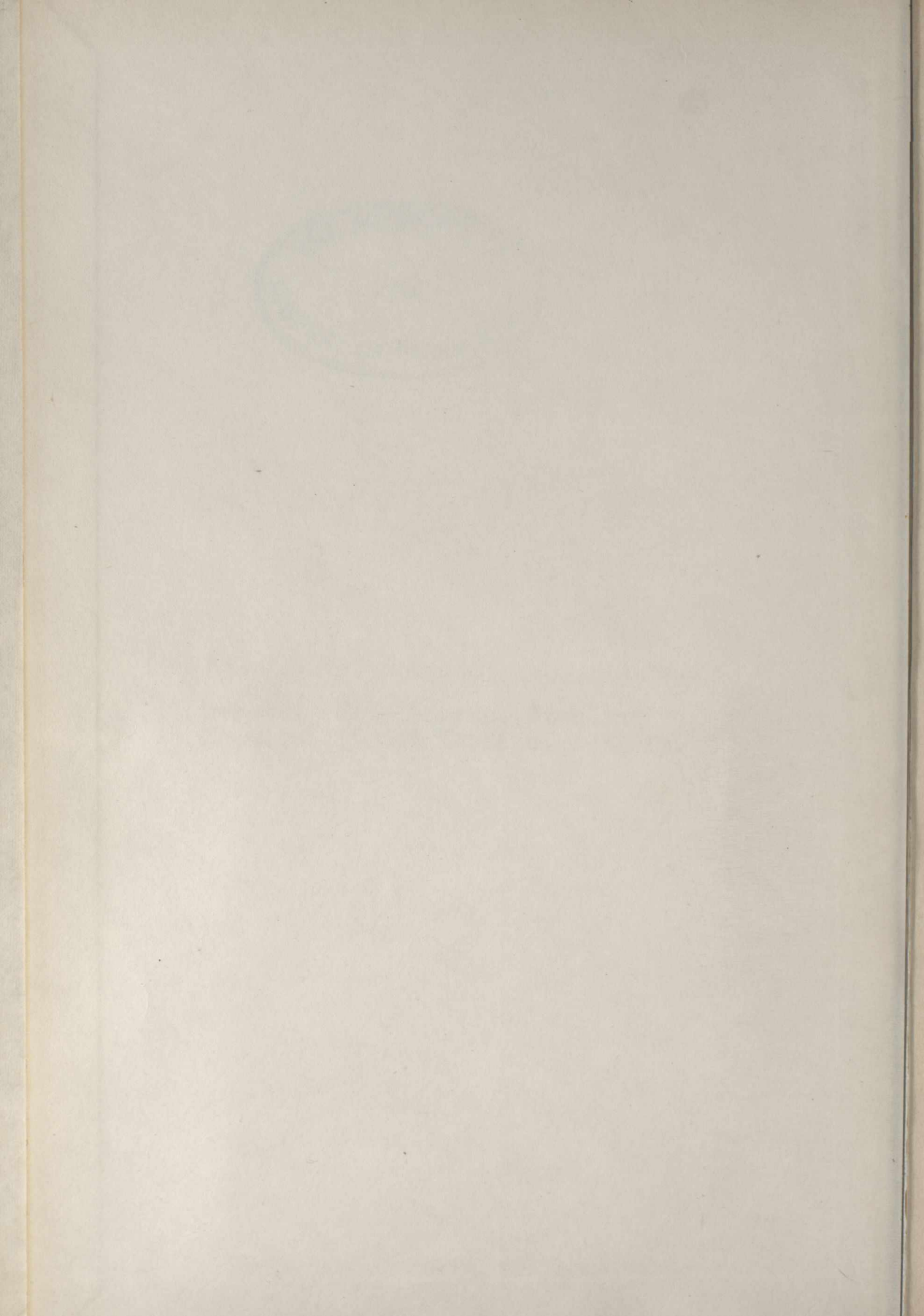


Canada. Parl. Senate. Standing  
Comm.on Tourist Traffic, 1952/53.

J  
103  
H7  
1952/53  
T6  
A1



UNIVERSITY OF  
MICHIGAN LIBRARY





1952-53

THE SENATE OF CANADA



PROCEEDINGS  
OF THE  
STANDING COMMITTEE  
ON  
**TOURIST TRAFFIC**

---

THURSDAY, MARCH 19, 1953

---

The Honourable W. A. Buchanan, Chairman

---

WITNESSES:

- Hon. Robert Henry Winters, P.C., Minister of Resources and Development.  
Major General H. A. Young, C.B.E., D.S.O., Deputy Minister of Resources and Development.  
Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Resources and Development.  
Mr. J. A. Hutchison, Acting Director, National Parks Branch, Department of Resources and Development.

APPENDIX

Brief on the National Parks of Canada.

MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

Baird	Davies	Isnor
Basha	Dennis	King
Beaubien	Duffus	McLean
Bishop	Dupuis	Pirie
Bouchard	DuTremblay	*Robertson
Bouffard	Fraser	Roebuck
Buchanan	Gershaw	Ross—(23)
Crerar	*Haig	
Daigle	Horner	

\*Ex officio member.

ORDER OF REFERENCE

EXTRACT from the Minutes of the Proceedings of the Senate,  
"Thursday, February 26, 1953.

With leave of the Senate, and—

On motion of the Honorable Senator Buchanan, it was—

Ordered, That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada, and that the Committee be authorized to send for persons and records."

L. C. MOYER,  
*Clerk of the Senate.*



## MINUTES OF PROCEEDINGS

THURSDAY, March 19, 1953.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 a.m.

*Present:* The Honourable Senators.—Buchanan, Chairman; Baird, Basha, Beaubien, Bishop, Crerar, Davies, Dennis, Duffus, Dupuis, Gershaw, Haig, Horner, Isnor, King, Pirie, Roebuck and Ross.—18.

*In attendance:* The official reporters of the Senate.

The Committee proceeded to the consideration of the Order of Reference of Thursday, February 26, 1953, authorizing the Committee to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada.

The following witnesses were heard with respect to the efforts made by the Department of Resources and Development to promote tourist travel in Canada:—

Hon. Robert Henry Winters, P.C., Minister of Resources and Development.

Major General H. A. Young, C.B.E., D.S.O., Deputy Minister of Resources and Development.

Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Resources and Development.

Mr. J. A. Hutchison, Acting Director, National Parks Branch, Department of Resources and Development.

Mr. J. A. Hutchison filed a brief outlining the activities and developments in the National Parks of Canada during the period April 1, 1952 to December 31, 1953, which appears as an appendix to these proceedings.

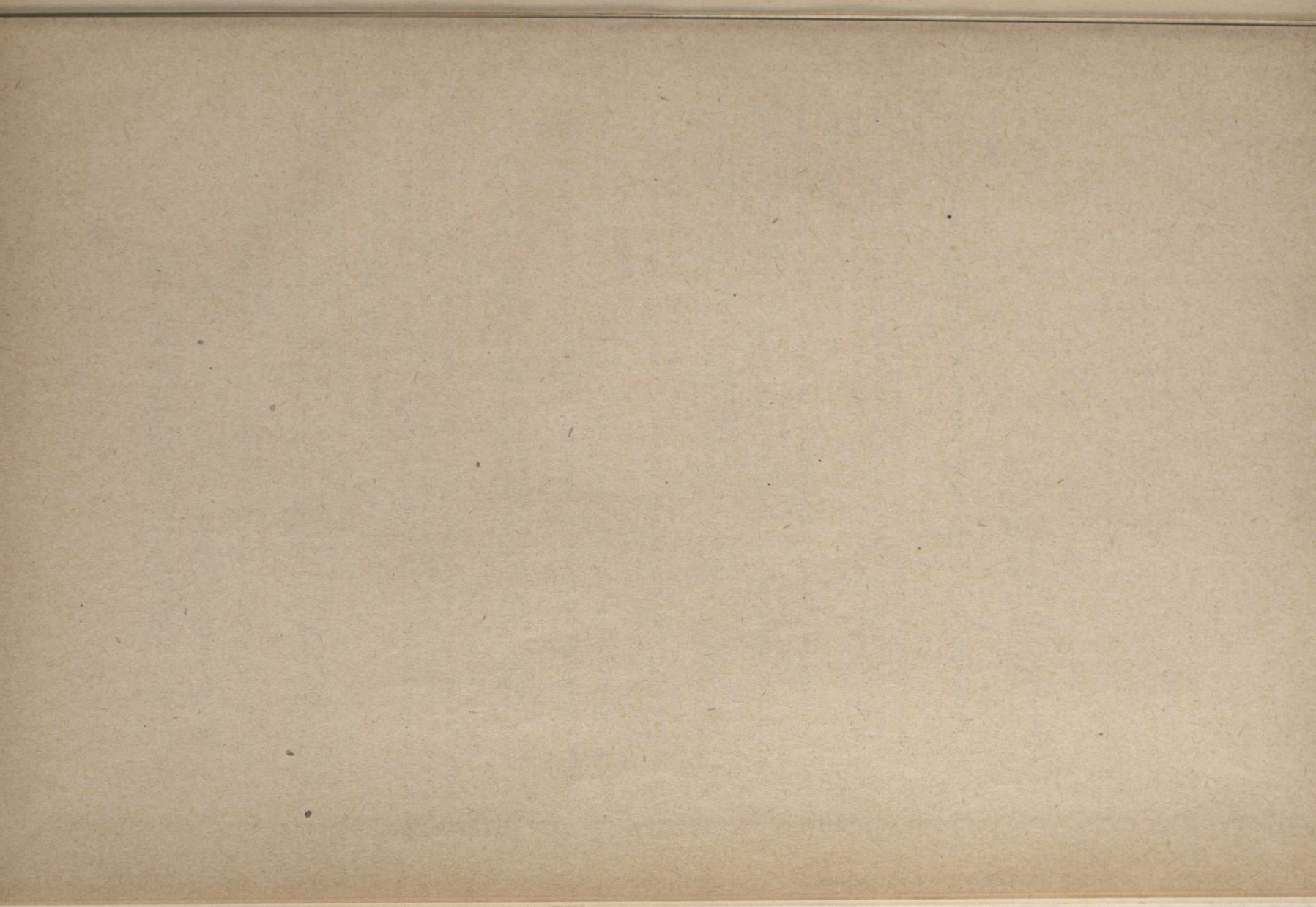
After discussion, it was—

Resolved to report recommending that authority be granted for the printing of 600 copies in English and 200 copies in French of the evidence given before the Committee, and that Rule 100 be suspended in relation to the said printing.

At 1 P.M. the Committee adjourned to the call of the Chairman.

Attest.

James D. MacDonald,  
*Clerk of the Committee.*





# MINUTES OF EVIDENCE

## THE SENATE

OTTAWA, THURSDAY, March 19, 1953.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business, met this day at 11 a.m.

Hon. Mr. BUCHANAN in the Chair.

The CHAIRMAN: Gentlemen, we now have a quorum.

We have before us a number of officials, and Mr. Winters, the minister, expects to arrive about 12 o'clock. We have at the moment the Deputy Minister of Resources and Development, General H. A. Young, Mr. Leo Dolan of the Travel Bureau, Mr. Hutchison, Director of National Parks, and a number of other officials associated with the Travel Bureau and the National Parks. May I call first on General Young, the Deputy Minister, who will be followed by Mr. Dolan and Mr. Hutchison.

Major General H. A. YOUNG: Thank you, sir. By and large we have had a very good year in both the national parks and travel bureau. The activities of these two fit closely together, and the two directors work very closely.

To refresh your memory, Canada has seventeen national parks and eleven historic parks. The historic parks are places where we have museums, and are centres of important historic interest.

The increasing popularity of the national parks in vacation and recreational areas is very evident. In 1952 we established an all-time tourist record. The appropriation voted by parliament permitted the continuation of highway improvement and the hard-surfacing program which was inaugurated two years ago.

Some progress was made in the provision of additional accommodation for visitors; new camp grounds were established, and existing grounds were considerably extended and amenities were added. Recreational features have been made available for visitors, and many organizations have arranged their conventions at national park centres.

The attendance of visitors at the parks showed a marked increase in 1952, when some 2,548,870 persons visited the national and historic parks during the period from April 1 to December 31, 1952. This figure represents a gain of almost half a million over 1951, with an actual increase of 415,724. The attendance at Banff, Kootenay, Mount Revelstoke, Point Pelee, Riding Mountain and Waterton Lakes parks was high. The most striking gains were registered at Banff National Park.

Appended to the statement I have here, Mr. Chairman, and which I might leave with you, is a comparative statement of the attendance of visitors at the various parks.

For the year ending March 31, 1953, Parliament has voted an amount in excess of \$7,200,000 for national parks and historic site parks. Of this amount \$1,389,250 was provided for hard-surfacing and improvement of roads. I thought you might be interested in other allocations which includes \$51,000 for the renovation of the Miette Hot Springs Bath House at Jasper; \$27,500 for beach protection at Point Pelee; \$100,000 for renovation and repair of the Halifax



Citadel; \$20,000 for the repair to the fortification walls in Quebec City; \$55,925 for parks and resources information. In addition to the moneys provided for the national parks and the historic sites, \$500,000 was provided in the Trans-Canada Highway Division for survey and construction of the Trans-Canada Highway through Banff National Park, and that work was started this year, 1952.

I have here, sir, a more complete document which I have highlighted. There are more details in it about each park, about which honourable senators might want to ask questions of Mr. Hutchison.

As regards our Travel Bureau activities, it has been a very successful year. The number of tourists exceeded our expectations. There was some concern in the early part of the year with respect to the exchange situation, and the bad effect it would have on the number of tourists coming in. Mr. Dolan was concerned from time to time, but I felt that the people would come provided they understood the situation. An educational program was carried out under the direction of the branch itself, to tell people why they were being charged the adverse exchange. During my summer travels I tried to encounter groups of tourists; I frequently would talk to them at the parliament buildings, at filling stations across Canada and at border points. The number who had complaints to make were really very few. I think in our survey they represented much less than one per cent. There are always a certain number of people who like to make complaints. In former years they were about our roads and our restaurants; this year it is the exchange rate.

Hon. Mr. ROEBUCK: I am rather interested to know what explanation you gave these people as to why the exchange rate was against them?

General YOUNG: Mr. Dolan can explain the program in a bit more detail. But the first thing we tried to do was to get the people to exchange their money before they came into Canada, pointing out that if they were going to Europe, for instance, they would certainly exchange their money before they went. We emphasized the fact that this was another country, and that they should get their money exchanged. I think we had considerable success in that regard through the hotel association, the restaurant association and transportation companies. We had signs put up to indicate what the exchange was going to be.

I think the most annoying part to the tourist was when they were told "Your money is no good in this country." Unfortunately that happened and we had to try and counteract it. I am afraid that too many Canadians had a similar experience in the United States.

Hon. Mr. DAVIES: I am glad they were told that for a change.

General YOUNG: The natural reaction, when the tide was turned, was for us to tell them that their money was no good.

Hon. Mr. DAVIES: They certainly told us.

General YOUNG: From a tourist point of view that of course was bad; much as we would like to express our own feelings, we felt that it was not the thing to do if we wanted to get American tourists in Canada.

Hon. M. DAVIES: Did you have much complaint about hotels and restaurants?

General YOUNG: No.

Hon. Mr. DAVIES: Or will Mr. Dolan deal with that question?

General YOUNG: He will deal with it; but we had very little complaint.

Hon. Mr. DAVIES: Did most of the hotels charge the exchange rate?

General YOUNG: Yes.



Hon. Mr. DAVIES: I know in Kingston, the LaSalle Hotel, which is our largest hotel, did not charge exchange until July 1st. Then Mr. Ormsby told me he could not take it any longer, the losses were too great; he then started to charge exchange and he did not have any trouble.

General YOUNG: I think that is the way it went. There were quite a number of hotels, restaurants and department stores who carried on as long as they could; but when the exchange rate became five per cent that was a bit too much. I think the putting up of signs in departmental stores and hotels telling the patrons and customers what the rate was, was a big factor in solving the problem.

Hon. Mr. ROEBUCK: It would be unfair for hotels to make their rates exchange-free, while tourists were charged a percentage on the exchange of their money before coming into Canada. That would not be a square deal.

General YOUNG: Quite so.

Hon. Mr. ROEBUCK: Have you before the Commons a bill dealing with historic places?

General YOUNG: Yes.

Hon. Mr. ROEBUCK: Tell us about it.

General YOUNG: There has been an Historic Sites and Monuments Board going back, I think, for twenty-five or thirty years. There was no act of parliament authorizing it, and its terms of reference were a bit scanty. It was felt that it should be tidied up by having a proper act relating to historic sites, in order that we would be able to point officially to historic sites and monuments. Perhaps I am oversimplifying it a little bit, but for the most part it is a tidying up of something that has existed for a long time.

Hon. Mr. ROEBUCK: Strangely enough, New Zealand was doing the same thing and wrote me for information with respect to what Canada was doing. General Young gave me very up-to-date information—indeed, the bill was introduced about the same day.

Hon. Mr. BAIRD: I notice, Mr. Young, you have a comparative statement showing \$2,310,609 for national parks. I notice it contains nothing for Newfoundland. Why is that?

Some Hon. SENATOR: Shame!

Hon. Mr. CRERAR: Newfoundland has its park.

Hon. Mr. BAIRD: But we still have to have money to keep the park up.

General YOUNG: There is a study being made of an area, and in due course—

Hon. Mr. BAIRD: That is the trouble; you say “in due course”. It is all too slow.

General YOUNG: I am not quite certain that the province has actually acquired the land; and one other factor, of course, is that it cannot be much of a park until there is a road. I cannot speak for the provincial government.

Hon. Mr. ROEBUCK: Are there no roads in Newfoundland?

Hon. Mr. BAIRD: Not since Confederation!

General YOUNG: But I think that the acquisition of the land and the construction of the Trans-Canada highway are two things that must go first.

Hon. Mr. ISNOR: General, you mentioned 2,500,000 people as roughly the number that had visited the parks. What do you mean by “visited the parks”?

General YOUNG: Well, they entered the gates; they were registered as going into the parks.

Hon. Mr. ISNOR: You have no idea as to the amount of money spent by these two and a half million?



General YOUNG: No. We have general figures of what the tourists spent in Canada, but I do not think we have any information on what they actually spent in the parks.

Hon. Mr. ISNOR: No figures to indicate?

General YOUNG: No.

Hon. Mr. ISNOR: I was asking that because I am going to ask further questions later in regard to the operations of the parks, of Mr. Hutchison, and I wondered as to whether you had any figures.

General YOUNG: No, I think it would be very difficult.

Hon. Mr. ISNOR: Then it is just 2,500,000 passing through certain places.

General YOUNG: Yes. They went into the parks.

Hon. Mr. DAVIES: They may have been Canadians or were they Americans?

General YOUNG: They were all visitors.

The CHAIRMAN: I suggested that General Young should start off with a general statement. When we come to two important departments such as the Travel Bureau and the Parks Branch we can question the officials of those respective branches on many of these matters that the General himself has referred to, and on which they probably have complete information. I am not saying we should not ask questions of General Young at this stage, but a lot of this information will come from the officials when they appear.

Hon. Mr. CRERAR: There is one question I would like to ask. As regards the registrations in each of the parks, there have been many duplications?

General YOUNG: No. There may be some.

Hon. Mr. CRERAR: For instance, they might come into Waterton Lake Park in southern Alberta, and then say "We will go and have a look at Banff".

General YOUNG: That is right.

Hon. Mr. CRERAR: They go to Banff and they say, "Let us go up and see Jasper".

General YOUNG: That is right.

Hon. Mr. CRERAR: And then they will say, "We might go and have a look at the buffalo herds at Elk Island."

General YOUNG: Repetition!

Hon. Mr. CRERAR: So you may have the one person recorded four times?

General YOUNG: But in many cases they buy one ticket to all the western parks that they intend going to. I think quite a number of them do that. They go to Waterton Lakes and buy a permit for all the western parks. There will be a number who will go to Waterton and then decide to go to Banff. But I would say that the greater proportion of those who come in buy the tickets covering the western parks.

Hon. Mr. CRERAR: I do not think there will be a very substantial amount.

General YOUNG: No. I don't think so, but there would be a number.

Hon. Mr. ROEBUCK: What is the price of these tickets? How much do you charge to get into the parks?

General YOUNG: Two dollars for entrance fees to the parks. In the Mari-times we have no entrance fee.

Hon. Mr. ROSS: Two dollars per car or two dollars per person?

General YOUNG: Two dollars per car.

Hon. Mr. ROEBUCK: That is, to go in the park and drive through and come out again?



Hon. Mr. CRERAR: You can buy a permit for \$2 and visit all the parks in Canada.

Hon. Mr. DUFFUS: I would like to go back to the question of exchange. On three different occasions last year I visited the United States for two or three weeks at a time, and I found that a very convenient way to pay my hotel account was to issue a cheque and mark on the cheque "Payable in United States funds". I got my discount, and with no trouble. I found it very, very convenient.

General YOUNG: It is a very good idea. But maybe there are others from whom they would not accept cheques.

Hon. Mr. DAVIES: You have said something there.

General YOUNG: With the prestige of a senator you might do that sort of thing, but there are many people whose cheques would not be accepted so readily.

Hon. Mr. ROEBUCK: What was the return on the \$2,500,000? Not \$2 apiece for two million people?

General YOUNG: No. Because there is no charge in the Maritimes.

Hon. Mr. DAVIES: No charge to a Canadian?

General YOUNG: Well, there are charges to Canadians in our parks.

Hon. Mr. ROEBUCK: Just on that point of the charges. Take a park like Riding Mountain, or Waskesiu, in Saskatchewan: the entry to the park is twenty-five cents for a car, or it was

Mr. HUTCHISON: That is a single entrance.

Hon. Mr. CRERAR: That charge is not made in the Maritime Provinces.

Mr. HUTCHISON: Not in Cape Breton Island nor in Prince Edward Island.

General YOUNG: They never got around to charging admission fees in the Maritime parks.

The CHAIRMAN: Will we hear Mr. Dolan now?

Hon. Mr. ISNOR: I quite appreciate, Mr. Chairman, what you pointed out, that General Young just made a general statement, but he mentioned figures. I would like to make a comparison of the total visitors with these two and a half million. Did you mention the total number of tourists?

General YOUNG: The total number who entered the parks?

Hon. Mr. ISNOR: No, the total number of tourists that you estimate came to Canada last year.

General YOUNG: I have not given that. I was leaving that for Mr. Dolan.

Hon. Mr. ISNOR: I would like to comment with regard to the exchange. Apparently I differ from most of those who have expressed their views. You seem to think that the hotels have made a pretty good job with regard to the tourist trade by this means.

General YOUNG: I would not say those are the only means they had.

Hon. Mr. ISNOR: What other means?

General YOUNG: I think, by education, by talking to them at the counter, and that sort of thing.

Hon. Mr. ISNOR: Did you from a departmental point of view endeavour to contact the hotels, pointing out what the tourist trade meant in Canada?

General YOUNG: Not officially. It was done largely through Mr. Dolan and his contacts with the various associations.

Hon. Mr. ISNOR: You would not do that in a departmental way?

General YOUNG: No, I do not think it would be right for us to do that.



Hon. Mr. ISNOR: Not even to the Canadian National or the Canadian Pacific—particularly to the Canadian National?

General YOUNG: We thought Mr. Dolan was having considerable success informally with the various associations, and I think it worked very well, rather than that the government should do it, because the obvious come-back would be, "Well, what about subsidizing?". So we thought that if it could be done informally it would be much more successful and would not commit the government to any definite stand. It was a matter in the final analysis for each individual hotel-keeper or each individual department store to take whatever action they felt they should.

Hon. Mr. ISNOR: You are aware, of course, that at least a certain number of members of the Senate advocated that there should be action taken by somebody to encourage, not the tourist trade alone, but the commercial field to extend the privilege of receiving their money at par—accepting their money at par.

General YOUNG: That again was a matter for the individual operators, and many of them did do that as long as they could. But when it assumed the proportion of 5 per cent it was something that was becoming a bit too much.

Hon. Mr. ISNOR: I see.

The CHAIRMAN: I think it would be to our advantage now to call upon Mr. Leo Dolan to tell his story.

Hon. Mr. ISNOR: There is one other question I should like to ask General Young. It hinges on the others I have asked. General Young, do you consider it would have been good business to have advocated that the National Parks accept American money at par?

General YOUNG: I do not think so, sir. It would have created a very great problem for private enterprise had the government undertaken to subsidize, so to speak, the tourist industry in the National Parks. I believe it would have put undue pressure on private enterprise, a pressure that would not have been warranted.

Hon. Mr. NICOL: The Americans did not advocate accepting our money at par when the exchange was 10 per cent in their favour. Let them starve for a change.

Hon. Mr. ISNOR: Two wrongs do not make a right.

General YOUNG: That would be one step towards the government getting into subsidizing, which I do not think it should.

Hon. Mr. ROEBUCK: We did it once and lost a billion and a half dollars on it. We set the exchange at 10 per cent irrespective of the market, and we paid through the nose.

Hon. Mr. ISNOR: That is a different thing altogether.

Hon. Mr. ROEBUCK: It is just about the same thing.

Hon. Mr. ISNOR: I could argue that with you but I do not want to prolong the discussion except to say this to General Young. When you use the word "subsidies" it is not a parallel case at all towards paying the cost of a certain thing. You are stressing the fact that the Canadian National parks are prepared to encourage American tourist traffic. It might be advantageous to the park operators and to tourist traffic generally if the parks were to accept the American money at par.

General YOUNG: I would doubt that, sir.

Hon. Mr. ISNOR: It is all right for you to doubt it.



Hon. Mr. CRERAR: I would disagree most emphatically with Senator Isnor. It may not be a bad thing to do a little educational work in this line with our American friends. I have been in the United States and have tendered Canadian money and have been told that it was no good.

General YOUNG: I think the answer is to be found in the results we have had. We have had more tourists than ever before. According to a cross-section analysis, less than one half of one per cent of the complaints made by Americans in Canada had to do with the question of exchange. I think that is the answer. We did not help them out, but it did not affect our tourist industry.

The CHAIRMAN: If General Young is through we will call upon Mr. Leo Dolan of the Canadian Travel Bureau.

Mr. LEO DOLAN: Mr. Chairman, I think I can only add a few comments to what General Young has said about the tourist industry generally.

Hon. Mr. BAIRD: Do you speak as a deputy minister?

Mr. DOLAN: Oh, no. I wish I did but I don't. I would feel much freer speaking here as a deputy minister. I think I should be speaking as such, but then again I don't know.

Some Hon. SENATORS: Oh, oh.

The CHAIRMAN: Have you a general statement you want to submit.

Mr. DOLAN: No. I think the practice has been for me to make a few general remarks and then submit to questioning. In 1952 we had the biggest influx of American tourists in the history of our operations. More people came into Canada last year from the United States than in any other year. While the final figures are not available so far as expenditures are concerned, I think that this year we will show a slight increase in the amount of money expended in Canada by American tourists. I should explain one point here. When the Dominion Bureau of Statistics gives its figures on expenditures by tourists in Canada they give only the expenditures of tourists from outside the country; that is, those who come from the United States, the United Kingdom or other parts of the world. No figures are available as to the expenditures of Canadian tourists within Canada; that is, the domestic tourist trade. According to the officials of the Dominion Bureau of Statistics it is impossible to compile those figures.

Hon. Mr. CRERAR: As a matter of fact, it is not of very much interest anyway.

Mr. DOLAN: Well, I do not know. I should not disagree with an elder statesman like Senator Crerar, but I would say that a man operating a camp in British Columbia is just as anxious to have a tourist from the province of Ontario spend three weeks in his camp—particularly with our hard currency now—as a man from, say, Tacoma, Washington.

Hon. Mr. CRERAR: It does not make any difference as far as our money is concerned.

Mr. DOLAN: It is not new money.

Hon. Mr. CRERAR: I would not pay 5 cents of the taxpayers' money to gather information of that kind.

Mr. DOLAN: We do not gather it. I would point out that a lot of people compare our tourist figures with those of various states such as Maine, Vermont and California. The point I am endeavouring to make to the committee is that in the United States they include their domestic figures in the operation of their tourist traffic, and as a result our figures may look very meagre in comparison. The different states show the domestic traffic, and I might say that domestic traffic is becoming quite important to some of our own provinces.

Hon. Mr. NICOL: Would these figures be exact?



Mr. DOLAN: Those put out by the Dominion Bureau of Statistics are.

Hon. Mr. NICOL: I am referring to the American figures.

Mr. DOLAN: I do not know whether the American figures are exact in anything, but I imagine they are just as exact in their tourist traffic industry as in anything else.

Hon. Mr. NICOL: How could you find out these figures?

Mr. DOLAN: We do not try to do that in Canada, but they do in the United States.

Hon. Mr. NICOL: How do they do it?

Mr. DOLAN: I do not know, but they release the figures anyway. Sometimes we are asked why we do not show a larger number of tourists and that is one of the reasons.

Hon. Mr. NICOL: It is guess work.

Mr. DOLAN: Not so far as the Dominion Bureau of Statistics is concerned.

Hon. Mr. NICOL: No, but as far as the Americans are concerned.

Mr. DOLAN: Well, they do not think it is. I thought I would bring this to the attention of the committee because this question is very often asked us. We draw our greatest revenue from tourists who spend more than forty-eight hours in Canada, and last year we had a great increase in this class of tourist. Last year our Bureau had more than 294,000 inquiries, about the second largest number ever received in one year. This year our advertising is bringing us more inquiries than at any time since the operation of the Bureau.

We have had up to date, or at least, up to March 5, 383,000 inquiries, and that is 63 per cent more than we had in the corresponding period a year ago. There are two reasons for that, gentlemen. One is, we are beginning to reap some dividends from the advertising we have carried on over a period of years. Two, our advertising program in the United States this year is probably the best we have ever carried on, and the returns from that advertising would so indicate. Thirdly, the people of the United States, or certainly the newspapers and periodicals of the United States, seem to have rediscovered Canada, for some peculiar reason, during the last year or so, and there is scarcely a magazine or newspaper that does not contain some article on our economic development, our uranium, iron ore, the St. Lawrence seaway, and about everything in connection with the progress of this country.

Hon. Mr. BAIRD: Do you think the fact that we now have ten provinces has any bearing upon this tremendous knowledge?

Mr. DOLAN: It is synchronized with a great improvement in the tourist traffic, I will go that far with you, senator, but I will go no further. All these things, I think, have tended to increase an interest in Canada.

Hon. Mr. CRERAR: How much are you spending in the United States now?

Mr. DOLAN: We are spending this year in the United States about \$998,000. That is for space and everything.

Hon. Mr. NICOL: How much are you spending in Canada?

Mr. DOLAN: We are experimenting this year. In a period of thirteen weeks, over Trans-Canada network, every Tuesday night over Station CBO, from 9 to 9.30, we have broadcast a program to popularize or publicize the national parks of Canada. We try to encourage our own people to visit every part of the Dominion.

Hon. Mr. NICOL: Because from the reports everybody is going to the States.

Mr. DOLAN: They are from every part of this country.

Hon. Mr. NICOL: Even the maids in the house go to Miami.



Mr. DOLAN: Our job is to bring people into this country. That is the purpose of the Canadian Government Travel Bureau and its associates. We have tried to do a good job, and I think we have done—not the Canadian Government Travel Bureau particularly, but the other tourist organizations as well.

Hon. Mr. HORNER: When you speak of American tourist increase, and what is spent in Canada, I submit there has been a far greater increase in Canadian tourists spending Canadian money in the United States.

Mr. DOLAN: Certainly, sir.

Hon. Mr. HORNER: And apart from that money spent in advertising, these tourists are going to quit travelling on trains if they do not get better food at reasonable rates. The Canadian National Railroad, for some reason I cannot fathom, have raised the price of meals 40 per cent. I was on the train with a couple of Americans recently, and they refused to go in and eat, they waited until they got off to eat, because they said the meals were not fit to eat—and that was on the C.P.R. And on the C.N.R. on two different occasions, that was my experience. They have raised the price of one egg, 55 cents. The kind of egg they gave me was the kind that the farmer is getting 17 cents each for a dozen. One egg, 55 cents! I have just motored all across the United States from Washington home, and found rooms about half the price, and the meals much cheaper and better cooked. On the Turnpike, they have a beautiful Howard Johnson eating place. You can have chicken for \$1.00, for which you would pay \$3.00 in this country. These people are not going to come unless you spend some of this money in training cooks and persuade the railways to charge a reasonable rate for meals and rooms. They object to the food and to the prices we are charging now.

Hon. Mr. NICOL: I can get a good room for half the price in Quebec.

Hon. Mr. HORNER: We could get a room in the hotel for \$3.25 that in Canada would cost about \$9.00. Here, the price of meals was \$3.00, and no roast beef, although the country is full of beef. In the last few trips I have made across Canada there has been no roast beef; they said there was veal, but no roast beef—and there was no roast beef on the menu. \$3.00 for a bit of dried up old turkey or chicken!

Mr. DOLAN: I think you should take that complaint to the Railway Committee of the House of Commons, senator.

Hon. Mr. HORNER: I told them people are bringing along their baskets in the coaches to eat, and I don't blame them.

Hon. Mr. DAVIES: Along the line Senator Horner has been speaking, is there any increase in the motels, and are they any better than they were?

Mr. DOLAN: Yes, there has been quite a substantial increase, Senator Davies. In your own province about ninety-eight new motels have been constructed. Some of them are excellent, and as good as you can find anywhere. On the west coast there are some motels that compare favourably with any on the continent.

Hon. Mr. DAVIES: I motored through the States and stayed at a number of these motels. I was amazed at the excellent accommodation at a very reasonable price. I was also amazed at the good meals we had in the adjoining restaurants, at a reasonable price. In these motels in the United States, they have signs—I forget what the sign is, it is "AA", or something like that, to indicate which are the good ones, and if you see this sign, you can feel sure you are going to get a good clean room, with a private bath and everything of the very best, and good meals in the adjoining restaurant. Have we the same sort of things in this country?



Mr. DOLAN: We have, Senator Davies, yes. I think I shall have to agree a little with the two senators who talked about hotel rates in Canada being high. They are not as high, of course, as the winter rates in Florida or California or Honolulu, but their summer rates are higher than in those respective areas during the summer season. One of the things we have to watch is the price scale in this country. Tourists today are going to the place where they get the greatest value for their dollar, and Canadian resort areas will have to bring their price scale in line with the price scale across the Border.

Hon. M. HORNER: I have motored, before going into the United States, and stayed in a motel near Gananoque, and there I paid the highest price on the entire trip, compared with similar accommodation in the United States. At Long Beach, California, you can get accommodation for \$22 a week, for a lovely place, and we have nothing to compare in Canada with such beautiful places at that price.

Mr. DOLAN: But, remember, that is a four-season operation, Senator Horner. We have a short summer season compared to motels which operate in that country. I can say this that out of the thousands of people who write complaining to the Travel Bureau, we have had less complaints about food and rates in the last year than at any time during the nineteen years the bureau has been in operation.

The tourists must like our country, because they are coming to us more and more. Remember that last year we broke all records in the number of visitors, and we approached pretty near a record amount of money expended. While there are cases of complaints here and there for bad service, by and large there has been considerable improvement in our food. The Canadian Restaurant Association have, I think, done a remarkably good job over the past two or three years in impressing upon the members the necessity for improving the cuisine, and they are continuing to do that.

Hon. Mr. DAVIES: Have we any organization that puts a trade mark on certain motels?

Mr. DOLAN: That would be done by the provinces who have the right to licence hotels. Under the Liquor Control Board the province decides whether a place will have a tavern licence, a cocktail bar licence, or what it will be. In some provinces there is regulatory legislation by which tourist accommodation is classified by the use of a star system, while some others have a lettering system. Accommodation in some instances is classified by A, B or C, while others are two-star, three-star or four-star. Such systems are of great benefit to the tourist traffic generally, because the good operator who improves his place benefits by it while the poor operator, who does not carry the sign, loses patronage.

Hon. Mr. BEAUBIEN: Coming back to the question raised by Senator Horner about the meal rates charged on trains. Will you bring that to the attention of the railways?

Mr. DOLAN: We have close co-operation with the railways and all travel institutions in the country, and when we have a complaint like this we go quietly to the accredited official within the railway and tell him that we have such a complaint.

Every little complaint that we get in the bureau, Senator Beaubien, we send to the proper authority. If we have a complaint about food on the Canadian National train we send that immediately to the passenger traffic manager of the C.N.R.; and if we have a complaint about a motel or a hotel in Manitoba, we would follow that up. One of the things for which we feel very proud in the department, is the way in which we follow complaints. I can show you correspondence on instances where we have run down complaints, and in some cases where there has been some gypping we have had



restitution made; and some instances where the complaint was not justified, the complainant has said that he was sorry and admitted a mistake. We do follow up every complaint received.

Hon. Mr. HORNER: I think it should be pointed out that the co-operation on the part of restaurants amounts to a combine. The same is true of the railways: the very morning the rate on one railway went up, it was raised the exact amount on the other railway. The restaurants agree as to what amount they will serve and price—it is a combine.

Hon. Mr. BEAUBIEN: The menu is practically the same on both railways.

Hon. Mr. ROEBUCK: I would like to say a word on behalf of the staff on the dining cars.

Hon. Mr. HORNER: It is not the staff's fault; they don't get the food.

Hon. Mr. ROEBUCK: But your words would seem to include the staff. I think the staffs on the dining cars are very good, and there is no complaint that their food is bad. I grant you that the increase in price puts the cost a little high. As you know, the price of meals before the recent increase was \$2.50; now the rate for roast beef is \$3 and for fish, \$2.60. I believe they have gone a little too far; they should have stayed at \$2.50.

Hon. Mr. HORNER: It used to be when they served roast beef it was a good meal; now there is scarcely half enough for a hungry man.

Hon. Mr. BEAUBIEN: Mr. Chairman, respecting the cost of meals on C.N.R., I do not think anybody has been complaining about the staffs on dining cars. During the recent recess we went out on the C.P.R. and came back on the C.N.R., and certainly the staffs could not have been better.

Hon. Mr. HORNER: They complain themselves.

Hon. Mr. BEAUBIEN: They complain themselves that a lot of people can't afford the rates charged for meals.

Hon. Mr. DUPUIS: May I ask, Mr. Chairman, if the tourist department has any statistics showing the tourist revenues by provinces.

Mr. DOLAN: The Dominion Bureau of Statistics will give figures covering the various provinces, and they also break down the amount of money for each province; but the D.B.S. figures are somewhat different from those provided by the provincial authorities; they disagree on the amount of money spent in the provinces.

Hon. Mr. DUPUIS: It may happen that tourists come in through Ontario and go back through Quebec or some other province.

Mr. DOLAN: Yes, sir. They have a pretty fair indication of how much the average expenditure is by an American or foreign tourist—I don't like that word—coming into Canada. They know the number of people who came into the provinces—and almost 90 per cent come by automobile.

Hon. Mr. BAIRD: I should think Newfoundland would be the easiest province to keep tab on.

Mr. DOLAN: I think, sir, it would be an easy province to keep tab on for anything.

The CHAIRMAN: What was the total expenditure by tourists last year?

Mr. DOLAN: I do not have the official figure, but I will guess that it was between \$275 and \$280 million.

The CHAIRMAN: I have here a clipping from the Travel and Publicity Bureau in Ontario, estimating that \$250 million was spent in Ontario last year.

Mr. DOLAN: That is why I say that the provincial figures are different from D.B.S.

The CHAIRMAN: Does that include tourists coming from outside the province as well as within the province?



Mr. DOLAN: The province of Ontario says that its tourists spent \$250 million in Ontario, but I don't think the Dominion Bureau of Statistics would use that figure. I don't know how they arrive at it; I am not sure whether they include the figure for domestic travel and add to it foreign travel. I would not like to comment on it. I am very careful not to get into provincial jurisdiction.

The CHAIRMAN: You were speaking a moment ago about some of the states keeping a record of all expenditures whether from outside or inside the country?

Mr. DOLAN: Yes, they do.

The CHAIRMAN: Do you think that has been done in Ontario?

Mr. DOLAN: I don't know what Ontario would have to do last year by way of financial survey on their own; but the figures were considerably larger than those of the Dominion Bureau of Statistics.

Hon. Mr. DUPUIS: The Dominion Bureau of Statistics takes into account the entire province.

Mr. DOLAN: The D.B.S. says there is no yardstick by which they could measure the amount expended by all Canadian tourists within this country.

Hon. Mr. DAVIES: When we met last year the question came up about people who work in Windsor and live in Detroit, and come over daily. There was some discussion at that time about whether those people could be segregated. I understood there were some five hundred people who lived in Windsor and worked in the Ford factory in Detroit, and that every day when they crossed the border they are registered as tourists coming into Canada.

Mr. DOLAN: That is no longer true.

Hon. Mr. DAVIES: There is published in Florida a magazine called *Gimlet*.

Mr. DOLAN: Yes.

Hon. Mr. DAVIES: In which Canada carried an advertisement, and they made a very nice reference to you, which pleased me very much; but right underneath that there was a great boost for some man named Cardy. Was the Dominion Government paying for that publicity?

Mr. DOLAN: No. If you looked through that paper you would see an advertisement for the Cardy Hotels. They probably gave Mr. Cardy the same boost as they gave me.

Hon. Mr. DAVIES: You have seen the book?

Mr. DOLAN: It has been a very profitable operation. It is not a very expensive one. That *Gimlet* publication carries ads. of Canada in about sixty newspapers of the United States, and all "for free". We get a very nice operation there.

Hon. Mr. DAVIES: The impression it made on me was that this was all Canadian government.

Mr. DOLAN: It may be on the same page, but we had nothing to do with it at all.

Hon. Mr. DAVIES: That part of it is free?

Mr. DOLAN: Oh, yes, that is the editorial content of the book. We have nothing to do with that. That is what the editor of the book does. You may have noticed that there are other travel fellows written up in that book too.

Hon. Mr. ISNOR: You mentioned your advertising bill in the United States as \$998,000 last year. Was that just for general—

Mr. DOLAN: That is for magazines and newspapers.

Hon. Mr. ISNOR: And what type of advertising would it be?



Mr. DOLAN: Well, I thought you might ask that. You might look at it here. There is the type of advertising. There is the whole portfolio.

Hon. Mr. ISNOR: Do you feature any particular provinces?

Mr. DOLAN: No, sir, we do not. We try to run a general advertising campaign to entice and allure people to Canada. We cannot very well go into an advertising campaign which would have something about your fond province of Nova Scotia, or, Senator King, your beloved province of British Columbia, although you are from New Brunswick. If we tried to do that we would be in hot water from start to finish. We try to say, "Here is a great country to come to", and we show pictures of different areas and take material from all the provinces. In our newspapers we do try a little bit of closer co-operation with the provinces, by having, in New England newspapers, references to Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland; and in the central part we would speak of Quebec and Ontario; and further west, of the prairie provinces and British Columbia. But we do not make any specific appeal for any particular part of the country. Nor do we designate actual photographs in that way, either.

Hon. Mr. DUPUIS: I suppose you must have booklets to spread over the United States?

Mr. DOLAN: We have all kinds of booklets. We issue quite a supply of booklets now. We have got them, I think, on pretty nearly every conceivable tourist subject one can think of.

Hon. Mr. DUPUIS: Through which channels do you spread them?

Mr. DOLAN: We send them all over the world, particularly in the United States.

Hon. Mr. HORNER: Do not the provinces do something themselves?

Mr. DOLAN: Oh, yes. Every province today has a very active and aggressive tourist promotion department, and that complements the work we do. We sell the country nationally, and they in turn try to entice the people to their particular province. That job is the responsibility of that area.

Hon. Mr. ISNOR: You have mentioned \$998,000. What amount do you spend on radio work?

Mr. DOLAN: It varies. This year making our first attempt, by spending \$45,000 in a Canadian radio program for thirteen weeks.

Hon. Mr. ISNOR: And you are catering to 10 per cent of their travelling public in so far as that particular effort is concerned? Is that a fair statement?

Mr. DOLAN: I don't quite follow you.

Hon. Mr. ISNOR: Twenty-six million visitors last year, and 2,500,000 went to the parks?

Mr. DOLAN: Yes.

Hon. Mr. ISNOR: Your whole radio program is centred on directing the 10 per cent of the people who travel to the parks?

Mr. DOLAN: If the Press will just let me say this, I will tell you what the radio program has done. On the two or three occasions that we have been in conference, the Minister, the Deputy and myself felt that we might start a program in this country to have Canadians see more of their own land, so that people in the East should see something of the West, and vice versa; that people of Quebec should go to Ontario and, very fortunately, people of Ontario should go into Quebec. But we cannot as an advertising bureau promote a program to urge Canadians to stay at home. So we devised a program to encourage our people to visit the national parks of Canada. That kind of thing is done in the United States, and it is one for which there can be no



criticism. We have in the program what advertising men like to call "con-cealed selling", and we are trying to get Canadians to see more of their own country. I hope the effort is successful, because I have found out in this tourist business that Canadians do not know their own country well enough and do not know one another well enough, and one way they can know each other better, and, though I hate these expressions, can bring about what is called Canadianism and Canadian unity, would be for people to travel more about this country. That is a reason for this Canadian radio program. It is not an appeal purely for the National Parks.

Hon. Mr. KING: Is it not true that, proportionately speaking, Canadians spend two dollars in travel outside Canada for every one that Americans spend in Canada?

Mr. DOLAN: I have not seen the figures, I would say that what is spent by Canadians outside the country is not only for travel. Our travel expenditures on Canadians outside include all purchases of goods and services in the United States. I would not be surprised if Canadians spent outside the country thirty or forty million dollars more than Americans and Britishers will spend in Canada this year.

Hon. Mr. KING: Proportionately?

Mr. DOLAN: No. The total. I would say that our deficit will run anywhere from thirty to forty million dollars.

Hon. Mr. McDONALD: Could Mr. Dolan give us the figures on a per capita basis?

Mr. DOLAN: We Canadians spend more money on travel than any people in the world. You may have noticed the United Nations' figures for 1950; we then spent about five times as much on travel as the citizens of the United States spent in all parts of the world. But people forget that the American travels much more in his own country than he does outside. They make a great hullabaloo about the number of visas issued for travel in Europe, but far more will cross our border than will get papers to go to Europe this year. The American citizen on holiday will go to Wisconsin or Maine or California; in other words, Americans are great travellers, but within their own country; we Canadians are great travellers without our own country. We do not see enough of our country and I wish we would see more. That is one of the objects of the Department and the Bureau today. It is to try and develop as easily as we can, without offending anybody, a greater interest in Canadian travel to Canadian resorts.

Hon. Mr. HAIG: Get better roads in Canada.

Mr. DOLAN: As I said, Senator Haig, the traffic in Canada is on rubber wheels. The investment in good roads has been a tremendous one so far as the tourist traffic industry is concerned. Since 1946 there has been a great improvement in our highway systems across this country and certainly large sums of money have been spent in building and maintaining our highways.

Hon. Mr. DAVIES: You have a very fine layout for advertising. I suppose colour advertising is much more expensive.

Mr. DOLAN: Yes, but there again we are in competition. The United States market is flooded today by competitors of Canada who have offices in New York, Chicago, Los Angeles, San Francisco, and other large American cities. Why, even the Japanese have opened a tourist office in the United States. The British, the French, the Italians and other European countries have tourist offices operating in the United States. The European Travel Commission, supported by Marshall Aid funds, is operating extensively in the United States. Indirectly, the Americans are giving the European Travel Commission far more funds than the Canadian government is giving the Canadian



Travel Bureau. In other words, American money is being indirectly used to urge the Americans to go over to Europe. That is the kind of competition we have to meet.

Hon. Mr. DAVIES: I think your advertising is very good. What did you mean when you referred to a deficit?

Mr. DOLAN: I was referring to travel accounts with respect to our international payments. When we started this Bureau it was pretty low. The first year we had only \$106 million in tourist revenue and we finally reached a total of \$280 million. This was not all accomplished by this Bureau, but by an increased activity on the part of all tourist associations within the Dominion.

Hon. Mr. ISNOR: You said that roughly speaking \$1 million of your budget was used for advertising in the United States?

Mr. DOLAN: Yes, sir.

Hon. Mr. ISNOR: What amount did you expend in Canada for advertising?

Mr. DOLAN: None whatever. We do not spend a dollar in Canada at all.

Hon. Mr. ISNOR: You leave that to the provinces?

Mr. DOLAN: Yes. This committee has endorsed such a policy for years, and I think it is a good one.

Hon. Mr. ISNOR: I think it is too. Arising out of your remarks with respect to the population in Canada as compared with the United States, may I ask this question. You are spending roughly \$35,000 at the moment on radio advertising in Canada where you have a potential market of only 14,000,000 people. You are not doing anything about the 175,000,000 people to the immediate south.

Mr. DOLAN: Not by radio. We find that our newspaper and magazine advertising on the matter of travel is far more profitable and more productive of actual business than any radio travel program in the United States.

Hon. Mr. ISNOR: Well, you are doing a very fine job, particularly in colour material.

Mr. DOLAN: I think it was very good last year. Our Travel Bureau stood first in about four different categories in all the travel advertising in United States magazines. This fact was established by a private survey, and we in our Bureau are very proud of that.

Hon. Mr. DAVIES: Is this advertising handled by a Canadian agency?

Mr. DOLAN: Yes, and it always will be as far as the present officials of the Bureau are concerned.

Hon. Mr. ISNOR: Will you tell us the reason you advertise in the winter months with respect to tourist traffic in our national parks?

Mr. DOLAN: We have found out over the years that people plan vacations in the months of February and March. We have been told by our advertising agents that people listen to their radios more often in the winter and spring seasons. I suppose it is because the weather is not too good and people sit by their radios. It is during those periods that we get better radio audiences. The proof of this is that our inquiries from the United States were increased by 64 per cent last year in the months of January, February and March.

Hon. Mr. ISNOR: Are you broadcasting to the Americans?

Mr. DOLAN: No, but we have found out over the years that people plan their vacations very early and we find it advantageous to get our material into their hands at an early date.

Hon. Mr. DUPUIS: I wonder if it would be possible for your Department to furnish this committee with samples of your pamphlets?



Mr. DOLAN: Yes, I would be delighted to. We produce a great number of these.

Hon. Mr. DUPUIS: I do not ask for them all, but just to give us an idea of the kind of work that your department is doing.

Mr. DOLAN: I would be only too glad to do that.

Hon. Mr. ISNOR: May I make a comment for you to think over? I might agree with you in regard to advertising winter travel if you have such to offer, but I find it a little difficult to follow your reasoning for winter broadcasts direct to the Canadian people, and solely to the Canadian people, in respect to park travel in the summer months.

Mr. DOLAN: I always respect your opinion, Senator Isnor. I have for so many years and there is no need to change it now.

Hon. Mr. ISNOR: Thank you.

Mr. DOLAN: I can only say that in our travel operations over the years it has been amazing the number of people who have written to us early for information. For instance, just yesterday our California representative wanted to know why we were not starting our newspaper campaign down there because California people are now talking about their summer vacations. You must remember that this is an experiment, Senator Isnor. I think it will be profitable; I hope so anyway.

Hon. Mr. ISNOR: So do I.

Mr. DOLAN: There is a bit of trial and error, and I think you understand that as an old advertiser.

Hon. Mr. ISNOR: Think over what I have had to say.

Mr. DOLAN: I will be only too glad to.

The CHAIRMAN: Mr. Dolan, has there been any increase in the movement of people from the United States to our winter ski resorts?

Mr. DOLAN: Yes, we had a pretty good movement to our skiing resorts during the past winter despite the fact that snow conditions were not as good as we would have liked in certain areas. A number of provinces are now embarking on winter sport programs. I have always felt it a pity that a place like Banff, with its great hotel, did not years ago steal the march on Sun Valley and become a winter resort the like of which could not be found on any part of the continent. Generally speaking, our winter resorts are doing well and are certainly showing more activity. I do not believe there is a place on this continent with more good hotels and tourist accommodation than the Laurentian area north of Montreal. By and large, the accommodation there is as fine as you would find anywhere. Unfortunately this year the snow conditions have not been as good as they might. If there is lots of snow our winter tourist resorts do well, and if there is not enough snow, then the people will not spend money going to ski lodges. I was talking a while ago about the currency balance. When this currency question broke we tried to do everything we could to meet it. The Retail Federation of Canada joined with us in a most excellent move to educate retailers in how to handle this exchange situation. As my deputy minister said, we did it without any fanfare or without any effort to make it, what shall I say, a government operation.

We met several times, and since I have known these hotel operators and resort operators, I could write them personally pointing out one or two factors in connection with this exchange. I know that some people felt, and I felt myself, that this was a good time to do a little crowing about our dollar, and to rub it into the American tourists and the American citizens. I went into a hospital in Boston, and they refused to take me in with Canadian money. It annoyed me a bit, but I got in afterwards by getting some American



currency. I told them at that time it was at a 5 per cent premium. Well, we went to the Hotel Association and to the banks, and conferred with the Bank of Canada officials as to how it might be done, and put in our booklet, "How to enter Canada", a little slip, and advised them to go and exchange their currency for Canadian dollars. By and large, there were some unfortunate incidents. There was a little difficulty and a little bit of trouble for us. As you know, I speak as an old newspaper man, and if there is a story which creates trouble we probably give it a little more headline than the story which makes everybody calm, peaceful and tranquil. So we went further, we wrote to some 10,000 people. We sent them a questionnaire of the Bureau and asked them, "When were you in Canada this year?"; and asked them definitely, "How did this exchange situation affect you?" Well, it was amazing, but of all the complaints, fifty-one of these people wrote and said, "Oh, it was terrible—awful thing to have done to the American people", and "all of us were agents of England, and doing this for the British government", but, imagine, it was only .5 per cent of all replies. Well, 240, (.2 per cent.) who replied to our questionnaire were modest, and rather surprised, to find their Yankee dollar was not as good as ours; and about 182 people wrote and said, "We didn't care; it was very nice", and even several of them wrote me and said they were glad to come to Canada to find a place where there was a good, solid dollar.

Some Hon. SENATORS: Hear, hear.

Mr. DOLAN: One or two of them said it was just another reason why they were going to vote against the Truman administration, because it brought this upon them. One or two said it was nice to get 97 per cent for their dollar, because it was only worth 42 per cent in New York and Illinois. This surprised us.

Hon. Mr. ISNOR: Those were all American cases?

Mr. DOLAN: Oh, yes. I was not interested in, say, Baltimore and New York. I want to make Americans happy in Canada, and I am too busy to find out what Canadians are doing and where they are going. By and large, we did not have more than about 4.7 per cent of all people we wrote, and we had a pretty good return, something like an 8 per cent return, on that questionnaire. We Canadians were restraining ourselves, I think, in the most admirable manner. I know one or two instances where a man wrote to me in a most violent way; he was a travel director. We ran down his letter, and we replied, and finally he wrote and apologised saying he had no idea how cheap he was, and asking for 2 and 3 per cent when we had been paying about 10 per cent.

The late Dr. Clark had me in one day, and we drafted a joint letter. He was assigned by his minister to deal with a problem—a very important man; and we pointed out that Canadians all these years had paid a premium on American dollars in the United States, and in that letter we pointed out that we realized how difficult it was to charge us the premium and we were suffering the same indignity ourselves at this time. By and large, we got along pretty well with most of the people who wrote to us.

Hon. Mr. DAVIES: Did you reply to all of them?

Mr. DOLAN: Yes, every one of them. I felt it was good public relations, Senator Davies, to write them personal letters, not circular letters, but personal letters to everyone that complained, because I think that is the best bit of public relations that can be done.

Hon. Mr. ISNOR: Did you get any letters from Canadian operators?

Mr. DOLAN: We had some letters from Canadian operators who were a little bit disturbed at first; they did not know what to do. When it was



1 and 2 per cent, a great many of them said they were ready to accept it and pay it—rather, to accept American currency at par, because whether it was this good advertising or not, it went to 4 and 5 per cent. Early in the summer they wrote back and said “We can’t stand this”; it was a pretty heavy drain on some of them, and they had to charge a current rate of exchange, and they used to post up the rate of exchange—3·4, 4·3, 4·6, and so on; and the hotel associations spoke to their cashiers and clerks and said, “Deal with these people kindly, you are going to get a lot of abuse, and the odd fellow is going to complain bitterly”.

Hon. Mr. HORNER: As far as the hotels are concerned, they could very well accept it and still be getting sufficient for their rooms, the way they have been raising the rates all across the country.

Mr. DOLAN: I cannot do anything about the hotels.

Hon. Mr. HORNER: Of course, they are not entitled to it, other than it might be good business, but because of the fact that our dollar is higher than theirs, it has cost us a lot of money. It may be fine to boast about it, and to feel good about it, but we get that much less for our wheat, and everything along the line, that we would be much better off if their dollar was more than ours.

Hon. Mr. ISNOR: You are referring to the hotel associations?

Mr. DOLAN: Yes.

Hon. Mr. ISNOR: Did you write to the Retail Federation?

Mr. DOLAN: I have had very close co-operation with the Retail Federation which did a wonderful job on circularizing its membership. They came and saw us here at Ottawa. I forget the name of their secretary. They are having a meeting in May and I am going down to talk to them, to plan a campaign next year, in case this arises. The Retail Federation gave us as fine co-operation as we could get in Canada.

Hon. Mr. ISNOR: Would it be safe to say that they found it to be good business to accept the American dollar?

Mr. DOLAN: I never discussed that with the C.N.R. They were more or less concerned with the public relations approach in handling this matter in a way that would seem to satisfy the customer and create as little difficulty as possible.

Hon. Mr. ISNOR: You could not sell the same idea to the hotels?

Mr. DOLAN: We did to some of the hotels; I don’t know whether we sold it to all of them. We did the best we could.

The CHAIRMAN: If there are no further questions to be asked of Mr. Dolan, I shall now call on the minister.

Honourable Robert H. W. WINTERS, Minister of Resources and Development:  
Honourable senators—

The CHAIRMAN: I may say, Mr. Winters, that we have been following the practice of having the witness give a brief statement and then submit to questioning. You may follow whatever procedure appeals to you.

Hon. Mr. WINTERS: Mr. Chairman, I am very grateful for this opportunity to be here. As you know, Mr. Dolan has been so actively engaged travelling around this country, that I very seldom have an opportunity to hear his story first-hand on the tourist business in the way in which I have heard it here today. For that reason only, if for no other reason, I think this committee is a good thing.

The tourist business in Canada has always been looked upon as a good source of revenue and as a means of making Canada known abroad. Senator Dennis, whom we are all pleased to see here today, was one of the pioneers in the work of this committee, and was instrumental in getting a program started which has borne much fruit over the years.



We have always had a favourable balance of trade on the tourist business until this last year or two, when we have run into strong competition from the United States and other countries, particularly by reason of the inducement upon American people to stay home and spend their money in their own country. Canadians have shown themselves over the years to be the greatest travellers of anybody in the world. Our people travel more per capita than do any other people in the world today, but our problem is to try to see that as many people as possible come to Canada and enjoy the tourist resources we have developed here; at the same time we try to see that they stay as long as they can and spend as much money as they are able to.

Our budget for the tourist business is a modest one. In point of the dollars we spend, we give as good a return to the Canadian people as we possibly can. This year we have tried an experiment which is multifold in its purpose. It consists of a series of broadcasts, using our national parks as the focal point. We have, as you know, national parks in every province of Canada except two; and they provide us with a very good reason for talking about certain parts of Canada, and for inviting Canadians to see Canada.

We have never at any time said that Canadians should not visit other countries. We think they should, but at the same time we are anxious that they see Canada too. We possibly have not been advertising to Canadians the value of travelling in Canada as much as we should. We thought, therefore, it was worthwhile by way of an experiment, to start this series of programs built around the theme "Visit Your National Parks".

We are spending some \$40,000 on this series, which we think is a modest sum. We are not doing it in a big way, nor are we going out with any fanfare. We are simply trying in a modest way to induce Canadians to get to know more about Canada. I do not know what effect the series is having, but it is a fact that inquiries about tourist accommodation in Canada both from abroad and within Canada are greater this year than ever in our history. Just what will develop in terms of actual tourist traffic within the country, remains to be seen; but the indications are that the year 1953 will be very good indeed, despite the important events taking place elsewhere, especially in the United Kingdom.

I am sorry, Mr. Chairman, I have no formal statement this morning, but I would be pleased to answer to the best of my ability any questions the committee may wish to ask.

Hon. Mr. ROEBUCK: What does the Bureau cost?

Hon. Mr. WINTERS: The total amount we are requesting of parliament this year is \$1,528,450; last year it was \$1,496,900.

Hon. Mr. ROEBUCK: That is a very modest budget.

Hon. Mr. HAIG: Will not the development of the Trans-Canada Highway help considerably to extend travel within Canada?

Hon. Mr. WINTERS: I think that will be a great factor, Senator Haig. If we can get the Trans-Canada going, I am satisfied that it will be a great boon to tourist travel.

Hon. Mr. HAIG: As you know, we people from the west are almost compelled, when travelling east, to come by way of the United States; and once we get into that country, we are apt to spend our time and money, and return home without ever getting to eastern Canada.

Hon. Mr. WINTERS: A great deal of importance is attached to the Trans-Canada highway from the tourist travel standpoint. We have the project going whereby the Federal authority contributes half the cost, and we are anxious that all the provincial governments get on with the program as fast as they can.



Hon. Mr. BEAUBIEN: Is that plan within three years?

Hon. Mr. WINTERS: It was a seven-year program from, I think, December 10, 1949. I believe that was the date of the legislation.

Hon. Mr. HAIG: May I give you an illustration by citing the case of three lady school teachers from Winnipeg who decided to take their holidays in the maritime provinces. They proposed travelling by motor car, but when they were informed about the difficulties of travel by car across Canada, they were dissuaded from going. It seems to me that indicates the importance of the completion of the Trans-Canada highway for the use of travellers from the west to the maritime provinces.

Hon. Mr. WINTERS: I entirely agree with you. I certainly think the time has come in this country when we should have a highway from one coast to the other.

Hon. Mr. HORNER: I wonder if the present condition of the Trans-Canada Highway is advertised properly. I have been over the road through Northern Ontario twice, and I am always surprised at the number of people who do not think that trip is possible.

Hon. Mr. WINTERS: I do not think it is sufficiently well known.

Hon. Mr. HORNER: The amazing thing about it was that, upon keeping track of my mileage, I found that the trip by Canada was if anything shorter than by the United States. The road, though not paved, was in good condition and was a pleasant drive. The authorities take care to see that if anyone does not show up at the proper place and time that someone is sent to look for him. For my part I think that road could be better advertised than it is now.

Hon. Mr. WINTERS: Yes.

Hon. Mr. ROEBUCK: Mr. Winters, have you got any information that would indicate the returns which we get for the \$1½ million which we spend?

Hon. Mr. WINTERS: It is very hard to evaluate that. We think that our total revenue on tourist account is something of the order of \$270 million a year. It is pretty hard to break that down and see how much of that is directly attributable to tourist expenditure. It includes other forms of expenditure. It is a figure that is arrived at by the Bureau of Statistics; it is the one we usually use in talking about our tourist account and relating it to the amount of money Canadians spend in travelling outside this country. The exact figure last year was \$258 million from the United States spent in Canada, and \$274 million considering tourist revenues from all countries spent in Canada.

Hon. Mr. ROEBUCK: That is a pretty good percentage anyway, is it not?

Hon. Mr. WINTERS: For one-and-a-half-million-dollar expenditure it is a good return.

Hon. Mr. HAIG: Canada gives to the tourist who has been down in the United States for forty-eight hours the right to bring back so many dollars' worth of goods. What do the United States allow the American tourists to bring back?

Hon. Mr. WINTERS: They do better than we do.

Mr. DOLAN: They give him \$200. If he stays over twelve days he gets \$500.

Hon. Mr. DAVIES: That is a very great incentive.

Mr. DOLAN: Yes. They are much more generous than we are. Ours is \$100 flat; I think that is four times a year; and they can have, at the same time as high as \$500.

Hon. Mr. BAIRD: Duty-free stuff, you mean?

Mr. DOLAN: Yes.

Hon. Mr. DAVIES: That is \$200 for forty-eight hours.



Hon. Mr. ROEBUCK: There are a lot of things we exclude from the ability to bring back.

Mr. DOLAN: Yes.

Hon. Mr. BAIRD: Including television sets.

Hon. Mr. ROEBUCK: Are we more restricted than they are?

Hon. Mr. WINTERS: I think we are more restricted.

Hon. Mr. DAVIES: We have some restrictions which are rather annoying. If you want to enjoy the benefit of the hundred-dollar exemption you have got to bring the goods across the line with you. If you have a car with four or five people in it and a lot of baggage, and you buy something in the United States which may be worth, \$75, you have got to put it in the car and bring it which may be worth, say, \$75, you have got to put it in the car and bring it across the line, or you cannot bring it in free of duty.

Mr. DOLAN: No. An American tourist can ship a purchase to the United States. He can order, say, \$200 worth of china in Ottawa and have it shipped to his address in Albany, New York.

Hon. Mr. DAVIES: I think we should have the same thing.

Hon. Mr. HAIG: Quite a few of our young women get in a car over the week-end and hop over to Minneapolis and St. Paul. The stores there give them credit, and they will buy a dress or a hat; and they buy, not because they cannot get just as good material in Winnipeg, but because the articles are a little different from the Winnipeg styles.

Hon. Mr. WINTERS: That is the attraction of being in a foreign country.

Hon. Mr. HAIG: As against that, do we advertise things in Canada?

Hon. Mr. WINTERS: I think we do. I think our merchants do a pretty good job of appealing to the American tourist in the summer time. We try to capitalize on this attraction of being in a foreign country.

Hon. Mr. HAIG: Four young women left Winnipeg on the 5th of September last year for a three-weeks' holiday. They went through the Detroit Lakes and Minnesota down to Chicago and back again, and they found that these tourist places were still open and giving them a very, very fine service. Do you advertise that same system in Canada? These girls got these ads. from the tourists of Illinois and Minnesota and Michigan. Do we advertise to people to come in the off-season months?

Mr. DOLAN: Yes. Some of our operators are doing advertising of what we call "off-season business", for instance in the Laurentians and some other parts of Canada.

Hon. Mr. HAIG: One of the girls was my own daughter, and she told me she had twice as nice a holiday in September as she ever had in July or August.

Hon. Mr. WINTERS: I do not think we have done as much in this field as we might, in this country. There are some difficulties about it. Something is being done, but perhaps not enough, by the tourist industry itself.

Hon. Mr. ISNOR: I think we should put on the record that the same attraction which appeals to the Canadian girl from Manitoba who goes to the States to buy, also appeals to the American tourist who comes to the Maritimes or elsewhere. I know any number who come to Nova Scotia, even in the summer time, and they order winter overcoats and have them shipped later to New York and other places.

Hon. Mr. BEAUBIEN: All young girls?

Hon. Mr. ISNOR: Well, also young men of good judgment.

Hon. Mr. WINTERS: I know some Nova Scotia merchants who have done good business in that trade.



Hon. Mr. HAIG: Do such stores as Eaton's, the Hudson's Bay, Simpson's and other large department stores join with you at all in your campaign of advertising?

Hon. Mr. WINTERS: No, sir.

Hon. Mr. HAIG: Do you not think there is a hope there, that that might be made possible? In Winnipeg the Hudson's Bay get a tremendous help from their advertising, because they are noted as "Hudson's Bay, northern", and people come up and buy a tremendous amount of blankets, and Birks sell china and diamonds to these people. I wonder if that could be co-ordinated. Or is that a provincial matter?

Hon. Mr. WINTERS: No, not necessarily. It is an independent effort. But we co-ordinate our advertising with the great travel agencies in this country—the Canadian Pacific Railway, the Canadian National, Canadian National Steamships, Trans-Canada Airways, and a number of other big advertisers in the tourist field, who come to Ottawa once a year every fall and sit down with us in an annual tourist conference at which we plan our advertising campaign for the year. We correlate it as far as we can with these people who are interested in the field of tourism. These other companies to whom you refer, Senator Haig, have never intimated a desire to co-ordinate their efforts directly with us in that field, although they are guided to some extent by what we do. They try to insert advertising in American periodicals and newspapers of various kinds that the Canadian Government Bureau advertises in.

Hon. Mr. ISNOR: I am glad Senator Haig brought that up, because I think there is a field there for industrial and commercial co-operation in advertising Canada's tourist trade. I recall, as you all do, during the war, when the firms throughout Canada joined in boosting the sale of Victory bonds in the war period and it had a wonderful effect. I think the same thing could be worked out on a co-operative plan by the larger firms throughout Canada in conjunction with the advertising being carried on by the Travel Bureau. I think that is a very worthy thought.

Hon. Mr. WINTERS: I think it is a very worthy thought too, and we would be glad to co-ordinate and co-operate with anybody who would relate their advertising program to ours or co-operate with us in this field.

Hon. Mr. ISNOR: Perhaps you should put it the other way. I think you should take the initiative and have your Travel Bureau contact the bigger firms who are known to be good advertisers. I think that would be a wise move.

Hon. Mr. WINTERS: We are certainly open to that sort of suggestion.

Hon. Mr. HAIG: I would point out that there is a certain Milwaukee firm that sells about as many dresses to the women of Winnipeg as does any store in Winnipeg itself. I think our larger stores such as Simpsons-Sears, Hudson's Bay and Eaton's could give this a tremendous boost. I think you have got to contact them.

Hon. Mr. WINTERS: The provincial governments work out their own programs in co-operation with these big companies such as have been mentioned. Representatives of all provincial governments come to these tourist conferences in the fall, and we have always assumed that they were speaking for everyone in their own provincial areas who were concerned with tourist activities. We shall certainly look into that. In the first place, we shall take it up with the provincial governments and see whether they are co-ordinating their programs, and whether or not there is a direct approach we could make to them.



Hon. Mr. ROEBUCK: I should like to see something positive done with regard to the concessions we make to our Canadian tourists who go abroad, as compared with American tourists who go abroad. I think we should bring this to the attention of the appropriate officials for their consideration. I do not think it would be feasible for us to pass any kind of a resolution at this time because there might be a great deal of detail to be considered, but I think we should give the matter thorough consideration and see if we cannot be just as generous to our people as the American government is to theirs.

Hon. Mr. CRERAR: You mean in the matter of bringing back goods?

Hon. Mr. ROEBUCK: Yes. I think that is the spirit of the entire committee.

Hon. Mr. BAIRD: I think the various manufacturers and retailers in Canada would be opposed to the idea.

Hon. Mr. ROEBUCK: Yes, and I suppose they are in the United States too.

Hon. Mr. WINTERS: I would point out that Canadians are already the biggest tourist spenders in the world.

Hon. Mr. ROEBUCK: We certainly value the right to bring home some goods with us. We should be just as generous to our people as the American government is to their people.

Hon. Mr. DAVIES: If people are travelling by car and they have purchased a large article, they should be allowed to send it on to their home by mail and get an exemption for it the same as they would if they were able to carry it across the border.

Hon. Mr. BISHOP: Is the tourist restricted in the matter of what he can bring into the country?

Mr. DOLAN: Yes.

Hon. Mr. BISHOP: What about television sets?

Hon. Mr. WINTERS: Television sets have been banned by this year's budget.

Hon. Mr. BAIRD: You have always had restrictions as to radios?

Mr. DOLAN: I understand so.

Hon. Mr. BAIRD: And cameras?

Hon. Mr. WINTERS: Yes.

Hon. Mr. BAIRD: Anything worth while you seem to prohibit.

Mr. DOLAN: Oh, no. Incidentally, I think the Canadian Customs officials are pretty generous to Americans who come here. I would not like to go on record that they are not. They do a fine job and allow quite a bit of leeway to sportsmen and others coming to this country. They are generous and use pretty good judgment.

Hon. Mr. HAIG: Hear, hear.

Hon. Mr. BAIRD: Do you not think you are in a preferred position?

Mr. DOLAN: Oh, no, sir. About 99 per cent of the letters we receive from American tourists contain the highest praise for the treatment they have received from the Canadian Customs and Immigration officers at the various border ports. I think we have the finest such officials in the world.

Hon. Mr. BEAUBIEN: Much superior to the Americans.

Mr. DOLAN: I would not say it publicly but I believe it.

Hon. Mr. DAVIES: The service is very good at the Thousand Islands bridge. The officials there are always courteous.

Hon. Mr. CRERAR: I should like to make a suggestion to the Minister. This suggestion will be based somewhat on my own experience and on my limited knowledge of Canada.

Hon. Mr. BAIRD: What a modest man.



Hon. Mr. CRERAR: I understand we are discussing today how the tourist traffic in Canada might be increased; that is to say, how we can get more visitors to come to Canada who will become acquainted with us and spend money here and go back home with a good impression of us. The greatest field from which to draw visitors is the country to the south of us. Their people are curious and like to go places and see things, and usually they are fairly generous in spending their money. We in Canada have certain advantages to offer them as a new country, and we can give them many opportunities to see things that they have not got in their own country. It has always seemed to me that the Trans-Canada Highway as an undertaking to make Canadians better acquainted with each other has merits, but I have never been convinced of its primary advantages as a tourist attraction. From my observation and from the limited experience I had when I was in Mr. Winters' job, I would say that good roads is the first essential to get Americans to travel in Canada. Then we must provide them with comfortable accommodation at not unreasonable prices. By comfortable accommodation I mean a clean bed to sleep in and good wholesome food well prepared, and courteous service. Those are the primary essentials. If we can develop these things in Canada we will attract more tourists. I should like the Minister to look at the map on the wall in this room. One of the finest sections in Canada to spend a holiday is the Maritime Provinces.

Some Hon. SENATORS: Hear, hear.

Hon. Mr. CRERAR: I say that from some knowledge of those provinces. If you look at the map you will see that the New England states extend down to New York, the most densely populated and richest part of the United States. The Maritime Provinces have a number of wonderful attractions, but there is another point to be remembered. There are probably some 7 million people living in the New England states who are descendants of Maritimers. It is human instinct for grandchildren to want to see the place from which their grandparents came. Now, as I say, it is essential to have good roads for our tourists. I remember a few years ago spending some time in the Celtic lodge in Cape Breton Island. Incidentally, this is one of the loveliest spots in Canada. There were a number of American visitors there at the same time. Some had returned to this lodge year after year. I recall speaking to one wealthy American who had driven up in a Cadillac and was occupying a private cottage with his family. I said to him, "What do you think of this place?" He said, "Well, I have travelled all over the United States and over a good part of Canada, and this is the finest place for a holiday that I have ever found. This is the second year I have returned, and I am not planning to look for any other new fields to visit. I am coming here for my holiday next year". I will venture to say that that gentleman and his family would think nothing of spending \$1,000 or \$5,000 enjoying their holiday in Canada. But to get to the Celtic Lodge in Cape Breton Island he had to travel over miles and miles of dusty gravel roads. We certainly would attract a lot more tourists in the Maritime Provinces if we put new roads in that whole area.

Hon. Mr. CRERAR: You meet conditions of good roads, courteous service, a clean place, a clean bed, and decent, clean food; make no mistake about that. That is one place. Another place is in northern Ontario. Another is Manitoba. I used to visit the parks as frequently as I could in Manitoba, and on one occasion there were quite a number of visitors there. There were bank managers, for instance, who worked down in North Dakota, or South Dakota, to Waneta Lake, and Evergreen Tree. They put their family in the car, came up to the park, rented a cottage and stayed there for the period of their holiday. I remember looking at the buffaloes some miles from the village. We went out



to see how the herd was getting along. There were two American cars filled with tourists. They had cameras taking pictures, and they would come back with pictures and with them would stimulate interest in coming to Canada. But, there again, is the need of good roads with a hard surface, and good food and attention. The same is true of Alberta, British Columbia, and to a lesser degree, Saskatchewan. I would suggest the importance of good roads leading back into our north country, all over. Canada is really of great significance, as far as the tourists are concerned, and this is more important to the United States than building the Trans-Canada Highway.

One more illustration, and I am through. In northern Manitoba, 600 miles northwest of Winnipeg, is a region known as The Pas, in excellent sport country. In 1936 or 1937 they started a road connected with Flin Flon. When that road was completed I was at that time in the village. It was early in September. I walked down the main street one night, and there were American cars from as far away as California. Now, they come into Canada somehow, and those cars probably leave several hundred dollars in Canada. I do think there are immense possibilities, Mr. Chairman, in the development of this business in that way.

Mr. WINTERS: I agree with what you say entirely about roads and accommodation and courtesy. You mentioned Nova Scotia, and I think it is fair to say that Nova Scotia has done as good a job or better in paving her roads than any other province in Canada. We have over 1,700 miles, I think it is, of paved highway there now, which compares very favourably, for example, with the province of Alberta, which in some ways is more wealthy and has a vaster area. Cape Breton National Highlands Park is in some ways considered inaccessible, but the roads there have improved very greatly, and this year they are going to do some paving from the park boundary. Tourist accommodations are improving all the time.

In our national parks we are entirely responsible for roads, Senator Crerar; you know that from your administration; and we have now a very good system of paved highways within most of our national parks. Your own park, Riding Mountain has a trunk road north and south, a first class road, fully paved through the park.

Hon. Mr. CRERAR: You are more successful, Mr. Winters, in getting money for that, because I wanted to do it.

Mr. WINTERS: I think the people are a little more seized with the necessity than they were in your time, senator.

The CHAIRMAN: Is there any further questioning of Mr. Winters? If not, we have had something on the parks from the Deputy Minister; but Mr. Hutchison, the new director of national parks is here. If you want to ask him any questions about parks, you may do so. Mr. Hutchison was formerly superintendent of the park at Banff, and is now head of the Parks Branch in Ottawa. He has just taken over the job, but I am sure he will be glad to answer any questions you might want to ask, about the parks, particularly.

Hon. Mr. DAVIES: I would like to ask one question, Mr. Chairman. Is this new lodge at Jasper put up by the Dominion government or Canadian National Railways?

Some Hon. SENATORS: By Canadian National Railways.

Mr. HUTCHISON: It is true, the parks have been covered by my deputy minister, and, naturally, by my minister, and indirectly by Mr. Dolan. That being so, and some of the points having been brought pretty well to a head, I do not think you would want me to endeavour to make any statement. You have before you the submission that has come from the branch. On the matter of complaints perhaps I should say this: I would consider that we have had a



very successful year in this past year, when you think of the vast numbers that have come into the parks and the fact that accommodation has quite often been crowded, particularly on week-ends and holidays, and it was natural that some people would go away disappointed in being unable to find accommodation. While conditions remain prosperous, I think that will repeat itself from year to year, and unless it becomes too heavy, perhaps it is a good thing for the operator that accommodation is slightly on the tight side.

A matter that has not been touched on here to any extent, is that the winter season starts activity in the national parks. That is just beginning to come to the fore; and while it is true that developments in Banff are becoming fairly extensive, I think you would be interested to know that in Riding Mountain National Park we have evidence of interest in winter skiing. I think it would be fair to remind you—though maybe I am repeating what Mr. Dolan has said—that the tourist business is a competitive business; that becomes more apparent each year.

I think I should now submit myself to questions, Mr. Chairman.

Hon. Mr. ISNOR: I should like to ask you whether you undertake to provide facilities for ski operations.

Mr. HUTCHISON: Are you referring to lifts, tows and things of that sort?

Hon. Mr. ISNOR: Yes.

Mr. HUTCHISON: No; those are operated by private enterprise.

Hon. Mr. ISNOR: They are operated by private enterprise in the national parks; but you make concessions, do you not?

Mr. HUTCHISON: Concessions, yes.

Hon. Mr. ISNOR: I am asking for the information because there are interested parties in the Wentworth Valley and Cape Breton area who would like to know whether they could get assistance in developing ski-ing to a greater extent in Nova Scotia.

Mr. HUTCHISON: I am not familiar with the area, so I could not tell you.

Hon. Mr. WINTERS: Wentworth Valley is not a national park; Cape Breton Island National Park is but we have no facilities for providing financial help to people who want ski-ing.

Hon. Mr. ISNOR: What about the people at Cape Breton Island Park?

Hon. Mr. WINTERS: We could give property concessions, but capital always come from private sources for the development of such things as that.

The CHAIRMAN: Mr. Hutchison, in respect to cabin accommodation in the parks, if private parties do not provide sufficient accommodation, does the department undertake to provide it?

Mr. HUTCHISON: No, that is left to private enterprise. I do think that the department should keep out of that business as much as possible, once it proves that the business is there. We have proven the wisdom of that stand in the three maritime provinces.

The CHAIRMAN: I hear complains about a shortage of that type of accommodation, particularly for the low income people, who want to get as cheap accommodation as they can. Of course there is a serious shortage over the week-ends in the national parks. Either the people in the parks are not enterprising enough to supply an adequate number of cabins, or the people are coming in larger numbers than it is possible to provide facilities for. I was wondering what could be done about that situation.

Mr. HUTCHISON: It is a very difficult matter, because they have a short operating season. If you wish to establish accommodation of a reasonable standard, your investment does not vary a great deal from that of the man



who puts in year-round accommodation. The short operating season is a great handicap. These people have about a hundred days to run, and that is about the minimum they can get by on.

The CHAIRMAN: Are there any further questions to be asked of Mr. Hutchison? If not, I should like a quorum of the committee to remain for a few minutes, and I would also ask Mr. Nolan to stay. We are thankful to you, Mr. Winters, and to your staff, for having met with us this morning.

Hon. Mr. WINTERS: I have enjoyed being here, sir.

Hon. Mr. DUPUIS: I should like to move a vote of thanks to the minister and the officers of his department who have so ably outlined the activities of his department in the field of tourist traffic.

The committee adjourned at the call of the Chair.



## APPENDIX

A BRIEF OUTLINE OF ACTIVITIES AND DEVELOPMENT  
IN THE NATIONAL PARKS OF CANADA

April 1, 1952—December 31, 1952

Prepared for the Senate Committee on Tourist Travel, March 16, 1953,  
by J. A. Hutchison, Acting Director, National Parks Branch,  
Department of Resources and Development, Ottawa

Canada's system of National Parks comprises of 17 National Parks, and 11 National Historic Parks, ranging in size from a few acres to hundreds of square miles. The increasing popularity of the National Parks as vacation and recreational areas was evident in 1952 when an all time tourist attendance record was established. Appropriations voted by Parliament permitted the continuation of the highway improvement and hard-surfacing programme inaugurated a few years ago. Some progress was made in the provision of additional accommodation for visitors. New campgrounds were established and a number of existing campgrounds were extended and provided with additional amenities. Recreational features which have been made available for visitors were given increased patronage and many organizations arranged conventions at Park centres.

*Park attendance*

Visitors showed a marked increase in 1952, when some 2,548,870 persons visited the National and National Historic Parks during the period April 1, 1952, to December 31, 1952. This figure represents a gain of 415,724 over 1951, or nearly 20 per cent. Attendance at Banff, Fundy, Kootenay, Mount Revelstoke, Point Pelee, Riding Mountain, and Waterton Lakes National Parks, was considerably higher, the most striking gains have been registered in Banff Park. Appended to this statement will be found a comparative statement of visitors to the Parks.

*Appropriations*

Parliament voted an amount in excess of \$7,200,000 for the year ending March 31, 1953, for the National Parks and Historic Sites Services. Of this amount \$1,389,250 was provided for the hard-surfacing and improvement of roads. Other allotments included: \$51,000 for the renovation of the Miette Hot Springs Bathhouse in Jasper Park; \$27,500 for beach protection work at Point Pelee Park; \$100,000 for renovation and repairs to the Halifax Citadel and \$20,000 for repairs to the Fortification Walls, Quebec; and \$55,925 for Parks and Resources Information. In addition to the monies provided for the National Parks and Historic Site Branch, \$500,000 was provided in the Trans-Canada Highway Division estimates for surveys and construction of the Trans-Canada Highway through National Parks.

*Highway improvements*

In Kootenay Park the application of a hard-surface on the Banff-Windermere Highway was completed, 28 miles being hard-surfaced and 56 miles seal-coated during the year. This work has provided a first-class Park Highway



from Radium Hot Springs, B.C., to the junction of the Banff-Windermere Highway with Trans-Canada Highway at a point 20 miles west of Banff. In Yoho Park surveys were completed on the Yoho Valley and Loop Roads.

In Banff Park 7 miles of the Banff-Windermere Highway were re-surfaced. A gravelled road was completed from the Banff-Jasper Highway to Peyto Look-out. On the Trans-Canada Highway 2.6 miles of fine grade and 1.4 miles of rough grade were completed west of the East Gate. The facilities for controlling and licensing traffic at the East Gate were greatly improved by the provision of new laneways. New bridges were constructed over the Bow river east of Lake Louise Station, and over the Spray river near the Banff Springs golf course.

In Jasper Park 20 miles of the Banff-Jasper highway were seal-coated and 28.7 miles were hard-surfaced. Good progress has been made on the reconstruction of 17.5 miles of the Jasper-Yellowhead road. A new bridge was constructed at Mile 15, on the Edith Cavell road. In Waterton Lakes Park, 11 miles of roads and townsite streets were seal-coated. A preparatory base was completed on the Akamina highway to Cameron Lake together with 5 miles of hard-surfacing and 10 miles of priming and seal-coating.

In Prince Albert Park 30 miles of the Waskesiu highway was seal-coated. In Riding Mountain Park 34.5 miles of No. 10 highway and townsite streets were hard-surfaced. Construction and consolidation of 2.2 miles of a diversion highway was completed.

In Cape Breton Highlands replacement of the Mackenzie river bridge was completed and approaches to this bridge reconstructed. In Prince Edward Island Park 6.5 miles of the Cavendish-Rustico highway received priming and seal-coating. The hard-surfacing of the Dalvay-Stanhope road was also completed.

#### *Accommodation*

The facilities provided in the public campgrounds were well patronized and the Department continued the development of new campgrounds and, where possible, improvement of existing campgrounds.

In Kootenay Park shelters were provided at Dolly Varden and Macleod campgrounds. Improvements were carried out at the Great Divide campground in Yoho Park.

In Banff Park new double shelters were constructed, new stoves were installed, and a permanent motion picture screen completed at Tunnel Mountain campground. A caretaker's quarters and office was erected at Two Jack campground. Benches and service buildings were completed at Moraine Lake and Waterfowl Lake campgrounds. In Jasper Park an electric lighting system was installed at Miette Hot Springs campground. An extension to the Cottonwood Creek campground was completed.

A new campground area was developed at Waskesiu, in Prince Albert Park. This campground is expected to provide accommodation space for 60 portable cabins during 1953. The campground development at the Narrows, Waskesiu Lake, was completed. In Point Pelee Park the consolidation of existing campgrounds progressed favourably with the construction of a checking station and the underbrushing of the entire area.

In Eastern Canada, a camping area is under development at Fundy Park, near the Park Headquarters and a large community kitchen was constructed at this location. In Prince Edward Island Park good progress was made in the development of the camping areas at Stanhope and Cavendish. At Cape Breton Highlands Park much improvement was effected at the main campground at Ingonish Beach. A new campground is being developed at Corney Brook where a kitchen and rest rooms were completed.



The tourist cabin development undertaken by the Department in Cape Breton Highlands, Prince Edward Island, and Fundy Parks, was improved by the addition of five modern cabins in Prince Edward Island Park, and the provision of walk-in refrigeration units at Cape Breton Highlands and Fundy Parks. In Elk Island Park, the Department acquired a partially completed cabin development comprising 20 units which were brought up to satisfactory standards with the installation of plumbing and the construction of chimneys.

Canadian Youth Hostels were erected at Hilda Creek in Banff Park and in the Beauty Creek vicinity, Jasper Park.

Additional accommodation for the use of visitors made available by private enterprise including the following: Banff Park, one four-room cabin, one four-in-one motel unit and one duplex unit; in Jasper Park, four bungalow cabins; Prince Albert Park, fourteen cabins; Riding Mountain Park, six cabins and one motel containing 17 suites; Kootenay Park, three cabins. In Waterton Park a new restaurant was put into operation. On July 15, 1952, the central building of the Jasper Park Lodge development was destroyed by fire but the adjacent buildings and tourist cabins were saved. The Canadian National Railway has undertaken the construction of a new Main Lodge which, it is expected, will be ready for occupancy in June 1953.

### *Recreation*

Increased use of facilities for recreation was evident in practically all of the Parks where the National features have been augmented by the provision of golf courses, tennis courts, out-door theaters, swimming pools, children's playgrounds and other features. During the period under review the out-door amphitheatre at Fundy Park was wired, motion picture projector and sound equipment installed. Extensive improvements were made on the conversion of the existing 9 hole golf course to an 18 hole golf course at Waterton Lakes Park. In Jasper Park the Miette Hot Springs Bathhouse was completely renovated, and a steam heating system and pressure water system was installed. At Mount Norquay in Banff Park, a programme of clearing and slope improvement was continued. This Ski Hill is now considered one of the finest courses in the country. The Ski Hill at Mount Revelstoke Park was much improved.

### *National Historic Parks*

During the year 1952, considerable improvement work was carried out at our National Historic Parks and at some of our larger Historic Sites, such as the Halifax Citadel, N.S. and the Quebec Walls and Fortifications, P.Q., where extensive restoration work was undertaken. The marking of Historic Sites of national importance on the recommendation of the Historic Sites and Monuments Board of Canada, was continued and was extended to Newfoundland. At St. John's a cut-stone monument with tablet was erected to the memory of Captain John Alcock and Lieut. Arthur Whitton Brown of the R.A.F. who, on June 14, 1919, took off from that point in a Vickers Vimy aeroplane on the first non-stop Transatlantic flight. A tablet was also erected in the Hall of Memorial University at St. John's to Maurice Galbraith Cullen, distinguished painter of the Canadian winter scene.

Altogether 32 tablets were erected throughout Canada during the year to mark points of historical interest and to commemorate the services of outstanding persons in Canadian history, several of these tablets being affixed to monuments. At Victoria Beach, N.S. a tablet was affixed to a large boulder to commemorate the Pony Express of 1849 and at Courville, P.Q. a cut-stone monument was erected to commemorate the Battle of Montmorency which took place there on July 31, 1759. Two tablets, one depicting the "Silver Dart" in



flight, were affixed to a cairn at Petawawa, Ontario, to commemorate the first military demonstration of aircraft flight in Canada, given there in August, 1909. In Winnipeg, a tablet was placed in the Legislative Building to commemorate Manitoba becoming a Province of Canada on July 15, 1870.

A cut-stone monument with tablet was erected on Poundmaker Indian Reserve, No. 114, Saskatchewan, to commemorate the Battle of Cut Knife Hill, which took place there on May 2, 1885 and at Coutts, Alberta, a cut-stone monument with tablet was erected to commemorate the Fort Benton-Fort Macleod Trail. At Fort St. James, on Stuart Lake, B.C. a cairn with tablet was erected to commemorate the historic events connected with this old trading post founded in 1806 by Simon Fraser of the North West Company and in the City of Victoria a tablet was affixed to the Pemberton-Holmes Building to mark the site of Fort Victoria founded in 1843 by the Hudson's Bay Company.

### *Sport Fishing*

During 1952 the activities of the limnologists in the Canadian Wildlife Service covered Banff, Waterton Lakes, Jasper, Cape Breton, Fundy, and Prince Edward Island Parks. Anglers' activities were closely checked and fish caught were examined at several lakes. Surveys were conducted in many of the waters of Banff Park, including Glacier Lake, where lake trout were reported for the first time.

Information and assistance were provided in the hatcheries in Banff, Jasper and Waterton Parks, concerning the general hatching routine. A special study of the life history of the habits of dolly varden trout was made for the purpose of collecting eggs for planting in some silty lakes in the mountain parks. An experiment in the use of antibiotics in feeding hatchery-raised trout was carried out in Banff and Jasper Parks. Under-water television equipment recently devised and constructed by the National Research Council, was tested at Lake Minnewanka in studies of spawning grounds and the deposition of lake trout eggs. This was the first application of television to freshwater fisheries investigations.

The Eastern National Parks were visited in order to discuss local fisheries problems, to promote the creel census program, and to collect further information on the white perch. During the year more than 1,980,000 trout of various species raised in the Park hatcheries were distributed. Through the co-operation of anglers visiting the Parks, nearly 10,000 completed creel census cards were collected from eleven Parks. These cards covered nearly 20,000 angling efforts and reported a total catch of 45,000 game fish.

### *Plans for 1953-54*

Departmental estimates for the fiscal year 1953-54 make provision for additional development as well as maintenance of the National Parks. Of the total of \$6,856,354 requested, more than \$2,198,000 has been allotted for the continuation of the highway improvement programme. Projects for the fiscal year 1953-54 include construction of a new access road from the City of Revelstoke, B.C., to Mount Revelstoke Park, and the reconstruction of the Mount Norquay Road in Banff Park. In Jasper Park seal-coating is to be applied to the Banff-Jasper Highway from Mile 20 to Mile 49. In addition, reconstruction of this highway from Mile 48.7 to Mile 55.7 will be undertaken.

Seal-coatings are to be applied to No. 10 Highway in Riding Mountain Park and the main highway in Point Pelee Park. Additional improvements will be effected in Cape Breton Highlands Park with the reconstruction of a



three-mile section of the Cabot Trail. It is also proposed to asphalt 2.3 miles of the Cabot Trail and 2.5 miles of roads in the vicinity of Ingonish Beach. The Dalvay-Stanhope Road in Prince Edward Island Park will be seal-coated. Replacement of obsolete bridges in Banff, Jasper, Waterton Lakes and Yoho Parks also will be undertaken.

Funds have also been allocated for a continuation of the campground development programme and improvements are contemplated in Yoho, Banff, Waterton Lakes, Prince Albert, Fundy, Cape Breton Highlands, and Prince Edward Island Parks. Items include extension of the Kicking Horse campground in Yoho Park, provision of toilet and washroom facilities at the base of the Mount Norquay ski slopes in Banff Park, and construction of a new picnic and camp shelter in Waterton Lakes Park near Pass Creek Bridge. The area made available for construction of portable cabins in Waskesiu campground in Prince Albert Park is being extended, and a new trailer camp developed in the vicinity.

Improvements to existing recreational features in several Parks are also planned.

Funds have been provided for the continuation of the renovation and repairs to Halifax Citadel, the Fortification Walls and Dufferin Terrace at Quebec City, and for the erection of new memorials.

Provision has also been made for funds required to carry out extensions to services in Park townsites and for maintenance of existing improvements and works throughout the National Parks System.

Attached will be found a list of the National Parks of Canada, their location and area.



## COMPARATIVE STATEMENT OF VISITORS TO THE NATIONAL PARKS

FOR PERIOD APRIL 1 TO DECEMBER 31

	1952	1951	Increase or Decrease
<b>NATIONAL PARKS</b>			
Banff.....	539,147	439,661	+ 99,486
Cape Breton Highlands.....	35,372	31,903	+ 3,469
Elk Island.....	134,870	138,740	- 3,870
Fundy.....	101,139	81,064	+ 20,075
Georgian Bay Islands.....	9,417	9,080	+ 337
Glacier.....	866	302	+ 564
Jasper.....	102,570	97,198	+ 5,372
Kootenay.....	170,175	119,794	+ 50,381
Mount Revelstoke.....	14,041	8,205	+ 5,836
Point Pelee.....	307,741	250,061	+ 57,680
Prince Albert.....	105,034	85,200	+ 19,834
Prince Edward Island.....	122,290	107,981	+ 14,309
Riding Mountain.....	389,163	334,089	+ 55,074
St. Lawrence Islands.....	42,541	44,002	- 1,461
Waterton Lakes.....	195,562	164,908	+ 30,654
Yoho.....	40,681	43,363	- 2,682
Sub-total.....	2,310,690	1,955,551	+ 355,058
<b>NATIONAL HISTORIC PARKS AND SITES</b>			
Fort Anne.....	20,449	20,740	- 291
Fort Battleford.....	11,259	7,561	+ 3,698
Fort Beausejour.....	23,249	20,029	+ 3,220
Fort Chambly.....	76,032	68,970	+ 7,062
Fort Lennox.....	9,668	8,087	+ 1,581
Fortress of Louisbourg.....	18,729	18,498	+ 231
Fort Malden.....	14,132	14,318	- 186
Fort Wellington.....	8,562	6,971	+ 1,591
Halifax Citadel (Site).....	41,031	.....	+ 41,031
Port Royal Habitation.....	15,150	12,421	+ 2,729
Sub-total.....	238,261	177,595	+ 60,666
<b>GRAND TOTAL.....</b>	<b>2,548,870</b>	<b>2,133,146</b>	<b>+ 415,724</b>

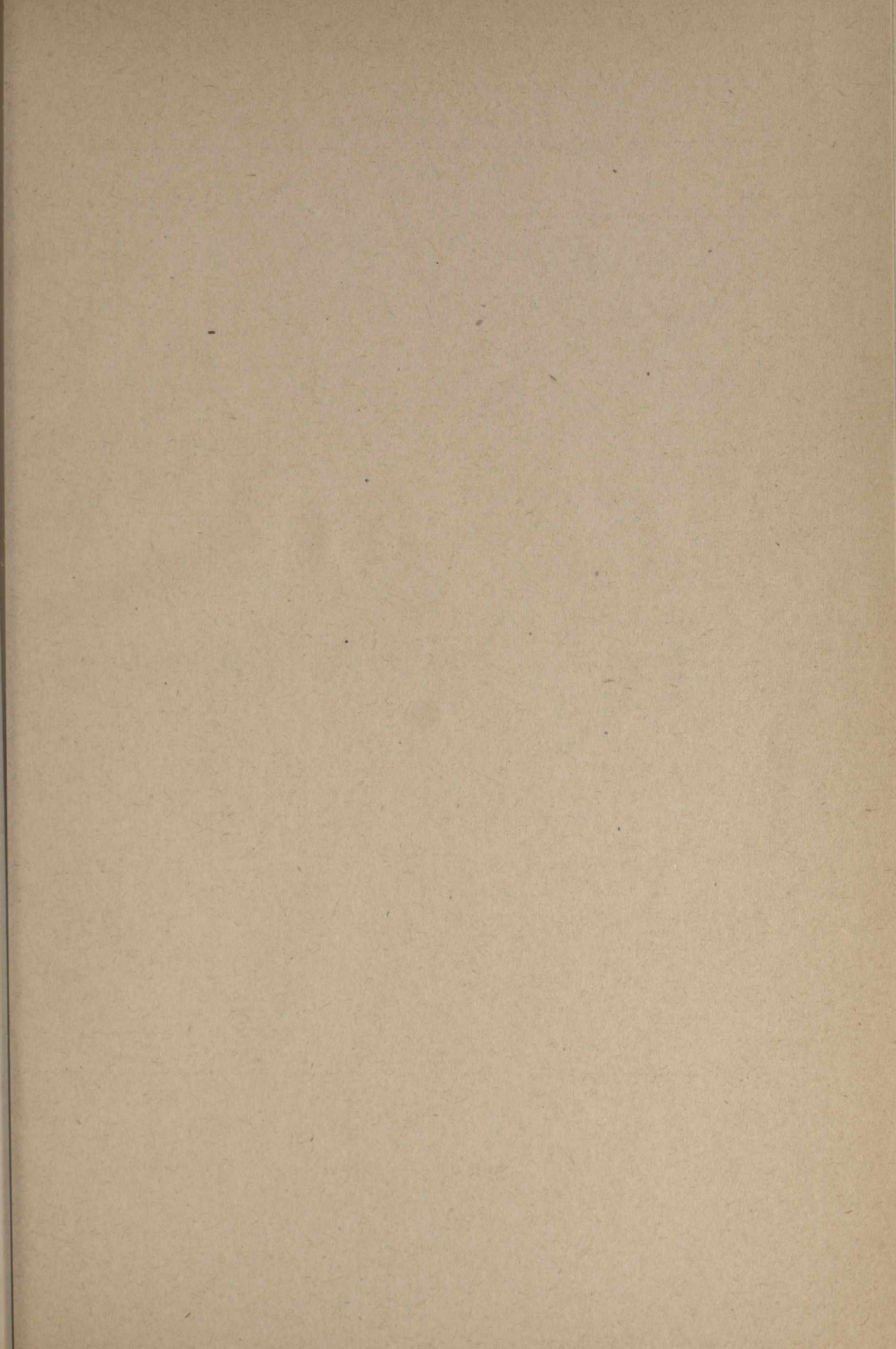


## THE NATIONAL PARKS OF CANADA

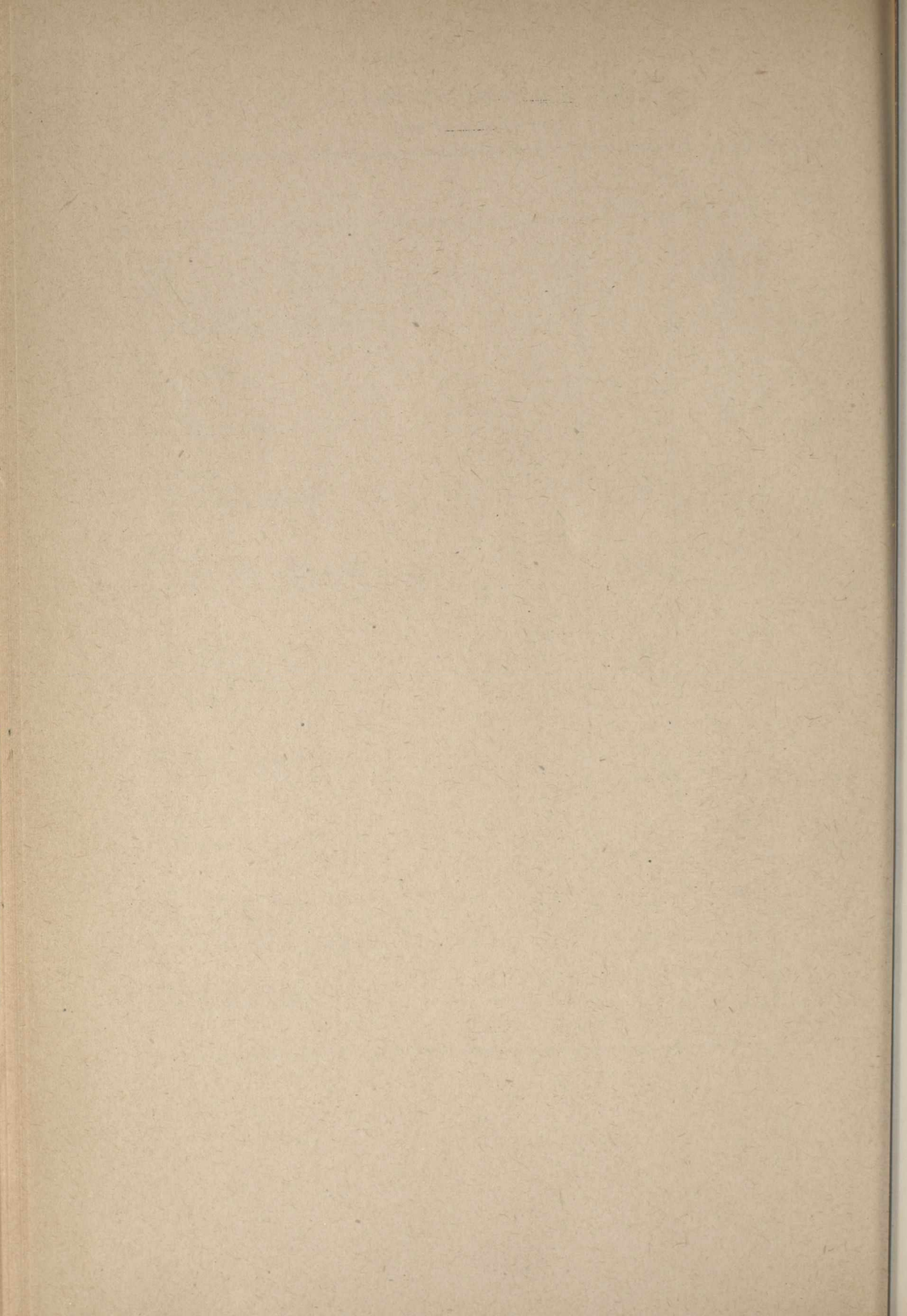
Their Location and Area

	Area		Total in Sq. Miles
	Acres	Sq. Miles	
<b>ALBERTA</b>			
Banff.....		2,564	
Jasper.....		4,200	
Elk Island.....		75	
Waterton Lakes.....		204	
Wood Buffalo (Portion in N.W.T.).....		17,300	
			24,343
<b>BRITISH COLUMBIA</b>			
Yoho.....		507	
Kootenay.....		543	
Glacier.....		521	
Mount Revelstoke.....		100	
			1,671
<b>SASKATCHEWAN</b>			
Prince Albert.....		1,496	
Fort Battleford (Historic).....	36.7		
			1,496.05
<b>MANITOBA</b>			
Riding Mountain.....		1,148	
Fort Prince of Wales (Historic).....	50		
Lower Fort Garry (Historic).....	12.75		
			1,148.095
<b>ONTARIO</b>			
Point Pelee.....		6.04	
St. Lawrence Islands.....	189.4		
Georgian Bay Islands.....	3,458	5.4	
Fort Wellington (Historic).....	8.5		
Fort Malden (Historic).....	5		
			11.74
<b>QUEBEC</b>			
Fort Lennox (Historic).....	210		
Fort Chambly (Historic).....	2.53		
			.332
<b>NEW BRUNSWICK</b>			
Fundy.....		79.5	
Fort Beausejour (Historic).....	81.3		
			79.627
<b>NOVA SCOTIA</b>			
Cape Breton Highlands.....		390	
Fort Anne (Historic).....	31		
Port Royal (Historic).....	17		
Fortress of Louisbourg (Historic).....	339.5		
			390.605
<b>PRINCE EDWARD ISLAND</b>			
Prince Edward Island.....		7	
			7
			29,147.5

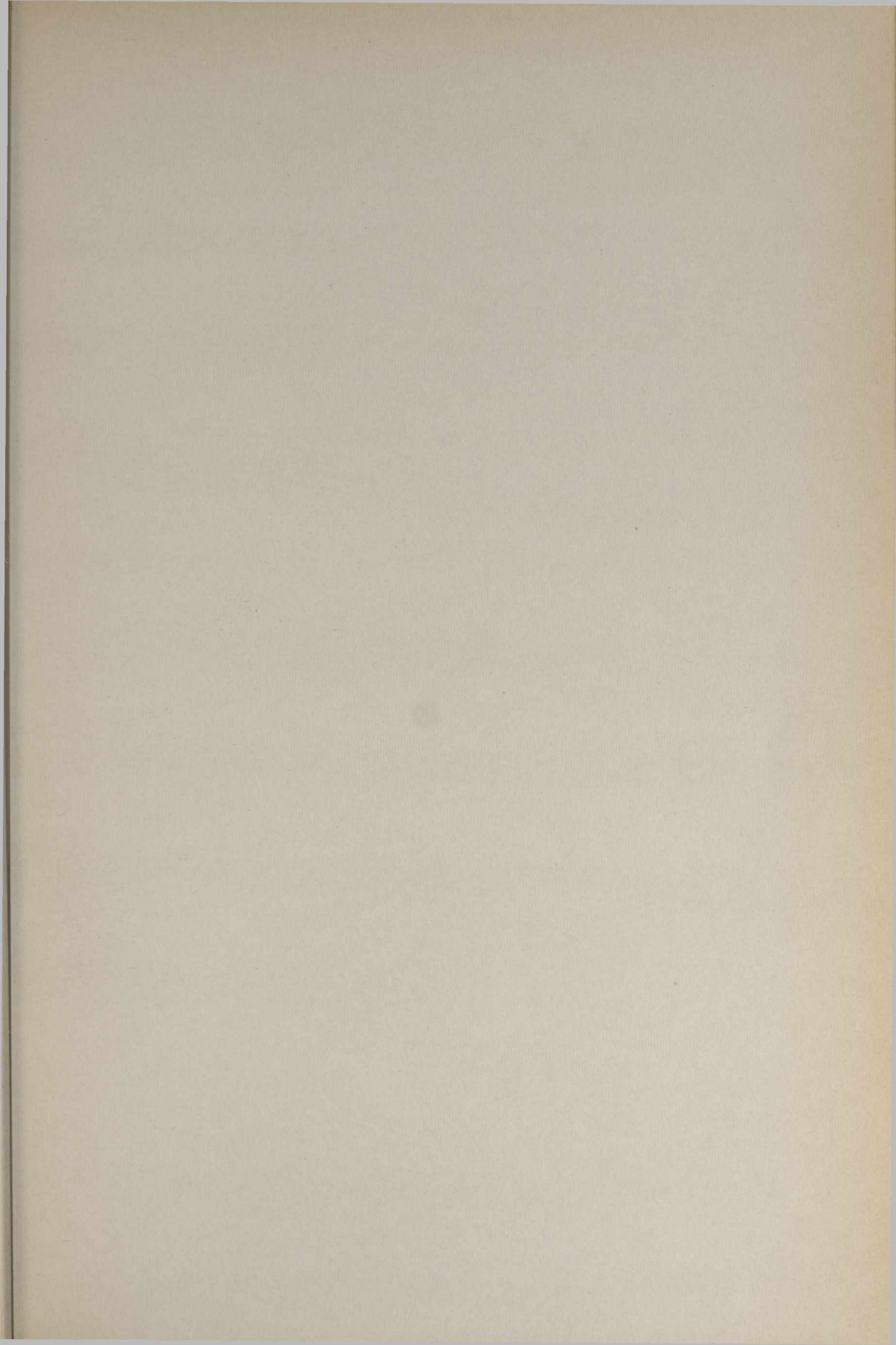




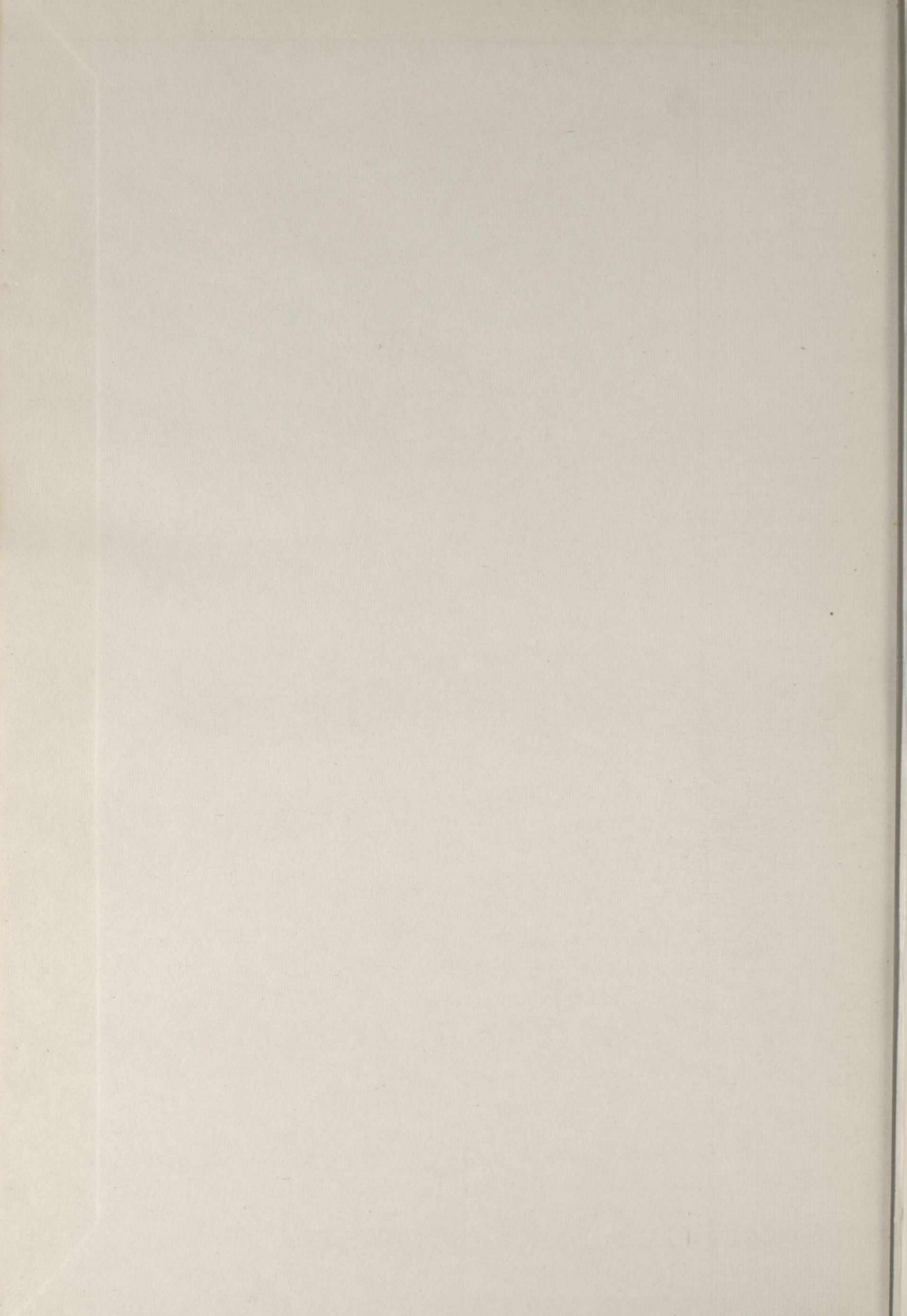




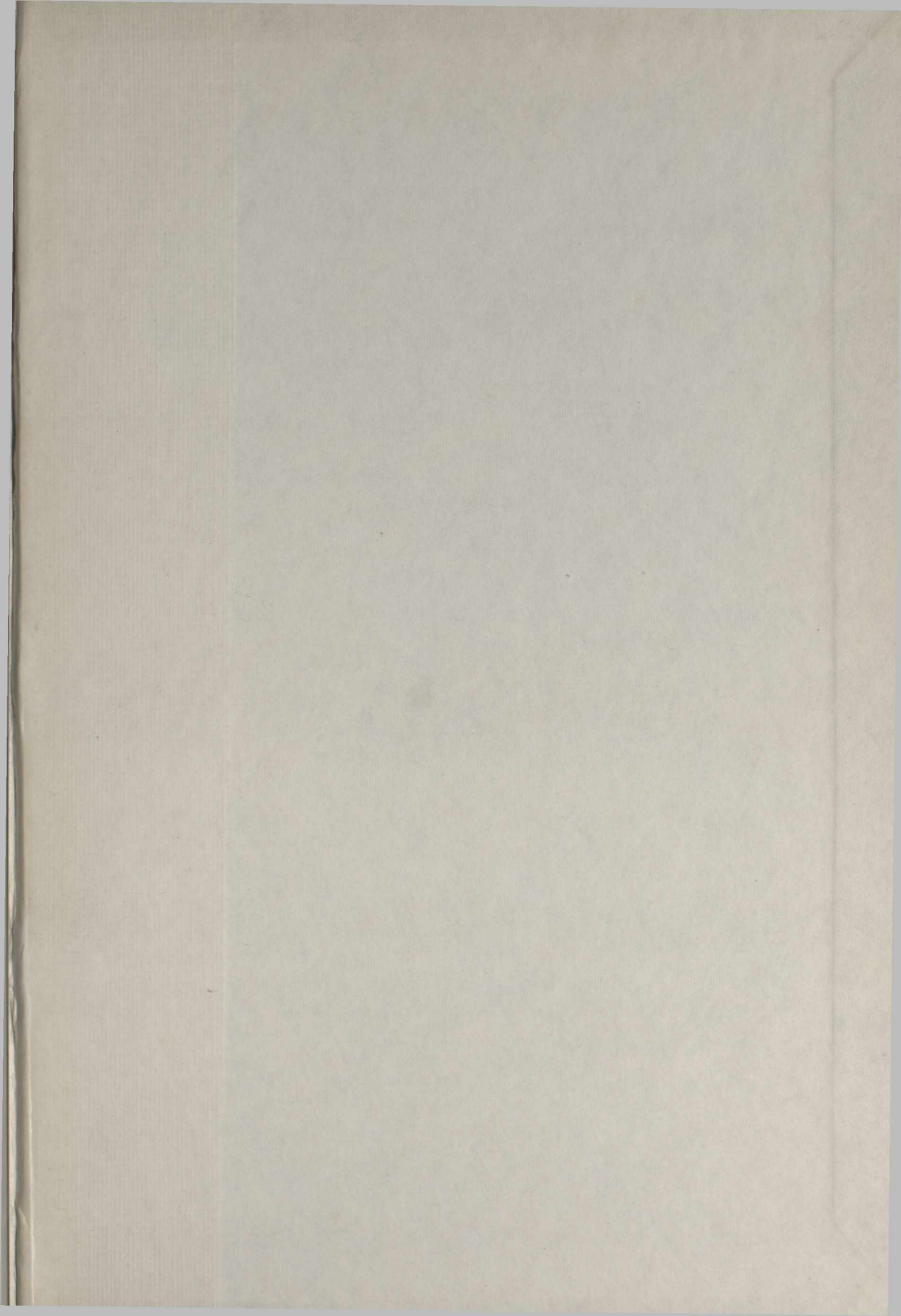














BIBLIOTHEQUE DU PARLEMENT  
LIBRARY OF PARLIAMENT



3 2354 00507 403 7