

Queen's Park

# Our tourist industry in trouble - Stong

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I'm sure you all realize that the tourism industry in Ontario is experiencing difficulties. A report by NOTO (Northern Ontario Tourist Outfitters) on the current situation is due to be released in February, which should prove interesting for the tourist industry throughout the Province.

In November last year a summary background report was presented to the NOTO annual meeting in Sudbury. Doubtless much of the information contained in that submission will figure in NOTO's February report. The Sudbury submission attempted to assess the economic significance of the industry, to identify existing and potential markets, and to identify problems, constraints and opportunities facing the industry.

Findings of a mail-out survey were based on 100 on-site interviews with selected lodge operators, resource management case studies, and data from a variety of other reports and officials.

Virtually all operators have unused capacity, operating at 47 per cent to 69 per cent depending upon the district. Peak occupancy period varies, occurring in May and June in the Northwest, and elsewhere in July and August.

More than over 80 per cent of the operators can be considered experienced with four or more seasons. Turnover is low and occurs mainly due to personal factors, not business failure.

About a third of the operators are concerned about future prospects. The depletion of the fish and game resource is considered a serious problem by 56 per cent of the operators, and there is much concern about the price structure in Canada and the U.S.

In three areas, a number of operators reported concern over the unfriendly attitude towards American visitors — a problem which could be related to recent reports of border crossing difficulties.

In the last few years, Northern Ontario has been experiencing a decline in vacationers. American visitors have been declining since 1973, and visits by residents of Southern Ontario appear to have peaked.

However, there is no strong evidence to indicate a decline in the number of guests at industry establishments.

Only 21 per cent of operators indicate a trend to fewer visitors while 48 per cent indicate an increase and 31 per cent a stable situation.

## Region hopes to bolster this program

York Region hopes to bolster its flagging private home day care program by raising the rates.

The region's health and social services committee voted last week to raise the rates effective Feb. 1 because in the words of a staff report, "it is becoming more difficult to recruit individuals to enter into agreement with the region at the current rates."

New rates will be \$8 per day (up from \$7) for a full day; \$7 per day (up from \$6 for a half-day program; and \$4 per day (no change) for after-school and non-hour day care.

According to a day care report received by the committee, the region has recruited nine providers. Eleven children are enrolled in the program.

The committee added to that number last week when it approved two new private day care operators in Aurora — Mrs. Marcia D'Antimo of Wenderley Drive and Mrs. Anne Ohlis of Collins Crescent.

Prospects also appear promising as the industry has a very low penetration rate in terms of fishing operations. In 1974 it is estimated that only 12 per cent of fishing occasions occurred through an industry facility.

**SATISFIED**  
For the most part, visitors report a high level of satisfaction with their stay, which is extremely high for the future of the industry. In total, 83 per cent reported

overall satisfaction. However, family vacationers, especially those who did some fishing or hunting, reported highest overall satisfaction.

Of those visitors who reported overall dissatisfaction, the cost of accommodation and the quality of guide services were the major reasons.

Vacationers to the North are loyal to the area — more than 50 per cent of the guests have returned six or more

times in the last ten years. Virtually all guests planned on returning in the next three or four years.

Even 59 per cent of those not satisfied with the most recent trip were likely to return. Seventy-five per cent of all new visitors to the area said they were likely to return in the next three or four years.

The quality of the fishing and hunting was by far the most important attraction to both new and

repeat visitors. Fifty-eight per cent of new visitors reported that they had selected a resort based upon word of mouth, although marketing efforts are also important in attracting new guests.

Overall, the visitors are Americans; an estimated 66 per cent primarily from the North Central states. Numerous differences exist between American and Canadian visitors. Americans come primarily for fishing,

while Canadians come for some type of family vacation.

In keeping with this pattern, Canadian parties tend to be families while American parties have non-family members.

The great distance travelled by guests (an average 715 miles by Americans and 300 miles by Canadians) also suggests that the potential market is very large.

Since fishing and hunting are major at-

tractions, the noticeable depletion of fishing and hunting opportunities, especially in populated and road accessible locations, is a matter of very serious concern. Sixty-eight per cent of operators are not satisfied with resource management practices. This results primarily from three major areas.

First, there is widespread concern over lack of discriminating and planning. Near

Province-wide regulations, for example, for pickerel, are often criticized for their failure to recognize local resource variations.

In many local areas, conflicts are developing between lodge operators and other users, particularly commercial fishermen, campers, cottagers, native people and non-recreational users, such as forestry operators.

Secondly, there is a perceived lack of concern

for impact of resource management regulations on industry revenues.

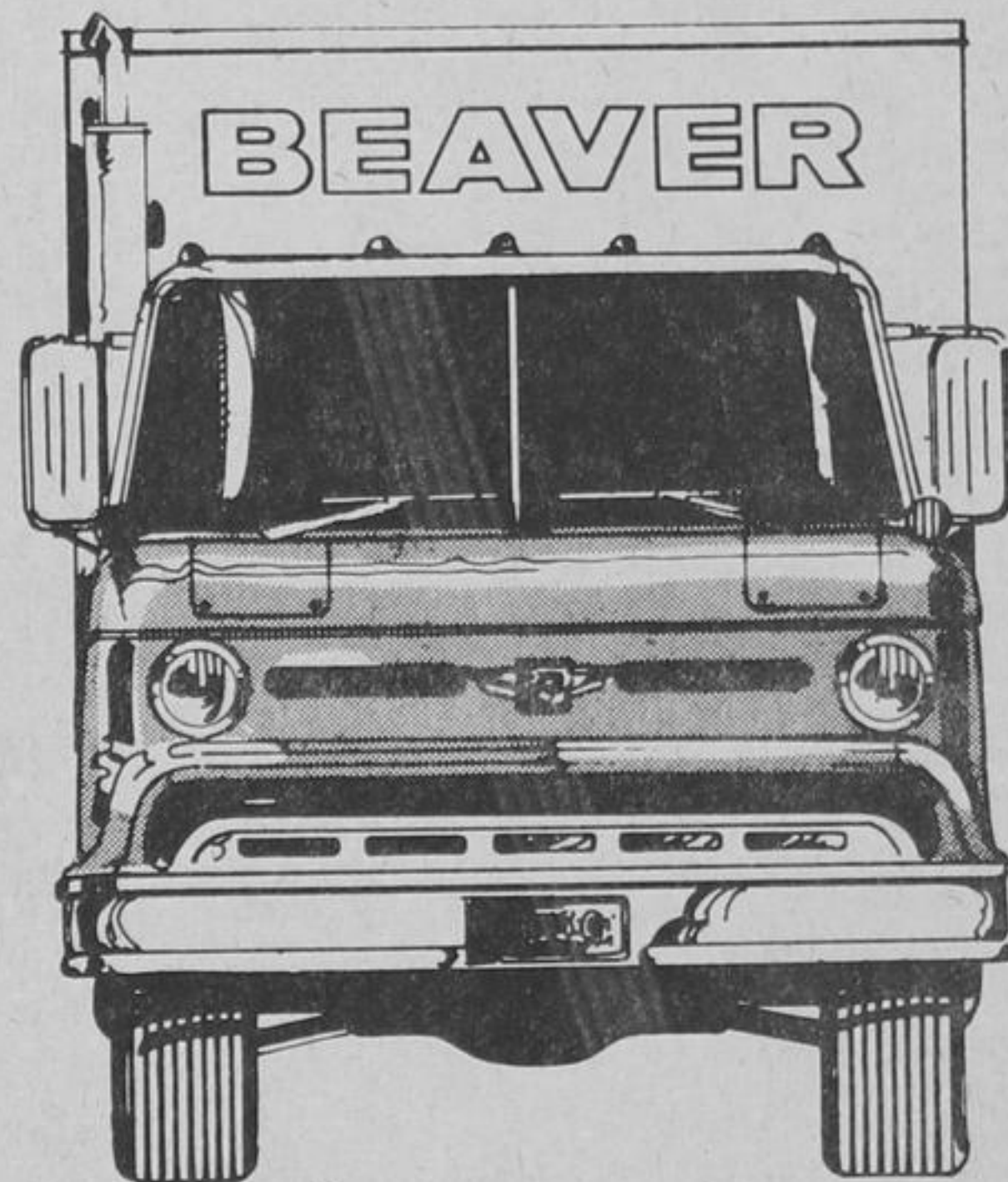
Thirdly, many operators would like an increase in current management practices, particularly increased stocking and better enforcement of existing regulations.

Resort operators frequently complain about the lack of enforcement, which often results from lack of sufficient enforcement officers.

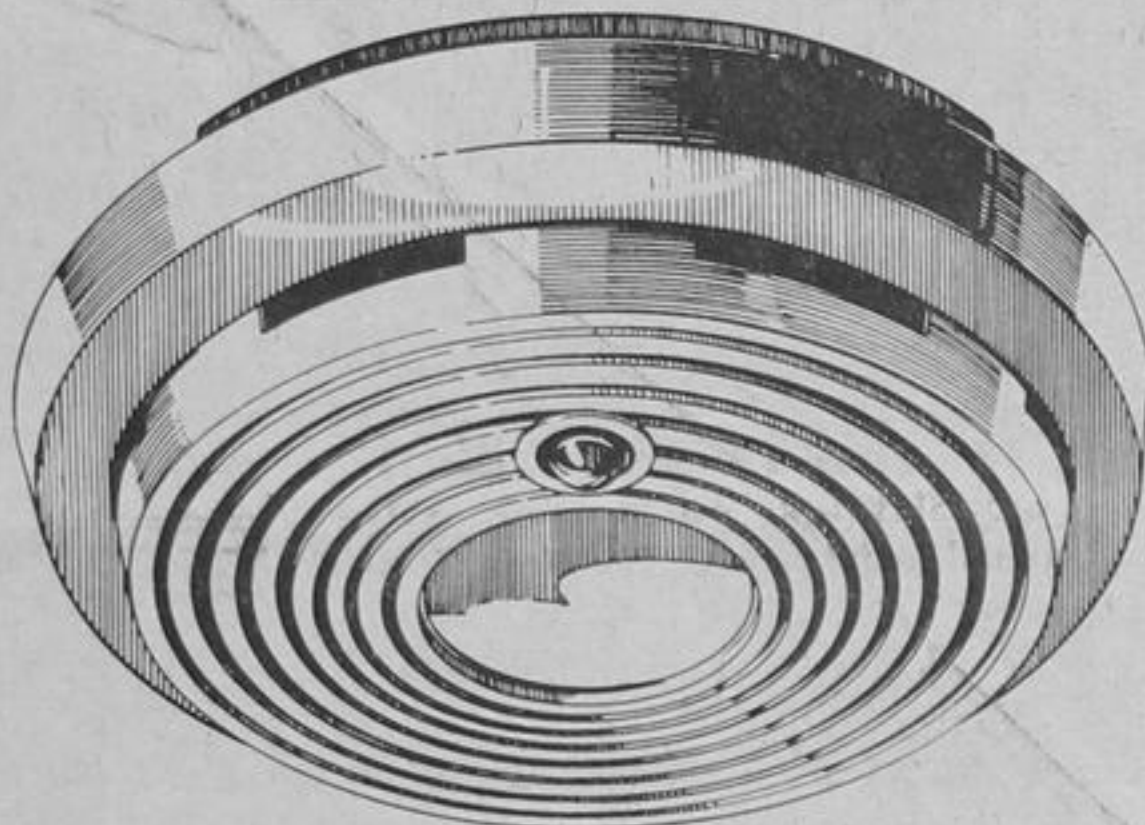


# BEAVER

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Put First Alert on guard in your home. It will warn you with a loud alarm when visible or invisible smoke particles are detected. Effective dual chamber ionization sensor. Dependable solid state circuitry. Handy test switch. Low battery trouble signal. Complete instructions.

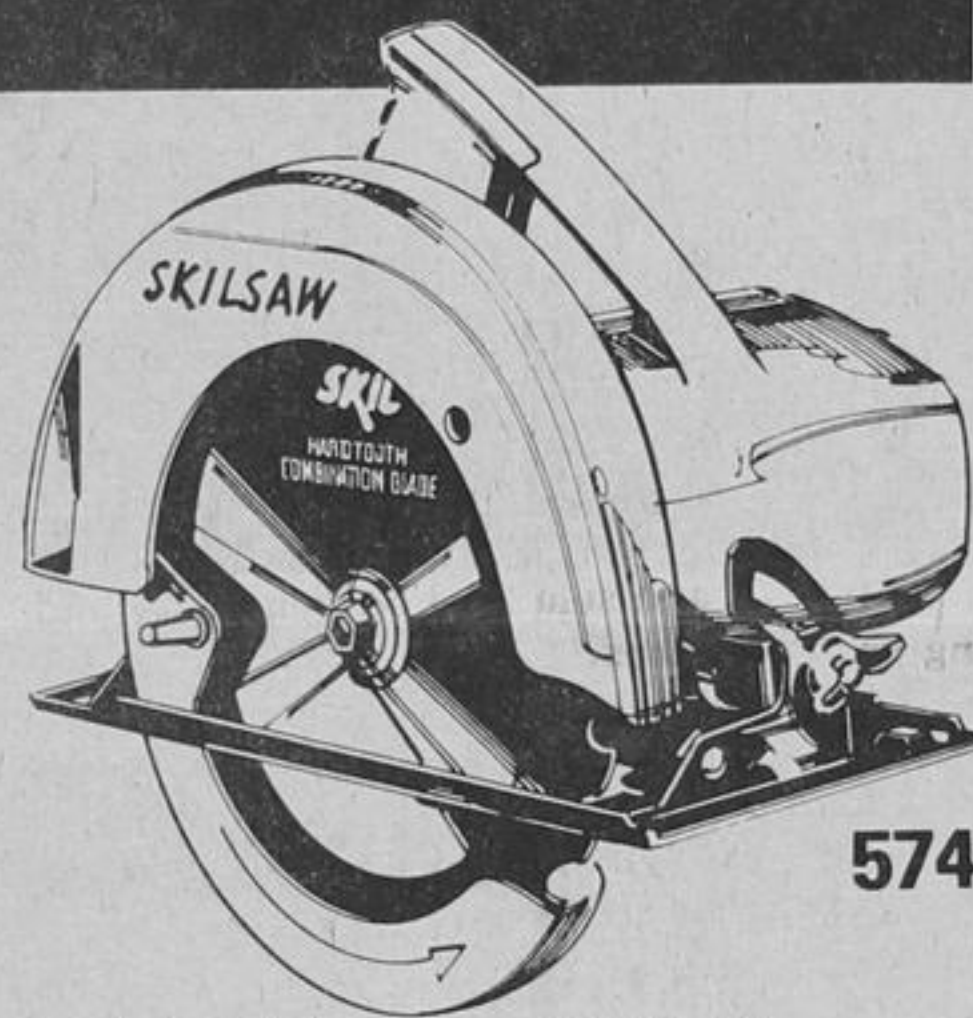
**22<sup>88</sup>** Battery included  
Our Reg. 24.88



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<b>11<sup>95</sup></b> Our Reg. 13.29	<b>12<sup>95</sup></b> Our Reg. 14.59	<b>13<sup>49</sup></b> Our Reg. 14.65
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### 7-1/4" Circular Skil Saw

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**36<sup>95</sup>** our reg. 46.95



### Pal-O-Pak Insulation

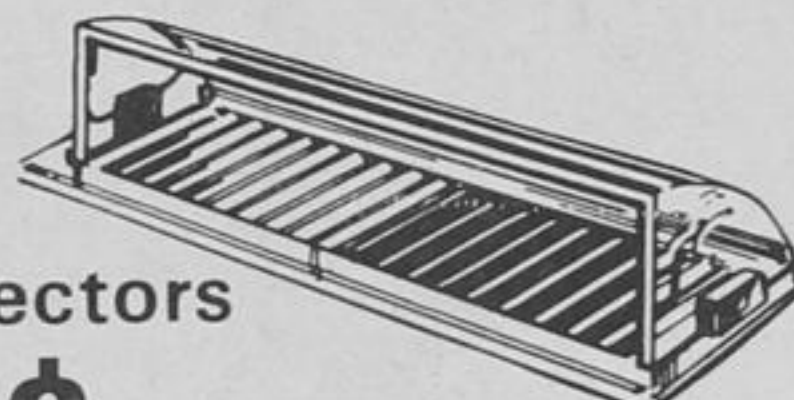
Pal-O-Pak cellulose insulation pours conveniently from bag for easier use in awkward spaces.

**2<sup>98</sup>** 6.6 cu. ft.  
Our Reg. 3.29



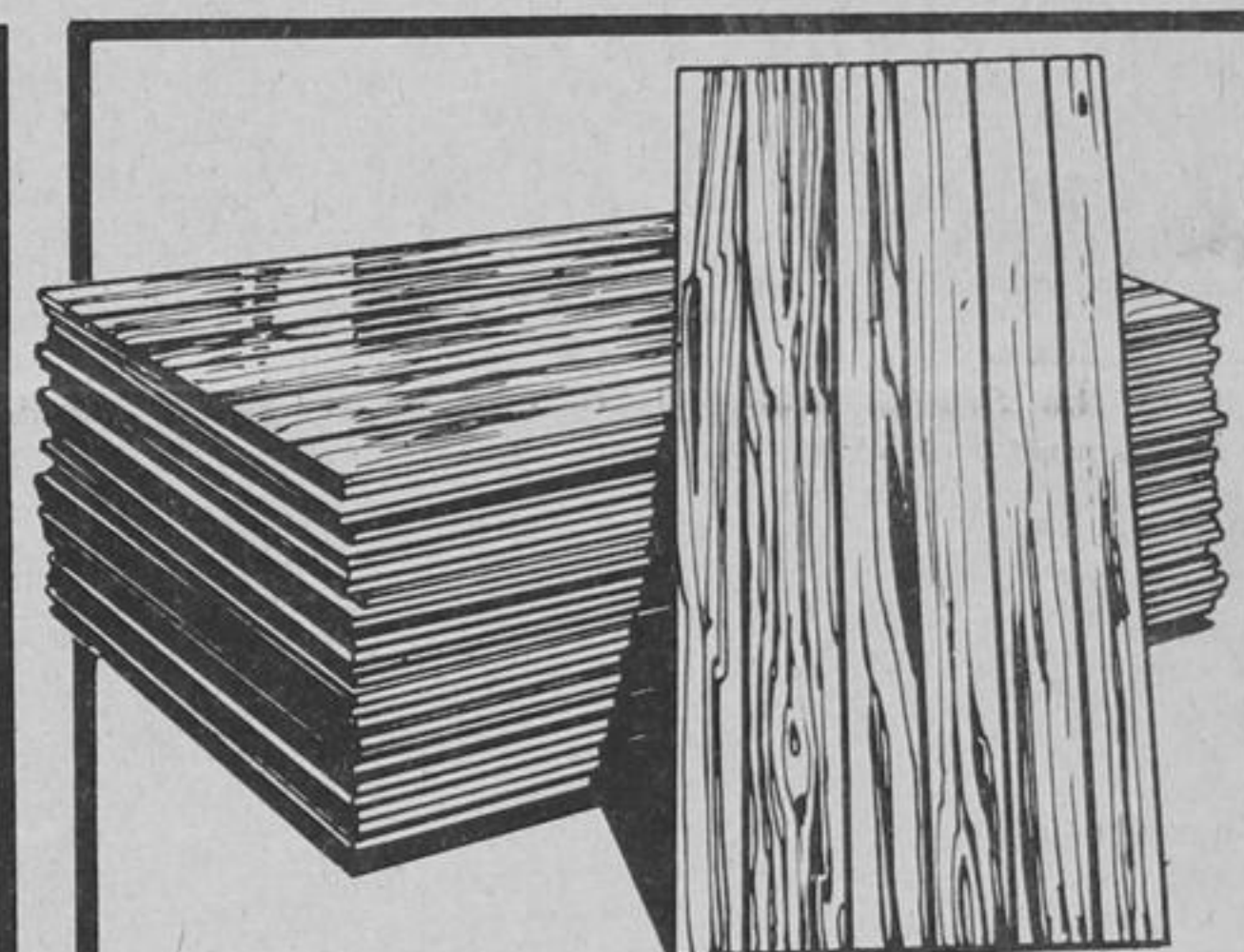
### Fluorescent Tube

Our Reg. 1.49 **88¢**  
Replace all those burnt out bulbs with a 48" long fluorescent 40 watt tube.



### Air Deflectors

**66¢** Our Reg. 74¢  
Attach air deflectors to your heat register for cleaner, more dust-free air & furnishings.



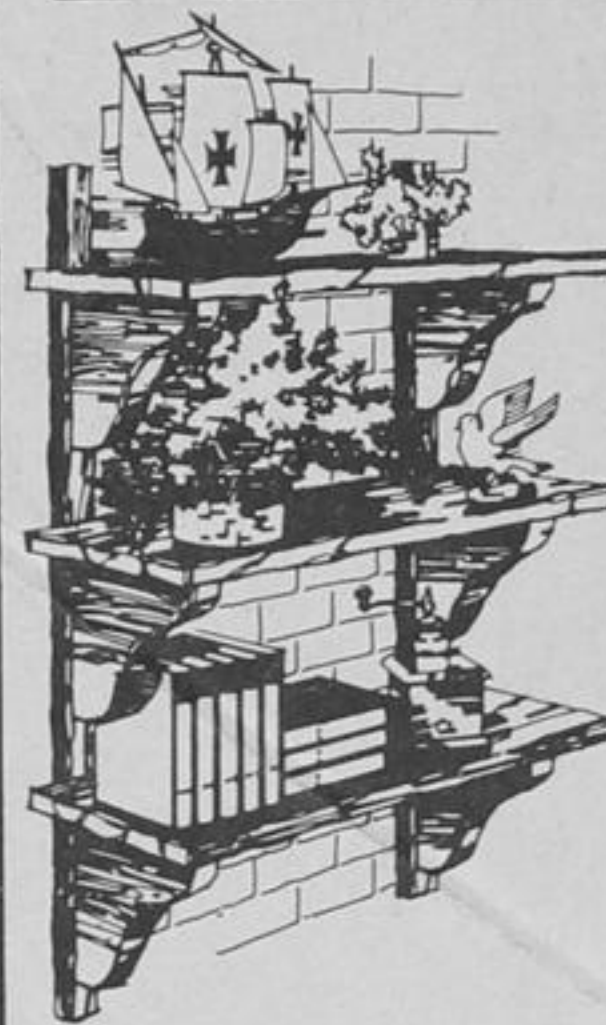
### Pre-Finished Panelling

Give your den or family room a fresh, new look with woodgrain pattern panelling. Choose attractive Harvest Oak, Harvest Pecan or Harvest Birch in economical & easy to install 4'x8' panels.

**4<sup>44</sup>** Our Reg. 5.48

**2 x 4 Economy Studs 88¢**  
Economy spruce studs 2 x 4 x 92 1/2" to 96" (as available)

**4 x 8 x 1/2" Gyproc Board 3<sup>35</sup>**  
Gyproc wallboard for your next building project.



### Dark Walnut Finish Rustic Shelving

Dark walnut grain finish rustic shelves with hand hewn scalloped look edges.

**4<sup>49</sup>** 10 x 24 x 1-1/4" **6<sup>89</sup>** 10 x 36 x 1-1/4"

Our Reg. 5.69 Our Reg. 8.69

**8<sup>99</sup>** 10 x 48 x 1-1/4" **11<sup>59</sup>** 10 x 60 x 1-1/4"

Our Reg. 11.49 Our Reg. 14.49

**Bracket 3<sup>99</sup>** Our Reg. 4.99

Standards  
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BRAMALEA CITY CENTRE  
Highway 7 & Dixie Road ..... 457-7100  
THORNHILL, 7171 Yonge St. .... 881-5230  
MISSISSAUGA, N. Service Road  
Apsella Village Shopping Centre ..... 279-8071  
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