

40,000,000 People to Tour Country on Vacation This Year

The magnitude of the motor tourist movement in the United States and the record figures it is expected to reach in 1927 are shown in a report received by the Chicago Motor club from the American Automobile association which estimates that:

Forty million people will spend their vacations on the open road this year.

This great migration of nearly a third of the nation seeking health and happiness will move in 10,000,000 motor cars.

Approximately \$3,300,000,000 will be spent during this great flow and counter-flow of humanity.

The figures represent an estimate that the 1927 touring season will show an increase of ten per cent over last year. This estimate is based on reports from touring bureaus of the 862 American Automobile association affiliated clubs throughout the nation. The report of the American Automobile association to the Chicago Motor club says:

"Of the ten million automobiles that will go touring this season, a third will carry camping equipment and be used for outings of a month's average. Two-thirds of the caravan will remain en tour about ten days but will depend on hotels for accommodations. It was calculated that the camping brigade would spend about \$1,000,000,000 or \$10 per day per car, and that the parties frequenting hotels will spend three times as much per day, which would bring their total to approximately \$2,200,000,000. These figures are regarded as conservative, and the total expenditure may run as high as three and a half billions."



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