

ECONOMICAL LAND UTILITY WITH REGARD
TO TOURISM AND RECREATION IN
SELECTED AREAS OF MANITOBA

by

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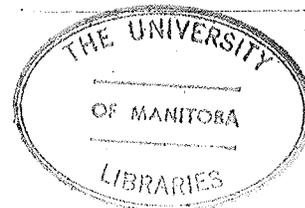
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MASTER OF ARTS

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ABSTRACT

This study attempts to evaluate the degree to which selected areas of Manitoba have utilized their land resources to obtain benefits for the inhabitants of their regions by attracting tourists and recreationists.

Two categories of recreational areas were established: 1) those which have utilized their land resources to a satisfactory level; and 2) those which have not utilized their land resources to such a level.

Representative of the first category is Victoria Beach, while Dauphin, Morris, and Austin are areas which fall into the latter category. The assumptions inherent in the above selections are then tested in the study and a general conclusion is drawn from the findings.

The above mentioned areas of study have been selected because:

- a) They have been areas that have already undergone various studies by the various governments of Manitoba as to their economic capabilities to attract the tourist and the recreational dollar. Therefore, information pertinent to this study is readily available, and in some detail.
- b) All four areas are familiar to the author because the author has either conducted contracted studies of the areas for the Manitoba Department of Tourism and Recreation or because the author has had particular experience and interests with them.

The Dauphin, Morris, and Austin studies are basically on the annual festivals held in each of these areas and on the impact these festivals have had on attracting the tourist dollar. This study will point out how the land utility of these areas is not being fully utilized with regard to tourist attraction and recreational land use. The author will suggest as to how the land utility can be made better use of and how greater economic and recreational benefits can be attained.

The Victoria Beach study will develop on the growth of the area from its early beginnings as a homesteading area--exclusive summer resort area to its present status as a well-established year-round recreational community enveloping all of its land resources and human resources to attract the maximum tourist and recreational dollar and at the same time provide the tourist and the recreationist with attractive, essential services. That the benefits of tourism and recreation need not be only a seasonal enterprise is one of the main concepts. Of noted concern also is the important realization that the tourist and recreationist industry need not be an isolated one. The infrastructure of the Victoria Beach area provides for a quiet intermingling tourist and recreationist industry along with the many other smaller industries, all of which provide the residents of the area with year-round activities from which they derive the adequate incomes that allow them to live off their environment in a most comfortable manner.

ACKNOWLEDGMENTS

I would like to thank the Manitoba Department of Tourism, Recreation and Cultural Affairs which supplied much of the information on which this thesis is based. I am grateful to organizers of the three festivals: National Ukrainian Festival in Dauphin, Threshermen's Reunion and Stampede in Austin, and the Manitoba Stampede and Exhibition in Morris, all of whom gave their advice and help willingly. Dr. J. Romanowski supervised my work, and I thank him very sincerely for his encouragement and constructive criticism of the thesis at its various stages.

The benefit of the many conversations and dealings with the people of the various communities and, in particular, those at Victoria Beach, and with the various members of the Geography Department, is especially appreciated.

I also feel a note of appreciation is due to my patient and loving wife and family without whose encouragement and support my work could not have endured.

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CHAPTER 1

THE ECONOMICS OF TOURISM AND OUTDOOR RECREATION

Tourism and outdoor recreation is one of the fastest growing activities in Canada and most developed countries. More people have more money and more leisure time. Private and public tourist and recreationist facilities are increasing in number and size. Principal factors in this meteoric growth include the shorter work week, longer vacation periods, and much greater mobility, and more people in the pre-work and retired age groups.

In this section I will be looking at some of the economic aspects of tourism and outdoor recreation at various levels, national, provincial, and local.

Tourism and recreation can be a great boon to local, regional, provincial, as well as national economies. It can also bring about anxieties at all levels. Tourist expenditures can help to offset regional and local disparities through a redistribution of wealth. Tourism and recreation is resilient to economic duress and is no longer considered a luxury. Tourism and outdoor recreation can also give new and vital potential to depressed or semi-depressed areas, allowing them new or additional modes of acquiring increased economic benefits which are certain to transmit these to the province or to the nation as the wealth or well-being of the region has a direct bearing on the whole.

Canada is a land of nearly 10 million km² of relatively attractive and unspoiled lands and fresh waters and has unquestionable potential of becoming one of the most attractive and sought-after tourist and recreation destinations. Proper management of this potential is perhaps our greatest economic opportunity.

Returns from tourism and outdoor recreation are not always, but assuredly too often are, measured in monetary terms. Thought must be given to the nature of economic returns of tourism and recreation. Benefits to a region of having parks and recreational areas accrue mainly to users but extend also to the non-user public. These benefits are not always registered in the business affairs of a region.

Secondary benefits of tourism and recreation are those benefits that arise out of expenditures of tourists and recreationalists for such things as travel, food, and lodging, etc. In economic terms these secondary benefits create a much greater degree of impact on the local, regional, and national economy than do the primary benefits.

Tourism and recreation must also be realized to have a not-to-be-ignored value to the people who actually never participate in it but who nevertheless place a strong value on the option to do so if not immediately then, in the near future. This "option demand" varies depending on the types of facilities available and on their distance from the potential user.

Tourism and recreation has changed considerably over the past few decades as is evidenced partially by the greater volume of traffic to and from our parks and recreational sites. Of no small

consequence of this growth is the greater demand being made on private and public economies to maintain existing areas and, of course, to acquire and facilitate new ones. Concerned persons are not always fully or even partially aware of what the potential future demands will be. Many of those presently involved in the tourist and recreation industry are far from attaining its full potential.

"... the provision of recreation to the public is at about the same stage of sophistication as flying was three or four decades ago."¹

This is not to say that our concerned persons would not like to be more aware, and that they along with governments and educational institutions such as the universities are not endeavouring to enhance their knowledge, but priorities of concern have often been errant.

It is a well-accepted fact that what individuals do for their tourist and recreational needs depends to a great degree on what is most readily available for them to do. Demand is far too often considered mainly in the light of "supply and demand" and that which is so often called "demand" is not demand at all but more appropriately called "participation."

Participation varies most readily with the actual costs of the participation. Tourists and recreational experiences usually cost

¹G. D. Taylor and J. L. Knetsch, Canadian Outdoor Recreation Demand Study, Ottawa. National Parks Service, 1968, p. 1.

a minimal amount as far as entrance fees are concerned. Higher entrance fees do usually deter a substantial number of users and therefore must receive a greater degree of consideration as to whether such increases are actually desirable. Knetch in his article "Economic Aspects of Outdoor Recreation,"² refers to the volume of uses as rates of consumption (participation).

Participation depends on supply and demand and park attendance figures do not differentiate between supply and demand. Statistics showing that more people ski in Montreal than in Washington, D.C., certainly do in no way indicate that there is more of a demand for skiing in Montreal. These statistics merely show the result of the interaction between supply and demand and more appropriately measures participation.

This continual improper consideration of supply and demand readily leads to the prevailing assumption that people demand only more of what they already have and such assumptions most often result in ever increasing imbalances. If an area, for instance, shows a large number of people involved in swimming, this does not necessarily conclude that the unmet demand for swimming facilities is great.

The availability of supply should also be considered. If there are a great number of swimming facilities, the overall use is bound to be greater than, say, for sample, in an area where swimming facilities

²J. L. Knetsch, "Economic Aspects of Outdoor Recreation," A Conference on Parks and Outdoor Recreation, 1967, p. 67.

are limited or non-existent. This misinterpretation of demand can thus very readily result in new investments being wrongly allocated. Visitation is not necessarily an indication of demand. It indicates more aptly participation. Participation, as such, is a function of supply (opportunity) rather than simple demand.

The notion or idea of demand can be a most useful tool in the economic analysis of tourism and recreation. Economic analysis is as applicable to tourism and recreation as it is to other economic activities.

Demand statements express responses of park users to the various services provided them. A "demand" schedule is a statement of the amount of such services that will be used in a certain period of time at a certain location at a certain price (cost).

Demand for parks and services by tourists and recreationists has little meaning when it is not associated with supply, cost of entrance, and cost of service. Demand can readily be reduced to nothing if there is no supply or if direct entrance fees to sites are priced too high. Use of park and recreational areas most certainly could not have increased so much if the supply did not also increase.

Often the question arises about who should supply and who should pay for tourist and recreation opportunities. In the past, the number of users involved was quite small and much of the supply came cheaply as the by-product of multiple land use. Today's much higher user-demands press upon the problem of who should bear these costs.

The idea of "who should pay" leads to two opposite strategies

regarding supply. A number of individuals feel users should bear the costs of tourism and recreational opportunities. Other suggest that the necessary funds should be raised collectively through taxation because

"Outdoor recreation has broad social effects, in that those who do not partake of it nevertheless benefit..."³

implying that the moral well-being of an area, be it a province or a country, is enhanced because with these social non-monetary benefits people recreate themselves and become more contributing members of a society and less of a burden because of the availability of pleasurable site opportunity.

There are, of course, several arguments regarding who should bear the costs. Looking at the side of those in favor of user charges, we have:

Equity Argument:

Some people believe that a user charge is the best way to get a person who lives and pays taxes elsewhere to contribute to the costs of the tourist and recreationist site he uses. They argue that the poor should not have to subsidize the rich or the users, who are able to bear the costs of travel and who thus should also be able to bear the costs of site entry.

³Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: The John Hopkins Press, 1969), p. 313.

User Attitude Argument

Users of tourist and recreationist facilities will treat areas less destructively and with greater care if they are required to pay a part of the costs for the privilege of using such areas.

"Scattered bits of evidence suggest that users are more careful when they pay to use an area especially if the public agency charging fees then maintains it better."⁴

Resource Efficiency Argument :

Charges for use, it is felt by some, would help to get people to use the natural resources more efficiently and that demand for tourist and recreation facilities is too often artificially stimulated by a general public subsidy.

Encouragement to Private Development Argument :

The concept that private provision of tourist and recreationist facilities is often hampered by fees being charged in public areas that are too low is voiced by some. The argument in this case, and perhaps justifiably so, assumes that higher entrance and user fees would directly aid private development by keeping charges more in line with actual costs of such services.

Management Tool Argument :

Increased fees for entry and use of tourist and recreational sites many people feel could very well be used as a positive tool to

⁴Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: The John Hopkins Press), p. 314.

reduce the ever-increasing overcrowding at some particular times (peak of season) and some more popular places (Banff, Lake Louise, Jasper).

The general feeling of people who follow this particular user fee argument is that charging accordingly to intensity of use is the only way that enough revenue can be raised to provide tourists and recreationists facilities that users are presently demanding for some areas without placing more pressure on the already over-taxed public. Some indication that this argument is becoming increasingly popular is evidenced by much higher park entry and user fees throughout this and other provinces.

There are also many arguments against the use of user charges which many consider as equally valid. One must consider the additional burden and perhaps the elimination of use for poorer people if higher fees were charged. This argument has considerable merit, especially in user-oriented types of recreational facilities. Small entrance fees of as little as twenty-five cents could raise formidable barriers to the use of city parks. Recently when there was some discussion of charging an entrance fee to Winnipeg's Assiniboine Park, a general uproar testified against it. This particular park, so readily accessible from downtown Winnipeg by many of the city's less fortunate, and having particularly heavy week-end use, would most certainly have become less accessible to the many thousands who find it their only available recreational area.

Then there are those who strongly feel that the expense of having to collect fees would far overshadow the benefits of such

collections. User charges, they feel, if used as a major source of revenue, would have a paralyzing effect during an economic downturn which is precisely what we have just gone through. Many recreationists are in principle against user charges and feel adamantly that parks, like schools and other public institutions, should be free to all, particularly to those who may not be able to afford their use without financially sacrificing their other provisions.

Most certainly there is no simple answer to this question. The cost of supplying tourists and recreationalists facilities must be met by a combination of user charges, general tax revenues, and perhaps special taxes. Private business sources must be encouraged to become involved and to provide necessary funds. Resistance to paying user charges may be diminishing and public acceptance may be becoming more common during periods of economic well-being but in the light of today's economic recession there is an adverse effect of any additional costs being placed upon users. How costs will be met is still an issue but of a certainty, more careful management of existing funds and areas will go a long way in helping to create a more positive mood, a basic necessity if future demands are to be met.

CHAPTER 2

POTENTIAL IMPACTS OF THE TOURIST INDUSTRY ON A LOCAL AREA

The economic structure of a region can often be improved by governments that encourage efficient resource utilization. Tourism and recreation development can be an efficient form of resource utilization provided governments attempt to make the best uses of the available resources.

The study of travel and tourism has problems and one of those is definition. In order to simplify the matter for this thesis, it is best that our definition be determined. A tourist will be defined as a non-resident traveller who stops overnight, the purpose of whose journey can be classified under one of the following headings:

- 1) travelling mainly for pleasure, for domestic reasons, for health;
- 2) travelling mainly for group meetings of any kind;
- 3) travelling mainly for business reasons.

Recreation is defined in various ways with most definitions including such components as activity engaged in during leisure, activity for pleasure and enjoyment, and activity that enriches the lives of people.

"While 'recreation' in general entails a wide variety of activities, 'tourism' implies the practice of travelling for recreation or touring for pleasure

or culture."⁵

Today's society is richer, more able to get around, concentrated in specific areas, and is spending more of its growing leisure time in active pursuit of recreation. Governments are actively promoting tourism and recreation as a means of improving the economic structure of various regions and as a means of satisfying the growing needs of their citizens.

Tourism and recreation are an important part of many regions' economic development. The impact of tourism, however, because of the nature of the industry, is difficult to analyze.

In the tourist industry, those people who benefit most are the firms and companies that supply the required goods and that provide the necessary services. Other people benefit, too, besides the direct recipients of tourist expenditures. The direct expenditure for the goods and services diffuses through much of the economy and is known as the multiplier effect. Benefits depend upon the relative importance of tourism and recreation to the business and according to the "directness of receipts."⁶

When considering the relative importance of tourism and recreation to a business, one must consider whether that business is a primary or a secondary tourist business. Primary tourist enterprise

⁵Merriam-Webster, New Collegiate Dictionary (Toronto: Thomas-Allen and Sons Ltd., 1981), p. 1225.

⁶A. J. Burkart, Tourism: Past, Present and Future (London: Heinemann, 1974), p. 62.

are exclusively or mainly dependent on tourism for their continued success, and they include many hotels, restaurants, many travel agencies, manufacturers and retailers of souvenirs. Secondary tourist enterprises are those businesses which are only partially dependent on tourism and recreation. Most secondary tourist enterprises derive their income from serving the needs of the resident population. They include banks, retailers, transporters, etc.

Another way of looking at beneficiaries of tourism and recreation expenditures is whether they are direct or indirect recipients. Direct recipients receive from the tourist or recreationist while indirect recipients benefit from the tourist or recreationist expenditure when that expenditure is spent by the direct recipients. Indirect recipients could be farmers, builders, public utilities, and any other suppliers of goods and services to the direct recipients.

The economic impact of tourism and recreation on the regions may be assessed by the manner certain sectors of the economy derive the initial benefits and the process by which those sectors transmit the impact to the rest of the economy.

Tourism and recreation benefit employment, business and investment, and our social and cultural well-being. It can also effect severe environmental changes in areas where increasing tourist and recreational traffic flow.

Investigation of visitor spending in Manitoba gives us some information concerning primary beneficiaries of tourism and recreation. This initial spending only gives us a broad indication of the total income effects of tourism.

One should also look at the diffusion of the flow of money throughout the overall economy as the initial dollar is spent and re-spent or in other words the multiplier effect, an attempt to accumulate all the income generated resulting from the various transactions and to express this in relation to the initial tourist/recreationist expenditure.

Multiplier Formula

$$\text{"Total Income Increase} = A \times \frac{1}{1 - BC}$$

where A = Proportion remaining in the area

B = Proportion of income that people spend on local goods and services, i.e., propensity to spend locally

C = Proportion of expenditures of local people that accrues as local income."⁷

From such a formula it is possible to estimate how much local income is generated by the tourist and the recreationist. If we assume that half of a dollar spent remains in an area, and that propensity to consume locally is 40 percent, and that income created in the form of wages is 60 percent, we have:

$$\text{Total Increase} = A \times \frac{1}{1 - BC}$$

(substituting)

$$\text{Total Increase} = .5 \times \frac{1}{1 - (.4 \times .6)}$$

$$= .5 \times \frac{1}{.76}$$

$$= .66.$$

⁷Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: The John Hopkins Press, 1969), p. 240.

Thus from every dollar received from tourist and recreationist spending in this hypothetical situation, we have an additional amount generated within the local economy due to respending. In this example, the expenditure of one dollar results in an economic multiplier of \$1.66.

In the "Economic Impact Study of Algonquin Provincial Park," the economic impact of tourism and recreation were quite noticeable on both the local and the provincial economies.

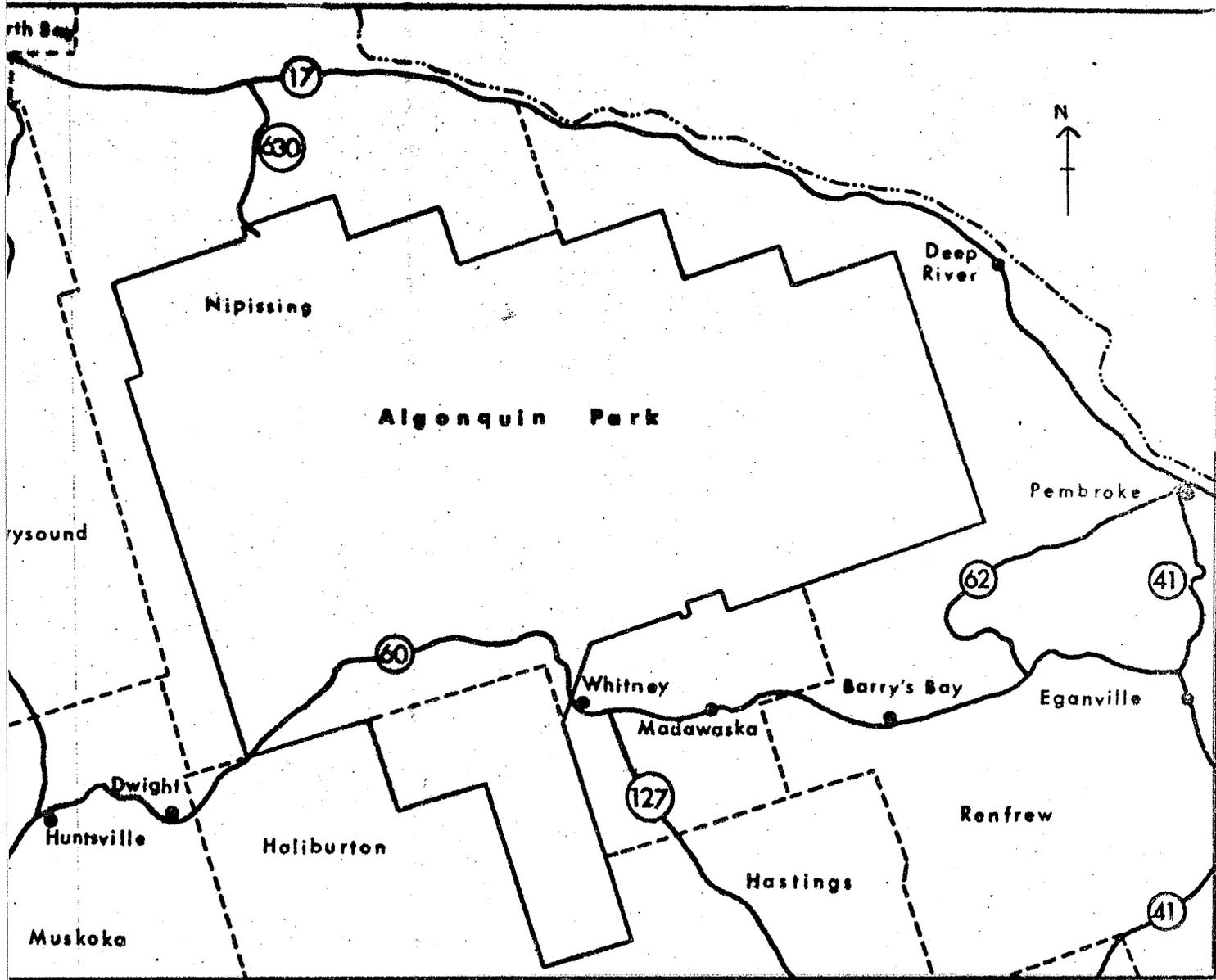
Algonquin Provincial Park is in the northern part of southern Ontario and stretches about 119 kilometers east and west and about 105 kilometers north and south, covering some 7540 square kilometers. It lies in close proximity to the largest Canadian cities as well as to some of the larger American ones. It is surrounded by at least 50 private parks and ten smaller provincial parks.

The park is used by canoeists, swimmers, campers, fishermen, hunters, hikers, and anyone else who wants to get close to nature. There are also cottagers and youth camps in the park. It is the focal point for recreation in the area and is responsible for much of the tourist expenditures in the surrounding districts.

The study revealed that the local impact of the park was approximately \$17,300,000.00. The economic impact was concentrated along the east-west road where the majority of the park's facilities are located. Spending involved cottagers, youth camps, government, and industry. The provincial impact was \$52,000,000.00.

Much of the impact in the park is in the service section. Southern Ontario, which supplies much of the capital equipment,

Map 1
Algonquin Park & Economic Impact Area



0 10
mi.

Source: Economic Impact Study of Algonquin Provincial Park,
Ontario Department of Lands and Forests, Toronto, 1969.

also benefits. Most of the park visitors focus around Hunterville which has a visitor-oriented economy. Pembroke has developed around the forest industry. Most of the local impact is felt between these places.

Youth camps were the source of about \$240,000 spent locally. Much of the buying for the camps is wholesale and carried on in Toronto so that the local impact is not as great as it might be. The local multiplier effect is reduced because the bulk of the salaries for the camp workers is spent in university towns after season. Cottagers spend about \$260,000.00 locally, and the forest industry spends about \$9,999,000.00.

The Algonquin Park impact area has about 35 percent of the tourist expenditures from purchases of goods, tourist-oriented sales and services respent locally by the employees and proprietors as consumers of which about 13 percent is spent with other local businessmen. About 70 percent of tourism-related employment salaries are spent locally.

Algonquin Park has a visitor multiplier of 1.51. This is perhaps lower than average and lower than one might anticipate due to the limited facilities and the heavy leakage for imported recreational goods.

Total tourist/recreationist expenditures do not remain as net income in the area in which they are spent. Much of this gross income is sent outside the area in order to purchase commodities necessary to service tourists/recreationists, and this we may term as "leakages." Yet, some of the tourist/recreationist dollar is used

to purchase local output, wages, and profits. This money that remains in the local area is either saved, invested, or spent by those who receive it to purchase goods and services produced locally or imported. Expenditures by those who receive money directly from recipients of the original expenditures of tourists/recreationists form the second round of spending. This money continues to change hands, but a smaller amount of the original expenditure remains each time as local income due to further leakage.

Income from tourism and recreation injects "fresh" dollars into a regional economy and brings the sum total of generated incomes to an amount greater than the original direct tourist expenditure. The magnitude of the generated incomes depends on the size of the initial expenditure and on the size of the multiplier. The multiplier size depends on how much is respent locally at each stage, and this is dependent on the region's economic base. More self-sufficient regions have higher multipliers.

Tourism and recreation can have a substantial impact on a region's income provided that the region has a favourable economic base and provided that its human resource is able to meet the challenge of providing those needs within its local environment.

Land Values

Tourism can have a positive effect on land values. As tourists utilize certain areas, investments in the local tourist industry accelerates and creates a demand for land which in turn increases the values of various parcels of land.

Escalating land value is an important source of income for local builders and contractors, realtors, and property owners. While this has a positive effect on the economic stability of a region, it can also provide some detrimental effects such as farm land being connected to agriculturally unproductive uses and farmers left landless. Conflicts between tourism and recreation on the one hand and conservation on the other are also possible.

In terms of employment, tourism and recreation are particularly important for areas with "limited alternative sources of employment"⁸ because it is labour intensive in nature.

"Investment costs per job created in the tourist industry is estimated to be lower than in any other sector of the economy."⁹

An overwhelming percentage of Barbadians living in the major towns of Barbados are employed in the tourist and recreation industry, and their average educational level is under a high school graduation level. Tourism and recreation is the prime employer of out-of-work Barbadians. With Canada and Manitoba, not to mention the rest of the global economy, deeply shrouded in the current recession and only beginning to inch towards more prosperous times, tourism and recreation most certainly seems to be in this day one of the logical

⁸A. J. Burkart, Tourism: Past, Present, and Future (London: Heinemann, 1974), p. 61.

⁹J. Lundgren, "Barbados Tourist Industry," Revue de Tourisme, No. 4, 1968, p. 138.

steps governments might take to give employment and local economies assistance. Governments, too, are beginning to realize that while traditional tourism and recreation has been characterized by seasonality, shoulder seasons are developing the industry into a more full-time economic and employment entity.

Tourism and recreation is found to generate a greater volume of employment based on gross earnings than do most other industries due to the fact that it is highly labour-intensive. For example, hotels, usually the main recipients of tourist and recreationist expenditures, are considered to be labour intensive because they provide high levels of personal service and they generate indirect employment through the goods they purchase.

In many instances, negative aspects arise, such as the tourist industry being more capital intensive, labour requiring too much training, and a discontented, unskilled labour force developing. My experience in visits to Barbados, Antigua, Florida, and Hawaii show that if any discontent exists, it is well worth the monetary rewards that so many of the local peoples receive. The discontent is also not an inherent by-product of the industry.

Tourism and recreation creates the necessary demand for entrepreneurial investments such as the construction and maintenance of hotels and resorts. It provides a market for local handicrafts. Investments in tourism by entrepreneurs have a fast turn-around and developments in manufacturing often form the basis of further industrial development in other areas and do much to create further employment because of the renewed local demands and markets. This

increased diversification of industry in a local economy makes it less vulnerable to economic slumps such as the present recession. Winnipeg, perhaps, attests to this. While Manitoba's capital is not as endowed industrially with the great economic machines of Eastern Canada, its diversification in its many industries such as the railway, textiles, hydro, buses, food processing, and in addition, tourism and recreation, decreases its vulnerability when a large enterprise such as Versatile is forced to close its doors or some other large employer becomes financially insolvent.

Returns to capital are commonly high enough to justify private as well as government involvement in tourism and recreation. Governments can also benefit through direct taxation of the tourists and by taxing the tourist industry itself. Direct taxes such as the taxes levied on cottagers through real estate taxes, taxes on hotels, and income taxes on wage earners are important sources of income for governments at any level. The local Municipality of Victoria Beach taxes some 5,000 cottage owners an annual property tax averaging over \$200.00 per cottage site. This helps to reduce the school tax for local residents as well as providing educational facilities which might otherwise be unaffordable. Sales taxes and taxes on luxury items further "sweeten the pot." Taxes thus attained are essential in the maintenance of resorts, giving employment and creating the type of economic environment that is so often found to be conducive to a reasonably high standard of living. Local residents become the main beneficiaries, but increased services and the like to tourists and recreationists should not be neglected.

The improvement of the standards for the local population is probably a condition of successful tourism development. The permanent services established due to the tourism and recreation industry enables the residents to enjoy

"a higher standard of public transportation, shopping and entertainment facilities than they would be able to support otherwise."¹⁰

Tourism and recreation can help to mix people with different social and cultural backgrounds and widen people's interests and create new understanding. Local interaction such as week-end commuters from Winnipeg to Victoria Beach can help create a better understanding of regional problems. For example, in 1980, local residents of Victoria Beach found a growing need to update local and cottage water facilities. Local citizens and cottage owners, seeing the mutual benefits, agreed to the necessity to improve these services and the costs were shared to the benefit of all. Consideration should also be given to cases where the local residents try to burden tourists and recreationists with what might be considered unnecessary costs. Efforts by a small faction of local residents to change existing caveats restricting commercial licences and the subsequent challenge in the courts by the cottagers is an example of where such a small group can cause a burden on a majority. The court costs and subsequent referendums on the matter placed additional tax burdens on all residents.

¹⁰A. J. Burkart, Tourism: Past, Present and Future (London: Heinemann, 1974), p. 63.

In this section we have observed the various impacts on the development of the tourist and recreation industry on all levels. In looking at the various impacts, while some negative aspects do crop up, a hypothesis one may make is that, for those particular areas under study in this thesis, the positive attributes seem to outweigh the negative ones. As the industry develops and as continued studies expose the negative aspects, these will be minimized and the tourist and recreation industry will prove itself to be not only beneficial but essential to the continued economic well-being of many areas.

The Government of Manitoba expenditures on tourism and recreation promotion are increasing as this government looks to retain its share of the tourist dollar. According to very recent preliminary estimates (January, 1983, and February, 1983) by the Department of Tourism and Recreation, both foreign and Canadian visitors to this province will be down in 1983. Recent economic downturns in the state of Canadian and other world economies have at least temporarily had its effect on the tourist and recreation industry. According to these "Preliminary Estimates," tourists visiting Manitoba will be down by nearly one-half million visitors in 1983.

Yet, even in these more difficult times, the tourist and recreation industry plays an important role in the province's economy. According to the Manitoba Department of Tourism and Recreation, tourist revenue in 1982 was well over \$580,000,000.00, down slightly from 1981 (\$587,100,000.00).

The impact on the province becomes very evident. If we accept the economic multiplier for tourist spending to be at least two, the expenditures of tourists and recreationists created for the Province of Manitoba an economic activity of about \$1,160,000,000.00.

In the past fourteen years, tourism and recreation income has increased by over 200 percent. Since 1981, this growth has shown a tendency to level off, and this is directly related to the present economic condition. (See Figure IV, page 130).

In addition to the effect that the tourist and recreationist spending has on the province's economy in terms of imported dollars, one must also consider the effect that an inviting tourist attraction has on keeping tourists and recreationists from Manitoba in Manitoba. The Department of Tourism and Recreation, in its "Preliminary Estates," showed that more Manitobans were opting to remain in their home province in 1982 than 1981 as was indicated by their spending. In 1981, Manitobans spent some \$272,000,000.00 while travelling in Manitoba, and in 1982, Manitobans spent \$285,000,000.00, or some \$13,000,000.00 more. This may have been partly due to a more effective advertising program or by the value of the Canadian dollar on American markets.

The future of tourism and recreation is very promising even though the current recession has had its effects on it. Local areas, provinces, and regions need only to attract tourists and recreationists to gain the benefits of their expenditures. While local areas do not receive the economic impact that the provinces and regions do due to their general lack of self-sufficiency, the overall effect is certainly

beneficial. Areas not so prosperous economically can receive economic stimulation from the imported dollars and that can make that region viable.

Local areas offering tourist and recreation help to bring about redistribution of a province's wealth. The multiplier effect furthers this. Employment opportunities and other local benefits, even if temporary, improve.

Regions and the province benefit more from tourism and recreation expenditures than do the local areas because if a region or the province is diversified and reasonably self-sufficient, there is less leakage and the economic multiplier is increased.

Because of the larger size of the region or province, it will probably become a better customer to itself than a local area would. Manitobans are more apt to vacation in Manitoba than Winnipeggers are to vacation in Winnipeg. This is not to minimize the importance of tourism and recreation to the local area. While the economy may be diversified, the value of tourism and recreation may not have the impact that it might have for a smaller area like Dauphin or Victoria Beach, if there, with less diversification, the dependency on tourism and recreation expenditures is greater.

CHAPTER 3

TOURISM AND RECREATION: A FUTURISTIC LOOK

In 1975, the Canadian government office of Tourism commissioned a study aimed at identifying emerging trends, opportunities, and constraints that would be relevant to Canadian tourism in 1986. All relevant aspects were considered, including demand, the availability of resources, environment, social trends, economic trends, technology, and government policy.

Using the Delphi method of forecasting, a method devised by Normand Dalkey, the study forecasted that Canadians would continue to move to the faster growing economic regions and a significant upward shift in the age structure would occur. The under 20 age group would decline. Substantial increases in the 20-39 age group and the 65 and over age group would occur.

Canada, according to the study, would increasingly have a larger working population. The labour force as a percentage of the total working population would be:

"1955	36.7%
1965	36.3%
1975	44.0%
1985	50.9%" ¹¹

¹¹Lou J. D'Amore, "Tourism in Canada - 1986, Forecasting in Tourism and Outdoor Recreation, (Montreal: L. J. Amore and Associates Limited, 1976), p. 39.

The report also stated that the Canadian population would become more mobile due to an increase in the 20 - 30 age categories and would spend more time travelling. More recent statistics show that due to the current economic conditions, the population is actually less mobile today. Yet the report has a bearing on this thesis in that many of its projections and hypotheses are fact in spite of the current recession.

The report also suggested that childbearing would be deferred until later years and that these trends would result in fewer children. This would lead to a diminishing of emphasis on summer vacations and in their increase during the shoulder seasons and winter months. With the increasing importance of the 65-and-over category, there would be a lowering of the retirement age and a greater demand for packaged vacations.

The work atmosphere should provide people with more personal contacts and encourage them to travel more. Vacations would be shorter but more frequent due to increasing difficulty to co-ordinate vacations among all family members and friends. There would be an increase of local recreation, including nature studies and active sports due to pressures of sedentary work.

"Demand for more weekend areas will increase."¹²

The study went on to suggest that real disposable income available per person would increase at a rate of 3.5 percent annually to 1986. This has not been the case, and real disposable income has

¹²Ibid., p. 4.

not come close to reaching this projected figure.

The report also stated that if real disposable income increased and the labour force rose to fifty percent of the population, there would be more Canadians in the middle income category. Minimum wages should rise and government tax and budgetary policies would further help to even the distribution of income.

The study pointed out that by 1986 the average age of entrance into the work force would continue to edge upward while the average age of retirement would continue to edge downward. The average workweek would be around 35 hours and more and more people would have 3 to 4 week holidays. There would be an increasing trend toward mid-career sabbaticals.

How will this all affect tourism and recreation? Hobbies and recreational activities will increase, especially close to home. Weekend demand for recreation will increase. Families will travel more frequently as a group. There will be longer trips in which people will be looking for different lifestyles. Tourists will seek out authentic tourist attractions and resources.

"People will increasingly take vacations to learn skills (tennis, skiing, sailing, riding, flying, etc...) The 'great outdoors' type of recreation will boom."¹³

The study further points out that more and more people will seek out festivals, artistic events, and historic sites to satisfy their

¹³Ibid., p. 5.

changing and growing needs. Increases in population, real disposable income, leisure time and education levels, combined with desires for self-fulfillment and a physical fitness ethic will all contribute to a greater demand for tourism and recreation sites.

The greatest increases in tourism and recreation are expected to be seen in extra-urban vacations, as people attempt to escape pressures of urban life, and seek out natural environments. There will be a sharp increase in three-day weekend trips as the four-day work week increases.

Smaller family sizes, changing domestic values, widening interests, a faster pace of life, will increase the number of families taking more than one vacation a year.

Seasonality is traditionally a problem besetting the tourism and recreation industry, but this seasonality should be less of a problem by 1986. The diminishing peak will be due to families taking more than one vacation, more families without school children, increase in the 65-and-over age category, staggered industrial vacations, and the current crowding in the summer peak season.

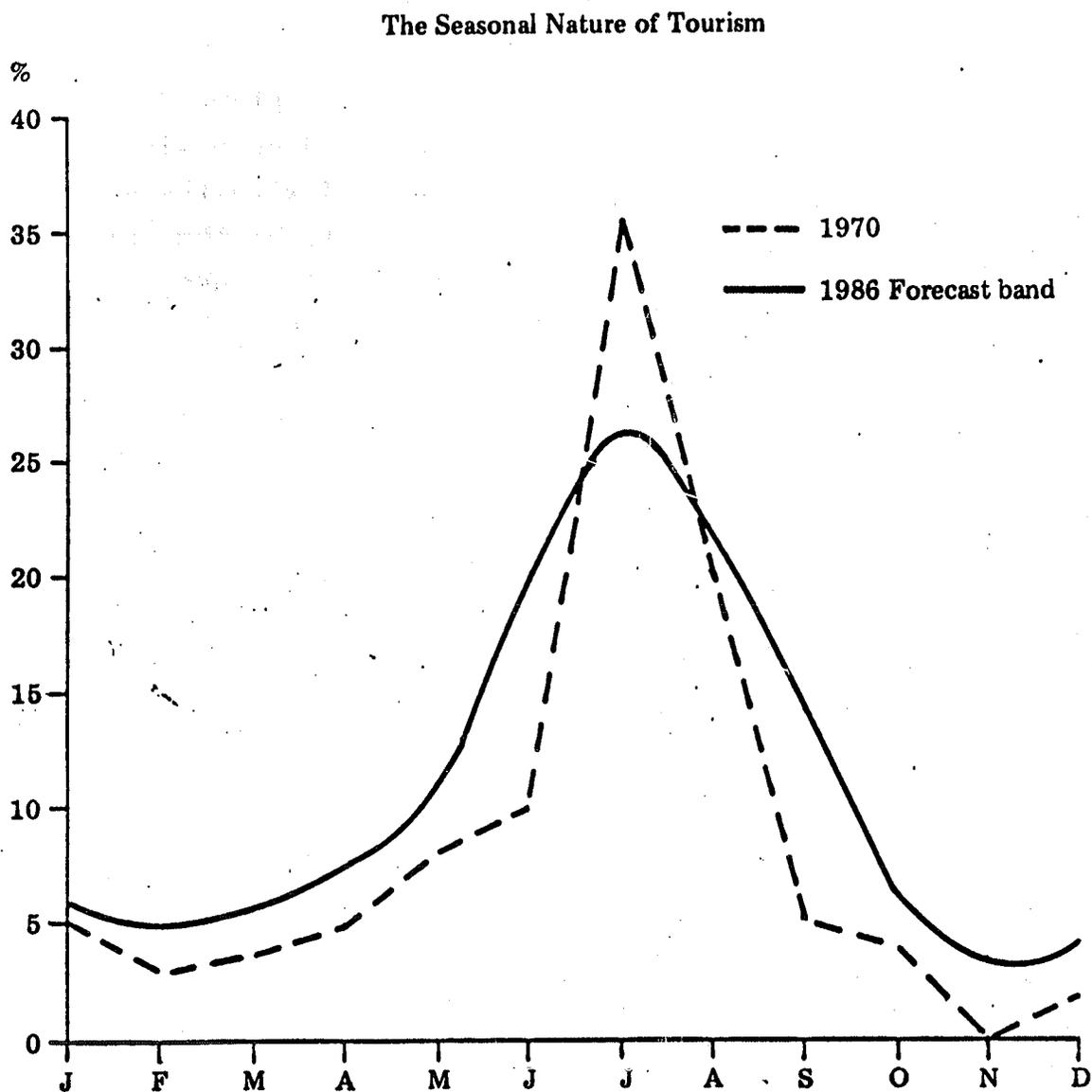
"at a forecasted annual growth rate of 5 to 7 percent, tourism will increase from 1½ to 2 times its current volume by 1986."¹⁴

Even considering the dramatic effects of the recession on the outcome of this study, many of the trends that it has forecasted are in evidence and while downward economic drift has temporarily

¹⁴Ibid., p. 9.

slowed down these predicted trends, there is evidence of a brighter economy in 1983 that will help to legitimize the report.

Figure 1.



Source: D'Amore, Lou J., "Tourism in Canada - 1986."
Forecasting in Tourism and Outdoor Recreation.
L. J. D'Amore and Associates Limited, Montreal, 1976.

CHAPTER 4

EFFECTS OF RURAL LAND OWNERSHIP CHANGE FOR RESIDENTIAL/RECREATIONAL PURPOSES

Populations in most of the developed world have become concentrated in cities. The Science Council of Canada (1977) states that by the year 2000 nearly 90 percent of Canadians will live in cities and these cities will occupy less than two percent of Canada's area. Cities are expanding into the rural areas at the expense of the latter, in the physical sense, the economic sense, and the socio-cultural sense.

Expansion occurs most directly in the urban fringe. In the urban shadow, that area beyond the urban fringe affected by the city is also effected. The urban shadow is more rural than urban and because of its distance from urban boundaries, direct rural to urban conversion is minimal.

Urban influence in the urban shadow includes increased non-farm land ownership for residential/recreational purposes. Urbanites are developing a "back to the land" movement and are seeking places to reside and relax in the countryside that are within easy commuting distances of their permanent or city residences or their urban employment. These more recent urban attitudes toward rural life are increasingly imposing their effects on the rural society of our nation.

Rural agricultural areas in Manitoba and Canada are being placed in a weakening position in comparison to urban areas for a

number of reasons:

- "a) a continuing migration of farm population to urban areas, primarily due to farm speculation, mechanization and enlargement, all of which have reduced rural employment opportunities; and
- b) a continuing cost-price squeeze in which the cost of producing agricultural products has risen proportionately more than the prices received for those products."¹⁵

In a matter of twenty-five years, 1951 to 1976, Canada's farm population decreased from almost 3,000,000 to just over 1,000,000, or a decline by two-thirds. During the same period, the urban population of Canada doubled. This fact is aptly pointed out by the graph on the following page.

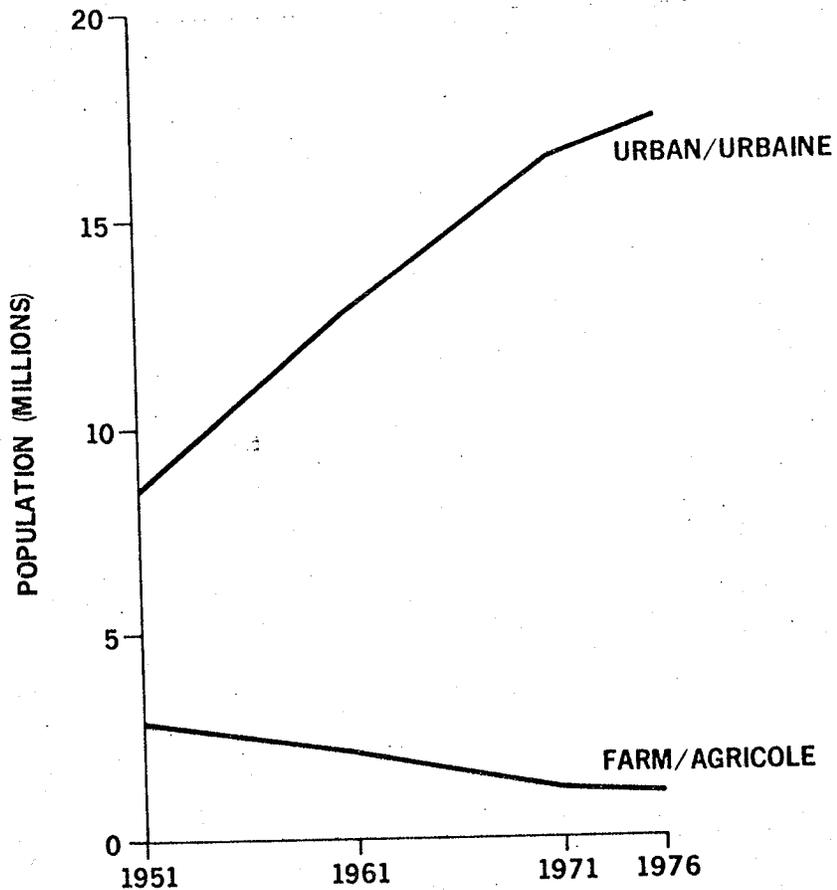
Dissatisfaction among farmers comes from the expenses of large-scale mechanized agriculture along with the low returns they get from farm products. Urban areas offer higher education and better job opportunities and younger people are seeing less chance of a good future in farming. The demise of the traditional farm family enterprise contributes to changes in the structure and attitudes of rural society.

The weakening of the rural, social, and economic infrastructures

¹⁵James D. McRae, The Influence of Exurbanite Settlement on Rural Areas: A Review of the Canadian Literature. Lands Directorate, Environment Canada, Working Paper No. 3, 1980, p. 1.

Figure 2.

FARM AND URBAN POPULATION (1951 - 1976)
POPULATION RURALE AGRICOLE ET URBAINE (1951 - 1976)



SOURCE: STATISTICS CANADA/STATISTIQUE CANADA

is also playing a significant role in rural depopulation. With fewer people living in rural areas, rural schools lack support, as do churches and businesses such as feed mills and machinery dealers.

"Threshold levels may be reached below which social and economic services become non-viable."¹⁶

The remaining farm population is further discouraged as it must travel greater distances to reach viable services.

"The trend feeds upon itself in a pattern of circular and cumulative causation."¹⁷

Urban areas have been in strengthening position in comparison to rural areas. Rural to urban migration has been brought about by the declining importance of primary occupations in rural areas and by growth in secondary, tertiary, and quaternary occupations in urban areas. This had led to the increasing socio-political influence of cities and to an increasing concentration of economic power in urban areas. This has led to three major consequences for rural areas: a) rural location of urban service industries such as airports, highways, waste disposal sites, sand and gravel pits, etc.; b) deconcentration of population and economic activities from congested city cores to the outskirts of cities. These services of the urban fringe are not conducive to servicing the rural population; c) specialization of city

¹⁶ ibid, p. 3.

¹⁷ ibid., p. 3.

functions has increased cities interdependency and intercity links like highways crossing rural areas. Edmonton and Calgary are examples of this in that they are Alberta's two major cities and are connected by transportation routes which seem to ignore the rural areas that separate them.

Functional interdependence may create axes of urban growth rather than nodes.

"Dioxiadis (1974) has outlined the growth of urban axes in the United States and Yeates (1975) has detailed the similar growth of the Windsor-Quebec axis in Canada."¹⁸

This improved transportation and communications is important to rural areas, especially in Canada where the small rural population is widely dispersed.

The economic growth in urban areas has a further consequence to rural areas. Urban incomes rise and leisure time increases. Costs of urban living get higher as do congestion and crime, all tending to make the urban scene increasingly less attractive.

Urban residents see the rural area as an increasingly attractive alternative aesthetically for its space and natural beauty, not to mention its lower land prices and taxes. Improved transportation and improved communications make rural areas more accessible too! Urbanites take advantage of these attractions and seek residence and

¹⁸Ibid., p. 3.

relaxation in rural areas. Some urbanites, through limited involvement in farming, see purchasing rural properties as good tax write-offs and as a means of protecting their savings from depreciation, speculating that the inflation rate will be lower than the rate of inflation of rural land prices.

This attractive alternative to urban living has led to a reverse flow of population to rural areas. While the total farm population in Canada declined drastically since 1951 to 1976, the total rural population during this period remained stable because of the increase of non-farmers. From 1951 to 1976 non-farmers in the proportion of total rural population grew from 48 percent to near 77 percent.

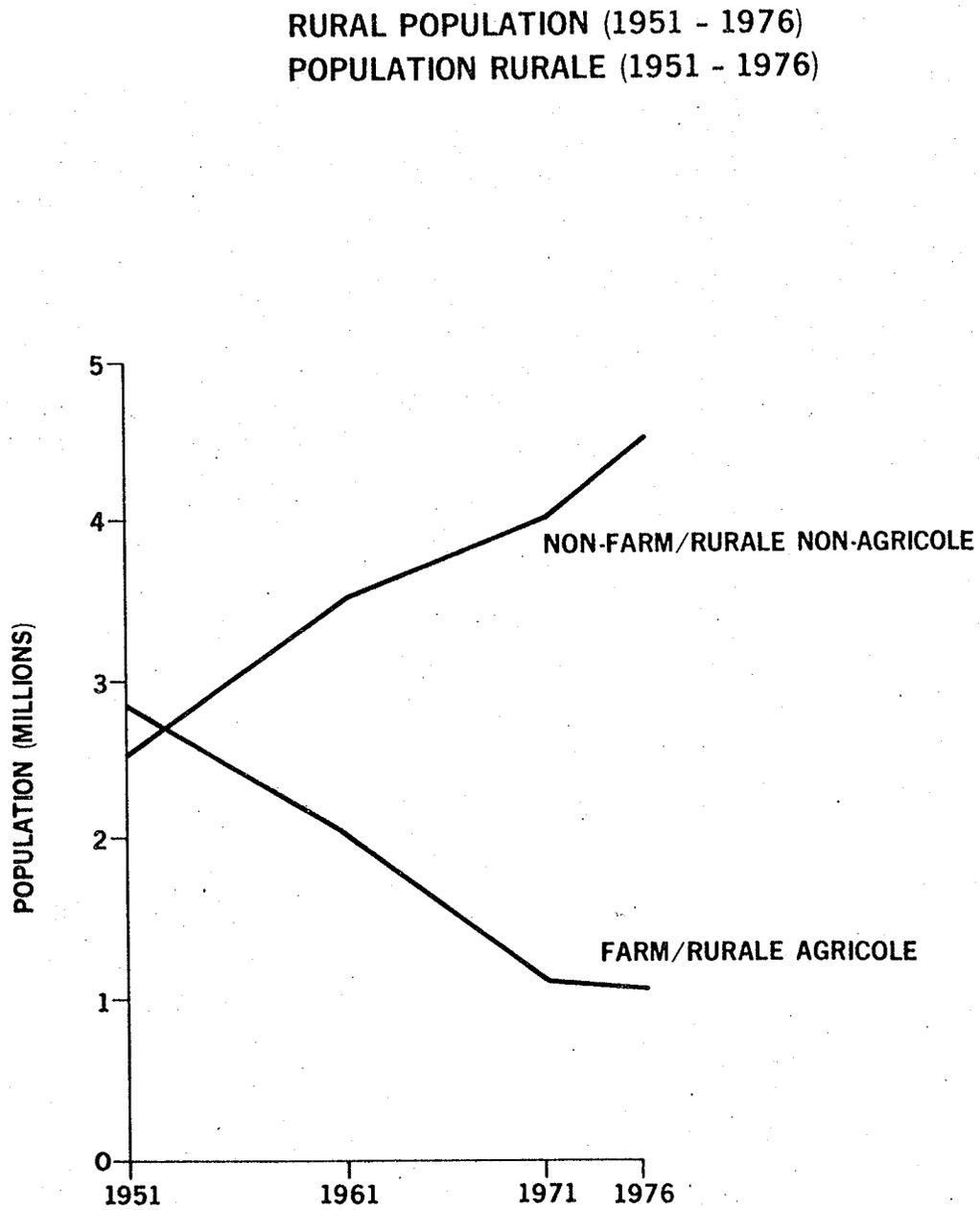
The new non-farmer population in rural areas consists of usually young couples with families, good educations, and jobs. (See Figure 3, Rural Population.)

"Resettlement around urban areas in North America will often occur from fifty to one hundred miles from large urban centres, generally related to a daily or weekend commuting distance."¹⁹

As a result of this trend, according to the Canada Land Inventory, it can be readily seen that the resettlement is taking place on some of our best farm land. Over half of Canada's best agricultural land is located within fifty miles of the centre of the twenty-three largest

¹⁹G. Hodge, "The City in the Periphery," Urban Futures for Central Canada (Toronto: University of Toronto Press, 1974), p. 288.

Figure 3.



SOURCE: STATISTICS CANADA/STATISTIQUE CANADA

urban centres, the Census Metropolitan Areas.

This dispersed, low density resettlement of the countryside is occurring in the urban shadow of most urban centres in North America, and Winnipeg, a city of well over 600,000 people is not excluded. The process of resettlement has been gradual and has taken place over the last fifteen years or so.

There are to be considered also the several kinds of resettlement. Some of the urbanites resettle in permanent residences on lots of 10 hectares or more, in attractive or good agricultural land. Other resettlements are seasonal residences or recreational dwellings and are usually a greater distance from urban centres. Because many of these seasonal residences are around water or shore zones, they have less effect on the agricultural areas in the urban shadow. Another resettlement type is the hobby farm which is usually located on the larger acreages, on agricultural land of some description, and on land which is aesthetically attractive.

On the Prairies the repopulation of rural areas in the urban shadow of the major Prairie cities has been a slow but constant process. The Winnipeg area has experienced the greatest resettlement pressures in Manitoba, as one might think it would. Some of the agricultural part of Manitoba is now affected by this residential growth, and in all areas this growth has mostly been on good agricultural land because of the predominance of such farmland in Manitoba's southern part.

"Most authorities consider that direct

losses of farmland to individual non-farm

residences are minimal."²⁰

Losses to seasonal residences are assumed to be even less because their numbers fell off rapidly with distance from water. Hobby farms may have a more significant impact simply because they are usually on larger acreages. Not all hobby farmers should be considered as poor users of agricultural land. Many hobby farms have kept their land in agricultural use. In many cases they are often considered

"good stewards of their land and allies
of more commercial farms."²¹

Yet, because they concentrate more or less on amenity agriculture (horses and ponies), they use the land less intensively than regular farmers.

The impact of low-density resettlement is felt in a wider rural area than the actual land occupied. The resettlers can usually afford to pay more than the local farmers, and the higher price paid is soon reflected into higher land values over the wider area. As a result, young farmers find it more expensive to enter into agriculture and older farmers are encouraged by the good land prices to leave. Farmers remaining usually cannot afford to enlarge their land ownership. There is growing fear that the farming community is finding it less possible to purchase farmlands in active land market areas because they are not able to afford the higher cost of the land through

²⁰J. D. McRae, The Influence of Exurbanite Settlement on Rural Areas: A Review of the Canadian Literature. Lands Directorate, Environment Canada, Working Paper No. 3, 1980, p. 10.

²¹Ibid., p. 10.

agricultural utilization. Large amounts of farm land may change from agricultural use to an idle state.

Resettlement of farming areas can also reduce agricultural productivity through conflicts between farmers and exurbanites. When people move from urban areas, they are usually looking for fresh air, peace and tranquility, and when farm odors and noises become too noticeable, conflicts arise. Tourists and recreationists often perceive farmland in a different manner than property in urban areas. In many areas recreationists' activities take place on land owned by someone else who pays the tax, the farmer.

Conflicts are more likely to arise when private recreational/residential use of amenity lands such as shorelines and escarpments threatens access by the general public.

Congestion on highways, increased garbage and litter may eventually make the urban shadow less attractive for resettlement.

In the urban shadow that has been inundated with resettlement, the loss of the farm population contributes to the weakening of the rural economic and social infrastructures and farmers find it more and more difficult. Many agricultural support services can become oriented towards the growing non-farm population, to the neglect of the farmer.

Municipalities in the urban shadow with limited revenues find themselves having to provide more services to the scattered farm and non-farm population. The increased revenues provided by the resettlement generally do not cover the additional costs. The main increases being for schools, bussing, roads, and road maintenance.

The increased costs of the services are also paid for by the farm population.

The repopulation of the urban shadow does usually provide some economic stimulus to rural areas. Rural businesses profit from increased sales, and new jobs are often available for members of the farm community and generally speaking, rural settlements within commuting distance from large urban centres do experience economic revitalization.

In Canada, three out of every four rural residents are non-farmers. The social and cultural impact of resettlers is not that great since their rate of rural community participation is low. The Manitoba Department of Municipal Affairs, 1977, states that resettlers are often younger than the oldtimers, better educated, and have high income jobs in cities. Time and the growing number of resettlers ensure their increasing influence on local councils and school and planning boards.

Researchers generally see continued land use problems at the rural-urban interace. Problems created by resettlement in urban shadow areas will continue to exist because of the lack of adequate policies and regulations to deal with them.

Recent and future increases in gasoline and oil prices may indirectly help to control resettlement.



CHAPTER 5

THE LOCAL MODE

The Towns of Dauphin, Morris, and Austin were chosen by the author because of his particular experiences with the festivals held therein. Hired by the Provincial Government of Manitoba, Tourism and Recreation Branch, the author was contracted to do intensive studies into the economic impact of the festivals on these towns and their surrounding areas. It was eventful that during these researches the idea occurred that if the several-day event could be so successful, its expansion into a year-round attraction had possibilities. Each of these studies will be developed fully and after each study, suggestions will be made to develop the festival's attractiveness into a year-round event.

Dauphin

The Town of Dauphin, according to the 1981 Census, had a population of 8971 people, down slightly over the 1971 Census. It is located 336 kilometers northwest of Winnipeg on Provincial Trunk Highways Numbers 5, 10, and 20. Dauphin is the principal town in the area known as Parkland. Approximately 45.7 percent of the residents of Dauphin are of British background, and 30.3 percent are of Ukrainian background.

The Canadian National Railway has an area headquarters in

Dauphin. The Town's strategic location as the transportation gateway to the North has established it as a distribution centre for the region and has strengthened its position as a service centre.

Dauphin's economy is built primarily on an agricultural base, with grain-growing, livestock breeding, commercial gardening, dairying, and poultry raising carried on in surrounding areas. The past few years have seen a substantial increase in industrial development. New industrial plants such as a cement plant, a feed mill, an alfalfa plant, and an abattoir are now augmenting certain existing light industries such as dairies and bakeries.

The average per capita income at the time of this study in 1972 was \$4826.00 while the average per capita income for the same year for the municipal area was \$2788.00. The average per capita income for all Manitobans for 1972 was \$5406.00. (Update, Volume Two, 1975).

Each year the town of Dauphin holds a major festival called the National Ukrainian Festival. Beginning in 1966, the festival has become one of Manitoba's most popular summer festivals. The festival is based on Ukrainian culture and since its inception has recorded steadily growing attendance.

The aims and objectives of the National Ukrainian Festival are as follows:

- "1) To foster greater understanding among all people.
- 2) To further enrich the Canadian mosaic by promoting the art and culture of the Ukrainian people who settled in Canada

by carrying on without pecuniary gain.

- 3) Objects only of a philanthropic, charitable, educational, literary, historical, artistic, social, professional, fraternal, sporting, or athletic nature or the like."²³

Many talented individuals and groups appear at the Festival each year. Some of the past entertainers include: The Kuban Cossacks of London, England; Roxand Dykyj; Jerry Schur, Winipeg; Al Cherney, Toronto; Kalyna Dancers, Toronto; Ted Komar and his Festival Orchestra, Winnipeg; Shumka Dancers, Edmonton; and Canada's National Ukrainian Festival Choir.

Since its origin in 1966 the Festival has had various degrees of financial success and failure. More efficient and increased advertising of Canada's National Ukrainian Festival on radio and television, and a multitude of Canadian and American newspapers, has resulted in a promotional program that attracts visitors from all areas of North America. Bumper stickers and advertising pamphlets are also distributed to many areas. The Festival Committee maintains and operates a year-round office on Memorial Boulevard to promote and organize the festival.

During the 1972 Festival, this writer was contracted to carry out an impact study of the Festival on the town of Dauphin and the neighbouring area. During the Festival, 2000 survey forms were

²²R. Desmet, Impact Study of Canada's National Ukrainian Festival Upon the Town of Dauphin and the Neighbouring Area, Manitoba Department of Tourism, Recreation and Cultural Affairs, 1972, p. 4.

distributed in Dauphin, and approximately 341 or 17.0 percent were returned. Survey forms were distributed to the motels and hotels (200); campgrounds (100); Festival office (25); tourist office (75); Fine Arts Centre (100); and placed on car windshields (1500). In total, 2000 survey forms were distributed to visitors. The response was considered satisfactory and sufficient to allow for a reasonably accurate account of the nature of visitors and their spending habits during the Festival.

The survey revealed that the respondents originated from six Canadian provinces and nineteen American States.

	<u>"Number of Respondents</u>	<u>Percent of Total No. of Respondents</u>	
Canada	298	87.5%	
U.S.A.	43	12.5%	
Total:	<u>341</u>	<u>100.0%</u>	"23

Manitoba accounted for 57.1% of all Canadian respondents and for 49.9% or approximately half of the total number of respondents. It could, therefore, be readily concluded that visitors from Manitoba made up a large part of the people attending the Festival.

American respondents were mainly from the Northern States: Michigan, Minnesota, Pennsylvania, and North Dakota.

Seventy-seven percent of the respondents gave as their main reason for visiting Dauphin the desire to see the Festival. Visiting

²³ Ibid., p. 12.

friends and relatives was the next main reason. The survey left little doubt as to the importance of the National Ukrainian Festival in attracting visitors to the Dauphin area.

Survey results indicated that the majority of the respondents had two or more members to their group. For the survey question number three, "which of the following best describes you or your group," the results were:

Table 1: Group Composition

	<u>Number</u>	<u>Percent</u>
A) One person alone	25	7.3
B) One family with children	108	31.7
c) Two families with children	25	7.3
D) Organized group (troop, team, club)	6	1.8
E) One couple only	94	27.6
F) Two or more couples	41	12.0
G) Groups of friends	33	9.7
H) Other	9	2.4
Total:	<u>341</u>	<u>100.0%</u>

Source: "Dauphin Study"

A more refined approach, that of counting the actual number of persons in each group and dividing by the number of survey respondents, indicated an average size of respondent visitor groups of over 3.5 people. Some group sizes were as high as 14, while single respondents and couples would reduce the average group size.

Persons twenty-five years and older were predominant amongst the visitors to the Festival. Of the adults (male and female, 18 and over) there was a high frequency of visitors over the age of 40. Very few teenagers (13 to 17) were in the parties. There were more children than teenagers, but there was an interestingly small percentage of children as compared to adults. It was, therefore, concluded that the Festival was more of an attraction to adults and less of an attraction to teenagers and children, and that children accompany their parents to the festival partially due to a lesser degree of independence than teenagers.

Thirty-eight percent indicated that 1972 was their first trip to the Dauphin area while 61.3 percent stated they had previously visited. Such evidence would indicate that once a visitor is attracted to Canada's National Ukrainian Festival or the Dauphin area, it is likely he will return again. It was also surmised that because of this high return rate of visitors, the number of visitors should continue to grow.

73.7 percent of the visitors to Dauphin stayed overnight and the average overnight stay was for three nights. The highest frequency was two to four nights, and this accounted for 48.7 percent of the respondents. The second highest frequency was for those who did not stay overnight.

This can be attributed to the fact that the Town of Dauphin had reached its capacity for visitor accommodation quite early in the Festival period and as a result, visitors who might otherwise have remained overnight were obliged to go outside of Dauphin. Many visitors were also within travelling distance of their home. The

survey concluded that there is a substantial demand for tourist accommodation in Dauphin during the Festival period and that the facilities reached their capacity before the number of visitors reached their peak.

Of the 90 visitors who responded to the survey who did not stay overnight in Dauphin, a high percentage found accommodation in nearby towns and campgrounds such as Clear Lake, Grandview, Gilbert Plains, Rainbow Beach, and Ste. Rose Du Lac. The Vermillion Park Campground, right inside the town and owned by the Town of Dauphin, was filled to capacity. The conclusion was accepted that all commercial accommodation facilities were filled to capacity and that much of the overflow went into private homes and into towns and nearby campsites.

A study of vehicle traffic moving in and out of the Town of Dauphin before and during the Canadian National Ukrainian Festival showed an increase in total traffic flow of 8451 vehicles, or an increase of 34.9 percent. This figure of 34.9 percent can be considered a conservative figure as the July period was one of unusually heavy traffic flow and was not an average similar period. It was also a payday weekend, and there was a rodeo at Swan River during the July period. The survey did not take into account traffic entering Dauphin by train, and many bus loads of visitors could not be incorporated into the survey.

A licence plate survey was conducted during the period of July 27 to July 30 and during the period of August 3 to August 6 in order to compare the origin of the vehicles during the Festival

period and the non-Festival period. Licence plates were recorded in the Dauphin area and the Festival grounds. The licence plate numbers were computerized and the place or origin was determined by postal code zones.

During the period of July 27 to July 30, the majority of the vehicles were from the Dauphin area and from out of province. During the Festival period, vehicles from Manitoba showed the greatest percentage. Vehicles from the Winnipeg area were approximately four times more numerous during the Festival period than during the non-Festival period. Vehicles originating from Dauphin were exceptionally less during the Festival period.

Table 2: Place of Origin

	<u>Percent July 27-30</u>	<u>Percent Aug 3-6</u>
Manitoba*	17.0	36.1
Winnipeg	5.7	25.3
Dauphin	41.3	16.4
Out of Province	36.0	22.2
Total:	<u>100.0%</u>	<u>100.0%</u>

Source: "Dauphin Study"

*Except Winnipeg and Dauphin

A business survey was conducted prior to and during the period of the Festival. In mid-July, 90 Dauphin business establishments were sent a copy of the Business Survey Questionnaire. They were asked to report their gross revenue for the period of July 27

to July 30 and for the period for August 3 to August 6. The survey showed that business establishments in the Town of Dauphin realized an overall increase of sales during the Festival period of approximately 34 percent.

Sales

July 27 to 30	\$ 77,717.94
August 3 to 6	\$ 104,165.92
Percent Increase in Sales	34.0%

The periods under study deserve some description. The days of July 27 to July 30 were very pleasant and conducive to leisurely shopping, while the days of August 3 to August 6 saw rains falling for most of the shopping hours. The July period fell on a payday, and sales for this period were higher than usual. It could, therefore, be concluded that while the questionnaire returns indicated a 34 percent increase in sales, this figure should be considered, again, to be relatively conservative.

Motels and hotels showed the highest increase with 114.7 percent followed by Liquor Commission sales with 112.0 percent. Restaurants and drive-ins were the next highest with 81.1 percent. Drycleaning, laundry, and laundromat business showed declines. Evidence here indicates the potential of accommodation establishments and food establishments during the Festival.

Table 3: Comparison of Sales

<u>Type of Business</u>	<u>Percent</u>	
	<u>Increase</u>	<u>Decrease</u>
A) Restaurants and drive-ins	81.1	
B) Grocery, bakery, and confectionary	14.3	
C) Hardware	n/a	
D) Clothing and fur goods	39.0	
E) Drug stores, gift shops, general stores	25.9	
F) Dry cleaning, laundry, laundromat		31.7
G) Motels, hotels	114.7	
H) Liquor stores	120.0*	

*Source : "Dauphin Study"

The table below shows the expenditure groupings and frequencies of these groupings. The highest frequency of expenditures was in the \$51.00 to \$100.00 group with almost 27.5 percent of the respondents spending that amount of money.

Table 4: Expenditure per Party (of Respondents)
Approximate Total Expenditures of Parties to Dauphin

<u>Dollars Spent</u>	<u>No. of Parties</u>	<u>Percent</u>
0 - 25	60	18.4
26 - 50	73	22.3
51 - 100	90	27.5
101 - 200	73	22.3
201 - 300	16	4.9
301 - 400	5	1.5
401 - 500	5	1.5
501 - 600	1	.3
601 - 700	0	.0
701 - 800	2	.6
801 - 900	0	.0
901 - 1000	2	.6
Total:	327	99.9%*

*Due to Rounding off.

Source : "Dauphin Study"

Average Expenditure per Party
on Trip to Dauphin

\$ 103.51

Table 5: Approximate Average Expenditure by
Categories

<u>Category</u>	<u>Average Expenditure</u>	<u>Percent</u>
Park entrance and camping fees	\$ 5.34	3.0
Accommodation other than camping	39.34	21.6
Restaurants	21.13	11.6
Grocery Items	14.58	8.0
Transportation (gasoline, etc.)	14.98	8.2
Retail Stores (all types, excluding grocery stores)	38.44	21.1
Amusement, Recreation, Entertainment, etc.	27.63	15.1
Other	21.13	11.6
Total:		<u>100.2%</u>

Source: "Dauphin Study"

The largest average expenditure per party was for accommodation other than camping with \$39.34 or 21.6 percent of party expenditures. Retail stores were next with \$38.44 average expenditures per party or 21.1 percent. Many of the respondents mentioned under the category "other" that money was spent on souvenirs which were bought at the Fine Arts Centre. A good proportion of the respondents mentioned under the category of "Amusement, recreation, entertainment, etc." having purchased tickets for the grandstand shows. Spending was fairly well distributed over all categories.

Attendance at Canada's National Ukrainian Festival has been estimated by the Festival Committee at over 50,000 people. This attendance is not to be confused with the actual number of tourists who visited the Dauphin area due to the Festival. The attendance figures include residents of Dauphin who are not tourists.

The attendance estimate of the Festival Committee also includes tourists who made more than one trip to the Festival grounds.

This survey relied on the traffic count which I set up on Highway Number 5 and Highway 10 North and Highway Number 5 and Highway 10 South for an estimate of the number of tourists who came to the Dauphin area and who visited the Festival.

For the Festival period there was an increase of 8,451 vehicles on these highways. If one takes into consideration that this is a conservative figure as the previous period of study of July 27 to July 30 had an abnormally heavy traffic count, a more probable figure would be near 10,000 vehicles.

The average size of a visitor group was 3.5 members. On this basis it can be safely estimated that approximately 35,000 tourists visited the Dauphin area at the time of the Festival.

As the average expenditure per party has been calculated at \$103.51 tourist spending can be estimated to be very close to \$1,000,000.00.

The economic impact is the impact of tourists spending on local spending. The most obvious way in which tourists affect local income is through the purchase of goods and services. These are known as primary effects. In addition to the direct impact of tourist spending, there is secondary or multiplier effects.

For example, if a tourist spends \$50.00 in a hotel and the hotel owner spends this sum in the local grocery store, the total cash flow of the region is increased by \$100.00. If the local grocer then orders more supplies from a nearby farmer, the cash flow is further increased. The magnitude of the multiplier effect depends on the percentage of goods consumed within a region which are actually produced in that region as well as the nature of businesses within a region.

A broad estimate of the income generated by \$1.00 spent by a tourist in Manitoba has been estimated by a study done for the Canada Tourist Association to be \$1.25 or one and one-quarter the original expenditure.

On this basis, it can be concluded that the Canadian National Ukrainian Festival generated an income to the Dauphin area of not \$1,000,000.00, but \$1,250,000.00, leaving little doubt in one's mind as to the importance of the event.

If such a brief tourist attraction can attract so many tourists and recreationists and bring into the area over one million dollars, it is this writer's hypothesis that Dauphin, if it were to become more of a year-round attraction, could continue to attract even more tourists and recreationists.

Dauphin's location on major transportation routes and near several other tourist attractions would prove a distinct advantage. Costs would be reduced for the construction of permanent buildings and exhibitions by utilizing present existing structures such as the Exhibition Centre and the Exhibition offices. Land that is presently part of the Exhibition Grounds could be more intensively utilized. The existing campgrounds in

the town, while presently not managed to their potential, are capable of providing several times their present tourist sites. Rainbow Beach, set on the sandy shores of Lake Dauphin, a short distance from downtown Dauphin, not only could accommodate any overflow but has tremendous potential as a year-round resort site.

Presently, the National Ukrainian Festival is one of the finest short-term festivals held in the province, and it is not the intention of this thesis to undermine the event. Should the administrators and the citizens of the area find need, the natural resources of the area would provide them with an excellent tourist and recreation facility.

At present, there is little consideration of expanding the present festival into an attraction that would bring in tourists and recreationists throughout the year and provide the many citizens of the community not only with the facilities they might require for their own tourist and recreational needs, but also with a more diversified economic base.

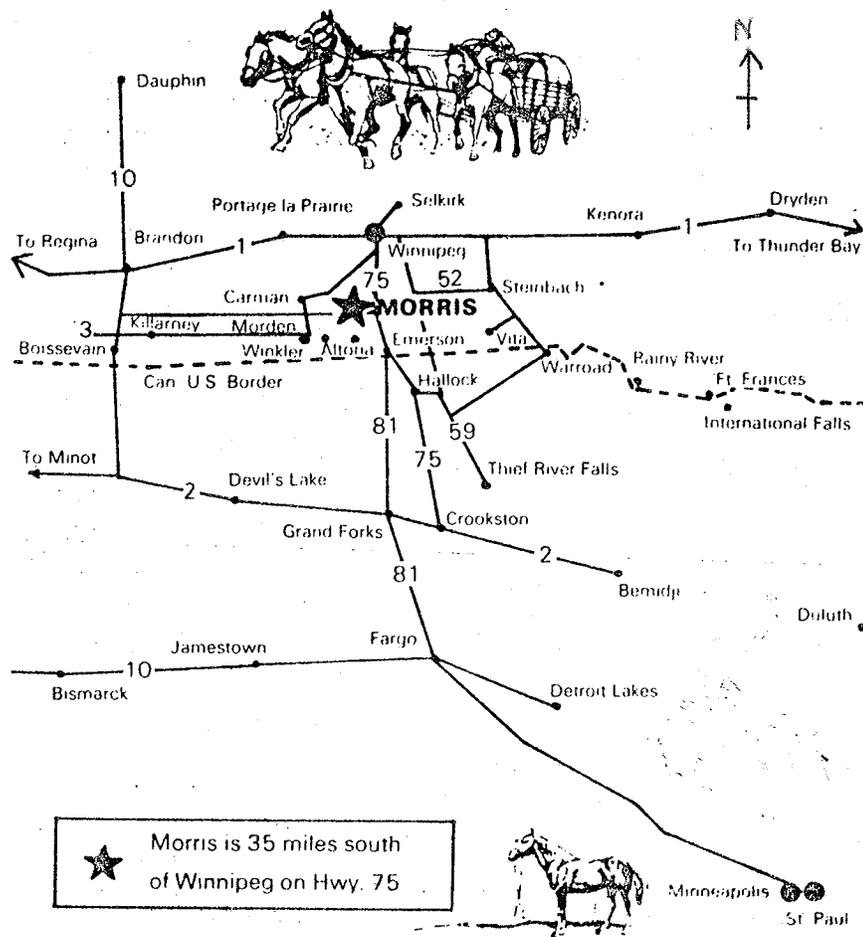
The potential of the Dauphin area as a major Manitoba tourist and recreationist destination is self-evident. Economically, this type of development would have a tremendous impact on the town and the outlying area. Not only would more jobs be provided for the town's population, but these jobs would do much to keep the outmigration of the community's youth at a minimum. Consideration should also be given to the outflow of Dauphin's dollars as many of their residents take their tourist and recreation moneys to other areas. A more attractive, year-round attraction would reduce this out-flow of moneys to better-known and more attractive sites throughout Manitoba, such as Riding Mountain National Park and the Winnipeg Beaches.

Visitors to the National Ukrainian Festival in 1983 it is estimated by the Manitoba Department of Tourism should number about 40,600, all of whom bring in fresh capital. While their numbers are reduced during non-festival times, the number of tourists and recreationists who pass through Dauphin is still substantial. A year-round cultural attraction with displays and performances would have a better chance of capturing more of the tourist dollar.

Morris

Morris, like Dauphin, has the potential to become a more attractive tourist and recreationist centre, and land and facilities that are presently being used during the Morris Stampede and Agricultural Exhibition could be better utilized if consideration of a year-round attraction were made. It is our intention in this section to look at the Morris Stampede and Agricultural Exhibition in some detail and to relate this to its greater potential.

In the summer of 1973, I began preliminary work on a special survey for the Department of Tourism, Recreation, and Cultural Affairs, Research and Planning Branch, Province of Manitoba. This survey was to study the economic impact of the Manitoba Stampede and Agricultural Exhibition at Morris, Manitoba, on Morris and its surrounding area. The study was conducted in conjunction with the Manitoba Department of Agriculture. In this section of my thesis I will be elaborating on the methodology of conducting the survey and on its findings.

Map 2: Morris and Surrounding Area

Manpower support for the survey was provided by Mr. F. Muirhead of the Manitoba Department of Agriculture through a summer employment program. The Department also provided many of the necessary contacts with the Morris Stampede Committee and other local Stampede representatives.

Of the total parties visiting the Stampede, about one-quarter were trips that took the parties away from home overnight or longer. The average length of stay was 3.2 nights, and this generated approximately 41,000 person-nights of accommodation over the five-day period during the event. Forty-eight and one-half percent used campgrounds, twenty-six and six-tenths percent stayed with friends and/or relatives, and 25 percent stayed in motels, hotels, and other forms of overnight accommodation.

The average expenditure per visitor party on a trip to the Manitoba Stampede and Agricultural Exhibition (hereafter referred to as the Stampede) was \$36.50. It was estimated that over \$145,000.00 was spent in Manitoba by non-Manitobans. This was 30 percent of the total expenditures.

Although the social significance of such an event is difficult to evaluate, there is little doubt that it provides one of the main forces of community stability and community interaction.

The study of the Stampede which was held on July 18 to 22 in 1973 was conducted in three parts.

The first part of the study dealt with the development of the methodology and the logistics to undertake the study and the development of the results required.

We developed a methodology which was both general in that it could be applied to other situations, and specific, so that it would provide a good study of the Stampede. In general, the methodology indicated:

- "a) How the historical growth of events and their financing could be studied.

- b) How the operators of special events could determine their success in terms of obtaining local involvement and participation, attracting visitors to the events, servicing the visitors requirements, and promoting the social and economic benefits of the community and region.
- c) How the accurate numbers of visitors to the Manitoba Stampede could be determined by origin of the visitors."²⁴

The second part dealt with data collection. The data required was determined to a large extent by the methodology developed. The following were included: number of visitors to the Stampede; the origins of visitors; length of stay of the visitors in the community or region as related to the event; the type of overnight accommodation used; the spending of the visitors to the event in the community or region; the employment in the community created by the event, both short and long-term and the volunteer participation in the event by residents of the communities and region; the financing and staging of the event which included: organization, capital and operating costs, promotion costs, and other costs.

The third part involved data analysis and report preparation. The analysis of the data was completed so that the following questions were answered: What were the economic benefits and costs of the event? What

²⁴Rene Desmet, A Report on the Morris Stampede, 1973 (Winnipeg: Department of Tourism, Recreation, and Cultural Affairs, 1975), p. 4.

are the social benefits and costs: How can social and economic benefits be improved? In social and economic terms, how successful was the event?

Preliminary discussions with the Stampede committee and field representatives helped to develop the methodology of the study, refine it, and come to agreement on it.

On the basis of the criteria established in the terms of reference, three basic techniques were developed to obtain the information for the study.

Background information on the Stampede's organization, its historical growth, its financing, its employment creatability were obtained through interviews with the Stampede committee and General Manager.

A personal interview survey was conducted on a proportionate sample of visitors to the Stampede as they entered the grounds. The personal interview form was designed by myself to introduce the study to the visitors, get some preliminary data, and to encourage visitors to complete a more detailed survey. I conducted the survey twice each day during the course of the five-day event for periods of two hours, stationing the summer employment students at strategic locations on the grounds. The personal interview form was used to avoid some of the problems of bias that occur in self-return questionnaires which often affects data or place of residence and duration of trip. The personal interview covered these items as well as place of overnight stay and accommodation used.

Summer students employed by the Department of Agriculture assisted in the survey procedures. A total of 1,967 visitors were interviewed in this way and the response from visitors was excellent.

During the personal interview, respondents were asked to cooperate in completing a more lengthy questionnaire which I prepared before the event. Those respondents who responded favorably to doing a lengthier questionnaire were given a mail-back questionnaire along with a pre-stamped return envelope. Over 1,900 of these forms were distributed, and 462 usable replies were received. This was a twenty-five percent return.

The mail-back questionnaire contained a more complete set of questions. It looked in greater detail at the composition of the visitor party, socio-economic characteristics of the visitors, their spending, and a repeat of data on their place of residence and their trip type which allowed analysis of bias in the mail-back response. There was some bias towards non-residents of Manitoba. The personal interview indicated 29 percent of non-resident visitors while the mail-back response indicated 36 percent. Because of this, the information from the mail-back survey is presented for non-residents and residents of Manitoba separately and weighted by the interview forms for purposes of totalling.

Morris, Manitoba, the home of the Stampede, is a town of over 1,575 persons according to the Trade and Commerce: September, 1982. It was incorporated in 1883 and is located 56 kilometers south of Winnipeg at the junction of P.T.H.'s 75 and 23.

Of historical interest is the Morris River, known as the Scratching River at one time. In 1801, this river was the site of two rival fur-trading posts of tense competition for the dominance of the rich resources of the Canadian northwest. Neither was successful, and both were abandoned in 1802.

Scratching River became a landmark for Red River carts going to St. Paul, Minnesota, and the Red River community. The town and river was renamed Morris after the Honourable Alexander Morris, Lieutenant-Governor of Manitoba, 1872-1877.

The town is a trading center today for a prosperous grain growing area that boasts of never having a crop failure, a trait that has played an important factor in contributing to the area's economic stability.

Superior Bus Manufacturing Limited, a manufacturer of school buses and ambulances, is one of the town's leading and expanding industries. Powermatic Industries and Andres Wines Limited are also located in Morris.

Morris is located on a major tourist route between the Province and the United States and is serviced by the C.N.R. and the C.P.R. It has two campgrounds with water and electrical service for 170 trailers. Within a 15-mile radius of Morris resides a population of approximately 8,000 persons. It is a market center for the population as far south as Emerson, west to the Lowe Farm region, and east to the Dufrost-St. Malo region. The Stampede is the second largest rodeo in Canada, and the agricultural exhibition is one of the largest livestock shows held in Manitoba. Over 100,000 tourists from Canada and the United States visit the town annually for the Stampede alone.

In 1963, the Morris Agricultural Fair was a small two-day event that was sponsored by the Morris Agricultural Society. The Society was concerned that the Fair was not progressing satisfactorily and wished to duplicate the success of the North-West Round-Up at Swan River. A rodeo stock contractor and a wagon race promoter informed the

Committee that they would bring a full-scale rodeo to Morris if the race-track could be improved and the grandstand's capacity increased. It was felt that with the large Winnipeg market to the north and the larger American market to the south, filling the seats would be no problem.

The Finance Committee of the Agricultural Society felt strongly that the local community had to be involved if the event was to succeed. Requests were made for hundred dollar no-guarantee loans, and by March, 1964, citizens, organizations, and companies had contributed \$10,800.00. Work was soon started by local contractors on track relocation and plans for the grandstand were put on tender. By July of 1964, Morris and the Agricultural Society were ready for a professional rodeo.

The three-day attendance in 1964 totalled 27,000 people, and grandstand and gate revenue was over \$50,000.00. The initial success of the expanded event made it possible for the Society to get a consolidation loan, and all existing loans were paid off. Expansion continued and the grandstand got an additional 2,000 seats. Three large barns capable of accommodating six hundred head of stock were constructed in 1967 to replace the earlier facilities.

In 1968, the agricultural fair became one of the largest in Manitoba and in 1969, their Class "C" Charter granted in 1895 was upgraded to a Class "B" Charter (one of six in Manitoba).

1970 saw the paving of the fairgrounds and improvements to the campgrounds to accommodate visitors and competitors. New water lines to service the entire site were installed. Additional buildings were constructed to house groups like the 4-H Club and the Home Economics Division.

In 1973 the Manitoba Stampede and Agricultural Exhibition celebrated its tenth anniversary with a total grounds attendance of approximately 52,000 people during the five-day show from July 18 to July 22.

The Valley Agricultural Society today (formerly the Morrris Agricultural Society) has the support of the Town of Morris, the Municipalities of Morris, Rhineland, Ritchot, Montcalm, MacDonald, DeSalabery, and Franklin, and the Town of Emerson. Justifiably the Stampede is second only to the Calgary Stampede in the Canadian Rodeo circuit in attracting large attendance and top competitors for top prize moneys.

The present Stampede consists of a variety of different shows daily which include horseback riding, saddle bronc riding, calf roping, steer wrestling, bull riding, and a variety of unique specialty acts. Cowboys from Canada and the United States compete for some of the largest purses in Canadian outdoor rodeo.

The daily show is made up of chuckwagon races, pony wagon races, chariot races, the famous Ben Hur suicide race, and a variety of specialty acts.

Along with the rodeo and evening events, numerous agricultural exhibitions are also held daily. Entries in the agricultural exhibition in 1973 numbered 694 and the prize money was over \$11,000.00.

Throughout the day a midway is in operation on the grounds and provides a free stage. The town itself and many of the businesses and organizations take on a western atmosphere for the many tourists and recreationists attending.

No standard methodology has been adopted so far for estimating attendance at the Stampede. This report is recommending a methodology which is derived from the gathered information along with the terms and conditions of gate receipts.

Table 6: Attendance at the Manitoba Stampede and Agricultural Exhibition

<u>Year</u>	<u>Length</u>	<u>Gate Receipts</u>	<u>Grandstand Receipts</u>	<u>Total Receipts</u>	<u>Estimated Gate Attendance*</u>
1964	3 days	NA	NA	54,625.00	NA
1965	3 days	NA	NA	58,081.00	NA
1966	3 days	NA	NA	54,303.00	NA
1967	5 days	NA	NA	61,087.00	NA
1968	5 days	21,472.00	59,936.00	81,408.00	37,724
1969	5 days	21,084.00	78,621.00	99,705.00	37,043
1970	5 days	26,745.00	91,530.00	118,275.00	46,988
1971	5 days	23,490.00	95,575.00	119,065.00	41,270
1972	5 days	29,790.00	110,825.00	140,615.00	52,338
1973	5 days	29,461.00	117,782.00	147,243.00	51,780
1974	5 days	22,209.00	103,277.00	125,486.00	46,500

*The data shown in the following table is used in deriving the estimated attendance

Source: "Morris Study"

According to the July 26th publication of the Winnipeg Free Press, this year's attendance was 43,000 people, down some 10,000 from 1982. 1981 attendance was 55,000 visitors.

Base Data for Estimating Total Gate Attendance

<u>Age Groups</u>	<u>Fee Charge</u>	<u>% of Distribution of Surveyed Persons</u>	<u>Total Gate Receipts</u>
6 yrs & under	Free	5.5	
7 - 11	.25¢	14.9	
12 - 17	.50¢	12.8	
18 & over	.75¢	66.8	
		100.0%	\$ 29,461.00 (1973)

Recommended Formula:

$$-- (0.149) (.25) (X) + (.128) (.50) (X) + (.668) (.75) (X) =$$

Total Gate Receipts

$$-- (.0373) (X) + (.0640) (X) + (.5010) (X) = 29,461$$

$$-- (.6023) (X) = 29,461.00$$

$$-- X = 49,914 \text{ Paying Person Visits}$$

Add 5.5% for those under 7 years of age.

$$-- \frac{48,914}{.945} = 51,760$$

$$-- \text{Computing factor } \frac{51,760}{29,461} = 1.7569$$

Future gate receipt estimates can be estimated by multiplying the total gate receipts by the factor of 1.7569 (assuming the gate fee does not change). Approximately 95% of attenders are of the ticket buying age of 7 and over. This yields a total attendance of about 52,000 people.

The success of the Stampede can be demonstrated by its annual attendance. Gate and grandstand receipts have shown a strong pattern of growth and participation in the various events of contestants and exhibitors increases in most years.

The event involves over 500 residents of the area on a volunteer basis to help in the operation of various booths and displays. These volunteers help to increase awareness of their organizations and achievements and raise funds for their programs.

The mail-back questionnaires that were distributed to the visitors at the Stampede asked the respondents to rate the event on a scale of poor to excellent. The majority rated the Stampede as excellent or

satisfactory. Manitobans were somewhat less satisfied than visitors from outside the province.

Table 7: Rating of the Manitoba Stampede and Agricultural Exhibition

Rating	<u>Percent of Parties by Origin</u>					<u>Total Weighted Percentages</u>
	Manitoba	Other	Canada	U.S.A.	Others	
Excellent	47.8	64.4	60.7	60.7	53.8	51.8
Satisfactory	42.2	26.7	32.7	32.7	38.5	38.9
Fair	10.0	8.9		6.6	7.7	9.3
Poor	0.0	0.0		0.0	0.0	0.0
Total:	<u>100.0</u>	<u>100.0</u>		<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Source: "Morris Study"

Origin of Visitors

Canadians made up 81 percent of the visitors to the Stampede. Of this total, 71 percent are Manitobans. Visitors from the United States amounted to 17 percent of the total attendance, and visitors from other countries accounted for two percent. Visitors from "other countries" were mainly from Western Europe, but the Stampede also saw visitors from Africa, Australia, New Zealand, India, and Pakistan.

Of the United States visitors, the two nearest states, Minnesota and North Dakota, made up nearly 80 percent of the total. Minnesota visitors provided more visitors than North Dakota, but the latter state showed a much higher per capita response to the event. Canadian visitors from outside of Manitoba were mainly from Ontario: 60 percent.

Table 8: Origin of Visitors to the Manitoba Stampede and Agricultural Exhibition

<u>Origin</u>	<u>Sample</u>	<u>Percent</u>	<u>Estimated Number of Visits</u>
Manitoba	1,390	70.6	36,542
Ontario	121	6.2	3,208
Saskatchewan	25	1.3	673
British Columbia	20	1.0	518
Quebec	20	1.0	518
Alberta	15	0.8	414
Other Canada	8	0.4	207
Total Canada:	1,600	81.3	42,080
Minnesota	151	7.7	3,986
North Dakota	101	5.1	2,640
Other U.S.A.	74	3.8	1,967
Total U.S.A.	326	16.6	8,593
Total Foreign	41	2.1	1,087
GRAND TOTAL:	1,967	100.0	51,760

Source: "Morris Study"

Party Size and Composition

The average party of visitors to the Stampede consisted of 3.8 persons and parties from Manitoba were somewhat larger than parties from other areas. The modal party size in all cases was two persons, and parties of four persons were the next most common size.

The majority of the respondents are in parties of one family, including children. The second most common form of party structure is a couple, followed in turn by two families with children and two or more couples. Nearly half of all the parties are family structures and include children.

Table 9: Party Size

<u>No. of Persons in Party</u>	<u>Percent of Respondents</u>		<u>Weighted Total</u>	<u>Estimated Parties</u>
	<u>Manitobans</u>	<u>Others</u>		
1	2.6	3.1	2.8	381
2	31.7	30.8	31.3	4,264
3	18.1	15.4	17.3	2,357
4	18.1	25.3	20.3	2,765
5	11.0	9.9	10.7	1,457
6	6.8	6.2	6.6	899
7	11.7	9.3	11.0	1,498
Average Party Size	<u>3.8</u>	<u>3.7</u>	<u>3.8</u>	<u>13,621</u>

Source: "Morris Study"

Table 10: Party Composition

<u>Type of Party</u>	<u>Percent of Parties</u>		<u>Weighted Total</u>	<u>Estimated No. of Parties</u>
	<u>Manitobans</u>	<u>Others</u>		
One person alone	2.5	3.2	2.7	368
One family with children	33.3	40.9	35.7	4,862
Two families with children	12.0	14.3	12.7	1,730
Organized group	4.0	2.6	3.6	490
One couple only	25.7	22.1	24.6	3,351
Two or more couples	10.5	11.7	10.9	1,485
Group of friends	12.0	5.2	9.8	1,335
Total:	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>13,621</u>

Source: "Morris Study"

Ages of Visitors

Visitors from Manitoba showed 59.3 percent being 34 years old or younger. Visitors from outside the Province tend to be somewhat older on the average with greater proportions in the 35 - 64 years age groups.

Table 11: Age of Visitors

<u>Age Group</u>	<u>Percent of Respondents</u>		<u>Weighted Total</u>	<u>Estimated No. of Persons</u>
	<u>Manitobans</u>	<u>Others</u>		
0 - 4	4.6	4.3	4.5	2,329
5 - 9	8.0	8.5	8.2	4,244
10-14	13.8	10.9	12.9	6,677
15-19	7.4	8.1	7.6	3,934
20-24	8.6	5.0	7.5	3,882
25-34	16.9	13.7	16.0	8,282
35-44	12.6	17.5	14.1	7,298
45-54	10.6	17.3	12.6	6,522
55-64	8.3	10.4	8.9	4,607
65-69	4.4	3.5	4.1	2,122
70+	4.8	0.8	3.6	1,863
Total:	100.0	100.0	100.0	51,760

Source: "Morris Study"

Table 12: Age of Manitoba Visitors to Stampede
and Age of Manitoba 1971 Population

<u>Age Group</u>	<u>Visitors from Manitoba</u>	<u>Population of Manitoba</u>
14 & under	26.4%	29.0%
15-24	26.0	18.4
25-34	16.9	12.3
35-44	12.6	10.7
45-54	10.6	10.9
55-64	8.3	9.0
65+	9.2	9.7
Total:	100.0	100.0

Source: "Morris Study"

Occupation of Visitors

The Stampede has a relatively urban population appearance on the basis of occupation with the heads of visiting parties showing a strong attendance by residents of Winnipeg. Of the Manitoba party heads, over one-fifth are classified as blue collar workers. White collar workers followed with 17.4 percent. Farmers and farm workers made up a relatively smaller proportion of the visitors to the Stampede compared to other such events held in rural Manitoba. At the Threshermen's Reunion and Stampede, over 40 percent of party heads were farmers or farm workers. The professional-technical category made up a smaller proportion of the Manitoba respondents than was the case with most recreational events and attractions. This group assumes a much greater proportion among non-resident visitors. The managerial occupation category shows similar tendencies.

The following table compares the occupational profile of Manitoba heads of parties at the event with the occupational profile of the Manitoba population as a whole aged 15+. The categories of housewife, retired, student, and unemployed are excluded in order to make this comparison.

On the basis of the comparison, the occupation groups of blue collar workers, laborers, farmers, and farm workers, and to a lesser extent professional and technical workers, are represented to a greater than expected extent. Service workers, white collar workers and managerial workers are represented in less than expected numbers.

Table 13: Occupation of Heads of Manitoba Parties
Visiting the Stampede and Occupations of
Manitoba 1971 Workforce Aged 15 Years or More

<u>Occupation</u>	<u>Percentages</u> <u>Heads of Visiting Parties</u>	<u>Manitoba</u> <u>Population</u>
Managerial	4.1	4.4
Professional-technical	15.5	13.7
White collar	19.2	27.0
Service worker	5.3	13.0
Farmer, farm worker	18.0	13.4
Blue collar	24.1	20.5
Laborer	13.8	8.0
Total:	<u>100.0*</u>	<u>100.0*</u>

*Note - percentages differ from previous table because housewife, students, unemployed, and retired are excluded to make comparison.

Source: "Morris Study"

Trip Characteristics

Respondents were asked to indicate, from a choice of four alternatives, their primary reason for being in the Morris area at the time of the Stampede so that those visitors who were attending as a matter of chance could be identified. The vast majority of Manitoba visitors were there only because the Stampede was on (94 percent). Seventy-one percent of the non-residents of the Province were there mainly because of the Stampede. Approximately thirteen percent were in the area because they were visiting friends or relatives, and only ten percent of the non-residents stopped at the Stampede on route to another location. The value of advertising and promotion is obvious from these figures. The people visiting the Stampede were there because they knew of the event and travelled to the area for that specific reason.

Of the total parties visiting the Stampede, about one-quarter were on trips that took them away from home one night or longer and required accommodation. The majority of these visitors were from out-of-province. Of the visitors from Manitoba, only eleven percent were on a trip of one night or longer.

Table 14: Type of Trip Made by Visitors to the Stampede

<u>Type of Trip</u>	<u>Percent of Parties</u>		<u>Weighted Total</u>	<u>Estimated No. of Parties</u>
	<u>Manitobans</u>	<u>Others</u>		
Overnight away from home	11.0	58.2	24.9	3,392
Day trip from home only	89.0	41.8	75.1	10,229
Total:	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>13,621</u>

Source: "Morris Study"

Of the total overnight visitors, 66.5 percent were from Canada. Those not from Canada were mainly from the United States. Of the Canadian overnight visitors, 31.3 percent were from Manitoba.

An estimated 12,890 visits to the Stampede were made by persons on overnight trips away from home. With an average party size of 3.8 persons staying an average of 3.2 nights, the Stampede generated approximately 41,245 person night accommodations over the five-day period.

Thirty percent of the overnight visitors to the Stampede stayed two nights. The next highest frequency was for one night and 27.6 percent of the overnight visitors. The average number of nights away from home for overnight visitors was 3.2.

Accommodation Used

48.5 percent of the overnight visitors used campgrounds for accommodation, and 26.6 percent stayed with friends or relatives. Twenty-five percent stayed in motels, hotels, and other forms of overnight accommodation. Approximately 17.5 percent of the overnight visitors stayed at small centers near Morris such as St. Pierre and St. Malo. Approximately 34.5 percent commuted to Winnipeg, and the remaining 48 percent used the facilities in the immediate area.

Table 15: Type of Accommodation Used
Overnight Stay

<u>Accommodation Type</u>	<u>No. of Sample Parties</u>	<u>Percent</u>	<u>Estimated Total Parties</u>
Campground	237	48.5	1,645
Friends/relatives	130	26.6	902
Motel	82	16.8	570
Hotel	28	5.6	190
Other accommodations	12	2.5	85
Total:	489	100.0	3,392

Source: "Morris Study"

The Economic and Social Impact

The average expenditure per visitor party on a trip to the Stampede in 1973 was \$36.50. The attendance at the Stampede was estimated at 13,621 parties or 51,760 person visits. This attendance figures does not include paid workers and volunteers, exhibitors, rodeo contestants, and Stampede officials.

Table 16: Visitor Expenditures

<u>Mid-Point of Groupings</u>	<u>Total Respondents</u>	<u>Percent Distribution</u>	<u>Total Estimated Parties</u>	<u>Total Expenditures</u>
\$ 2.50	11	2.5	340	\$ 850.00
7.50	54	12.0	1,635	12,262.50
15.50	127	28.3	3,855	59,752.50
35.50	187	41.7	5,680	201,640.00
75.50	48	10.7	1,457	110,003.50
150.50	12	2.7	368	55,384.00
200.00	10	2.1	286	57,200.00
Total:	449	100.0	13,621	\$ 497,092.50

Source: "Morris Study"

Of the near one-half million dollars spent at the Stampede, Manitobans spent \$350,947.30, or 70.6 percent. Other Canadians spent \$53,188.90, or 10.7 percent; and United States and other visitors spent \$92,956.30, or 18.7 percent. These results reveal the significance of the Stampede on the local economy as well as to all Manitobans. Over \$145,000.00 was spent in Manitoba by non-Manitobans, almost 30 percent of the total visitor expenditure.

The Stampede advertises on radio and television, in periodicals, newspapers, magazines, with bumper stickers and decals, posters, signs, and with promotional dinners and travel. In 1973, the Stampede advertised in the Winnipeg Free Press and the Winnipeg Tribune, the Co-Op paper, the Events Magazine, placemats advertising in Winnipeg, Sports Land Magazine, and the Carillon Newspaper of southern Manitoba. \$28,510.00, or 14 percent of the Stampede's total budget, was spent on advertising.

In Manitoba, the Manitoba Stampede advertises on all Winnipeg television stations except the French network and on all Winnipeg radio stations. Portage and Brandon also get television and radio advertising.

In the United States, the Manitoba Stampede advertises on four radio stations and two television stations. Posters, brochures, and other promotions are also distributed and conducted in the bordering states.

The Stampede involves over 700 people, mostly from the local area, either as employees or volunteers during the five days of the event. The largest single employer is the Midway which in 1973 employed 120 people in all, 20 of whom were from the local area. Most of the employment generated by the Stampede itself is contracted out to local people or to Winnipeg firms as was the case with security.

The cattlemen and horsemen involved with the event usually bring their extra help with them. The fifty booths and displays rented out to various organizations within the region of Morris consist primarily of volunteers who work to raise money for local concerns such as the Morris Minor Hockey Association and the Morris Curling Club. The operation of the booths and displays involves more than 500 people. The success of the Stampede seems in good part from these community-minded volunteers.

The Stampede has been supported over the years in the form of grants and other aid from various levels of government. In 1972, this support reached approximately \$24,000.00, and was provided mainly by the Provincial Department of Agriculture. In the same year, \$6,300.00 in grants was received from the Federal Department of Agriculture, and the majority of this was prize money. \$1,800.00 of this amount was for maintenance of the grounds. The Federal Government also contributed

\$200.00 in grants toward the payment of judges and \$1,000.00 toward the 4-H Club.

The Provincial Department of Agriculture provided a building grant and a grant for prize moneys. In total, the province granted \$15,700.00.

The social impact of the Stampede is difficult to measure. From tabulated statistics, the event is classified as a group or family attraction. 67 percent of the respondents were in groups of three or more people. The majority of these were from Manitoba, but close to 30 percent were from out of Province or the United States.

The event has particular appeal to urban groups in the blue and white collar occupation group. Farmers and farm workers make up a smaller proportion of visitors as compared to other events in the rural area. Some social impacts are difficult to measure from economic or statistical data. As an observer, this author could not help but get caught up in the community spirit. The volunteer involvement and co-operation certainly makes the local community into a cohesive working group. One could readily see through their efforts a sense of pride and belonging. Visitors exhibited a feeling of satisfaction and gave every indication that they would return. There was little doubt that the Stampede provided one of the forces in the community's stability.

Morris, like Dauphin, certainly has a very successful stampede and exhibition and attracts a good number of visitors to the area during the time of the event. The event provides a good number of temporary jobs and a fair number of permanent ones. It is an event that provides cohesion and meaning to the total community; but Morris, like most other small communities in our Provinces, does not have any great degree of

diversification, but it does have some unemployment.

Unlike Dauphin, Morris does not have the natural resources that attract tourists and recreationists in great numbers. St. Malo campground, which is just a short distance from Morris, does and could be utilized by the Town of Morris to a greater degree as an overnight stop-off location for visitors to Morris and as a possible resort location for members of the greater community of Morris. Morris itself has camping facilities within its boundaries and has some hotel and motel facilities. The grounds on which the event takes place has good potential as a campground and as an area for year-round attractions.

Morris, as the home of Canada's second largest stampede, could further its land utility and build up the economic base of the community by considering using some of existing structures and building additional ones to give the growing number of tourists and recreationists who come to Morris or pass through Morris during the year. There is little doubt that tourists and recreationists are attracted to museums and cowboy type attractions. Morris has on its Stampede and Exhibition grounds facilities which could be put to better use by having them developed into shows and exhibitions that visitors could view throughout the year. Some would argue that tourism and recreation as an industry is highly tuned to seasonality, and this writer would not argue that point except to point out that that seasonality is becoming less of a restrictive factor.

Proponents for some kind of permanent exhibition to attract tourists and recreationists would rightly argue that fewer permanent jobs would be more desirable than more temporary jobs because it lends itself to giving to the community a greater stability and to the employees a

feeling of security and community involvement. Opponents might argue that a successful short-term event provides the area with the strength of cohesion which the other might not.

Again, it is not our intent to downgrade the Manitoba Stampede and Exhibition, but rather to stipulate the potential that the tourist and recreation industry could mean in terms of a year-round endeavour in that it would not only provide permanent employment but bring to Morris that fresh money which the tourist and recreation industry provides. When one considers what a short-term event such as the Stampede is capable of bringing into the area in terms of dollars, a year-round attraction becomes just that, more attractive. At the same time, if one considers the multiplier effect of the tourist and recreationist dollar, the idea seems even better.

Austin

Austin, like Dauphin and Morris, does not fully realize its tourist and recreationist potential and certainly its land utility leaves much to be desired in the light of the growing tourist industry.

Perhaps more than Morris or Dauphin, Austin could use the tourist and recreation industry to lift itself up out of its present economic doldrum. What became very noticeable to this student of geography was how Austin seemed to be going nowhere while one would have thought that its location on Canada's major road transportation route would attract more visitors. Austin has also the availability of land for tourist use and one would think that the small town might see greater economic activity, particularly in the tourist and recreation industry.

It is our intention to look in some detail at the Manitoba Threshermen's Reunion and Stampede in relation to its effect on Austin and to then theorize somewhat on its possible future potential.

When I conducted the survey for the Manitoba Department of Tourism, Recreation, and Cultural Affairs, Research and Planning Branch, in 1973, I had the co-operation of the Manitoba Department of Agriculture and the Manitoba Agricultural Museum Incorporation. The survey was intended to evaluate the impact of the Manitoba Threshermen's Reunion and Stampede (hereafter the Threshermen's Reunion) on the town of Austin and its surrounding area.

Manpower support was provided by Mr. Frank Muirhead of the Manitoba Department of Agriculture through a summer employment program. The Department also provided the necessary contacts with the Threshermen's Reunion Committee. Mr. W. Moncur, Administrator of the Manitoba Agricultural Museum, provided the assistance of the museum staff in gathering data. The Threshermen's Reunion Committee contributed current information.

Austin holds a 3-day celebration during the last week of July. Visitors to Austin have much more limited facilities and practically no place within a reasonable distance with suitable services available. A museum and a government camping park add to the attraction but in no way provide the needed facilities that the many visitors require. As a result, many of the visitors are day visitors and return home or travel elsewhere upon the conclusion of each day's attraction.

The Manitoba Threshermen's Reunion is held on a 63-hectare park and visitors number well over 60,000 annually.

Canadians account for 94 percent of the visitors with 80 percent being Manitobans. Only 5 percent of the visitors are of United States origin.

"The average party size in 1973 was 3.7 persons and tends to a family composition of one family with children. Age groups of 55 and over are the most prominent of the visitors...."²⁵

Over 80 percent of all visitors indicate the Threshermen's Reunion is the main reason for their visit to the Austin area. For the majority of the visitors to the event, the trip is a one-day trip from their place of residence (74 percent). The remaining 26 percent of the visitors stay overnight, generating an estimated 4,500 overnight trips with nearly half of these originating outside of Manitoba.

Most overnight visitors have an average stay of 2.8 nights. Most overnight visitors (54.8 percent) stay in campgrounds. Homes of friends and relatives is the next most frequently used type of accommodation.

The gross revenue for the event is annually over \$50,000.00. The event shows an average annual growth of 10 percent.

Nearly 500 individuals are involved in the event each year, and nearly 4500 of these are volunteers.

²⁵ Rene Desmet, A Report on the Manitoba Threshermen's Reunion and Stampede, 1973 (Department of Tourism, Recreation and Cultural Affairs, Research and Planning Branch, Winnipeg), p. 3.

"The average expenditure per party is \$25.22, generating approximately \$351,000.00 to the local economy. The dollar value is generated primarily from Manitobans (80 percent). Other Canadians account for 14 percent, and other foreign visitors account for the remaining 6 percent."²⁶

Socially, because of the drawing together of a large number of the area's people, mainly on a volunteer basis, the significance of the Threshermen's Reunion is one of the vital forces in the area's stability.

Austin is a small town of some 500 residents south-west of Winnipeg on Highway Number 1 and Number 34. These are two major highways leading to the area. In Austin stands one of the most unique museums in the country. Visits to other areas of Canada by this author from the Maritimes to Vancouver Island have shown similar attempts by provincial or private concerns to set up a truly agricultural museum. None compare to the rustic and nostalgic atmosphere of Canada's agricultural past as Austin does. The authenticity and selectivity of the artifacts, the countless items of pioneer life, and the particular setting in the heart of the prairie, complement the Threshermen's Reunion as is evidenced by the thousands of visitors who annually come to visit.

The study was conducted in three parts. Firstly, the methodology was developed as was the logistics with which to undertake the study and produce the required results. The methodology was both general

²⁶ibid., p. 4.

so that it could be applied to other situations, and specific so that it could guide the study of the Threshermen's Reunion. It would indicate how the historical growth of the events and their financing could be studied; how the operators of special events could determine the success in terms of obtaining local involvement and participation, attracting visitors to the events, servicing the visitors' requirements, promoting the social and economic benefit of the community and the region; how the volume of the visitors to the Threshermen's Reunion could be determined by origin of the visitors.

The data required was determined to a large extent on the methodology. The following were also included: the volume of visitors to the Threshermen's Reunion; the origin of the visitors; the length of stay of the visitors in the community and/or region as related to the event; the type of overnight accommodation used; the spending of the visitors at the event, in the community, in the region by purpose/object of the expenditure; the employment in the community created by the event, both short-term and long-term; also the volunteer participation in the event by residents of the communities and region; the financing and staging of the event; labour, capital and operating costs, promotion costs, etc.

The analysis of the data was completed so that the following questions were answered: What are the economic benefits and costs of the events? What are the social benefits and costs of the event? How can the social and economic benefits be improved? In social and economic terms, how successful is such an event? What are the advantages gained by communities and groups to such events?

The decision to obtain the required information outlined in the terms of reference was made only after preliminary research and constructive meetings with the Department of Agriculture and the Manitoba Agricultural Museum.

Three techniques were formulated to obtain the desired information. A personal interview survey was carried out to provide initial contact with the visitor. Five students provided by the Department of Agriculture to assist in the data collection made it possible to determine with reasonable accuracy the origin of visitors, percentages of overnight trips, length of overnight trips, where overnight visitors stayed, and the type of accommodation they used.

Visitors were approached by the interviewers as they entered the area and were asked to reply to several questions. Interviews were carried out prior to both the afternoon and evening grandstand performances. Over 100 personal interviews were conducted during the four-day period. After each day's survey, the results were forwarded to me and I kept records of the location and the times of the interviews.

During the personal interview the respondent was asked if he would be interested in completing a more complete questionnaire. Those who indicated favourably were given a mail-back questionnaire along with a pre-stamped return envelope. Of the approximately 1,000 visitor survey forms distributed in this fashion, 321 or 32 percent were returned.

The idea of a museum and reunion was first initiated in 1949 when pioneers in the area showed some interest in developing a place to keep their agricultural artifacts. By the summer of 1952 the first Threshermen's Reunion was held on a small farm just south of its present location. By

1954 the Threshermen's Reunion was on its present site.

Land was cleared and buildings were erected. Each year saw changes and improvements. In 1960-61 the Provincial Government built a large steel shed to house the artifacts. Today the 156-acre park is comprised of a museum village, reunion and stampede grounds, campground area, picnic areas, playgrounds and grandstands.

Since the beginning of the Threshermen's Reunion, many popular features, attractions and events have seen a continual growth in the event. Today there are many popular added features such as the stampede which is held each evening of the Threshermen's Reunion. There are also kiddies' rides, a miniature display of small engines, a sawmill, and a grist mill where visitors can sample freshly ground Manitoba flour.

Each morning there are belt setting contests and threshing events. Parades highlight the afternoons, and they are led by mounted riders. Countless units of gas and steam engines pass in front of the main grandstand where each machine is described. The afternoon grandstand show follows the parade and includes sheaf typing contests, bag tying contests, stooking contests, slow races, and threshing contests. Throughout the day visitors can also see plowing events, log sawing events, planer and shingle mill displays, grist mill displays, etc. Power for all of these events is supplied by gas and steam engines.

Musical entertainment for the afternoon shows and the evening rodeo is generally provided, and free dancing each evening at the Museum's dance pavillion.

The Rodeo, as an integral part of the Manitoba Threshermen's Reunion, had its start in 1962. It has since developed along with the

Reunion into a four-day event. In 1973 the Stampede had seven rodeo events which included the saddle bronc riding, bareback riding, bull riding, calf roping, steer wrestling, ladies' barrel racing, and chariot racing. Contestants came from all over Canada and the United States to participate. Some 118 contestants with 175 entries competed for a total purse of \$8,715.00 of which \$4,315.00 was obtained from entry fees and the remaining \$4,400.00 came from the Rodeo committee.

The rodeo is growing in stature among contestants and spectators as purses continue to grow and as competition becomes better.

The first Reunion which was held in 1952 attracted approximately 50 visitors, and it was not until 1955 that larger crowds began becoming the norm.

Present attendance figures show a continual growth with varied exceptions such as in 1973 when the weather was extremely inclement. Based only on the growth in attendance, one can readily see the popularity of the Reunion. In 1983, several months before the '83 Reunion, the Manitoba Department of Tourism and Recreation estimated the Reunion would attract 65,000 visitors.

The success of the Manitoba Threshermen's Reunion and Stampede can be measured quantitatively by a summary of the results over the past 19 years. The growth in attendance demonstrates the increasing interest of Manitobans in the event. Steady increases in both the gross revenue and net profit are another good indicator. The Reunion generates a considerable amount of community involvement. The large

Table 17: Attendance at the Manitoba Threshermen's Reunion and Stampede Since Its Origin

<u>Year</u>		<u>Grounds</u>	<u>Grandstands</u>
1952	Estimated	50	
1953	Estimated	100	
1954	Estimated	160	
1955	Moved to present site	4,100	
1956		900	
1957		1,200	
1958		1,050	
1959		1,500	
1960		3,100	
1961		2,800	
1962	First year of rodeo	14,000	10,615
1963		9,000	6,380
1964		14,500	10,304
1965		21,000	12,466
1966		27,600	10,542
1967		33,250	11,571
1968		38,500	13,089
1969		37,000	10,499
1970		42,000	9,293
1971		54,000	12,602
1972		72,000	25,583
1973		62,000	21,583

Source: "Austin Study"

number of volunteers who donate their time and services to the event and the many charitable groups that raise needed funds suggest a strong and favorable response from the residents of the area.

The revenue the community and surrounding area receives from tourist and recreationist expenditures gives one a very good indication of success.

The social impacts of such an event in the community, region, or provincial outweigh any other quantitative measures.

Survey Results

Canadians accounted for 94 percent of the visitors to the Reunion, with 80 percent being made up of Manitobans. The event appeals to rural Manitobans more than it does to residents of Winnipeg as rural visitors were three times greater than city visitors. Twenty percent of the visitors were non-resident and were mainly from other provinces and from the United States.

Table 18: Origin of Visitors (N = 1000)

<u>Origin</u>	<u>Estimated No. of Visitors</u>	<u>Percent</u>
Winnipeg	13,640	22.0
Other Manitoba	36,030	58.1
Total Manitoba:	49,670	80.1
Ontario	3,100	5.0
Saskatchewan	2,860	4.6
All Other Provinces	2,610	4.2
Total Other Canadians:	8,570	13.82
Total Canada:	58,240	94.0
Minnesota	810	1.3
North Dakota	750	1.2
Other U.S. States	1,250	2.0
Total U.S.A.	2,820	4.5
Other (Foreign)	950	1.5
GRAND TOTAL:	62,000	100.0

Source: "Austin Study"

The average visitor party size at the Reunion was 3.7 persons, which is average for events of this nature. This is only marginally higher than most other recreational parties which average 3.5 persons per party. The majority of respondents were groups comprised of families with children (31%), followed by couples visiting without children (27%).

The Reunion attracts people from all age groups because it tends to be a family or a small group outing. The age group distribution is somewhat older than is generally found in comparison to other attractions and events. The age group 55 and over makes up nearly 30 percent of the visitors, while by comparison, this age cohort accounts for only 19 percent of Manitoba's population. Teenagers and young adults show the least incidence amongst the visitors other than the 10-14 years age group. The 15-19 years age group comprises 6 percent of the visitors, while the 20-24 years age group shows one of the lowest incidence with only 5 percent of visitors.

Table 19: Party Composition (N = 291)

<u>Type of Party</u>	<u>No. of Respondents</u>	<u>Percent</u>
One family with children	89	30.6
One couple only	79	27.2
Two or more couples	45	15.5
Group of friends	42	14.4
Two families with children	24	8.3
One person alone	8	2.7
Organized groups (teams, clubs, etc.)	4	1.3
Total:	291	100.0

Source: "Austin Study"

40.7 percent of the visitors were farmers, farm workers, or ranchers. The next largest group occupationally speaking were blue collar workers, followed by retired visitors.

The annual income of the visitors to the Reunion related very strongly toward the middle income groups. The high incidence of retired persons, farmers, and farm workers contributed to this distribution.

Table 20: Income Distribution of Respondents (N = 321)

<u>Income</u>	<u>Number of Respondents</u>	<u>Percent</u>	<u>Percent of Manitoba Population*</u>
Under \$3,000	33	12.1	17.6
\$3,000-\$5,000	78	28.6	18.9
\$6,000-\$7,999	61	22.3	12.8
\$8,000-\$9,999	28	10.3	10.4
\$10,000-\$14,999	47	16.9	19.8
Over \$15,000	27	9.8	20.6
Total:	<u>273</u>	<u>100.0</u>	<u>100.0</u>

*Income distribution in 1973, Manual Estimates; Konus, D., et. al.

Source: "Austin Study"

Over 60 percent of the visitors indicated annual family incomes of \$7,999.00 or less. This compared with 49.3 percent for the Manitoba population as a whole. The most common income grouping was \$3,000.00 to \$5,999.00 with 29 percent of parties recording this level.

80 percent of the visitors to the Reunion indicated that the Reunion was the main reason for their visit to the Austin area. Only 4 percent were stopping off on a trip to another destination, and 6 percent were there primarily because they were visiting friends or relatives.

For the vast majority of the visitors to the Reunion, the trip to Austin was only for one day from their place of residence (74%). In total, only about one-quarter of all of the visitors were on a trip away from home for one or more nights.

Visitors from outside Manitoba were staying overnight or longer away from home for the most part. Only 16 percent of Manitobans were on an overnight trip. The Reunion generates something in the order of 4,500 overnight trips with nearly half of these originating outside of Manitoba. This estimate was based on the 62,000 estimated visits and the average party size.

The average length of overnight stay while visiting the Reunion for visitors away from home overnight or longer was 2.8 nights. Over 90 percent of the overnight visitors stayed 1 to 4 nights while facilities used were in the general area with many using the campground facilities on the site.

Table 21: Location of Overnight Visitors' Accommodations
(N = 1000)

<u>General Location</u>	<u>No. of Parties</u>	<u>Percent</u>	<u>Estimated Number of Party Nights</u>
Austin	179	69.4	3,082
Portage la Prairie	13	5.0	222
McGregor	10	3.9	173
Winnipeg	9	3.5	155
Brandon	9	3.5	155
Holland	4	1.5	67
Gladstone	3	1.2	53
Other Manitoba Locations	31	12.0	533
Total:	258	100.0	4,440

Source: "Austin Study"

Portage la Prairie, McGregor, Winnipeg, and Brandon are the locations of another 16 percent of the overnight accommodations. The map on the following page outlines the overnight impact area created by the four-day event.

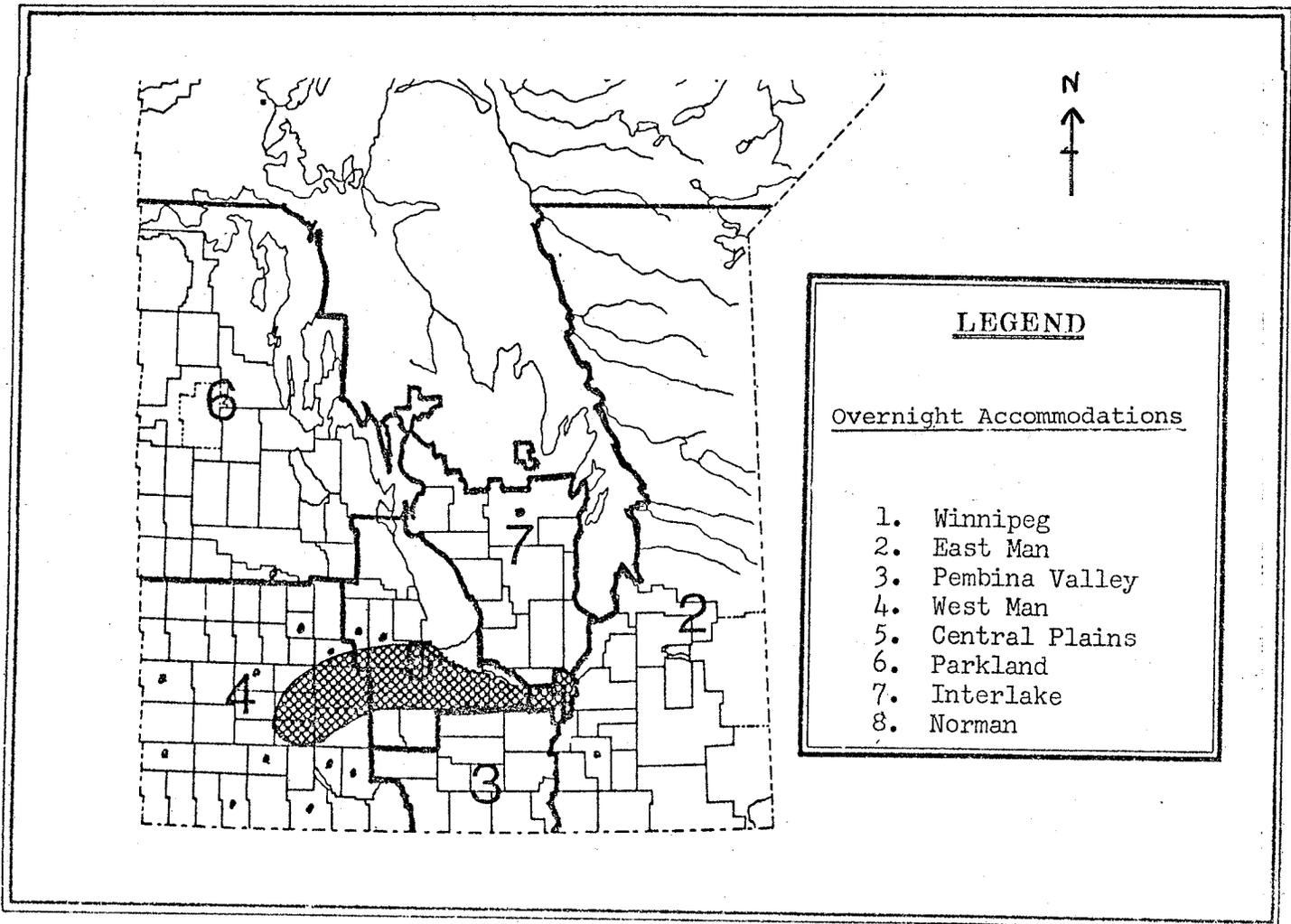
Economic Impact

The gross revenue has seen a substantial growth since 1961 but has not been necessarily constant in terms of percent growth. The "percent change in gross revenue" column seems to indicate two growth trends. First, from 1961 to 1970 an average growth trend of 10 percent has occurred, but this can be readily affected by weather conditions such as was the case in 1973. Second is the growth trend experienced from 1971 to 1973. This growth can be explained by two factors "a" the continual growth of 10 percent per annum plus the beginning of a hard advertising campaign started and continued since 1971.

Table 22: Gross Revenue and Net Profits

<u>Year</u>	<u>Gross Revenue</u>	<u>Net Profit</u>	<u>Profit at Percent of Gross Revenue</u>	<u>Percent Change of Gross Revenue</u>
1961	\$ 9,008.38	\$ 6,363.70	70.64	
1962	13,335.36	7,420.06	55.64	+48.03
1963	10,924.95	4,713.73	43.14	-18.08
1964	15,533.25	5,841.99	37.60	+42.18
1965	19,796.00	10,612.73	53.61	+27.44
1966	19,500.00	11,524.06	59.09	- 1.49
1967	22,927.66	16,681.18	72.75	+17.57
1968	25,816.29	13,787.01	53.40	+12.60
1969	22,513.85	9,305.75	41.33	-12.79
1970	20,616.07	9,480.19	45.98	- 8.43
1971	36,970.10	16,932.61	45.80	+79.32
1972	60,127.43	30,285.34	50.36	+62.64
1973	48,296.32			-19.68

Source: "Austin Study"

Map 3. Overnight Accommodations: Austin Area

The shaded area represents the impact area of overnight visitors to the Manitoba Threshermen's Reunion and Stampede. Approximately 85 percent of the overnight visitors took some form of accommodation in this area.

The remaining 15 percent of overnight visitors took up accommodation in other locations, as indicated by the black dots.

The "profit at percent of gross revenue" column shows an average 60 percent profit over revenue collected. Although the mean is 60 percent the highest frequency usually falls between the 45-50 percent level. These high percent profit levels are highly attributed to voluntary help.

The program of advertising that is carried on for the Reunion covers approximately a 500-mile radius (see map on following page). The type of advertising varies according to potential market population areas.

The following table indicates the nature and media areas advertised in 1973.

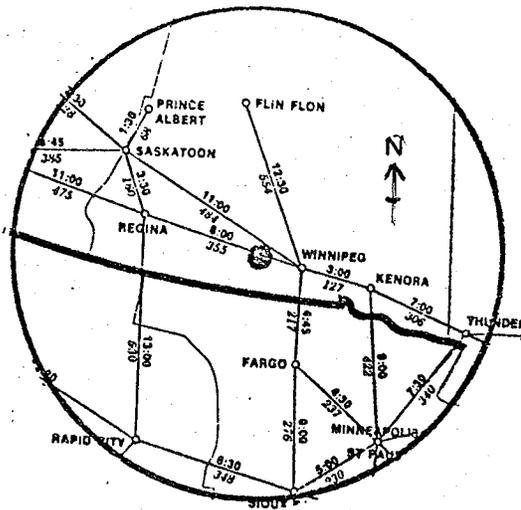
Table 23: Media Advertising (1973)
Type of Media Used

<u>Location</u>	<u>Newspaper</u>	<u>Television</u>	<u>Radio</u>	<u>Distance from Event</u>
Winnipeg	Winnipeg Tribune Winnipeg Free Press	Channel 6	CKRC CKY	85
Portage la Prairie			CFRY	30
Brandon	Brandon Sun	CKX	CKX	46
Carberry	News Express			20
McGregor	McGregor Herald			9
Altona			CFAM	125
Arcola, Sask.	Star Standard			160
Yorkton		CKOS		172
Fargo, ND		Channel 12	KF60	250

Source: "Austin Study"

In addition to the media, the event is advertised in the Events Magazine and the Visitors Guide. Placemat advertising is also carried on in prominent Winnipeg establishments. In 1970, \$2,628.72 was spent on advertising and by 1973 this amount had jumped to \$4,000.00. Advertising

Map 4. Average Driving Time and Distance



⊗ Location on the
Manitoba Threshermen's
Reunion and Stampede;
Austin, Manitoba.

**AVERAGE DRIVING TIME
AND DISTANCE**

The above map indicates the potential market area that the Manitoba Threshermen's Reunion and Stampede covers through their advertising campaign. Also included is the driving time and distance.

of this scope and nature transmits the event to many parts of the Province and to neighbouring areas contributing notably to the non-local visitor response.

Over 450 persons volunteer their time and services during the four days of the Reunion. Many of these are local residents, but residents from outside the area are also included in this group. Besides the volunteer workers, there are 10 full-time employees of the Manitoba Agricultural Museum working on the event both during and prior to it. Various booths are operated by organizations who volunteer their services in an effort to raise moneys for their groups. There is also the indirect employment created for the surrounding region by the visitors who require goods and services while visiting.

The visitors were asked to indicate their approximate total expenditures while visiting the Reunion. For the most part, these were incurred on the grounds and in the general area. An unknown portion would be spent by overnight visitors on accommodation and meals at the location of their overnight facilities.

Table 24: Expenditure per Party (N = 321)

<u>Expenditure</u>	<u>Number of Parties</u>	<u>Percent</u>
Under \$5.00	21	6.7
\$5.00-\$10.00	57	18.1
\$11.00-\$20.00	126	40.0
\$21.00-\$50.00	88	27.9
\$51.00-\$100.00	15	4.8
\$101.00-\$200.00	7	2.2
Over \$200.00	1	0.3
Total:	<u>315</u>	<u>100.0</u>

Source: "Austin Study"

The 1973 attendance at the Reunion was estimated at 62,000 persons, down by some 10,000 persons from 1972 due to poor weather, but still an impressive figure. Attendance figures such as these are best described not as "persons" with the implication of all different people, but rather as visits or better still visitor days since the count is based on a four-day event and no attempt is made to reduce the figure for double counting the same people attending on different days.

My report assumed that the visitors who attended as a one-day outing from home (73.5%) attended for one day only and that those attending as part of an overnight trip from home attended on as many days as their average length of trip overnight stay for the event.

The attendance figure has been adjusted in this way to reduce double counting the same people and consequently inflating total expenditures. The adjusted attendance for this purpose is estimated to be 51,400 persons or some 13,900 parties. At an average expenditure of \$25.22 per party per visit, the total spending by visitors to the event was approximately \$351,000.00. Of this amount, nearly 14 percent becomes direct income to the Reunion operators in gate and grandstand receipts.

The distribution of visitors by origin is used to determine the origin of this spending. Approximately \$69,000.00 is spent by visitors to the event from outside the Province and this contributes significantly to the economy of the town and the region.

The social impact or significance of the Reunion is difficult to measure. From tabulated statistics it is evident that the Reunion is a family or group attraction. Approximately 70 percent of the respondents were in a group of three or more people. Although the majority of these visitors were

from Manitoba, close to 20 percent were from out of Province (15%), or from the United States (5%).

The event had particular appeal to farmers and retired people. It was interesting to note that close to 16 percent of the people who took in the Reunion were retired.

Some social impacts are difficult to record directly from economic or statistical data. As an observer I could not help but get caught up in the community spirit that makes the event so successful. The volunteer involvement and cooperation acts as a cohesive force combining the local community into a solid working group. Through these efforts a sense of pride and belonging is reflected in the eyes of many of the participants as they relive days gone by. The Reunion is a time when friends and relatives, young and old, gather to renew acquaintances.

Although the social significance of the Reunion might be difficult to evaluate, there is little doubt that it is one of the vital forces in this community's stability.

One might contemplate that if Austin can benefit so much both economically and socially why has it not expanded the Threshermen's Reunion into something more than a four-day event. As previously mentioned in this thesis, the future of tourism and recreation will certainly be that of continuous growth. If Austin is to attract its share of the tourist dollar, then it will have to do something more than to just attract tourists and recreationists on a short-term basis.

There is no doubt that Austin is attractive to visitors during the Reunion and sees a good frequency of visits during non-Reunion times. The Threshermen's Reunion is an overwhelming success and should continue

to be so. Development of a permanent attraction along with what is presently offered could enhance its attraction not only as a tourist site but also as a peaceful and attractive resort area.

The present museum site which is a provincial government responsibility already has the beginnings of what could be developed into a year-round tourist attraction of considerable merit. The area, while it lacks certain resources, is not without amenities.

Austin is located not far from Highway Number One, and with the proper promotion and adequate services would attract many of the thousands of tourists and recreationists that presently pass through the area to other more favourable destinations. While certain water-related resources are generally lacking in the area, adequate government investment could offset this. Upgrading of present campground facilities with the addition of showers and a service store are of a certain necessity and would benefit the general tourist and recreation industry in this Province as this area of the TransCanada Highway is certainly lacking.

The present basis for the historical site could be developed so that it would provide visitors not only with the Threshermen's Reunion each year but with an ongoing exhibition of life as it was lived by Manitoba's early settlers. Government incentives could help to develop a frontier farm where visitors could be treated daily to various types of farm life. Such facilities would also give more meaning to the present structures and historical artifacts.

As with our studies of Dauphin and Morris, the general population of the area would benefit more by a year-round tourist attraction as it

not only provide jobs and employment all year, but the value of the constant tourist dollar would have a more effective bearing on the region's economy.

CHAPTER 6

VICTORIA BEACH

In this section of my thesis I have chosen Victoria Beach as an example of an area which fully utilizes its natural environment to attract tourists and recreationists on a much more permanent basis than do Dauphin, Morris, and Austin. This year-round attraction has proven to be a much more beneficial asset to the residents of the community than a three or a four-day festival, both economically and socially.

In our study of this particular region, we will endeavour to point out several points previously discussed in an attempt to relate to the major point of this thesis: that Victoria Beach is a prime example of how an area can benefit more by structuring its efforts to attract tourists and recreationists on a broader basis.

We shall be looking at how Victoria Beach pulls in or attracts tourists and recreationists not only from the larger urban areas of Manitoba but also from many parts of Canada and the United States. Tourists bring in a fresh supply of money to an area and along with the economic multiplier this new capital greatly affects the standard of living of the community. This section shall also point out the value to an area of a greater degree of permanence of jobs created by the tourist and recreation industry. With the future offering more time for people to enjoy their leisure time,

attractions such as Victoria Beach that have a year-round draw will benefit to a greater extent from the tourist and recreation industry than do areas that rely on shorter-term attractions.

The community of Victoria Beach, which traditionally has been a quiet summer resort area in south-eastern Manitoba, is slowly but certainly developing into a tourist and recreation attraction par excellence and is proving to be an area that is extremely attractive to local, year-round residents, and to those who enjoy its rustic setting during the more pleasurable months, the cottage owners.

Situated on a peninsula, once known as Little Elk Island, Victoria Beach is located where Highway 59, a hard-surfaced, all-weather highway ends approximately 120 kilometers from metropolitan Winnipeg. The entire area is located in the area designated as Township 20 N., Range 7 E, P.M., which encompasses three-quarters of the island known as Elk Island and all of that peninsula known as Victoria Beach.

Pierre de la Verendrye, one of Canada's well-known seventeenth century explorers, a fur trader and an entrepreneur, camped on its beautiful sandy beaches as he journeyed west in 1731 to the confluence of the Red River and the Assiniboine River. La Verendrye called the peninsula Isle a la Biche and it was to remain a safe harbor for decades to come for voyageurs travelling East with furs or West with articles to trade. The Indian trails of the peninsula that became the traders' and the explorers' trails, and the early settlers' routes of travel, are today's paths and roadways for the many residents of the small beach community.

About 50 years after La Verendrye's first visit, Victoria Beach received its first permanent settlement. In 1880, Henry and James Hampton,

descendants of United Empire Loyalists, became the beach's first permanent settlers.

In 1885, Isodore Lacole took up permanent residence, and so goes the human history of the area.

The main occupations of these early settlers involved the utility of the area's resource base which was fishing. Their catches were transported to West Selkirk, then a flourishing and prosperous distribution centre soon to be deprived of its primacy by a railroad deal which would favour Winnipeg, where they were sold to a firm called Ewing and Fryer, fish wholesalers.

Surveying began in 1885. The beach area, besides having a plentiful fresh water supply, had an abundant supply of prime cutting trees which included spruce, poplar, birch, jackpine, juniper, and balsam. Marshes and muskeg provided an excellent breeding ground for large populations of geese and waterfowl. The soil, settlers were soon to discover, was of limited use for most agricultural endeavours.

In 1897, Charles W. N. Kennedy purchased part of the lush peninsula from the Dominion Government with the contention of establishing a summer resort in the area. Further land purchases on the peninsula and control of future possible access to the area other than by water ensured his control of the area's tourist development. By 1908, the first cabins were constructed for summer vacations, and the Federal Government built a pier for commercial fishermen.

Further purchases of land on the peninsula led to Kennedy and his associates becoming incorporated in 1913, and they were now the "Victoria Beach Investment Company Limited." Lots in the area went on sale mainly

to Kennedy friends in Winnipeg and mainly to people of British ancestry, a purely selective process.

All properties sold by the Company had caveats restricting the owners as to what their cottage size would have to be and limiting their commercial enterprise. Kennedy's idea was to establish a British type, county village setting.

The Company negotiated with the Canadian Northern Railway to construct a railway to the peninsula and despite the limited number of cottagers and vacationers for that type of an enterprise, were successful. The first train arrived at Victoria Beach in September of 1916. In that same year, the Company built the luxurious Pinehurst Inn, a hotel to accommodate these early vacationers.

In 1919, the Rural Municipality of Victoria Beach was formed and a council was elected. Kennedy was voted in as the area's first reeve. Lots were assessed at three-quarters of their market value, which was then approximately \$1,000.00.

In 1921, because of the need for recreational facilities for the growing number of summer residents, the Victoria Beach Club was organized; and four years later, in 1925, the summer community had built and paid for a new club house. It was built, of course, on land leased to the Victoria Beach Company.

In 1921 alone, over 100 cottages were built in the area, and the resort's popularity grew rapidly. The Beach Company had control over all of the business establishments, and it discouraged any entrepreneurial endeavours by anyone other than itself.

In 1933, through negotiations with the Provincial Government, the Rural Municipality of Victoria Beach council passed a by-law which granted the municipality control over traffic within the beach area. Summer residents voiced concerns over the possibility of a provincial road being built and felt strongly against this type of modern facility because they felt it would bring to the resort area transients and vehicles which would destroy the beach's unique setting.

During the 1930's and the 1940's, the area saw a growth of both summer residents and permanent residents. These two groups had conflicting interests in many cases. One such case involved the construction of the previously mentioned all-weather road into the beach area. The summer residents felt strongly against such a transportation system because they felt it would undermine the exclusive nature of their summer abode. The permanent residents were in no position to remain isolated. A road to them to the outside markets and services was of the utmost necessity. It would enhance the accessibility of supplies and services and reduce their dependence on the Company and the summer residents for their livelihood. One resident of the Beach today, a son of one of the area's first homesteaders and a personal friend of mine, once related that "the difficulties his family had encountered with childbirths and the limited treatment available to the sick and the elderly" because they were dependent on transportation to the "outside" by rail. Many summer residents sought not to see that a train once a week, during the summer, hardly was enough to bring the local population into the twentieth century.

The post-war years saw the little community thrive and grow and new industry was appearing in small pockets. The mink ranching that

was established in the 1930's was now an important resource of the area, the mink feeding on the coarse fish that the commercial fishermen could not sell.

In 1954, the local residents were successful in persuading the Provincial Government, through their municipal council, to build this much-needed road to Victoria Beach. The summer residents were appeased when council agreed to control traffic into the beach area, allowing in only those service vehicles that were essential to the cottage owners. A parking lot was built to accommodate the traffic that would come in from Winnipeg and the surrounding area, and drivers and their passengers were taxied to their cottages for a slight remuneration. This restriction was only to be upheld during the summer months. The paved highway was completed in 1957.

By 1958, electric power had come to the area, again despite the many protests of cottage owners who wanted to preserve the rustic nature. As more and more cottage owners chose to drive to the area, the Canadian National Railway, who were now operating the railroad to the beach, found the line to be uneconomical and in 1962, the railway pulled its last train from the area.

In 1967, the Beach Company sold all of its interests to the municipality.

Weather-wise, Victoria Beach is a nice place to be in Manitoba during the summer months. It enjoys an average July temperature of 66 degrees Fahrenheit, and is ideally suited for summer recreation. Its 120 frost-free days are more than many more southerly regions get. The thick vegetation found in the area is largely due to the fact that May, June, and July, the growth months, receive about 8 inches of precipitation. Snow in the thick

bush takes longer to melt, and almost half of the precipitation is received in the spring months.

Today Victoria Beach is a thriving summer community and a growing year-round rural village. According to the 1976 Census, the Rural Municipality of Victoria Beach has a permanent population of some 200 people. During the peak summer months, with the mass migration of summer residents, visitors and servicemen, this population swells to over 3,000 inhabitants, all of whom by spending their tourist and recreationist dollars make this particular industry Victoria Beach's main source of income.

It is difficult to estimate accurately the amount of money each visitor to the area spends in the area because much of the basic needs of the tourists and recreationists are imported from the larger Winnipeg area. Yet, if we compare the expenditures of tourists and recreationists to the festivals at Dauphin, Morris, and Austin, the actual inflow of tourist dollars into the community is overwhelming. When one considers the economic multiplier benefits, tourism and recreation in Victoria Beach becomes an even greater economic entity. While no actual studies on the economic impact of tourism and recreation have been conducted for the area, the heavy reliance of such a large number of the permanent residents of Victoria Beach on tourism and recreation as their main source of income is self-revealing.

The summer and year-round residents provide a strong tax base for the community. Nearly \$345,000.00 in property tax is collected annually from summer and permanent residents. Victoria Beach, because of the year-round nature of its endeavour to attract tourists and

recreationists, has become a thriving and profitable community. A good indicator of the success of the industry would be the fact that this year the municipality was able to reduce the mill rate quite substantially, something few other rural or urban governments in the Province have been able to accomplish.

Besides fishing and mink ranching, there are various other enterprises in the community that give year-round employment to many of the local residents and also to residents of the surrounding community. The area has one store that serves the local needs and which is open throughout the year. It employs three to four persons. During the summer months, a second store serves the needs of summer residents and local residents. Several people are employed during this time, and they are mainly residents of the community.

During the two months of July and August, a bakery shop which employs several of the younger members of the area and which is operated by local residents shows a remarkable profit. A restaurant, also open only for the summer, employs three to four people.

Victoria Beach is one of the few resort localities where the local inhabitants have managed to maintain a dominance in the entrepreneurial life of their community. Many of the local inhabitants, Lebanese in ethnicity, are living up to their ancestral past by becoming the traders and entrepreneurs of the beach. Several have become involved in the cottage industry, developing some of their inherited homestead properties into thriving new subdivisions, contracting out the building of the cottages and roadways to other local inhabitants. Local residents also

serve as the real estate agents of the community. Local contractors build the cottages and service them with water and electricity. The importance of the tourism and recreation industry to the local community of Victoria Beach with regard to permanent, year-round employment is certainly much in evidence.

Constant servicing of existing cottages also provides a great deal of employment. The beach has several year-round, permanent residents who are in the construction and maintenance business. The renovation and upkeep required for the existing structures provides employment for many of the inhabitants of the area. As cottagers turn to using their cottages more and more during the entire year, local contractors find themselves able to maintain their work hours for most of the year. Winterizing cottages and additional constructions due to growing family sizes are only some of the reasons why the local construction business is booming. All of this, of course, provides the permanence of employment that gives the community its healthy economic base.

The municipality's public works department is a large employer of local residents. Several people are employed servicing the municipal public works shop. The maintenance of the boulevards throughout the area and the continual connection and repairs to waterlines also employs several people.

The municipality has one full-time police officer and three part-time police officers employed throughout the year. Several local residents are hired during the summer months to drive taxi cabs and to transport summer residents to their cottages. At the same time, the parking lot requires several attendants to supervise the entry and exit of vehicles

and to collect the parking fees.

Garbage collection is contracted out to local residents and provides employment to three or four people. Several of the local residents are involved in the trucking business and service the community. Local residents are also involved in the installation and cleaning of septic systems, and this provides employment to more of the people.

The municipality hires several people to maintain the roadways during the summer and winter. Local gravel pits provide the gravel and the sand needed for this maintenance and for new construction.

CHAPTER 7

CONCLUSIONS

By establishing itself as a year-round tourist and recreationist community, Victoria Beach is providing its year-round citizens with the means to obtain a local income which other communities in Manitoba could well use. Tourism and recreation has given to the area a permanency and a standard of living far beyond which the area would have reached without the advantage of the tourism and recreation industry.

As our population becomes more limited as to the distances it can travel for tourism and recreation, areas nearer to the larger urban areas will become more attractive. As summer becomes less of a main season for tourism and recreation and as more and more people start to develop their recreational habits to encompass the shoulder and winter seasons, areas like Victoria Beach will show even a greater degree of economic prosperity.

Other areas of Manitoba and even Canada should look at Victoria Beach as an example of how an area which would normally not be able to provide a level of economic development beyond some kind of sedentary lifestyle to its permanent residents, can, by utilizing its land and its human resource, develop for itself an attractive situation. Tourism and recreation, at least in Victoria Beach, is making it possible for its residents to live at a much higher standard of living than might otherwise be so.

If we then can agree to this being so, why did it happen at this particular resort area, and not at some of the other areas already discussed in this paper; namely, Dauphin, Morris, and Austin? Was it because of the land resource, or was it perhaps due to the people who live in the communities?

Perhaps it was neither. Perhaps it was both. It may be that other elements are involved. Dauphin certainly has the equivalent of Victoria Beach's excellent water resource with Lake Dauphin. Lake Dauphin could be developed into a very attractive year-round summer resort area rather than what it is now: a resort area of some question that attracts mainly residents of the area. Although this beautiful beach area is only a few kilometers from the actual town of Dauphin, it has not reached its full utility. Neither has the attraction of the Ukrainian National Festival during its three to four-day venture each year.

Certainly Dauphin and its outlying area is a farming oriented area, but there is nothing wrong with diversity. This author can envisage the same kind of tourism and recreational endeavours as happen in Victoria Beach happening in Dauphin. Many areas, not only in Manitoba, but also in Canada and the world, do not build and create for the short-term, but rather for the long-term. In Hawaii, for example, one has only to visit the Polynesian Cultural Centre to feel some kind of embarrassment for what we do here locally. The Polynesian Cultural Centre employs several hundred people, many of them students at the Mormon College, during the entire year to re-enact the Island's Polynesian history. Their cultural center does not rely on a few days to attract visitors and to trap a few

tourist and recreationist dollars. While Dauphin is not the attraction that Hawaii is, it does have certain potential.

Dauphin could do the same with its rich cultural diversity and with its good resource base and citizenry. Steinbach's Mennonite Museum bears this out as it is a proven year-round attraction to thousands of visitors. Why could Dauphin not create an attraction that would attract tourists and recreationists all of the year rather than only for those few days? It would not take too much capital to create an agricultural museum and facilities are already available for entertainment.

People who travel, tourists and recreationists, like to do things and see things. Such an exhibition, year-round, would allow this. A three or four-day festival could still be the main focal point, but a continuous type of attraction would bring in the tourists and recreationists and, of course, their tourist dollars.

Tourists and recreationists need places to stay overnight. Certainly the in-town park does not provide this; but Lake Dauphin, just outside of town, does. Like Victoria Beach, the Town of Dauphin could provide additional jobs and bring in fresh dollars to their community by further developing its tourist and recreationist infrastructure. Certainly, agriculture alone cannot do this.

Morris and Austin also fall into this same category of inefficient land utility and improper development of their tourist and recreation industry. They are truly not using their resource base properly. Morris has the recreational site at St. Malo, also only a short distance away, that could be developed into an attractive beach resort community for tourists and for recreationists. Campers could be encouraged to move here when local

sites at Morris were not available. Morris could develop its rodeo and agricultural show into a more permanent exhibit rather than just for a few days. Crowds would certainly not equal those on Stampede days, but a greater amount of permanency and consistency would attract a year-round clientele and give year-round employment to many who might just otherwise work for a few weeks.

Austin's Agricultural Museum is an attraction in itself and could be used as a solid base for some kind of more permanent year-round attraction. The availability of land near the present site would allow for expansion. The present campgrounds are not adequate. While Austin does not have the natural attributes of Victoria Beach, modern technology and hard cash provided for by the Provincial Government could enrich the area's tourism and recreation potential. Austin's proximity to Manitoba's main tourist and recreationist routes is certainly an advantage which it holds over the other areas discussed but which it is not utilizing.

Spruce Woods Provincial Park, close to Austin, could easily serve as an excellent area for overnight visitors to Austin which its facilities could not service.

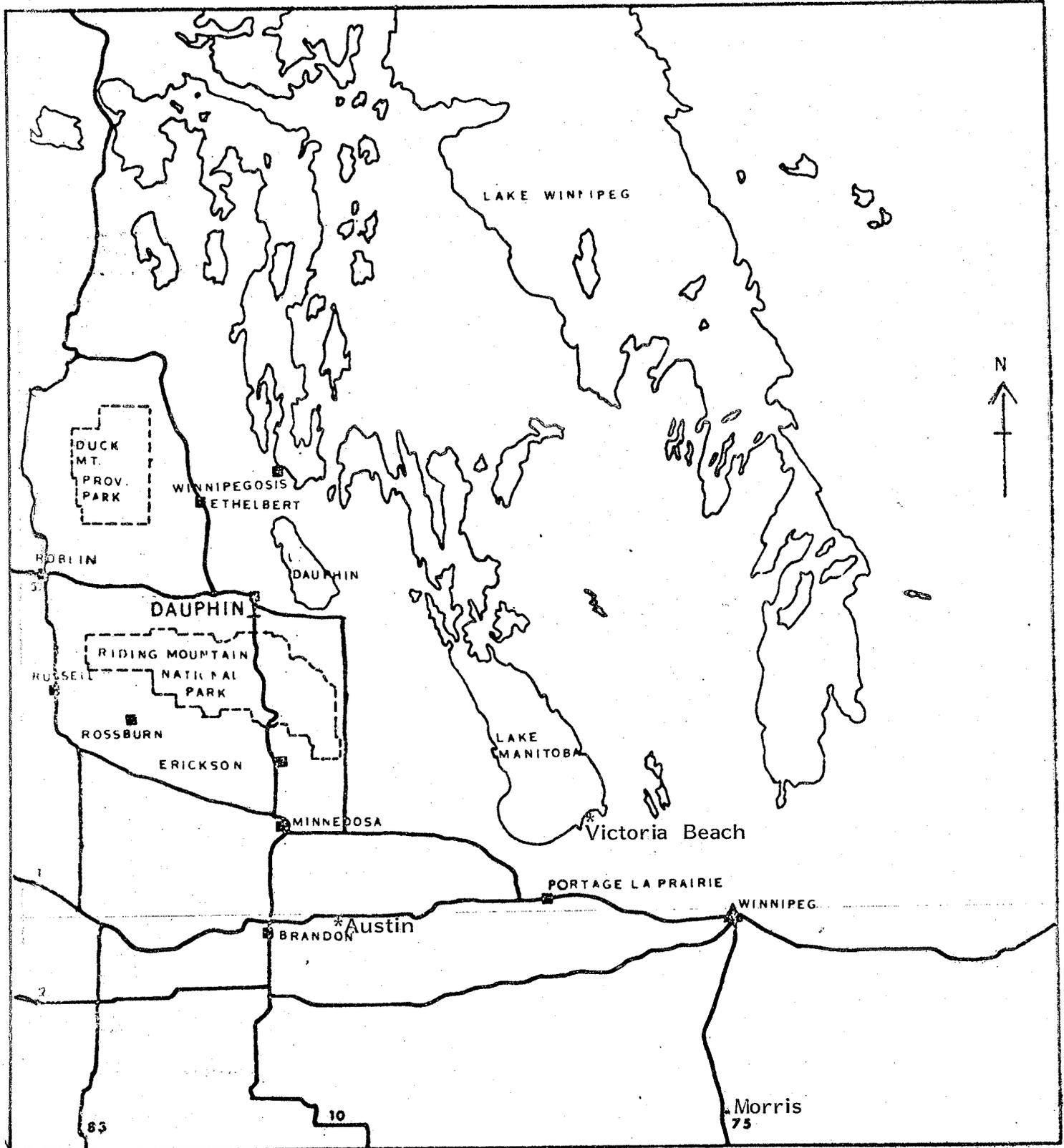
What one really wonders about is why do places like Dauphin, Austin, and Morris rely mostly on a short-term attraction to bring tourists and recreationists to their areas? The answer lies possibly in the fact that perhaps they may not yet have developed the needs that residents of Victoria Beach have found themselves with. Certainly as an observer at these well-established but short-term attractions I was able to see the magic of their festivals, the curiosity of the newcomers, the pride of

the performers, and the spirit of what I call Manitoba's strength: its people.

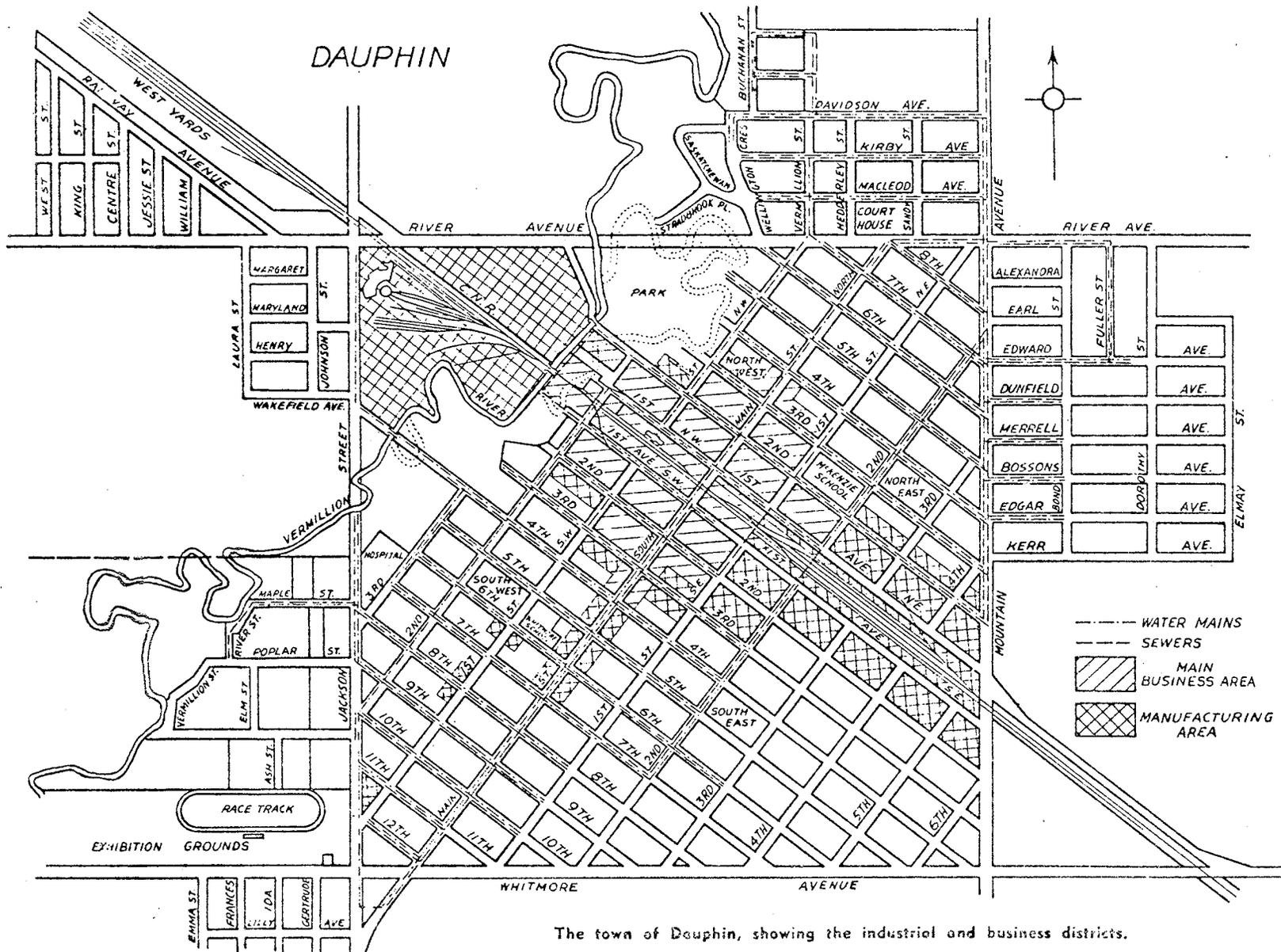
This thesis is not intended to downgrade or disapprove of the three short-term tourist and recreational endeavours that these areas hold each year. One has only to look at what Victoria Beach has done as an enterprising community to see what could be done in these other areas. It is not the suggestion, then, of this thesis that Dauphin, Austin, and Morris drop their already well-established festivals but only that they consider the quickly growing potential of a year-round tourist and recreation attraction so that the residents of these communities can use their land utility and people resource to further enhance and provide themselves with that quality of life which we all deserve but which so few attain and which is already so much an accepted part of the Victoria Beach lifestyle.

MAPS AND FIGURES

MAP 5. Location of Study Areas.



App. 1: 2 000 000



The town of Dauphin, showing the industrial and business districts.

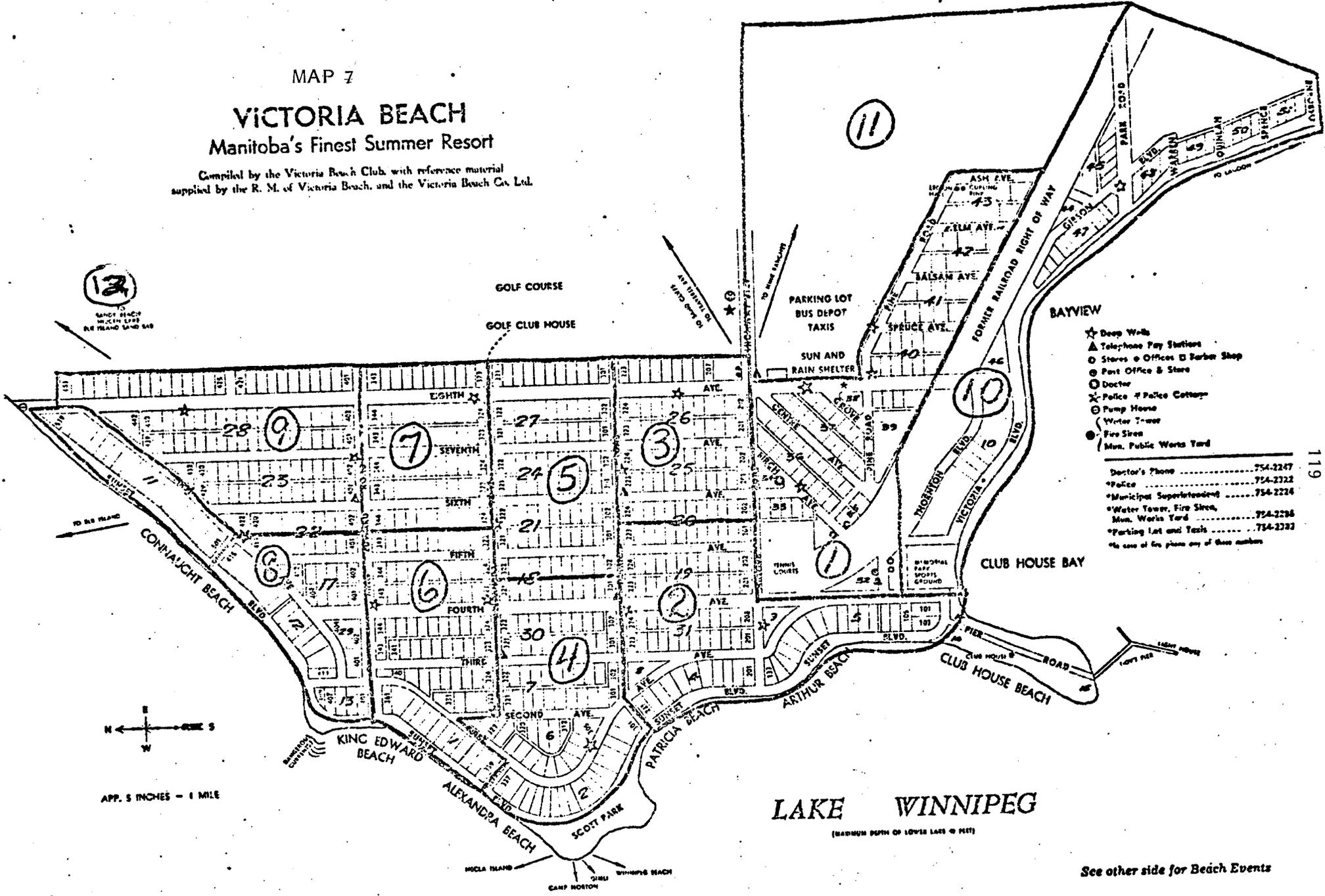
MAP 6. The Town of Dauphin.

MAP 7

VICTORIA BEACH

Manitoba's Finest Summer Resort

Compiled by the Victoria Beach Club, with reference material supplied by the R. M. of Victoria Beach, and the Victoria Beach Co. Ltd.



- ★ Deep Wells
 - ▲ Telephone Pay Stations
 - Stores & Offices □ Barber Shop
 - ⊙ Post Office & Store
 - ⊙ Doctor
 - ⊙ Police & Police Station
 - ⊙ Pump House
 - ⊙ Water Tower
 - Fire Siren
 - ⊙ Mun. Public Works Yard
- | | |
|--|----------|
| Doctor's Phone | 754-2247 |
| Police | 754-2222 |
| Municipal Superintendent | 754-2224 |
| Water Tower, Fire Siren, Mun. Works Yard | 754-2298 |
| Parking Lot and Taxis | 754-2292 |
- *In case of fire, please any of these numbers

APP. 5 INCHES = 1 MILE

LAKE WINNIPEG
(MAXIMUM DEPTH OF LOWER LAKE 10 FEET)

See other side for Beach Events

Appendix 1

Province of Manitoba

Department of Tourism, Recreation & Cultural Affairs
Research and Planning Branch43 Legislative Building
Winnipeg, Manitoba
R3C 0V8

April 21, 1972.

Dear Sir:

The Department of Tourism, Recreation and Cultural Affairs is studying the economic impact of CANADA'S NATIONAL UKRAINIAN FESTIVAL UPON THE TOWN OF DAUPHIN AND ITS NEIGHBOURING AREA. We are anxious that the study be successful and we are sure that you will share our interests.

The objectives that have been set out for the study are as follows:

- 1) To determine the numbers and the characteristics of visitors to the Dauphin area during the C.N.U.F. and to compare this with another period of time of similar duration during the tourist season so as to determine the effect of the C.N.U.F. in attracting tourists to the area.
- 2) To determine tourist spending during the C.N.U.F. and to compare this with another period of time of similar duration during the tourist season so as to determine the effect of the C.N.U.F. in attracting tourists to the area.
- 3) To determine the actual economic impact of tourist spending that the C.N.U.F. has on the town of Dauphin and the neighbouring area.

-2-

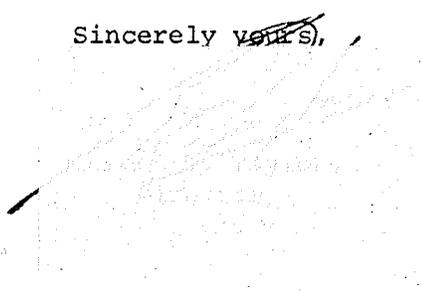
As you can see, one of the important parts of the study is the impact of tourist spending on the community. Consequently it is necessary that we seek your co-operation in supplying us with certain details of your business operation. You may be sure that any information that you make available will be kept confidential. Please note that no names are required on the business survey form.

The information that we require is your total volume of sales for the four day period of July 27 to July 30 and your total volume of sales for the four day period of the C.N.U.F. of August 3 to August 6.

The information should be recorded on the attached form and it should be returned to the undersigned as soon as possible after August 6th.

Thank you for your co-operation.

Sincerely yours,



Enc.



DAUPHIN VISITOR'S SURVEY

Dear Visitors:

Welcome to the Canadian National Ukrainian Festival.

We would appreciate your co-operation in filling out the following questionnaire. Your answers to these questions will assist us greatly in being able to better serve future visitors to the Dauphin area.

Please do not fill out the questionnaire until you are ready to leave Dauphin. A pre-stamped, self-addressed envelope has been provided for your convenience in returning this information.

We look forward to receiving your reply. Have a safe and pleasant journey.

Yours sincerely,

Gordon D. Taylor, Director.

DAUPHIN VISITOR'S SURVEY

Date _____

1. Where is your present home?

_____ Province or State
Nearest town or city

2. What was your main reason for visiting Dauphin?

- 1) National Ukrainian Festival
- 2) Visiting Friends and Relatives
- 3) A Stopover Enroute
- 4) Other _____
(Specify)

3. Which of the following best describes you or your group?

- a) One person alone
- b) One family with children
- c) Two families with children
- d) Organized group (troop, team, club, etc.)
- e) One couple only
- f) Two or more couples
- g) Group of friends
- h) Other _____
(Specify)

4. Please write in the ages of the members of your group in the spaces to the right

AGES-MALE				AGES-FEMALE			

5. Is this your first trip to the Dauphin area? Yes No

6. If no, when did you last visit Dauphin? Month _____ Year _____

7. Did you or your group stay in Dauphin overnight?

- Yes - Number of nights _____
- No

8. Please check the accommodation you and your party used while in the Dauphin area?

- a) Hotel
- b) Motel
- c) Friends and Relatives
- d) Campgrounds
- e) Other _____
(Specify)

9. What is the occupation of the "head of the party"?

_____ (Write in, please be specific)

10. Please estimate the expenditures made by your party in Dauphin during your stay.

- a) Park entrance and camping fees
- b) Accommodation other than camping
- c) Restaurants
- d) Grocery items
- e) Transportation (gasoline, etc.)
- f) Retail stores (all types excluding grocery stores)
- g) Amusement, recreation entertainment, etc.
- h) Other

Appendix 3QUESTIONNAIRE-BUSINESS SURVEYConfidential

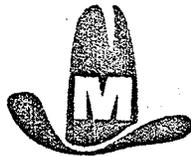
- 1) Total revenue for your business concern during the period of July 27 to July 30. \$ _____
- 2) Total revenue for your business concern during the period of August 3 to August 6. \$ _____
- 3) Check the group which best describes your type of business.
- a) ___ Restaurants and drive-ins
 - b) ___ Grocery, bakery and confectionery
 - c) ___ Hardware and sporting goods
 - d) ___ Clothing and fur goods
 - e) ___ Drug stores, gift shops, general stores
 - f) ___ Dry cleaning, laundry, laundromat
 - g) ___ Motels, hotels
 - h) ___ Automobile

When completed please return to:

Director
Research and Planning Branch
Dept. of Tourism, Recreation and
Cultural Affairs
Winnipeg, Manitoba
R3C 0V8

MANITOBA STAMPEDE VISITOR'S SURVEY

DEPARTMENT OF TOURISM,
RECREATION AND CULTURAL
AFFAIRS RESEARCH
AND PLANNING BRANCH



Dear Visitor,

Welcome to the Morris area and the Manitoba Stampede.

We would appreciate your co-operation in filling out the following questionnaire. Your answers to these questions will assist us in being better able to serve future visitors to the Morris area and the stampede.

Please do not fill out the questionnaire until you are ready to leave the Morris area. A pre-stamped, self-addressed envelope has been provided for your convenience in returning this information.

We look forward to receiving your reply. Have a good and a pleasant journey.

Yours sincerely,
N. Nixon, Director.

MAIL BACK QUESTIONNAIRE

1

ARE YOU RETURNING TO THE STAMPEDE TODAY? YES
 NO.

2

WHERE IS YOUR PRESENT HOME?

_____ NEAREST TOWN OR CITY _____ PROVINCE OR STATE

IS YOUR VISIT TO THE STAMPEDE PART OF AN OVERNIGHT TRIP AWAY FROM HOME?

YES _____ NUMBER OF NIGHTS
 NO

WHERE ARE YOU STAYING OVERNIGHT WHILE YOU ARE VISITING THE STAMPEDE?

_____ CITY, TOWN, VILLAGE, CAMPGROUND, ETC.

HOW MANY NIGHTS WILL YOU BE STAYING THERE? _____

WHAT TYPE OF ACCOMMODATION ARE YOU USING?

MOTEL CAMPGROUND
 HOTEL OTHER _____
 FRIEND/RELATIVE (SPECIFY)

3

WOULD YOU CARE TO COMPLETE A VISITOR'S SURVEY FORM AND RETURN IT TO US? YES
 NO

MANITOBA STAMPEDE VISITOR'S SURVEY

1. Date: _____ July, 1973.

2. Where is your present home?

NEAREST CITY OR TOWN PROVINCE OR STATE

3. Was your visit to the stampede part of an overnight trip away from home?

- YES --- Number of nights _____
 NO

4. Where did you stay overnight while you were visiting the stampede?

CITY, TOWN, VILLAGE, CAMPGROUND, ETC.

5. How many nights did you stay?

NUMBER OF NIGHTS

6. What type of accommodation did you use?

- Motel Campground
 Hotel Other
 Friend / Relative

(SPECIFY) _____

7. Please mark in the ages of the members of your group.

<p>AGES--- MALE <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>	<p>AGES--- FEMALE <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>
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8. What was your main reason for visiting this area?

- Stampede
 Visiting friends and relatives
 Stopover en route
 Other

(SPECIFY) _____

9. Which of the following best describes your group?

- | | |
|--|--|
| <input type="checkbox"/> One person alone | <input type="checkbox"/> One couple only |
| <input type="checkbox"/> One family with children | <input type="checkbox"/> Two or more couples |
| <input type="checkbox"/> Two families with children | <input type="checkbox"/> Group of friends |
| <input type="checkbox"/> Organized group, (troupe, team, club, etc.) | <input type="checkbox"/> Other |

(SPECIFY) _____

10. What is the occupation of "the head of your party?"

(SPECIFY) _____

11. What amount did your party spend during your visit to the stampede?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> under \$5 | <input type="checkbox"/> \$51 - \$100 |
| <input type="checkbox"/> \$ 5 - \$10 | <input type="checkbox"/> \$101 - \$200 |
| <input type="checkbox"/> \$11 - \$20 | <input type="checkbox"/> Over \$200 |
| <input type="checkbox"/> \$21 - \$50 | |

12. Which category best describes your annual family income?

- | | |
|--|--|
| <input type="checkbox"/> under \$3000 | <input type="checkbox"/> \$8000-\$9999 |
| <input type="checkbox"/> \$3000-\$5999 | <input type="checkbox"/> \$10,000-\$14,999 |
| <input type="checkbox"/> \$6000-\$7999 | <input type="checkbox"/> over \$15,000 |

13. How would you rate the stampede for entertainment quality?

- | | |
|---------------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Satisfactory | <input type="checkbox"/> Poor |

We would appreciate any comments or suggestions from you which will help to improve the services visitors receive when visiting the stampede.

MANITOBA THRESHERMEN'S REUNION AND STAMPEDE VISITOR'S SURVEY

MAIL BACK SURVEY FORM

1. Date: _____ July, 1973.

2. Where is your present home?

NEAREST CITY OR TOWN PROVINCE OR STATE

3. Was your visit to the stampede part of an overnight trip away from home?

- YES ---Number of nights _____
 NO

4. Where did you stay overnight while you were visiting the stampede?

CITY, TOWN, VILLAGE, CAMPGROUND, ETC.

5. How many nights did you stay?

NUMBER OF NIGHTS

6. What type of accommodation did you use?

- Motel Campground
 Hotel Other
 Friend / Relative

(SPECIFY) _____

7. Please mark in the ages of the members of your group.

AGES— MALE	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;"></td></tr> </table>					AGES— FEMALE	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;"></td></tr> </table>				

8. What was your main reason for visiting this area?

- Stampede
 Visiting friends and relatives
 Stopover en route
 Other

(SPECIFY) _____

9. Which of the following best describes your group?

- | | |
|--|--|
| <input type="checkbox"/> One person alone | <input type="checkbox"/> One couple only |
| <input type="checkbox"/> One family with children | <input type="checkbox"/> Two or more couples |
| <input type="checkbox"/> Two families with children | <input type="checkbox"/> Group of friends |
| <input type="checkbox"/> Organized group, (troupe, team, club, etc.) | <input type="checkbox"/> Other |

(SPECIFY) _____

10. What is the occupation of "the head of your party?"

(SPECIFY) _____

11. What amount did your party spend during your visit to the stampede?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> under \$5 | <input type="checkbox"/> \$51 - \$100 |
| <input type="checkbox"/> \$ 5 - \$10 | <input type="checkbox"/> \$101 - \$200 |
| <input type="checkbox"/> \$11 - \$20 | <input type="checkbox"/> Over \$200 |
| <input type="checkbox"/> \$21 - \$50 | |

12. Which category best describes your annual family income?

- | | |
|--|--|
| <input type="checkbox"/> under \$3000 | <input type="checkbox"/> \$8000-\$9999 |
| <input type="checkbox"/> \$3000-\$5999 | <input type="checkbox"/> \$10,000-\$14,999 |
| <input type="checkbox"/> \$6000-\$7999 | <input type="checkbox"/> over \$15,000 |

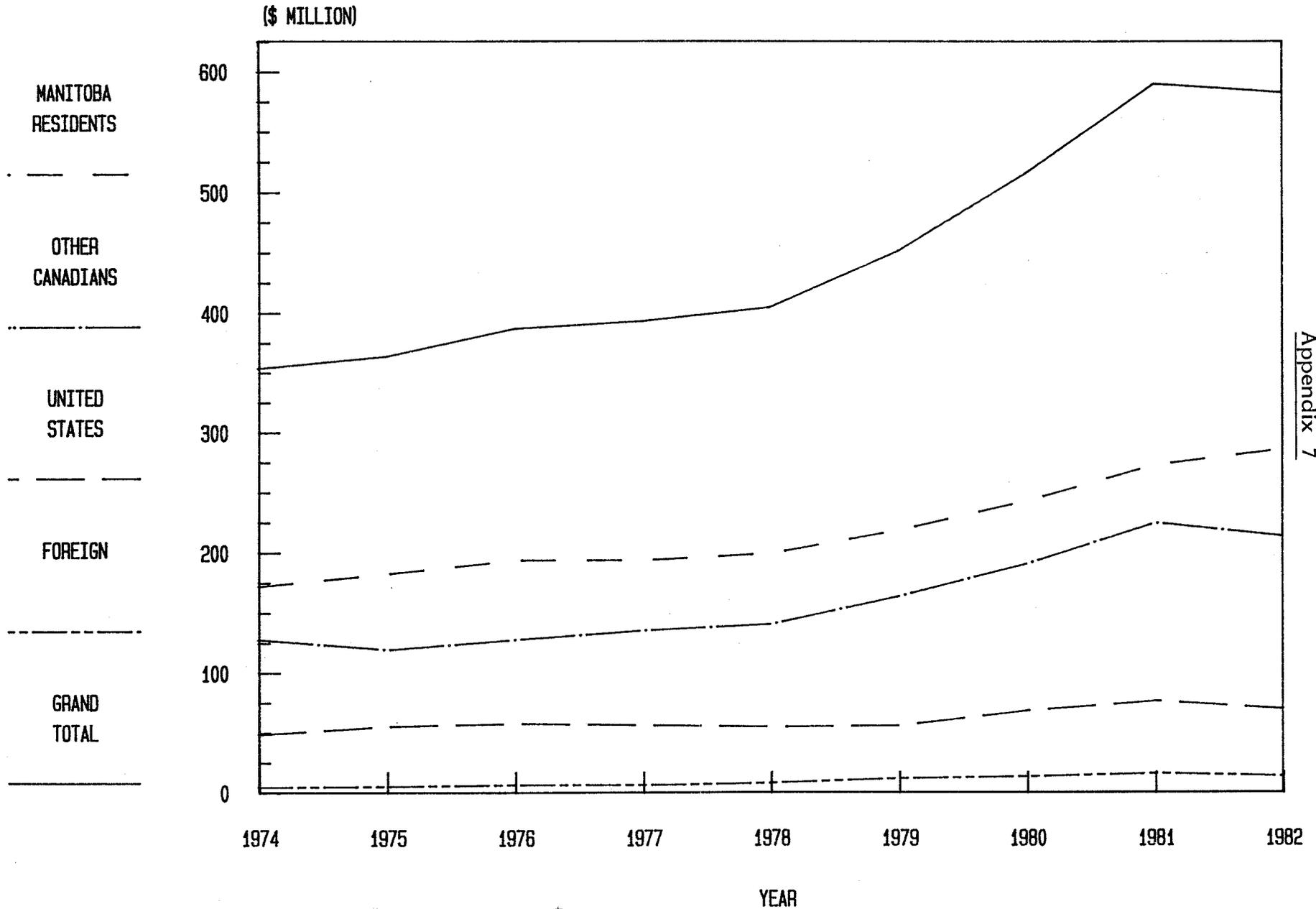
13. How would you rate the stampede for entertainment quality?

- | | |
|---------------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Satisfactory | <input type="checkbox"/> Poor |

We would appreciate any comments or suggestions from you which will help to improve the services visitors receive when visiting the stampede. _____

TRAVEL EXPENDITURES IN MANITOBA

(1980 REVISED SERIES)



Source: Manitoba Department of Tourism

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