

30 *Million* VACATIONS WITH PAY

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This year over 30 million United States wage earners will enjoy vacations with pay. What this great number of persons, with time off for recreation and money with which to enjoy it, will do for travel and recreation—one of our largest and fastest growing businesses—is a matter of considerable conjecture. In 1940 travel and recreation was rated as worth over \$6 billion a year but vacations with pay have grown enormously since then.

The vacation plans of the girl at the next desk or the druggist across the street mean little if taken by themselves but they mean a lot—over \$12 billion—if taken all together.

Who gets this \$12 billion of vacation money and how is it spent? Nearly everybody gets a piece of it. There is scarcely an industry or a corner of our Nation which is not in some degree benefited. About 10 percent is spent in traveling outside the United States and the rest is spent right here at home.

Many estimates have been made as to how the tourist's dollar is divided up. Roughly it goes about like this: 20 cents for gas and oil; 20 cents for food; 20 cents for

lodging; 20 cents for merchandise and 20 cents for entertainment and miscellaneous. No two agree on the exact division but everybody agrees that it is very good business and hopes, with a little advertising, to do better the next year.

Recreation dollars are earned, by and large, in the high-income areas and spent in the low-income areas—the money flows from the city to the country. Also, the recreation dollar gives employment to hundreds of thousands of "little people," those who farm part time or have other seasonal occupations, or retired or handicapped people who conduct tourist homes and roadside stands. In many States the tourist trade helps to bridge the difference between prosperity and low income.

Travel and recreation are big business, and dollars spent in the country quickly flow back to the cities through all channels of trade. Will the flow increase? Undoubtedly, and the \$6 billion of 1940 may easily remain at the present \$12 billion figure if the gross national income remains at its present high level.

The Maine Development Commission (Everett F. Groaton, director) entitles this scene on one of Maine's 2,500 lakes and ponds "End of a Perfect Day."

