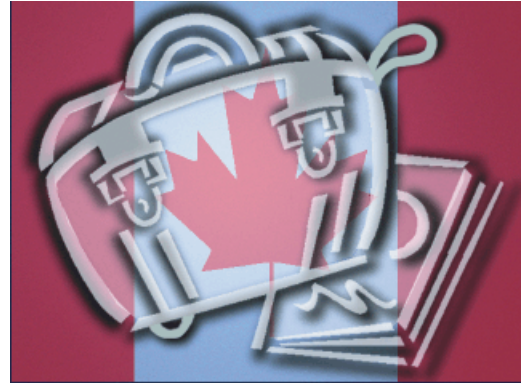




Catalogue no. 87-504-XIB

Canadian Travel Survey

Review of the 1996 Results



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Canadian Travel Survey

Review of the 1996 Results

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HIGHLIGHTS

- Canadians travelling in Canada represent the backbone of the tourism industry in Canada. In 1996 tourism domestic demand reached \$29.7 billion, representing 71% of all tourism spending in Canada.
- Canadians reported 137.5 million domestic trips in 1996, of which 65.9 million were same day trips, while travel involving one or more nights represented the remainder.
- The majority of provinces benefit heavily from travel by their own residents. In 1996 Canadians travelled to a destination in their own province on at least eight out of ten of their overnight domestic trips.
- British Columbia saw more black than red when it came to balancing its domestic travel account in 1996. Non-residents spent \$335 million more in B.C. than residents spent travelling outside the province during 1996. Ontario on the other hand, had a negative balance, with Ontarians spending \$408 million more outside their province than were spent by non-resident travellers.
- The summer season is the busiest period for domestic travel. Domestic leisure travellers took 42% of their overnight trips in July, August and September of 1996 which generated 45% of leisure travel spending that year.
- Visiting family and friends (VFR) tourism is a large and significant aspect of tourism in this country. In 1996, domestic travellers stayed with friends or family on approximately half of their tourist nights and spent over \$3 billion on goods and services related to these trips.
- The domestic package travel market is still relatively small, accounting for almost two million trips in 1996, or just 2% of non-business trips. But when Canadians do travel on a package, they travel further distances and spend more per trip.

CHAPTER 1

INTRODUCTION

Background

In 1996, tourism in Canada was worth a whopping \$41.8 billion¹, of which tourism domestic demand accounted for \$29.7 billion or 71% of the total. Tourism in Canada was also responsible for generating close to half a million direct person-years of employment in 1996. Tourism trends are constantly changing in response to social and economic conditions and consumer preferences.

Throughout 1996, Statistics Canada interviewed approximately 200,000 Canadians about their trips in Canada, about themselves and their households. This publication presents a summary of the responses to the 1996 Canadian Travel Survey (CTS). The CTS provides a yardstick for identifying who is travelling, the types of trips they are taking and how much they are spending. These findings may prove useful to tourism industry decision makers in business and government concerning how to market Canada to Canadians, which tourism products to develop, and so forth. The CTS results are used in calculating Canada's Tourism Satellite Account, the National Tourism Indicators, and for producing tourism economic impact models.

This Publication has changed

More and more we hear users saying that they need more relevant and timely tourism and travel information for use in decision making. Users want the information in an easy-to-read format that provides overviews, trends and marketing implications. In an attempt to respond to these needs, this edition of the CTS publication provides readers with more analysis and marketing oriented information.

Organization and Content of this Publication

Chapter 1 provides background information on the Canadian Travel Survey, including the history of the survey and the products available. Chapter 2 presents an overview of tourism in Canada in 1996 and some of the trends that have taken place since 1994 based on the National Tourism Indicators. These indicators describe the evolution of tourism based on estimates of supply and demand for each of the main commodities for tourism and non-tourism industries as identified in the Tourism Satellite Account.

1. National Tourism Indicators, System of National Accounts, Statistics Canada. All figures are in current dollars unless otherwise stated.

Also included is a summary of economic conditions at the national level. A summary of 1996 domestic travel characteristics is discussed in Chapter 3. New in this publication are travel market profiles that delve into current domestic tourism issues and trends (Chapter 4). Several statistical tables highlighting domestic travel and spending by province and Census Metropolitan Area are included in Chapter 5.

Brief History of the Canadian Travel Survey

The Canadian Travel Survey (CTS), which is conducted as a supplement to Statistics Canada's monthly *Labour Force Survey (LFS)*, was first conducted in 1979 and, beginning in 1980, has been conducted every two years up to 1996. The CTS was developed to measure the volume, characteristics and spending of domestic travel, which is defined as same day or overnight travel to Canadian destinations with a one-way distance of 80 kilometres or more from home. The survey also collects information on all overnight trips, regardless of the distance; however, only those trips with a minimum distance of 80km are included in this publication.

From 1980 to the first quarter of 1992, the survey was conducted on a quarterly basis, that is the respondents were contacted at the end of a three-month period and asked to recall all trips ending in that period. Because it is hard to remember all the trips taken over such a long period, starting in the second quarter of 1992, the each respondent was contacted every month in a three-month period. This change in sampling caused a break in the 1992 data series. By introducing this new method, it was found that respondents were reporting fewer trips in the second and third months. To further improve the data quality, in 1994 the collection method was changed again, with a new sample of respondents every month. This change resulted in a break in the comparability between the 1992 and 1994 data series.

In 1996, no *major* changes were made to the survey. A number of smaller changes, however, occurred in 1996 which are described in more detail in the *Methodology* section of the report. For example, 1996 was the first year that the CTS was conducted using *Computer-Assisted Interviewing (CAI)* technology.

Canadian Travel Survey Products and Availability

There are a number of products available from the CTS depending on your specific needs. These products and services include:

- **CTS Micro-data File on CD-ROM** - The CTS data base, which includes files pertaining to trips, visits, nights and expenditures, has been put on CD-ROM. For extracting tables, Beyond 20/20, a user-friendly data retrieval program, is also included.
- **Travel Profiles** - These profiles can focus on a specific geographic market, a demographic segment, an activity group, etc. The user decides which population of the survey best suits his or her research needs. Each profile contains more than 30 trip and traveller characteristics collected by the survey. The profiles are available in a machine-readable format (e.g., Microsoft Excel, Lotus 123) on a diskette or on paper.
- **Other Special Customized Tabulations** - These can be customized to a user's requirements. Each request is priced on a cost recovery basis.

Information on the above CTS products and services may be requested by contacting:

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Tunney's Pasture
Ottawa, Ontario, Canada
K1A 0T6
Tel: (613)951-6321
Fax: (613)951-2909

CHAPTER 2

TOURISM IN CANADA

Introduction

Domestic travel plays a key role in Canada's tourism industry

Canadians travelling in Canada represent the backbone of the tourism industry in Canada. In 1996 tourism domestic demand reached \$29.7 billion³, representing 71% of all tourism spending in Canada (Chart 2.1). Total tourism spending in Canada, which includes international visitor expenditures, rang in at \$41.8 billion in 1996, up 5% from \$39.9 billion in 1995 and 11% compared with 1994. Much of this spending increase was due to foreign visitors to Canada who spent \$12.1 billion, 10% more than 1995 and 26% above 1994. Canadians, on the other hand, increased their domestic travel expenditures by just 3% between 1995 and 1996 and 6% when comparing 1994 to 1996 levels.

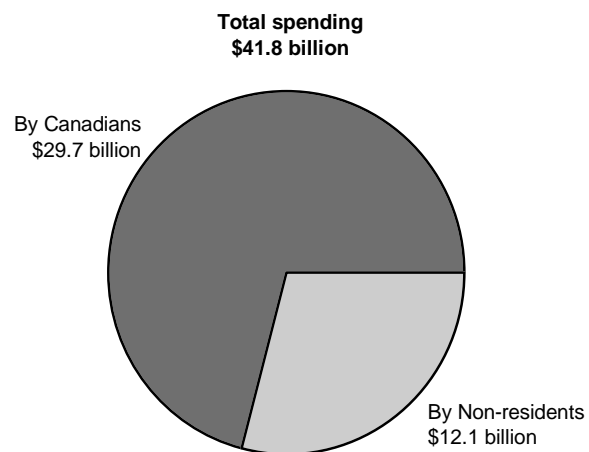
Note to Readers:

All numbers are in current dollars unless otherwise stated. Source: National Tourism Indicators, Catalogue 13-220, System of National Accounts, Statistics Canada.

3. National Tourism Indicators, System of National Accounts, Statistics Canada. Domestic tourism spending includes, pre-trip expenditures, as well as travel expenditures made in Canada when travelling to an international destination.

Chart 2.1

Origin of Tourism Spending in Canada, 1996



Source: National Tourism Indicators, System of National Accounts, Statistics Canada.

The *National Tourism Indicators* further revealed that Canadians tightened their travel budgets in 1996, particularly their spending on hotels and other accommodations. Domestic spending on accommodation fell 7% in 1996 compared to 1995, and 6% between 1994 and 1996. Canadians spent virtually the same amount on restaurant outings between 1995 and 1996 and 5% more than they did between 1994 and 1996. Transportation spending surpassed 1995 and 1994 levels due to more Canadians travelling by air, taking advantage of discounted airfares⁴ and the opening of new routes and introduction of two new airlines in 1996: WestJet Airlines began scheduled services in June and Greyhound Air charter flights in July of 1996. These two airlines triggered domestic fare competition and gave consumers more choices in destinations. Canada's major airlines, in anticipation of lower fares being introduced by the competition, began offering discounted fares early in the year. In fact, in 1996 the average fare (all types) paid by domestic passengers decreased 10% from 1995 levels and was down 12% from the record fare level in 1994⁵.

4. *Aviation Statistics Centre Bulletin, Catalogue #51-004, Statistics Canada.*

5. *Aviation Statistics Centre Bulletin, Catalogue #51-004, Statistics Canada.*

Text Table 2.1
Tourism Demand in Canada, National Tourism Indicators, 1994-1996

	1994	1995	1996
		(\$ 000,000)	
Total Tourism Expenditures¹	37,587	39,883	41,773
Transportation	14,882	15,618	16,539
Accommodation	5,579	5,908	5,928
Food & beverage services	6,053	6,472	6,766
Other commodities	11,073	11,885	12,540
Domestic Expenditures	28,008	28,926	29,671
Transportation	12,379	12,710	13,334
Accommodation	3,536	3,579	3,340
Food & beverage services	3,826	3,963	4,007
Other commodities	8,267	8,674	8,990
Non-Resident Expenditures	9,579	10,957	12,102
Transportation	2,503	2,908	3,205
Accommodation	2,043	2,329	2,588
Food & beverage services	2,227	2,509	2,759
Other commodities	2,806	3,211	3,550

1. *These expenditures are based on the National Tourism Indicator (NTI) series. In comparison to the Canadian Travel Survey and International Travel Survey estimates shown in Text Table 2.2, the NTI series include: Canadian spending in Canada when travelling to an international destination, pre-trip expenditures and same day trip spending. The NTI estimates are derived from a variety of supply and demand surveys conducted by Statistics Canada and private companies.*

Source: *National Tourism Indicators, System of National Accounts, Catalogue 13-220.*

The importance of the domestic market is also evident in the magnitude of the tourism visitor volumes. In 1996, eight of ten tourists were Canadian, compared to two out of ten originating from the United States and other countries. On a per night basis, the domestic share is still the largest at 71%. Canadians spent \$13.3 billion on overnight trips in Canada compared to \$9.6 billion by visitors from other countries in 1996⁶.

6. *Canadian Travel Survey, International Travel Survey, Tourism Statistics Program, Statistics Canada.*

Text Table 2.2
Overnight Tourism Flows in Canada, 1996

	Person-trips (000)	Nights (000)	Spending ¹ (000,000\$s)
Overnight Total	88,871	327,885	22,932
Canadians	71,585	231,200	13,262
United States Residents	12,909	49,796	5,150
Residents of other countries	4,377	46,889	4,520
	(%)	(%)	(%)
Market Share by Origin	100	100	100
Canadians	81	71	58
United States Residents	15	15	22
Residents of other countries	5	14	20

1. *The expenditures represent overnight travel spending estimates provided by the International Travel Survey and the Canadian Travel Survey.*
Source: *Canadian Travel Survey, 1996; International Travel Survey, 1996, Tourism Statistics Program, Statistics Canada.*

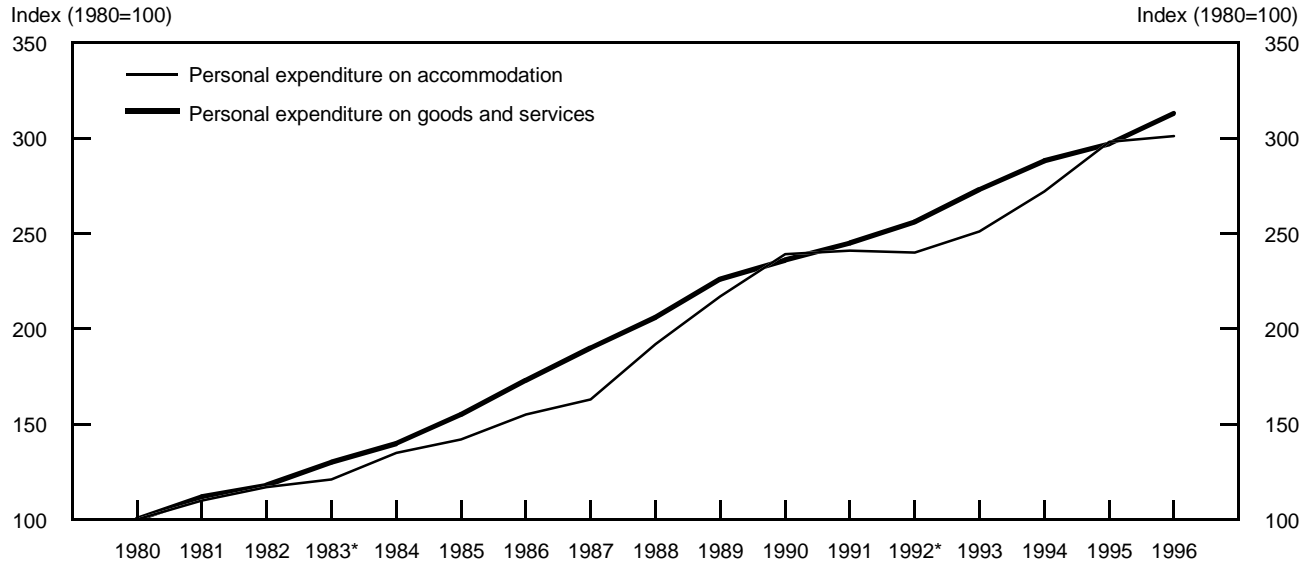
The Economic Situation in 1996

Tourism is intrinsically linked to a myriad of economic and socio-demographic factors. Generally speaking, when the economy is performing well, businesses and consumers will spend more on discretionary items such as travel and conversely, when the economy is sluggish, businesses and consumers will cut back on travel. As **Chart 2.2** illustrates, consumer spending on accommodation generally moves in the same direction as expenditures on all consumer goods and services, but in recessionary periods, accommodation spending slackens and takes longer to recover.

The year 1996 produced a relatively lacklustre economic performance with the Gross Domestic Product (GDP) expanding just 1.2% (in constant 1992 prices) over 1995 and 3.4% between 1994 and 1996 levels. The average personal disposable income was \$12,650 (constant 1981 dollars) in 1996, which was below incomes in 1995 and just 2% above 1994 levels. **Chart 2.3** reveals that during most of the 1990's consumers have seen little improvement in real incomes and have actually lost economic ground compared to levels recorded in 1989. The unemployment rate stood at 9.7% in 1996, up slightly from 1995 but down from 10.4% recorded in 1994.

Chart 2.2

Personal Expenditure on Accommodation Versus All Goods and Services, 1980-1996



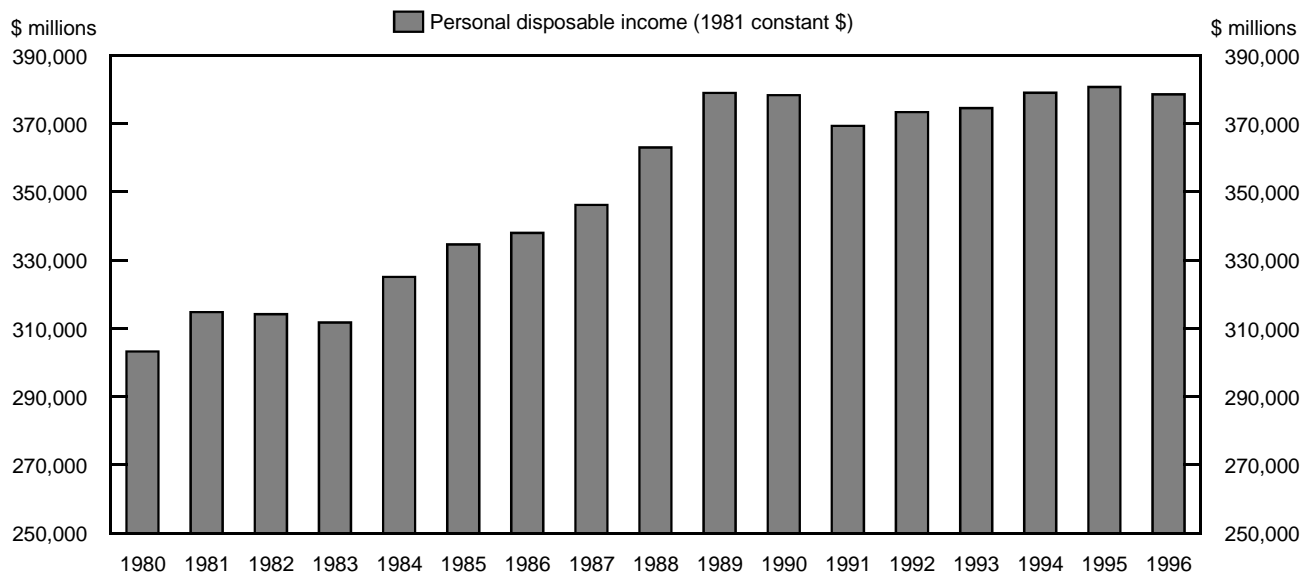
* Recession

Source: Income and Expenditure Accounts unpublished series, Statistics Canada.

Note: Personal Expenditure on Accommodation and Goods and Services includes non-business spending by non-residents in Canada.

Chart 2.3

Personal Disposable Income, 1980-1996



Source: Income and Expenditure Accounts, Statistics Canada.

Many Canadians were stimulated to buy big ticket items such as houses, vehicles and furniture as interest rates plummeted to an historic 40-year low in 1996. To finance this spending, Canadians borrowed more or dipped into their savings, leaving many consumers with higher debt levels and a 30-year low in the personal savings rate, at 5% in 1996. On the other hand, spending (in constant prices) on non-durable goods (e.g., clothing, shoes, etc.) barely kept pace with population growth, indicating that consumers were still watching their pennies when it came to discretionary purchases.

With little or no growth in incomes, consumer confidence remained relatively fragile. The Conference Board of Canada's consumer confidence index remained 6% below 1994 levels, but did improve from the record low registered in 1995. Canadians' frustration over weak incomes culminated in strikes by some workers, the largest involving Ontario public servants and auto workers at General Motors.

In 1996, even though there were some signals that the economy was starting to improve, consumers and to a lesser extent businesses may still not have had the confidence or financial stability to spend on discretionary purchases such as travel. As well, after the slowdown in the economy in the early 1990's, tourism may have been slower to respond and may therefore be taking longer to recover. These may be some of the factors behind the softening of domestic demand in 1996 as indicated by the National Tourism Indicators. Although total tourism spending in Canada increased overall, after accounting for inflation, domestic demand rose just 0.9% (in constant 1992 prices) between 1995 and 1996 and 1.8% between 1994 and 1996.

Text Table 2.3
Key Economic Indicators, 1994, 1995 and 1996

	1994	1995	1996
GDP (\$ 000,000 at 1992 prices)	\$ 744,220	\$ 760,309	\$ 769,730
Composite Index (1981=100)	168.5	172.6	181.2
Average Personal Disposable Income (1981 constant \$)	\$ 12,967	\$ 12,868	\$ 12,650
Personal Expenditure Durable Goods (\$ 000,000 at 1992 prices)	\$ 51,647	\$ 52,508	\$ 54,465
Personal Expenditure on Non-durable Goods (\$ 000,000 at 1992 prices)	\$ 113,146	\$ 114,419	\$ 116,773
Personal Savings Rate (%)	8.0	7.9	5.8
Prime Interest Rate (%)	6.9	8.8	6.1
Unemployment Rate (%)	10.4	9.6	9.7
Consumer Price Index (1986=100)	130.7	133.5	135.6
Consumer Confidence Index (1991=100)	107.3	94.5	101.2
Business Confidence Index (1991=100)	143.7	139.9	147.0

Source: Statistics Canada; The Conference Board of Canada.

CHAPTER 3

OVERVIEW OF DOMESTIC TRAVEL

Highlights

- Canadians reported 137.5 million domestic trips in 1996, which resulted in over \$16 billion in expenditures in Canada that year.
- The majority of provinces benefit heavily from travel by their own residents. In 1996 Canadians travelled to a destination in their own province on at least eight out of ten of their overnight domestic trips.
- For all provinces except Prince Edward Island, provincial residents account for a significant share of domestic tourism spending; however this varies from a low of 56% in New Brunswick to a high of 86% in Ontario.
- In all years dating back to 1980, visiting friends and relatives (VFR) is the largest single reason Canadians embark on domestic trips, resulting in over 30 million overnight trips in 1996. In addition, homes of friends and relatives provided accommodation for the majority of domestic travellers, accounting for over half of their domestic travel nights in 1996.
- Although business travellers claimed only 11% of overnight trips in 1996, they contributed \$4.7 billion or 35% of tourism expenditures.
- Canadians used their cars for 63 million overnight domestic trips in 1996, representing 88% of overnight travel.

Summary for 1996

Canadians reported 137.5 million domestic trips in 1996, of which 65.9 million were sameday trips, while travel involving one or more nights represented 71.6 million trips. Travellers spent over \$16 billion in Canada when travelling to domestic destinations in 1996, for an average of \$120 per trip. Canadians stayed away from home for an average of 3.2 nights which resulted in approximately 231 million domestic travel nights.

Note to Readers:

All numbers in this section are based on the 1996 Canadian Travel Survey, unless otherwise stated.

CHAPTER 3

Text Table 3.1
Domestic Travel Summary, 1996

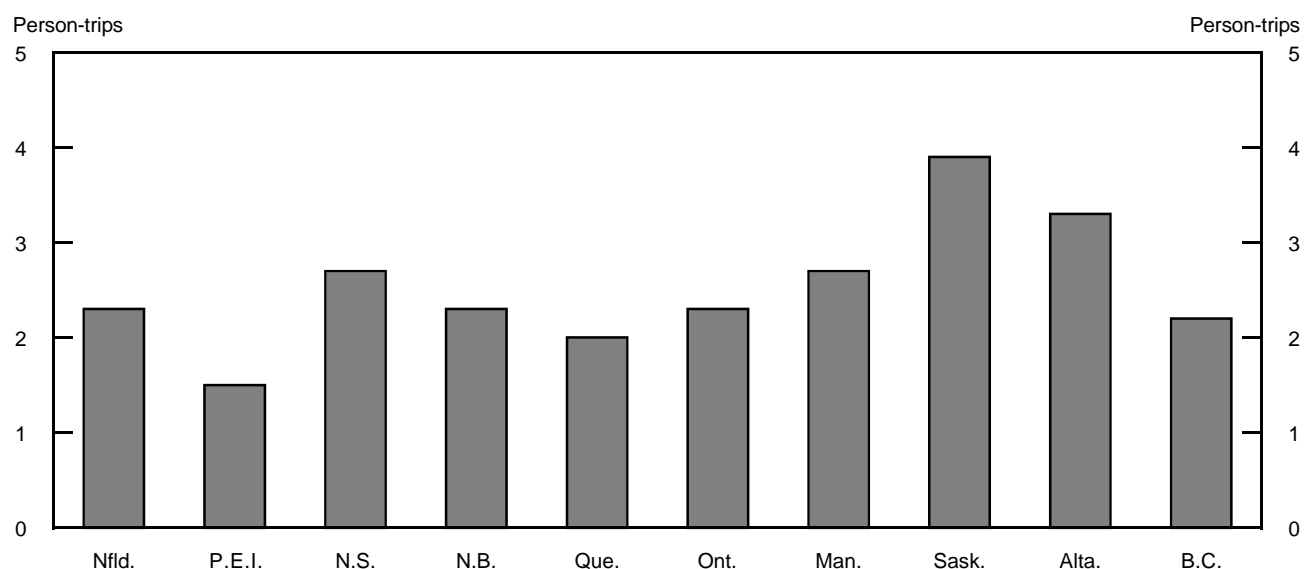
		Total	Sameday	Overnight
Expenditures	(\$ 000,000)	\$ 16,458	\$ 3,196	\$ 13,262
Person-trips	(000)	137,524	65,939	71,585
Intraprovincial	(000)	121,209	62,809	58,400
Interprovincial	(000)	16,315	3,130	13,185
Person-nights	(000)	231,200	--	231,200
Average duration	(nights)	1.7	--	3.2
Average spending per trip	(\$)	\$ 120	\$ 49	\$185
Average one-way distance	(km)	285km	148km	411km

-- figures not available.

Provincial travel volumes are reflective of the provincial population distributions, with Ontario and Quebec accounting for the largest domestic travel volumes (*Text Table 3.2*). However, as shown in **Chart 3.1**, trips per capita are more reflective of actual travel participation and the geography of each province. These show that Saskatchewan and Alberta made the highest number of trips, 3.9 and 3.3 respectively. The more favourable economic climate in the West may have contributed to the higher level of trips, compared to the Central and Eastern regions.

Chart 3.1

Trips Per Capita, by Province of Origin, 1996



Source: Canadian Travel Survey, special tabulations, 1996.

Text Table 3.2
Overnight Domestic Travel Flows By Province, 1996

Province	Population	Origin (Person-trips)	Destination (Person-trips)	Province Visited ¹ (Province-visits)
	(000)	(000)	(000)	(000)
Canada	29,829	71,585	71,585	73,430
Newfoundland	572	1,300	1,332	1,344
Prince Edward Island	137	208	451	499
Nova Scotia	943	2,572	2,601	2,683
New Brunswick	762	1,752	1,789	2,000
Quebec	7,381	15,061	15,386	15,646
Ontario	11,239	25,889	25,122	25,310
Manitoba	1,139	3,033	2,785	2,896
Saskatchewan	1,019	3,978	3,905	4,160
Alberta	2,789	9,319	8,700	9,147
British Columbia	3,848	8,474	9,440	9,675

1. Provincial visit estimates are greater than the province of destination person-trip estimates, since visits include all overnight provincial visits regardless of main destination.

Provincial travel flows can also be presented in terms of visits, which differ slightly from person-trips since they may include overnight stays at locations on the way to and from the main destination. For example, a person who travels from Nova Scotia to a destination in Ontario and spends two nights in Quebec en route and three nights in Ontario would represent one visit to Quebec and one visit to Ontario. As highlighted in *Text Table 3.2*, the number of provincial visits are greater than province of destination person-trip estimates, since visits include all provincial overnight stays.

Intraprovincial and Interprovincial Travel

The number of Canadians taking trips in their own province (intraprovincial travel) represents the largest domestic travel segment: 82% of overnight trips in 1996. These trips generally tend to be short jaunts by car to visit friends or family or to stay at the cottage. Overall, Canadians take fewer trips outside their home province, but when they do, they usually spend more. In 1996, interprovincial trips accounted for 18% of overnight travel but accounted for close to half (47%) of overnight domestic expenditures.

For all provinces except Prince Edward Island, provincial residents account for a significant share of domestic tourism spending. However, this varies from a low of 56% in New Brunswick to a high of 86% in Ontario. The Atlantic provinces, with the exception of Newfoundland, rely heavily on visitors from other provinces to support domestic tourism. Tourism in Ontario and Quebec is largely supported by residents, who account for more than 80% of total spending. The larger populations and sheer geographic size of these provinces may explain the dominance of resident spending. In western Canada, provincial residents are also the most significant source of tourism spending, bringing in seven out of every ten domestic tourism dollars.

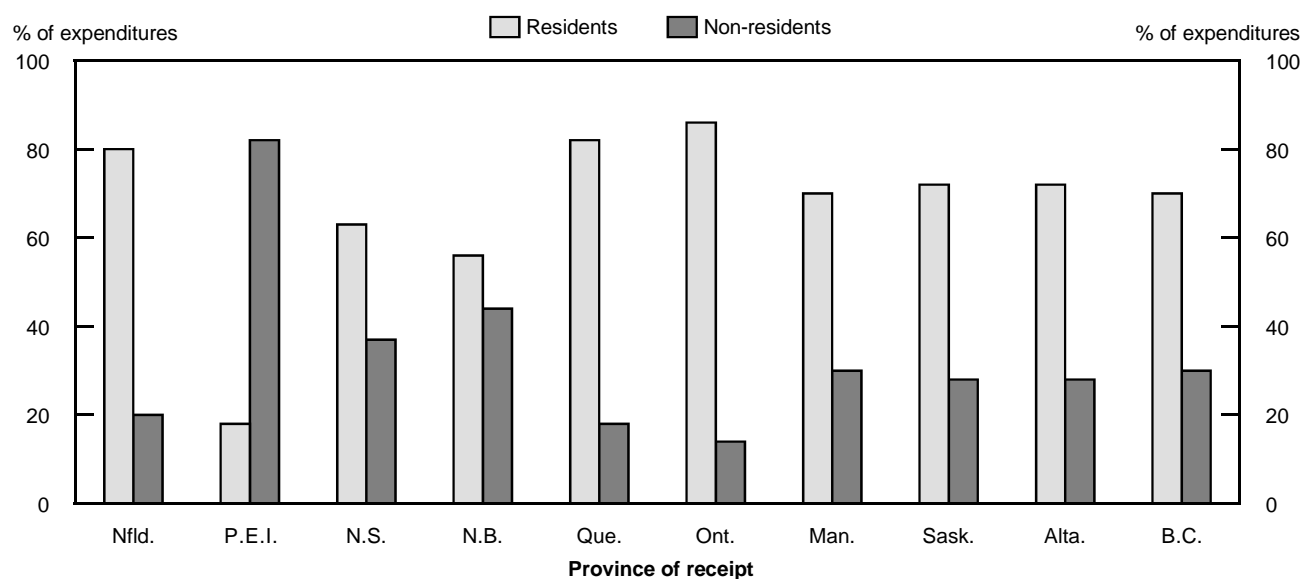
CHAPTER 3

Text Table 3.3
Intraprovincial Versus Interprovincial Travel, 1996

Overnight Travel		Intraprovincial Travel	Interprovincial Travel
Person-trips	(000)	58,400	13,185
Overnight spending	(\$ 000,000)	\$ 7,038	\$ 6,224
Share of trips by car	(%)	94	63
Share of trips by air	(%)	2	31
Average spending per trip	(\$)	\$ 121	\$ 472
Average one-way distance	(km)	262km	1,072km
Average duration	(nights)	2.7	5.4

Chart 3.2

Tourism Spending by Market Origin, 1996



Source: Canadian Travel Survey, special tabulations, 1996.

Text Table 3.4
Expenditures by Origin, 1996

Province	Expenditures ¹ in that province by			Expenditures outside that province by	Travel Account Balance ²
	Total	Residents	Non-residents ³	Residents ³	
	(\$ 000,000)				
Canada	16,407	12,546	3,860	3,860	--
Newfoundland	386	308	78	96	-18
Prince Edward Island	121	22	100	39	61
Nova Scotia	714	448	266	196	70
New Brunswick	401	223	178	144	34
Quebec	2,867	2,341	526	429	97
Ontario	5,206	4,472	734	1,142	-408
Manitoba	621	433	188	287	-99
Saskatchewan	759	547	212	272	-60
Alberta	2,351	1,697	654	726	-72
British Columbia	2,919	2,054	865	530	335

-- figures not available.
1. All spending on transportation fares are allocated to the province of origin.
2. The Travel Account Balance was derived by taking the difference between expenditures by non-residents in that province and expenditures by residents outside that province.
3. The Canada total exceeds the sum of the provinces because it includes spending in the Yukon and Northwest Territories.

Trip Characteristics

Purpose

Family and friends draw Canadians together around the country

In all years dating back to 1980 visiting friends and relatives (VFR) is the largest single reason Canadians embark on domestic trips, resulting in over 30 million overnight trips in 1996. The importance of VFR is likely to continue given the aging of the population and the higher incidence of VFR among older travellers.

Despite the fact that VFR travellers tend to spend less than other travellers, they still represented one-quarter of the overnight domestic spending in 1996 due to their volume. Even though they spent the majority of their nights in private residences (89%), VFR travellers also stayed almost 5 million nights in commercial, roofed establishments. This indicates the relative importance of VFR travel to the tourism industry.

Travel for pleasure, which tends to be the more discretionary segment of domestic travel, ranks a close second among main motivations for travel by Canadians, resulting in 27.5 million trips or 38% of all overnight travel in 1996. Pleasure travel provided 33% of domestic overnight travel spending in 1996. Business travellers took over 8 million overnight trips, representing an 11% share. However, in terms of expenditures, business and convention travellers contributed \$4.7 billion or 35% of tourism expenditures in 1996.

Text Table 3.5
Overnight Travel by Main Purpose, 1996

	Person-trips	Spending	Share of Person-trips	Share of Spending
	(000)	(\$ 000,000)	(%)	(%)
Total	71,585	13,262	100	100
Visiting Friends/Relatives	30,703	3,300	43	25
Pleasure	27,492	4,400	38	33
Personal	5,134	895	7	7
Business & Convention	8,196	4,667	11	35

Transportation

When Canadians travel on overnight domestic trips they take their own cars, which reflects the fact that many domestic journeys are relatively short trips to visit family or friends, to visit a cottage and so forth. Cars were used as the main mode of transportation for almost 63 million overnight domestic trips in 1996 (88% of overnight trips). When they do travel on commercial modes, they are more likely to buy a plane ticket. In 1996, over five million Canadians travelled by air to their domestic destination, representing 7% of overnight domestic trips. Bus travel was the third most frequently used mode, while rail travel was a distant fourth.

Text Table 3.6
Overnight Travel by Type of Transportation, 1996

	Person-trips	Share of Person-trips
	(000)	(%)
Total	71,585	100
Car	62,982	88
Commercial	8,604	12
Plane	5,264	7
Bus	2,082	3
Rail	640	1
Other & not stated	618	1

Accommodation

Canadians stayed away from home for an estimated 231 million nights on their domestic travels in 1996. Almost two-thirds (64%) of nights continued to be spent in non-commercial establishments, again demonstrating the dominance of VFR travel in Canada. Homes of friends and family provided accommodation for the majority of domestic travellers, accounting for over half of domestic nights. Canadians also like to spend time at the cottage, which accounted for an additional 13% of domestic nights in 1996.

Text Table 3.7
Accommodation by Nights and Spending, 1996

	Nights	Spending ¹	Share of Nights	Share of Spending
	(000)	(\$ 000,000)	(%)	(%)
Total	231,200	13,262	100	100
Non-commercial	147,983	5,250	64	40
Home of friends & relatives	117,190	4,593	51	35
Private Cottages	30,793	657	13	5
Commercial	83,217	9,552	36	72
Hotels	27,266	5,787	12	44
Motels	12,260	1,647	5	12
Resorts, B&Bs & cottages	8,649	865	4	7
Campgrounds	23,213	693	10	5
Other	6,935	560	3	4
Not stated	4,894	318	2	2

1. Spending by accommodation type includes multiple counts since travellers may use more than one type of accommodation on a trip. Therefore, the sum of expenditures by accommodation exceeds the Canada expenditure total of \$13.262 billion.

The commercial accommodation industry received 83 million nights for a 34% share of all accommodation types, but travellers staying in commercial accommodation spent over \$9 billion or 72% of all overnight expenditures in 1996. The hotel industry is the largest commercial accommodation supplier for domestic travellers, claiming over 27 million nights or 12% of domestic nights overall. Canadians travellers staying in hotels reported almost \$6 billion in travel expenditures in 1996. Camping is another popular choice for domestic travellers, ranking fourth in popularity and capturing 10% of total nights. Motels represented a much smaller market share at 5% in 1996.

Activity Participation

Since friends and family are the driving force behind most Canadian trips, it is not surprising that this is the most popular travel activity. Just over one-quarter of domestic travellers enjoy shopping when they are travelling. For many Canadians, travel provides an opportunity to escape from a busy lifestyle and browse in shops, looking for souvenirs or to purchase items they cannot find in their own stores. Taking in the sights keep many travellers occupied as well.

In recent years, travel has also become a means for pursuing personal interests, favourite sports or activities. The growth in adventure and culture-oriented travel is one indication of this trend (*Text Table 3.8*). Many businesses are responding to these fragmented markets by developing products and specialized activities such as whale watching, seal pup watching, bird watching and dog sledding. Bird or wildlife viewing is an example of one activity that has seen increased interest. According to the 1996 CTS, almost 2 million Canadian travellers said they went birding or wildlife viewing (*Text Table 3.9*), making this activity one of the popular outdoor travel activities surveyed by the CTS.

CHAPTER 3

Text Table 3.8
Overnight Domestic Travel Activities, 1996

	Activity Participation	Share
	(000)	(%)
Overnight Person-trips	71,585	100
Visiting Friends or Relatives	47,779	67
Shopping	19,717	28
Sightseeing	15,637	22
Visit a bar or nightclub	5,665	8
Visit a national or provincial park	5,129	7
Attend a sports event	4,422	6
Attend a festival/fair/exhibition	3,145	4
Visit a museum or art gallery	3,027	4
Visit an historic site	2,830	4
Attend cultural events (plays, concerts)	2,479	3
Visit a zoo or natural exhibit	2,258	3
Visit a theme park	1,640	2
Took a cruise or boat trip	1,027	1
Went to a casino	1,022	1
Attend an aboriginal/native cultural event	451	1

Note: Due to participation in more than one activity during a trip, the sum of activities exceeds the total of overnight trips.

Text Table 3.9
Sports and Outdoor Activity Participation by Domestic Travellers

	Person-trips	Share
	(000)	(%)
Overnight Person-trips	71,585	100
Participation in Sports/Outdoor Activity	26,002	36
Walking or Hiking	11,328	16
Swimming	9,617	13
Other water-based activities	5,434	8
Fishing	4,752	7
Golfing	2,418	3
Cycling	2,289	3
Bird or wildlife viewing	1,881	3
Downhill skiing	1,528	2
Cross-country skiing	632	1
Snowmobiling	579	1
Hunting	470	1
Other	5,376	8

Note: Due to participation in more than one activity during a trip, the sum of individual sports/outdoor activities exceeds the total participation for sports/outdoor activities.

Seasonality

The summer months continue to capture the vast majority of travel in Canada. In 1996, 39% of Canadian domestic overnight trips took place between the peak summer period of July, August and September, virtually unchanged since a decade and a half ago. Only slight variations have taken place among the other seasons. This in itself points to the challenge that lies ahead for tourism marketers wanting to attract travellers during the off and shoulder seasons.

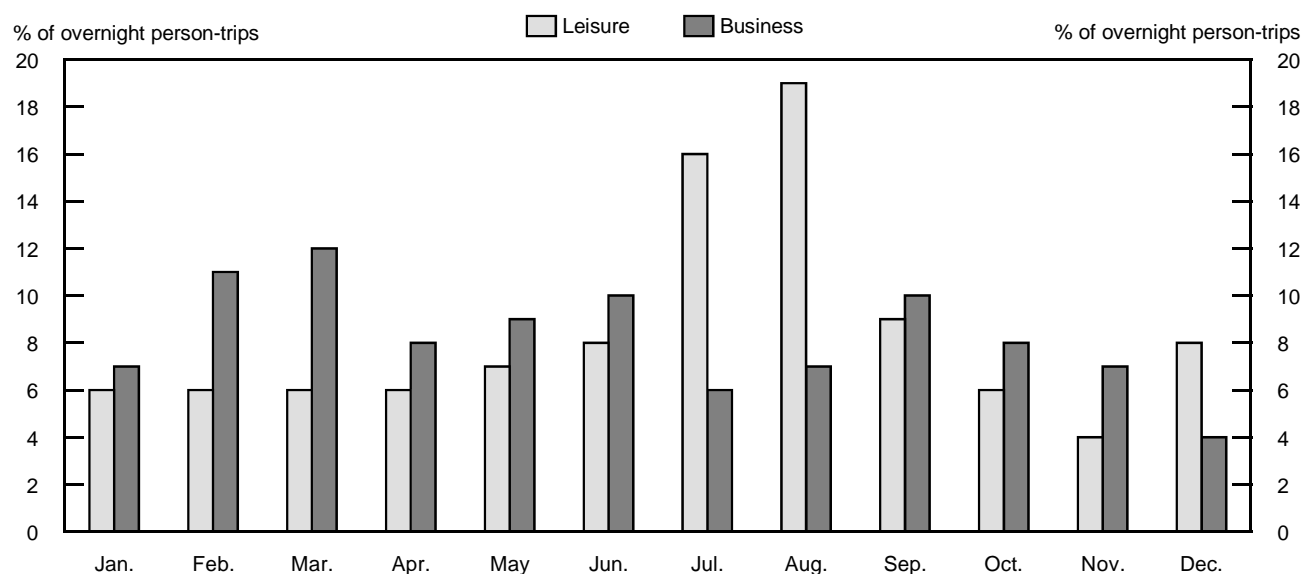
Text Table 3.10
Seasonal Pattern of Overnight Travel, 1996

	Person-trips (000)	Share (%)
Total	71,585	100
Winter (Jan-Mar)	13,993	20
Spring (Apr-June)	16,067	22
Summer (July-Sept)	27,632	39
Fall (Oct-Dec)	13,893	19

Chart 3.3 shows that business travel has a reverse seasonal demand to leisure travel. The prime months for business travel are the lowest for leisure travel demand. Canadian business travellers prefer the months of February, March, June and September. Not surprisingly, December is the least popular month for business meetings. Leisure travel, on the other hand, peaks in July and August with these two months alone accounting for over one-third of leisure trips in 1996.

Chart 3.3

Seasonal Pattern of Leisure Travel Versus Business Travel, 1996



Source: Canadian Travel Survey, special tabulations, 1996.

Duration

For most Canadians, overnight domestic journeys last an average of 3.2 nights, although this varies from 2.9 nights for car trips to almost one week (6.1 nights) for air travel. In 1996, almost two-thirds (63%) of overnight trips were of one or two nights in duration, although this was due to the dominance of auto travel. In comparison, only 30% of plane trips lasted one or two nights, while almost half (45%) involved five or more nights. Canadians travelling by rail were also more likely to spend more nights away from home.

Text Table 3.11
Overnight Trip Duration by Mode, 1996

	Person-trips (000)	Share				
		Total	Auto	Plane	Bus	Rail
Total	71,585	100	100	100	100	100
1 night	19,240	27	28	14	21	13
2 nights	25,527	36	38	16	33	25
3 nights	10,103	14	14	15	18	24
4 nights	4,637	6	6	10	6	11
5-9 nights	8,179	11	10	25	15	18
10 nights+	3,900	5	4	19	7	9
Average Duration (nights)		3.2	2.9	6.1	3.8	4.7

Traveller Characteristics

Age

The age distribution of travellers mirrors the relative share among the population. In 1996 the majority of travellers were between the ages of 25 and 44, which is also the largest population age segment. Much of this age group is comprised of the baby boom generation, or those Canadians that were born between 1946 and 1966 and were aged 30 to 50 years in 1996. Travellers aged 65 and over and children under 15 years of age were the only two age groups to account for a smaller share of trips relative to their population distribution in 1996.

Text Table 3.12
Distribution of the Population and Overnight Trips By Age, 1996

Age	Population (000)	Person-trips (000)	Distribution of	
			Population (%)	Person-trips (%)
Total	29,964	71,585	100	100
Under 15 years	5,996	11,972	20	17
15-24	4,039	10,180	13	14
25-34	4,855	13,384	16	19
35-44	5,054	14,155	17	20
45-54	3,832	10,540	13	15
55-64	2,546	6,152	8	9
65 and over	3,642	5,201	12	7

Source: 1996 Census, Statistics Canada; Canadian Travel Survey, Statistics Canada.

Education

As shown in *Text Table 3.13*, travellers tend to have higher education levels compared to the general population. In 1996, over half of Canadians taking overnight domestic trips had a college or university education compared to 41% of the adult population.

Text Table 3.13
Distribution of Overnight Trips and Population by Education, 1996

	Person-trips (000)	Distribution of	
		Person-trips (%)	Population ¹ (%)
Education ²	59,613	100	100
0-8 years	2,866	5	12
Some secondary education	8,419	14	20
Graduated from high school	10,252	17	18
Some post-secondary	6,152	10	9
Post-secondary certificate	18,114	30	27
University degree	13,810	23	14

1. Based on the distribution of the Labour Force Survey population which includes Canadians aged 15 and over.
2. The total excludes 11,972,000 trips reported for children under 15 years of age.

Income

The majority of Canadians taking trips in Canada reported household incomes between \$20,000 and \$60,000 in 1996, which reflects the income distribution of the general population. The distribution of trips by income also reflects the same pattern as education: as incomes increase so does the tendency to travel. In 1996, only 11% of the population earned more than \$80,000, but travellers earning this amount accounted for 18% of trips in 1996.

Text Table 3.14
Distribution of Overnight Trips and Population by Income, 1996

	Person-trips (000)	Distribution of	
		Person-trips (%)	Population ¹ (%)
Household Income ¹	50,492	100	100
Less than \$20,000	5,770	11	20
\$20,000-\$39,999	12,964	26	31
\$40,000-\$59,999	13,231	26	25
\$60,000-\$79,999	9,255	18	13
\$80,000 and over	9,272	18	11

1. Based on the distribution of the Labour Force Survey population which includes Canadians aged 15 and over.
2. The total excludes not stated and trips reported for children under 15 years of age.

Marital Status

As indicated in *Text Table 3.15*, the vast majority of travellers are married, once again parallelling the distribution of the population. About one-quarter of Canadians taking domestic trips were single, which was almost identical to the overall share of singles in the population.

Text Table 3.15
Distribution of Overnight Trips and Population by Marital Status, 1996

	Person-trips (000)	Distribution of	
		Person-trips (%)	Population ¹ (%)
Marital Status	59,613	100	100
Married or Common-law	39,102	66	61
Single, Never Married	15,042	25	26
Widowed	1,878	3	6
Separated or Divorced	3,592	6	7

1. Based on the distribution of the Labour Force Survey population which includes Canadians aged 15 and over.

CHAPTER 4

TRAVEL PROFILES

The Seasonal Nature of Domestic Travel

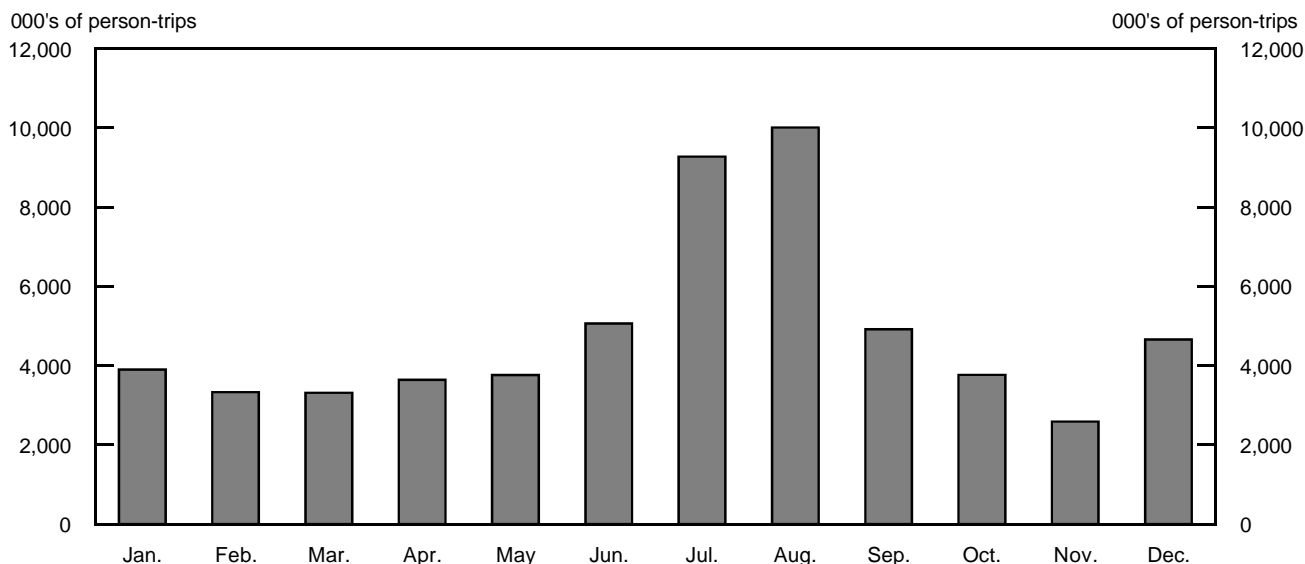
Highlights:

- Travel during the peak summer months of July, August and September accounted for 45% of the leisure travel spending in 1996.
- Six out of ten travellers to PEI arrive during the summer quarter.
- Travel for visiting friends or relatives (VFR) is spread more throughout the year than pleasure trips.
- The summer is the busiest period for all types of accommodation, with many hotel and motel establishments operating at near capacity during August.
- Air travel is popular in the summer but also at Christmas time.
- Canadians travelling with children take a greater proportion of their trips in the summer quarter.

Introduction

"Closed for the Season" - may be the message greeting travellers eager to explore Canada after the busy summer months when the majority of tourists have gone home. However, the fact that many tourism businesses reduce their operations or close in the fall is indicative of the well-entrenched summer travel pattern of Canadians and the reduced demand in the off-season periods. **Chart 4.1** clearly shows the peaks and troughs of domestic leisure travel (*defined as trips for pleasure or visiting friends or relatives*). Travel during the months of January through April remains relatively flat but starts to accelerate in May and June. Travel climbs sharply in July and August, followed by declines until the month of December.

Chart 4.1

Overnight Domestic Leisure Travel by Month, 1996

There are numerous contributing factors to seasonality. The weather is no doubt the biggest factor, as most Canadians want to take advantage of the warm summer months to go camping, relax at the cottage, and so forth. The timing of holidays and events, such as school vacations, workplace holidays, Christmas holidays, referred to as *institutionalized* seasonality, also plays a key role. Whatever the reasons, seasonality presents many challenges for the tourism industry. Efforts are under way to try to convince Canadians to distribute some of their travel over non-peak periods. In fact, stimulating demand in the off and shoulder seasons has been identified by the Canadian Tourism Commission as a key priority for the Canadian travel industry¹.

The spending in each of the seasons resembles the seasonal share of trips. Of the \$7.7 billion spent on leisure travel in 1996, 45% was generated during July, August and September. Similarly, 42% of overnight trips occurred during these three months. Trips are generally longer in the summer since this is when Canadians typically take their longer domestic vacations. The summer and, to a lesser extent, the fall are the busiest times at Canadian airports as one-third of domestic air trips are taken at this time.

1. *Domestic Tourism Market Research Study: Special Report on Off & Shoulder Season Marketing*, Canadian Tourism Commission, 1996.

Text Table 4.1
Seasonal Snapshot of Leisure Travel, 1996

	Leisure Travel	Winter (Jan-Mar)	Spring (Apr-June)	Summer (July-Sept)	Fall (Oct-Dec)
Expenditures	(\$ 000,000)	\$ 1,356	\$ 1,482	\$ 3,479	\$ 1,383
Overnight trips	(000)	10,540	12,462	24,189	11,005
Nights	(000)	29,336	34,373	95,657	32,798
Share of trips	(%)	18	21	42	19
Share of expenditures	(%)	18	19	45	18
Share of air travel	(%)	19	22	33	26
Average duration	(nights)	2.8	2.8	4.0	3.0
Average spending	(\$)	\$ 129	\$ 119	\$ 144	\$ 126

Six out of ten travellers to PEI arrive in the summer

As *Text Table 4.2* shows, PEI had the largest proportion of its domestic visitors arriving on the island during the summer of 1996. On the other hand, Saskatchewan and Alberta had the lowest shares of summer visitation (37%). For the majority of the provinces, the summer accounted for between 42%-45% of their leisure trips.

Text Table 4.2
Seasonal Distribution of Overnight Leisure Travel by Province of Destination, 1996

	Total	Winter	Spring	Summer	Fall
			(%)		
Canada	100	18	21	42	19
Newfoundland	100	20	19	44	18
Prince Edward Island	100	14	14	63	10
Nova Scotia	100	18	24	39	19
New Brunswick	100	15	21	44	20
Quebec	100	20	20	42	19
Ontario	100	17	22	43	19
Manitoba	100	16	23	45	16
Saskatchewan	100	17	22	37	23
Alberta	100	18	25	37	20
British Columbia	100	19	20	42	19

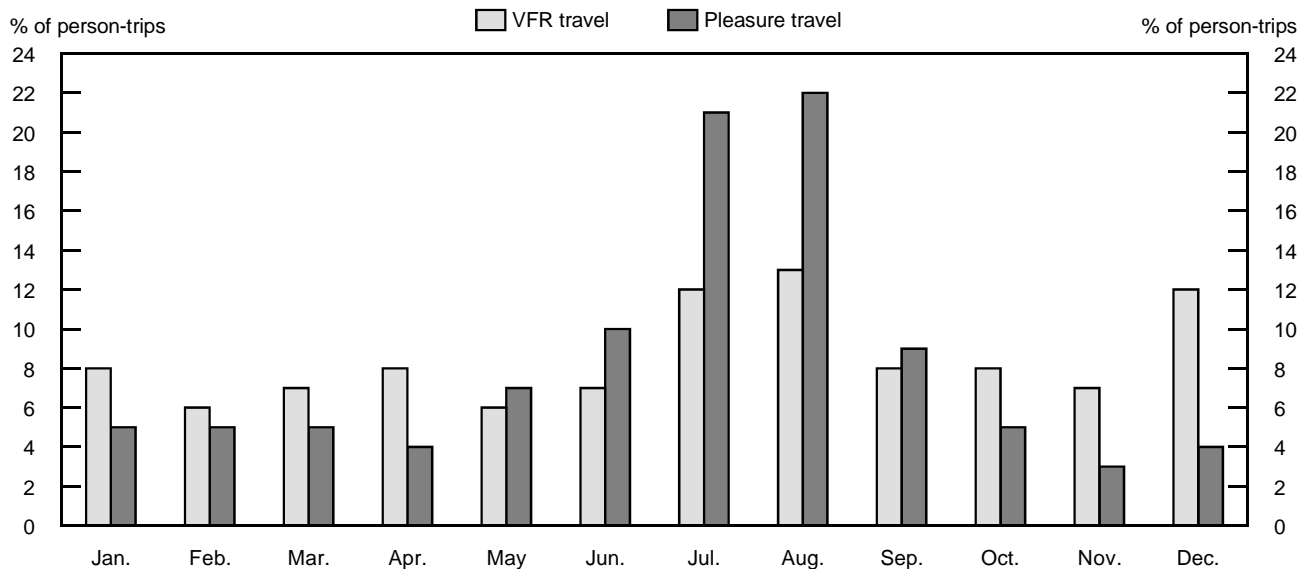
Travel for visiting friends or relatives less seasonal

Whether it is to celebrate someone's birthday or anniversary, or just to get together, Canadian visits to see friends or relatives (VFR) are somewhat more spread out through the year. Although August is the most popular month, it only represents 13% of VFR trips taken throughout the year. July and December are the next most frequently travelled months, while travel at other times of the year is fairly similar in distribution.

On the other hand, pleasure travel displays more seasonal peaking. Although both purposes peak in July and August, the pattern is much more skewed for pleasure trips due to the tendency of pleasure travellers to take more cottage and camping trips. In 1996, nights spent at the cottage and camping accounted for half of pleasure travel nights compared to only 5% of VFR nights.

Chart 4.2

VFR Travel Versus Pleasure Travel by Month, 1996



Summer is the busiest season for all accommodation establishments

As *Text Table 4.3* illustrates, the summer remains the most popular period for all types of accommodation, but this ranges from a high of 82% for camping nights to a low of 37% for nights spent in private residences. Although travellers stayed in hotels most frequently in the summer, they also booked hotel rooms on at least 2 out of ten nights in the spring and winter.

Text Table 4.3
Leisure Accommodation Usage By Season, 1996

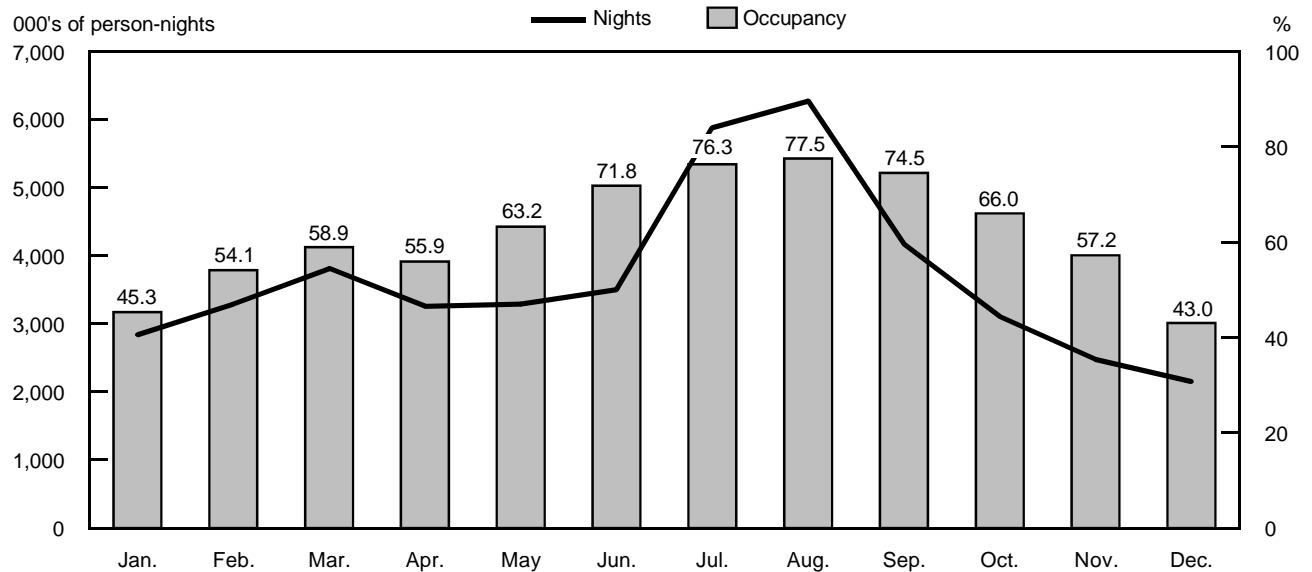
	Total	Winter	Spring	Summer	Fall
% of person-nights					
Non-Commercial					
Home of Friends/Relatives	100	20	19	37	24
Private Cottages	100	9	17	65	9
Commercial					
Hotels	100	22	22	40	16
Motels	100	16	17	54	14
Campgrounds	100	1	15	82	2
Resorts & B&Bs	100	15	15	56	14

Hotel & motel rooms near capacity in August

For many hotel and motel owners, August is generally the busiest month, when rooms are operating at full or near capacity, although this pattern does vary by geographic region. By December many operators have less than half of their rooms filled. **Chart 4.3** shows the relationship between monthly hotel occupancy rates and the seasonal distribution of domestic leisure nights spent in hotels and motels. Hotel and motel nights and occupancy increase from February to March, but then dip slightly in April and climb until the August peak. After August, both nights and occupancy continue to decline until December.

Chart 4.3

Hotel/Motel Leisure Nights Versus Occupancy Rates, 1996



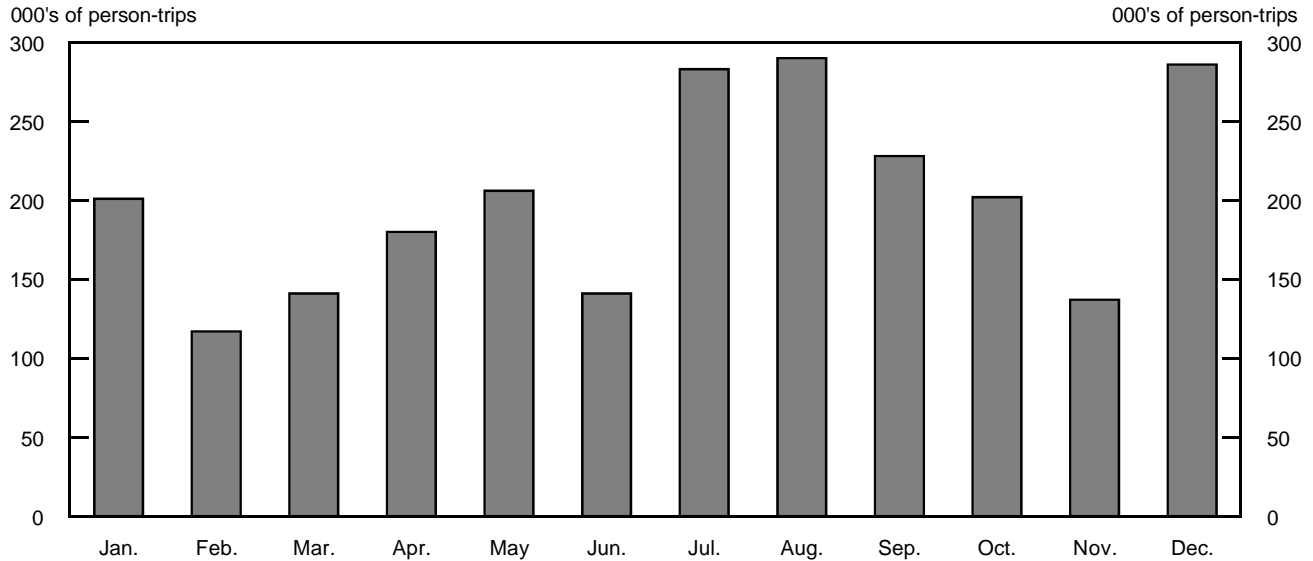
Source: Canadian Travel Survey, 1996, Statistics Canada: The Economic Planning Group of Canada.

Air trips popular in the summer and at Christmas

As **Chart 4.4** shows, Canadians prefer taking domestic air trips in July and August. Air travel peaks again in December due to travel at Christmas time. Airlines move fewer domestic leisure travellers during the months of February, March, June and November.

Chart 4.4

Leisure Air Travel by Month, 1996

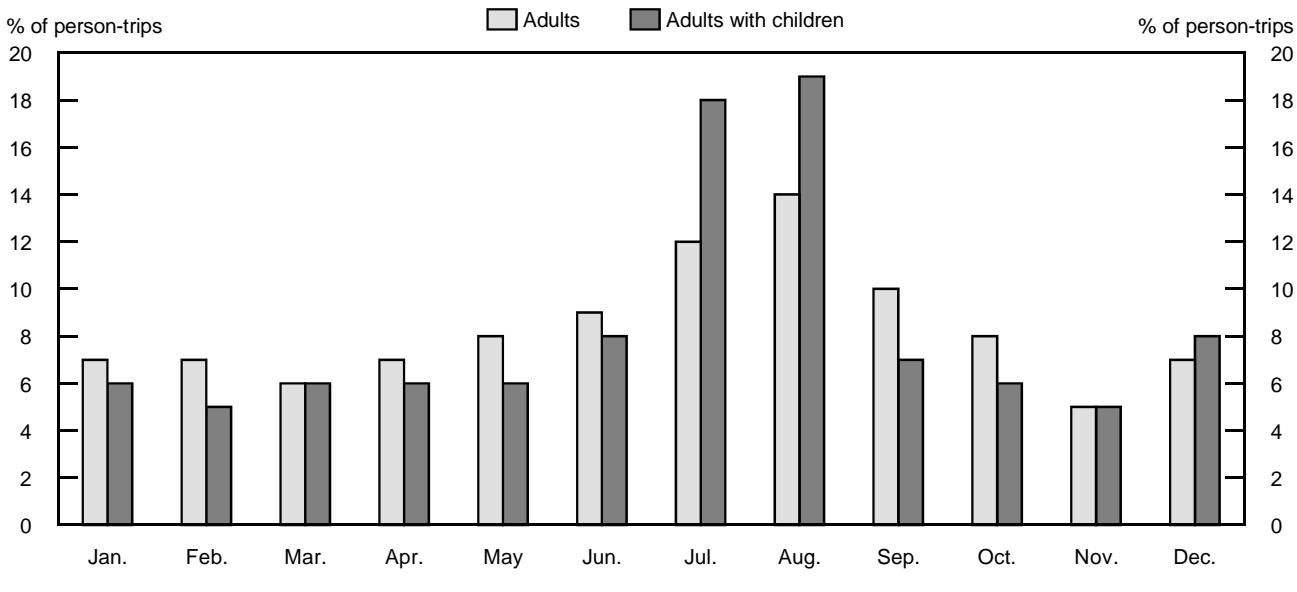


Children impact seasonal shifts

As **Chart 4.5** reveals, families travelling with children account for the bulk of travel during July and August, no doubt because of the two month-long school holiday that begins at the end of June. Couples and singles, who generally have more flexibility in their holiday planning, prefer July and August, but they also take a number of trips at other times of the year. Whether Canadians are travelling with children or not, November is the least favoured month for taking a trip.

Chart 4.5

Trips by Adults Versus Trips by Adults with Children by Month, 1996



Package Travel - An Untapped Market?

Highlights:

- Domestic package use is still relatively small, accounting for almost two million trips in 1996, or just 2% of non-business trips.
- Average expenditures by the package travel consumer are more than double average spending for other travellers.
- Canadians taking package trips tend to travel further distances and spend more nights away from home than most travellers.
- Car travel remains dominant among package travellers, representing over two-thirds of overnight package trips.
- When travelling on a package trip, Canadians are most likely to check into hotels.
- Restaurant meals and accommodation are the two most common items included in a package.
- The socio-demographic characteristics of package consumers vary by type of transportation. Generally speaking, bus package clients are more likely older and predominantly women.

Introduction

Canadian consumers browsing through most travel agency offices are likely to be bombarded with brochures beckoning them to take a cruise to the Caribbean, tour the rich history of Europe, enjoy a theater package in London or sample wines in California, to name a few. But where are the tantalizing Canadian packaged products? The truth of the matter is that few domestic packages are assembled and sold by Canadian tour operators, travel agents, airlines and other partners. The larger operators focus instead on the high volumes of Canadians going to foreign destinations¹. This is supported by results from the *1995 Annual Survey of Travel Agencies and Tour Operators* which found that 55% of travel agency revenues were generated from the sale of travel services to foreign destinations². Among tour operators, the ratio was even higher, with 75% of revenues coming from travel to foreign destinations.

1. *Challenges for Canada's Tourism Industry, Canadian Tourism Commission, 1997.*

2. *Annual Survey of Travel Agencies, Tour Operators, 1995, Statistics Canada.*

Canadian domestic travellers are an independent group of consumers, who typically take their own car and frequently stay with friends or family. When they do travel on a package, it is most likely in the winter to a sun destination. Canadian package tours are a potentially tough sell for travel agents who can more easily promote the merits of a packaged holiday to Florida in the dead of a Canadian winter or the allure of a gourmet tour of France in the spring. However, part of this may be due to the fact that there is very little packaged product in Canada, and what is typically available is the traditional bus tour package aimed at an older market.

Research has shown that Canadians would travel more in Canada, particularly in the off-season, if reasonable travel products were available³. In response, the tourism industry has begun to create a wider variety of packaged alternatives for Canadians. Regent Holiday's *On Canada* brochure which advertises flights to 24 cities in Canada, and *Club Canada-City and Country* by Sunflight Holidays are some examples of new packages being developed for the domestic market⁴.

There are numerous combinations that can make up a package trip. In addition, the package travel market might mean different things to different businesses. When domestic travellers purchase two or more travel commodities together (e.g., accommodation and transportation) before leaving on the trip, this is recorded as a package trip by the Canadian Travel Survey (CTS). Therefore, someone who pre-paid their hotel accommodation, which included theatre tickets, would be considered a package user.

The size and nature of the market

In 1996, approximately two million domestic trips involved a package component, representing 2% of same day and overnight non-business trips (*defined as travel for visiting friends or relatives, pleasure or personal reasons*). The majority of these trips (78%) were overnight trips, while same day excursions represented the remaining 22%. Travellers reported spending over \$607 million while on package trips, representing a 6% share of non-business travel spending in 1996. Package travellers spent an average of \$333 per trip, compared to just \$89 for all other travellers. This is no doubt due to the fact that Canadians travelling on package trips spent more nights in commercial accommodation establishments and stayed away an average of three nights versus less than two nights for other travellers. They also had higher transportation costs because their trips involved longer distances.

3. *Domestic Tourism Market Research Study 1995, Main Report, Canadian Tourism Commission.*

4. *Travel Forecast 2000: Twenty-One Questions for the 21st Century, Canadian Tourism Research Institute, July 1997.*

Text Table 4.4
Package Travel Versus Other Travel

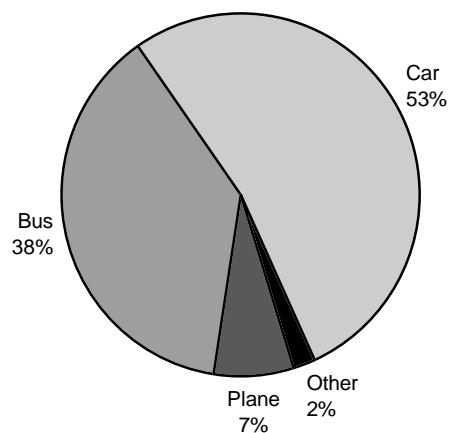
		Package Travel	Other Travel
Expenditures	(\$ 000,000)	\$ 607	\$ 10,366
Total trips	(000)	1,821	116,597
Same day trips	(000)	403	54,627
Overnight trips	(000)	1,418	61,970
Nights	(000)	4,938	203,134
Share of expenditures	(%)	6	94
Share of bus travel	(%)	22	78
Average duration	(nights)	2.7	1.7
Average spending	(\$)	\$ 333	\$ 89
Average one-way distance	(km)	445 km	266 km

Car travel is still dominant

Package consumers, like most domestic travellers, prefer the freedom and flexibility of driving to their destination. As shown in **Chart 4.6** private cars were used on over half of all package trips in 1996, indicating that marketing strategies will need to take this into account. When only overnight trips are included, auto trips accounted for an even greater share - 67% of package trips. Over one-third (38%) of all package trips involved bus transportation; however, this climbed to 92% for same day package travel. Packages involving air travel ranked a distant third, accounting for just 7% of trips.

Chart 4.6

Package Trips by Type of Transportation, 1996



Hotels welcome package users

Hotels were the most common form of accommodation for domestic packages, representing four out of ten package trips, compared to just one out of every ten non-package trips. Resorts are also a popular packaged accommodation type with an 18% share of overnight trips. Motels, cottages or cabins and Bed and Breakfasts (B&Bs) accounted for most of the remaining package trips.

Package travel components

Meals and accommodation were the two most popular items reported by package travellers in 1996. Recreation and entertainment items were included in 55% of packages while transportation expenses were reported in half of package trips. Only a handful of packages included car rental expenses, due to the dominance of travel by private car.

Text Table 4.5
Distribution of Package Travel Components, 1996

	Distribution
	(%)
Total Package Trips¹	100
Included	
Meals	74
Accommodation	73
Recreation & Entertainment	55
Transportation	53
Vehicle Rental	10
Other	12

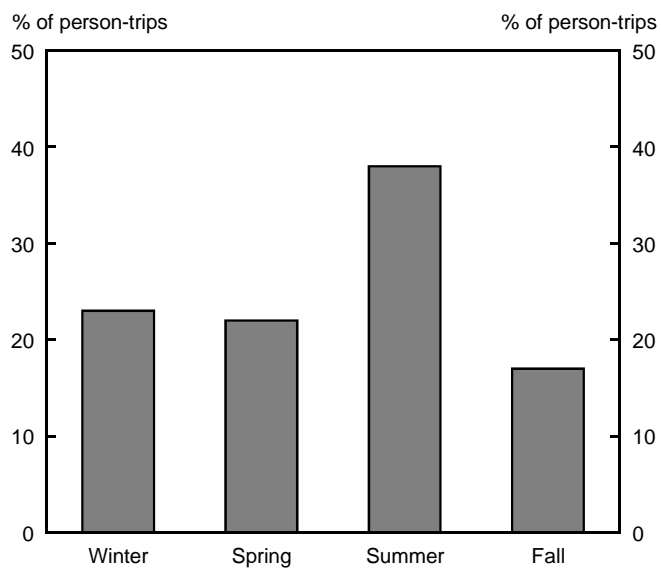
1. The sum of the package travel components exceeds the total, since packages include two or more items.

Seasonal distribution of package trips

The seasonal spread of packaged travel mirrors the seasonal pattern of the majority of domestic travel activity, with over 38% taking place between the heavily travelled period of July until the end of September. However, there were some seasonal variations by mode. Package trips by car showed the greatest seasonal peak, with almost half (46%) of these being summer trips. Package trips involving bus as the main mode showed greater seasonal spread; however, the summer still represented the bulk of trips (31%).

Chart 4.7

Seasonal Demand for Domestic Package Trips, 1996



Ontario and Quebec residents account for largest package use

Ontario and Quebec residents accounted for the largest share of domestic package trips in 1996, corresponding closely with the distribution of travel agency and tour operator revenues. According to the *1995 Annual Survey of Travel Agencies and Tour Operators* travel agency revenues (for both international and domestic destinations) are largely concentrated in Ontario and Quebec (80% of revenues).

Text Table 4.6

Provincial Distribution of Package Travel and Non-package Travel, 1996

Province of Origin	Package Trips (000)	Share of Package Trips (%)
Canada	1,821	100
Atlantic Provinces	41 G	2 G
Quebec	558	31
Ontario	703	39
Prairies	99	5
Alberta	250	14
British Columbia	177	9

G Since the coefficient of variation of the data is between 16.6% and 25% these data should be used with caution.

Who goes on package trips?

The profile of package users changes dramatically by type of transportation⁵ used on the trip. Package users travelling by car tended to be married, were mainly adult travellers and were split evenly between men and women. Almost half of package car travellers were college or university graduates, compared to one-quarter of bus package travellers. Package users who travelled by bus were dominated by adults, widows, women and older travellers.

Text Table 4.7
Demographic Characteristics of Package Travellers by Mode, 1996

	Car (%)	Bus (%)
Total	100	100
Adults only	70	89
Married	60	32
Women	42	61
College/University	47	27
Average Age	39	49

An active travel itinerary

Over half of all package trips involved a sporting or outdoor activity compared to only 29% for all leisure trips. Domestic travel packages, therefore, provide an opportunity for Canadians to participate in a favorite activity, pointing to a desire for a more active holiday. Walking, which ranges from a leisurely stroll to an energetic hike, was the key outdoor/sporting activity among the package market, followed by swimming. Downhill skiing was another popular sporting activity among package users. Package travellers also enjoyed sightseeing and shopping. Smaller participation was noted for activities such as cultural or spectator sport events.

Is the market growing?

A decade ago in 1986, 2% of overnight domestic travel involved a package component, virtually unchanged from the share in 1996. Given the research suggesting that Canadians would be amenable to domestic packaged product if more were made available and given the relatively low market penetration, it would appear that much opportunity exists for expanding package travel⁶. The *1995 Annual Survey of Traveller Accommodation*⁷ found that two-thirds of hotels do not offer package tours.

5. *The characteristics for air, rail and boat package trips cannot be released due to small sample sizes.*

6. *Domestic Tourism Market Research Study 1995, Main Report, Canadian Tourism Commission.*

7. *A Window on Canada's Accommodation Industry, 1995-1996, Canadian Tourism Commission.*

Visiting Friends or Relatives - A Market Worth Targetting?

Highlights:

- VFR travellers make a sizeable contribution to tourism in Canada, accounting for 43% of overnight domestic trips in 1996.
- Although VFR travellers spend less than other travellers, their spending amounted to \$3 billion in 1996, representing a 25% share of tourism expenditures.
- The hidden VFR market is also significant, since other types of travel involve an aspect of VFR.
- The retail sector benefits strongly from VFR travel since these travellers spend on clothing and other items (e.g., souvenirs, gifts for their hosts, etc.).
- VFR travel is less prone to seasonal peaking compared to other types of travel, particularly pleasure travel.
- Commercial transportation benefits heavily from VFR travel in Canada.
- All provinces benefit from Canadians travelling to be with friends or family members.
- Demographically, VFR travellers tend to be women, single and slightly younger.

Introduction

Someone travels across the country to attend a best friend's wedding, relatives gather for a family reunion at a cottage, or a grandparent eagerly arrives from out of town to see a new grandchild: whatever the situation, visiting friends or relatives (VFR) continues to be the single most important motivation for travel in this country and the homes of friends or relatives provide the major source of accommodation. In fact, Canadians spend approximately half of their domestic travel nights in private residences.

The size and nature of the market

In 1996 Canadians took just over 30 million overnight trips in Canada to spend time with friends or family, representing 43% of overnight travel. These trips resulted in almost 100 million nights, representing almost half of domestic tourism nights in 1996. Even though these trips are more economical than other types of travel, VFR travel still generated one-quarter of domestic tourism spending. But there is also a hidden economic benefit to VFR travel which is not measured by most travel surveys. VFR travellers are also responsible for expenditures made by their hosts who will often spend additional money to feed and entertain their out of town guests and will frequently accompany them to various tourist attractions such as special events, museums, etc. Some destinations are currently using VFR in their marketing strategies, in recognition of the significant revenues that can be attributed to this type of travel.

Text Table 4.8
VFR Travel Versus Other Travel

		VFR	Other Travel ¹	Total
Expenditures	(\$ 000,000)	\$ 3,300	\$ 9,962	\$13,262
Overnight trips	(000)	30,703	40,882	71,585
Intraprovincial trips	(000)	25,193	33,207	58,400
Interprovincial trips	(000)	5,511	7,674	13,185
Nights	(000)	99,828	131,372	231,200
Share of:				
Expenditures	(%)	25	75	100
Overnight trips	(%)	43	57	100
Intraprovincial trips	(%)	43	57	100
Interprovincial trips	(%)	42	58	100
Nights	(%)	43	57	100
Average duration	(nights)	3.3	3.0	3.2
Average spending	(\$)	\$ 107	\$ 244	\$ 185
Average one-way distance	(km)	406km	481km	411km

1. Other travel includes trips for pleasure, personal and business reasons.

As indicated in the *Text Table 4.9*, VFR is often included as a travel activity even though VFR is not identified as the main purpose for travelling. For instance, 43% of pleasure travellers said they visited friends or family when on a trip in 1996, which shows that family and friends continue to play a key role in other types of travel. Business travellers also took time to be with friends and family, with 22% of business trips reporting VFR as an activity. Some business travellers may even extend a business trip so that they can spend a few extra days with friends or relatives.

Text Table 4.9
VFR Activity Participation by Purpose, 1996

	Trips (000)	VFR Activity Participation (000)	VFR Share (%)
Pleasure	27,492	11,728	43
Business	8,196	2,150	22
Personal	5,193	3,198	62

Homes of friends and family used frequently by non-VFR travellers

Homes of friends and family are often used by domestic travellers, even though the main purpose for the trip was not VFR. For example, Canadians travelling for personal reasons stayed with friends or family on half of their nights in 1996, which is not surprising given that personal travel may include attending family gatherings such as weddings or funerals. Pleasure travellers and business travellers stayed with friends on less than 20% of their nights.

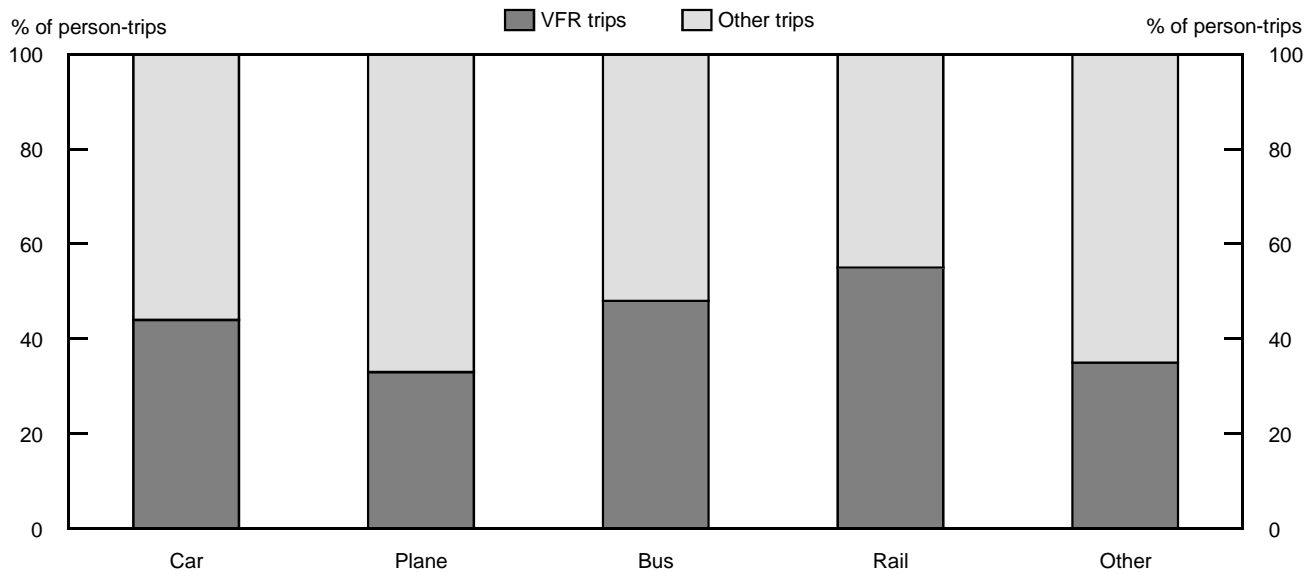
Text Table 4.10
Nights spent in the Homes of Friends and Relatives by Purpose, 1996

	Total Nights (000)	Homes of Friends or Relatives	
		Nights (000)	Share (%)
Pleasure	92,334	15,296	17
Business	23,128	4,392	19
Personal	15,910	8,631	54

Although VFR travellers use their cars most frequently, as demonstrated in **Chart 4.8**, they represent key clients for most commercial transportation. For rail and bus, they accounted for approximately half of the trips for each of these modes. They also generated one-third of the overnight domestic air trips in Canada in 1996.

Chart 4.8

Share of VFR Trips by Type of Transportation, 1996

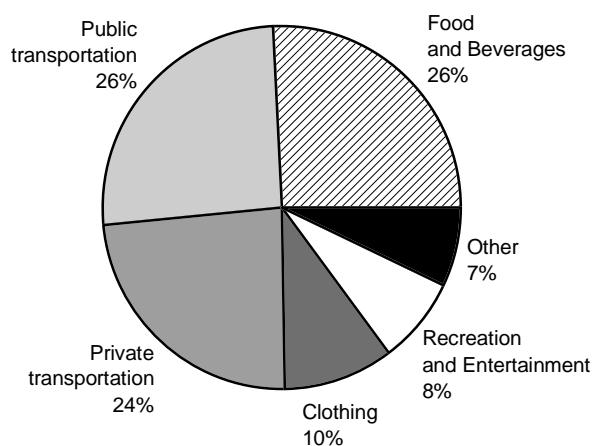


Text Table 4.11
VFR Travel Versus All Travel By Type of Transportation, 1996

	All Travel (000)	VFR (000)
Total	71,585	30,703
Car	62,982	27,409
Plane	5,264	1,731
Bus	2,082	996
Rail	640	352
Other	618	214

Chart 4.9 shows that VFR travellers spent the majority of their travel budget on food and beverages, followed closely by public transportation and private vehicle expenses, such as the purchase of gas and repairs. They spent more on clothes than they did on recreation and entertainment, indicating the significant contribution they make towards retail outlets.

Chart 4.9

VFR Expenditures by Type, 1996

As indicated in *Text Table 4.12*, VFR travellers make a significant contribution to all types of service and commodity purchases. They were responsible for 44% of the money spent on clothing purchases in 1996. They also contributed heavily to private vehicle spending, with expenditures of \$738 million. Given their tendency to stay in private homes, they accounted for only 7% of accommodation spending.

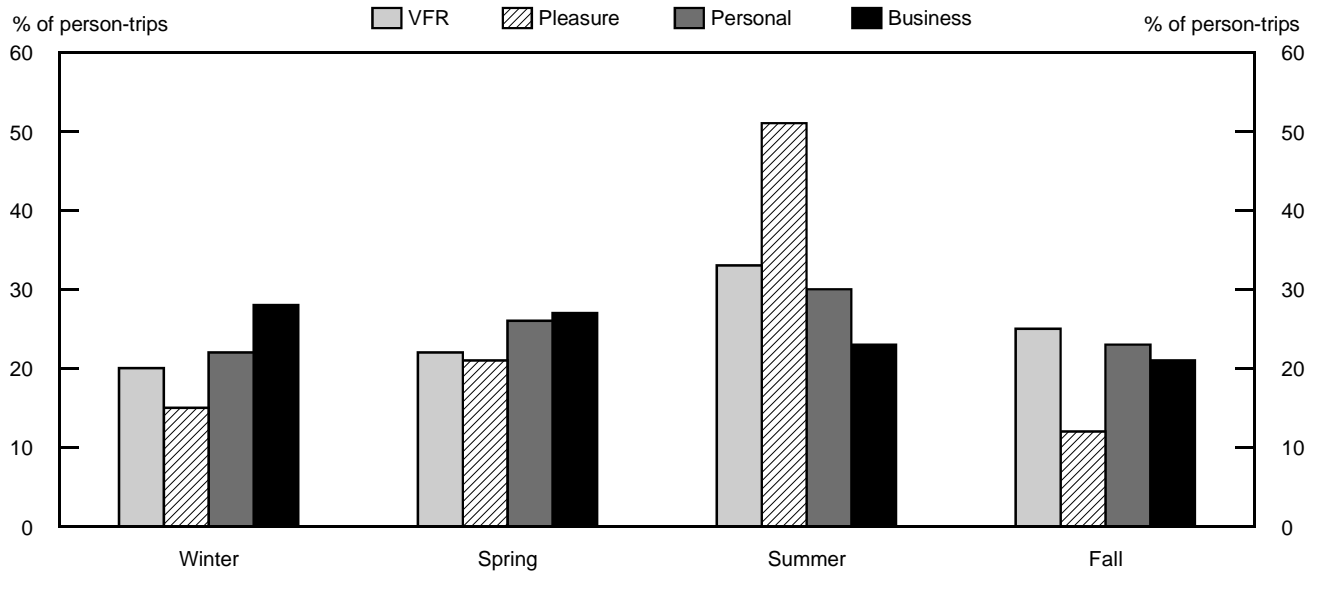
Text Table 4.12
VFR Travel Versus All Travel By Type of Expenditure, 1996

	Expenditures		VFR Share of Expenditures (%)
	All Travel	VFR	
	(\$ 000,000)		
Total Expenditures	13,262	3,300	25
Food & Beverage	3,022	813	27
Public Transportation	3,400	800	23
Private Transportation	2,001	738	37
Accommodation	2,764	205	7
Recreation & Entertainment	804	236	29
Clothing	673	293	44
Other	598	215	36

VFR trips are somewhat less prone to seasonality than tourism in general. As shown in **Chart 4.10**, Canadians travelling to visit with friends or family took one-third of their trips in the summer quarter (July, August and September) in 1996 compared to half of pleasure trips occurring at this time. They were more likely to take trips during the fall and winter shoulder periods versus pleasure travellers. In fact, the fourth quarter is the second most popular time for VFR travellers due to families and friends getting together at Christmas time.

Chart 4.10

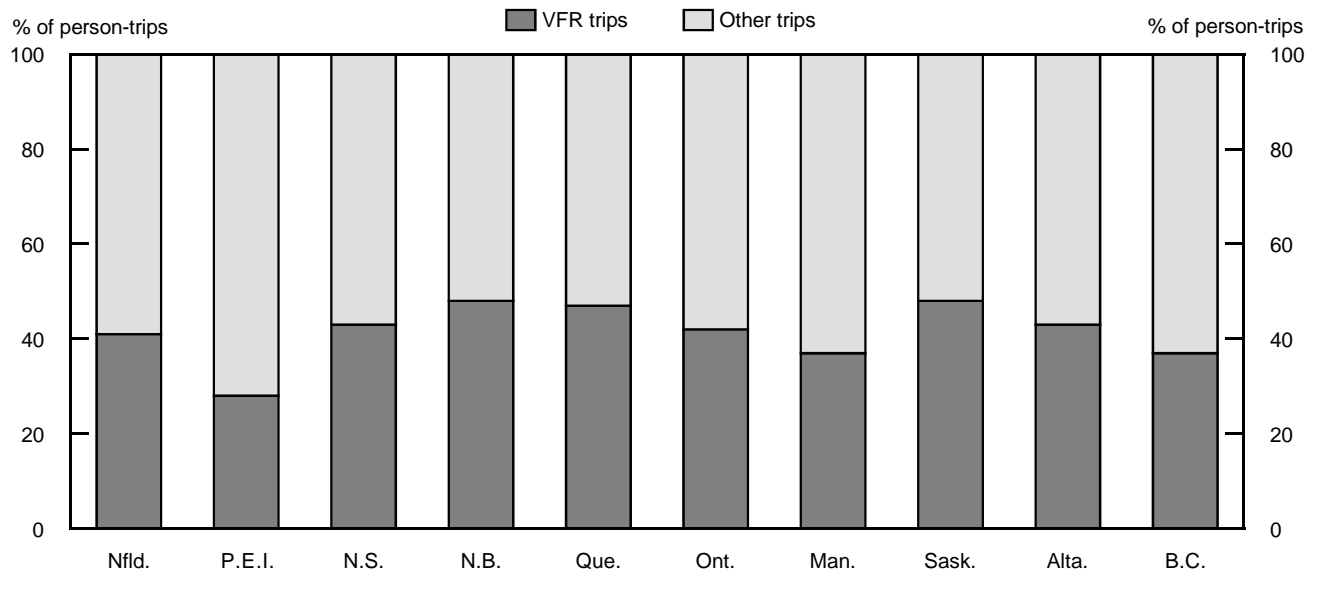
Seasonal Travel Patterns by Purpose, 1996



As indicated in **Chart 4.11**, VFR travel is an important tourism generator for all provinces, accounting for a high of 48% for trips to New Brunswick and Saskatchewan to a low of 28% for trips with a destination in Prince Edward Island.

Chart 4.11

Province of Destination by Share of VFR Trips, 1996



Text Table 4.13
VFR Travel by Province of Destination, 1996

Province of Destination	Total Trips (000)	VFR Trips (000)	Share of VFR Trips (%)
Canada	71,585	30,703	43
Newfoundland	1,332	544	41
Prince Edward Island	451	126	28
Nova Scotia	2,601	1,107	43
New Brunswick	1,789	854	48
Quebec	15,386	7,246	47
Ontario	25,122	10,641	42
Manitoba	2,785	1,036	37
Saskatchewan	3,905	1,865	48
Alberta	8,700	3,726	43
British Columbia	9,440	3,528	37

VFR travellers are somewhat more likely to be women and single compared to all domestic travellers. In terms of age, the VFR market is slightly younger than other travellers, although VFR travel is still prominent in most age categories.

Text Table 4.14
Demographic Characteristics of VFR Travellers Versus All Travellers, 1996

	All Travellers (%)	VFR (%)
Sex	100	100
Women	49	55
Men	51	45
Marital Status	100	100
Married	55	48
Single	38	42
Other	7	10
Age	100	100
Under 15	17	19
15-24	14	16
25-34	19	20
35-44	20	16
45-54	15	12
55 and over	16	17

CHAPTER 5

STATISTICAL TABLE SERIES

Notes Regarding Statistical Tables

Symbols

The following standard symbols are used in Statistics Canada publications:

- - figures not available.
- nil or zero.

Sampling Variability

- G Since the coefficient of variation of the data is between 16.6 % and 25 % at one standard deviation, the data should be used with caution.
- H Since the coefficient of variation of the data is greater than 25 % at one standard deviation, the data cannot be released.

Footnotes

1. The total of visits for all CMAs (Canada level) is greater than the province visit total since more than one CMA may be visited during a provincial visit.
2. The Canada total exceeds the sum of the provinces because it includes Yukon, Northwest Territories and "not stated".
3. The total of person-trips by type of accommodation exceeds the total person-trips because more than one type of accommodation may be used on one trip.
4. The total of person-visits by type of accommodation exceeds the total person-visits because more than one type of accommodation may be used on one trip.
5. The total of expenditures by type of accommodation exceeds the total expenditures because it includes multiple counting where more than one type of accommodation was used on a trip.
6. The activity total exceeds the total person-trips because more than one activity may be participated in while on a trip.

Note to Readers: *The 1994 Canadian Travel Survey data published in Domestic Travel, Canadians Travelling in Canada 1994 (Catalogue 87-504) has been revised. The revised data can be obtained by contacting the Tourism Statistics Program.*

CHAPTER 5

Table 1
Summary of Total Domestic Travel by Province and Census Metropolitan Area, 1996

CHARACTERISTICS	PERSON-TRIPS (DESTINATION)	PERSON- VISITS ¹	REALLOCATED EXPENDITURES	VISIT- NIGHTS
			Thousands	
TOTAL CANADA	137,524	139,381	16,406,579	230,376
NEWFOUNDLAND	2,550	2,561	385,989	5,483
PRINCE EDWARD ISLAND	625	674	121,154	2,030
NOVA SCOTIA	5,936	6,021	713,844	8,493
NEW BRUNSWICK	3,791	4,002	401,442	5,993
QUEBEC	30,027	30,289	2,867,213	43,369
ONTARIO	49,733	49,921	5,206,334	75,163
MANITOBA	5,556	5,667	621,003	8,941
SASKATCHEWAN	7,468	7,723	759,399	12,577
ALBERTA	17,155	17,602	2,351,207	27,785
BRITISH COLUMBIA	14,595	14,837	2,918,946	40,087
YUKON / NWT	87 G	85 G	60,048	H
TOTAL	137,524	143,409	16,406,579	230,376
NON-METROPOLITAN AREA	78,053	81,729	7,142,020	142,833
ST. JOHN'S	785	793	157,623	1,786
HALIFAX	2,256	2,318	401,210	2,927
SAINT-JOHN	473	554	65,796	803
CHICOUTIMI-JONQUIÈRE	592	597	76,408	1,362
QUÉBEC	4,307	4,460	475,506	5,394
SHERBROOKE	1,060	1,073	70,390	1,043
TROIS-RIVIÈRES	901	928	42,283	750
MONTRÉAL	7,016	7,159	961,178	9,026
OTTAWA-HULL	4,232	4,320	736,473	6,967
OSHAWA	539	555	49,872	689
TORONTO	11,149	11,334	1,744,695	13,004
HAMILTON	1,275	1,316	131,339	1,340
ST. CATHERINES-NIAGARA	2,236	2,274	197,845	2,145
KITCHENER	1,462	1,492	125,854	1,083
LONDON	2,924	2,965	211,111	2,144
WINDSOR	862	864	78,469	1,262
SUDBURY	696	763	78,997	1,175
THUNDER BAY	369	415	119,177	1,095
WINNIPEG	1,798	1,904	369,817	3,219
REGINA	1,329	1,436	183,677	2,094
SASKATOON	1,611	1,746	220,070	2,366
CALGARY	3,157	3,490	685,874	6,681
EDMONTON	4,049	4,279	731,825	6,523
VANCOUVER	3,193	3,373	1,082,344	9,662
VICTORIA	1,199	1,272	266,726	3,003

See footnote(s) at beginning of statistical tables.

Table 2a
Total Travel, Traveller Characteristics by Province of Destination, 1996

CHARACTERISTICS	Province of destination										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-trips										
TOTAL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
SAME DAY	65,939	1,218	175	3,335	2,002	14,640	24,611	2,771	3,563	8,455	5,155
OVERNIGHT	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
TOTAL											
INTERPROVINCIAL	16,315	170	222	881	805	2,771	4,680	1,071	1,280	2,750	1,687
INTRAPROVINCIAL	121,209	2,351	159	5,064	2,934	26,682	46,065	4,720	6,322	14,854	12,056
SEX	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
UNDER 15	21,581	341	109	822	578	4,438	7,760	930	1,342	2,941	2,314
MALE 15 AND OVER	61,865	1,179	265	2,603	1,746	13,487	22,365	2,542	3,180	7,732	6,711
FEMALE 15 AND OVER	54,078	1,031	252	2,511	1,467	12,101	19,608	2,085	2,946	6,482	5,570
MARITAL STATUS	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
MARRIED OR COMMON-LAW	79,005	1,554	395	3,534	2,281	17,277	28,814	3,232	4,121	9,634	8,101
SINGLE, NEVER MARRIED (INCL. CHILDREN)	48,240	857	187	2,011	1,279	10,344	17,259	1,927	2,802	6,312	5,244
WIDOWED	3,401	56 G	16 G	153	93	668	1,288	153	213	389	368
SEPARATED OR DIVORCED	6,878	83	28	238	138	1,737	2,372	245	331	820	882
HOUSEHOLD INCOME LEVEL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
NOT STATED	38,546	567	173	1,597	1,064	7,693	13,985	1,745	2,619	4,976	4,103
LESS THAN \$20,000	11,323	319	39	517	341	2,828	3,243	533	871	1,404	1,225
\$20,000 - \$39,999	26,465	693	132	1,488	828	6,264	8,199	1,243	1,443	3,493	2,668
\$40,000 - \$59,999	26,509	483	132	1,108	824	6,357	9,351	1,038	1,282	3,386	2,524
\$60,000 - \$79,999	17,639	308	82	659	441	3,775	6,757	594	698	2,155	2,158
\$80,000 AND OVER	17,043	180	67	567	292	3,110	8,198	404	554	1,741	1,917
AGE	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
UNDER 15	21,581	341	109	822	578	4,438	7,760	930	1,342	2,941	2,314
15 - 19 YEARS	7,559	172	18 G	331	223	1,632	2,427	350	499	996	906
20 - 24	10,359	253	34	449	337	2,307	3,569	380	611	1,357	1,060
25 - 34	25,295	515	111	1,100	702	5,482	9,141	1,009	1,196	3,351	2,668
35 - 44	27,658	523	134	1,150	805	6,423	9,708	1,040	1,426	3,510	2,928
45 - 54	21,796	381	108	1,029	577	5,063	8,014	847	1,052	2,420	2,295
55 - 64	12,856	211	62	592	319	2,779	4,957	513	695	1,408	1,304
65 - 69	4,597	62	14 G	176	98	873	1,929	218	266	533	426
70 YEARS & OVER	5,822	93	34	288	152	1,030	2,229	271	380	640	695
EDUCATIONAL ATTAINMENT	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
NOT STATED / UNDER 15	21,581	341	109	822	578	4,438	7,760	930	1,342	2,941	2,314
0-8 YEARS	6,024	193	32	232	215	2,191	1,515	338	439	523	345
SOME SECONDARY EDUCATION	17,258	408	77	812	488	3,023	6,282	845	1,196	2,298	1,819
GRADUATED FROM HIGH SCHOOL	20,083	331	64	658	561	3,610	7,548	829	1,252	2,734	2,492
SOME POST-SECONDARY POST-SECONDARY CERTIFICATE / DIPLOMA	11,472	185	50	494	359	1,894	4,476	433	581	1,491	1,498
UNIVERSITY DEGREE	36,111	790	171	1,770	996	9,147	12,073	1,414	1,779	4,399	3,538
UNIVERSITY DEGREE	24,994	303	123	1,150	593	5,724	10,080	767	878	2,769	2,589
TYPE OF OCCUPATION	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
MANAGERIAL & OTHER											
PROFESSIONAL	37,278	599	191	1,592	1,003	8,516	14,141	1,383	1,721	4,336	3,771
CLERICAL / SALES / SERVICE	30,696	513	118	1,364	819	6,706	10,854	1,171	1,490	4,057	3,590
PRIMARY OCCUPATIONS	5,267	157	22	254	152	541	1,118	451	946	1,257	365
MANUFACTURING/ CONSTRUCTION / TRANSPORT	18,194	342	83	692	551	4,060	6,768	718	820	2,166	1,974
NEVER WORKED / NONE OF THE ABOVE	46,089	940	211	2,035	1,266	10,204	16,852	1,833	2,490	5,339	4,896

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 2b
Overnight Travel, Traveller Characteristics by Province of Destination, 1996

CHARACTERISTICS	Province of destination										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-trips										
TOTAL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
<i>SAME DAY</i>	65,939	1,218	175	3,335	2,002	14,640	24,611	2,771	3,563	8,455	5,155
<i>OVERNIGHT</i>	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
OVERNIGHT											
<i>INTERPROVINCIAL</i>	13,185	199	422	773	704	2,243	2,741	676	974	1,933	2,448
<i>INTRAPROVINCIAL</i>	58,400	1,134	29	1,828	1,085	13,144	22,381	2,110	2,931	6,767	6,992
SEX	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>UNDER 15</i>	11,972	186	88	397	293	2,356	4,299	523	718	1,547	1,562
<i>MALE 15 AND OVER</i>	30,335	623	188	1,054	761	6,495	10,426	1,146	1,600	3,810	4,186
<i>FEMALE 15 AND OVER</i>	29,277	524	176	1,150	735	6,535	10,398	1,117	1,587	3,344	3,693
MARITAL STATUS	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>MARRIED OR COMMON-LAW</i>	39,102	793	289	1,462	1,006	8,513	13,554	1,514	2,029	4,747	5,141
<i>SINGLE, NEVER MARRIED (INCL. CHILDREN)</i>	27,014	457	137	954	667	5,642	9,692	1,054	1,561	3,333	3,500
<i>WIDOWED</i>	1,878	37 G	9 G	73	42 G	360	718	87	121	193	236
<i>SEPARATED OR DIVORCED</i>	3,592	45 G	16 G	112	74 G	871	1,159	130	194	426	564
HOUSEHOLD INCOME LEVEL	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>NOT STATED</i>	21,093	314	128	713	496	4,188	7,439	960	1,374	2,661	2,797
<i>LESS THAN \$20,000</i>	5,770	153	26	224	173	1,402	1,641	245	453	721	733
<i>\$20,000 - \$39,999</i>	12,964	348	86	619	355	3,042	3,890	563	747	1,691	1,613
<i>\$40,000 - \$59,999</i>	13,231	235	88	462	419	3,194	4,443	507	651	1,626	1,588
<i>\$60,000 - \$79,999</i>	9,255	169	64	303	196	1,857	3,534	304	385	1,105	1,331
<i>\$80,000 AND OVER</i>	9,272	114	59	280	150	1,704	4,175	206	296	896	1,379
AGE	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>UNDER 15</i>	11,972	186	88	397	293	2,356	4,299	523	718	1,547	1,562
<i>15 - 19 YEARS</i>	4,223	84	11 G	168	110	961	1,337	166	268	537	577
<i>20 - 24</i>	5,957	143	21	191	198	1,246	2,152	196	378	729	700
<i>25 - 34</i>	13,384	265	77	532	341	2,911	4,609	558	674	1,689	1,708
<i>35 - 44</i>	14,155	248	95	468	345	3,222	4,985	498	696	1,716	1,877
<i>45 - 54</i>	10,540	183	77	410	250	2,426	3,510	392	529	1,265	1,490
<i>55 - 64</i>	6,152	124	50	241	138	1,325	2,223	239	327	625	846
<i>65 - 69</i>	2,200	38 G	10 G	78	43 G	410	856	87	132	280	262
<i>70 YEARS & OVER</i>	3,001	62	24	116	70 G	528	1,152	127	183	312	419
EDUCATIONAL ATTAINMENT	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>NOT STATED / UNDER 15</i>	11,972	186	88	397	293	2,356	4,299	523	718	1,547	1,562
<i>0-8 YEARS</i>	2,866	95	20	90	89	1,070	703	133	183	279	205
<i>SOME SECONDARY EDUCATION</i>	8,419	209	50	358	200	1,457	2,999	391	577	1,044	1,123
<i>GRADUATED FROM HIGH SCHOOL</i>	10,252	166	45	286	227	1,844	3,632	420	611	1,380	1,634
<i>SOME POST-SECONDARY POST-SECONDARY CERTIFICATE/ DIPLOMA</i>	6,152	108	36	194	189	1,018	2,280	231	376	709	1,003
<i>UNIVERSITY DEGREE</i>	18,114	389	113	751	490	4,459	5,849	662	907	2,301	2,163
	13,810	179	99	526	300	3,181	5,360	425	532	1,439	1,751
TYPE OF OCCUPATION	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>MANAGERIAL & OTHER</i>											
<i>PROFESSIONAL</i>	20,283	319	149	743	505	4,453	7,450	736	946	2,346	2,615
<i>CLERICAL /SALES/SERVICE</i>	16,064	316	78	635	390	3,520	5,330	640	896	2,049	2,199
<i>PRIMARY OCCUPATIONS MANUFACTURING/ CONSTRUCTION/TRANSPORT</i>	1,961	64	8 G	76	41 G	240	425	128	305	438	230
<i>NEVER WORKED/ NONE OF THE ABOVE</i>	8,996	159	52	253	242	1,930	3,228	320	439	1,101	1,252
	24,282	474	164	894	610	5,244	8,690	960	1,319	2,766	3,144

See footnote(s) at beginning of statistical tables.

Table 3a
Total Travel, Trip Characteristics by Province of Destination, 1996

CHARACTERISTICS	Province of destination										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-trips										
TOTAL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
SAME DAY	65,939	1,218	175	3,335	2,002	14,640	24,611	2,771	3,563	8,455	5,155
OVERNIGHT	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
TOTAL											
INTERPROVINCIAL	16,315	199	466	872	857	3,345	3,668	837	1,145	2,301	2,539
INTRAPROVINCIAL	121,209	2,351	159	5,064	2,934	26,682	46,065	4,720	6,322	14,854	12,056
PROVINCE OF ORIGIN	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
NEWFOUNDLAND	2,521	2,351	H	70	H	H	55 G	..	H	H	H
PRINCE EDWARD ISLAND	381	H	159	93	95	H	20	H	H	H	H
NOVA SCOTIA	5,945	57 G	177	5,064	412	36 G	149	H	H	H	27 G
NEW BRUNSWICK	3,739	H	131	369	2,934	168	104	H	H	H	H
QUEBEC	29,453	H	H	H	202	26,682	2,346	H	H	H	74 G
ONTARIO	50,745	93 G	93 G	226	114	3,003	46,065	342	48 G	300	452
MANITOBA	5,791	H	H	H	H	24 G	452	4,720	286	159	135
SASKATCHEWAN	7,602	H	H	H	H	H	49 G	243	6,322	740	222
ALBERTA	17,604	H	H	H	H	45 G	214	135 G	655	14,854	1,614
BRITISH COLUMBIA	13,743	H	H	H	H	44 G	279	86 G	136	1,043	12,056
QUARTER	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
1ST. QUARTER (JAN-MAR)	31,193	550	100	1,243	815	7,028	11,030	1,116	1,818	4,138	3,332
2ND. QUARTER (APR-JUNE)	31,272	584	97	1,471	845	6,761	10,870	1,383	1,719	4,249	3,280
3RD. QUARTER (JULY-SEPT)	46,792	906	316	2,021	1,316	10,453	17,377	1,962	2,245	5,074	5,097
4TH. QUARTER (OCT-DEC)	28,267	510	112	1,202	815	5,786	10,457	1,095	1,685	3,694	2,887
PURPOSE	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
VISIT FRIENDS OR RELATIVES	51,086	701	179	1,895	1,340	13,354	19,035	1,674	2,607	5,543	4,730
PLEASURE	50,272	903	305	2,076	1,260	10,308	19,158	2,170	2,127	5,740	6,206
PERSONAL	16,994	604	43	1,046	595	3,029	5,183	777	1,494	2,665	1,551
BUSINESS	17,025	309	80	813	533	2,929	5,619	841	1,103	2,923	1,849
A CONVENTION (BUS. & NON-BUS)	2,081	33 G	19 G	105	62 G	405	697	92	134	284	246
MODE OF TRANSPORTATION	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
AUTOMOBILE	126,337	2,250	544	5,552	3,645	28,147	46,062	5,064	7,083	15,723	12,225
PLANE	5,945	216	67	264	87	531	1,672	355	168	1,057	1,486
BUS	3,492	57 G	12 G	87	H	968	1,301	100	204	329	406
RAIL	764	H	H	H	H	197	509	H	H	H	H
BOAT	430	H	H	H	H	H	55 G	..	H	..	323
ACCOMMODATION	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
ACCOMMODATION TYPES (MULTIPLE COUNTS) ³											
HOTEL	11,889	190	116	558	288	2,208	3,684	489	675	1,867	1,779
MOTEL	5,284	71	101	296	257	953	1,623	146	271	646	913
BED AND BREAKFAST	615	21 G	20 G	45 G	H	199	175	H	H	H	85 G
RESORT OR LODGE	942	H	H	H	H	137 G	393	37 G	H	122 G	189
CAMPING OR TRAILER PARK	6,024	60 G	48	155	123	949	2,077	192	260	1,010	1,142
HOME OF FRIENDS OR RELATIVES	37,185	842	175	1,436	973	8,240	11,975	1,345	2,359	4,848	4,961
PRIVATE COTTAGE OR VACATION HOME	9,167	128	67	182	103	2,145	4,592	585	273	346	745
COMMERCIAL COTTAGE OR CABIN	991	44 G	24	H	34 G	229	324	33 G	66	64 G	155
OTHER	1,763	44 G	H	64	52 G	554	481	43 G	84	153 G	277

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 3b
Overnight Travel, Trip Characteristics by Province of Destination, 1996

CHARACTERISTICS	Province of destination										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-trips										
TOTAL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
<i>SAME DAY</i>	<i>65,939</i>	<i>1,218</i>	<i>175</i>	<i>3,335</i>	<i>2,002</i>	<i>14,640</i>	<i>24,611</i>	<i>2,771</i>	<i>3,563</i>	<i>8,455</i>	<i>5,155</i>
<i>OVERNIGHT</i>	<i>71,585</i>	<i>1,332</i>	<i>451</i>	<i>2,601</i>	<i>1,789</i>	<i>15,386</i>	<i>25,122</i>	<i>2,785</i>	<i>3,905</i>	<i>8,700</i>	<i>9,440</i>
OVERNIGHT											
<i>INTERPROVINCIAL</i>	<i>13,185</i>	<i>199</i>	<i>422</i>	<i>773</i>	<i>704</i>	<i>2,243</i>	<i>2,741</i>	<i>676</i>	<i>974</i>	<i>1,933</i>	<i>2,448</i>
<i>INTRAPROVINCIAL</i>	<i>58,400</i>	<i>1,134</i>	<i>29</i>	<i>1,828</i>	<i>1,085</i>	<i>13,144</i>	<i>22,381</i>	<i>2,110</i>	<i>2,931</i>	<i>6,767</i>	<i>6,992</i>
PROVINCE OF ORIGIN	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>NEWFOUNDLAND</i>	1,300	1,134	H	66	H	H	55 G	..	H	H	H
<i>PRINCE EDWARD ISLAND</i>	208	H	29	79	66	H	20	H	H	H	H
<i>NOVA SCOTIA</i>	2,572	57 G	152	1,828	302	36 G	148	H	H	H	27 G
<i>NEW BRUNSWICK</i>	1,752	H	111	287	1,085	133	102	H	H	H	H
<i>QUEBEC</i>	15,061	H	H	H	189	13,144	1,505	H	H	H	74 G
<i>ONTARIO</i>	25,889	93 G	93 G	226	114 G	1,936	22,381	246	46 G	293	452
<i>MANITOBA</i>	3,033	H	H	H	H	24 G	383	2,110	209	159	134
<i>SASKATCHEWAN</i>	3,978	H	H	H	H	H	49 G	194	2,931	558	220
<i>ALBERTA</i>	9,319	H	H	H	H	45 G	213	122 G	562	6,767	1,527
<i>BRITISH COLUMBIA</i>	8,474	H	H	H	H	44 G	267	82 G	136	865	6,992
QUARTER	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>1ST. QUARTER (JAN-MAR)</i>	13,993	279	64	503	310	3,256	4,605	500	749	1,823	1,887
<i>2ND. QUARTER (APR-JUNE)</i>	16,067	270	68	650	386	3,299	5,647	665	893	2,116	2,060
<i>3RD. QUARTER (JULY-SEPT)</i>	27,632	539	262	959	722	5,956	10,064	1,144	1,345	2,898	3,721
<i>4TH. QUARTER (OCT-DEC)</i>	13,893	245	56	490	371	2,875	4,807	476	918	1,863	1,772
PURPOSE	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>VISIT FRIENDS OR RELATIVES</i>	30,703	544	126	1,107	854	7,246	10,641	1,036	1,865	3,726	3,528
<i>PLEASURE</i>	27,492	440	244	852	543	5,930	10,355	1,142	1,122	2,858	3,992
<i>PERSONAL</i>	5,134	195	12 G	284	147	855	1,564	248	444	728	655
<i>BUSINESS</i>	6,681	129	51	275	201	1,084	2,072	285	379	1,137	1,045
<i>A CONVENTION (BUS. & NON-BUS)</i>	1,515	24 G	17 G	82	42 G	270	452	73	93	250	208
MODE OF TRANSPORTATION	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>AUTOMOBILE</i>	62,982	1,051	374	2,242	1,661	14,152	22,550	2,385	3,589	7,554	7,394
<i>PLANE</i>	5,264	213	64	254	82	452	1,410	300	157	887	1,402
<i>BUS</i>	2,082	47 G	10 G	74	H	536	618	77	149	235	317
<i>RAIL</i>	640	H	H	H	H	148 G	433	H	H	H	H
<i>BOAT</i>	317	H	H	H	H	H	53	..	H	..	217
ACCOMMODATION	71,585	1,332	451	2,601	1,789	15,386	25,122	2,785	3,905	8,700	9,440
<i>ACCOMMODATION TYPES</i> <i>(MULTIPLE COUNTS)³</i>											
<i>HOTEL</i>	11,889	190	116	558	288	2,208	3,684	489	675	1,867	1,779
<i>MOTEL</i>	5,284	71	101	296	257	953	1,623	146	271	646	913
<i>BED AND BREAKFAST</i>	615	21 G	20 G	45 G	H	199	175	H	H	H	85 G
<i>RESORT OR LODGE</i>	942	H	H	H	H	137 G	393	37 G	H	122 G	189
<i>CAMPING OR TRAILER PARK</i>	6,024	60 G	48	155	123	949	2,077	192	260	1,010	1,142
<i>HOME OF FRIENDS OR RELATIVES</i>	37,185	842	175	1,436	973	8,240	11,975	1,345	2,359	4,848	4,961
<i>PRIVATE COTTAGE OR</i> <i>VACATION HOME</i>	9,167	128	67	182	103	2,145	4,592	585	273	346	745
<i>COMMERCIAL COTTAGE OR CABIN</i>	991	44 G	24	H	34 G	229	324	33 G	66	64 G	155
<i>OTHER</i>	1,763	44 G	H	64	52 G	554	481	43 G	84	153 G	277

See footnote(s) at beginning of statistical tables.

Table 4a
Total Visits, Trip Characteristics by Province Visited, 1996

CHARACTERISTICS	Province Visited										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-visits										
TOTAL	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>SAME DAY</i>	<i>65,951</i>	<i>1,218</i>	<i>175</i>	<i>3,338</i>	<i>2,002</i>	<i>14,642</i>	<i>24,611</i>	<i>2,771</i>	<i>3,563</i>	<i>8,455</i>	<i>5,162</i>
<i>OVERNIGHT</i>	<i>73,430</i>	<i>1,344</i>	<i>499</i>	<i>2,683</i>	<i>2,000</i>	<i>15,646</i>	<i>25,310</i>	<i>2,896</i>	<i>4,160</i>	<i>9,147</i>	<i>9,675</i>
PROVINCE OF ORIGIN	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>NEWFOUNDLAND</i>	2,549	2,362	H	75	H	H	57 G	..	H	H	H
<i>PRINCE EDWARD ISLAND</i>	393	H	159	94	100	8 G	21	H	H	H	H
<i>NOVA SCOTIA</i>	6,020	57 G	178	5,088	441	51 G	150	H	H	H	27 G
<i>NEW BRUNSWICK</i>	3,779	H	132	372	2,947	185	106	H	H	H	H
<i>QUEBEC</i>	29,579	H	H	H	233	26,777	2,333	H	H	H	74 G
<i>ONTARIO</i>	51,321	93 G	118	267	227	3,104	46,198	402	83 G	360	462
<i>MANITOBA</i>	5,967	H	H	H	H	28 G	466	4,746	357	205	140
<i>SASKATCHEWAN</i>	7,791	H	H	H	H	H	56 G	253	6,399	826	224
<i>ALBERTA</i>	17,821	H	H	H	H	55 G	235	130 G	694	15,001	1,614
<i>BRITISH COLUMBIA</i>	14,163	H	H	45 G	H	57 G	298	104 G	165	1,141	12,280
QUARTER	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>1ST. QUARTER (JAN-MAR)</i>	31,392	553	101	1,253	840	7,049	11,054	1,122	1,854	4,186	3,355
<i>2ND. QUARTER (APR-JUNE)</i>	31,564	585	99	1,478	874	6,790	10,905	1,405	1,772	4,326	3,316
<i>3RD. QUARTER (JULY-SEPT)</i>	47,940	913	361	2,082	1,454	10,622	17,485	2,034	2,378	5,330	5,258
<i>4TH. QUARTER (OCT-DEC)</i>	28,484	511	114	1,208	833	5,827	10,477	1,107	1,718	3,759	2,907
PURPOSE	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>VISIT FRIENDS OR RELATIVES</i>	51,832	706	183	1,913	1,388	13,435	19,129	1,745	2,730	5,731	4,844
<i>PLEASURE</i>	51,045	905	345	2,135	1,385	10,447	19,208	2,185	2,200	5,918	6,298
<i>PERSONAL</i>	17,105	605	43	1,048	607	3,043	5,193	781	1,519	2,687	1,569
<i>BUSINESS</i>	17,157	311	81	815	550	2,944	5,637	856	1,119	2,957	1,862
<i>A CONVENTION (BUS. & NON-BUS)</i>	2,175	34 G	22	107	72 G	416	711	97	152	307	251
MODE OF TRANSPORTATION	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>AUTOMOBILE</i>	127,655	2,259	566	5,598	3,805	28,330	46,175	5,114	7,291	16,059	12,419
<i>PLANE</i>	6,381	217	91	292	126	579	1,737	411	202	1,156	1,524
<i>BUS</i>	3,552	57 G	12 G	95	37 G	990	1,305	100	210	336	409
<i>RAIL</i>	780	H	H	H	H	201	511	H	H	H	H
<i>BOAT</i>	432	H	H	H	H	H	54 G	..	H	..	323
ACCOMMODATION	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
ACCOMMODATION TYPES (MULTIPLE COUNTS) ¹											
<i>HOTEL</i>	12,213	188	110	567	357	2,272	3,708	504	737	1,985	1,751
<i>MOTEL</i>	5,525	65	77	270	315	1,023	1,647	143	336	703	939
<i>BED AND BREAKFAST</i>	627	H	13 G	50 G	37 G	200	172	H	H	H	88 G
<i>RESORT OR LODGE</i>	944	H	H	H	H	137 G	394	35 G	H	117 G	195
<i>CAMPING OR TRAILER PARK</i>	6,250	60 G	56	159	135	977	2,085	207	291	1,064	1,212
<i>HOME OF FRIENDS OR RELATIVES</i>	37,666	848	165	1,441	1,006	8,277	12,058	1,395	2,435	5,008	5,004
<i>PRIVATE COTTAGE OR</i> <i>VACATION HOME</i>	9,177	128	65	183	109	2,152	4,588	585	276	343	748
<i>COMMERCIAL COTTAGE OR CABIN</i>	990	45 G	23	H	34 G	229	323	35 G	64	66 G	150 G
<i>OTHER</i>	1,773	43 G	H	61	62 G	572	471	44 G	82	154 G	279

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 4b
Overnight Visits, Trip Characteristics by Province Visited, 1996

CHARACTERISTICS	Province Visited										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-visits										
TOTAL	139,381	2,561	674	6,021	4,002	30,289	49,921	5,667	7,723	17,602	14,837
<i>SAME DAY</i>	<i>65,951</i>	<i>1,218</i>	<i>175</i>	<i>3,338</i>	<i>2,002</i>	<i>14,642</i>	<i>24,611</i>	<i>2,771</i>	<i>3,563</i>	<i>8,455</i>	<i>5,162</i>
<i>OVERNIGHT</i>	<i>73,430</i>	<i>1,344</i>	<i>499</i>	<i>2,683</i>	<i>2,000</i>	<i>15,646</i>	<i>25,310</i>	<i>2,896</i>	<i>4,160</i>	<i>9,147</i>	<i>9,675</i>
PROVINCE OF ORIGIN	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
<i>NEWFOUNDLAND</i>	1,328	1,145	H	71	H	H	57 G	..	H	H	H
<i>PRINCE EDWARD ISLAND</i>	220	H	29	80	71	8 G	21	H	H	H	H
<i>NOVA SCOTIA</i>	2,647	57 G	153	1,852	330	51 G	149	H	H	21 G	27 G
<i>NEW BRUNSWICK</i>	1,791	H	112	291	1,098	150	105	H	H	H	H
<i>QUEBEC</i>	15,185	H	50 G	H	219	13,238	1,492	H	H	H	74 G
<i>ONTARIO</i>	26,458	93 G	118	267	227	2,037	22,513	306	81 G	353	455
<i>MANITOBA</i>	3,208	H	H	H	H	28 G	397	2,136	280	205	139
<i>SASKATCHEWAN</i>	4,166	H	H	H	H	H	56 G	205	3,008	644	222
<i>ALBERTA</i>	9,536	H	H	H	H	55 G	234	117 G	601	6,914	1,527
<i>BRITISH COLUMBIA</i>	8,892	H	H	45 G	H	55 G	286	100 G	165	963	7,215
QUARTER	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
<i>1ST. QUARTER (JAN-MAR)</i>	14,185	282	65	513	335	3,277	4,628	505	786	1,871	1,903
<i>2ND. QUARTER (APR-JUNE)</i>	16,355	271	70	653	415	3,327	5,682	687	946	2,193	2,097
<i>3RD. QUARTER (JULY-SEPT)</i>	28,780	545	307	1,020	860	6,126	10,172	1,216	1,478	3,155	3,883
<i>4TH. QUARTER (OCT-DEC)</i>	14,110	246	58	497	389	2,916	4,827	487	950	1,928	1,792
PURPOSE	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
<i>VISIT FRIENDS OR RELATIVES</i>	31,450	550	130	1,125	903	7,327	10,735	1,107	1,988	3,914	3,642
<i>PLEASURE</i>	28,264	442	284	910	668	6,069	10,405	1,157	1,195	3,036	4,083
<i>PERSONAL</i>	5,245	196	12 G	287	159	870	1,574	252	469	751	673
<i>BUSINESS</i>	6,807	131	52	278	218	1,100	2,090	299	395	1,171	1,051
<i>A CONVENTION (BUS. & NON-BUS)</i>	1,606	25 G	21 G	83	52 G	280	466	78	111	273	213
MODE OF TRANSPORTATION	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
<i>AUTOMOBILE</i>	64,300	1,061	397	2,289	1,821	14,336	22,663	2,435	3,797	7,890	7,587
<i>PLANE</i>	5,689	214	87	281	121	499	1,475	356	192	985	1,434
<i>BUS</i>	2,142	47 G	10 G	82	H	558	622	77	155	242	320
<i>RAIL</i>	656	H	H	H	H	153 G	436	H	H	H	H
<i>BOAT</i>	319	H	H	H	H	H	51 G	..	H	..	217
ACCOMMODATION	73,430	1,344	499	2,683	2,000	15,646	25,310	2,896	4,160	9,147	9,675
ACCOMMODATION TYPES (MULTIPLE COUNTS) ¹											
<i>HOTEL</i>	12,213	188	110	567	357	2,272	3,708	504	737	1,985	1,751
<i>MOTEL</i>	5,525	65	77	270	315	1,023	1,647	143	336	703	939
<i>BED AND BREAKFAST</i>	627	H	13 G	50 G	37 G	200	172	H	H	H	88 G
<i>RESORT OR LODGE</i>	944	H	H	H	H	137 G	394	35 G	H	117 G	195
<i>CAMPING OR TRAILER PARK</i>	6,250	60 G	56	159	135	977	2,085	207	291	1,064	1,212
<i>HOME OF FRIENDS OR RELATIVES</i>	37,666	848	165	1,441	1,006	8,277	12,058	1,395	2,435	5,008	5,004
<i>PRIVATE COTTAGE OR</i> <i>VACATION HOME</i>	9,177	128	65	183	109	2,152	4,588	585	276	343	748
<i>COMMERCIAL COTTAGE OR CABIN</i>	990	45 G	23	H	34 G	229	323	35 G	64	66 G	150 G
<i>OTHER</i>	1,773	43 G	H	61	62 G	572	471	44 G	82	154 G	279

See footnote(s) at beginning of statistical tables.

Table 5a
Total Visits, Reallocated Expenditures by Trip Characteristics, 1996

CHARACTERISTICS	Province of Expenditure										
	CANADA ^a	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of dollars										
TOTAL	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
SAME DAY	5,499,874	151,208	21,860	272,582	132,855	863,318	1,965,908	267,637	270,687	822,616	729,512
OVERNIGHT	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
PROVINCE OF ORIGIN	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
NEWFOUNDLAND	404,078	308,252	H	37,033 G	H	H	32,263 G	..	H	H	H
PRINCE EDWARD ISLAND	60,969	1,268 G	21,654	12,955	13,030	1,887 G	7,210	990 G	377 G	500 G	1,097 G
NOVA SCOTIA	643,679	20,754 G	24,933 G	448,012	50,794	H	54,873	H	H	H	18,242 G
NEW BRUNSWICK	367,421	H	17,410 G	45,987	223,491	34,636	31,353	H	H	H	H
QUEBEC	2,770,025	H	H	H	41,563 G	2,341,046	285,173	H	H	H	49,890 G
ONTARIO	5,614,329	35,512 G	38,979 G	103,846	57,025	385,906	4,471,914	69,119	23,190 G	157,744	265,975
MANITOBA	720,346	H	H	H	H	9,702 G	81,597	433,272	58,632	69,552	57,039
SASKATCHEWAN	819,054	H	H	H	H	H	H	39,309 G	547,394	132,770	73,193
ALBERTA	2,422,575	H	H	H	H	48,647 G	99,611	37,367 G	86,136	1,696,779	391,332
BRITISH COLUMBIA	2,584,104	7,206 G	H	31,577	H	26,101	123,121	26,172	35,650	263,931	2,054,361
QUARTER	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
1ST QUARTER (JAN-MAR)	3,726,120	88,852	17,811	132,048	76,203	645,190	1,170,324	139,437	173,893	579,737	672,363
2ND QUARTER (APR-JUNE)	3,726,801	80,055	17,966	169,250	87,361	616,761	1,224,254	135,229	186,031	547,200	647,500
3RD QUARTER (JULY-SEPT)	5,703,539	142,944	71,757	258,535	166,429	1,055,902	1,787,933	207,643	227,181	720,889	1,052,653
4TH QUARTER (OCT-DEC)	3,250,119	74,139	13,619	154,011	71,448	549,360	1,023,824	138,694	172,294	503,381	546,431
PURPOSE	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
VISIT FRIENDS OR RELATIVES	3,796,909	82,281	18,078	154,025	103,054	707,347	1,213,847	139,291	196,553	515,730	662,967
PLEASURE	5,565,942	115,775	68,869	230,383	136,893	1,115,221	1,786,625	168,718	206,396	672,180	1,059,527
PERSONAL	1,551,060	71,293	4,474 G	85,504	43,636	215,229	424,055	72,671	135,281	282,682	213,515
BUSINESS	4,592,700	103,469	21,303	208,072	92,796	684,100	1,507,799	189,178	172,583	747,102	820,815
A CONVENTION (BUS. & NON-BUS)	882,558	H	8,430	35,857 G	25,064	145,277	262,436	50,133	46,587 G	133,002	159,850
MODE OF TRANSPORTATION	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
AUTOMOBILE	10,398,988	215,857	80,503	417,122	308,486	2,151,423	3,229,715	366,221	596,897	1,488,341	1,530,460
PLANE	5,185,908	160,472	36,848	272,267	80,346	532,800	1,658,368	227,471	132,096	797,761	1,242,550
BUS	479,976	H	3,001 G	H	H	116,229	164,948	17,314 G	25,176 G	53,523 G	68,601
RAIL	189,899	H	476 G	H	H	45,523 G	122,323	H	H	H	6,365 G
BOAT	83,578	H	101 G	H	H	H	19,162 G	H	H	H	50,397
ACCOMMODATION	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
ACCOMMODATION TYPES (MULTIPLE COUNTS)^f											
HOTEL	4,269,341	83,078	36,138	211,530	90,367	719,196	1,258,262	149,632	182,124	699,976	806,800
MOTEL	1,391,516	29,115 G	16,333	65,037	72,294	232,973	356,262	30,268	71,492	182,323	331,979
BED AND BREAKFAST	207,806	H	5,631 G	34,074 G	H	47,488 G	42,717	H	H	H	49,776
RESORT OR LODGE	316,015	H	1,506 G	H	H	39,149 G	116,025	H	H	40,369 G	94,189
CAMPING OR TRAILER PARK	641,590	H	12,476	H	11,089 G	85,885	160,735	15,503 G	28,647 G	105,014	197,400
HOME OF FRIENDS OR RELATIVES	3,665,428	109,394	16,233	139,621	85,170	641,706	1,002,478	133,346	187,563	550,471	796,776
PRIVATE COTTAGE OR VACATION HOME	603,706	H	11,077	H	H	154,176	268,624	21,580 G	H	H	80,133
COMMERCIAL COTTAGE OR CABIN	216,058	H	6,045 G	H	H	45,736 G	71,537	H	H	H	33,282
OTHER	436,139	H	200 G	H	11,490 G	138,474	85,595	9,643 G	H	H	104,977
REALLOCATED EXPENDITURES	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
VEHICLE RENTAL	408,541	H	4,935 G	26,449 G	13,599 G	63,299 G	97,401	15,101 G	H	58,379 G	102,347
VEHICLE OPERATION (INCL GAS & REPAIRS)	2,957,995	66,536	21,013	120,884	81,682	575,498	931,867	114,982	195,924	434,376	410,425
LOCAL TRANSPORTATION	123,065	H	258 G	H	H	H	47,153	H	H	H	21,249
TRANSPORTATION FARES (PLANES, BUS, ETC.)	3,233,978	91,597	14,257	130,999	51,545	384,934	1,202,928	145,291	88,307	445,392	678,728
FOOD & BEVERAGE IN RESTAURANT & BARS	2,987,521	52,717	23,872	125,798	84,761	604,685	919,829	105,482	131,109	406,544	523,263
FOOD & BEVERAGE IN STORES DURING TRIP	847,990	25,022 G	6,329	34,293 G	16,474 G	140,498	246,616	39,785	51,943 G	115,079	168,723
ACCOMMODATION	2,747,905	48,488	30,881	118,122	73,572	504,389	828,672	81,856	109,450	383,662	541,318
RECREATION & ENTERTAINMENT	980,427	H	9,206	34,204 G	17,024 G	209,369	307,981	25,123 G	40,644 G	124,572	194,787
CLOTHING	1,082,742	38,367 G	5,914	58,779	34,320	222,353	300,990	46,367	67,263 G	169,612	137,382
OTHER COSTS	1,036,414	32,759 G	4,490 G	59,651	26,577 G	140,803	322,897	42,993	64,332 G	196,079	140,724

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 5b
Overnight Visits, Reallocated Expenditures by Trip Characteristics, 1996

CHARACTERISTICS	Province of Expenditure										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
Thousands of dollars											
TOTAL	16,406,579	385,989	121,154	713,844	401,442	2,867,213	5,206,334	621,003	759,399	2,351,207	2,918,946
SAME DAY	5,499,874	151,208	21,860	272,582	132,855	863,318	1,965,908	267,637	270,687	822,616	729,512
OVERNIGHT	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
PROVINCE OF ORIGIN	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
NEWFOUNDLAND	252,595	157,044	H	36,758 G	H	H	32,263 G	..	H	H	H
PRINCE EDWARD ISLAND	37,900	1,268 G	1,328 G	12,556	10,686	1,887 G	7,210	990 G	377 G	500 G	1,097 G
NOVA SCOTIA	368,847	20,754 G	24,193 G	178,338	46,516	H	54,734	H	H	H	18,242 G
NEW BRUNSWICK	238,581	H	17,079 G	44,028	98,044	33,650	31,237	H	H	H	H
QUEBEC	1,919,233	H	H	H	40,778 G	1,514,178	262,144	H	H	H	49,890 G
ONTARIO	3,628,058	35,512 G	38,516 G	103,846	57,025	351,299	2,530,539	61,072	23,110 G	157,510	264,510
MANITOBA	460,184	H	H	H	H	9,702 G	80,353	180,051	52,936	69,552	57,039
SASKATCHEWAN	539,636	H	H	H	H	H	H	33,591 G	284,582	122,172	73,067
ALBERTA	1,621,104	H	H	H	H	48,647 G	99,607	36,716 G	84,038	902,386	387,088
BRITISH COLUMBIA	1,840,567	7,206 G	H	31,577	H	25,242	123,121	26,172	35,650	246,539	1,330,684
QUARTER	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
1ST. QUARTER (JAN-MAR)	2,296,682	52,455	11,983	63,530	46,344	426,973	663,909	71,785	99,591	356,502	473,926
2ND. QUARTER (APR-JUNE)	2,417,895	40,697 G	14,102	105,018	57,205	403,142	710,893	79,916	119,419	362,282	510,041
3RD. QUARTER (JULY-SEPT)	4,176,037	104,350	65,837	191,587	124,454	815,931	1,255,499	135,641	163,631	492,665	815,084
4TH. QUARTER (OCT-DEC)	2,016,091	37,279 G	7,372	81,128	40,585	357,848	610,125	66,024	106,071	317,141	390,383
PURPOSE	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
VISIT FRIENDS OR RELATIVES	2,722,286	64,818	12,988	103,435	74,968	525,292	802,130	97,254	149,926	380,354	507,383
PLEASURE	4,103,365	69,845	63,066	161,608	95,799	871,803	1,224,456	95,255	138,654	473,200	904,953
PERSONAL	750,852	28,019 G	1,144 G	34,921 G	23,306 G	109,658	204,873	30,396	56,191 G	120,973	139,632
BUSINESS	2,676,666	62,698	16,546	113,375	55,705	390,183	813,300	99,016	105,997	450,901	523,544
A CONVENTION (BUS. & NON-BUS)	637,254	H	5,550 G	27,924 G	18,810 G	106,921	184,207	31,445	35,945 G	102,651	111,651
MODE OF TRANSPORTATION	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
AUTOMOBILE	7,531,641	132,836	69,697	263,272	221,033	1,599,666	2,254,882	226,118	403,572	1,062,464	1,285,830
PLANE	2,759,091	94,047	26,541	159,485	40,966	266,642	758,428	109,060	62,025 G	422,151	774,817
BUS	355,535	H	2,613 G	H	H	86,668	118,742	10,927 G	H	33,483 G	61,057
RAIL	137,215	H	118 G	H	H	34,398 G	87,452	H	H	H	6,356 G
BOAT	65,241	H	101 G	H	H	H	11,174 G	H	H	..	42,047
ACCOMMODATION	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
ACCOMMODATION TYPES (MULTIPLE COUNTS) ^f											
HOTEL	4,269,341	83,078	36,138	211,530	90,367	719,196	1,258,262	149,632	182,124	699,976	806,800
MOTEL	1,391,516	29,115 G	16,333	65,037	72,294	232,973	356,262	30,268	71,492	182,323	331,979
BED AND BREAKFAST	207,806	H	5,631 G	34,074 G	H	47,488 G	42,717	H	H	H	49,776
RESORT OR LODGE	316,015	H	1,506 G	H	H	39,149 G	116,025	H	H	40,369 G	94,189
CAMPING OR TRAILER PARK	641,590	H	12,476	H	11,089 G	85,885	160,735	15,503 G	28,647 G	105,014	197,400
HOME OF FRIENDS OR RELATIVES	3,665,428	109,394	16,233	139,621	85,170	641,706	1,002,478	133,346	187,563	550,471	796,776
PRIVATE COTTAGE OR VACATION HOME	603,706	H	11,077	H	H	154,176	268,624	21,580 G	H	H	80,133
COMMERCIAL COTTAGE OR CABIN	216,058	H	6,045 G	H	H	45,736 G	71,537	H	H	H	33,282
OTHER	436,139	H	200 G	H	11,490 G	138,474	85,595	9,643 G	H	H	104,977
REALLOCATED EXPENDITURES	10,906,705	234,781	99,293	441,263	268,587	2,003,895	3,240,427	353,366	488,712	1,528,591	2,189,434
VEHICLE RENTAL	343,278	H	3,875 G	23,873 G	10,390 G	50,224 G	76,238	10,929 G	H	49,378 G	93,543
VEHICLE OPERATION (INCL GAS & REPAIRS)	1,988,643	45,339	18,620	71,560	54,345	373,875	586,622	73,140	132,643	296,988	330,703
LOCAL TRANSPORTATION	100,531	H	229 G	H	H	H	37,960 G	H	H	H	19,718 G
TRANSPORTATION FARES (PLANES, BUS, ETC.)	651,669	21,968 G	14 G	H	H	93,897	241,677	18,696 G	H	54,564 G	199,024
FOOD & BEVERAGE IN RESTAURANT & BARS	2,401,648	41,780	22,172	97,968	67,433	463,478	709,762	82,290	102,403	332,279	472,869
FOOD & BEVERAGE IN STORES DURING TRIP	607,035	H	6,075	22,798 G	12,859 G	109,615	188,565	19,896 G	26,874 G	70,667 G	132,626
ACCOMMODATION RECREATION & ENTERTAINMENT	2,747,905	48,488	30,881	118,122	73,572	504,389	828,672	81,856	109,450	383,662	541,318
CLOTHING	801,062	H	8,932	29,377 G	14,918 G	167,356	228,276	20,124 G	34,879 G	101,377	178,975
OTHER COSTS	669,164	H	4,807 G	32,470 G	18,065 G	133,391	189,583	23,140 G	34,716 G	104,610	109,931
OTHER COSTS	595,769	H	3,689 G	32,607 G	12,583 G	91,204	153,073	20,198 G	28,021 G	123,040	110,727

See footnote(s) at beginning of statistical tables.

Table 6
Total Travel, Activity Participation by Province of Destination, 1996

CHARACTERISTICS	Province of Destination										
	CANADA ²	NFLD.	P.E.I.	N.S.	N.B.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.
	Thousands of person-trips										
TOTAL	137,524	2,550	625	5,936	3,791	30,027	49,733	5,556	7,468	17,155	14,595
ACTIVITY LIST (MULTIPLE COUNTS)⁶											
<i>VISITING FRIENDS OR RELATIVES</i>	75,654	1,420	310	3,016	1,912	17,738	26,743	2,988	4,280	8,994	8,199
<i>SHOPPING</i>	34,506	1,013	218	1,920	1,107	5,934	10,835	1,516	2,383	5,107	4,436
<i>SIGHTSEEING</i>	22,299	476	286	1,149	567	3,736	7,990	676	610	2,817	3,954
<i>ATTEND A FESTIVAL,</i> <i>FAIR OR EXHIBITION</i>	4,266	85	57	193	110	916	1,492	204	218	484	499
<i>ATTEND CULTURAL EVENTS</i> <i>(PLAYS, CONCERTS)</i>	3,437	64	63	209	73 G	767	1,236	81	137	332	471
<i>ATTEND ABORIGINAL/ NATIVE CULTURAL EVENT</i>	526	H	9 G	26 G	H	H	172	H	35 G	94 G	102 G
<i>ATTEND SPORTS EVENT</i>	8,573	129	54	423	246	1,142	3,441	322	620	1,142	1,050
<i>VISIT A MUSEUM OR ART GALLERY</i>	3,804	63	92	197	77 G	819	1,239	100	135	404	662
<i>VISIT A ZOO OR NATURAL EXHIBIT</i>	2,989	29 G	27	170	108	772	802	104	50 G	415	512
<i>VISIT A THEME PARK</i>	2,196	H	83	80	112	259	887	48 G	28 G	376	302
<i>VISIT A NATIONAL OR PROVINCIAL PARK</i>	6,578	131	79	323	184	616	1,556	373	304	1,503	1,493
<i>VISIT AN HISTORIC SITE</i>	3,499	119	91	246	101	664	1,069	82	105	430	576
<i>WENT TO A BAR OR NIGHTCLUB</i>	6,652	151	44	329	159	1,188	2,078	215	355	972	1,154
<i>WENT TO A CASINO</i>	1,333	..	H	169	..	406	454	33 G	168	57 G	41 G
<i>TOOK A CRUISE OR BOAT TRIP</i>	1,201	23 G	48	70	38 G	209	482	H	H	47 G	260
PARTICIPATE IN SPORTS / OUTDOOR ACTIVITY	35,843	435	170	1,088	656	8,308	13,306	1,333	1,407	4,032	5,083
<i>SWIMMING</i>	11,153	79	82	273	216	1,880	5,433	549	416	729	1,492
<i>OTHER WATER-BASED ACTIVITIES</i>	6,283	36 G	28	135	66 G	852	3,464	255	242	396	805
<i>GOLFING</i>	2,935	26 G	39	81	44 G	423	1,042	185	206	377	510
<i>HUNTING</i>	733	56 G	..	H	H	240	138 G	H	29 G	113 G	102 G
<i>FISHING</i>	5,740	76	14 G	104	65 G	1,003	2,735	256	269	544	661
<i>BIRD OR WILDLIFE VIEWING</i>	2,190	33 G	15 G	66	43 G	508	1,006	56 G	65	171 G	226
<i>CROSS-COUNTRY SKIING</i>	809	H	..	H	H	324	236	52 G	H	95 G	81 G
<i>DOWNHILL SKIING</i>	2,523	H	..	27 G	H	809	549	H	22 G	406	677
<i>SNOWMOBILING</i>	876	40 G	..	H	H	222	353	58 G	59 G	52 G	55 G
<i>WALKING OR HIKING</i>	14,034	155	83	469	237	3,301	5,182	433	425	1,621	2,119
<i>CYCLING</i>	2,684	H	16 G	30 G	56 G	958	793	77	75	298	374
<i>OTHER SPORTS OR OUTDOOR ACTIVITIES</i>	8,342	115	23	326	203	1,814	2,918	320	504	984	1,128

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 7
Total Visits, Trip Characteristics by Census Metropolitan Area Visited, 1996

CHARACTERISTICS	CMA Visited						
	CANADA ^{1,2}	ST. JOHNS	HALIFAX	SAINT-JOHN	QUÉBEC	MONTRÉAL	OTTAWA-HULL
	Thousands of person-visits						
TOTAL	143,409	793	2,318	554	4,460	7,159	4,320
<i>SAME DAY</i>	<i>65,970</i>	<i>347</i>	<i>1,290</i>	<i>268</i>	<i>2,134</i>	<i>3,728</i>	<i>2,017</i>
<i>OVERNIGHT</i>	<i>77,439</i>	<i>446</i>	<i>1,027</i>	<i>286</i>	<i>2,327</i>	<i>3,431</i>	<i>2,304</i>
PROVINCE OF ORIGIN	143,409	793	2,318	554	4,460	7,159	4,320
<i>NEWFOUNDLAND</i>	2,625	678	52 G	H	H	H	H
<i>PRINCE EDWARD ISLAND</i>	404	H	55	11 G	H	H	7 G
<i>NOVA SCOTIA</i>	6,132	27 G	1,748	53 G	H	30 G	44 G
<i>NEW BRUNSWICK</i>	3,833	H	201	392	43 G	81 G	35 G
<i>QUEBEC</i>	30,061	H	H	H	4,158	5,127	1,447
<i>ONTARIO</i>	52,391	64 G	171	68 G	198	1,798	2,625
<i>MANITOBA</i>	6,254	H	H	H	H	H	38 G
<i>SASKATCHEWAN</i>	8,085	..	H	..	H	H	H
<i>ALBERTA</i>	18,411	H	H	..	H	H	51 G
<i>BRITISH COLUMBIA</i>	15,213	H	H	..	H	46 G	47 G
QUARTER	143,409	793	2,318	554	4,460	7,159	4,320
<i>1ST. QUARTER (JAN-MAR)</i>	31,819	187	531	133	945	1,901	1,142
<i>2ND. QUARTER (APR-JUNE)</i>	32,257	165	577	97	1,023	1,684	913
<i>3RD. QUARTER (JULY-SEPT)</i>	50,227	258	666	198	1,536	2,130	1,337
<i>4TH. QUARTER (OCT-DEC)</i>	29,107	182	544	126	956	1,443	928
PURPOSE	143,409	793	2,318	554	4,460	7,159	4,320
<i>VISIT FRIENDS OR RELATIVES</i>	53,245	182	597	174	1,707	3,323	1,560
<i>PLEASURE</i>	53,006	238	755	173	1,481	1,638	1,412
<i>PERSONAL</i>	17,322	249	566	104	652	884	572
<i>BUSINESS</i>	17,504	112	328	93	498	1,150	670
<i>A CONVENTION (BUS. & NON-BUS)</i>	2,265	H	72	H	123 G	164 G	106 G
MODE OF TRANSPORTATION	143,409	793	2,318	554	4,460	7,159	4,320
<i>AUTOMOBILE</i>	130,933	650	2,029	503	4,128	6,295	3,728
<i>PLANE</i>	6,931	111	242	36 G	69 G	400	345
<i>BUS</i>	3,674	26 G	32 G	H	221	289	167
<i>RAIL</i>	795	..	H	..	H	129 G	67 G
<i>BOAT</i>	447	H	H	H	..	H	H
ACCOMMODATION	77,439	446	1,027	286	2,327	3,431	2,304
<i>ACCOMMODATION TYPES (MULTIPLE COUNTS)^a</i>							
<i>HOTEL</i>	12,763	84	403	76 G	555	876	636
<i>MOTEL</i>	6,029	31 G	91	64 G	280	177 G	129 G
<i>BED AND BREAKFAST</i>	657	H	H	H	H	H	H
<i>RESORT OR LODGE</i>	947	H	H	H	H	H	H
<i>CAMPING OR TRAILER PARK</i>	6,617	H	H	H	H	H	59 G
<i>HOME OF FRIENDS OR RELATIVES</i>	38,795	302	480	110	1,293	2,239	1,313
<i>PRIVATE COTTAGE OR VACATION HOME</i>	9,192	H	H	H	59 G	H	57 G
<i>COMMERCIAL COTTAGE OR CABIN</i>	994	H	H	H	H
<i>OTHER</i>	1,798	24 G	31 G	H	65 G	61 G	68 G

See footnote(s) at beginning of statistical tables.

Table 7- Continued
Total Visits, Trip Characteristics by Census Metropolitan Area Visited, 1996

CHARACTERISTICS	CMA Visited						
	TORONTO	ST. CATHERINES NIAGARA	WINNIPEG	SASKATOON	CALGARY	EDMONTON	VANCOUVER
	Thousands of person-visits						
TOTAL	11,334	2,274	1,904	1,746	3,490	4,279	3,373
SAME DAY	6,636	1,292	905	793	1,234	1,951	1,164
OVERNIGHT	4,698	983	999	953	2,256	2,328	2,209
PROVINCE OF ORIGIN	11,334	2,274	1,904	1,746	3,490	4,279	3,373
NEWFOUNDLAND	32 G	H	H	H	H
PRINCE EDWARD ISLAND	10 G	..	H	H	H	..	H
NOVA SCOTIA	87	H	H	..	H	H	H
NEW BRUNSWICK	49 G	H	H	H	H	H	H
QUEBEC	680	53 G	H	H	H	H	61 G
ONTARIO	10,053	2,184	375	H	196	121 G	348
MANITOBA	70 G	H	1,233	78	84 G	72 G	78
SASKATCHEWAN	27 G	H	103	1,406	255	224	64
ALBERTA	147 G	H	96 G	179 G	2,404	3,526	384
BRITISH COLUMBIA	180	H	72 G	49 G	509	312	2,411
QUARTER	11,334	2,274	1,904	1,746	3,490	4,279	3,373
1ST. QUARTER (JAN-MAR)	2,666	393	366	411	804	988	861
2ND. QUARTER (APR-JUNE)	2,550	463	554	443	832	1,047	818
3RD. QUARTER (JULY-SEPT)	3,392	889	549	419	1,072	1,173	931
4TH. QUARTER (OCT-DEC)	2,726	530	435	473	782	1,070	764
PURPOSE	11,334	2,274	1,904	1,746	3,490	4,279	3,373
VISIT FRIENDS OR RELATIVES	4,338	689	574	512	1,349	1,393	1,239
PLEASURE	3,212	1,348	524	434	853	1,027	935
PERSONAL	1,354	54 G	399	464	526	985	441
BUSINESS	2,083	151	346	271	681	757	650
A CONVENTION (BUS. & NON-BUS)	322	H	61 G	65	80 G	116 G	106 G
MODE OF TRANSPORTATION	11,334	2,274	1,904	1,746	3,490	4,279	3,373
AUTOMOBILE	9,629	2,177	1,476	1,618	2,815	3,744	2,131
PLANE	1,051	H	358	85	588	431	977
BUS	383	47 G	56 G	40 G	74 G	95 G	127 G
RAIL	257	H	H	H	H	H	H
BOAT	H	128 G
ACCOMMODATION	4,698	983	999	953	2,256	2,328	2,209
ACCOMMODATION TYPES (MULTIPLE COUNTS) ^a							
HOTEL	1,416	294	349	275	558	803	745
MOTEL	200	175	H	71	126 G	118 G	104 G
BED AND BREAKFAST	H	H	..	H	H	..	H
RESORT OR LODGE	H	H	H	H	H	H	H
CAMPING OR TRAILER PARK	66 G	56 G	H	27 G	H	61 G	H
HOME OF FRIENDS OR RELATIVES	2,796	377	591	565	1,491	1,310	1,321
PRIVATE COTTAGE OR VACATION HOME	138	H	H	H	H	H	H
COMMERCIAL COTTAGE OR CABIN	H	H	..
OTHER	57 G	H	H	H	H	H	77 G

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 8
Total Visits, Reallocated Expenditures, Trip Characteristics by Census Metropolitan Area Visited, 1996

CHARACTERISTICS	CMA of Expenditure						
	CANADA ¹²	ST. JOHNS	HALIFAX	SAINT-JOHN	QUÉBEC	MONTRÉAL	OTTAWA-HULL
	Thousands of dollars						
TOTAL	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
SAME DAY	6,219,360	71,816	159,173	20,353 G	136,727	428,384	363,767
OVERNIGHT	10,187,219	85,807	242,037	45,443	338,779	532,794	372,706
PROVINCE OF ORIGIN	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
NEWFOUNDLAND	404,078	116,515	27,537 G	H	H	H	H
PRINCE EDWARD ISLAND	60,969	H	H	H	H	H	H
NOVA SCOTIA	643,679	H	226,568	H	H	H	10,951 G
NEW BRUNSWICK	367,421	H	28,590 G	34,288	H	H	H
QUEBEC	2,770,025	H	H	H	398,577	635,110	140,812
ONTARIO	5,614,329	24,692 G	72,034	12,648 G	47,498 G	234,184	514,949
MANITOBA	720,346	H	H	H	H	H	H
SASKATCHEWAN	819,054	..	H	..	H	H	H
ALBERTA	2,422,575	H	H	..	H	36,112 G	25,236 G
BRITISH COLUMBIA	2,584,104	H	14,871 G	..	H	H	13,999 G
QUARTER	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
1ST. QUARTER (JAN-MAR)	3,726,120	38,998 G	79,723	11,972 G	114,616	241,274	225,208
2ND. QUARTER (APR-JUNE)	3,726,801	34,637 G	99,213	14,327 G	94,490	242,013	160,271
3RD. QUARTER (JULY-SEPT)	5,703,539	50,895	119,349	28,429 G	177,385	266,514	209,379
4TH. QUARTER (OCT-DEC)	3,250,119	33,093 G	102,924	11,069 G	89,015	211,376	141,615
PURPOSE	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
VISIT FRIENDS OR RELATIVES	3,796,909	32,278 G	61,888	13,851 G	110,262	248,354	150,054
PLEASURE	5,565,942	43,452	121,487	16,258 G	196,218	212,641	176,001
PERSONAL	1,551,060	21,819 G	41,443	H	39,747 G	60,605 G	54,934
BUSINESS	4,592,700	53,785	151,212	21,325 G	93,656	369,804	305,769
A CONVENTION (BUS. & NON-BUS)	882,558	H	25,179 G	H	35,624 G	69,773 G	47,787
MODE OF TRANSPORTATION	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
AUTOMOBILE	10,398,988	68,015	187,504	43,934	389,051	546,393	356,090
PLANE	5,185,908	87,133	200,963	19,742 G	55,434 G	340,295	317,787
BUS	479,976	H	H	H	22,367 G	38,558 G	29,787 G
RAIL	189,899	..	H	H	H	32,780 G	30,671 G
BOAT	83,578	H	H	H	H	H	H
ACCOMMODATION	10,187,219	85,807	242,037	45,443	338,779	532,794	372,706
ACCOMMODATION TYPES (MULTIPLE COUNTS) ^F							
HOTEL	3,817,567	39,215 G	157,822	18,731 G	152,933	254,602	194,446
MOTEL	1,221,467	H	27,620 G	12,103 G	42,367 G	42,841 G	27,853 G
BED AND BREAKFAST	169,540	H	21,615 G	H	H	H	H
RESORT OR LODGE	284,444	H	H	H	H	H	H
CAMPING OR TRAILER PARK	580,247	H	H	H	H	H	H
HOME OF FRIENDS OR RELATIVES	3,214,207	41,730	54,515	H	108,816	194,134	117,424
PRIVATE COTTAGE OR VACATION HOME	571,098	H	H	H	H	H	H
COMMERCIAL COTTAGE OR CABIN	202,157	H	H	..	H	H	H
OTHER	384,411	H	H	H	H	33,388 G	13,640 G
REALLOCATED EXPENDITURES	16,406,579	157,623	401,210	65,796	475,506	961,178	736,473
VEHICLE RENTAL	408,541	H	14,938 G	H	13,575 G	30,564 G	H
VEHICLE OPERATION (INCL GAS & REPAIRS)	2,957,995	16,536 G	43,555	12,368 G	81,906	149,417	89,936
LOCAL TRANSPORTATION	123,065	H	H	H	H	H	H
TRANSPORTATION FARES (PLANES, BUS, ETC.)	3,233,978	50,845	85,346	H	38,139 G	223,337	247,745
FOOD & BEVERAGE IN RESTAURANT & BARS	2,987,521	18,436 G	68,302	14,512 G	118,408	184,285	118,842
FOOD & BEVERAGE IN STORES DURING TRIP	847,990	H	14,315 G	H	H	31,958 G	17,928 G
ACCOMMODATION	2,747,905	19,473 G	74,763	14,517 G	89,294	143,341	118,624
RECREATION & ENTERTAINMENT	980,427	H	19,470 G	H	31,447 G	57,940 G	35,004 G
CLOTHING	1,082,742	17,489 G	40,120	H	53,314 G	84,839	47,722
OTHER COSTS	1,036,414	H	36,351 G	H	29,568 G	40,796 G	42,890

See footnote(s) at beginning of statistical tables.

Table 8- Continued
Total Visits, Reallocated Expenditures, Trip Characteristics by Census Metropolitan Area Visited, 1996

CHARACTERISTICS	CMA of Expenditure						
	TORONTO	ST. CATHERINES NIAGARA	WINNIPEG	SASKATOON	CALGARY	EDMONTON	VANCOUVER
	Thousands of dollars						
TOTAL	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>SAME DAY</i>	866,607	61,781	176,486	79,438	307,244	273,366	454,912
<i>OVERNIGHT</i>	878,088	136,065	193,331	140,632	378,630	458,460	627,432
PROVINCE OF ORIGIN	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>NEWFOUNDLAND</i>	13,791 G	H	H	H	H
<i>PRINCE EDWARD ISLAND</i>	H	..	H	H	H	H	H
<i>NOVA SCOTIA</i>	32,084 G	H	H	..	H	H	14,701 G
<i>NEW BRUNSWICK</i>	14,735 G	H	H	H	H	H	H
<i>QUEBEC</i>	157,106	H	8,991 G	H	H	H	42,008
<i>ONTARIO</i>	1,346,902	181,657	64,885	H	63,221 G	54,341 G	182,849
<i>MANITOBA</i>	30,988 G	H	225,317	H	H	H	20,786 G
<i>SASKATCHEWAN</i>	H	H	20,631 G	158,251	45,443 G	34,697 G	17,889 G
<i>ALBERTA</i>	59,643	H	30,394	23,890 G	458,520	520,616	124,047
<i>BRITISH COLUMBIA</i>	78,626	H	16,185 G	H	87,704	91,812	675,050
QUARTER	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>1ST. QUARTER (JAN-MAR)</i>	416,428	32,666 G	82,474	55,069 G	191,548	185,889	294,960
<i>2ND. QUARTER (APR-JUNE)</i>	478,077	45,297	83,836	52,153 G	153,505	171,942	246,280
<i>3RD. QUARTER (JULY-SEPT)</i>	493,418	80,366	114,338	54,041 G	198,588	196,393	315,912
<i>4TH. QUARTER (OCT-DEC)</i>	356,772	39,517 G	89,169	58,807 G	142,232	177,602	225,192
PURPOSE	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>VISIT FRIENDS OR RELATIVES</i>	365,872	35,809 G	83,450	50,245 G	163,797	172,664	220,065
<i>PLEASURE</i>	400,957	115,350	75,394	51,624 G	142,603	159,632	228,289
<i>PERSONAL</i>	108,669	H	33,896	42,387 G	64,359 G	111,448	58,821
<i>BUSINESS</i>	725,591	27,833 G	137,483	57,103 G	281,552	230,496	495,523
<i>A CONVENTION (BUS. & NON-BUS)</i>	134,072	10,863 G	38,582	18,711 G	33,562 G	57,073 G	79,373
MODE OF TRANSPORTATION	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>AUTOMOBILE</i>	729,566	164,122	172,503	161,089	315,115	429,120	273,727
<i>PLANE</i>	903,623	24,425 G	181,336	54,063 G	358,462	277,357	763,292
<i>BUS</i>	53,513	H	10,011 G	H	H	H	18,579 G
<i>RAIL</i>	44,446	H	H	H	H	H	H
<i>BOAT</i>	10,294 G	22,769
ACCOMMODATION	878,088	136,065	193,331	140,632	378,630	458,460	627,432
<i>ACCOMMODATION TYPES (MULTIPLE COUNTS)^F</i>							
<i>HOTEL</i>	527,026	64,768	106,195	64,408 G	177,193	264,726	348,769
<i>MOTEL</i>	45,015	31,576 G	H	H	H	28,479 G	36,108
<i>BED AND BREAKFAST</i>	H	H	..	H	H	..	6,651 G
<i>RESORT OR LODGE</i>	H	H	H	H	H	H	H
<i>CAMPING OR TRAILER PARK</i>	H	H	H	H	H	H	H
<i>HOME OF FRIENDS OR RELATIVES</i>	286,372	18,760 G	75,156	53,027 G	174,739	168,691	213,154
<i>PRIVATE COTTAGE OR VACATION HOME</i>	H	H	H	H	H	H	H
<i>COMMERCIAL COTTAGE OR CABIN</i>	H	H	..
<i>OTHER</i>	13,416 G	H	H	H	H	H	36,594
REALLOCATED EXPENDITURES	1,744,695	197,845	369,817	220,070	685,874	731,826	1,082,344
<i>VEHICLE RENTAL</i>	50,114	H	12,523 G	H	H	17,368 G	60,887
<i>VEHICLE OPERATION (INCL GAS & REPAIRS)</i>	194,255	31,226 G	45,800	39,553 G	91,486	99,264	67,968
<i>LOCAL TRANSPORTATION</i>	29,994 G	H	H	H	H	H	13,840 G
<i>TRANSPORTATION FARES (PLANES, BUS, ETC.)</i>	564,301	20,247 G	104,509	34,558 G	215,840	135,751	392,249
<i>FOOD & BEVERAGE IN RESTAURANT & BARS</i>	300,769	51,539	61,055	40,580 G	114,739	117,533	171,778
<i>FOOD & BEVERAGE IN STORES DURING TRIP</i>	44,416	H	21,643 G	H	H	37,816 G	26,869
<i>ACCOMMODATION</i>	269,748	44,885	52,494	34,030 G	89,209	124,225	195,789
<i>RECREATION & ENTERTAINMENT</i>	92,459	23,412 G	11,709 G	H	29,941 G	33,877 G	58,694
<i>CLOTHING</i>	102,229	H	32,276	24,494 G	48,905 G	70,647 G	48,916
<i>OTHER COSTS</i>	96,410	H	24,277	21,143 G	42,064 G	88,144	45,355

See footnote(s) at beginning of statistical tables.

APPENDIX

Methodology

The Canadian Travel Survey (CTS), which is sponsored by the Canadian Tourism Commission (CTC) and the provincial governments, is administered to one or more sub-samples of households in the Labour Force Survey (LFS) sample. Except for differences in sample size, the design features of the LFS sample are maintained in the CTS sample.

LFS population coverage

The LFS is a monthly household survey whose sample of individuals is representative of the civilian, non-institutionalised population 15 years of age or older in Canada's ten provinces. Specifically excluded from the survey's coverage are residents of the Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and inmates of institutions. These groups together represent an exclusion of approximately 2% of the population aged 15 or over.

LFS sample design

The LFS has undergone an extensive redesign culminating in the introduction of the new design at the end of 1994. The LFS sample is drawn from an area frame and is based on a stratified, multi-stage design that uses probability sampling. A detailed description of the previous LFS design can be obtained in *Methodology of the Canadian Labour Force Survey*, Statistics Canada Catalogue No. 71-526. The main advantage of a stratified sample design is that when sampling is applied separately to many diverse strata, each stratum having a relatively homogeneous population, the efficiency of the sample is higher than that obtained from simple random sampling without stratification.

LFS sample rotation

The LFS employs a panel design whereby the entire monthly sample of dwellings consists of six panels, or rotation groups, of approximately equal size. Each of these panels can be considered by itself to be representative of the entire LFS population. All dwellings in a rotation group remain in the LFS sample for six consecutive months after which time they are replaced (rotated out of the sample) by a new panel of dwellings selected from the same or similar clusters.

This rotation pattern was adopted to minimize any problems of non-response or respondent burden that would occur if households were to remain in the sample for longer than six months. It also has the statistical advantage of providing a common sample base for short-term month-to-month comparisons of LFS characteristics. Because of the rotation group feature, it is possible to readily conduct supplementary surveys (e.g., the CTS) using the LFS design but employing less than the full size sample.

APPENDIX

CTS as a supplement

In 1996 the CTS used two of the six rotation groups in the LFS sample in all provinces except in Newfoundland where the sample was augmented to three rotation groups. For the CTS, the coverage of the LFS remains the same, that is, it includes all members of the household aged 15 and over. One person was randomly selected per household for the CTS. *Text Table 1* shows the CTS sample sizes for each month.

Text Table 1
Canadian Travel Survey Sample Sizes by Month, 1996

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Year
Canada	16,128	16,256	16,262	16,850	16,993	16,829	17,253	17,425	17,479	17,372	17,285	17,248	203,380
Newfoundland	577	590	585	879	898	888	887	924	930	949	937	918	9,962
Prince Edward Island	462	416	440	451	439	460	455	448	463	425	442	468	5,369
Nova Scotia	1,110	1,046	1,072	1,095	1,100	1,117	1,124	1,148	1,132	1,106	1,153	1,134	13,337
New Brunswick	997	1,004	990	1,018	1,010	1,032	1,042	1,046	1,076	1,079	1,051	1,061	12,406
Quebec	3,217	3,278	3,328	3,326	3,313	3,282	3,391	3,475	3,588	3,466	3,433	3,502	40,599
Ontario	4,861	5,019	4,960	5,071	5,174	5,131	5,209	5,156	5,213	5,145	5,109	5,109	61,157
Manitoba	1,121	1,185	1,149	1,219	1,158	1,171	1,242	1,200	1,198	1,256	1,194	1,212	14,305
Saskatchewan	1,055	1,059	1,054	1,022	1,079	1,016	1,026	1,093	1,087	1,025	1,100	1,088	12,704
Alberta	1,222	1,218	1,190	1,241	1,292	1,233	1,282	1,328	1,240	1,309	1,279	1,220	15,054
British Columbia	1,506	1,441	1,494	1,528	1,530	1,499	1,595	1,607	1,552	1,612	1,587	1,536	18,487

CTS data collection

The CTS used computer-assisted interviewing (CAI) for the first time in 1996, i.e., the questionnaire is designed for a laptop computer and the interviewer keys in reported information during the interview. Upon completion of the LFS interview, the interviewer asks to speak to the selected person for the CTS. If the selected person is not available, the interviewer arranges for a convenient time to phone back. Proxy response is not usually allowed, hence the collection period is extended by three working days (five calendar days) to allow the interviewers time to contact the selected individuals.

Sampling Variability

The guidelines for release and publication of the CTS data make use of the concept of *sampling variability* to determine whether estimates are reliable. Sampling variability is the error in the estimates caused by the fact that we survey a sample rather than the entire population. The concept of *standard error* and the related concept of *coefficient of variation* and *confidence interval* provide an indication of the magnitude of the sampling variability. The standard error and coefficient of variation do not measure any systematic biases in the survey data which might affect the estimate. Rather, they are based on the assumption that the sampling errors follow a normal probability distribution.

Usually, the larger of the two estimates will have a smaller CV, and therefore will be more reliable. Also, of two estimates of the same size, the one referring to a characteristic more evenly distributed throughout the population will tend to have a smaller CV.

The application of the CV to the CTS data in this publication has been simplified. The CV is used to identify three classes of data:

1. Data to be used without qualification (i.e., reliable data).
 - CV less than 16.6%.
2. Data to be used with caution (indicated in tables with a letter G).
 - CV between 16.6% and 25.0%.
 - the chances are about 95 out of 100 that the absolute difference between the CTS data and corresponding census data, if available would be less than plus or minus 50%.
3. Data which are not released (indicated in tables with the letter H).
 - CV greater than 25.0%.
 - the sampling variability is too high.

Changes to the Canadian Travel Survey

Changes to the sampling methodology have been introduced in the last few years. From 1980 to the first quarter of 1992, the survey was conducted on a quarterly basis, that is the respondents were contacted at the end of a three-month period and had to recall all trips taken in that period. Because it was hard to remember all the trips taken in such a long period, starting at the second quarter of 1992, the same respondent was contacted every month in a three-month period. This led to trips being under-reported by the second and third months of collection. To improve the data quality, in 1994 the methodology was changed again, with a new sample of respondents every month. This method was also used again in 1996.

Between 1994 and 1996 no major changes were made to the survey; however a number of smaller changes were introduced. For example, in 1996 the allocation of the LFS sample within and between provinces was altered in order to better meet the needs of the employment and unemployment estimates and unemployment insurance administrative requirements. Although the impact of such changes should have been accounted for by the weighting scheme, it is possible that changes in the demographic and geographic composition of the sample had some undetermined impact on the precision of the 1996 estimates.

In addition, in 1996 the CTS was conducted for the first time using computer-assisted interviewing. Extensive parallel tests were conducted with the LFS before it switched to the new computerized method. While the tests showed that there were no significant differences in the two collection methods on the LFS results, there was no separate test conducted on the CTS.

In 1996 the CTS used two rotation groups in all provinces (except in Newfoundland where three were used) compared to only one rotation group for most provinces in 1994 (some provinces sponsored additional samples in some months). The increased use of rotation groups can lead to respondent fatigue, since respondents may be in the survey more than once. Research has shown that although respondent fatigue was apparent in some months, it was not a significant consistent factor.

Data comparability

The changes in the methodology in 1992 and 1994 resulted in a break in the data series. These years are therefore **not comparable** with those of previous years. Due to the number of smaller changes made to the 1996 survey, the potential impact of these changes to comparability with 1994 is still being investigated. Therefore, this publication does not make any comparisons of the 1996 CTS results with the 1994 data series. Users should use caution when comparing the two years.

Questionnaire content

Other changes concerning the content of the survey questionnaire were also introduced. For example, for the first time in 1996 the survey collected information on overnight visits at the subprovincial level. Previously, in terms of geographic information, only origin, destination and number of nights spent in each province were available. With the introduction of the visit concept it is possible to keep track of every location visited on a particular trip. This means that the expenditure data can be reallocated at different geographic levels. Before 1996, the money spent during the trip could only be redistributed at the provincial level. Because we now have information on each geographic area visited, the expenditures can be reallocated at the sub-provincial level.

The introduction of the visit concept gives a more thorough picture of Canadians travelling to a specific region. Besides providing trip information (main destination, length of trip, etc.), the CTS also provides information on all places visited by those travellers, whether they were the main destination or an overnight stop. For example, a person who travels from Toronto to Ottawa and spends one night in Kingston en route would represent one provincial visit. At the sub-provincial level (e.g., tourism region or CMA) this trip would include two visits, one to Kingston and one to Ottawa. The spending for this trip would be reallocated by taking into account the nights spent in each location. Regional tourism associations and cities now have an estimate of expenditures made in their areas by the Canadian travelling public.

Concepts and Definitions

- **CTS reference month.** Month that ended before the collection period. For example, if the collection period is in February, we are collecting information on trips that ended in January. The collection period for the CTS includes the two weeks following the LFS reference week.
- **Trip.** For the purposes of the CTS, a trip is defined as travel by the respondent accompanied or not by one or more household members for any reason (except as noted below) to a Canadian destination of at least 80 km one-way from home. The following types of travel are excluded: travel to and from work or school (i.e., commuting); one-way travel involving a change of residence; travel of operating crew members of buses, airplanes, boats, etc.; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; trips longer than a year. Only the microdata files include all trips regardless of destination or distance in the case of overnight trips and same-day trips from Ontario of at least 40 km.
- **Household-trip.** Trip involving one or more persons from the same household leaving and returning together. If four persons from the same household go on a trip together, that is they leave and return together, it counts as one household-trip. If the same household takes two trips, it counts as two household-trips.
- **Person-trip.** Trip taken by one person. If this person took more than one trip and/or travelled with other members of the same household, we will count as many person-trips as there are trips and persons who took these trips. If four persons from the same household go on a trip together, it counts as four person-trips. If the same person takes two trips, it counts as two person-trips.
- **Person-night.** Night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, there is a count of six person-nights.
- **Same day trip.** Trip which does not include a night away from home.

- **Overnight trip.** Trip that includes at least one night away from home.
- **Visit.** Place of overnight stay of the traveller or for a same day trip, the location of destination of the trip. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location.
- **Province-visit.** A visit to a province, regardless of the destination.
- **Census Metropolitan Area-visit.** A visit to a Census Metropolitan Area, regardless of the destination.
- **Person-visit.** Visit taken by a traveller either single or travelling as a group. If four persons go on a visit together, it counts as four person-visits.
- **Origin.** Starting point of a trip is the respondent's place of residence.
- **Destination.** Place reported by the respondent as the destination of a trip. If a respondent visited more than one place during a trip, the destination is the place furthest from their home.
- **Trip distance.** Refers to the one-way distance between the trip origin and its destination expressed in kilometres.
- **Traveller.** Any person who completes a trip. Any person who does not take a trip may be described as a *non-traveller*.
- **Intraprovincial travel.** Travel within a province by its residents, e.g., Ontario residents travelling in Ontario.
- **Interprovincial travel.** Travel by the resident of one province to and in another province, e.g., Ontario residents travelling elsewhere in Canada.
- **Non-resident travel.** Travel by residents from another province to a specific province, e.g., travel of Canadians except Ontario residents to Ontario.
- **Census Metropolitan Area (CMA).** Main labour market area of an urbanized core having 100,000 or more population. For more details, refer to the Standard Geographical Classification SGC 1991.
- **Census Division (CD).** Areas established by provincial laws which are intermediate geographic areas between the municipality (Census Subdivision) and the province level. Census Divisions represent counties, regional districts, regional municipalities and other types of provincially legislated areas. For more details, refer to the Standard Geographical Classification SGC 1991.
- **Tourism region.** From a touristic point of view, homogeneous regions defined by each province. See map included with the CTS documentation.

- **Mode of transportation.** Mode of transportation used to travel the greatest distance during a trip; if two modes of transportation were used to travel *equal* distances, the mode used to reach the destination is recorded.
- **Purpose.** Main reason the respondent to the survey went on a trip, regardless of the reason anyone else from the household had for taking the same trip. Categories included in this variable are the following: visiting friends and relatives, pleasure, personal, business and non-business convention.
- **Package deal.** Package deals cover the expenses of two or more components of a trip but in most cases the costs are not identified separately. These items may be a combination of transportation and accommodation or accommodation with food and beverages, etc. A package deal is usually purchased from a travel agency or social organization.
- **Expenditures.** Trip expenditures made by all household members who went on the trip. Expenditures may have been paid for by individuals, by government or by a private sector business. In the CTS, the expenditures are broken down in the following categories: vehicle rental, vehicle operation, local transportation, intercity transportation, food or beverages purchased at restaurants or bars, food or beverages purchased at stores during the trip, accommodation, recreation and entertainment, clothing and other expenditures. The following items are excluded:
 - food purchased before the trip for use while on the trip;
 - items purchased to be resold or used in business (including items used on farm);
 - vehicles such as cars, caravans, boats;
 - capital investments such as real estate, works of arts, rare articles and stocks;
 - cash given to relatives or friends during a holiday trip which does not represent payment of tourism goods or services, as well as donations made to institutions.
- **Reported expenditures.** Reported expenditures are the expenditures made by the respondent and other household members who went on the trip. Expenditures are reported in Canadian dollars and include all taxes and tips. As described above, these expenditures are reported in different categories. They do not represent where money was spent on a specific trip, but rather how much money was spent, and in which category of expenditures. It is associated with a trip as a whole.
- **Reallocated expenditures.** Refers to the process by which the respondent's reported expenditures are *redistributed* to specific geographic regions where money was spent. The CTS uses an expenditure reallocation model by which money included in each expenditure category is redistributed to a geographic region according to specific rules. Generally, money is allocated at the destination location in the case of same day trips and redistributed according to the number of nights spent in each geographic region in the case of overnight trips. However, this rule may vary according to the expenditure item. Once redistributed, the expenditures are referred to as reallocated expenditures. In 1996 data providing more detailed information were collected and have allowed the redistribution of the reported expenditures at the sub-provincial level. By using the information available at the locational level, namely the number of nights spent at a location, types of accommodation used and the number of nights spent by type of accommodation, it is possible to refine the expenditure reallocation model for the following categories of expenditures: accommodation, food or beverages purchased at restaurants or

bars and food or beverages purchased in stores during the trip. The level of geography for which the expenditures are redistributed in the CTS are the following: province, tourism region, Census Metropolitan Area (CMA) and Census Division (CD).

- **Vehicle rental expenditures.** Includes all operation, rental or users' fees encountered for the use of any vehicle such as an automobile, a truck, motorcycle, bicycle, boat, motor home, snowmobile, etc. (including insurance).
- **Vehicle operation expenditures.** It includes expenditures related to the operation of a private or rental vehicle, namely gasoline, repairs and parking costs while on the trip.
- **Local transportation expenditures.** Local transportation means within a city or metropolitan area, that is, intracity transportation. It includes the cost of taxis, city bus fares, subway fares and such things as bus tours in the place of visit and/or destination while on the trip.
- **Intercity transportation expenditures.** Includes expenses between cities or metropolitan areas to get to or from the destination. These transportation expenditures include ticket fares for intercity aircrafts, boats, hovercrafts, trains, buses as well as intercity ferries.
- **Food or beverages purchased at restaurants or bars.** Includes the total amount spent on meals and drinks purchased from restaurants, bars, cafeterias, fast food take-out counters, and minibars located in some hotel/motel rooms, regardless where they were consumed.
- **Food or beverages purchased at stores during the trip.** Includes the total amount spent at local stores while on the trip, regardless of where they were consumed. For example, groceries purchased to bring home or to eat during the trip are included in this category.
- **Accommodation expenditures.** Total expenditures for nights spent in hotels, motels, resorts, cabins, cottages, campgrounds, etc. This primarily includes rental fees. However, in the case of trips to private cottages or the home of friends or relatives, it could also include any money given to owners for the use of their accommodation.
- **Recreation and entertainment expenditures.** Includes the cost of admission to theatres, sports events, art galleries, nightclubs, etc. It also includes gambling expenses and sporting activity costs such as daily ski lift passes, green fees, rental of sports equipment, entrance fees to a cultural or leisure activity, boat and bus tours but excludes recreation and entertainment purchased for the season (e.g., season ski passes).
- **Clothing expenditures.** Includes any clothing purchases whether they are gifts or for personal use.
- **Other expenditures.** Includes items such as souvenirs, shoes, belts, jewellery, handbags and household items, registration fees for courses or conferences, customs duties, postcards and stamps, insurance fees, medication, books, craft supplies, film and developing, costs for child care, telephone charges, etc.

CANADIAN TRAVEL SURVEY QUESTIONNAIRE

The following questionnaire is an abridged and adapted version of the actual computer screen version of the Canadian Travel Survey.

Introduction

You have been selected from your household for the Canadian Travel Survey which will obtain information on travel and tourism. While the survey is voluntary, your cooperation is important. As usual, your answers will be kept strictly confidential.

I would like to ask a few questions about any trips you took which ended in «reference month».

Please exclude: any trips you took as a member of an operating crew of a bus, plane, truck, etc., commuting to your usual place of work or school, or moving to a new residence. Please include: all trips taken for reasons such as visiting friends and relatives, pleasure, personal or business trips.

A Did you take any trips of one night or more which ended in the reference month?
 Yes No/don't know/refusal

B How many? (Overnight trips)
 Trips Don't know/refusal

C Did you take any same day trips of at least 40 kilometers (in Ontario) or 80 kilometers (elsewhere) or more, one way, in reference month?
 Yes No/don't know/refusal

D How many? (Same day trips)
 Trips Don't know/refusal

I would now like to ask you some questions about your trip(s).

Q01 Did this trip originate in Canada?
 Yes No/don't know/refusal

Q02A Where did you live when you took this trip? Please give me the name of the city or town and province.

Q02B Province/territory?
 Newfoundland
 Prince Edward Island
 Nova Scotia
 New Brunswick

Quebec
 Ontario
 Manitoba
 Saskatchewan
 Alberta
 British Columbia
 Northwest Territories
 Yukon
 Don't know/refusal

Q03 What was your destination on this first/next trip? Was it in...? (If the respondent went to more than one place on this trip enter the name of the place that is furthest from his/her home)
 Canada
 United States
 Another country
 Refusal

Q04 What was the name of the city or town and province of this destination?

Q05 What was the name of the state of this destination?

Q06 What was the country?

Q07 About how far from your home?

Q08 Kilometers or miles?

Q09 Including yourself, how many persons now living in this household went on this trip?

Q10 How many of these people were under the age of 15?

Q11 How many nights were you away from home on this trip?

- None
- One
- More than one
- Don't know/refusal

Q12A Did you spend this night in this destination?
 Yes No/don't know/refusal

Q12B Did you spend all of these nights in this destination?
 Yes No/don't know/refusal

Q13 Did you spend all of these nights in Canada?
 Yes No/don't know/refusal

How many, if any, of these nights did you spend in:

Q14 Canada? Nights

Q15 United States? Nights

Q16A A country other than Canada or the United States?
 Nights

Q16B Did you spend this night in...?
 Canada
 United States/another country
 Don't know/refusal

Q16C In what city or town and province did you spend this night?
City/town? Province? Don't know/refusal

Q16D What was the first/next **CANADIAN** city or town and province you stayed overnight?
City/town? Province? Don't know/refusal

Q16E In what types of accommodation did you stay?
(Interviewer: Mark all that apply)

- How many nights did you spend in each?
- Hotel nights
 - Motel nights
 - Bed & Breakfast nights
 - Resort nights
 - Camping or trailer park nights
 - Home of friends or relatives nights
 - Private cottage or vacation home nights

- Commercial cottage or cabin nights
- Other (hostel, universities, etc.) nights
- Don't know/refusal

Q17A What means of transportation did you use to travel the greatest distance on this trip?

(Interviewer: Mark one only)

- Auto (include motor homes, jeeps, trucks, vans & campers, etc.)
- Air
- Bus
- Rail
- Boat
- Other (include motorcycles / bicycles, etc.)
- Don't know/refusal

Q17B Was it a Canadian air carrier?
 Yes No/don't know/refusal

Q18 What was your main reason for taking this trip?
(Interviewer: Mark one only)

- Visiting friends or relatives
- Pleasure
- Personal
- Business
- Non-business convention
- Don't know/refusal

Q19 Did you attend a convention?
 Yes No/don't know/refusal

Q20 On this trip did you... (Interviewer: Read list and mark all that apply)

- Visit friends or relatives?
- Shop?
- Do some sightseeing?
- Attend a festival, fair or exhibition?
- Attend a cultural performance, for example a play, or a concert?
- Attend an aboriginal or native cultural activity?
- Attend a sports event?
- Visit a museum or art gallery?
- Visit a zoo or a natural exhibit?
- Visit a theme park?
- Visit a national or provincial park?
- Visit an historic site?
- Go to a bar or nightclub?
- Go to a casino?
- Take a cruise or boat trip?
- None of the above
- Don't know/refusal

Q21 Did you participate in any sports or outdoor activities?

- Yes No/don't know/refusal

22 What were these sports or outdoor activities?
(Interviewer: Read list and mark all that apply)

- Swimming
- Other water-based activities
- Golfing
- Hunting
- Fishing
- Bird or wildlife viewing
- Cross-country skiing
- Downhill skiing
- Snowmobiling
- Walking or hiking
- Cycling
- Other (Specify)
- Don't know/refusal

Q23A I would like to ask you some questions about the cost of this trip. Please include all costs related to this trip including taxes and tips even if they were paid for by someone else. Please do not forget to include the costs for the "NUMBER" household members who went on this trip.

Q23B Were all the costs of this trip paid for by you or members of your household?
 Yes No/don't know/refusal

Q23C Who paid for all or any part of this trip? Was it...

	Yes	No/don't know
A government?	<input type="checkbox"/>	<input type="checkbox"/>
A private sector business or organisation?	<input type="checkbox"/>	<input type="checkbox"/>
Yourself or other individuals?	<input type="checkbox"/>	<input type="checkbox"/>

Q24 How many package deals, if any, were purchased for this trip or part of this trip?

(Interviewer: a package deal must include more than one expense item, (for example, transportation and meals or accommodation and car rental, etc.) If respondent has more than one package deal, combine the costs.)

Package deals

Q25 Did this package include: (Interviewer: Read the list and mark all that apply)

- Vehicle rental
- Air, boat, train or bus transportation
- Food and beverages
- Accommodation
- Recreation and entertainment
- Other
- Don't know/refusal

Q26 How many nights were included in this package?
 Nights

Q27 What was the cost of this package? \$

Q28A Was money spent ...

	Yes	No/don't know	How much \$
- to rent a vehicle (e.g., rental fees and insurance)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- to operate a private or rented vehicle (e.g., gas, repairs)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on local transportation (e.g. city buses, subways and taxis)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on airplane, boat, train or commercial bus fares?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages prior to leaving home for use on the trip?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages at restaurants and bars?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages at stores during the trip?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on accommodation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on recreation and entertainment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on clothing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

Q28B Was money spent on any other purchases or expenses? (Interviewer: Exclude items bought for commercial purposes and major purchases such as real estate and vehicles.)
 Yes No/don't know/refusal

Q28C What were the major items included in this expense?

Q28D How much? \$

Q28E Excluding items bought for commercial purposes and major purchases such as real estate and vehicles, about how much money was spent in total? \$

Q29 What percentage of the total expenditures for the trip were paid for by:
a government? %
a private sector business or organisation? %
yourself or other individuals? %

Q30A Did you take any other trips which were identical to this one and which ended in "reference month"?
 Yes No/don't know/refusal

Q30B How many identical trips were there?
 Trips

Q31 Did you or any member of your household contact Tourism Saskatchewan for tourist information prior to or during this trip? (If destination was Saskatchewan or night was spent in Saskatchewan or person moved from Saskatchewan during reference month).

___ Yes ___ No/don't know/refusal

Q32 (Interviewer: If "reference month" is in December, ask Q 32.) During the eleven month period from January 1 to November 30, 1996, did you take any non-business trips of one night or more to a destination... (Interviewer: Read the list and mark all that apply)

- ___ Within the province?
- ___ To some other province?
- ___ To the United States?
- ___ To a foreign country other than the United States?
- ___ None of the above

Q33 For the year 1995, what was your total household income before taxes and deductions, including income from wages, salaries, tips, commissions, pensions interest, rents, etc.

Was it less than...	Yes	No	Don't know/refusal
\$20,000?	___	___	___
\$40,000?	___	___	___
\$60,000?	___	___	___
\$80,000?	___	___	___

Thank you for your participation in the Canadian Travel Survey.