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Tourism Statistical Digest

1999 Edition

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FOREWORD

FOREWORD

Between 1972 and 1988, Statistics Canada published nine editions of *Tourism and Recreation – A Statistical Digest*, under Catalogue No. 87-401. Though redesigned a number of times, the publication was always intended to bring together in one place the many sources of data and survey results relating to tourism and travel by Canadians and foreign visitors to Canada.

After a hiatus of more than 10 years, the *Tourism Statistical Digest* has been revived, in a new format, with plenty of tables and charts, a new cover and a different catalogue number. Despite these changes, the purposes for which the *Statistical Digest* was devised in the early 1970s remain the same.

Like its predecessors, the 1999 edition contains Statistics Canada data on both the supply of and demand for tourism services. Included for the first time in the *Statistical Digest* are data from the National Tourism Indicators, which reflect tourism's importance to the Canadian economy. Some data from sources other than Statistics Canada, notably the World Tourism Organization, are also provided.

The 1999 edition of the *Tourism Statistical Digest* is the fruit of a collaborative effort by Statistics Canada's Tourism Statistics Program and the Canadian Tourism Commission (CTC). The CTC Research Committee also lent its support to the revival of this publication.

Happy reading.



Scott Meis
Director, Research
Canadian Tourism
Commission



Paul McPhie
Assistant Director
Culture and Tourism
Statistics Canada

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EDITOR'S NOTE

EDITOR'S NOTE

This is the first edition of the new Tourism Statistical Digest. The Digest was revived in response to repeated requests by users of data. A market study was conducted in the summer of 1998 to assess the potential for such a publication and to solicit user suggestions regarding its format and contents. As in the past, the Digest will provide a complete summary of statistics on travel and tourism by Canadians and foreign visitors to Canada. This edition contains 1997 data.

The Digest is intended for tourism industry managers, policy planners, analysts, researchers, administrators, teachers, students and anyone else with a direct or indirect interest in the industry. It is the fruit of a joint effort by Statistics Canada and the Canadian Tourism Commission, with the assistance of contributors from various organizations.

This edition contains eight chapters and a series of statistical tables from various surveys and other sources. The names of the surveys that provided data for the Digest, along with the associated catalogue numbers, are listed in an appendix. Since it was impossible to describe the methodology of every survey cited here, readers may wish to consult the listed publications for additional information or the latest statistics or analyses.

The Tourism Statistical Digest begins with an overview of global tourism as depicted by the World Tourism Organisation data on arrivals, international receipts, as well as long-haul and intra-regional travel. *World Trends* describes Canada's status as both an international tourist destination and a source of tourists. It provides an analysis of the economic situation in Canada's main markets and the latest trends in the development of new tourism products.

Chapters 2 and 3, *Travel by Canadians* and *International Travel to Canada*, cover tourism demand using data from two surveys conducted by the Tourism Statistics Program: the Canadian Travel Survey (CTS) and the International Travel Survey (ITS). Travel by Canadians is analyzed by destination (intraprovincial, interprovincial, United States and overseas), while travel to Canada is analyzed by origin (United States and overseas).

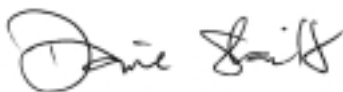
Chapters 4 and 5, *Passenger Transportation in Canada* and *Tourism Service Industries*, deal with the supply of tourism services. The former, prepared by the Transportation Division using data from its many surveys, provides 1997 statistical highlights for the various components of the transportation industry (road, air, water and rail). The latter examines all the other services that contribute to the tourism experience: accommodation, food and beverage services, travel agency and tour operator services, and tourist attractions.

Chapter 6, *Tourism in Canada and its Various Economic Facets*, was prepared by the Income and Expenditure Accounts Division. Using information from the Tourism Satellite Account and the National Tourism Indicators, it attempts to gauge the real importance of tourism in Canada's economy. Individual topics include tourism demand in Canada, the tourism gross domestic product (GDP), employment in the tourism industry, government revenues from tourism, and inflation in tourism.

Chapter 7, entitled *Regional Portrait*, contains three articles on tourism at the subprovincial level. This chapter was developed in response to the many requests made by potential users in their answers to our market study questionnaire last summer. Each article looks at tourism areas from a different angle. "Profile of tourism in Canada's tourism regions" examines the most popular tourism areas in Canada as **destinations**. In "Lessons learned from the analysis of 1997 CTS and ITS results for the merger of southwestern Ontario and Festival Country", the two regions' client bases are analyzed with a view to developing a joint **marketing plan**. The third article, "Tourism-generating regions in Canada: Factors associated with travel patterns and tourist behaviour", looks at tourism areas as **origins**.

Chapter 8, *A Glance at the Future*, was written by the Canadian Tourism Commission. It rounds out the Digest with a look ahead, using short-term and medium-term forecasts of global and Canada-bound tourist flows, and it concludes with a description of some of the challenges the industry will face in the next millennium.

I hope you will enjoy reading this publication.



Danielle Shaienks
Editor

HIGHLIGHTS

HIGHLIGHTS

International tourism is one of the fastest-growing industries in the world. In 1997, there were 611 million international arrivals, a 2.4% increase from 1996. Receipts were flat, however, as the East Asia/Pacific region, hard hit by the financial crisis, turned in its worst performance of the decade, a 1% decline in arrivals and a 7% drop in receipts.

Long-haul travel was the driving force behind international tourism's growth in most parts of the world during the last decade. Tourists were travelling farther and farther, and long-haul travellers spent more than intraregional travellers.

Canada ranked eighth among the most popular destinations in the world in 1997, an improvement over its eleventh place in 1995 and tenth place in 1996. More foreign visitors came to Canada in 1997 than in any previous year. Taking advantage of the favourable exchange rate, Americans made 13.4 million overnight trips to Canada, up 3.8% from 1996. In contrast, the number of overnight trips by overseas visitors fell 3% because of the financial crisis in Asia.

Canada's strong economic performance in 1997 prompted many Canadians to travel inside the country and overseas, and as a result it was a record-breaking year for overseas travel. Because of the low value of the Canadian dollar, fewer Canadians visited the United States in 1997. For Canadians who travelled in Canada, Ontario, British Columbia and Quebec were the most popular provinces.

Air travel has been growing steadily in recent years, partly as a result of the 1995 "Open Skies" agreement between Canada and the United States. Since the beginning of the decade, the charter industry has nearly quintupled in size.

Generally, hotels and motor inns fared very well in 1996-97. Between 1993-94 and 1996-97, occupancy rates climbed from 59% to 64% and profit margins widened from -1% to 12%.

Tourism expenditures in Canada totalled \$44.0 billion in 1997, a 5.3% increase from 1996. Domestic demand was up 5.3% in 1997, the highest growth rate since 1990. On the other hand, the growth rate of foreign demand (exports), plunged from 10.4% in 1996 to 5.2% in 1997, its lowest level since 1992. Air transportation expenditures grew at a faster rate (10.3%) than any other expenditure component, making their best showing since 1987.

According to the World Tourism Organization, tourist arrivals worldwide are expected to continue climbing, from 560 million in 1995 to 1.6 billion in 2020. Similarly, tourism receipts should increase from US\$400 billion in 1995 to US\$2 trillion by 2020.

The Canadian Tourism Commission estimates that the number of visitors to Canada will rise to 22.6 million in 2003. If the downward trend in Canadian arrivals and expenditures in the United States and the vigorous growth in tourism receipts generated by Americans continue, Canada's tourism deficit with the United States could be erased by 2000 and transformed into an expanding surplus through 2002.

CHAPTER 1

WORLD TRENDS

*Danielle Shaienks,
Tourism Statistics Program*

International tourism is one of the fastest-growing industries in the world. Over the past ten years, the number of international arrivals at national borders has increased at an average annual rate of 5.2%, reaching 611 million in 1997. According to the World Tourism Organisation¹, arrivals will rise to close to 700 million in the year 2000 and will be over one billion by the year 2010. Between 1987 and 1997, receipts increased by an average of 9.8% per year, reaching US\$436 billion.² However, this growth slowed in 1997, when the East Asia/Pacific region, reeling from the financial crisis, turned in its worst performance since 1989 with decreases of 1% for international arrivals and 7% for receipts. This performance contrasted with growth rates of more than 10% experienced by the region in the first half of the decade.

The East Asia/Pacific region, which accounts for nearly 20% of global tourism receipts, should still experience some difficult times in the next few years. But the World Tourism Organization expects that the growth of tourism worldwide will continue in 1998, at a rate that could range between 1.5% and 2.0%. This compares to rates of 2.4% and 5.5% respectively in 1997 and 1996.

In 1997, despite their relatively small market share, South Asia and the Middle East experienced higher growth rates than in 1996. Europe maintained a growth rate of 3%, while the East Asia/Pacific region registered a major decline.

The best regional performance in the world was that of South Asia and Africa with increases in arrivals of 8.9% and 6.1% respectively. This is attributable to the very positive results of India, South Africa and Morocco. However, receipts grew generally more slowly, to some extent reflecting a slackening of expenditures in the main travel markets.

Total tourist arrivals in Europe grew by 3.2% in 1997, reaching 362 million. This represented nearly 60% of all international arrivals. Receipts fell slightly to US\$218 billion, representing just over 50% of all international receipts. This decline in receipts basically reflects the appreciation of the US dollar in relation to various European currencies such as the French franc and the Italian lira, since in national currencies, those countries' receipts increased in 1997.

Text Table 1.1
Growth of World Tourism by Region, 1995-1997

	Tourist arrivals		Change		Receipts (US\$)		Change	
	1996	1997	97/96	96/95	1996	1997	97/96	96/95
	millions		%		billions		%	
World	596.5	610.8	2.4	5.5	435.6	436.0	0.1	7.5
Africa	21.8	23.2	6.1	7.2	8.7	9.0	3.3	18.6
Americas	116.9	118.5	1.3	5.8	112.4	118.8	5.6	9.5
East Asia/Pacific	89.0	88.0	-1.2	9.4	82.3	76.6	-6.9	10.5
Europe	350.3	361.5	3.2	4.4	219.9	218.2	-0.8	5.0
Middle East	14.1	14.8	5.3	4.3	8.2	9.1	10.8	9.6
South Asia	4.4	4.8	8.9	5.6	3.9	4.3	8.4	13.0

Source: World Tourism Organization, preliminary data.

The World Tourism Organization defines the tourism regions as follows:

Africa: Continental Africa, Seychelles, Madagascar, Cape Verde, Reunion

Americas: Continental North and South America, Greenland, West Indies, Bahamas, Cuba, Haiti, Dominican Republic, Hawaii, St-Pierre - Miquelon, Puerto Rico, Falkland Islands

Europe: Continental Europe including Russia, Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Krygyzstan, Moldova, Tadjikistan, Turkmenistan, Ukraine, Uzbekistan, Latvia, Lithuania, Gibraltar, Malta, Iceland, Canary Islands, Azores, Andorra, Monaco, Turkey, Cyprus, Israel

East Asia/Pacific: China, Hong Kong, Taiwan, Mongolia, Tibet, Japan, South Korea, North Korea, Singapore, Indonesia, Malaysia, Philippines, Vietnam, Thailand, Laos, Brunei, Australia, New Zealand, Guam, Pacific Islands

Middle East: Saudi Arabia, Yemen, Oman, United Arab Emirates, Qatar, Syria, Lebanon, Kuwait, Bahrain, Jordan, Iraq

South Asia: Iran, India, Pakistan, Nepal, Sri Lanka, Bangladesh, Bhutan, Maldives, Afghanistan

In the East Asia/Pacific region, some countries such as Thailand were hard hit, while others such as China maintained robust economic growth. All these factors had a major influence on international travel, both intra-regional and long-haul, and both tourism receipts and arrivals were stagnant in 1997.

The Americas

Total tourist arrivals in the Americas increased by 1.3% in 1997 over 1996, representing a much slower growth rate than in 1996. In North America, the number of arrivals was stagnant. This region, which accounts for the lion's share of tourism in the Americas (more than 70% of arrivals and more than three-quarters of receipts) thus contributed very little to the total growth for the Americas as a whole. Growth, instead, was concentrated in the Caribbean and South America.

The Caribbean benefited from good growth in the cruise market. It registered a 6.4% increase in arrivals, bringing

the number of tourists to more than 15 million and receipts to nearly \$14 billion. South America for its part, is an evolving market. Tourist arrivals and receipts in South America are rising in a market largely dominated by intra-regional flows and fairly low daily expenditures.

Despite its relatively small share of total arrivals in the Americas, Central America, has seen a sharp increase in its growth rate, which is the highest in the four regions of the Americas, namely 10.7% for arrivals and 9.1% for receipts.

North America

The United States, which accounts for 57% of total arrivals in North America, registered a strong performance in 1997 with a 5.5% increase in arrivals, as compared to a 1.6% increase for Canada and a loss of nearly 13% for Mexico compared to 1996. The United States was even more dominant in receipts; with 82% of the total receipts for North America, it recorded a 7.4% increase in 1997. In contrast, Canada's receipts stagnated, rising a mere 1.7%. This

Text Table 1.2

World Tourism in the Americas, 1995-1997

	Tourist arrivals		Change		Receipts (US\$)		Change	
	1996	1997	97/96	96/95	1996	1997	97/96	96/95
	millions		%		billions		%	
Total Americas*	116.9	118.5	1.3	5.8	112.4	118.8	5.6	9.5
Caribbean	14.3	15.2	6.4	1.5	13.0	13.6	4.6	6.3
Central America	2.6	2.9	10.7	1.2	1.6	1.8	9.1	8.2
North America	85.2	85.3	0.1	5.9	85.7	91.5	6.8	10.5
South America	14.6	15.7	7.5	8.0	12.5	13.3	6.8	8.4

* **Total Americas** does not correspond to the sum of the regions because the data for the regions are preliminary whereas the data for the continent have been revised.

Source: World Tourism Organization.

meagre increase is also due to the fact that the Canadian dollar lost value in relation to the US dollar during the year. In Canadian currency, receipts rose by 3.2%.

Text Table 1.3

World Tourism in North America, 1996-1997

	Tourist arrivals	Change	Receipts	Change
	1997	97/96	1997	97/96
	millions	%	billions	%
North America	85.3	0.1	91.5	6.8
United States	49.0	5.5	75.1	7.4
Canada	17.6	2.0	8.8	1.7
Mexico	18.7	-12.8	7.5	8.6

Source: World Tourism Organization.

Changes Over Time in Market Share

While Europe and the Americas are leaders in international tourism in terms of both arrivals and receipts, these two regions have seen their market share erode in recent decades.³ This erosion does not necessarily represent an actual decline for European and American destinations; rather it is a sign of the diversification of world tourism and the introduction of new tourist destinations, especially in Asia, North Africa and the Caribbean.

The East Asia/Pacific region has made the greatest strides in terms of international arrivals and receipts. The region tripled its market share of arrivals between 1960 and 1970, then almost quintupled it in the 25 years that followed. These gains were made at the expense of Europe and the

Americas, which lost respectively 13.3 and 4.7 percentage points of their international market share since 1960. It is mainly intra-regional traffic that drove this growth. Countries such as China and other Asian countries with exploding economies generated many travellers who were taking their first steps in the tourism world and who cut their first teeth travelling within their own region before venturing toward distant destinations.

Text Table 1.4

Regions' Market Share - International Arrivals and Receipts

	1960	1970	1980	1990	1997
	%				
Africa					
Arrivals	1.1	1.5	2.6	3.3	3.8
Receipts	2.6	2.7	2.6	2.0	2.1
Americas					
Arrivals	24.1	25.5	21.5	20.5	19.4
Receipts	35.7	26.8	24.1	26.0	27.2
East Asia/Pacific					
Arrivals	1.0	3.2	7.5	11.9	14.4
Receipts	2.9	6.1	8.3	14.6	17.6
Europe					
Arrivals	72.5	68.2	65.0	61.7	59.2
Receipts	66.8	61.6	60.3	55.0	50.0
Middle East					
Arrivals	1.0	1.1	2.6	2.0	2.4
Receipts	1.5	2.2	3.3	1.6	2.1
South Asia					
Arrivals	0.3	0.5	0.8	0.7	0.8
Receipts	0.5	0.6	1.5	0.8	1.0

Source: World Tourism Organization.

Regional Trends in Long-haul Travel Markets

The World Tourism Organization defines long-haul travel as inter-regional travel, that is, trips made by tourists from a country in one region of the world to a country in any other region (using the regions defined at the beginning of this chapter), while intra-regional tourism consists of trips from one country to another within the same region of the world.

During the past decade, long-haul travel was the engine of growth in international tourism in most regions of the world, with tourists travelling ever greater distances, and the expenditures of long-haul travellers being higher than those of intra-regional travellers.

The World Tourism Organization expects growth to continue,⁴ supported by two main factors: travellers from industrialized countries who are making more short-term trips, and residents of developing countries who are taking more vacations abroad. In the past, both intra-regional tourism and long-haul travel contributed to the growth of international tourism, but in different ways in different regions.

In the case of South Asia, almost eight arrivals in ten were from outside the region in 1996, compared to six in ten in 1985. This situation reflects the strength of the economy in the main industrialized countries from which visitors to this region came. Such an increase in travellers from long-haul markets has a major impact on receipts, which grow much faster than arrivals.

In Africa, despite an average annual increase of 5.8% in arrivals from long-haul markets between 1985 and 1996, long-haul arrivals as a share of the whole declined by more than 8 percentage points. This loss is due to the gradual reduction in trips between Europe and North Africa – a result of the political and social unrest that the region was experiencing – as well as the increase in travel between South Africa and the rest of Africa.

In East Asia/Pacific and Europe, intra-regional tourism grew more rapidly than long-haul tourism, so that in 1996 the market share of long-haul tourism was lower than in 1985. In Europe, this situation may be explained by the surge in travel between Eastern Europe and Western Europe, especially in the early 1990s. In the East Asia/Pacific region, on the other hand, the rapid growth of intra-regional travel is attributable to the “youth” of the new developing travel markets. In these markets, tourists have their first travel experiences close to home; later on they travel increasingly greater distances.

America, despite an average annual growth rate of more than 10% for long-haul tourism between 1985 and 1996, is still dominated by intra-regional tourism, and a sizable share of international travel consisted of trips between Canada, the United States and Mexico. In Canada, overnight trips from the United States accounted for 75% of trips in 1996.⁵ In 1985 the proportion was 88%. This decrease has a major economic impact for Canada, since American tourists in Canada stay an average of four nights and spend CDN\$400.00, whereas travellers from countries other than the United States spend two and a half times as much per

Text Table 1.5
Arrivals of Tourists from Long-haul Markets

Region	Long-haul market share		Average annual change	Intra-regional share		Average annual change
	1985	1996	96/85	1985	1996	96/85
	%		%	%		%
Africa	67.4	59.0	5.8	32.6	41.0	9.3
Americas	15.9	25.8	10.1	84.1	74.2	4.2
Canada	10.8	23.4	2.2	89.2	76.6	9.9
East Asia/Pacific	26.1	20.7	7.6	73.9	79.3	10.6
Europe	25.5	21.7	3.1	74.5	78.3	5.1
Middle East	43.2	56.7	9.4	56.8	43.3	4.1
South Asia	60.2	78.0	7.8	39.8	22.0	0.2

Sources: World Tourism Organization and Statistics Canada.

trip and remain in Canada nearly a week. The impact of this dominance of trips by Americans quickly becomes clear when average receipts per tourist are analysed at the world level. Despite being in eleventh place for receipts from international tourism in 1997, Canada ranks 111th worldwide for receipts per tourist.⁶

Most Popular Destinations

A glance at the number of international arrivals to the most popular destinations in recent years reveals that tourist travel is highly concentrated geographically.⁷ In fact, the ten most popular destinations account for more than 50% of the global volume. However, it may also be seen that tourism markets are diversifying and new destinations are emerging in the East Asia/Pacific region and Europe.

Countries such as China, Hong Kong, Poland, the Czech Republic and the Russian Federation have all joined the ranks of the most popular global destinations. France still ranks first for international arrivals, followed by the United

Text Table 1.6
Average Receipts per Tourist, 1997 - Selected Countries

Country	Average receipts per tourist (US\$)	World rank
Kuwait	4,000.0	1
Australia	2,175.5	2
New Zealand	1,554.2	10
United States	1,550.5	11
Thailand	1,197.9	28
Germany	1,036.7	42
Japan	1,023.4	45
Netherlands	988.5	48
Italy	880.1	61
United Kingdom	792.3	74
Austria	744.5	84
Switzerland	718.6	86
Spain	613.1	93
Canada	507.0	111
France	423.5	120

Source: World Tourism Organization.

Text Table 1.7
Most Popular Destinations Worldwide – Arrivals and Receipts, 1985-1997

Country	Rank			Country	Rank		
	1985	1990	1997		1985	1990	1997
Arrivals				Receipts			
France	1	1	1	United States	1	1	1
United States	4	2	2	Italy	2	3	2
Spain	2	3	3	France	4	2	3
Italy	3	4	4	Spain	3	4	4
United Kingdom	6	7	5	United Kingdom	5	5	5
China	13	12	6	Germany	6	6	6
Poland	22	27	7	Austria	7	7	7
Mexico	9	8	8	China	21	25	8
CANADA	7	10	9	Australia	27	14	9
Czech Republic	16 ¹	16	10	China, Hong Kong SAR ³	12	11	10
Hungary	11	5	11	CANADA	9	9	11
Austria	5	6	12	Thailand	23	13	12
Germany	8	9	13	Poland	77	65	12
Russian Federation	18 ²	17 ²	14	Singapore	13	12	13
Switzerland	10	11	15	Switzerland	8	8	14
China, Hong Kong SAR ³	19	19	16	Mexico	10	10	15
Greece	14	13	17	Turkey	18	21	16
Portugal	15	14	18	Russian Federation	16 ¹	23 ¹	17
Turkey	28	24	19	Netherlands	15	16	18
Thailand	24	21	20	Indonesia	41	26	19
				Belgium	14	15	20

¹ Former Czechoslovakia.

² Former USSR.

³ Special Administrative Region.

Source: World Tourism Organization.

States and Spain. Canada rose to the eighth place worldwide in 1997, after holding eleventh place in 1995 and tenth in 1996.

When countries are classified according to their tourism receipts, the same trends of concentration and diversification are evident. The United States holds first place with nearly 17% of global receipts in 1997. The European countries that hold the next six positions have all seen their respective shares of global receipts decline since 1990 in favour of new destinations such as China, Poland, Indonesia and Turkey. Canada, which ranked ninth in 1990, slipped to eleventh in 1997, with its market share declining from 2.4% to 2.0%.

Because of the strength of the US dollar in relation to the currencies of various countries, there is a sizable gap between world tourism as measured in dollars and by volume. For some destinations, international receipts are down while arrivals are up. This finding reflects the world trade situation, the evolution of which has been strongly affected by the appreciation of the dollar against the currencies of the main trading countries of Western Europe and Asia, despite an increase in trade volumes.⁸ Because of these two regions' weight in world trade and their low inflation levels, export prices in dollars have fallen significantly, with the result that the growth rate of world trade has fallen when measured in terms of dollars, even though it has increased in terms of volume.

World Exports and International Tourism

The value of global exports of goods increased by 3% in 1997 to US\$5.3 trillion, while the value of global exports of commercial services rose by 2% to US\$1.3 trillion. Tourism receipts, which accounted for more than a third (34%) of exports of commercial services in 1997, grew at a slower rate, namely 0.1%.

Text Table 1.8

Global Exports of Goods and Commercial Services and Global Tourism Receipts, 1995-1997

	Value			Annual change		
	1995	1996	1997	1995	1996	1997
	billions US\$			%		
Goods	4,915	5,125	5,295	20	4	3
Commercial services	1,200	1,270	1,295	15	6	2
Tourism receipts	405	436	436	14.5	8	0.1

Sources: World Trade Organization, World Tourism Organization.

Economic Situation in Canada's Main Markets

Tourism is highly dependent on the state of the economy. When the economy is buoyant, tourism expenditures grow more rapidly than consumer spending as a whole. During a recession, on the other hand, the tourism industry is affected swiftly and substantially.

Text Table 1.9

Canada's Major Markets, 1997

Canada's Major Markets	Person-trips (thousands)
Canada	65,728
United States	13,401
Overseas	4,234
France	439
Germany	398
United Kingdom	734
Japan	566
Total	83,363

Sources: Canadian Travel Survey and International Travel Survey.

The Canadian economy was booming in 1997. The Gross Domestic Product (GDP) was up 3.8%, the best performance since 1994. With very low interest and inflation rates and the lowest unemployment rate since the beginning of the decade, consumer confidence was rising and Canadian travel was expanding, in Canada as well as abroad, setting a record for overseas travel. The domestic market represents almost 80% of all travel in Canada. The Conference Board of Canada forecasts that Canadians' disposable income should continue to rise and that the Canadian dollar should remain weak compared to the US dollar, stimulating Canadians to travel at home.

The US economy had a record year in 1997, with GDP expanding by 3.9%. Paralleling this growth, now in its seventh year, American consumer confidence has risen to its highest level in 30 years. Americans' disposable income is also rising, creating an economic situation highly favourable to tourism.⁹ The prospects for the American market are excellent. According to the Conference Board of Canada, economic growth should continue, albeit at a somewhat slower pace, and the US dollar is expected to remain strong for some time.¹⁰

Once again according to the Conference Board of Canada, the prospects for the main European markets are mixed. France and Germany had a strong economic performance in 1997, and this growth should continue. The Euro, which was adopted in January 1999 as the common currency of the European Union, is expected to rise in value against the Canadian dollar, and this should have a positive impact on travel from these two countries. Economic growth is expected to slacken in the United Kingdom, and the dollar should appreciate against the British pound. Therefore, travel from the United Kingdom will probably grow more slowly in the coming years.

Impact of the Asian Crisis on World Tourism

Despite the region's impressive economic performance in recent years, a number of countries in East Asia and the Pacific have experienced enormous pressures on their financial markets, linked to high external debt levels and currencies continually losing value against the US dollar.¹¹ According to all economic and social indicators, Japan has gone through its worst recession since the war, and the situation is still difficult. The economies of the other countries in this region have experienced sharp reductions in their growth rates; their currencies have fallen steeply against the US dollar and European currencies; inflation and unemployment rates are rising and external debt is skyrocketing. Only China and Taiwan have been more or less spared.

The populations of the Asian countries affected by the crisis are in a state of shock. Some people have lost a sizable share of their capital in the collapse of the stock markets and the devaluation of their currency, while others have lost their businesses or jobs. This has led to a drop in discretionary spending, and travel abroad has been the first to suffer.

On the other hand, the devaluation of Asian currencies has significantly reduced the cost of travel to Asian destinations, and the World Tourism Organisation anticipates a strong increase in the figures of long-haul travel from Europe and the Americas in 1998.

The impact of the Asian financial crisis on world tourism can thus be summarized as follows: intra-regional tourism and long-haul tourism originating from the region will decline, while foreign tourism with the region as its destination will rise.

Preliminary Review of 1998

The growth rate achieved worldwide in 1997 was maintained in 1998 (2.5%) and the number of international tourism arrivals reached 635 million. International tourism receipts, which stagnated in 1997, resumed growth in 1998 (0.3 %) to reach US\$439 billion. When analysing trends in international receipts, one should consider the annual fluctuations of the various currencies against the US dollar; trends in international arrivals may be a more reliable indicator of industry performance. Despite the growth rate slowdown in the second half of the decade, the tourism industry performance was remarkable given the slow economic recovery and the high unemployment rates in some major tourism markets and the financial crisis in Asia.

According to preliminary results from the World Tourism Organization¹², Canada posted a strong increase in its international arrivals and was able to maintain its 1997 eighth position in the ranking of the world's most popular destinations. In terms of ranking of international receipts (top tourism earners), Canada went from eleventh position to ninth position despite an important decrease (-6.7%) in the value of the Canadian dollar compared to the US currency.

In addition to economic trends, the World Tourism Organization has identified a few trends concerning tourism products that should be increasingly in demand in the 21st century¹³:

- 1) Adventure tourism: in an ever more heavily travelled world, with very few destinations still untouched, adventure tourists will increasingly be drawn to unexplored destinations such as Antarctica, the peaks of Mount Everest or the ocean depths.

- 2) Cruises: the cruise industry has been enjoying a phenomenal growth rate – nearly 10% per year over the past decade. Forty-two cruise ships are currently under construction, and the trend is toward greater size. These immense ships offer definite advantages in terms of costs and the variety of services that can be provided on board. The number of destinations offered is also expanding.
- 3) Ecotourism: more and more tourists are seeking a type of travel that includes a nature and outdoor component, with a focus on either nature preservation or conservation. These tourists are looking for a healthy, high-quality environment and guides who can provide them with interpretation services.
- 4) Cultural tourism: tourists will increasingly seek learning experiences that add spiritual or educational value to their lives; examples are aboriginal, cultural and heritage tourism, including visits to museums, art galleries, historic sites and national parks, or participation in cultural events or festivals.
- 5) Theme parks: theme tourism is another type of travel that will become an increasingly popular vacation choice. Theme parks are currently in great demand, and new projects are in the planning stage throughout the world.

Above all else, traveller safety remains the number one priority. Some destinations are consistently avoided owing to political instability, and they have difficulty rebuilding their reputation after a few years of bad publicity.

In light of all these facts, the Canadian tourism industry seems well poised to capitalize on world trends. With

competitive prices and a reputation as a country that is clean, safe, friendly and respectful of nature, Canada should benefit from a number of the above-mentioned trends, both economic and product-related.

Notes

- ¹ World Tourism Organization, *Tourism 2020 Vision, A New Forecast from the WTO*.
- ² World Tourism Organization, *Tourism Highlights, 1997*.
- ³ World Tourism Organization, *Tourism Market Trends, 1997 Edition, The World*.
- ⁴ World Tourism Organization, *Tourism Market Trends, 1997 Edition, The World*.
- ⁵ Statistics Canada, *International Travel Survey*.
- ⁶ World Tourism Organization.
- ⁷ World Tourism Organization, *Tourism Highlights, 1997*.
- ⁸ World Trade Organization.
- ⁹ Canadian Tourism Commission, *The American Tourism Market: Evolution to 2010*.
- ¹⁰ The Conference Board of Canada, *Travel Markets Outlook, Fall 1998*.
- ¹¹ World Tourism Organization, *The Asian Financial Crisis and its Impact on Tourism*.
- ¹² World Tourism Organization, *Global Tourism Results in 1998*.
- ¹³ World Tourism Organization, *WTO Picks Hot Tourism Trends for 21st Century*.

CHAPTER 2

CANADIAN TRAVEL

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Overview of Trends

Economic Situation

Canada's economy was booming in 1997. The economy, as measured by the Gross Domestic Product (GDP), grew 3.8% in 1997, its best performance since 1994 and the second best this decade. Consumer spending and business investment were bolstered by low interest rates, low inflation and brighter job and business prospects. The unemployment rate dropped to 9.2%, the lowest level recorded over this decade.

Buoyed by the strongest consumer confidence over the last decade, Canadians opened up their pocket books in 1997. This situation occurred despite virtually no change in personal disposable income. For many Canadians it meant digging into debt or using their savings, which dwindled from 7.8% in 1995 to 1.8% in 1997. Low interest rates and robust sales of new dwellings spurred purchases of big-ticket items such as furniture, household appliances and motor vehicles. At the end of the year, consumers had spent 3.9% more on consumer goods and services. Durable goods were among the most popular purchases in 1997, with increases of 11.9% in consumer spending.

Text Table 2.1

Selected Economic Indicators, 1995, 1996 and 1997

	1995	1996	1997
Gross Domestic Product (\$billions)	760.3	767.7	799.1
Consumer Price Index	111.8	113.5	115.4
Unemployment Rate (%)	9.5	9.7	9.2
Savings Rate (%)	7.8	5.8	1.8
Personal Disposable Income (\$)	17,248	17,296	17,292
Canadian Dollar (\$US/\$CDN)	0.73	0.73	0.72
Consumer Confidence Index	94.5	101.2	115.0

Sources: National Tourism Indicators Quarterly Estimates; Conference Board of Canada.

This positive economic performance helped convince many Canadians to travel in Canada and abroad, with 1997 representing a record-setting year for trips to overseas countries. However, the falling value of the Canadian dollar caused an ebb in the flow of Canadians travelling south of the border. Tourism spending by overnight domestic travellers totalled \$13.3 billion, whereas tourism spending on overnight trips by foreigners in Canada reached \$9.9 billion.

Travel Participation Rates

In 1997, two out of three Canadians took an overnight non-business trip. One out of two Canadians travelled at least once within their province of residence (intraprovincial), one out of five went to another province (interprovincial), one out of five went to the United States, and less than one out of ten travelled overseas. These participation rates vary according to the province of residence and certain demographic characteristics.

Residents of Saskatchewan were the most frequent travellers, with 84% of the population having travelled at least once in 1997. Not only did they travel more often within their province but, they also claimed the second highest interprovincial rate per capita. In Saskatchewan the distances between cities and the large rural population means that travelling for pleasure (for example, shopping), to visit friends or relatives or for personal reasons (for example, doctor or dentist appointment) is more frequently required. Prince Edward Island residents travelled the most outside this province due to the small size of the Island.

Definition of Travel Participation Rates

Proportion of Canadians who took at least one non-business overnight trip, regardless of distance, in a year, to a destination within the province, to other provinces, to the United States or to a foreign country other than the United States. The purpose could have been to visit friends or relatives, for pleasure, for personal reasons or other reasons not related to business.

Definition of Trip

For the purpose of the Canadian Travel Survey, a trip is defined as travel to a Canadian destination at least 80 km one way away from home for any reason except commuting, travel of crew members, change of residence, travel in ambulance, travel not originating in Canada and trips longer than one year. For the purpose of the International Travel Survey, each time a Canadian resident departs from Canada a trip begins; it ends when the traveller returns.

Definition of Visit

For the purpose of the Canadian Travel Survey, a visit is the place of overnight stay of the traveller or for a same-day trip, the location of destination of the trip. For the purpose of the International Travel Survey, a resident traveller may cross into several countries or states before re-entering Canada. Each of these crossings represents a visit.

British Columbians and Ontarians travelled more often to the United States than to the other provinces, with about one out of four residents having gone south in 1997. The easy proximity of many American destinations for these provinces, as opposed to sometimes longer journeys required to visit a Canadian destination is related to this trend.

Text Table 2.2

Travel Participation Rates by Province of Residence, Non-Business Overnight Trips, 1997

Total	Total	Intra-provincial	Inter-provincial	United States	Other Countries
	%				
Total	65	49	21	20	7
Newfoundland	72	64	20	4	1
Prince Edward Island	66	14	62	10	1
Nova Scotia	68	54	32	14	2
New Brunswick	66	50	36	13	2
Quebec	58	46	14	12	6
Ontario	64	47	16	24	8
Manitoba	70	45	34	23	8
Saskatchewan	84	67	45	15	3
Alberta	76	58	39	22	7
British Columbia	66	47	23	27	9

Source: Canadian Travel Survey, 1997.

While 7% of Canadians travelled to a country other than the United States, this proportion varies from 1% for residents of Newfoundland and Prince Edward Island to 9% for residents of British Columbia. The high proportion of Canadians of Asian origin living in southwestern British Columbia partly explains their high participation rate in overseas travel; visiting friends and relatives accounts for 33% of visits to Asia.

With the exception of people in the 65 and over age group, who travel less than other age groups, the overall travel participation rate of Canadians is virtually the same regardless of age, but it does vary depending on the destination. A greater proportion of Canadians aged between 55 and 64, those who are approaching retirement or have already retired, travelled to an interprovincial destination, the United States or a foreign country. People in this age group generally have more free time and are often better off financially and can therefore afford to undertake more extensive trips.

Other demographic characteristics, such as level of education, household income and type of occupation affect the travel participation rate of Canadians. In general, the share of travellers increases with the level of education and household income. Thus, three-quarters of Canadians with a university degree travelled in 1997, compared to 40% of those with eight or less years of education. Similarly, more than four out of five Canadians with a household income of \$80,000 or more travelled, whereas less than half of the people with an income of \$20,000 or less did any travelling. As far as the type of occupation is concerned, managers and professionals travelled more often than people working in the manufacturing, construction or transportation industries.

Between 1996 and 1997, the travel participation rate increased significantly for two groups of Canadians. First, in 1996, approximately half of the residents of Prince Edward Island had travelled to another province. The following year, this proportion rose to 62%. The opening in May 1997 of Confederation Bridge which connects Prince Edward Island to New Brunswick surely contributed to this increase. Second, Canadians in the 55 and over age group also increased their participation rate, mostly for trips to the United States and other provinces, but also overseas. In fact, these Canadians represent a segment of the market that will continue to expand in years to come.

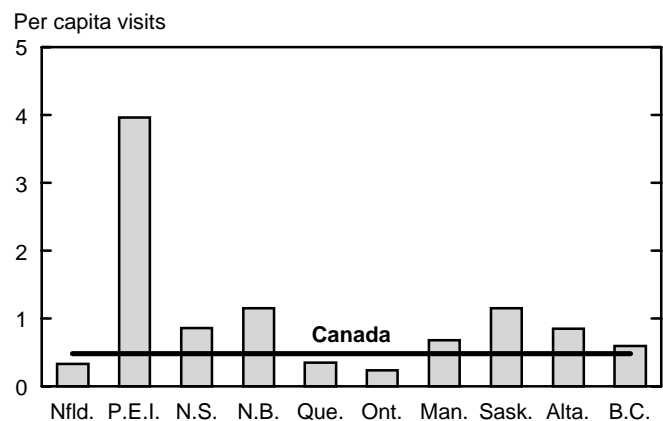
Characteristics of Canadian Travel

Popular Destinations

When Canadians took a trip out of their home province in 1997, many were bound for the most populous province in the country, Ontario. Quebec was the largest source of interprovincial travellers to Ontario (50%) in 1997. Quebec, ranked in second position with 2.6 million interprovincial visits in 1997. Ontario provided the lion's share of Quebec's domestic market, with an 86% share of visits. This represented the largest share of interprovincial travellers among all the provinces. Alberta and British Columbia both attracted almost 2.4 million non-residents in 1997. Albertans contributed 66% of British Columbia's non-resident domestic traffic, the second highest share of interprovincial travellers among the provinces. In comparison, British Columbia supplied 41% of Alberta's non-resident market.

As *Figure 2.1* illustrates, when visits are distributed on a per capita basis, the ranking of interprovincial visitation shifts considerably. Prince Edward Island claims the highest number of interprovincial trips relative to its population. Nova Scotia and Saskatchewan followed in second and third place with approximately one visit per person. Ontario had the lowest number of interprovincial visits relative to its population.

Figure 2.1
Per Capita Interprovincial Visits by Province Visited, 1997



Source: Canadian Travel Survey, 1997.

Text Table 2.3
Ranking of Interprovincial Overnight Visits by Province, 1997

1997	Interprovincial Visits
	thousands
Province Visited	
Ontario	2,692
Quebec	2,614
Alberta	2,390
British Columbia	2,360
Saskatchewan	1,177
New Brunswick	875
Nova Scotia	811
Manitoba	780
Prince Edward Island	546
Newfoundland	188

Source: Canadian Travel Survey, 1997.

The United Kingdom, a country that has strong traditional ties with Canada, was the overseas country visited the most by Canadian travellers. Close to 600,000 Canadians enjoyed the sun, sand and beaches of Mexico, making it the second most popular country for Canadian travellers. France attracted the third largest contingent of Canadians, while Germany ranked fourth. Cuba was the fifth most visited overseas location, indicating Canadians strong desire to venture to sunny locales, especially during the cold winter months. The remaining five countries drew less than 200,000 Canadian visitors each.

Text Table 2.4
Top Ten Overseas Countries Visited by Canadians, Overnight Visits, 1997

1997	Country Visits
	thousands
United Kingdom	770
Mexico	567
France	404
Germany	229
Cuba	201
Italy	161
Netherlands	145
Hong Kong	139
Dominican Republic	138
Switzerland	123

Source: International Travel Survey, 1997.

Canadians visited New York State most often in 1997, with over two million visits. The geographic proximity to Ontario and Quebec, this state's largest provincial markets, explains much of its popularity. Florida, a popular destination among snowbirds, was the second most frequently visited state.

However, in terms of nights spent in a single state, Florida ranked first. Canadians spent 35 million nights in Florida in 1997, versus 8.4 million nights in California, where Canadians spent the second largest number of nights.

Washington, a favourite destination for British Columbians, attracted almost 2 million visitors in 1997, placing it third. Michigan, a state that shares six land border crossings with Ontario, drew 1.3 million Canadians. California has been gaining in popularity over the last decade, topping the one million mark for the first time ever in 1997. Maine, a favourite among Quebec travellers, ranked sixth. Vermont, which is within easy driving distance for many Quebec and Ontario residents, captured seventh place. The gambling state of Nevada appealed to just over 700,000 Canadians, while 672,000 visited Pennsylvania. Montana, which shares its borders with the provinces of Alberta and Saskatchewan, welcomed 600,000 visitors, many of which were from these western provinces.

Text Table 2.5
Top 10 States Visited by Canadians, Overnight Visits, 1997

1997	State Visits
	thousands
New York	2,399
Florida	2,098
Washington	1,900
Michigan	1,326
California	1,000
Maine	888
Vermont	786
Nevada	706
Pennsylvania	672
Montana	565

Source: International Travel Survey, 1997.

Purpose of Trip

The dominance of visiting friends and relatives (VFR) among the domestic travel market is clearly evident in *Text Table 2.6*. Whether Canadians are taking a trip in their own province or elsewhere in Canada, they are usually travelling to be with friends or family. Canadians also chose to travel in Canada for a holiday, although this was a much stronger reason for venturing off Canadian soil. Business matters accounted for almost two out of ten interprovincial trips compared to just 10% of intraprovincial trips.

The reasons Canadians gave for taking a trip to the United States or to an overseas country in 1997 were quite similar. Vacations topped the list for almost six out of ten international

trips. Canadians spent time with friends or family living in the United States or abroad on close to 20% of their travels. Business reasons motivated 16% of U.S. trips and slightly more (18%) of overseas trips.

Text Table 2.6

Distribution of Overnight Trips by Purpose of Trip, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total All Purposes	100	100	100	100
Non-Business	82	72	77	76
Holiday/Vacation/Pleasure	39	31	59	57
Visiting Friends or Relatives	43	41	18	19
Business	10	19	16	18
Other Reasons	8	8	8	6

Note: Total may not add due to rounding.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

Transportation

Not surprisingly, Canadians opt to take their car when travelling within their own provincial boundaries since these trips tend to involve shorter distances that are usually oriented around visiting friends or family or going to the cottage. Canadians travel an average one-way distance of just 267 km on an intraprovincial trip versus 1,069 km for trips outside their province. Interestingly, interprovincial travel and U.S. travel bear strong similarities when it comes to transportation. One out of three trips are by plane between provinces and to the United States, while the automobile was used on 65% of interprovincial trips and 61% of trips south of the border.

As shown in *Text Table 2.7*, air travel represents the highest spending¹ on a trip and night basis. The high spending per night for intraprovincial air travellers reflects the fact that the majority of these trips are for business matters. Interprovincial air travel is more mixed, with pleasure dominating as the key reason for travel.

Accommodation

Consistent with the prevalence of VFR travel, the homes of friends and family are the most frequently used accommodation when travelling in Canada. Almost half (45%) of domestic travellers stayed in private accommodation while on an intra or interprovincial trip. In comparison, they stayed with friends or family on only 12% of their U.S. nights and 17% when travelling overseas.

Text Table 2.7

Characteristics of Overnight Travellers by Type of Transportation, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
Air Travellers¹				
Average Party Size	1.1	1.3	1.8	1.8
Average Duration (nights)	3.6	6.7	8.1	17.8
Average Spending ² Per Trip	\$719	\$995	\$1,434	\$2,592
Average Spending Per Night	\$199	\$148	\$176	\$146
Non-Air Travellers				
Average Party Size	1.7	1.8	2.3	--
Average Duration (nights)	2.8	5.0	6.7	--
Average Spending Per Trip	\$119	\$238	\$415	--
Average Spending Per Night	\$43	\$47	\$62	--

¹ Canadians returning from overseas countries includes approximately 0.2% who returned by other modes (e.g., boat, land via the U.S.).

² Spending includes fares paid to foreign and Canadian carriers.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

Cottages were popular among intraprovincial travellers due to the fact that private cottages tend to be located in one's province of residence.

Interprovincial travellers were more likely to use other facilities such as bed and breakfasts or resorts. Canadians travelling internationally tended to use multiple forms of private and commercial lodging, especially those travelling overseas. Hotels and motels were a popular accommodation choice for both United States and overseas destinations. The share of nights spent with family and friends reflects the amount of travel that was for that purpose.

Text Table 2.8

Distribution of Nights by Type of Accommodation, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total All Accommodation	100	100	100	100
Hotel/Motel	14	17	36	30
Campgrounds/Trailer parks	11	5	8	--
Cottage (commercial/private)	19	5	3	--
Home of Friends/Relatives	45	45	13	19
Other Only	6	4	8	4
Combinations of two or more	6	24	33	46

Note: Total may not add due to rounding.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

Seasonality

Canadians take the bulk of their domestic and U.S. trips in the summer quarter. The summer seasonal peak is actually steepest for domestic trips with approximately four out of every ten trips occurring in the third quarter. Approximately one-third of U.S. trips took place in the summer period. The most popular time to travel to overseas locations was the winter quarter, largely driven by Canadians travelling to sun destinations. Just one-quarter of overseas trips were taken during the third quarter.

Text Table 2.9
Distribution of Overnight Trips by Quarter, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Year	100	100	100	100
First quarter	18	16	22	33
Second quarter	21	21	25	22
Third quarter	39	42	34	25
Fourth quarter	22	21	20	20

Note: Total may not add due to rounding.
Sources: Canadian Travel Survey and International Travel Survey, 1997.

Duration

Intraprovincial travel is overwhelmingly of a short duration, with 81% of trips lasting one to three nights. Only 6% of intraprovincial travellers stayed longer than one week. Once again interprovincial and U.S. travel patterns were quite similar. Approximately half of trips for both these destinations lasted less than four nights. Four to six nights was the next most frequently reported duration, although it was slightly higher for interprovincial destinations. The remaining trip durations were also similar. Due to the greater distances involved in travelling to overseas destinations, Canadians spent more nights away, 17.8 nights on average.

Expenditures

Transportation was by far the biggest expense, especially for those who travelled overseas and to another province. Despite the fact that approximately the same proportion of Canadians travelled by air on an interprovincial and U.S. trip, transportation costs represented a much larger expense for the domestic trips. The higher share of business travel among interprovincial travellers likely resulted in higher air fares. Travellers to the United States also spent more on accommodation, while the large amount of VFR travel occurring on domestic journeys reduced accommodation costs.

Text Table 2.10
Distribution of Overnight Trips by Duration, 1997

Duration	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total	100	100	100	100
1-3 nights	81	51	50	2
4-6 nights	12	23	19	6
7-9 nights	3	11	14	31
10-13 nights	2	6	7	11
14-20 nights	1	6	6	25
21 or more nights	--	3	5	25
<i>Average Duration</i>	2.8	5.6	7.1	17.8

Note: Total may not add due to rounding.
Sources: Canadian Travel Survey and International Travel Survey, 1997.

Overseas destinations represented the most expensive type of travel among Canadians due to the longer durations and greater distances involved. Canadian travellers spent more on their trips south of the border than they did when travelling either in their own province or to another location in Canada in 1997. Compared to intraprovincial travellers, those venturing to another province spent more than three times as much per trip.

Text Table 2.11
Distribution of Overnight Trips by Type of Expenditure, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Expenditures	100	100	100	100
Accommodation	22	19	27	19
Transportation ¹	31	51	34	56
Food & Beverage	27	18	18	13
Recreation/Entertainment	7	5	9	5
Other	12	7	12	7
Spending¹ (billions)	\$7.0	\$6.2	\$11.0	\$10.3
<i>Average Spending</i>				
Per Trip	\$130	\$468	\$720	\$2,592
Per Night	\$46	\$84	\$102	\$146

¹ Spending includes fares paid to foreign and Canadian carriers.
Sources: Canadian Travel Survey and International Travel Survey, 1997.

Travel Activities

In general, there tends to be less participation in tourist-related activities in Canada, especially among intraprovincial travellers. Apart from visiting friends or relatives, over one-third of these travellers enjoyed sports or outdoor activities.

Interprovincial travellers participated in slightly more activities such as sightseeing, visiting parks, zoos and museums. Since travel outside the country is more likely to be for a vacation, Canadians are involved in a wider range of activities. The even greater participation reported on overseas trips compared to U.S. trips is largely due to the longer nature of these trips.

Text Table 2.12

Top Ten Activities Participated in by Canadian Travellers, Overnight Trips, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total Trips¹				
Visiting friends or relatives	66	67	37	45
Shopping	27	35	69	79
Sightseeing	19	36	48	79
Attending a festival/fair/exhibition	4	6	9	14
Attending a cultural event	4	5	9	22
Attending a sports event	6	7	8	6
Visiting a zoo, museum or natural display	6	13	17	38
Visiting a theme park	2	4	12	9
Visiting a national/provincial or regional park	3	10	20	41
Going to a bar or nightclub	9	16	23	44
Participating in sports/outdoor activities	38	32	40	52

¹ The sum of activities exceeds the total number of trips since travellers may participate in more than one activity on a trip.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

Characteristics of Canadian Travellers

Age Groups

In 1997, baby-boomers (most of them between the ages of 35 and 54) were the most frequent travellers. The younger baby-boomers (35-44 age group) represented about one out of five travellers, regardless of the destination. However, older baby-boomers (45-54 age group) represented a lower proportion of travellers within Canada, but their proportion was the highest for travel outside of the country. These Canadians are often empty nesters and therefore have more time and financial resources to embark on foreign travel. They are attracted by adventure and discovery travel, and although traditional destinations are still just as popular, baby-boomers are looking for new destinations and new challenges. Between 1990 and 1997, Asia has become an emerging destination: the number of Canadians travelling to that continent has increased by 93% from 376,000 to 727,000 during that period.

Text Table 2.13

Distribution of Overnight Travellers by Age Group, 1997

Age Group	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total All Ages	100	100	100	100
Under 15	17	14	9	5
15-24	13	12	7	8
25-34	18	19	13	15
35-44	20	20	19	19
45-54	14	16	21	22
55-64	9	10	16	17
65 and over	7	9	14	14

Note: Total may not add due to rounding.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

There were more people in the 35 and under age group who travelled within Canada, while travellers aged 45 and over represented a larger share of travellers to foreign destinations. Canadians were more likely to choose a Canadian destination when travelling as a family. Less than 10% of foreign trips involved children under 15, compared to 17% of intraprovincial travel. Seniors only represented 7% of intraprovincial travel, but 14% of overseas travel. Trips taken overseas and even to the United States are generally more extensive undertakings and travellers also require more money and more time. Seniors are usually retired, have more leisure time and are often financially well off. In addition to visiting friends and relatives in Canada, they can afford to spend time in the southern states during the winter or travel for pleasure to Europe or to the new Asian destinations.

Between 1996 and 1997, an important increase (8%) was noted in the overall number of Canadian travellers to foreign countries. Of special note, travellers in the 55 to 64 age group numbered approximately 591,000 to destinations other than the United States in 1996, and 672,000 in the following year, representing an increase of 14%.

Travel Party Composition

When Canadians travelled with children, they chose destinations that were closer to home. Among intraprovincial travellers, one-third of the travel groups included at least one child. However, this proportion decreased as the distance of the destination increased; from 28% for groups travelling outside of their province of residence, to 22% for those travelling to the United States, to a mere 12% for travellers to foreign destinations. The young, be they infants, children or teenagers, add to the cost of travelling, often have less free time because of their studies and require more extensive organization during the trip.

Text Table 2.14

Distribution of Overnight Travellers by Party Composition, 1997

Party Composition	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Total¹	100	100	100	100
Adults Only	64	72	78	88
Travelling Alone	33	41	14	23
Two Adults	27	27	44	47
Three or More	4	4	20	18
Adults With Children	36	28	22	12
One adult with children	8	5	2	2
Two Adults with Children	24	19	13	6
Three or More Adults with Children	4	4	7	4

¹ The percentage distribution was calculated on the number of trips where travel party composition was stated.

Sources: Canadian Travel Survey and International Travel Survey, 1997.

In 1997, one-third of intraprovincial trips and two out of five interprovincial trips were taken by adults travelling alone. Most of these travellers were visiting friend or relatives or travelling for pleasure and about one in four travelled for business. When travelling in pairs within Canada, as couples or with a friend, only a small proportion of adults travelled for business (5%) as pleasure represented 45% of trips taken by two adults.

The number of adults who travelled in pairs to the United States or to other countries was quite high. In 1997, nearly half of travelling parties included two adults. The majority of these trips were pleasure (64%) while 11% were business-related.

Province and Region of Origin

In 1997, Ontario residents represented 37% of intraprovincial travellers, which is about equivalent to Ontario's proportion of the Canadian population. While Ontario residents did not travel much to other provinces, they represented almost half of the travellers to the United States and foreign countries. The proximity of many American destinations probably attracted travellers to the south. Ontario shares its borders with the states of New York, Michigan and Minnesota. Still, Ontario residents also travelled more to overseas countries than other Canadians. The number of flights from Toronto to foreign destinations, the number of businesses located in Ontario, the proportion of baby-boomers in the population and the concentration of wealth in this province are all factors that may explain this trend.

Text Table 2.15

Distribution of Overnight Trips by Province and Region of Origin, 1997

	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Province/Region of Origin	100	100	100	100
Atlantic Region	7	13	4	3
Quebec	22	13	18	21
Ontario	37	27	46	47
Manitoba & Saskatchewan	9	15	6	4
Alberta	13	21	8	9
British Columbia	12	11	18	16

Sources: Canadian Travel Survey and International Travel Survey, 1997.

Travellers from British Columbia behave much like Ontario residents as they represented a larger share of travellers to the United States and to foreign destinations than to Canadian destinations. The close proximity of the state of Washington to a large segment of British Columbia's population influences their travel patterns. Again, the proximity of Asia, business relations with Asian companies, and the presence of friends and relative still living in the country of origin of new Asian immigrants might explain this greater propensity for travel abroad.

Quebec residents travelled less than their share of the Canadian population (25%) regardless of the destination. The language barrier might explain the smaller share of trips outside the province but even the proportion of intraprovincial travel is lower than their share of population. The concentration of the population in urban centres might explain the lower propensity to travel. It might also be that friends and family live close by. However, the share of travellers to foreign countries is relatively high (21%). Quebecers travelled mainly to Europe, France being the number one destination.

Alberta represents less than 10% of Canada's population, but one out of five interprovincial travellers is a resident of Alberta. Unlike Ontario and British Columbia, the closest destinations from Alberta are to the east and west of the province, not to the south. The Okanagan Valley, Vancouver, and the B.C. Rockies probably attract Albertans to the most westerly province.

Relative to their share of the Canadian population (8%), residents of the Atlantic provinces travelled more outside their province of origin than they did within. However, more than two-thirds of their interprovincial trips were within the

Atlantic region. Aside from New Brunswick, which shares a border with the state of Maine, Atlantic Canadians live relatively far from the United States.

There was a particularly sharp increase in the number of trips made abroad by residents of Alberta, Manitoba and Saskatchewan between 1996 and 1997. The number of travellers from Alberta to foreign countries increased by 24% over these two years. For residents of Manitoba and Saskatchewan, the increase was 16%.

Conclusion

Canadians like to travel. They took almost 85 million overnight trips in 1997. They travelled within their provinces, to other provinces, and to foreign destinations. Purpose, mode of transportation, duration and accommodation varied according to the destination. When they went to a Canadian destination, Canadians travelled mostly to visit friends and family using their car. Pleasure was the main purpose and they chose commercial accommodations when the destination was foreign.

The baby-boomer generation took the most trips in 1997. The front-end boomers have paid off their houses, their kids are starting to leave home and they are at the peak of their earning power². As they become older and retire at the rate of 500,000 each year for the next twenty years, they will dominate the tourism industry³. In fact, they will look for more adventurous and unusual types of destinations. The cruise industry and the eco-tourism industry will probably profit from these new types of travellers.

Notes

- ¹ Spending includes fares paid to foreign and Canadian carriers.
- ² Foot, David K., *Boom, Bust & Echo*, Toronto, 1996, p. 121.
- ³ Canadian Tourism Commission, *Canadian Domestic Travel Strategic Marketing Plan for 1999/2000*, 1998.

CHAPTER 3

INTERNATIONAL TRAVEL TO CANADA

*Laurie McDougall,
Tourism Statistics Program*

Canada hosted over 45 million international visitors in 1997, the highest annual level in the 25 years that travel data have been collected. The majority, about 40.5 million came from the United States, up 5% from 1996. The increase in the American market helped offset a 4% decline in overseas trips to Canada, which fell to 4.6 million trips in 1997. The reduced outbound travel by residents of Asian countries, which was largely due to the Asian financial crisis, contributed to slower growth in 1997. Even Canada's traditional European markets were relatively stagnant in 1997.

Canada received 27.4 million same-day visitors, establishing a new high for excursion or same-day trips to Canada. Americans accounted for approximately 27 million of these trips, up 6% compared to the previous year. American same-day trips dropped from 22.8 million trips in 1990 to 20.6 million in 1993, largely due to fluctuating exchange rates but continued on an upward trend from 1994 to 1997. Overseas residents made 352,000 same-day excursions to Canada via the United States in 1997, 14% fewer than in 1997.

About 17.6 million visitors stayed at least one night on their trip to Canada in 1997, setting a new record level for overnight trips (*Text Table 3.1*). Visitation stalled in the early 1990s due to the Gulf War and the worldwide recession, but climbed steadily from 1993 onwards. Throughout the 1993 to 1996 period, Canada enjoyed double-digit gains in overseas travel and more moderate gains from the United States. Growth slowed in 1996 due to a slight downturn in American visitation (-1%). The reverse situation occurred in 1997, where increased American travel offset a decline in the overseas market. The dip in overseas visitation in 1997 was the first decline since 1991.

United States Travel to Canada

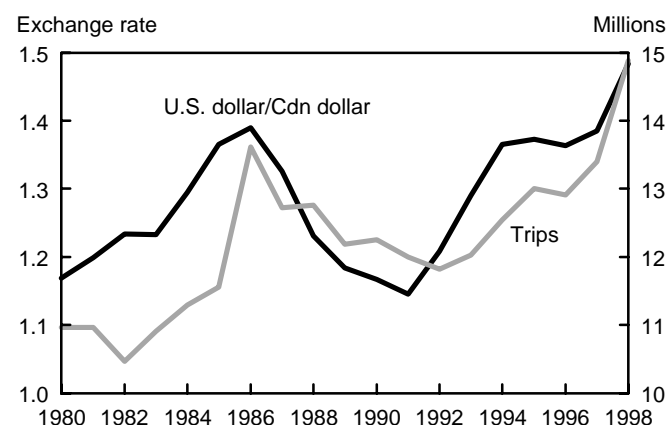
The year 1997 was a record-setting year for Canada's largest tourism market. American same-day and overnight trips to Canada surpassed the 40 million mark for the first time ever in the history of the *International Travel Survey (ITS)*¹. Americans took over 27 million same-day excursions to Canada in 1997, 6% more than in 1996. This brought the number of same-day trips back to levels not seen since the early 1980s (*Figure 3.1*).

Text Table 3.1
International Overnight Trips to Canada, 1990 to 1997

	Total	United States	Other Countries
	thousands		
1990	15,210	12,252	2,958
1991	14,912	12,003	2,910
1992	14,741	11,819	2,922
1993	15,105	12,024	3,081
1994	15,972	12,542	3,429
1995	16,932	13,005	3,927
1996	17,285	12,909	4,377
1997	17,636	13,401	4,234
Percentage Change		%	
1991/90	-2.0	-2.0	-1.6
1992/91	1.2	-1.5	0.4
1993/92	2.5	1.7	5.4
1994/93	5.7	4.3	11.3
1995/94	6.0	3.7	14.5
1996/95	2.1	-0.7	11.5
1997/96	2.0	3.8	-3.3

Source: *International Travel Survey*.

Figure 3.1
United States Overnight Trips to Canada versus US Dollar Fluctuations, 1980 to 1997



Sources: *International Travel Survey*; *Bank of Canada*.

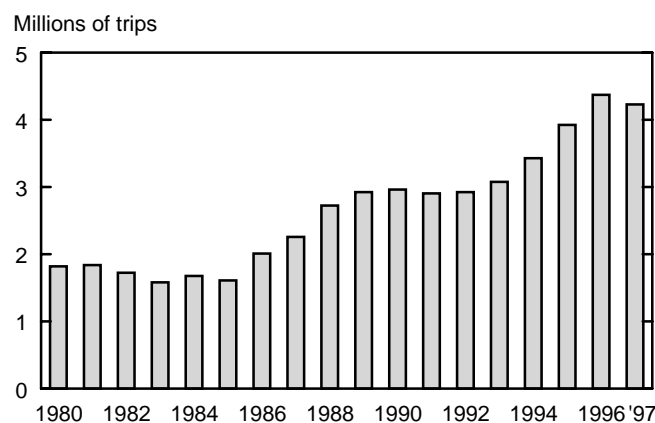
American travellers took 13.4 million overnight trips to Canada, which represented the second largest volume of trips to Canada since 1972. The only other year to surpass 13 million trips was the event-packed year of 1986 which included Expo86 in Vancouver. Americans also spent more nights in Canada in 1997, the highest level recorded over the 1990 to 1997 period. This increased visitation resulted in the second lowest travel account deficit ever recorded with the United States over this decade.

Over the last two decades travel from the United States has fluctuated between 11 and 15 million overnight trips. As shown in *Figure 3.1*, the value of the American dollar in relation to the Canadian dollar has had an impact on travel trends. At the beginning of the 1980's travel to Canada stood around 11 million overnight trips then climbed to 13.6 million in 1986. Over the same period the US dollar increased in value from 1.169 to 1.389 (Cdn), making it increasingly affordable for Americans to visit Canada. Since then, travel from the United States has been closely related to fluctuations in the dollar, plummeting to 11.8 millions in 1992 then climbing steadily to reach record levels in 1997.

Overseas Travellers to Canada

The number of overnight trips to Canada from overseas countries fell 3% in 1997 compared to 1996, after growing by nearly 15% in 1995 and 11% in 1996. Nonetheless, the 4.2 million overnight trips was the second highest level of trips ever recorded. Most of the downturn in visitation involved Japan, Hong Kong and South Korea, a direct result of the financial crisis in those countries. The Asian crisis began to take hold in the later part of 1997, resulting in 9% fewer Asian travellers journeying to Canada in 1997 compared to a year earlier. Canada's traditional European markets remained relatively flat as poor economic growth and depreciating currencies slowed traffic. Over the same period some emerging markets, such as Mexico, recorded double-digit growth.

Figure 3.2
Overseas Overnight Trips to Canada, 1980 to 1997

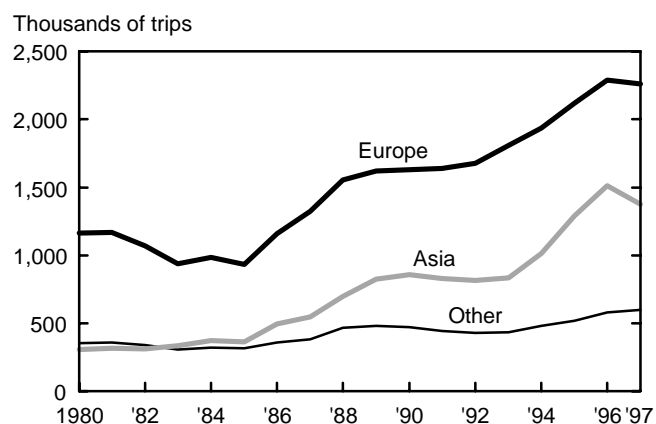


Source: *International Travel Survey*.

Over the past decade, Canada has seen incredible expansion in markets particularly in the far east. However, recent economic conditions in this part of the globe have begun to dampen these strong outbound performers. In

fact, 1997 produced the first decrease of this magnitude since the start of the decade. As *Figure 3.3* shows, Asian traffic to Canada dipped slightly in 1991 and 1992 largely due to the Gulf War, but continued on an upward trend until 1996.

Figure 3.3
Overseas Visitors to Canada by Region of Residence, 1990 to 1997



Source: *International Travel Survey*.

International Travel Account

Receipts from foreign travellers and spending by globe trotting Canadians reached unprecedented levels in 1997. As a result, Canada's international travel deficit grew for the second consecutive year in 1997. It reached \$3.5 billion, up 7% from 1996. The deficit had peaked at \$6.4 billion in 1992 and decreased steadily until 1996. Foreign visitors to Canada injected \$12.4 billion directly into the country's

economy, 2% more than in 1996. Over the same period, Canadians spent \$15.6 billion on foreign trips, up 3% from the previous year.

Throughout 1997, more Americans selected Canada as their destination and they spent more on these journeys. Canada received \$6.9 billion from these American visitors, 6% more than a year earlier. In contrast, Canadians spent \$10.0 billion in the United States, just 1% more than they did in 1996. This situation created a decrease in the Canada's deficit with the United States, which reached \$3.1 billion, the second lowest deficit during this decade. The deficit peaked in 1991 when a record number of Canadians were flowing south of the border due to favourable exchange rates.

The travel account balance between Canada and overseas countries showed a deficit for the first time in two years. Driven by Canadians venturing to overseas locations in record numbers and a softening in overseas travel to Canada, the deficit reached \$134 million compared with a surplus of \$335 million in 1996. Overseas travellers spent \$5.5 billion in Canada in 1997, 2% less than in 1996 and the first annual decrease since 1983. Canadians on the other hand, spent \$5.6 billion on overseas trips, a 7% increase over 1996 and the highest amount on record.

Origin of Tourism Markets

As *Text Table 3.3* illustrates, there was no change in 1997 among the top five tourism markets to Canada compared to the beginning of the decade. The United States continued to dominate the top position, followed by the United

Text Table 3.2
International Travel Account, 1990 to 1997

	1990	1991	1992	1993	1994	1995	1996	1997
	millions \$s							
All countries								
Receipts	7,398	7,691	7,897	8,480	9,558	10,809	11,759	12,141
Payments	12,756	13,752	14,254	14,359	13,678	13,969	15,122	15,649
Balance	-5,358	-6,061	-6,357	-5,879	-4,120	-3,160	-3,363	-3,508
United States								
Receipts	4,229	4,367	4,414	4,878	5,469	6,020	6,485	6,901
Payments	8,786	10,347	10,338	10,068	9,045	9,055	9,871	10,012
Balance	-4,557	-5,980	-5,924	-5,158	-3,576	-3,035	-3,386	-3,110
Overseas								
Receipts	3,169	3,324	3,483	3,601	4,089	4,789	5,273	5,240
Payments	3,970	3,405	3,916	4,291	4,634	4,914	5,251	5,637
Balance	-801	-81	-433	-690	-545	-126	23	-397

Source: *International Travel Survey*.

Text Table 3.3

Canada's Top 10 Countries of Origin for Overnight Visitors to Canada, 1990 and 1997

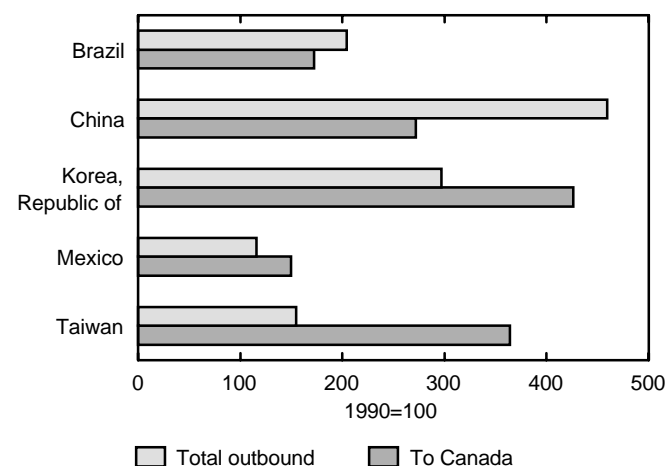
1990	1997
	thousands
United States	12,252
United Kingdom	553
Japan	411
France	259
Germany	253
Hong Kong	125
Australia	111
Italy	90
Netherlands	85
Switzerland	75
	thousands
United States	13,401
United Kingdom	734
Japan	566
France	439
Germany	398
Australia	150
South Korea	147
Hong Kong	146
Taiwan-Formosa	138
Netherlands	115

Source: International Travel Survey, 1990 and 1997.

Kingdom, Japan, France and Germany. In 1997, Australia nudged out Hong Kong for sixth place. South Korea moved into seventh position, while Hong Kong shifted to eighth place. Taiwan filled the ninth position, replacing the Netherlands which now ranked as number ten.

The rise in the importance of the Korean travel market to Canada is also illustrated in *Figure 3.4*. South Korea produced the highest travel growth index to Canada over the 1990 to 1997 period and surpassed the overall outbound travel rate from that country. The Taiwan travel market revealed a similar expansion, with an index of 364 in 1997 versus 155 for their total outbound for that country. Some of the factors for these expansions include increased air

Figure 3.4
Growth Index for Selected Emerging Markets to Canada



Source: International Travel Survey, 1997.

access, reduced travel restrictions from these countries and improved economic conditions. Residents of China have also been more prolific in their outbound travel; however much of their outbound travel is still intra-regional and has not yet reached the stage of long-haul. Brazil and Mexico have also demonstrated growth in travel to Canada over the decade.

Travel Characteristics of International Travellers

Purpose of Trip

As indicated in *Text Table 3.4*, the majority (84%) of international travellers come to Canada for non-business reasons. Throughout 1997, international visitors took over 13 million such trips, a 12% growth over 1990 levels. Holiday/vacation travel, the most commonly cited non-

Text Table 3.4

Distribution of Overnight Trips to Canada by Purpose of Trip, 1997

	Total	United States	Other Countries
		%	
Total All Purposes	100	100	100
Non-Business	84	84	81
Holiday/Vacation	55	57	49
Visiting Friends or Relatives	20	18	29
Other Reasons	9	10	4
Business	16	16	18

Source: International Travel Survey, 1997.

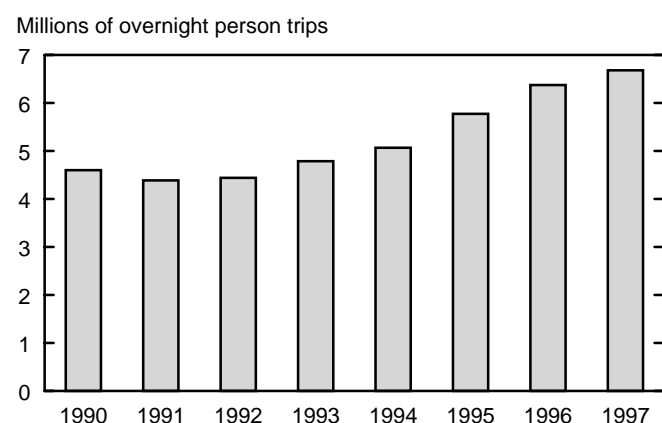
business reason, expanded 16% since the beginning of the 1990s, while travel for visiting friends or relatives (VFR) grew just 1%. A declining VFR market from the United States over the past decade contributed to this trend. In contrast, business-related matters brought 27% more international travellers to Canada in 1997 compared to 1990.

As *Text Table 3.4* shows, American tourists were more apt to come to Canada for a vacation than overseas travellers. On the other hand, VFR was more prevalent among overseas tourists than Americans, although over the last decade this trip purpose has declined from a 32% share in 1990 to 29% in 1997. The expansion of travel from non-traditional tourism markets has played a role in the shrinking VFR travel market to Canada. Business travel accounted for a similar share among both markets.

Transportation/Entry Type

In 1997, Canada received almost 6.6 million international travellers at Canadian airports, an incredible 45% growth since the beginning of the 1990s. As illustrated in *Figure 3.5*, the share of visitors arriving by plane has been rising steadily, especially since the advent of the Open Skies agreement between Canada and the United States in 1995. The American air travel market expanded 36% to 3.2 million over the 1990 to 1997 period. Over the same period there was a 64% increase in overseas visitors taking direct flights to Canada as new routes and more frequent flights became available to travellers. Overseas air trips via the United States grew 35% in comparison.

Figure 3.5
International Air Travellers to Canada, 1990 to 1997



Source: *International Travel Survey*.

Text Table 3.5
Overnight Trips to Canada by Mode, 1997

	Total	United States	Other Countries
thousands			
Total All Modes	17,635	13,401	4,234
Air ¹	6,645	3,224	3,421
Direct	5,764	3,224	2,540
Via the U.S.	881	--	881
Land	10,759	9,878	813
Other	1,112	299	--
(%)			
Total All Modes	100	100	100
Air	38	24	81
Direct	33	24	60
Via the U.S.	5	--	21
Land	57	74	19
Other	4	2	--

¹ The overseas air total includes some travel to Canada by other modes (e.g., boat).

Source: *International Travel Survey, 1997*.

The air travel segment is an important market for the tourism industry because these travellers tend to stay longer and spend more per trip (*Text Table 3.6*). Air travellers from the United States spend less per trip than overseas tourists; however they spend almost twice as much on a nightly basis. This is due to the fact that American tourists arriving by plane spend only 4.4 nights compared to 13.5 nights by their overseas counterparts. The American air travel

Text Table 3.6
Characteristics of Travellers from the United States Versus Other Countries by Entry Type, 1997

Country of Origin	United States	Other Countries
Air Travellers (thousands)	3,224	3,421¹
Average Party Size	1.6	1.8
Average Duration (nights)	4.4	12.2
Average Spending Per Trip (\$)	726	1,205
Average Spending Per Night (\$)	165	99
Land² Travellers (thousands)	9,878	813
Average Party Size	2.3	2.4
Average Duration (nights)	3.6	5.7
Average Spending Per Trip (\$)	296	482
Average Spending Per Night (\$)	83	84

¹ Overseas air travel to Canada includes some arrivals to Canada by boat.

² Land includes trips by automobile, bus, train and bicycle.

Source: *International Travel Survey, 1997*.

segment includes a higher share of business travel, which tends to involve shorter trip durations and higher spending. Overseas tourists have a greater tendency to stay with friends or family living in Canada, resulting in lower travel costs.

Accommodation

Most international tourists check into hotels or motels when visiting Canada. In 1997 of all nights spent by international travellers in Canada, at least half were spent in hotels or motels. Family and friends provided the exclusive accommodation for 17% of our international guests. Other lodging facilities, such as campgrounds, cottages, bed and breakfasts were used on 14% of all visitor nights.

American tourists stayed in hotels and other accommodation types more often than overseas visitors. On the other hand, overseas visitors were more likely to stay with friends or family and to use a combination of lodging facilities. This is not surprising given their longer stays in Canada and their greater likelihood of taking a VFR trip.

Text Table 3.7

Distribution of Nights Spent in Canada by Type of Accommodation, 1997

	Total	United States	Other Countries
	%		
Total All Accommodation	100	100	100
Hotel/Motel Only	53	55	47
Home of Friends/Relatives	17	15	22
Other Only	14	17	6
Combinations of Two or More	12	9	22

Source: International Travel Survey, 1997.

Text Table 3.8

Distribution of Overnight Trips to Canada by Quarter, 1990 and 1997

	Share 1990	United States	Other Countries	Share 1997	United States	Other Countries
	%			%		
Year	100	100	100	100	100	100
First quarter	12	12	12	13	13	13
Second quarter	27	27	28	26	26	27
Third quarter	45	45	44	44	44	44
Fourth quarter	16	16	16	17	17	16

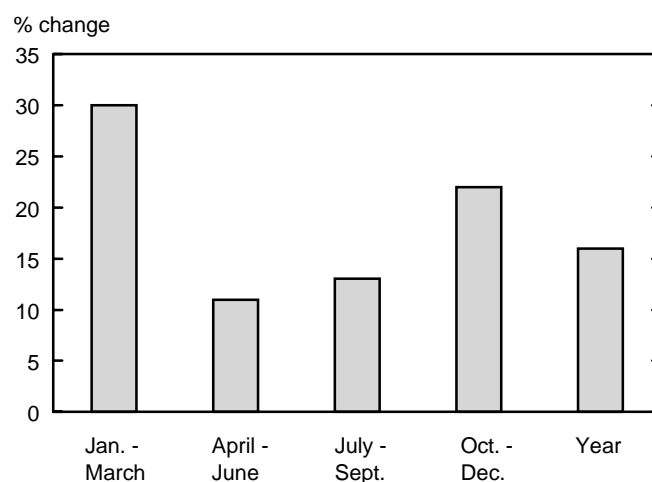
Source: International Travel Survey, 1990 and 1997.

Seasonality

The bulk of international visitors (44%) continue to travel to Canada during the summer months of July, August and September. However, as *Figure 3.6* shows, the winter and fall seasons have both experienced the largest growth over the 1990 to 1997 period. In 1997, almost 3 million trips were taken in the fall months, representing a 30% jump over the same period in 1990. Traffic during the winter quarter advanced 22% to 2.3 million. In comparison, the number of trips to Canada for the entire year increased by 16%.

Figure 3.6

International Overnight trips to Canada by Quarter, percentage change 1997/1990



Source: International Travel Survey, 1997, 1990.

Duration

One of the most significant trends in international travel patterns to Canada over the past decade has been the shortening of trips; 5.4 nights in 1990 to 4.7 nights in 1997. A rising share of business travel coupled with a declining proportion of VFR trips are factors contributing to this trend.

American travellers stayed 3.8 nights on average in 1997, while overseas visitors spent 10.9 nights in Canada. A decade ago, Americans spent 4.0 nights compared to 11.1 among overseas visitors. Another factor impacting the length of stay of international visitors is the shrinking VFR travel market, which is usually associated with longer durations. For example, a typical overseas VFR trip lasted 13.8 nights in 1997 compared to 10.3 for vacation trips and just 7.6 for business trips.

As shown in *Text Table 3.9*, more than half of trips to Canada lasted one to three nights, reflecting the popularity of short trips from the United States and the large “rubber tire” market. Overseas travellers were more likely to stay in Canada at least one week. Overseas trips involving less than four nights are often a side trip to Canada from the United States.

Text Table 3.9
Distribution of Overnight Trips to Canada by Duration, 1997

Duration	Total	United States	Other Countries
		%	
Total	100	100	100
1-3 nights	53	63	21
4-6 nights	21	21	22
7-9 nights	12	10	17
10-13 nights	5	3	13
14-20 nights	5	2	15
21 or more nights	3	1	12
<i>Average Duration (nights)</i>	<i>4.7</i>	<i>3.8</i>	<i>10.9</i>

Source: International Travel Survey, 1997.

Travel Activities

As shown in *Text Table 3.10*, apart from the typical tourist-related activities such as shopping and sightseeing, Canada’s parks and historic sites are a favourite pastime for many international visitors to Canada. The overseas market showed an even stronger penchant for Canada’s natural beauty with over half of tourists reporting this activity. Visiting friends or family is another frequently reported activity among overseas travellers (54%), but was less commonly cited by Americans (30%).

Enjoying sports or outdoor activities figured prominently, indicating that visitors enjoy an active Canadian holiday.

Text Table 3.10
Top Ten Activities Participated in by International Travellers to Canada, 1997

Activity	Total	United States	Other Countries
		%	
Total Trips¹	100	100	100
Shopping	65	60	80
Sightseeing	62	58	77
Dining at high quality restaurants	43	43	44
Visiting parks or historic sites	39	35	53
Visiting friends or relatives	36	30	54
Participating in sports/ outdoor activities	29	29	28
Visiting a zoo, museum or natural display	27	22	21
Participating in nightlife/ entertainment	20	20	17
Attending cultural events	12	12	15
Attending festivals or fairs	10	9	12

¹ The sum of activities exceeds the total number of trips since travellers may participate in more than one activity per trip.
Source: International Travel Survey, 1997.

Museums, galleries, zoos and natural displays were included on the itinerary of 27% of visitors, although this activity was much more prominent on overseas trips (42%). Visitors got a taste of Canadian culture through nightlife/entertainment activities, cultural events and festivals (10%).

Provincial Visitation

Ontario clearly dominates the international visitor market, capturing 45% of all international travel in 1997, followed by British Columbia with 21%. Approximately 15% of international visitors went to the province of Quebec, while 8% saw Alberta. Just 6% took in the sights in the Atlantic region, while 3% visited Manitoba and Saskatchewan.

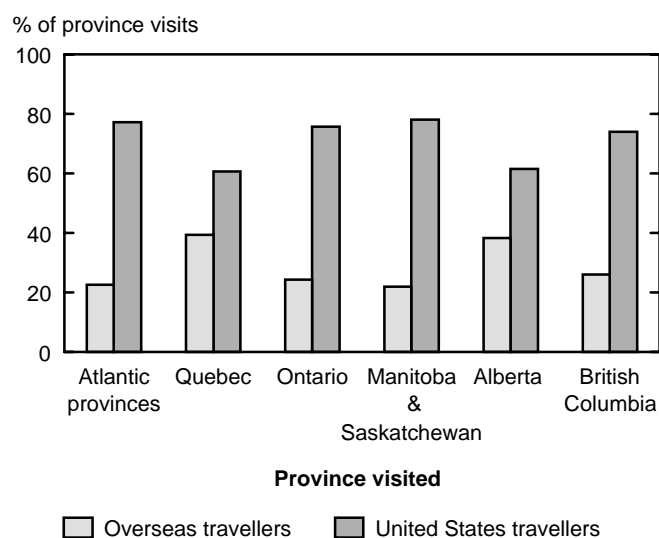
As *Figure 3.7* illustrates, the share of American versus overseas visitation varies considerably by province and region. Quebec receives 39% of its international visitation from overseas markets compared to only 22% for Manitoba and Saskatchewan. The Atlantic Region also receives a smaller share of overseas visitation compared to the Canada total. Alberta, like Quebec, depends more than the rest of Canada on the overseas market for its international tourism. Ontario and British Columbia are the most similar in the distribution of American and overseas visitors.

Text Table 3.11
Distribution of International Travellers to Canada by Province and Region Visited, 1997

	Total	United States	Other Countries
	%		
Province/Region Visited¹	100	100	100
Atlantic Region	6	7	5
Quebec	15	13	21
Ontario	45	47	39
Manitoba & Saskatchewan	3	5	3
Alberta	8	7	11
British Columbia	21	21	19

Source: International Travel Survey, 1997.

Figure 3.7
International Travellers to Canada by Province Visited, 1997



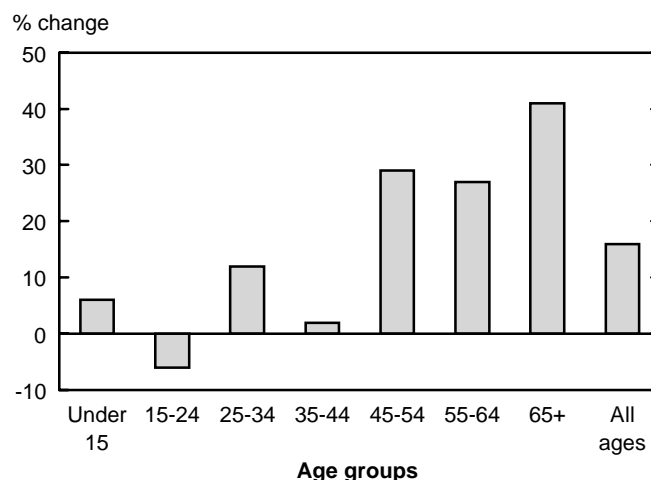
Source: International Travel Survey, 1997.

Characteristics of International Travellers to Canada

Age of Travellers

As shown by *Figure 3.8*, older travellers accounted for the major growth in trips over the last decade, which is consistent with the trend in the aging of the population in many countries, particularly in the United States. Trips by those aged 65 and over expanded 41% over the 1990 to 1997

Figure 3.8
International Trips to Canada by Age Group, Percentage Change 1997/1990



Source: International Travel Survey, 1990 and 1997.

Text Table 3.12
Distribution of International Travellers to Canada by Age, 1997

Age	Total	United States	Other Countries
	%		
Total All Ages	100	100	100
Under 15	8	8	7
15-24	6	6	9
25-34	14	13	21
35-44	19	19	20
45-54	21	22	20
55-64	16	17	15
65 and over	14	16	9

Source: International Travel Survey, 1997.

period, the largest increase among all age groups. Travellers aged 45 to 64 recorded the next largest gains in travel to Canada. Travellers aged 15 to 24 were the only age group to report fewer trips to Canada over the seven year period.

The majority of international travellers were aged 45 to 54; however there were key differences among the two markets. American travellers to Canada tend to be an older clientele, with one-third being over the age of 55. In comparison only 24% of overseas travellers were over the age of 55. Most overseas travellers were between the ages of 25 and 54.

Text Table 3.13

Distribution of International Travellers to Canada by Party Composition, 1997

Party Composition	Total	United States	Other Countries
		%	
Total¹	100	100	100
Adults Only	81	81	83
Travelling Alone	18	16	23
Two Adults	41	42	39
Three or More	22	23	21
Adults With Children	19	19	17
Two Adults with Children ²	12	12	10
Three or More Adults with Children	7	7	6

¹ The percentage distribution was calculated on the number of trips where travel party composition was stated.

² Includes children who travelled alone.

Source: International Travel Survey, 1997.

Travel Party Composition

Canada's international travel clientele are increasingly comprised of adults travelling without children. At the start of the 1990s, 79% of trips were taken by adults compared to 81% by 1997. The family market will likely continue to shrink as the travelling population ages. In 1997, the family market represented only 19% of international visitation. The adult travel segment was primarily comprised of couples, although 22% of trips were taken by groups of three or more adults.

Note

¹ The International Travel Survey has been in existence since 1972.

CHAPTER 4

PASSENGER TRANSPORTATION IN CANADA

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Vast distances, dependence on trade and low population density (compared to the United States and Europe) make transportation vitally important in Canada.

The nation's travel and tourism patterns, both domestically and internationally, are a mirror image of Canadian business, lifestyles and quality of life. Many factors make Canada popular with tourists and travellers all over the world, starting with its natural beauty, wide-open spaces and abundant wildlife. The numerous attractions offered in relatively clean and safe cities, a favorable exchange rate that makes charter fares and accommodation inexpensive, the friendly people and Canada's reputation of one of the best countries in the world to visit and live in all make it attractive to visitors. Because a significant portion of Canada's economy is related to international trade, Canada is both an origin and destination of business people from all corners of the globe.

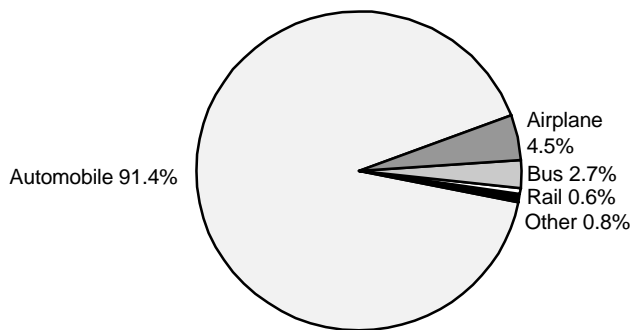
The Canadian economy being a western economy, tourism and travel in Canada are integrated with the world economy. Canada is not insulated from challenges facing other nations. For example, the dynamic and interdependent world business economy, coupled with increasing levels of tourism, have placed a strain on facilities. These factors, as well as the high cost of building new infrastructure and maintaining an aging infrastructure across all modes, could constrain the ability of Canada (as well as the United States and Mexico) to handle increases in international trade and tourism. Slowdowns could affect future growth trends. Further, as facilities across all modes become privatized, issues arise as to the ability of local authorities to raise the capital required to modernize, upgrade and repair expensive bridges and other facilities. In the United States, replacement of the domestic fleet plus the ability to handle growth over the next ten years will cost in excess of \$US 100 billion dollars.

Influences on the Demand and Supply of Transportation

Over the years, there have been many influences on the demand for and supply of passenger transportation services in Canada. These factors include government policy, economic conditions, social activities and technology.

In the late 1800s, Prime Minister Sir John A. Macdonald organized the building of the railway from coast to coast, realizing that Canada needed a “ribbon of steel” to help bind the country together and resist a natural north-south tendency. Rail transport remained the only practical way of travelling long distances across land until the fifties and sixties. However, with the building of the Trans-Canada highway and many high quality roadways, the automobile has become the dominant form of passenger transportation within Canada, as shown in *Figure 4.1*.

Figure 4.1
Mode Choice – Domestic Travel in Canada, 1997



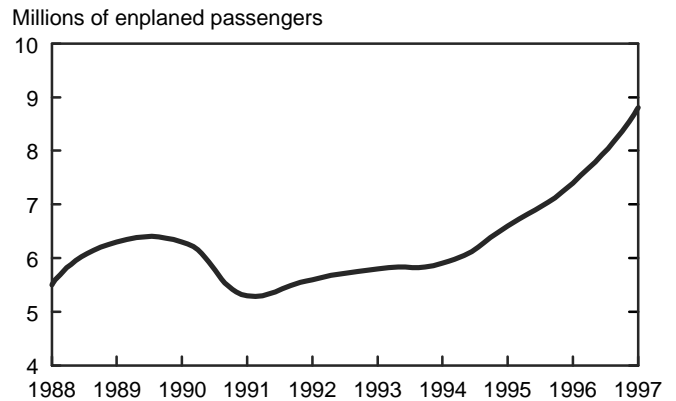
Source: Statistics Canada - Canadian Travel Survey.

During the summer of 1997, for example, American tourists flocked to Canada in record numbers because of the advantageous Canadian – United States dollar exchange rate. The number of overnight trips by Americans to Canada was at a ten year high in 1997, while at the same time, the number of Canadian travellers to the United States on overnight trips was at a ten year low.

In the nineties, several factors combined to produce a significant increase in traffic between Canada and the United States (see *Figure 4.2*). These factors included the North America Free Trade Agreement, an improving economy, the introduction of the 50 passenger Regional Jet¹ and the United States – Canada “Open Skies” agreement.

The “Open Skies” air agreement allowed both American and Canadian air carriers easier access to the other country. It encouraged a number of airlines to offer direct (non-connecting) flights between certain Canadian and United States cities where previously there had been no direct flights. Although some of these direct connections have since been terminated, many new routes have been established.²

Figure 4.2
Total Number of Transborder Passengers Carried by Canadian Air Carriers

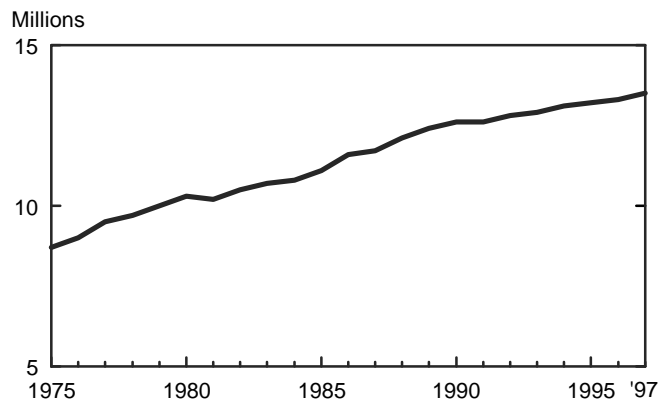


Source: Statistics Canada, Canadian Civil Aviation, Catalogue 51-206.

The Dominance of the Automobile

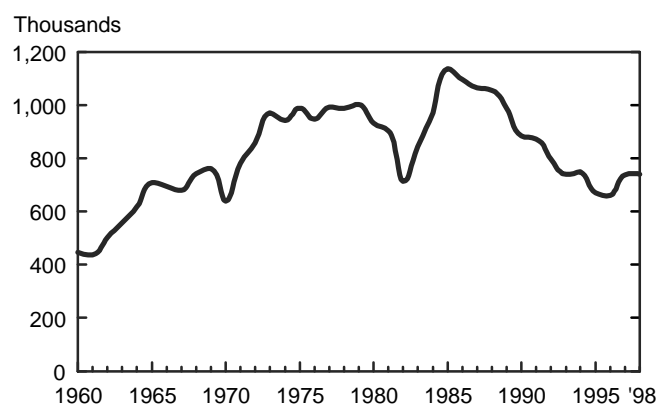
The roadway system that exists in Canada, coupled with a high standard of living compared to other countries, means that Canadians can afford to buy and drive their cars. *Figure 4.3* shows that car registrations from 1975 to 1997 grew at about 2.2 percent per year. *Figure 4.4* shows the number of new cars that Canadians have purchased over the years (the figure includes both domestic and foreign made automobiles).

Figure 4.3
Passenger Automobile Registrations



Source: Statistics Canada, CANSIM Matrix M356, D462104.

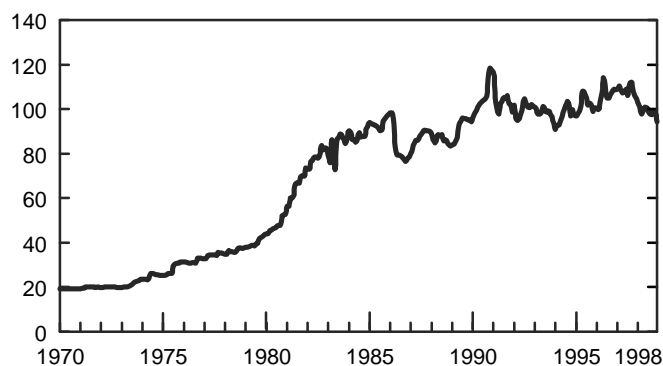
Figure 4.4
Total New Motor Vehicle Sales in Canada



Source: Statistics Canada, CANSIM M64 (Monthly) - converted to annual data.

The popularity of the automobile in Canada has occurred despite rising fuel prices. *Figure 4.5* shows an index of gasoline fuel prices. Although the price of fuel has risen several times since 1973³, automobile registrations and sales have continued to grow. In fact, the real price of gasoline is not much different than it was in the early seventies. Despite the rise in fuel prices, the strength of the economy, demographics and other economic factors have continued to stimulate growth of the automobile as a mode of personal transportation.

Figure 4.5
Gasoline Fuel Price Index (1992=100)



Source: Statistics Canada, CANSIM Matrix M9940, P100182.

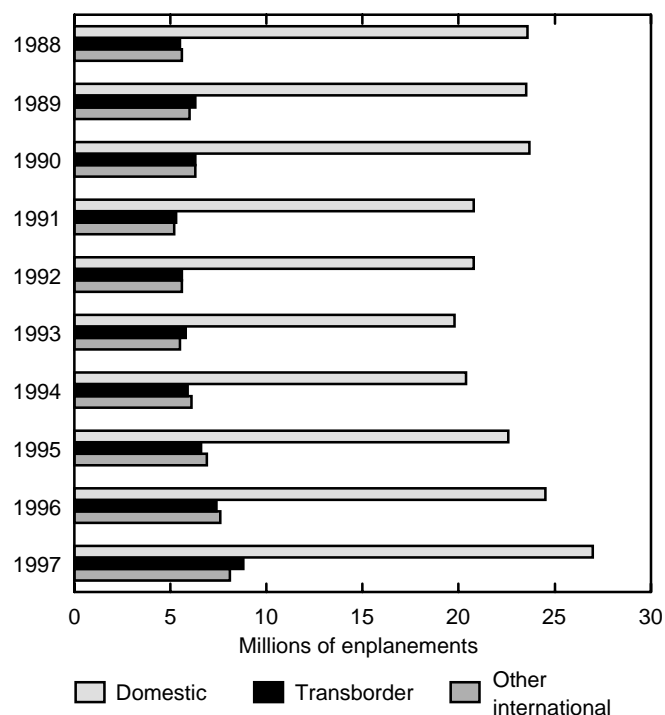
Air Travel

Despite the dominance of the automobile, air travel in Canada is also popular because of the nation's vast

distances, international linkages, quality of service, various fare packages, an enviable aviation safety record, a supportive government and a vibrant tourism industry. The economy has benefited from Canada's links with the outside world in terms of both international trade and tourism. Access by air to/from overseas is significant; Canadians have access to all of the planet's continents either directly or through code sharing arrangements made with foreign airlines.

Air travel has exhibited a steady increase over the years although there have been peaks and valleys in demand. The number of passengers carried by the Canadian airline industry declined in the early nineties, but since the mid-nineties has again begun to increase (see *Figure 4.6*). Growth has occurred because of the North America Free Trade Agreement, the treaty signed in 1995 between the governments of Canada and the United States that eased transborder regulatory restrictions ("Open Skies"), and an improving economy.

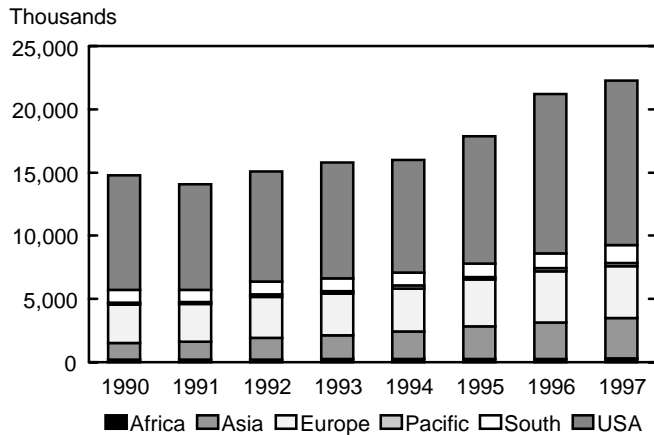
Figure 4.6
Total Number of Passengers Carried by Canadian Air Carriers (Scheduled and Charter)



Source: Statistics Canada, Canadian Civil Aviation, Catalogue 51-206.

Because of Canada's economy and international trading patterns, international travel by air is an important component of business and tourism travel. *Figure 4.7* shows that the United States dominates as the major destination of Canadians although the Asian region has become increasingly popular.

Figure 4.7
Estimated Number of International Scheduled Air Passengers



Source: Statistics Canada Service Bulletin, Catalogue 51-004.

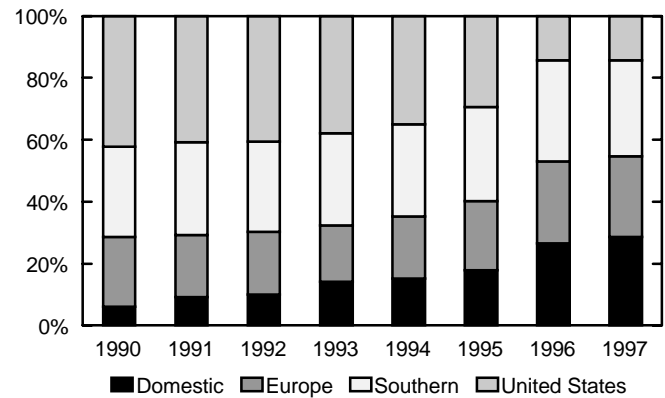
Text Table 4.1 and *Figure 4.8* show that in the airline industry, charter traffic has increased overall with the domestic sector becoming increasingly important. Transborder charter activity declined after the "Open Skies" air agreement as more carriers substituted charter services for scheduled. Europe and the southern climates remain popular with charter travellers.

Text Table 4.1
Number of Aviation Charter Origin-Destination Passengers

Year	Domestic	Europe	Southern ⁴	United States	Total ⁵	
1990	329,199	1,211,055	1,569,719	2,282,290	5,394,314	
1991	439,026	58,254	1,429,724	1,952,077	4,779,597	
1992	527,352	1,055,084	1,539,528	2,125,925	5,252,517	
1993	788,912	1,011,395	1,660,881	2,117,587	5,586,146	
1994	899,817	1,194,897	1,781,268	2,084,556	5,964,404	
1995	1,091,109	1,366,481	1,867,627	1,797,312	6,123,964	
1996	1,497,939	1,493,728	1,848,620	811,513	5,653,574	
1997	1,869,329	1,718,992	2,034,436	937,784	6,570,752	
Growth Rate 1990-97	%	468	42	30	-59	22

Source: Statistics Canada, Air Charter Statistics Catalogue 51-207.

Figure 4.8
Air Charter Passengers – Choice of Destination

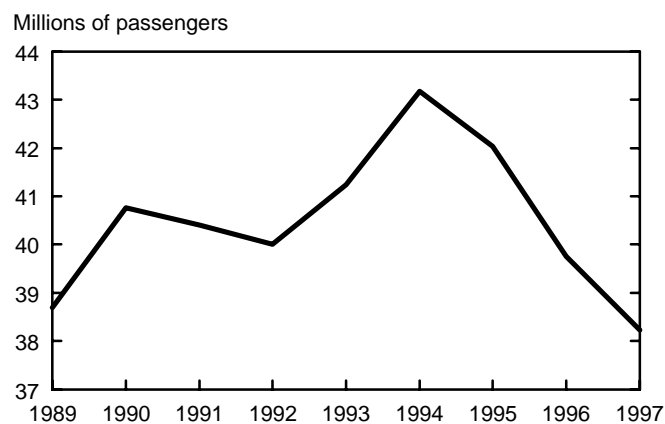


Source: Statistics Canada, Air Charter Statistics, Catalogue 51-207.

Marine Transportation

Island provinces, countless rivers and lengthy coastlines have resulted in a need for marine transportation in Canada. Although bridges have replaced many ferry services across the country, Canada's ferry services are still an important means of transport for passengers and vehicles alike. Ferry services vary widely in terms of ownership (from small, private operators to provincial and federal government agencies), vessel types (small cable vessels and water taxis to large fast ferries) and operations (seasonal to year-round schedules). In addition to local and inter-provincial trade and transportation, the ferry and marine passenger services support tourism with whale-watching on both coasts, island hopping on the St. Lawrence Seaway and sightseeing such as the famous *Maid of the Mist* service at Niagara Falls, Ontario.

Figure 4.9
Total Ferry Passengers



Source: Annual Report, Canadian Ferry Operators Association.

Ferries operate in most of Canada's provinces. Fifteen of the largest ferry operators in Canada joined together in 1987, to form the Canadian Ferry Operators Association. The Association includes the transportation departments of five provinces, the two largest Crown corporations involved in ferry operations (British Columbia Ferry Corporation and Marine Atlantic Inc.) and several private operators. These 15 organizations transported 38.2 million passengers and 14.4 million vehicles in 1997, employing 7,500 people.

According to the 1997 Annual Report of the Canadian Ferry Operators Association, ferries in the province of British Columbia transported 71.9% of the passengers, followed Quebec (13.9%) and Ontario (6.1%) in 1997. Ferries in Atlantic Canada transported 7.1% of the passengers, including many passengers moving inter-provincially between Nova Scotia and Newfoundland and Nova Scotia and Prince Edward Island. The remaining passengers (1.0%) were transported by ferries in Manitoba and the Northwest Territories.

Recent years have seen a number of changes in Canada's passenger ferry industry. The Federal Government's role in the industry has been reduced as federal subsidies have declined and coastal services, such as those in Newfoundland and the Bay of Fundy, New Brunswick, have been transferred to provincial governments or privatized. Perhaps the largest impact on ferry services occurred with the May 1997 opening of the Confederation Bridge between New Brunswick and Prince Edward Island.

Canada is also a popular destination for foreign cruise liners. Transport Canada estimated that there were 472 port calls

by cruise ships with visits from 890,000 passengers in 1997. (Some ships and passengers visited more than one Canadian port as part of their itinerary.) This estimate is based on information provided by the Atlantic ports of Halifax, Saint John, Sydney and Charlottetown, the Quebec ports of Montreal and Quebec City and the port of Vancouver. Vancouver was the most popular port of call with 82.3% of the passengers, many of whom were either boarding or leaving ships that cruise from Vancouver to Alaska. This cruise ship activity is an important source of income for the ports and their local communities.

Passenger Train Service

At one time, passenger train service in Canada was the primary means of intercity travel. Since the sixties, however, the automobile and airplane have replaced the passenger train for many intercity travellers.

Prior to 1977, intercity passenger train services in Canada were provided primarily by CN and CP Rail. In 1997, however, VIA Rail was formed and took over passenger train service formerly provided by these two rail companies. Although VIA provides services in many parts of Canada, the majority of VIA's passenger services are now available in the Quebec City – Windsor corridor.

With respect to intercity travel, the fact that most of the population is stretched out over 5,000 kilometres along the border Canada shares with the United States means that Canada may not have the level of rail services that are available in places such as Europe and Japan. Despite dense populations and small geographic areas compared to Canada, passenger railway transport systems in these regions of the world have difficulty remaining profitable. For a country like Canada, with its low population density and vast geographic area, passenger rail is relatively expensive.

VIA's financial situation has required the intervention of the Canadian government through the provision of subsidies. The financial burden of passenger rail service is not limited to Canada. In the United States, for example, Amtrak was created in 1971 to avoid abandonment of most passenger train service by existing railway companies. Amtrak offers an extensive service throughout the United States, with links to Canada (e.g. Montreal – New York and Toronto – Chicago).

Although VIA's equipment is not as speedy as the TGV in France or the Japanese Bullet train, VIA has upgraded and improved its passenger cars and engines, despite the

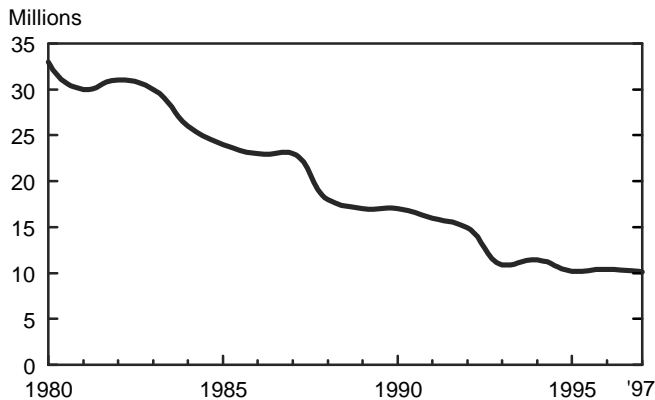
financial difficulty of running a passenger train service in Canada. Since 1991, just over 4 million passengers have used VIA Rail passenger services each year.

Canadian entrepreneurs operate a number of sightseeing railways in Canada, utilizing, for example, steam engines and historic passenger cars. These services are popular with tourists, especially in the summer-time.

Intercity Bus Service

The popularity of the automobile has come primarily at the expense of intercity bus and, to some extent, rail (evident by the decline in rail passenger services over the years). Bus and rail account for only about 3% of total intercity passenger kilometres. The number of passengers using scheduled intercity bus services in Canada has decreased (see *Figure 4.10*).

Figure 4.10
Total Number of Passengers Carried by Canadian Scheduled Intercity Bus Carriers



Source: Statistics Canada, *Passenger Bus and Urban Transit Statistics*, Catalogue 53-215.

Both air and bus carriers have enjoyed an increase in charter activity over the past few years. Most charter passengers are tourists.

Text Table 4.2 shows that the number of passengers using scheduled intercity services offered by scheduled intercity bus carriers remained stable between 1995 and 1997. However, charter bus companies also offered scheduled services and their market share has been increasing. In fact, charter carriers handled about 3 times as many scheduled passengers in 1997 compared to 1995.⁶

Text Table 4.2
Total Passengers Carried On Scheduled Intercity Bus Services

Type of Carrier	1995	1996	1997
	millions		
Scheduled Intercity	10.2	10.4	10.2
School Bus	1.1	1.4	1.1
Charter	0.9	1.4	2.6
Other	0.06	0.1	0.2
Total*	12.3	13.3	13.9

* Totals may not sum because of rounding.
Source: Statistics Canada, *Passenger Bus and Urban Transit Statistics*, Catalogue 53-215.

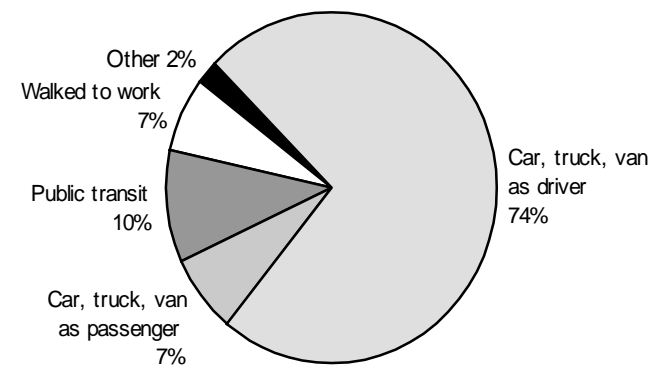
Between 1995 and 1997, companies that specialize in the provision of sightseeing services enjoyed an increase in the number of sightseeing passengers from 132,000 to 435,000.

The Urban Landscape

Most tourists and business travellers in Canada visit the urban areas. In cities like Toronto, Vancouver and Montreal, passengers have more variety in terms of choice of urban transport, because of the existence of complex bus and rail urban transit links. Nevertheless, in Canada's cities, as is the case for travel between communities, the automobile dominates. Over the years, urban transit services have declined, primarily at the expense of the car (see *Figures 4.11* and *4.12*).

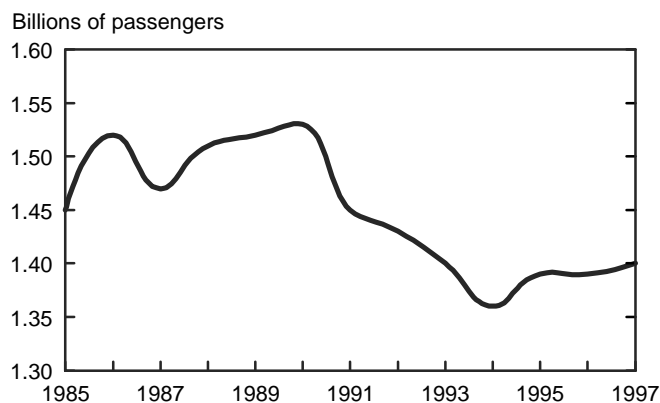
Reasons for the decline of urban transit include the increase in suburbanization, low population densities, convenience, real and perceived costs and other factors.

Figure 4.11
Employed Labour Force – Journey to Work by Mode of Transportation



Source: Statistics Canada, 1996 Census.

Figure 4.12
Number of Passengers – Urban Transit Bus Services



Source: Statistics Canada, *Passenger Bus and Urban Transit Statistics*, Catalogue 53-215.

Conclusion

Canada's vast distances and strong economy have fashioned a multimodal passenger transport system that, despite a light population density, harsh winters and a varied landscape, makes it one of the best in the world. Transportation is vital to the health, safety and wealth of the nation and its people, and there is no doubt that this will continue in the future.

Notes

- ¹ Bombardier's Regional Jet allowed airlines to introduce economical and profitable jet service on low-density passenger routes.
- ² For more information, see "Success of New Non-Stop Services in the Aviation Transborder Market", Lund and Kohn, proceedings of the 33rd Annual Conference of the Canadian Transportation Research Forum May, 1998.
- ³ In 1973, some Middle Eastern nations reduced the flow of oil to the western economies and created what was known at that time as the "oil crisis".
- ⁴ Southern includes the Caribbean and other southern destinations.
- ⁵ Total shown includes passengers travelling to Africa, Asia and Pacific. These destinations account for less than one-half of one percent of charter passengers and are not shown separately in *Text Table 4.1*.
- ⁶ Statistics Canada does not require charter bus companies to report the number of charter passengers carried. Revenues earned by charter carriers grew to just over \$250 million in 1997, a 4 percent increase from 1995.

CHAPTER 5

TOURISM SERVICE INDUSTRIES

*Danielle Shaienks,
Tourism Statistics Program*

As it accounts for close to 50% of tourism demand in Canada¹ in 1997, transport is clearly the most significant sector in the tourism industry. The balance of demand is served by the other major sectors of the industry. This chapter covers the other sectors, which are critically important to the tourism experience. Data for these sectors are more fragmented and, because they are occasionally compiled from taxation data, available much later.

This chapter describes four specific industry sectors: accommodation services, restaurant services, travel agencies and tour operators, and Canadian tourist attractions.

Traveller Accommodation²

General Overview

The traveller accommodation industry plays a critical role in the support and economic development of Canadian tourism. Its economic health is intimately tied to the growth of tourism activities. With \$10 billion in revenue in 1996-1997, it is a major contributor to the Canadian economy and local employment.

Text Table 5.1
Number of Establishments and Total Revenue Traveller Accommodation Industry, 1996-1997

		Accommodation Service Industries	Hotel and Motor Hotel Industry	Motel Industry	Other Accommodation Industries
Number of establishments		15,789	5,183	3,984	6,622
Distribution	%	100	33	25	42
Total revenue	\$Million	10,201	8,010	1,025	1,166
Distribution	%	100	79	10	11

Source: Traveller Accommodation Survey, 1996-1997.

This section of the chapter presents a general overview of all traveller accommodation services in Canada. It first presents the financial results and client profile for each of the three industry components (hotels and motor hotels, motels, and other accommodation). It then analyses the operating characteristics of large hotels and motor hotels making up the largest component of the industry.

About the Data

Source:

Data in what follows are drawn from the Traveller Accommodation Survey. The base unit for the survey is the establishment. Data are collected on operating characteristics (number of rooms, occupation rate, facilities, reservation system, market information).

Methodology:

The basic methodology for the Survey of Traveller Accommodation is that adopted in 1985 for all service industries. This methodology relies on a direct questionnaire sample survey of a very significant portion of the targeted industries. Survey data are then supplemented with taxation administrative records to provide estimates for the entire industry.

In all, 3,000 traveller accommodation establishments, each with a minimum gross revenue of \$250,000, are sampled from the individual industry populations. The aim of the sample selection is to achieve maximum industry/province coverage in terms of revenue. The current sample survey is by far the largest and most comprehensive for the Canadian accommodation service industries.² The overall sample survey represents the bulk of the traveller accommodation activities; the results are considered to well reflect the general industry performance, structures and operating characteristics.

Hotels and Motor Hotels

Hotels and motor hotels have always made up the largest segment of traveller accommodation industry. In 1996-1997, this industry generated revenues in excess of \$8 billion, or more than three quarters of all revenues from accommodation. In number, however, this segment accounts for only one third of all establishments. Hotels and motor hotels generally have more rooms than other types of traveller accommodation establishments. They usually offer a range of services and amenities to their guests: restaurants, bars, dance halls, meeting or conference facilities, shops, swimming pools, athletic facilities, and so on. Hotels have a significant impact on local employment and the general

economic vitality of the tourism industry. As may be expected, most hotel establishments are located in downtown areas, while a small number are located near airports. Rooms account for close to half of hotel revenues, while meals and alcoholic beverages make up a good share of the other revenues. Business and pleasure travellers each account more than one-third of all guests. Foreign visitors make up one-fifth of the total clientele.

Text Table 5.2

Distribution of Revenue Sources, Traveller Accommodation Service Industries, 1996 - 1997

	Accommodation Service Industries	Hotel and Motor Hotel	Motel	Other Accommodation Industries
	%			
Revenue by source				
Accommodation	55	52	69	73
Meals	18	20	13	6
Alcohol	16	18	7	2
Merchandise	2	1	6	9
Services	4	4	2	5
Other revenue	5	5	3	5
Total revenue	100	100	100	100

Source: Traveller Accommodation Survey, 1996-1997.

Text Table 5.3

Client Base, Traveller Accommodation Service Industries, 1996 - 1997

	Accommodation Service Industries	Hotel and Motor Hotel Industry	Motel Industry	Other Accommodation Industries
	%			
Domestic clients	78	80	91	72
Individuals	38	37	54	65
Business	32	35	31	6
Government	8	8	7	1
Foreign clients	22	20	9	28
Total	100	100	100	100

Source: Traveller Accommodation Survey, 1996-1997.

Motels

The motel industry generated \$1 billion in revenue in 1996-1997 (10% of total accommodation industry revenue), second only to the hotel and motor hotel industry. Motel businesses generally operate in low-rise structures with direct access to guest room doors from the exterior. Compared to hotels, motel establishments have fewer rooms, facilities and amenities. In terms of services, most properties are rated as economy and mid-scale. Very few motels are upscale and none are rated as luxury.

Motel properties are fairly evenly distributed between highway, suburban and city centre locations. Only a small number of establishments are found in airport and rural areas. Unlike hotels, motels generate a larger proportion of business revenue from accommodation services, while a smaller percentage comes from the serving of meals and non-alcoholic and alcoholic beverages. Over half of motel clients were Canadians travelling for leisure while one-third of clients were Canadians visiting motels for business purposes. Foreign clients accounted for close to one-tenth of motel visitors.

Other Accommodation Industries

This segment of the traveller accommodation services is comprised of six relatively small accommodation service industries as defined under the 1980 Canadian Standard Industrial Classification. They include: tourist courts and cabins; guest houses and tourist homes; lodging homes and residential clubs; camping grounds and travel trailer parks; outfitters (hunting and fishing camps); and other recreation and vacation camps. This group of traveller accommodation services accounted for 40% of all business establishments, but generated only about 11% of total revenue in fiscal year 1996-1997.

The business and operating characteristics of these businesses are quite different from those of hotels, motor hotels and motels. Most business establishments are small in terms of room count (fewer than 50) and are located primarily in rural areas. Unlike hotels and motels, they basically operate independently, without any chain or franchise business affiliation. The type of traveller accommodation services offered tend to be specialized in certain interests or activities. Many are related closely to a specific outdoor environment and atmosphere.

Business operation in this segment of the traveller accommodation services is very seasonal. The main source of revenue in these businesses is accommodation services which, in the case of outfitters, may include other services in the package price. Although the majority of the clientele in these businesses are Canadians visiting for personal and leisure purposes, the proportion of foreign clients is much higher than in either hotels and motels.

Performance Indicators for Hotels and Motor Hotels

Financial Performance

Fiscal year 1996-1997 was generally a very good year for hotels and motor hotels. Their occupancy rate and profit margin have been improving constantly since 1993-1994, from 59% to 64% and -1% to 12%, respectively. Provincially, the financial performance of hotels³ was very different between eastern and western provinces. Hotels in eastern provinces reported lower occupancy rates than those in the west. In addition, western establishments reported an improvement in their profitability over the previous fiscal year (except in the Yukon). Alberta is now the province reporting the highest profit margin (close to 20%).

Text Table 5.4
Performance Indicators by Province, Surveyed Hotels and Motor Hotels, 1996 - 1997

	Profit margin	Occupancy rate	Average revenue per room
	%	%	\$
Canada	12	64	84
Newfoundland	9	53	69
Prince Edward Island	12	55	67
Nova Scotia	14	61	67
New Brunswick	10	59	63
Quebec	7	59	88
Ontario	11	65	87
Manitoba	11	65	58
Saskatchewan	13	62	53
Alberta	19	68	85
British Columbia	14	68	100
Yukon	5	67	39
Northwest Territories	12	57	96

Source: Traveller Accommodation Survey, 1996-1997.

Average occupancy rate is a key measure for the accommodation industry. In 1996-1997, the average occupancy rate for Canadian hotels was 64%, or 1% less than the preceding year. In the same period, the average room revenue increased by 7.7%, to \$84. These two factors contributed to the improvement in business performance.

At the provincial level, the western provinces (except the Yukon) and Ontario reported hotel occupancy rates that were higher than the preceding year, while the eastern provinces and Quebec reported lower rates. Most provinces also reported increases in average room revenue. Such gains in the occupancy rate and average room revenue helped to reduce the losses of many eastern provinces, particularly Ontario and Quebec. The main reason for the significant regional variation in profit margins between western provinces and the rest of Canada appears to lie in their different operating cost structures.

While the revenue sources of hotel operators remained stable at the national level, there existed a significant gap between eastern and western provinces. Ontario and other eastern provinces generated higher room revenue, while western provinces derived much more revenue from sales of alcohol. Hotels in Manitoba reported the highest percentage of revenue (38%) from alcohol sales, two-thirds of which were destined for off-premises consumption. Liquor

stores on premises are unique to hotels in the western provinces.

Compared with other traveller accommodation service industries, hotel and motor hotel operations are noticeably more labour intensive. In 1996-1997, wages and employee benefits accounted for 34% of total operating costs at the national level. By province, the distributions of operating cost structures again vary considerably. The difference is clearly between western provinces and the provinces east of Manitoba. In the West, the proportion of cost of sales⁴ is higher, mainly because of larger liquor and other merchandise sales. Total labour costs, operating costs⁵ and other expenses of hotels in the West are generally lower, which helps to explain the higher profit margins attained.

Hotel size, in terms of the number of rooms, is an important determining factor for the choice of services, amenities and facilities offered and for the type and volume of clientele the business may attract. Hotel business performance, therefore, is affected by the different operating characteristics embodied by the different size groups. In terms of profitability, large properties⁶ turned in the best performance in 1996-1997, with a reported a profit margin that more than doubled to more than 13%, a stable occupancy rate and an increase in average room revenue. Small and medium-sized properties also reported increases in

Text Table 5.5

Distribution of Revenue Sources by Province, Surveyed Hotels and Motor Hotels, 1996-1997

	Guest accommodation	Meals and non-alcoholic beverages	Alcoholic beverages	Sale of merchandise	Other revenue
	%				
Canada	56	20	13	1	10
Newfoundland	62	21	9	1	8
Prince Edward Island	59	25	8	1	7
Nova Scotia	63	21	6	1	9
New Brunswick	63	24	7	-	6
Quebec	59	21	8	1	11
Ontario	63	20	7	1	10
Manitoba	32	17	38	2	12
Saskatchewan	41	20	30	2	9
Alberta	49	23	18	1	9
British Columbia	55	19	17	1	8
Yukon	31	21	16	10	22
Northwest Territories	48	20	17	6	10

- nil or zero.

Source: Traveller Accommodation Survey, 1996-1997.

Text Table 5.6

Distribution of Operating Expenses as a percentage of Total Revenue by Province, Surveyed Hotels and Motor Hotels, 1996-1997

	Wages and benefits	Cost of sales	Occupancy cost	Depreciation and interest	Other expenses
Canada	34	14	12	6	22
Newfoundland	37	12	11	8	23
Prince Edward Island	32	13	9	7	26
Nova Scotia	35	11	13	5	22
New Brunswick	33	12	13	7	25
Quebec	38	11	13	8	24
Ontario	34	10	16	6	24
Manitoba	26	31	10	3	20
Saskatchewan	29	26	11	4	17
Alberta	29	18	8	7	20
British Columbia	35	15	10	5	21
Yukon	31	23	8	11	22
Northwest Territories	28	19	19	4	17

Source: Traveller Accommodation Survey, 1996-1997.

occupancy rate and average room revenue, which helped explain the increased profit margin (which more than doubled in the case of medium-sized establishments).

Geographical location is another important determinant of traveller accommodation business performance. In 1996-1997, the surveyed hotels and motor hotels in suburban locations reported the best results. Profitability was lowest (8%) for resorts; with more seasonal business, resorts reported the lowest occupancy rates.

Text Table 5.7

Performance Indicators by Establishment Size and Location, Surveyed Hotels and Motor Hotels, 1996 - 1997

	Profit margin	Occupancy rate	Average room revenue
	%	%	\$
Size			
Small	8	54	56
Medium	12	62	69
Large	13	67	100
Location			
Centre	12	65	89
Suburban	16	63	78
Highway	13	63	72
Airport	11	70	79
Resort	8	56	93

Source: Traveller Accommodation Survey, 1996-1997.

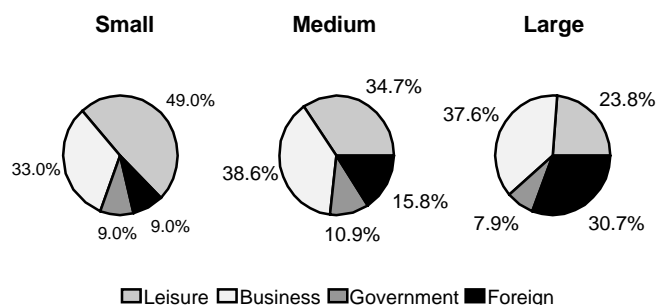
Business Characteristics

In hotels, the proportion of a specific group of customers may change from year to year in response to economic and market forces. In 1996-1997, the unusually significant drop in domestic leisure travellers (5 percentage points) was offset by increases in demand from business travellers (3 percentage points) and foreign visitors (1 percentage point). The client base of the hotel business varied significantly by size group and by province. In 1996-1997, small hotels⁷ reported a substantially higher proportion of domestic leisure travellers. A relatively high percentage of foreign customers was reported by large hotel establishments. Domestic business travellers, on the other hand, occupied equally important positions in large and medium-sized properties.

Provincially, Prince Edward Island, Manitoba, Saskatchewan and British Columbia all reported a proportion of domestic leisure travellers exceeding the national average. A significantly higher number of foreign visitors was reported by Quebec, Alberta and the Yukon.

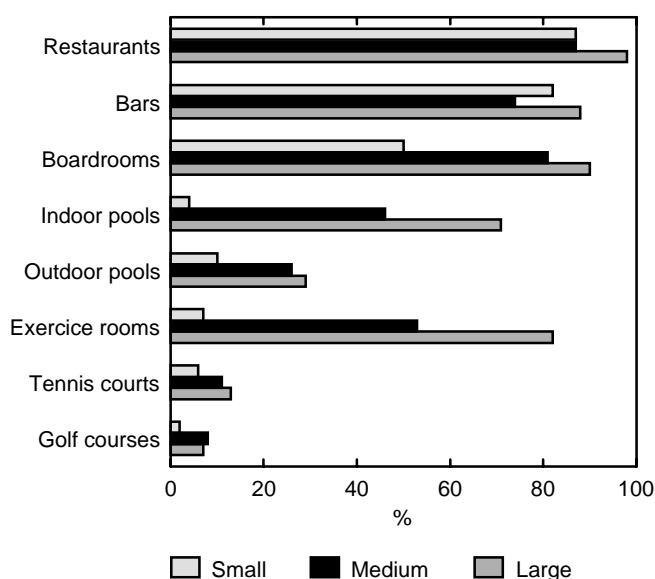
The hotels and motor hotels surveyed in 1996-1997 reported an average of 93 employees. This average number ranged from 30 employees in small establishments to 244 employees in large properties. In all, 69% of workers were full-time, including 10% seasonal employees. Of the 31% part-time employees, 5% were seasonal.

Figure 5.1
Percentage Distribution of Client Base by Size, Surveyed Hotels and Motor Hotels, 1996-1997



Source: Traveller Accommodation Survey 1996-1997.

Figure 5.2
Facilities by Size, Surveyed Hotels and Motor Hotels, 1996-1997



Source: Traveller Accommodation Survey 1996-1997.

Text Table 5.8
Employment Characteristics by Size of Establishment, Surveyed Hotels and Motor Hotels, 1996-1997

	Average number of employees	Full-time workers		Part-time workers	
		Year-round	Seasonal	Year-round	Seasonal
All establishments	93	59	10	26	5
		%		%	
Small	30	52	14	30	5
Medium sized	64	53	13	28	6
Large	244	65	7	24	4

Source: Traveller Accommodation Survey, 1996-1997.

The basic business of hotels is to provide short-term lodging services to travellers who are away from home either for leisure or for business purposes. Since most hotels are known to provide full-service accommodation, it is not surprising that they offer numerous amenities and facilities. A very high percentage of hotels and motor hotels are equipped with restaurants (89%), bar/lounges (79%), meeting rooms (75%), indoor pools (42%) and exercise facilities (49%).

Hotels and motor hotels, like other traveller accommodation industries, can be categorized into one of four market groupings (economy, mid-scale, upscale and luxury) based on the extent and quality of provided amenities, facilities and service. Nearly half (47%) of properties surveyed in 1996-1997 placed themselves in the mid-scale category, which generated over one third (36%) of total revenue. Judging the hotel market classes by size, it is interesting to note that most economy-class properties are small while most mid-scale and upscale establishments are medium-sized, and most luxury hotels are large. All classes of establishments were profitable, the profit margin of the luxury and mid-scale establishments being the highest.

The hotel and motor hotel industry, as portrayed by the 1996-1997 survey, showed some signs of improvement over its performance the previous year. Both occupancy rate and average room revenue were higher. As well, the previous year's negative profit margin was reduced.

The interesting variation between eastern and western hotel performance will probably continue for some time, as business cost structures and operating characteristics are not likely to change very quickly.

The large hotel properties, which accounted for a major proportion of the hotel and motor hotel industry, were still struggling toward a full recovery from the slump of the

Text Table 5.9
Operating Characteristics by Class and Size, Surveyed Hotels and Motor Hotels, Canada 1996-1997

	Economy	Mid-scale	Upscale	Luxury
	%			
Total	100	100	100	100
Small	52	17	12	8
Medium	42	70	48	27
Large	6	13	40	64
Total revenue	100	100	100	100
Small	40	8	2	1
Medium	46	57	24	10
Large	14	35	73	89
Profit margin	11	13	10	15
Small	8	8	10	14
Medium	13	13	10	9
Large	14	14	10	16

Source: Traveller Accommodation Survey, 1996-1997.

previous year. Preliminary 1997-1998 survey results (released in August 1999) indicate further advancement in overall traveller accommodation business performance. The industry has benefited from the continued growth in general tourism for fiscal year 1998-1999, primarily because of the low Canadian dollar. Preliminary data from the survey of this industry appear to indicate that occupancy rates and average room prices are up this year.

The Restaurant Industry

The restaurant industry was the sector reporting the second highest tourism demand in 1997, representing 20% of all tourism goods and services purchased by travellers. Total restaurant industry revenue grew by 3.0% in 1997, to \$32 billion. With inflation accounting for 1.7% of increased meal prices, the actual revenue increase over 1996 was 1.3%.

The industry is generally divided into two sectors. The first is the commercial sector, whose operations are primarily related to the restaurant business itself. Included are restaurants operating with or without an alcohol permit, caterers, taverns and restaurants selling and delivering take-out food; this segment accounts for 70% of total sales. The non-commercial sector, on the other hand, includes establishments operated by firms whose primary focus is some other industry. Included are restaurant services found in hotels and motels, hospitals, schools, office buildings,

theatres, clubs, entertainment facilities and stadiums, department store cafeterias and restaurants, and vending machines. This sector accounts for 30% of total sales.

The commercial sector grew most rapidly (4.0%) in 1997. While this was true for all provinces, the western provinces were more successful; increases there ranged from 6% to 18%.

Revenues from licenced restaurants grew much more rapidly than those for unlicenced establishments (4.0% versus 0.8%). Catering grew rapidly, however, with a 12% rise in revenue. Take-out food counters and taverns reported healthy increases of 6.3% and 7.5%, respectively.

Revenue for the non-commercial sector declined by 0.3% in 1997. Hotels and motels took advantage of an increase in tourism activity, reporting an increase of 4.0% in their restaurant activities; in contrast, revenues for institutional restaurants declined by 7.6%.

The Canadian Restaurant and Foodservices Association claims⁸ that the restaurant industry is slowly recovering after several difficult years. Sales and profit margins are rising, in contrast to trends observed in the early 1990s. Operators have managed to control labour costs, which represent close to 30% of their operating costs; costs of meal ingredients (more than one-third of operating costs) had been increasing more quickly than menu prices.

A review of the entire food sector reveals that restaurant services are beginning to recover the market share that they had lost to food stores after the Goods and Services Tax was introduced in the early 1990s. At that time, food stores took advantage of their GST exemption to market prepared foods for family consumption. In response to this initiative, the restaurant industry must offer take-out meals at competitive prices if it wishes to conserve its share of a consumer market where time is increasingly at a premium.

Other positive observations in regard to this industry include the lower bankruptcy rate and the constant increase (since 1991) in Canadians' average spending for restaurant services.

The restaurant industry is highly labour-intensive; it employs close to 867,000 Canadian and accounts for 6.2% of total employment in Canada. This labour pool is largely made up of young people and women. Specifically, 40% of the labour force is under 25 years of age, 60% are women, and a large proportion work part-time.

Text Table 5.10

Revenue for Restaurants, Caterers and Taverns, by Type of Business, Canada, Provinces and Territories, 1997 – Commercial Sector

	Licensed restaurants	Unlicensed restaurants	Take-out food	Caterers	Taverns	Total	Variation 97/96
	\$	\$	\$	\$	\$	\$	%
Canada	11,593,640	5,867,307	3,394,107	1,940,467	1,451,164	24,246,685	4.0
Newfoundland	71,839	77,653	52,845	31,719	35,779	269,835	1.2
Prince Edward Island	38,045	29,155	28,738	5,394	7,145	108,477	5.5
New Brunswick	205,929	200,650	129,042	48,356	64,896	648,873	3.8
Nova Scotia	141,586	200,792	94,445	38,554	43,344	518,721	2.9
Quebec	269,067	961,890	501,415	410,345	417,371	2,560,088	1.2
Ontario	4,068,509	2,149,835	1,527,704	740,691	427,924	8,914,663	1.7
Manitoba	276,734	303,803	120,378	40,457	8,996	750,368	6.3
Saskatchewan	29,209	309,828	70,311	34,789	50,058	494,195	11.0
Alberta	1,403,532	680,384	365,374	286,072	71,054	2,806,416	7.8
British Columbia	2,372,134	931,249	496,521	293,456	311,297	4,404,657	8.2
Yukon	15,178	11,012	-	-	-	26,190	14.7
Northwest Territories	16,877	11,057	-	-	-	27,934	17.7
Variation 97/96	%	4.0	0.8	6.3	11.7	7.5	4.0

Source: Restaurant, Caterer and Tavern Survey, 1997.

Text Table 5.11

Restaurant Industry Employment

	Employment	Distribution of employment
		%
Waiters	305,700	35
Chefs and cooks	194,300	22
Supervisors	72,700	8
Food preparation	66,000	8
Managers	41,300	5
Bartenders	40,400	5
Self-employed workers	146,500	17
Total – direct employment	866,900	100

Source: Food Service Facts, 1998.

Travel Agencies and Tour Operators

Travel agencies and tour operators are at the heart of the tourism industry. They play an important role in the distribution network, generating close to \$10 billion in revenue⁹ in 1997. This section examines the general characteristics of travel agencies and tour operators in regard to revenue, clientele, expense structure, marketing methods and trends.

The 1995 deregulation of the airline industry and the appearance of new information technologies have had a major impact on the marketing of tourism products. Travel agencies (especially small ones) have established alliances and affiliations to improve access to resources and increase purchasing power. By creating consortia of this kind, travel agencies have managed to avoid the threat represented by increased direct sales to consumers and reduced commission rates. Airline deregulation has had a consolidating and integrating effect within the industry. New routes have been opened and new products created to attract a growing number of tourists.

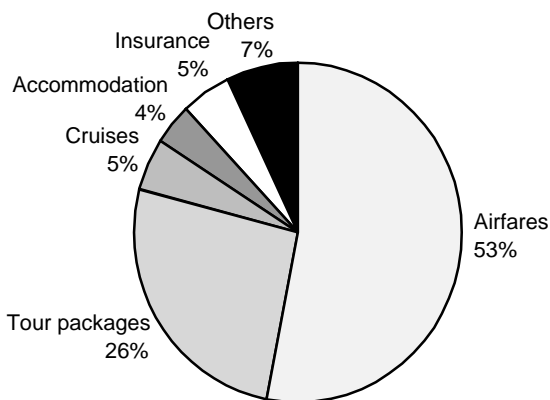
Travel Agency Profile

In 1997, more than 4,760 Canadian travel agencies provided multiple services to travellers, such as ticket sales, travel planning, and reservation of accommodation and transport services. They also acted as agents for tour operators and fielded questions and complaints from travellers. These services are offered to clients without direct fee, as travel agencies draw most of their revenue from commissions from suppliers (airlines and tour operators). The travel agency industry is labour-intensive, with wages and salaries representing more than half of operating costs. It employs about 16,000 people, 75% of whom work full-time.

Structure of Revenues and Expenses

More than half of travel agency revenues (53%) come from the sale of airline tickets. Commissions from the sale of packages and cruises represent close to a third of revenues (31%). The high percentage of revenues from the sale of airline tickets makes travel agencies highly vulnerable to airlines' efforts to reduce agent commissions and other technological changes such as ticket-less travel.

Figure 5.3
Distribution of Revenues by Category



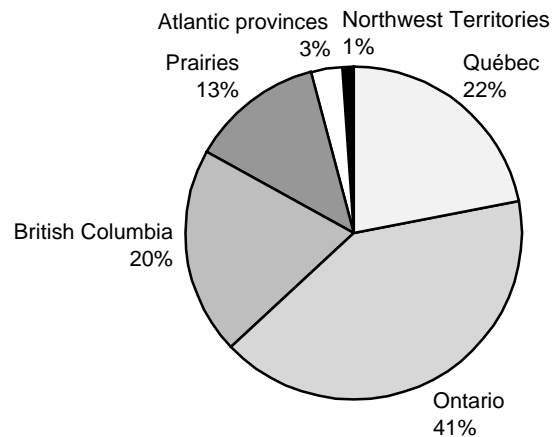
Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

Travel agencies are heavily concentrated in central Canada. More than 60% of industry revenues arise in the provinces of Quebec and Ontario. Canadians use travel agencies to travel abroad more often than they do to travel domestically. In 1997, for example, more than half (58%) of revenues were generated by the sale of travel services to foreign destinations, with the rest (42%) generated by travel to Canadian destinations.

More than half of travel agency revenues (51%) come from families travelling for pleasure, while 47% come from business people or government employees engaging in work-related travel.

Labour is the largest expense item for travel agents. Salaries, wages and employee benefits represent nearly 60% of operating expenses. While the industry is highly labour-intensive, the number of employees per agency is small (between 2 and 20). Most employees by far (75%) have permanent jobs, with an average weekly wage of \$525. The industry employs about 30,000 workers, most of them in Ontario and Quebec. Employment increased between 1994 and 1996, and declined in 1997. This decrease was

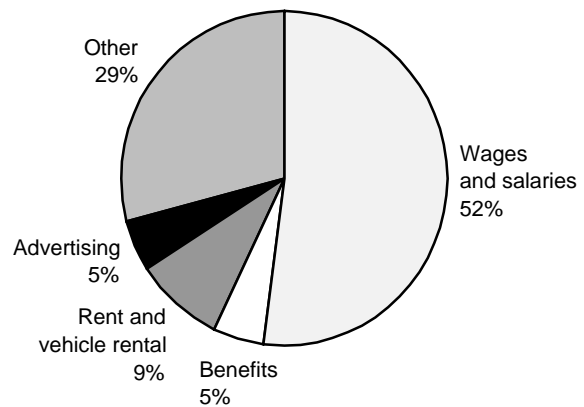
Figure 5.4
Distribution of revenue by province



Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

probably caused by greater use of technology in travel agencies and strong pressure within the industry to be competitive.

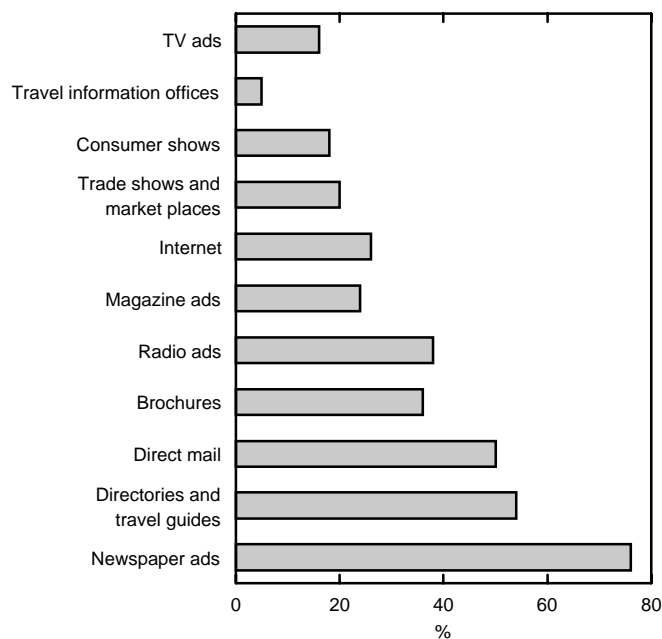
Figure 5.5
Distribution of Expense - Travel Agencies



Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

Far less important than wages are the rental/leasing of land, office space and vehicles (9%) and advertising and promotion (5%). While the proportion of expenses allocated to promotion may appear small, agencies benefit from advertising by their suppliers (tour operators, airlines and cruise lines). Newspaper ads are the preferred (76%) advertising vehicle for travel agents, who also make use of directories and travel guides (54%) and direct mail (50%). The internet is gaining in popularity; its use has virtually tripled, from 9% to 26% between 1995 and 1997.

Figure 5.6
Advertising Methods - Travel Agents



Source: *Annual Survey of Travel Agencies and Tour Operators, 1997*.

Travel agencies, tour operators and wholesalers work together; their activities complement one another. Tour operators and wholesalers develop packages which are sold by travel agents to consumers; in exchange, travel agents receive a commission. Independent tours are most popular, representing close to three quarters (73%) of tour sales. This is a significant increase over 1986. One- and two-week tour packages are in heavy demand (85%); package sales are more popular in the winter than at any other time of year.

Profile of Tour Operators and Wholesalers

In 1997, the close to 960 Canadian tour operators and wholesalers generated almost \$4 billion in revenues.¹⁰ The role of these wholesalers is to purchase a range of tourism products (hotel rooms, airline tickets, bus tours, entry to attractions, etc.) and to organize packages for resale to consumers either directly or through travel agencies. Wholesalers, motor coach operators, receptive agents, operators of foreign and domestic tours, and other transport companies make up this segment of the industry.

This sector is heavily concentrated; it is estimated that 25% of Canadian tour operators account for 90% of revenues.¹¹ The trend toward a small number of large tour operators

and large number of small companies operating in well-defined niches is here to stay. According to the Conference Board of Canada, there should be even more integration in this sector where key players are expanding constantly through takeovers and mergers. Some tour operators have already purchased shares in airlines, hotel chains or travel agencies. At present, three companies dominate the Canadian market.

In this highly competitive sector, new products and destinations must constantly be introduced to remain profitable. In 1997, the average profit margin within the industry was 7.3%, an increase over 1996. To survive over the long term, small firms must specialize in niches such as cruises, adventure tourism or eco-tourism because they cannot compete with the big tour operators for the mass market. With growing competition, tour operators tend to specialize in the sale of particular products and destinations. The exchange rate also has a major impact on the activities of tour operators; those who offer packages to foreign destinations purchase large quantities of tourism services in advance. As prices offered by suppliers has a direct impact on their profit margin, they have been hurt by the fall of the Canadian dollar against some foreign currencies. On the other hand, inbound tour operators (who receive foreign visitors to Canada) sell Canadian products in Canadian dollars and can offer excellent value to foreign travellers.

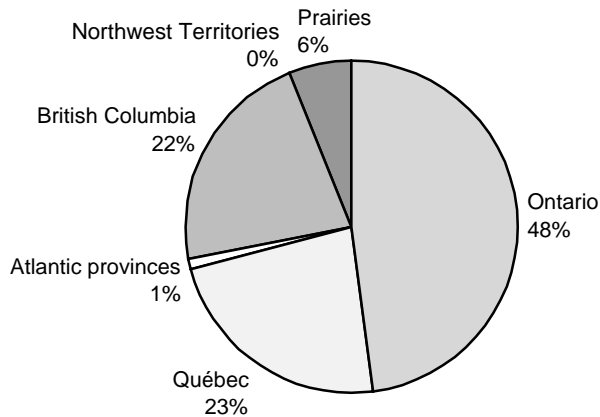
Structure of Revenues and Expenses

Revenues of tour operators come primarily (77%) from the sale of packages in travel agencies. Among these packages, tours appear to be the most popular product, with 69% of sales, followed by the sale of airline tickets. The provinces of Ontario, Quebec and British Columbia account for more than 94% of all revenues in the industry.

Package tours to foreign destinations account for three-quarters of revenues of tour operators. Tours to Canadian destinations sold to foreign travellers represent 22% of sales; the largest foreign markets are American (44%), French (12%) or Japanese (31%). The Canadian clientele are made up primarily of pleasure travellers (69%). A far smaller proportion of tour operators' revenues (8%) comes from business travellers.

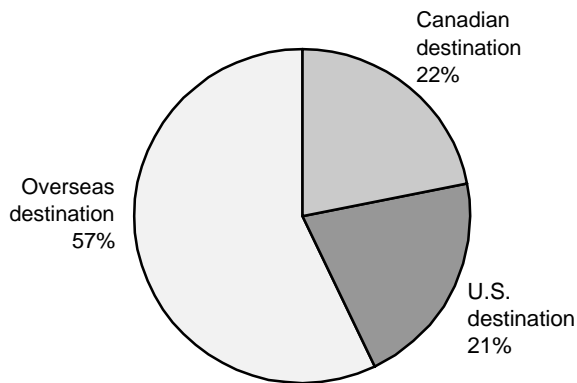
Although labour is the largest expense item for tour operators as well, wages, salaries and employee benefits account for only 44% of operating expenses. Tour operators employ four times as many employees as travel agencies (32 on average, compared to 7 or 8 for travel agencies);

Figure 5.7
Distribution of Revenue by Province – Tour Operators and Wholesalers



Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

Figure 5.8
Distribution of Sales by Destination

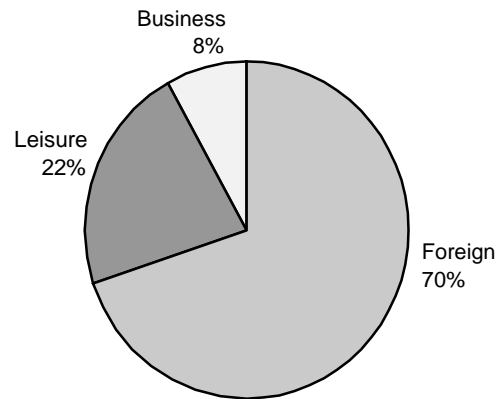


Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

and three-quarters of their workers are permanent and full-time. In addition, of those who responded to the survey, tour operators from Ontario, British Columbia and Quebec employed close to 90% of all workers.

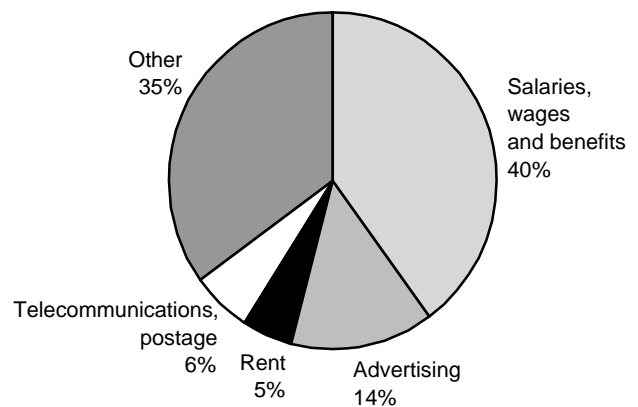
Advertising is the second highest expense item after labour, representing close to 14% of operating expenses for tour operators compared to 5% for travel agencies. All tour operators advertise; brochures, trade shows and newspaper advertisements are the most common advertising methods. While electronic media such as radio and television are less common, the internet is used by more than one-third (34%) of tour operators, an increase from 10% in 1995.

Figure 5.9
Distribution of Clientele - Tour Operators and Wholesalers



Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

Figure 5.10
Distribution of Operating Expenses - Tour Operators and Wholesalers



Source: Annual Survey of Travel Agencies and Tour Operators, 1997.

The tour operator and wholesaler industry is divided into two distinct segments with very different characteristics. Operators of foreign tours supply tour products to Canadians who travel to foreign destinations, while receptive tour operators sell Canadian packages to foreign travellers to Canada.

These two kinds of tour operators sell somewhat different types of packages. Bus tours are much more popular with receptive operators; in addition, receptive tours tend to be much shorter than foreign tours. Winter is the most popular season for foreign tour operators, while summer accounts for close to half of all packages sold by receptive tour

operators. Urban packages are most popular for receptive tour operators, while three-quarters of foreign travellers purchase resort packages.

The typical tour by a receptive tour operator consists of a bus tour to large urban centres lasting less than one week during the summer. The typical product of foreign tour operators is a guided tour of one to two weeks to a resort during the winter months.

Attractions

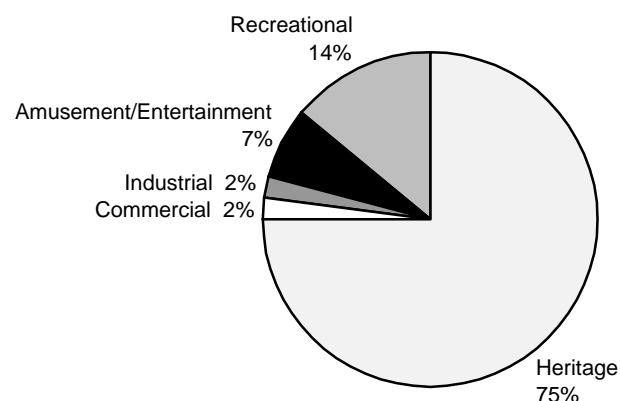
Attractions are a major component of the tourism industry. They are frequently the motivating factor behind a traveller's decision to visit a destination. Without attractions, the very existence of other tourism products would be less than certain. They are at the heart of the tourist experience.

The data were collected in a pilot survey of fiscal year 1995-1996 conducted by Statistics Canada in late 1996 for the Canadian Tourism Commission. In this survey, tourist attractions were defined as "places whose main purpose is to allow public access for entertainment, interest or education."¹²

Canadian attractions fall into five categories: heritage attractions (the most numerous, accounting for 75% of all attractions), amusement/entertainment attractions, recreational attractions, commercial attractions and industrial attractions.

Heritage attractions focus on preserving and exhibiting objects, sites and natural wonders of historical, cultural and educational value (e.g., museums, art galleries, historic and heritage sites, botanical and zoological gardens, and nature parks and conservation areas). Amusement/entertainment attractions maintain and provide access to amusement or entertainment facilities (e.g., arcades and amusement, theme and water parks). Recreational attractions maintain and provide access to outdoor or indoor facilities where people can participate in sports and recreational activities (e.g., golf courses, skiing facilities, marinas and bowling centres). Commercial attractions are retail operations dealing in gifts, handcrafted goods and souvenirs that actively market to tourists (e.g., craft stores listed in a tourist guide). Industrial attractions deal mainly in agriculture, forestry and manufacturing products that actively market to tourists (e.g., wineries, fish hatcheries and factories).

Figure 5.11
Kinds of Tourism Products



Source: *Surveys of Canada's Tourist Attractions, 1996.*

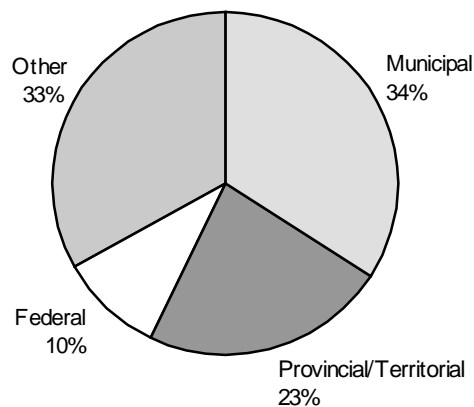
Attractions are not necessarily natural wonders, despite what most people have in mind when they think of tourist attractions. In fact, only 28% of attractions were located near a natural wonder, such as Niagara Falls or a national park. Slightly over a quarter of them were located in Ontario, followed by 15% in Quebec. Attractions are found in rural regions and urban regions to equal degrees. Toronto is the census metropolitan area with the most attractions, followed by Montreal and Vancouver.

More than 55% of tourist attractions responding to the survey opened in the 1970s and 1980s; close to one-third were older. Almost half of surveyed tourist attractions received government contributions or loans or private donations when they were established. In addition, 60% of them were operated by public agencies, either municipal (34%), provincial or territorial (23%) or federal (10%). Most (76%) of these organizations were non-profit; about half collected an admission fee.

Half of visitors to surveyed attractions came in the third quarter for a short visit (less than three hours in 80% of cases). More than 90% of tourist attraction operators reported Canadian visitors, while 83% reported American visitors and 69% visitors from overseas.

Surveyed tourist attractions employed almost 100,000 workers in 1995-1996, including 60% only in the peak season and 33% year-round. These employees received training primarily in customer service, security and safety skills and hospitality.

Figure 5.12
Distribution of Public Sector Attractions



Source: *Surveys of Canada's Tourist Attractions, 1996*.

The most important sources of revenue for attractions were admission fees and the operating budget (in the case of public agencies) which represented more than half of all revenues for surveyed attractions. Other revenue was provided by the sale of various products and services such as merchandise, food and drink, accommodation services, equipment rental, parking, ride admissions, and so on.

The largest expense category by far was wages and salaries, representing 40% of total operating expenses for survey respondents. Other expense categories were much smaller: cost of goods sold represented 11% of total operating expenses, while all other categories (insurance, fees, advertising, maintenance and repairs) represented less than 10%.

Notes

- ¹ National Tourism Indicators, catalogue no 13-009-XPB, 1997.
- ² The traveller accommodation section is an update of an article published in *Travel-Log*, catalogue no. 87-003-XPB vol. 15 no. 3 entitled "Traveller Accommodation Survey: An Overview". The author of this article was Sam Lee.
- ³ The terms "hotel" and "hotel industry" take in motor hotels as well, that is, they designate the entire hotel and motor hotel industry.
- ⁴ Includes the cost of food, beverages, alcohol and merchandise purchased and used in sales.
- ⁵ Includes expenses on rent/lease of land and building, heat, light, power and water, insurance, taxes, permits and licences.
- ⁶ Hotels and motor hotels having at least 100 rooms.
- ⁷ Hotels and motor hotels having fewer than 50 rooms.
- ⁸ *Foodservice Facts, Market Review and Forecast, 1998*. Canadian Restaurant and Foodservice Association.
- ⁹ *Annual Survey of Retail Travel Agencies, Tour Operators and Tour Wholesalers*.
- ¹⁰ *Annual Survey of Retail Travel Agencies, Tour Operators and Tour Wholesalers, 1996*.
- ¹¹ *Travel Forecast 2000: Twenty one questions for the 21st century*, CTRI, 1997.
- ¹² *Canada's Tourist Attractions: A Statistical Snapshot 1995-1996*.

CHAPTER 6

TOURISM IN CANADA AND ITS VARIOUS ECONOMIC FACETS¹

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Introduction

Tourism affects a number of industries. Hotels, travel agencies, airlines and restaurants are to varying degrees affected by tourism. Thus, tourism is not just one industry, but an amalgam of several, and the tourism phenomenon raises a number of questions because of its complexity, its various ramifications and its scope.

What is the real magnitude of tourism in Canada? What are the total tourism expenditures in Canada? Is it possible to identify a trend in these expenditures, inflation-adjusted or otherwise? What proportions of these expenditures are made by foreign and Canadian visitors? Has the latter proportion grown or declined in recent years? To what extent does tourism contribute to the output of goods and services within the overall economy? How many jobs are generated by tourism activity? What is the inflation rate for tourism commodities, and is this rate rising faster than for the economy as a whole? What is tourism's share in the total revenue from a good or service? What government revenues are attributable to tourism?

This chapter will attempt to answer these various questions, drawing on information contained in the Tourism Satellite Account (TSA) and the National Tourism Indicators (NTI). The analysis will focus on 1997 and 1998², while providing a historical perspective.

Before beginning, it is important to identify clearly what we are seeking to measure. The definition of tourism used in the TSA and the NTI is the one adopted by the World Tourism Organization and the United Nations Statistical Commission. It reads as follows: "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Clearly, this definition is both broad and general – broad because it includes not only personal trips but also trips made primarily for business; and general, because it does not attempt to clarify the concept of usual environment. Each country is therefore free to use its own criteria in order to arrive at a practical application and reflect its own particular circumstances. In Canada, the distance criterion is used. Thus, tourism is generally considered to consist of the trips³ of Canadians travelling within Canada for a distance of

What is the Tourism Satellite Account?

- A set of statistics that measure, in a very detailed way and at regular intervals, the structure and scope of tourism in Canada in terms of output, expenditures and employment.
- Uses information from various sources, for both the supply of and the demand for tourism commodities.
- Brings the information together within a comprehensive conceptual framework, namely the System of National Accounts.
- Allows for comparison with other industries in the Canadian economy.

From the Satellite Account to the National Tourism Indicators

The National Tourism Indicators

- Show the status of tourism and how it is evolving on a quarterly basis.
- Serve to update the Satellite Account.
- Are released ninety days after the reference quarter.
- Are the result of a partnership between Statistics Canada and the Canadian Tourism Commission.

80 kilometres or more (one-way) from their home, as well as the trips of foreigners (or non-residents) travelling in Canada. The expenditures associated with these two components, when taken together, yield a figure for “tourism total demand in Canada.” Canadian residents travelling outside Canada are also covered by the general definition of tourism.

The Tourism Use of Certain Commodities

Some commodities are considered as “tourism” commodities if a significant portion of the demand for them in Canada comes from visitors. The major categories of tourism commodities are transportation, accommodation, food and beverages and other commodities (mainly recreation services and travel agencies). Within these categories are expenditures on passenger air transportation and automobile fuel, motels and campgrounds, meals and alcohol served by licensed establishments. But it is immediately obvious that some tourism commodities are not purchased solely by visitors. In other words, the tourism content varies greatly from one commodity to another or, in technical terms, the demand/supply ratio is low or high. For example, tourists consume a very large share of accommodation services. On the other hand, only a small

percentage of expenditures in restaurants may be attributable to visitors, with the bulk of those expenditures being made by local residents. This is also the case with gasoline, a very large proportion of which is consumed for non-tourism purposes. The following table shows tourism demand as a portion of the supply of tourism commodities according to the Tourism Satellite Account.

Text Table 6.1

Tourism Demand as a Proportion of Domestic Supply⁴

Tourism commodities	%
Air transportation, passenger	93.0
Rail transportation, passenger	90.6
Water transportation, passenger	85.8
Interurban bus, charter and tour	88.6
Taxicabs	22.3
Vehicle rental	82.9
Vehicle repairs and parts	17.9
Vehicle fuel	22.9
Total transportation	39.8
Hotels	92.1
Motels	94.7
Camping	88.8
Outfitters	90.1
Other types of accommodation	74.9
Total accommodation	91.6
Meals from:	
Accommodation services	38.3
Food and beverage services	19.5
Other tourism industries	19.4
Alcoholic beverages from:	
Accommodation services	23.4
Food and beverage services	17.7
Other tourism industries	17.8
Total food and beverages	20.9
Recreation and entertainment	23.6
Travel agency services	98.1
Convention fees	92.1
Total, other tourism commodities	31.6
TOTAL, TOURISM COMMODITIES	36.1

Source: National Tourism Indicators, Catalogue no. 13-009-XPB.

Thus, 93% of passenger air transportation revenues were from tourism, while the corresponding percentage was 92.1% in the case of hotel accommodation. Some might believe that these percentages should be 100%, i.e., that all revenues are attributable to tourism. However, it is necessary to keep in mind that according to the very definition of tourism, certain categories of travellers are excluded, such as students, migrants and diplomats. Furthermore, in the case of accommodation services, local residents make some use of these establishments. For the other two types of expenditures cited above, food and beverage services and gasoline, the tourism demand/supply ratios are 19.5% and 22.9% respectively.

The Various Components of Tourism Demand in Canada

This section seeks to answer the questions on the amount of tourism expenditures made by the different categories of visitors, namely non-residents and Canadians⁵.

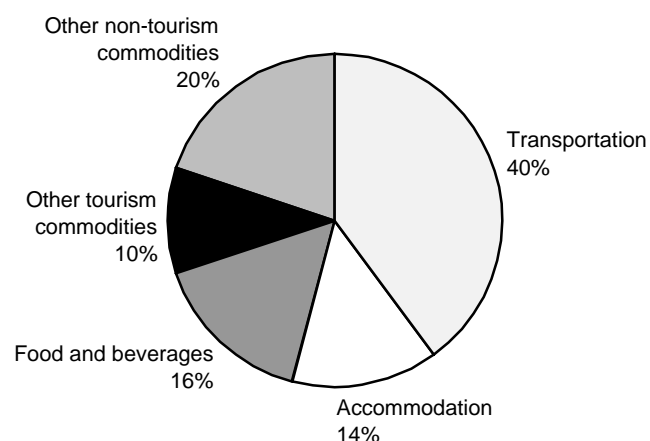
Tourism Demand in Canada

Tourism expenditures in Canada stood at \$44.0 billion in 1997, an increase of 5.3%, compared to the 4.7% increase registered in 1996. Looking at the two components of tourism demand in Canada, export growth fell sharply, while domestic demand rebounded. The growth rate of exports decreased by half, dropping from 10.4% in 1996 to 5.2% in 1997, while the growth rate of domestic demand doubled, rising from 2.6% to 5.3% during the same period.

However, when accounting for inflation, the growth in tourism expenditures in Canada fell for the third consecutive year. At 2.5%, it was the lowest increase since 1992. This slackening is largely attributable to the expenditures of non-residents, which grew more slowly in 1997 in all expenditure categories. Overnight trips, which are more costly, increased by only 1.9%, while same-day trips rose by 5.8%

Of the different expenditure categories, transportation was by far the largest. Alone, it accounted for 40% of total tourism spending in Canada in 1997. Next came other non-tourism commodities (20%), food and beverages (16%), accommodation (14%) and other tourism commodities (10%). In 1997, expenditures in all these major categories were up. Among these, the other tourism commodities category, which is made up mainly of recreation and entertainment services (63%) and travel agency services (34%), grew by 6.8%, the strongest increase of all major

Figure 6.1
Composition of Tourism Demand in Canada



Source: National Tourism Indicators, Catalogue no. 13-009-XPB.

categories. Ranking second, the transportation expenditures grew by 6.6%. Air transportation expenditures, which accounted for more than half of transportation expenditures (56%), increased the most (10.3%) of all expenditure components and had their best performance since 1987. This might be related to the signing of the "Open Skies" agreement between Canada and the United States⁶ in February 1995.

Domestic Demand

Domestic demand, which accounted for 71% of total demand in Canada, grew by 5.3% in 1997, the highest growth rate since 1990. When accounting for inflation, domestic demand rose by 2.1%, the strongest increase since 1993.

The total number of trips abroad by Canadians fell by 2.6%. Trips to the United States, which represented 93% of the total, fell by 3.3%, while trips to other countries rose by 8.5%. The U.S. – Canada exchange rate favoured domestic travel rather than U.S. travel in 1997.

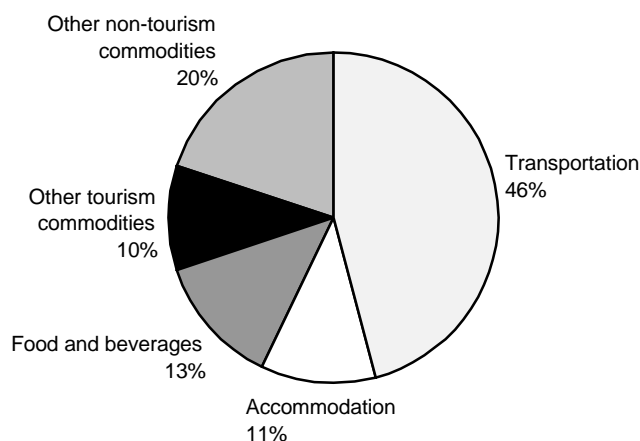
The demand for other tourism commodities exhibited the strongest increase (8.2%), with travel agency services rising by 9.9%. Transportation services, which represent almost half (46%) of the domestic demand ranked second, with a growth rate of 7.1%, followed by expenditures on food and beverage services (4.2%) and accommodation services (1.0%), which accounted for 13% and 11% respectively of total domestic demand.

Text Table 6.2
Tourism Demand in Canada - 1997

	Domestic Tourism Demand in Canada	Percent change from preceding year	Foreign demand (Tourism Exports)	Percent change from preceding year	Total Tourism Demand in Canada	Percent change from preceding year
	\$ millions	%	\$ millions	%	\$ millions	%
Transportation	14,280	7.1	3,347	4.4	17,627	6.6
Passenger air transport	7,909	11.7	1,889	5.0	9,798	10.3
Passenger rail transport	132	5.6	71	6.0	203	5.7
Interurban bus transport	397	3.9	168	5.7	565	4.4
Vehicle rental	353	0.3	549	1.7	902	1.1
Vehicle repairs and parts	1,829	-2.1	69	3.0	1,898	-1.9
Vehicle fuel	3,229	3.8	398	3.4	3,627	3.7
Other transportation	431	4.1	203	8.0	634	5.3
Accommodation	3,375	1.0	2,813	8.7	6,188	4.4
Hotels	2,399	-0.1	2,214	10.8	4,613	4.8
Motels	584	3.0	324	4.2	908	3.4
Other accommodation	392	5.7	275	-1.1	667	2.8
Food and beverage services	4,174	4.2	2,911	5.5	7,085	4.7
Meals, from accommodation services	573	3.8	400	1.3	973	2.7
Meals, from food and beverage services	2,524	4.9	1,783	6.6	4,307	5.6
Alcohol, from accommodation services	294	2.4	241	3.4	535	2.9
Alcohol, from food and beverage services	635	2.1	390	6.0	1,025	3.5
Meals and alcohol, from other industries	148	6.5	97	6.6	245	6.5
Other tourism commodities	3,275	8.2	1,169	3.3	4,444	6.8
Recreation and entertainment	1,745	7.5	1,073	3.1	2,818	5.8
Travel agency services	1,479	9.9	50	0.0	1,529	9.5
Convention fees	51	-13.6	46	12.2	97	-3.0
Total tourism commodities	25,104	5.9	10,240	5.7	35,344	5.8
Total other commodities	6,149	3.1	2,494	3.1	8,643	3.1
Tourism expenditures	31,253	5.3	12,734	5.2	43,987	5.3

Source: National Tourism Indicators, Catalogue no. 13-009-XPB.

Figure 6.2
Composition of Domestic Demand



Source: National Tourism Indicators, Catalogue no. 13-009-XPB.

In 1997, domestic demand for air transportation services increased by 11.7%. This was the highest growth rate for all components, since private vehicle operation expenditures increased by 1.5%, while other transportation expenditures rose by 4.2%.

Expenditures on food and beverage services rose by 4.2%, a rate almost four times higher than the previous year. Meals served by restaurants increased by 4.9%, while those served by accommodation services rose by 3.8%.

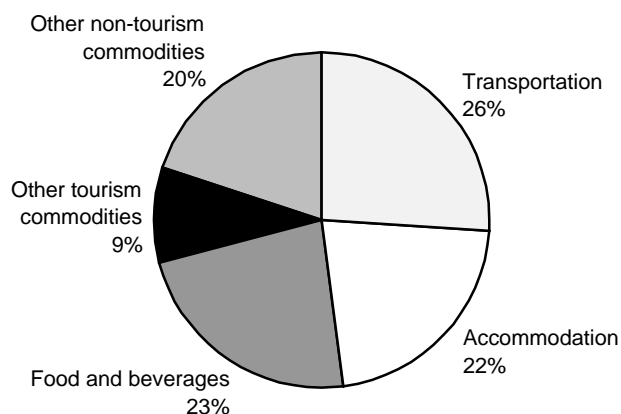
Foreign Demand

The growth rate of foreign demand (exports) fell by half, going from 10.4% in 1996 to 5.2% in 1997, the lowest rate since 1992. However, foreign demand as a proportion of total demand rose from 22% in 1989 to 29% in 1997. With

the Canadian currency weakening against the American dollar, the number of travellers from the United States increased by 5.2%. The number of same-day visitors rose by 6.0%, while overnight stays increased by 3.8%. The number of visitors from other countries dropped by 4.2% after rising by 10.6% in 1996. The number of visitors from Europe and the Asia Pacific region fell by 2.2% and 8.1% respectively, as the Canadian dollar appreciated against their currencies and the financial crisis in Asian countries deepened.

Accommodation services, which accounted for 22% of non-resident expenditures, posted the strongest increase (8.7%). The main component, expenditures on hotels, grew by 10.8%, more than double the increase in expenditures on motels (4.2%). Ranking second were expenditures on food and beverage services, which increased by 5.5%, representing 23% of expenditures. In this category, meals served by food and beverage services rose by 6.6%.

Figure 6.3
Composition of Exports



Source: *National Tourism Indicators, Catalogue no. 13-009-XPB.*

Non-resident transportation expenditures accounted for 26% of total exports. Air transportation, which alone represented more than half of total transportation expenditures, increased by 5.0%.

Non-residents' expenditures on other tourism commodities increased by 3.3%, with the main component, recreation and entertainment, rising by 3.1%. As the figures show, non-residents consume very few services of Canadian travel agencies.

The Tourism Gross Domestic Product (GDP)

The tourism GDP allows analysts to compare the activities resulting from tourism with the activities of other industries and to determine their relative magnitude. The tourism GDP at factor cost reached \$19.2 billion in 1998, representing 2.5% of the GDP of the economy as a whole. This is similar to the 1990 rate of 2.3%. Over the period 1990-1998, the tourism GDP rose by 43%, while the overall GDP increased by approximately 30%.

The tourism GDP at factor cost is the total valued added by both tourism and non-tourism industries that is generated by the provision of goods and services to tourists and same-day visitors. An industry is considered a tourism industry if it provides goods and services to visitors, and if in the absence of tourism, it would cease to exist or would continue to exist but at a greatly reduced level.

Estimates of the tourism GDP are calculated in the framework of the Tourism Satellite Account for 1988 and 1992. For the other years, the tourism GDP is generated from a tourism economic impact model (TEIM). This accounting model is based on the input, output and final demand matrices in the input-output tables, and on the Tourism Satellite Account. The input-output matrices link industries and commodities, as well as the sales of certain industries, to the purchases of other industries and to final demand. The TEIM is also based on the most reliable and recent data on tourism, such as the National Tourism Indicators, the International Travel Survey and the Canadian Travel Survey.

The TEIM also shows how hypothetical changes in tourism demand lead to changes in the supply, distribution and allocation of goods and services in the production line of the business sector. The total effect of a given expenditure is obtained by summing its direct and indirect effects. The direct effect is measured by the increase in the output of establishments directly in contact with visitors, such as hotels and restaurants. The suppliers of these establishments will see their output increase indirectly. For example, an increase in the demand for restaurant meals directly benefits the food and beverages industry and indirectly benefits the food processing industry and beyond it the agricultural sector. The multipliers in the input-output tables do not include the induced effects of expenditures made by those who have received income for their labour or capital.

Employment and Tourism in Canada

Any firm, regardless of the industry in which it operates, uses some combination of materials (capital) and manpower (labour) in its production process. Firms in the tourism field are no exception to this rule. Perhaps what distinguishes tourism is its large labour component, since it is generally recognized as a highly service-oriented activity. Visitors' demand for tourism commodities, technological change, competition among firms, and various government policies are only a few of the factors that can influence the level and structure of employment in the tourism field.

The Tourism Satellite Account (TSA) and the National Tourism Indicators (NTI) provide policy makers, people in the tourism industry, researchers and users in general with relevant data on the size and composition of the manpower engaged in tourism.⁷ Those data show that in 1997, tourism generated 503,200 jobs, an increase of 2.3% over the previous year. The number of employed persons attributable to tourism in transportation grew by 5.1% in 1997, accounting for much of the overall increase. Air transportation did particularly well, with a growth rate of nearly 9% over 1996.

Definition of employment

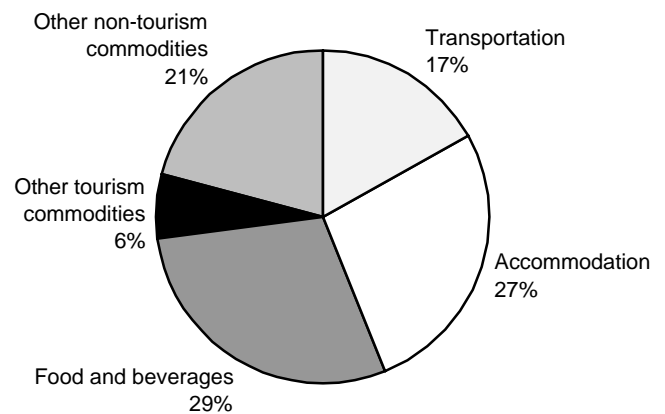
Employment attributable to tourism is expressed in terms of persons employed, whether full-time or part-time. This means that a person working 15 hours per week has the same weight as another person working 40 or 50 hours per week. These estimates are therefore not based on the concept of full-time equivalence.

An examination of the period 1986⁸ - 1997 shows that total employment attributable to tourism rose by 19.5% over the period, going from 420,900 in 1986 to 503,200 in 1997. In comparison, employment in the business sector as a whole grew at a slower pace, increasing by only 12.5%. During those eleven years, the 1990-91 recession obviously had a negative impact on employment levels in the tourism industry and in the business sector as a whole.⁹ From its pre-recession peak in the fourth quarter of 1989 (seasonally adjusted data) to its trough in the first quarter of 1992, employment fell by 4.1% for the business sector as a whole. Tourism employment was harder hit, dropping by 5.4% from the fourth quarter of 1989 (seasonally adjusted data) to the third quarter of 1991.

Of the total of 503,000 jobs, 395,000 were in tourism industries, namely transportation, accommodation, food and beverage services, recreation and entertainment, and travel

agencies. The other 108,000 jobs were in industries not strictly related to tourism, but whose employment levels were affected by visitors' expenditures. Among the tourism industries, the greatest number of employed persons (140,600) were in food and beverage services. Accommodation was a close second with some 137,400 jobs, or 27.3% of the total. Among the other tourism industries, 87,400 employed persons were in transportation and 29,800 in recreation, entertainment and travel agencies.

Figure 6.4
Breakdown of Tourism Employment by Industry in 1997



Source: National Tourism Indicators, Catalogue no. 13-009-XPB.

Government Revenues From Tourism

In addition to expenditures, employment and Gross Domestic Product (GDP), there is another variable for quantifying the importance of tourism in Canada: the share of government revenues attributable to tourism. The goods and services tax (GST) that an individual must pay when staying in a hotel is a good example of a tax that is collected by government and is directly related to tourism. A study¹⁰ was conducted to measure this phenomenon.

Government revenues come from various sources: from taxation (the taxation source), from income-generating government assets or Crown corporations or, to a lesser extent, from the sale of goods and services. It is important to note that this study looked only at revenues from the taxation source, in other words, revenues obtained through the collection of indirect or direct taxes.¹¹ Moreover, only a portion of the direct taxes levied were taken into account, namely direct taxes on employment income; taxes on corporate profits in particular were excluded. The study drew heavily on tax data from Revenue Canada.

Thus, in 1992, all governments collected \$169.5 billion from the sources taken into account in the study. Approximately 4.8% of revenues, or \$8.1 billion, can be directly attributed to tourism. Direct taxes on income from employment in the business sector amounted to \$73.1 billion for the three levels of government. The share attributable to tourism was 3.5% or \$2.6 billion. Indirect taxes on firms yielded \$47.8 billion, of which 2.5%, or \$1.2 billion, were directly attributable to tourism. Indirect taxes on business sales to final consumers were \$48.7 billion, of which 9.0%, or \$4.4 billion, were directly attributable to tourism. Analysed by level of government, the study results showed that tourism generated 5.3% of the tax revenues of the federal government, the same percentage for provincial and territorial governments, and 2.1% for municipalities.

The study also looked at tax revenues per dollar devoted to tourism expenditures; it showed that for every \$100 of expenditures on tourism, the three levels of government together collected \$22.90 in 1992. More specifically, the federal government received \$12.40, provincial and territorial governments received \$8.90, and local governments received \$1.60.

Inflation in Tourism

What is the inflation rate for tourism-related commodities, and does it increase more quickly than in the economy as a whole? The inflation rate for tourism in general is the result of price increases or decreases for a great number of variables. It is useful to look at the same expenditure categories as studied above, from transportation to accommodation to food and beverage services.

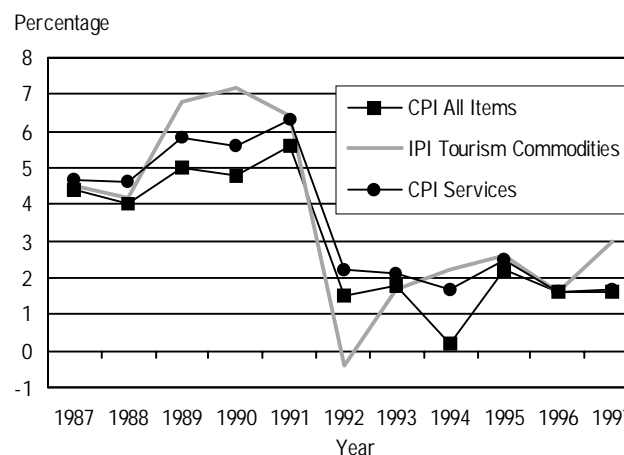
In 1997, prices¹² for all tourism commodities increased by 3.0% over the previous year. The first quarter (data not seasonally adjusted) was especially affected, with the inflation rate approaching 6%. Transportation services posted the strongest increase in 1997, with prices rising by 4.0%. Price changes in passenger air transportation were a major contributing factor, with an inflation rate of 6.2% for the year.

Price increases in 1997 were lower for the other expenditure categories. For accommodation, food and beverages and other tourism commodities, the inflation rate was 2.3%, 1.6% and 2.3% respectively.

In comparison, the all-items consumer price index (CPI), a more general measure of prices in the economy, posted an increase of 1.6% in 1997 over the previous year. This, then,

was almost half the overall rate for tourism commodities as measured by the implicit price index (IPI). This situation was not unique to 1997, as the following chart shows.

Figure 6.5
Inflation in Tourism Compared to the Rest of the Economy



Sources: National Tourism Indicators and the Consumer Price Index.

Thus, in 9 years out of 11 from 1987 to 1997, price increases for tourism commodities were greater than for the overall basket of goods purchased by consumers. The two exceptions were 1992 and 1993, and in 1992 there was even a decrease in prices for tourism commodities. An analysis of price changes over the entire period shows that prices related to tourism rose by 43%, whereas the CPI rose by 32%. From another perspective, the increase in prices was on average one percent higher per year for tourism commodities than for the overall basket of goods and services purchased by individuals.

Preliminary Review of 1998

In 1998, tourism expenditures in Canada amounted to \$47.0 billion, including \$14.2 billion or 30% by non-residents and \$32.8 billion or 70% by Canadians. The share of total expenditures attributable to non-residents has been steadily rising for nine years.

Expenditures of foreign visitors rose by 11.4% over the previous year, twice the growth rate for Canadians' expenditures (5.1%). In 1998, the combined overall rate of increase of tourism expenditures in Canada was 7.0%, much higher than the rate registered in 1997 (5.3%) and in 1996 (4.7%). Unlike the previous two years, when spending was mainly buoyed by transportation expenditures, 1998

was marked by sizeable gains in expenditures on accommodation (10.7%) and food and beverages (9.0 %).

After correcting for inflation, tourism expenditures rose considerably in Canada in 1998 (5.0%), ending a downward trend observed since 1995. The sizeable increase (9.0%) in the expenditures of non-residents was once again the main source of growth in overall demand, with Canadians increasing their expenditures by 3.3%. In 1998, the number of Americans travelling to Canada increased by 8.3% over 1997 as they continued to take advantage of the weak Canadian dollar. The number of overnight trips, which are more costly, grew by 11.1%, almost double the growth rate observed for same-day visits (6.9%). However, the situation for visitors from Europe or the Asia Pacific region was not nearly as favourable. The number of European visitors fell for the second time this decade (-2.4%), while the number of visitors from the Asia Pacific region fell even more sharply (-19.5%).

Canada's travel account balance (including passenger fares) –the difference between the expenditures of foreign visitors in Canada and those of Canadian residents abroad–stood at minus \$3.3 billion in 1998, representing the lowest deficit in ten years. This situation resulted from a greater number of American visitors to Canada and the fact that almost 15% more Canadian visitors decided to stay home in 1998.

Price Increases in Tourism Commodities Outpace the Consumer Price Index

The overall tourism inflation rate as measured by the implicit index of tourism commodity prices was 2.1% in 1998, compared to 3.0% in the previous year. By comparison, the Consumer Price Index (CPI) for all goods and services, a more general measure of price changes, rose only slightly (1%) during the year. The greatest price increase was in accommodation (4.5%), with a more modest increase in transportation prices (1.1 %).

More Jobs Generated by Tourism

In 1998, tourism generated a total of 518,000 full-time and part-time jobs, an increase of 3.0% over the previous year. Especially good results were obtained in the air transportation sector, with an increase in the number of travellers. After outpacing the rate of job growth in the business sector for the previous three years, in 1998, tourism-related job growth was comparable to that of the business sector as a whole.

Summary and Conclusion

The Tourism Satellite Account and the National Tourism Indicators are a major source of information for analysing the tourism sector in Canada. This article sought to answer various questions concerning the impact of tourism in terms of the value of expenditures made by the different categories of visitors, the employment attributable to tourism, and the amounts that governments receive from tourism in the form of taxes. The size of the amounts involved shows the significant role of tourism in the Canadian economy.

Furthermore, the various changes that are currently taking place within our society (such as the growing use of the internet, the globalization of trade, the near-elimination of national borders in Europe and the retirement of the baby boomers) will undoubtedly, in the fairly near future, have a direct impact on tourism in both Canada and the rest of the world.

Notes

- ¹ The original version was written in French.
- ² Using data available on April 1st 1999.
- ³ Not all trips constitute tourism. Not included are commuting, trips for the purpose of education or work in a new location, or trips made by migrants, diplomats or members of the Armed Forces on assignment, as well as flight personnel.
- ⁴ Percentages are based on the 1992 reference year.
- ⁵ Spending by non-residents is also referred to as “exports” or “foreign demand” and spending by Canadians in the country as “domestic demand”.
- ⁶ See Travel Log, Catalogue no. 87-003, Vol. 18 no.3 *The US-Canada Open Skies Agreement: Three Years Later*.
- ⁷ Statistics Canada's Income and Expenditure Accounts Division is currently undertaking a major effort to set up a module on human resources for tourism, which would supplement the TSA and NTI. The module would serve to extend and disaggregate the current measures of employment and wages and use them in combination with socio-demographic variables such as sex, age, education level and type of occupation.
- ⁸ First year for which data are available from the National Tourism Indicators.

- ⁹ There is usually some time lag between a drop in output and firms' decision to lay off employees. Similarly, once business picks up, firms generally prefer to wait a while before calling back all their employees.
- ¹⁰ This section draws on the broad outlines of a study conducted by Statistics Canada's Income and Expenditure Accounts Division for the Canadian Tourism Commission, entitled "Estimates of Government Revenues Attributable to Tourism, 1992". The reader should note that some revisions were made to the totals estimated for various taxes after the study was released.
- ¹¹ Indirect taxes are mainly associated with expenditures, while direct taxes are primarily associated with income.
- ¹² These estimates are derived from implicit price indexes; that is, they are obtained by dividing expenditure estimates in current prices by those in constant prices for the base year (1992). In this way, the prices reflect not only pure price changes but also changes in the expenditure weighting pattern.

CHAPTER 7

REGIONAL PORTRAIT

Profile of Tourism in Canada's Tourism Regions

Lessons Learned from the Analysis of the CTS and ITS Results for the Merger of Southwestern Ontario and Festival Country

Tourism Generating Regions in Canada: Factors Associated with Travel Patterns and Tourist Behavior

Profile of Tourism in Canada's Tourism Regions

**Laurie McDougall and Sylvie Bonhomme,
Tourism Statistics Program**

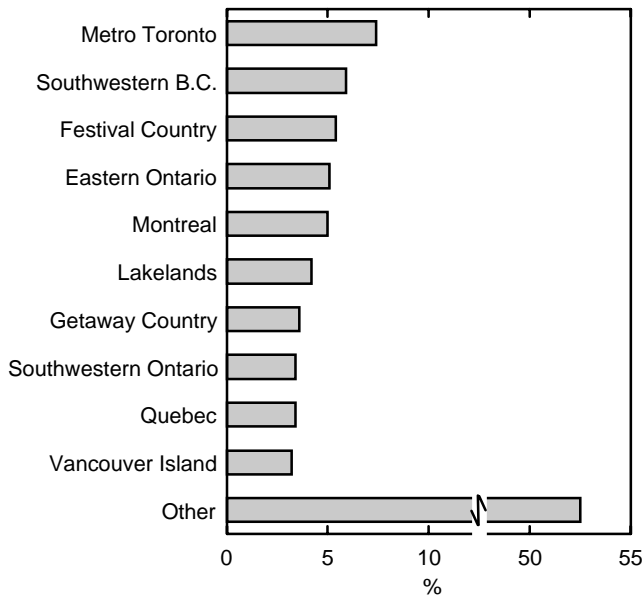
In 1997, the 83.4 million overnight trips that tourists made to and within Canada resulted in \$20.6 billion in spending. Canadians were the largest group of tourists, making 79% of overnight trips across Canada. Americans were the second-largest group, taking 16% of the trips while overseas visitors made the remaining 5%.

During a single overnight trip to a destination in Canada, tourists may visit several areas. On average in 1997, tourists made 1.2 visits per trip. By examining places visited throughout the course of a trip we have a more accurate picture of the impact of tourism, particularly at the regional level. Canada is divided into 81 tourism regions, as defined by each province. Some regions, like Quebec's Far North and James Bay region, cover vast areas. Others, like Metro Toronto, are quite limited in size. The number of tourism regions varies from one province to another. There is just a single region in Prince Edward Island, while there are nineteen in Quebec.

This article provides a thumbnail sketch of the top ten tourism regions in Canada based on the number of overnight visits. It will point out some of the similarities these regions share, as well as what makes them unique. For instance, all the top ten regions rely on the domestic market for at least half of their visitors; however this share varies from a high of 91% in Lakelands to a low of 52% for Metro Toronto. The summer is the most popular time to visit all the top ten regions but overall, Metro Toronto welcomed the smallest share of visitors during the summer months (33%). On the other hand, Southwestern British Columbia claimed the highest share of winter-time visitation (21%). Non-business travel tended to be the most frequently cited reason for visitors travelling to the top ten regions, although Lakelands topped the list with 96% of its visitors citing this as their main reason for taking a trip.

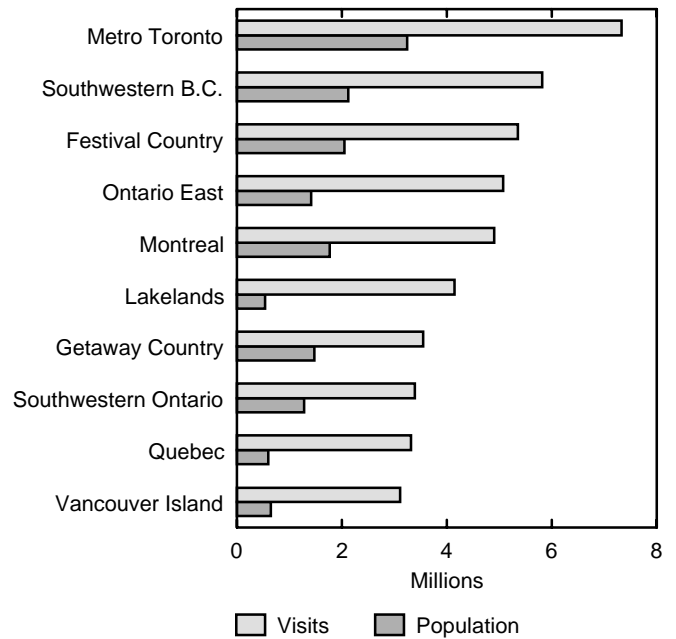
The top ten regions are located in three provinces. Six of Ontario's 12 regions were included in the ten most visited regions in Canada while British Columbia and Quebec both had two regions included in the top ten. As shown in *Figure 7.1*, these ten regions accounted for 47% of overnight tourism region visits in 1997. As illustrated in *Figure 7.2*, as one might expect the most populous tourism regions tend to be the most popular places to visit and report the highest spending (*Text Table 7.1*).

Figure 7.1
Distribution of Visits to the Top Ten Tourism Regions, 1997



Sources: Canadian Travel Survey; International Travel Survey.

Figure 7.2
Top Ten Regions by Visits versus Population, 1997



Sources: Canadian Travel Survey; International Travel Survey.

Expenditures Reflect Level of Visitation

The actual impact of tourism is best measured in terms of the spending of visitors. As *Text Table 7.1* shows, the level of spending usually follows the level of visitation. Metro Toronto still tops the list, capturing \$2.4 billion in visitor spending. Southwestern B.C. follows closely behind with \$2.2 billion. However, there are some exceptions to this, due to the differences in the number of nights spent in each

region and the average spending per visit. For instance, although Montreal ranked fifth in terms of visits, it actually moves to third position in terms of spending. This is due to higher per visit and per night expenditures compared to Festival Country and Eastern Ontario. Quebec and Vancouver Island also move up the list when expenditures are ranked.

Text Table 7.1
Top Ten Tourism Regions in Canada, 1997

Tourism Region	Visits	Nights	Expenditures	Population	Average Duration
	thousands	thousands	millions \$s	thousands	%
Metro Toronto	7,331	24,452	2,436	3,238	3.3
Southwestern B.C.	5,811	23,589	2,161	2,128	4.1
Festival Country	5,357	12,761	962	2,051	2.4
Ontario East	5,078	16,519	954	1,419	3.3
Montreal	4,908	15,076	1,421	1,776	3.1
Lakelands	4,141	12,682	471	534	3.1
Getaway Country	3,551	11,459	388	1,483	3.2
Southwestern Ontario	3,386	9,446	471	1,287	2.8
Quebec	3,313	8,406	717	603	2.5
Vancouver Island	3,114	11,314	712	655	3.6

Sources: Canadian Travel Survey; International Travel Survey.

Metro Toronto, the Most Populated and the Most Visited Tourism Region

Toronto—from a Huron word for “gathering place”—drew the largest number of tourists in 1997. These visitors spent an average \$100 per night, contributing a total \$2.4 billion to the region (*Text Table 7.2*). This region also posted the highest average per-night expenditures in the land (*Figure 7.3*) and the second highest per visit spending (*Figure 7.4*).

Toronto is a cosmopolitan city with approximately 80 different ethnic communities represented in its population, including

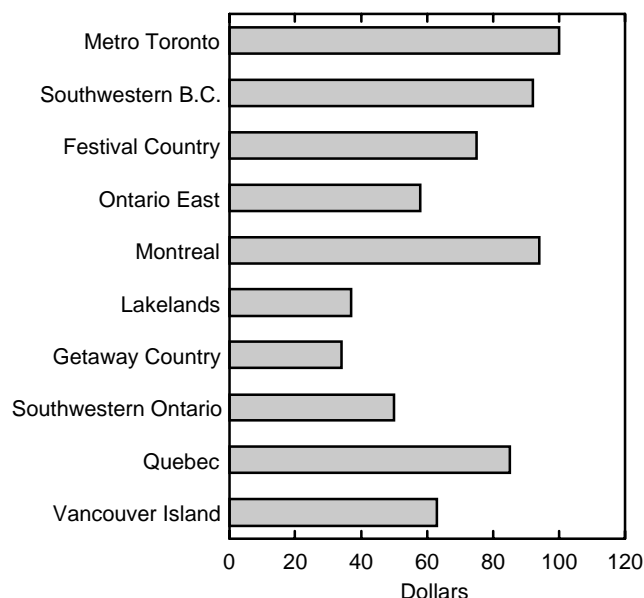
Text Table 7.2

Expenditures Per Visit, Per Trip and Per Capita, 1997

Tourism Region	Expenditures		
	Per visit	Per night	Per Capita
		\$s	
Metro Toronto	332	100	752
Southwestern B.C.	372	92	1,016
Festival Country	180	75	469
Ontario East	188	58	672
Montreal	290	94	800
Lakelands	114	37	882
Getaway Country	109	34	262
Southwestern Ontario	139	50	366
Quebec	216	85	1,189
Vancouver Island	229	63	1,087

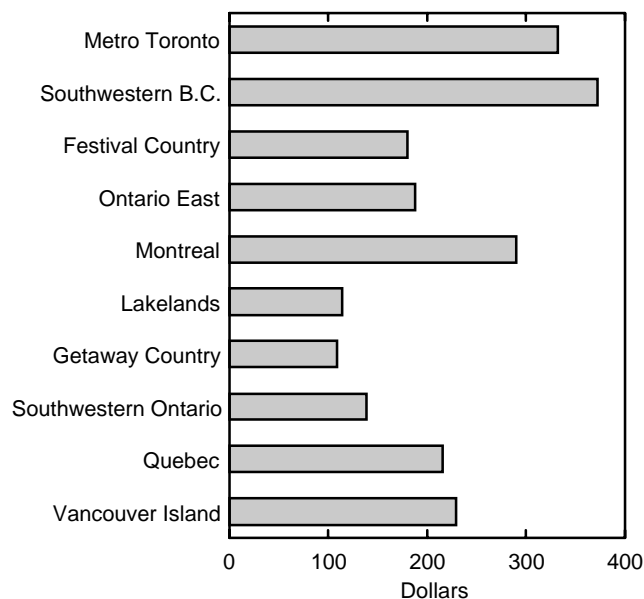
Sources: Canadian Travel Survey; International Travel Survey.

Figure 7.3
Average Spending Per Night, Top Ten Regions, 1997



Sources: Canadian Travel Survey; International Travel Survey.

Figure 7.4
Average Spending per Visit, Top Ten Regions, 1997



Sources: Canadian Travel Survey; International Travel Survey.

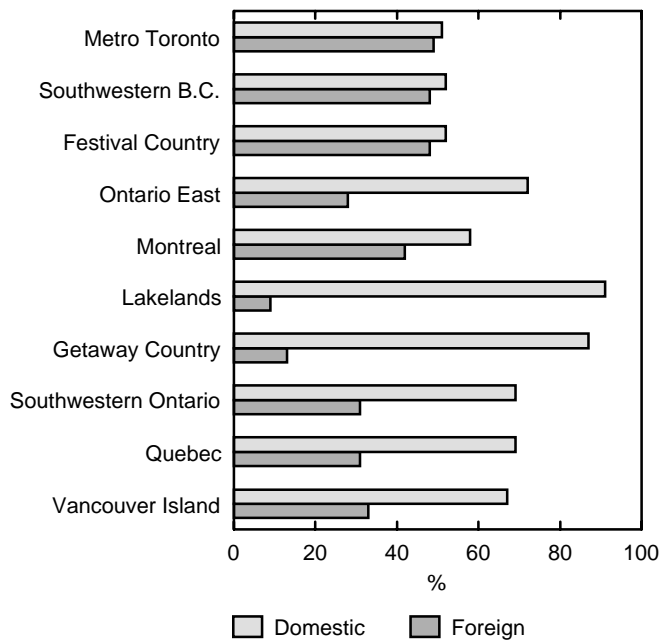
the largest Italian community outside Italy. As *Figure 7.5* shows, it is not surprising then that Toronto hosted the largest share (49%) of foreign visitors among the top ten regions. Since Toronto is the entry point for many foreign visitors to Canada, this would also help explain this pattern. Americans represented a 29% share while overseas residents accounted for almost two out of every ten visits to Toronto in 1997 (*Text Table 7.3*). The changing ethnic composition of Toronto over recent years has no doubt influenced the origin of these overseas visitors. Many immigrants who have arrived in Toronto since 1991 have come from Asia.

Text Table 7.3
Top Ten Tourism Regions by Origin of Visitors, 1997

Tourism Region	Total	Origin of Visitors (%)		
		Domestic	American	Overseas
Metro Toronto	100	51	29	20
Southwestern B.C.	100	52	33	15
Festival Country	100	52	35	13
Ontario East	100	72	17	11
Montreal	100	58	23	19
Lakelands	100	91	5	4
Getaway Country	100	87	9	4
Southwestern Ontario	100	69	28	3
Quebec	100	69	14	16
Vancouver Island	100	67	24	9

Sources: Canadian Travel Survey; International Travel Survey.

Figure 7.5
Origin of Travellers Visiting Top Ten Regions, 1997

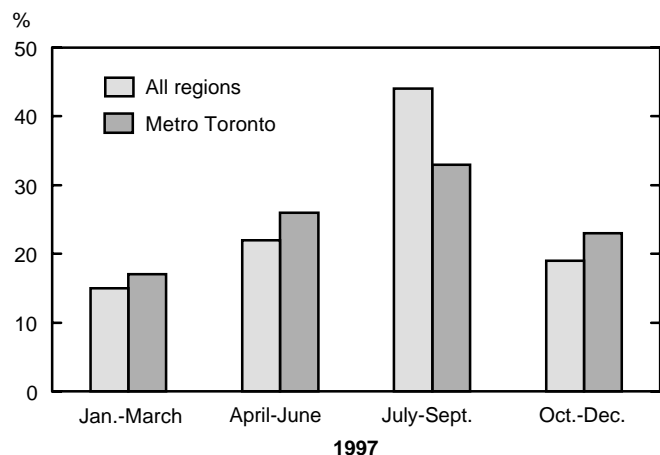


Sources: Canadian Travel Survey; International Travel Survey.

Therefore, it is not surprising that approximately three out of ten overseas visitors to Toronto were from Asia in 1997.

Toronto had the most even visitor flow throughout the seasons. As shown in *Figure 7.6*, although the summer was still the peak with 33% of visits, the spring quarter captured 26% of the visits. Since Toronto also claimed the

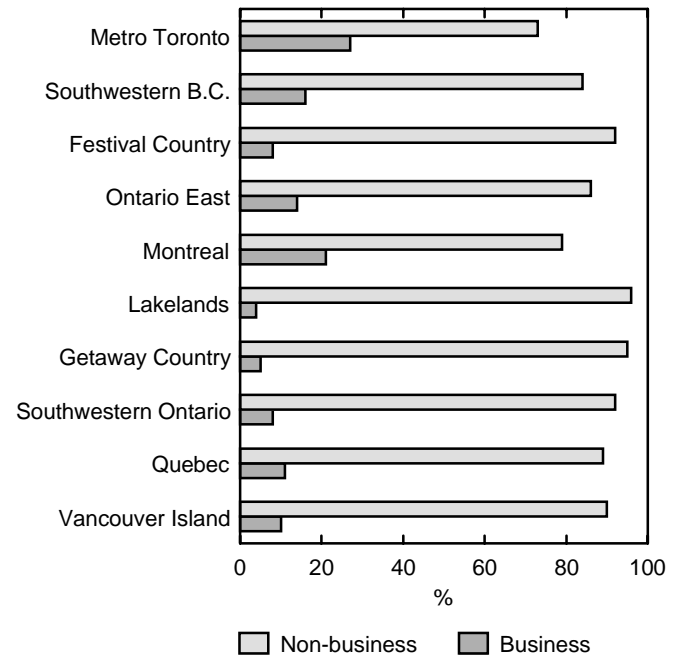
Figure 7.6
Seasonal Visitation Pattern for Metro Toronto Versus All Regions, 1997



Sources: Canadian Travel Survey; International Travel Survey.

highest share of business travel (27% of visits versus 12% for all regions) this contributed to a more even seasonal pattern (*Figure 7.7*).

Figure 7.7
Top Ten Regions by Purpose of Trip, 1997



Sources: Canadian Travel Survey; International Travel Survey.

Southwestern British Columbia Ranks Second

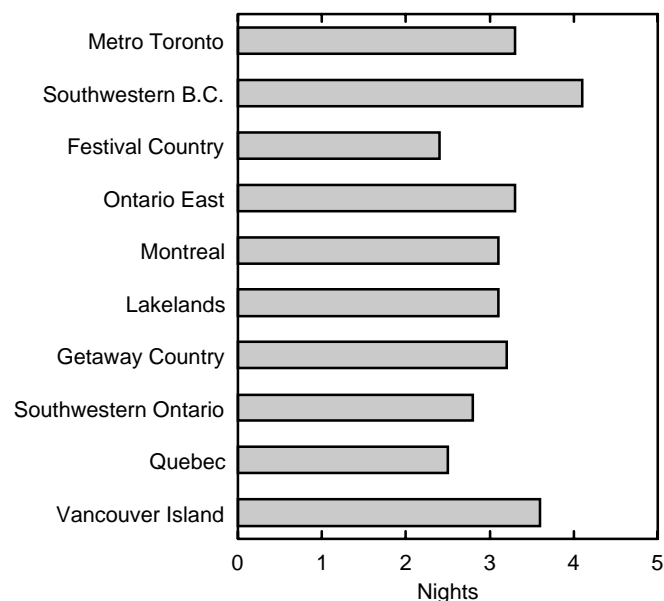
This region received the second-largest number of visitors in 1997. It also had the second largest population of the top ten regions. It includes two internationally renowned destinations: the Whistler resort and the city of Vancouver. This city, Canada's third largest following Toronto and Montreal, is surrounded by the sea and topped by majestic snowy peaks. A refuge for Canadians averse to cold winters, this region offers visitors a wide range of activities in all seasons. A particularly vital city, this Canadian window on the Pacific offers visitors an exceptional panorama, international sports facilities, immersion in a highly diversified cultural environment and a dynamic business community.

Visitors Stay the Longest in Southwestern British Columbia

Immersed in this region's whirlpool of activity, the 5.8 million visitors stayed the longest in Southwestern B.C. with an average 4.1 nights—compared with 3.2 nights elsewhere in Canada (*Figure 7.8*). Although per-person per-night expenditures were slightly lower in this region than in Toronto, the longer stays gave Southwestern B.C. the highest

average per-person per-visit expenditures in Canada (Figure 7.4). With its mild climate and famous ski centres, like Whistler-Blackcomb (selected by the Canadian Olympics committee as an official candidate for the 2010 winter games), this region drew a large share of the nation's winter visitors (21%), resulting in a more balanced distribution of visitors throughout the year (Text Table 7.4). Obviously summer, chalking up 38% of all visits, was the season visitors most preferred.

Figure 7.8
Top Ten regions by Average Trip Duration, 1997



Sources: Canadian Travel Survey; International Travel Survey.

Text Table 7.4
Top Ten Tourism Regions Visited by Season, 1997

Tourism Region	Total	Jan.- March	April- June	July- Sept.	Oct.- Dec.
		%			
Metro Toronto	100	17	26	33	23
Southwestern B.C.	100	21	23	38	17
Festival Country	100	13	23	44	21
Ontario East	100	15	22	41	23
Montreal	100	18	23	38	22
Lakelands	100	11	23	52	14
Getaway Country	100	11	21	45	24
Southwestern Ontario	100	16	24	38	22
Quebec	100	20	18	43	19
Vancouver Island	100	14	22	43	20

Sources: Canadian Travel Survey; International Travel Survey.

Southwestern British Columbia and Festival Country had similar foreign visitation levels (48%) as Metro Toronto. Straddling most of its southern border with Washington State, this western region is a popular vacation spot for Americans. It is also frequented by many overseas visitors, particularly of Asian origin.

Festival Country Claims Largest Share of American Visitors

Festival Country, southwest of Toronto, is the third most-visited region in the country claiming 5.4 million visitors in 1997 and almost \$1 billion in spending. The region is known mainly for the spectacular Niagara Falls, where, according to the CAA TourBook, the largest number of rolls of Kodak film in the world are sold. Domestic travellers represented just over half (52%) of its market. Festival Country claimed the largest share of Americans (35%) among the top ten regions visited.

Beyond Niagara Falls, Festival Country's attractiveness as a tourism region is also due to its rich vineyards, producing the best-known wines in Canada, as well as internationally known products like ice wine. Moreover during the summer season, the renowned Shaw Festival takes place in nearby Niagara-on-the-Lake. The city of Hamilton and the twin cities of Kitchener and Waterloo also belong to the Festival Country region. Hamilton is mainly known for its industrial and port activities, but also offers visitors attractions like museums, historic sites, a botanical garden and an arts centre featuring local and international artists.

Kitchener and Waterloo is home to a large Mennonite community which influences the local culture with their traditional farms and their language, their cuisine, their crafts and their traditional way of life. Every fall, Kitchener puts on one of the biggest Oktoberfest celebrations in the world. These and many more local attractions and events are some of the reasons why Festival Country had the third largest share of non-business visits among the top ten regions (Text Table 7.5).

Visitors stayed in the region 2.4 nights on average, the shortest duration among the top ten regions (Figure 7.8). The proximity of this region to major markets such as Toronto and New York State make this an accessible destination for many visitors. Due to the short duration of visits, spending per trip was also the lowest (Figures 7.3 and 7.4).

Text Table 7.5

Top Ten Tourism Regions by Purpose of Trip, 1997

Tourism Region	Total	Non-	Business
		business	
		%	
Metro Toronto	100	73	27
Southwestern B.C.	100	84	16
Festival Country	100	92	8
Ontario East	100	86	14
Montreal	100	79	21
Lakelands	100	96	4
Getaway Country	100	95	5
Southwestern Ontario	100	92	8
Quebec	100	89	11
Vancouver Island	100	90	10

Sources: Canadian Travel Survey; International Travel Survey.

Eastern Ontario Depends on Domestic Market

Comprising the St. Lawrence Seaway, the Rideau Canal, the Ottawa River, numerous lakes and the Eastern end of Lake Ontario, the Eastern Ontario tourism region abounds in water. Travellers can also journey to Ottawa, the Nation's Capital with its numerous museums, visit the historic city of Kingston, take a boat ride among the 1000 Islands. In 1997, just over 5 million visitors came to this region to partake in these and other activities throughout the region, making this the fourth most popular region visited in 1997.

As *Figure 7.5* indicates, Eastern Ontario also depends heavily on the domestic market (72%). Its foreign market is largely American, since this region lies within easy reach of many border states. Due to the strong domestic presence, the dominant reason for travel in this region was visiting friends or family, which accounted for 42% of visits. Pleasure trips represented the second largest share with 39%. Business-related travel generated only 14% of visitation to this region. All these factors help explain why per visit spending in this region ranked further down the list.

Montreal Draws Domestic and Foreign Visitors Alike

Montreal, the second-largest French-speaking city in the world after Paris, attracted just under 5 million visitors in 1997, placing it in fifth position among the regions. Although more than half of its visitors came from Canada (58%), Montreal, like Toronto, had the highest share of overseas visitors (19%). The United States market represented the remaining 23%.

Visitors stayed an average of 3.1 nights, with the longest stays reported by overseas visitors. Most visits occurred during the busy summer months of July to September (38%), although summer travel was more common among American (44%) and overseas visitors (51%). Approximately 21% of visitors were travelling for business-related reasons, the second highest proportion among the ten regions. Only two out of ten visitors were travelling with their children, the lowest share of family visitation. The higher foreign component to visitation and the more frequent business trips are no doubt related to this pattern.

Lakelands Depends Almost Exclusively on Domestic Market

As *Figure 7.5* shows, the domestic market is the anchor of visitation for Lakelands, supplying 91% of visitors to this region in 1997. Flanked to the north by Lake Huron, Georgian Bay and a multitude of smaller lakes, this area tends to draw from a regional pool of visitors who frequent this traditional summer resort area to stay at cottages or campgrounds. The vast majority of domestic travellers to this region stayed in private cottages or campgrounds rather than in commercial establishments such as hotels or motels. Almost all visitation (96%) to this region was related to non-business reasons, the highest share among the ten regions. Families travelling together were also much more prevalent in this region (*Text Table 7.6*).

Text Table 7.6

Top Ten Tourism Regions by Party Composition, 1997

Tourism Region	Total	Adults	Adults with children
		only	
		%	
Metro Toronto	100	78	22
Southwestern B.C.	100	75	25
Festival Country	100	68	32
Ontario East	100	69	31
Montreal	100	80	20
Lakelands	100	60	40
Getaway Country	100	59	41
Southwestern Ontario	100	71	29
Quebec	100	75	25
Vancouver Island	100	74	26

Sources: Canadian Travel Survey; International Travel Survey.

Average Spending Lowest in Getaway Country

Getaway Country, like the Lakelands tourism region, attracts a more regional tourist crowd, with 87% of its overnight visitors being Canadian. Furthermore, 96% of the domestic market are residents of Ontario. Families travelling together are more common in this region (41% of visitors) as are non-business trips. This market composition influences many tourism characteristics, including average spending, which was the lowest among the top ten regions. The lower expenditures in this region combined with a fairly large population base resulted in the lowest per capita expenditures (\$262).

Southwestern Ontario Attracts Sizeable American Market

Southwestern Ontario, the most southerly region, attracted 3.4 million visitors in 1997, placing it in ninth position. The southernmost point in this region lies at the same latitude as northern California and the cities of Barcelona and Rome. The waves of Lake Erie and Huron have fashioned the finest freshwater beaches in the world. Point Pelee National Park, Canada's smallest national park, is a refuge for some 345 species of birds and also monarch butterflies.

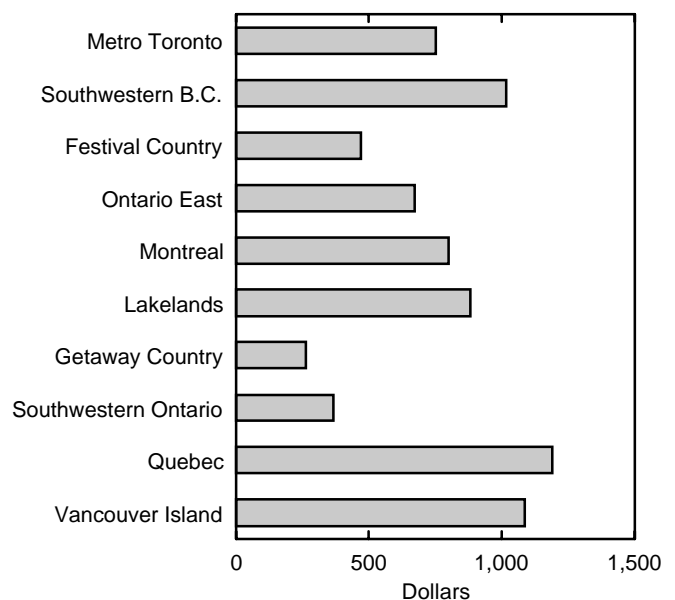
Visitors to this region were mainly Canadian (69%), however, 28% came from the United States, the fourth highest share of American visitation. In fact, the city of Windsor, which is just across the border from Detroit, is one of the busiest border crossings across the country. As with many other regions, the vast majority of visitors to Southwestern Ontario travelled for non-business reasons.

Per Capita Tourism Benefits Highest in Quebec Tourism Region

The number of visits and the amount of spending do not measure the relative economic contribution of tourism at the regional level. By taking the population of each region into account, this paints a much different picture from that shown in *Figure 7.2*. While Metro Toronto had the largest number of visits, adjusted for its population, the per capita ratio was much lower than elsewhere across the country (*Figure 7.9*).

The Quebec tourism region, which includes the historic Quebec City, attracted 3.3 million visitors in 1997 who spent \$2.3 billion in the region. Due to the relatively small population of the region (600,000 people), this translated into \$1,189 per resident, the highest per capita spending among the top ten regions. These visitors stayed just 2.5 nights on average, the second lowest trip duration among the top ten

Figure 7.9
Tourist Expenditures per Capita, 1997



Sources: Canadian Travel Survey; International Travel Survey.

regions. With the exception of the summer period, more visitors came in the winter months than at any other time of year, underlining the significance of the winter experience offered in this region.

Vancouver Island Benefits from Tourism

With tourism expenditures ringing in at \$1,089 per Vancouver Island resident, this region claimed the second highest per capita visitor spending in 1997. Visitors to Vancouver Island spent over 11 million nights for an average of 3.6 nights, the second highest length of stay among these regions. Due to their longer visits, average spending per visit in this region was among the highest. About one-third of visitors were Canadian, followed by American visitors at 24%. Only 9% of visitors hailed from an overseas country.

Summary

This brief analysis of the top ten regions illustrates some of the unique and similar tourism features of the ten most visited tourism regions. As noted in this article, the top regions are quite varied in the types of visitors they attract, the reason for travelling, the spending patterns and the importance of tourism revenues at the regional level. While the more densely populated regions are the most frequently visited, it is sometimes the less populated regions that will benefit more from tourism spending.

Lessons Learned from the Analysis of the 1997 CTS and ITS for the Merger of Southwestern Ontario and Festival Country

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Background

The Province of Ontario has traditionally been divided into 12 travel regions known as OTAPs (Ontario Travel Association Partners). Core funding for these OTAPs comes from the Ministry of Economic Development, Trade, and Tourism (MEDTT); this is supplemented by membership fees, co-op advertising revenues, and other sources. In 1998, MEDTT initiated a major re-organization of provincial tourism marketing. As part of this re-organization, MEDTT officials announced their intention to phase out the OTAPs and replace them with a new regional structure based on five regions: Southern Ontario, Toronto, Eastern Ontario, Central Ontario, and Northern Ontario.

In response to this announcement, two adjacent OTAPs - Niagara and Midwestern Ontario (also known as Festival Country) and Southwestern Ontario Travel Association (SWOTA) - began discussion on forming a new, larger regional organization that would form the new Southern Ontario region.

The two OTAPs are roughly comparable in geographic extent and each consists of eight counties. Festival Country extends from Niagara Falls, through Hamilton, to north of Kitchener-Waterloo; SWOTA extends from Windsor to Stratford. The 1998/1999 operating budgets both SWOTA and Festival Country are about \$800,000. Each region draws about 15 million domestic, US, and overseas visitors¹ (see *Text Table 7.7*). By way of comparison, Ontario drew 79.2 million (out of the Canadian total of 168.6 million). These two OTAPs thus generate nearly two-fifths of all visits to Ontario and nearly one-fifth of all visits to Canada.

Both appeal more strongly to a same-day market than the province as a whole (see *Text Table 7.7*), a pattern that is of concern to the Boards of Directors and marketing committees of both OTAPs as they strive to increase their draw of the more lucrative overnight market. This is a particular issue in SWOTA where less than one-quarter of all visitors stay overnight, compared to over two-fifths for Ontario as a whole.

The United States is the most important market for both regions. Festival Country derives about 52% of its total visitors from the US, while SWOTA draws about 62%, compared to about 37% for the province as a whole. The United States is an important source of same-day visitors. In fact, more same-day visitors to both SWOTA and Festival Country come from the United States than from Ontario. Offshore visitors constitute only a small percentage of total visitors (see *Text Table 7.7*).

Text Table 7.7

Person-visit Volumes by Length of Stay and Origin

% of total person visits

	Ontario	SWOTA	Festival Country
	thousands		
Same-day			
Domestic	23,113	3,379	4,002
%	29.2	22.2	25.5
United States	21,199	8,447	6,256
%	26.8	55.5	39.8
Overseas	385	-	-
%	0.5	-	-
Total	44,697	11,841	10,361
%	56.5	77.8	65.9
Overnight			
Domestic	22,960	2,334	2,807
%	29.0	15.3	17.9
United States	7,984	940	1,867
%	10.1	6.2	11.9
Overseas	3,525	112	683
%	4.5	0.7	4.3
Total	34,469	3,386	5,357
%	43.5	22.2	34.1
Total			
Domestic	46,073	5,713	6,809
%	58.2	37.5	43.3
United States	29,183	9,387	8,123
%	36.9	61.6	51.7
Overseas	3,910	127	786
%	4.9	0.8	5.0
Total	79,166	15,227	15,718
%	100.0	100.0	100.0

Source: Special tabulations from: Canadian Travel Survey - 1997 Year Totals.
International Travel Survey - 1997 Year Totals.

A Snapshot of the Attractions of Each Region

A full inventory of the attractions of each region is beyond the scope of this article; however, a brief overview of each region may be helpful. Festival Country has a diverse set of attractions, the best-known of which is probably Niagara Falls. The region also offers a major casino; a variety of food and agriculturally-based attractions including a wine route, an ale trail, and fruit and vegetable producers and markets; and outdoor activities such as hiking, canoeing, and fishing. Outdoor activities are concentrated along the Niagara Escarpment, the Grand River (an officially-designated Canadian heritage river), the shorelines of western Lake Ontario and eastern Lake Erie, and in a number of conservation authorities and provincial parks.

As the name suggests, Festival Country communities stage a large number of festivals. These include the Shaw Festival (featuring the dramatic works of George Bernard Shaw and his contemporaries), the Kitchener-Waterloo Oktoberfest, the Grape and Wine Festival in St. Catharines, the Niagara Winter Festival of Lights, and numerous smaller festivals, some of which have the potential to be developed into significant tourism-generators.

Festival Country contains three Census Metropolitan Areas with populations in the 300,000 to 450,000 range: Hamilton, Kitchener (including Waterloo and Cambridge), and St. Catharines-Niagara Falls. There are also two census agglomerations with populations of approximately 100,000: Brantford and Guelph. Each urban area promotes itself as a destination for meetings and conventions, as well as shopping, recreational, and cultural activities. Some of these communities also successfully promote themselves as venues for amateur sports events. Guelph, Hamilton, Kitchener-Waterloo, and St. Catharines have universities that generate travel for conferences, special events, VFR, and personal business (such as families dropping off and picking-up students).

Bed-and-breakfasts are particularly popular in the Niagara-on-the-Lake and St. Jacobs (north of Kitchener-Waterloo) areas; a small number of luxury historic inns are found through the region.

SWOTA's best known attraction is the Stratford Festival, generally considered to be among the best classical English-language theatre festivals in the world. The region offers an extensive and attractive shoreline along western Lake Erie and southern Lake Huron. The beaches of Lake Huron are a particular draw for visitors from both SWOTA and Festival Country during the summer months. There is a

major casino, a national park (Point Pelee), numerous provincial parks and conservation areas, and growing agri-tourism products including a wine route along the north shore of Lake Erie. The north shore of Lake Erie also offers a small but developing dive tourism industry.

Bed-and-breakfasts are popular in the Stratford area; some luxury historic inns are found throughout the region. The region has two census metropolitan areas: London and Windsor (200,000 and 300,000 population respectively) and one census agglomeration, Sarnia, with about 90,000 people. London and Windsor both have universities, which generate a variety of meeting, special event, and personal travel. London also promotes itself as a cultural, meeting, and amateur sport destination; Windsor's tourism industry emphasizes its casino as well as meeting and convention facilities.

Despite their similarities and geographic proximity, there are differences in the markets they attract. This paper explores these differences using data from the 1997 CTS and ITS. The implications of these patterns for the merger of the two OTAPs into a new regional entity are explored. The discussion looks at same-day visitors first, and then overnight visitors.

Same-day Profiles

While both regions are predominantly same-day destinations, there are some differences in visitor profiles. The following comments refer specifically to domestic same-day visitors (see *Text Table 7.8*); comments about same-day visitors from the US follow later (see *Text Table 7.9*). One of the key differences between domestic same-day visitors to SWOTA versus Festival Country is the distance travelled. Festival Country visitors tend to travel shorter distances than visitors to SWOTA. The reasons for this are speculative, but it may reflect the relative distances of the two OTAPs from Toronto, a key market for both. Festival Country destinations are closer to Toronto than are SWOTA destinations.

Pleasure trips are much more important as a motivation to Festival Country than for SWOTA, while trips for personal matters and business are more frequent among SWOTA visitors. Visiting friends and relatives, as a trip purpose, is more important in both regions than in Ontario totally.

There are some differences among party compositions to the two regions but there does not appear to be any meaningful pattern, at least from a marketing perspective. The two regions show slightly different monthly patterns in arrivals. SWOTA generally draws more same-day visitors

Text Table 7.8

Selected Characteristics of Same-day Domestic Visitors

Person-visits and % of total person-visits

Characteristic	Ontario	SWOTA	Festival Country
			thousands
One-way trip distance			
80 - 159 km	16,892	3,379	4,002
%	73.1	66.3	78.2
160 - 319 km	5,070	1,051	747
%	21.9	31.1	18.7
320 - 799 km	1,106	-	122
%	4.8		3.0
Primary trip purpose			
Visit friends/relatives	8,096	1,387	1,545
%	35.0	41.1	38.6
Pleasure	8,083	982	1,567
%	35.0	29.1	39.2
Personal	3,485	508	389
%	15.1	15.0	9.7
Business/convention	3,342	499	501
%	14.8	14.8	12.5
Party composition			
1 adult	8,240	1,153	1,286
%	35.6	34.1	32.1
2 adults	6,724	959	1,386
%	29.1	28.4	34.6
3 adults	811	145	-
%	3.5	4.3	
4 or more adults	105	-	-
%	0.4		
1 adult with children	2,049	344	266
%	8.9	10.2	6.6
2 adults with children	4,542	711	802
%	19.6	21.0	20.0
3 or more adults with children	642	-	156
%	2.8		3.9
Month trip ended			
January	1,795	262	277
%	7.8	7.5	6.9
February	1,683	251	173
%	7.3	7.4	4.3
March	1,258	104	211
%	5.4	3.1	5.3
April	1,654	410	231
%	7.2	12.1	5.8
May	1,677	273	303
%	7.3	6.9	7.6
June	2,068	209	313
%	8.9	6.2	7.8
July	3,091	302	418
%	9.1	8.9	10.4
August	2,375	339	365
%	10.3	10.0	9.1
September	2,544	331	545
%	11.0	9.8	13.6
October	2,152	335	302
%	9.3	9.9	7.6

Text Table 7.8 - Concluded
Selected Characteristics of Same-day Domestic Visitors
 Person-visits and % of total person-visits

Characteristic	Ontario	SWOTA	Festival Country
	thousands		
November	1,731	225	357
%	7.5	6.7	8.9
December	2,084	377	507
%	9.0	11.2	12.7
Selected activities			
Visiting friends/relatives	10,586	1,649	1,915
%	45.8	48.8	47.8
Shopping	4,022	511	737
%	17.4	15.1	18.4
Sightseeing	2,401	134	898
%	10.4	4.0	22.4
Attend festival, fair	497	-	-
%	2.1	-	-
Attend cultural event	351	-	-
%	1.5	-	-
Attend sport event	1,821	258	175
%	7.9	7.6	4.4
Visit museum, gallery	279	-	-
%	1.2	-	-
Visit zoo, natural exhibit	300	-	118
%	1.3	-	3.0
Visit national, provincial park	298	-	124
%	1.2	-	3.1
Visit historic site	180	-	-
%	0.8	-	-
Go to casino	473	-	148
%	2.1	-	3.7
Swimming	695	104	-
%	3.0	3.1	-
Golfing	170	-	-
%	0.7	-	-
Walking or hiking	898	-	270
%	3.9	-	6.8
Selected expenses (\$000)			
Vehicle operation	5,420	178	920
%	12.2	24.6	9.5
Recreation & entertainment	117,326	6,928	19,202
%	15.5	7.9	16.2
Clothing	145,108	11,762	22,531
%	19.2	13.5	19.0
Expenditure ranges			
No expenditure	7,153	901	1,284
%	31.0	26.7	32.1
Less than \$200	14,871	2,377	2,569
%	64.3	70.4	64.2
More than \$200	1,090	100	148
%	4.7	2.9	3.7
Average age (15+)	43.1	44.1	45.2
Average expenditure per trip	32.76	25.86	29.59

Source: Special tabulations from Canadian Travel Survey - 1997 Year Totals.

in February and April, while Festival Country draws more in September.

Festival Country visitors are dramatically more likely to sightsee than SWOTA visitors; rates of participation are 22.4% and 4.0%, respectively. Festival Country visitors are also more likely to shop, sightsee, visit a zoo or natural exhibit, go to a casino, participate in a sports/outdoor activity, or to go walking/hiking. On the other hand, SWOTA visitors are more likely to attend a sports event.

SWOTA visitors typically spend more on vehicle operations; this probably reflects their tendency to drive greater distances. Festival Country visitors tend to spend more on recreation and entertainment, and clothing. While many visitors to both regions do make trip-related expenditures, not all do. Festival Country visitors are more likely to report no expenditures. SWOTA visitors are more likely to spend under \$200. There is little difference between the two regions in terms of the percentages of visitors reporting higher levels of spending.

The detail available on U.S. visitors is less than that for domestic visitors; the primary characteristics that may be of relevance are purpose of trip and spending ranges (*Text Table 7.9*). U.S. same-day visitors are more likely to visit SWOTA destinations for meetings or to visit friends and relatives than they are Festival Country destinations. On the other hand, Festival Country draws more U.S. visitors for pleasure trips. U.S. visitors to Festival Country are more likely to spend under \$200; visitors to SWOTA are somewhat more likely to spend over \$200.

While many same-day visitors come from Canada (primarily Ontario), the number of same-day visitors from the United States to both regions is substantial. In fact, it exceeds the number of same-day visitors from Canada (*Text Table 7.10*). There are, however, dramatic differences in the specific states from which U.S. visitors come. These differences are due to geographic proximity (*Text Table 7.11*), specifically, Festival Country draws more heavily from New York while SWOTA draws more from Michigan.

Overnight Profiles

As with the same-day market, there are some important distinctions between the two regions (see *Text Tables 7.12 and 7.13*). While over 90% of domestic overnight visitors to both regions come from Ontario, Festival Country draws more visitors from Quebec. Despite this greater draw from Quebec, Festival Country visitors are still less likely to travel long distances than SWOTA visitors. Once again, this is assumed to reflect the relative distances from Toronto.

Text Table 7.9
Selected Characteristics of Same-day U.S. Visitors
 Person-visits and % of total person-visits

Characteristic	Ontario	SWOTA	Festival Country
thousands			
Reason for trip (selected)			
Meetings	1,051	534	107
%	5.0	6.3	1.7
Pleasure	10,346	3,787	3,760
%	48.8	44.8	60.1
Visiting friends, relatives	2,844	1,221	519
%	13.4	14.5	8.3
Expenditure ranges			
No spending	4,358	1,588	1,029
%	20.6	18.8	16.4
Less than \$50	5,277	1,991	1,686
%	24.9	23.6	27.0
\$50 - \$199	7,150	2,911	2,323
%	33.7	34.5	37.1
\$200 or more	4,414	1,956	1,217
%	20.8	23.1	19.5
Average expenditure per trip	52.33	63.10	4584

Source: Special tabulations from International Travel Survey: U.S. Residents - 1997 Year Totals.

Text Table 7.10
Same-day Person-visits from All Origins
 Person-visits % of all same-day person-visits

Selected Origin	Ontario	SWOTA	Festival Country
thousands			
Ontario	22,368	3,378	3,991
%	44.9	28.6	38.9
Other Canada	744	-	11
%	1.7	-	0.1
United States	21,199	8,447	6,256
%	47.3	71.4	61.0
Total	44,811	11,826	10,258
%	100.0	100.0	100.0

Source: Special tabulations from: Canadian Travel Survey - 1997 Year Totals. International Travel Survey - 1997 Year Totals.

Text Table 7.11
Same-day Person-visits from U.S. Origins
 % of all U.S. same-day person-visits

Selected U.S. Origin	Ontario	SWOTA	Festival Country
thousands			
Illinois	231	109	36
%	1.1	1.3	0.6
Michigan	9,767	7,289	225
%	46.1	86.3	3.6
New York	7,298	97	4,877
%	34.4	1.2	78.0
Ohio	1,023	536	249
%	4.8	6.4	4.0
Pennsylvania	408	34	189
%	1.9	0.4	3.0
Subtotal	17,806	8,065	5,576
%	88.3	95.6	89.2
Secondary U.S. markets	464	65	217
%	2.2	0.8	3.5
All U.S. states	21,199	8,447	6,256
%	100.0	100.0	100.0

Source: Special tabulations from International Travel Survey - U.S. Residents - 1997 Year Totals.

Text Table 7.12
Selected Characteristics of Overnight Domestic Visitors
 Person-visits and % of total person-visits³

Characteristic	Ontario	SWOTA	Festival Country
thousands			
Province of origin (selected)			
Quebec	1,421	-	119
%	6.2	-	4.2
Ontario	20,007	2,232	2,575
%	87.1	95.6	91.7
One-way trip distance			
80 - 159 km	6,412	842	1,249
%	27.9	36.1	44.5
160 - 319 km	8,175	887	789
%	35.6	38.0	28.1
320 - 799 km	6,195	451	589
%	27.0	19.5	20.1
800 km or more	2,179	151	180
%	9.5	6.4	7.3
Primary trip purpose			
Visit friends/relatives	10,018	1,266	1,461
%	43.6	54.2	52.0
Pleasure	8,932	659	970
%	38.9	28.2	34.6

Text Table 7.12 - Continued

Selected Characteristics of Overnight Domestic Visitors

Person-visits and % of total person-visits³

Characteristic	Ontario	SWOTA	Festival Country
	thousands		
Personal	1,519	194	169
%	6.6	8.3	6.0
Business/convention	2,465	208	199
%	10.7	8.9	7.1
Party composition			
1 adult	7,994	876	990
%	34.8	37.5	35.3
2 adults	6,282	681	838
%	27.4	29.2	29.9
3 adults	585	-	-
%	2.6	-	-
4 adults or more	268	-	-
%	1.2	-	-
1 adult with children	1,665	123	192
%	7.3	5.3	6.8
2 adults with children	5,412	564	572
%	23.6	24.2	20.4
3 or more adults with children	755	-	-
%	3.3	-	-
Visit duration			
1 night	6,689	737	1,167
%	29.1	31.6	41.6
2 nights	8,659	928	958
%	37.7	39.8	34.1
3 nights	2,896	186	337
%	12.6	8.0	12.0
4 nights	1,343	147	123
%	5.6	6.3	4.4
5 - 9 nights	2,541	240	171
%	11.1	10.3	6.1
10 or more nights	833	95	-
%	3.6	4.1	-
Month trip ended (selected)			
January	1,132	164	152
%	4.9	7.0	5.4
February	1,223	152	195
%	5.3	6.5	7.0
March	1,136	99	119
%	4.9	4.2	4.2
April	1,263	140	207
%	5.5	6.0	7.4
May	1,713	190	115
%	7.5	8.1	4.1
June	1,955	208	255
%	8.5	8.9	9.1
July	3,631	345	363
%	15.8	14.8	12.9
August	3,549	327	381
%	15.5	14.0	13.6
September	2,745	161	304
%	10.2	6.9	10.8
October	1,798	222	160
%	7.8	9.5	5.7
November	1,430	107	229
%	6.2	4.6	8.2

Text Table 7.12 - Concluded

Selected Characteristics of Overnight Domestic Visitors

Person-visits and % of total person-visits³

Characteristic	Ontario	SWOTA	Festival Country
	thousands		
December	1,786	220	328
%	7.8	9.4	11.7
Selected activities			
Visiting friends, relatives	14,719	1,670	1,832
%	64.1	71.6	65.3
Shopping	6,527	697	829
%	28.4	29.9	29.5
Sightseeing	5,036	411	768
%	21.9	17.6	27.4
Attend festival, fair	1,069	95	146
%	4.7	4.1	5.2
Attend cultural event	866	-	92
%	3.8	-	3.3
Attend sports event	1,400	152	223
%	6.1	6.5	7.9
Visit museum, gallery	1,164	-	94
%	5.1	-	3.4
Visit national, provincial park	1,385	121	102
%	6.0	5.2	3.6
Visit historic site	952	-	177
%	4.2	-	6.3
Go to casino	605	-	274
%	2.6	-	9.8
Walking, hiking	4,419	283	454
%	19.3	12.1	16.2
Accommodation (person-visit-nights) (selected)			
Hotel	3,863	387	636
%	11.9	11.6	19.8
Motel	1,370	117	220
%	3.7	3.1	6.2
Camping or trailer park	1,805	217	200
%	10.0	12.7	9.4
Home of friends, relatives	10,996	1,401	1,551
%	47.4	61.2	55.8
Selected expenses (\$000)			
Vehicle operation	531	44	56
%	17.7	17.7	15.0
Recreation & entertainment	266	23	66
%	8.9	9.1	17.5
Expenditure ranges			
No expenditure	4,164	389	439
%	18.1	16.7	15.6
Less than \$200	12,007	1,398	1,472
%	52.3	59.9	52.4
More than \$200	6,790	547	896
%	29.6	23.4	32.0
Average age	41.8	39.4	41.4
Average length of stay (nights)	2.9	2.8	2.3
Average expenditure per trip	130.96	107.23	134.53
Average expenditure per night	44.54	38.02	58.75

Source: Special tabulations from Canadian Travel Survey - 1997 Year Totals.

Text Table 7.13

Selected Characteristics of Overnight U.S. Visitors

Person-visits and % of total person-visits

Characteristic	Ontario	SWOTA	Festival Country
	thousands		
Reason for trip			
Meeting, convention, trade show	1,097	-	135
%	13.7		7.2
Vacation	3,558	281	1,041
%	44.6	29.9	55.8
Visiting friends, relatives	1,003	243	282
%	16.5	25.9	15.1
Events, attractions	775	140	177
%	9.7	14.9	9.5
Length of stay			
1 night	2,898	417	894
%	36.3	44.3	47.9
2 nights	2,128	237	553
%	26.6	25.2	29.6
3 nights	1,146	134	247
%	14.4	14.3	13.2
4 - 6 nights	1,199	126	140
%	15.0	13.4	7.5
7 - 9 nights	167	-	-
%	5.6		
10 nights or more	2.1	1.4	0.9
%			
Expenditure ranges			
No spending	-	-	-
Less than \$50	368	121	98
%	4.6	12.8	5.3
\$50 - \$199	1,647	289	354
%	20.6	30.7	18.9
\$200 - \$299	1,097	145	301
%	13.7	15.4	16.1
\$300 - \$499	1,411	139	393
%	17.7	14.8	21.0
\$500 - \$699	1,022	90	235
%	12.8	9.6	12.6
\$700 - \$999	785	-	191
%	9.8		10.2
\$1000 or more	1,591	98	261
%	20.0	10.4	14.0
Accommodation (selected)			
Hotel only	2,905	141	677
%	36.4	15.0	36.3
Motel only	1,428	157	524
%	17.9	16.7	28.1
Home of friends or relatives	871	102	92
%	15.4	25.3	11.8
Cottage or cabin	871	102	92
%	10.9	10.9	4.9
Composition of travel party			
Not stated	542	-	-
%	6.8		
Travelling alone	1,191	118	173
%	14.9	12.5	9.3
2 adults	2,913	390	608
%	36.5	41.4	32.5
3 or more adults	1,650	181	346
%	20.7	19.3	18.5
Alone with children	149	-	-
%	1.9		
2 adults with children	870	106	353
%	10.9	11.3	18.9
3 or more adults with children	667	-	223
%	8.4		12.0
Average length of stay (nights)	2.8	2.3	2.0
Average expenditure per trip	265.42	186.15	194.18
Average expenditure per night	96.03	81.52	95.95

Source: Special tabulations from International Travel Survey - U.S. Residents - 1997 Year Totals.

In terms of purpose of travel, pleasure travel is more important as a motivation to Festival Country whereas visiting friends and relatives is slightly more important for SWOTA. In keeping with this difference, SWOTA visitors are more likely to visit friends and relatives; to stay longer; and to stay at the homes of friends or relatives. Consistent with their tendency to travel farther, SWOTA visitors typically spend more on vehicle operations. Overall, though, SWOTA tend to spend less than Festival Country visitors. For American visitors to SWOTA, cottages and cabins are more important as an accommodation than American visitors to Festival Country.

In contrast, Festival Country is more of a vacation destination than SWOTA. Festival Country visitors are more likely to sightsee, visit a zoo or natural exhibit, visit an historic site, go to a casino, or go walking or hiking than visitors to SWOTA. Festival Country visitors are more likely than SWOTA visitors to use a hotel, and they tend to spend more on recreation and entertainment. While U.S. visitors to SWOTA tend to stay longer than U.S. visitors to Festival Country, U.S. visitors to Festival Country tend to spend more.

Festival Country draws more overnight visitors from every market than does SWOTA (see *Text Table 7.14*). While the Ontario market is a significant source of overnight visitors for both regions, it is much more important for SWOTA. Festival Country draws a higher percentage from the United States and offshore. In fact, Festival Country draws nearly four times the proportion of its visitors from overseas than does SWOTA.

As with same-day visitors, SWOTA draws heavily from Michigan, while Festival Country draws from New York

Text Table 7.14

Overnight Person-visits from All Origins

% of all overnight person-visits

Selected Origin	Ontario	SWOTA	Festival Country
	thousands		
Ontario	20,007	2,232	2,575
%	57.4	65.6	47.2
Other Canada	2,953	102	232
%	8.5	3.0	4.2
U.S.	7,984	940	1,867
%	22.9	27.6	34.2
Overseas	3,910	127	786
%	11.2	3.7	14.4
Total	34,854	3,401	5,460
%	100.0	100.0	100.0

Source: Special tabulations from: Canadian Travel Survey - 1997 Year Totals. International Travel Survey - 1997 Year Totals.

(Text Table 7.15). Festival Country, however, draws more successfully from Michigan than SWOTA draw from New York. Pennsylvania is also an important market for Festival Country, while both regions draw from Illinois and Ohio. Overall, the border states account for between 90% and 95% of overnight U.S. visitors; the secondary markets produce less than 10% of U.S. overnight visitors for either region.

Text Table 7.15

Overnight Person-visits from U.S. Origins

% of all overnight U.S. person-visits

Selected US Origin		Ontario	SWOTA	Festival Country
		thousands		
Illinois		430	62	94
	%	5.4	6.6	5.1
Michigan		1,577	509	359
	%	19.8	54.2	19.3
New York		1,399	57	448
	%	17.5	6.1	24.0
Ohio		728	110	171
	%	9.1	11.7	9.1
Pennsylvania		558	18	166
	%	7.0	2.0	8.9
Subtotal		4,692	756	1,238
	%	58.8	80.6	66.3
Secondary U.S. markets		742	45	172
	%	9.3	4.8	9.0
All U.S. states		7,984	940	1,867
	%	100.0	100.0	100.0

Source: Special tabulations from International Travel Survey - U.S. Residents - 1997 Year Totals.

Implications

The same-day markets for SWOTA and Festival Country are different markets. Visitors to Festival Country are more likely to be pleasure travellers and more likely to engage in sightseeing, recreation and entertainment, and pleasure touring. This reflects, in part, the attractions available in Festival Country - most notably Niagara Falls. However, the wine and fruit region of Niagara are also likely to be important draws. SWOTA, in contrast, is more of a personal (VFR) and business destination for both Canadian and U.S. visitors.

The United States dominates the same-day market, but is much less important as a source of overnight visitors. For example, in SWOTA, U.S. overnight visitors represent only 11% of the same-day visitors (Text Table 7.7) whereas Canadian overnight visitors are 69% of same-day. In Festival

Country, the US overnight/same-day ratio is 30%, while the domestic ratio is 70%.

These differences suggest, first, that a range of marketing strategies will likely need to be put in place in order to promote all parts of the new region. For example, more emphasis on packaging family-oriented activities may help increase the appeal of destinations in the area currently represented by SWOTA. An emphasis on things that host families can do to entertain out-of-town guests would also likely be successful for SWOTA destinations. Further, there is a need to convert more of the large number of same-day visitors from the United States to overnight visitors. The relatively low percentage of U.S. visitors who stay overnight implies that this market may offer the greatest potential for expanding overnight visitation.

The greater distances travelled by domestic SWOTA visitors as well as the somewhat higher percentage of business travellers, may offer greater promise for increasing overnight stays in SWOTA than in Festival Country. By encouraging business travellers to add a pleasure component to their stay, or by packing local attractions with competitively-priced and attractive accommodations is likely to translate into more overnight business. This potential, though, has to be interpreted in the context of a traditionally weak overnight market for that region. In other words, while there is likely to be potential for growth in overnight stays, it will require innovative marketing and packaging to make it happen.

While such packaging would also work in Festival Country, the shorter distances domestic visitors travel mean they may be more resistant to staying away overnight. The solution to this situation may be to create packages offering more things to see and do, or as part of a touring itinerary, combined with an accommodations component.

The marketing plans of both regions identify the U.S. border states - Illinois, Michigan, New York, Ohio, and Pennsylvania - as primary target markets; secondary markets in Indiana, Kentucky, and the New England States have also been identified. There are dramatic differences in the success of each region in terms of penetrating these markets. These differences reflect proximity in the case of same-day travel: Michigan is much more important for SWOTA than for Festival Country; New York is more important for Festival Country than SWOTA. In fact, for same-day trips, New York is practically nil for SWOTA, and Michigan is practically non-existent for Festival Country. Ohio is only a modest market for both, and sends similar volumes to both regions, reflecting its position to the south of both regions.

These border states account for a very high percentage of same-day U.S. visitors at present (*Text Table 7.11*). Not surprisingly, given the greater distances to the secondary U.S. markets, these secondary market states account for less than 1% of same-day visitors to SWOTA and less than 4% for Festival Country. The relative ability of each region to tap into only certain states will need to be borne in mind when a new combined marketing program is implemented. Participating members and businesses will need to realize that while they may not draw from a particular state (e.g., the Stratford Festival in Stratford (SWOTA) is much more successful in reaching the Michigan market whereas the Shaw Festival in Niagara-on-the-Lake (Festival Country) is much more successful in reaching the New York market), a more balanced approach in marketing to border states will be required for the new, combined region. There is the possibility that a more coordinated promotion of attractions across the new Southern Ontario region may help draw more and disperse more visitors from any given border state across the merged region, but managers and members of the new regional organization will need to remember that the traditional distribution of visitors from any given border state is very uneven across this part of the province.

Implications arising from the differences between SWOTA and Festival Country overnight visitors are similar to those for same-day visitors. Festival Country visitors are more likely to be travelling for pleasure; to sightsee, visit zoos or natural exhibits, historic sites, or casinos; and to stay in hotels than visitors to the SWOTA region. SWOTA visitors, on the other hand, are more likely to be travelling to visit friends or relatives, and are thus more likely to stay in private homes than visitors to Festival Country.

There are significant variations in the likelihood of visitors to either region to stay overnight. A total of 34.1% of Festival Country visitors stay overnight, whereas only 22.2% of SWOTA visitors spend the night. Both these percentages are lower than the provincial average of 43.5%, which again suggests that more effort needs to be made to convert same-day visitors to overnight visitors.

Both regions will also want to give special attention to the large share of domestic sameday visitors who report no spending when they do visit; 32.1% for Festival Country and 26.7% for SWOTA. These percentages suggest there is a sizeable non-revenue volume of visitors to both regions who might be induced to do some spending during their visit.

Festival Country visitors appear to be more likely to be involved in touring, and may be drawn by packages

combining commercial accommodation with various attractions and suggestions for itineraries or routings. The greater tendency of Festival Country visitors to be away for only one night suggests the importance of providing well-organized itineraries and packages minimizing driving times. While less likely to spend the night, when visitors to the SWOTA region do stay overnight, they generally tend to stay longer than Festival Country visitors. Marketing aimed at local hosts with suggestions for things to see and do while entertaining out-of-town guests may thus be particularly effective for SWOTA-area destinations.

The same general differences in the penetration into various border states seen in the same-day market can be seen in the overnight market. SWOTA is particularly successful in drawing from Michigan; in fact a third of all Michigan visitors to Ontario visit SWOTA. Festival Country is effective in drawing from New York; it draws about one-third of all New York visitors to Ontario. Festival Country, however, is much more successful in drawing overnight visitors from Michigan than SWOTA is in drawing overnight visitors from New York. While only 3.6% of U.S. day-trippers who visit Festival Country come from Michigan, 19.3% of overnight U.S. visitors visit that region from that state. In contrast, while SWOTA draws 34.4% of U.S. day-trippers from New York, they draw only 17.5% of the overnight visitors from that state. This suggests that the marketing of SWOTA destinations to New York as overnight trips needs to be strengthened.

With reference to the secondary U.S. markets, SWOTA draws less than 5% of its visitors from these states; Festival Country draws less than 10%. The merger of the two OTAPs may allow them to marshal greater marketing resources to tap these more distant markets more effectively. At the same time, however, the new organization should remember that these markets currently represent only a small portion of their total markets. Additional research may be needed to help find the proper allocation of scarce marketing dollars that should be directed to these developmental markets versus the nearby border states.

In conclusion, the new Southern Ontario marketing organization should not view its various attractions and destinations as drawing from a homogeneous market. Destinations and attractions within the various sub-regions of the new larger Southern Ontario region will continue to need to differentially target domestic and U.S. visitors. On the other hand, though, the combination of the two OTAPs may allow the new organization to create more attractive packages and products that are less defined by geography and more

defined in terms of experiences. For example, the merger will bring the Shaw Festival (in Festival Country) and the Stratford Festival (in SWOTA) together in the same region. While these two theatrical companies do already cooperate to an extent, their union in a new, larger marketing region may facilitate even more joint promotion. Similarly, the agricultural and wine industries of both regions might be more easily marketed as broader touring experiences than is currently the case.

Notes

- ¹ The unit of analysis for visitor volumes is “person-visits”. A person-visit is one visit by one person (either same-day or overnight). No distinction is made between multiple visits by one person and multiple persons making a single visit. In other words, two person-visits may refer to one person making two visits or two people making one visit.

Tourism Generating Regions in Canada: Factors Associated with Travel Patterns and Tourist Behaviours

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Background

This analysis is based on the assumption that a basic precursor to understanding tourism behaviour is an examination of the movement of people from one place to another¹. As the two key elements of this assumption are *people* and *place*, we focused on the examination of place from a geographical or spatial perspective, and considered people in relation to place based on their demographic and behavioural characteristics. In this latter regard, this project was unique in that it focused on the origins of tourists rather than on their destinations, and it goes beyond much of the existing research on tourism behaviour which has typically focused on people and only rarely included a consideration of place².

The focus of the analysis on flows of tourists from generating regions in Canada, rather than on both origin and destination regions, was based upon both conceptual and methodological foundations. From a conceptual standpoint, there is a gap in the tourism literature on origins and their populations' characteristics as determining factors in the propensity to generate tourists from specific regions. Most of the literature has tended to focus on the drawing power, or attractivity, of destination regions. Furthermore, information about the tourists themselves could be put to better use by linking it with information about the regions from which the tourists come for the purpose of defining potential markets for tourism.

Secondly, a methodological strategy based in geographic analysis – *location quotients* – provided an innovative means by which tourism generating potential might be measured and assessed against a variety of demographic and behavioural factors. The approach opened up an area largely unexplored by tourism researchers, and used simple, accessible methods that make it adaptable to a great variety of tourism settings³. This study also provided new information that should be of interest in the recognition of existing and potential tourism markets, and how the numbers of tourists originating from different regions, and the demographic and behavioural factors that may influence their travel, will affect those markets.

Purpose

The purpose of this study was to describe tourism patterns in terms of the regions from which tourists originate, and to identify those demographic and behavioural factors associated with the tourists generated by those regions. Location quotients are used to evaluate origin regions' propensity to generate tourists within Canada and further analyses were undertaken to determine how the demographic and behavioural characteristics of those regions might influence the propensity for travel. An equally important function of this report is to illustrate how the specific technique to generate the indicators of the propensity to generate tourists – that is, location quotients – are generated and how they can be used to assess the influence of a variety of other factors.

Methods

Data Sources

Data were derived from two sources: the 1996 Canadian Travel Survey (CTS) and the 1996 Census of Canada. The CTS data were used to provide total numbers of person-trips over 80 km and nights away from the origin region as well as characteristics of those trips during 1996. The 1996 census data were used to provide comprehensive demographic information about the regions from which the tourists were generated; in this case, the census metropolitan areas or CMAs, which represent the 25 principal urban centres and their surrounding areas across Canada.

These two data files – the CTS and census data – were merged in order to create a single file incorporating all the variables of interest. The first step in the process was to aggregate the person-trips described individually in the CTS data file to the CMA level. This step effectively created a data file of 25 units of analysis by combining all person-trips over 80 km and providing total estimates of selected travel characteristics within each CMA. In the subsequent step, the 1996 census data that were already organised according to CMA were then attached to the new CTS file, thereby bringing together the necessary elements – travel indicators and population indicators – to calculate the location quotients.

Key variables

The dependent variable for the study was a measure of the propensity for a region to generate person-trips in 1996; that is, the location quotient calculated for each CMA. Location quotients were calculated for all person-trips over 80 km generated by each CMA, total nights away (as well as separately for Canadian, U.S., and overseas destinations), and for each of the four quarters of 1996. Two sets of independent variables were used to assess their relationship to the dependent variables. First, demographic factors taken from the census data were assessed for their association with a region's propensity and included variables such as population growth, gender, age, and ethnic diversity. Second, travel behaviour factors were taken from the CTS data and included types of leisure activities participated in during the trip and various expenses incurred.

Calculation of Location Quotients

Once the merged working file had been created, location quotients were calculated for each of the CMAs using the general form of the location quotient expressed as follows:

$$LQ_i = \frac{a_i / \left[\sum_{i=1}^n a_i / n \right]}{p_i / \left[\sum_{i=1}^n p_i / n \right]}$$

where LQ_i is the location quotient of region i ; a_i is the selected attribute for region i , such as the number of person-trips generated by the CMA; p_i is the population of region i ; and n is the total number of regions in the sample. Resultant values at or near 1.0 reflect regions that generate person-trips at or near the expected levels given the population of the region. Values below 1.0 reflect regions that generate below expected levels and values above 1.0 reflect regions that generate above expected levels of person-trips. In other words, the location quotient provides a measure of each origin's propensity to generate person-trips and it further can be evaluated against a normative expectation based on the national average. Even though a region with a larger population undoubtedly will generate a greater number of trips than a region with a smaller population, the location quotient allows for the number of trips from any given region to be evaluated based on the number of trips expected from that region given its population relative to other regions.

Once the location quotients (LQs) were generated, the process of analysis began with a summary description of demographic and travel characteristics of the 25 CMAs and was followed by a description of the variations in the LQs across the CMAs. The relationships between the various LQs and selected travel characteristics and demographic factors were then examined to assess their possible influence on the regions' propensity to generate person-trips.

Results and Discussion

Location Quotients for the CMAs

The 25 CMAs ranged in population in 1996 from just over 125,000 in Thunder Bay, Ontario to over 4.2 million in Toronto with an average of 714,585.8 people (see *Text Table 7.16*). Not unexpectedly, the smaller CMAs tended to generate the fewest number of person-trips over 80 km and nights away (i.e., Saint John, Chicoutimi-Jonquière, Thunder Bay), while the larger CMAs generated far greater numbers (i.e., Montreal, Toronto, Vancouver) – a pattern that was quite consistent across all 25 of the origin regions. The calculation

of the location quotients provided the means to control for such extreme variations in the size of the CMAs, and to see which origin regions were, in fact, generating more than the expected number of person-trips given their base populations.

Text Table 7.16

25 Census Metropolitan Areas (CMAs)

CMA	Population	Person-trips ^a	Nights away ^a
St. John's	174,051	629,215	2,195,110
Halifax	332,518	2,047,102	4,293,446
Saint John	125,705	714,340	1,301,909
Chicoutimi-Jonquière	160,454	454,632	1,008,635
Quebec	671,889	3,403,142	9,402,797
Sherbrooke	147,384	794,924	1,274,645
Trois-Rivières	139,956	1,220,932	1,360,111
Montréal	3,326,510	11,755,877	36,901,795
Ottawa-Hull	1,010,498	5,275,491	15,676,323
Oshawa	268,773	1,110,833	2,698,189
Toronto	4,263,757	14,014,363	56,962,664
Hamilton	624,360	1,643,005	6,884,147
St. Catharines-Niagara	372,406	1,393,660	3,480,892
Kitchener	382,940	2,652,108	4,491,973
London	398,616	2,533,544	5,838,643
Windsor	278,685	651,942	2,415,349
Sudbury	160,488	815,809	2,090,807
Thunder Bay	125,562	365,071	1,906,281
Winnipeg	667,209	2,730,666	9,847,901
Regina	193,652	925,402	2,976,847
Saskatoon	219,056	1,520,944	4,229,292
Calgary	821,628	4,174,917	12,623,814
Edmonton	862,597	4,273,338	13,367,475
Vancouver	1,831,665	4,192,950	24,616,906
Victoria	304,287	1,417,933	6,198,128
Mean	714,585.8	2,828,501.6	9,361,763.2
Std.Dev.	1,012,393.9	3,340,984.3	12,942,348.0

^a based on weighted estimates from 1996 CTS.

Sources: Canadian Travel Survey 1996, Census 1996.

In *Text Table 7.17*, the location quotients for each CMA are reported for all person-trips over 80 km and for nights away, including those to other destinations in Canada, the U.S., and overseas. With respect to person-trips, Trois-Rivières (LQ=2.204), Kitchener (LQ=1.750), London (LQ=1.606), and Saskatoon (LQ=1.754) all show a much higher than expected propensity to generate trips given their populations, while Chicoutimi-Jonquière (LQ=.716), Hamilton (LQ=.665), Thunder Bay (LQ=.735), Vancouver (LQ=.578), and to a lesser extent Toronto (LQ=.830) and Montreal (LQ=.893) generate many fewer trips than expected. In the former cases, it may be that some areas that fall within the "shadow" of a much larger urban centre make more frequent trips than might be expected to take

advantage of the greater opportunities there, and coincidentally, person-trips out of those large urban centres are much less frequent because of many of the same types of amenities. There also may be a "distance threshold" for some of the more remote CMAs in that person-trips of greater than 80 km are a necessary condition of any travel so a greater than expected propensity to generate trips results.

Text Table 7.17

Location Quotients for All Person-trips over 80 km and Nights Away in 1996 for 25 Census Metropolitan Areas (CMAs)

CMA	Person-trips	Nights away			
		Total	Canada	U.S.	Overseas
St. John's	.914	.963	1.328	.480	.357
Halifax	1.555	.986	1.283	.617	.466
Saint John	1.436	.791	.936	1.013	.069
Chicoutimi-Jonquière	.716	.480	.635	.272	.225
Quebec	1.280	1.068	1.160	.814	1.070
Sherbrooke	1.363	.660	.627	.955	.426
Trois-Rivières	2.204	.742	.937	.544	.348
Montreal	.893	.847	.760	1.026	.915
Ottawa-Hull	1.319	1.184	1.381	1.096	.658
Oshawa	1.044	.766	.886	.757	.395
Toronto	.830	1.020	.784	1.179	1.586
Hamilton	.665	.842	.794	1.106	.688
St. Catharines-Niagara	.945	.713	.759	.950	.294
Kitchener	1.750	.895	.983	.934	.570
London	1.606	1.118	1.230	1.323	.525
Windsor	.591	.662	.590	1.251	.208
Sudbury	1.284	.994	1.330	.625	.353
Thunder Bay	.735	1.159	1.444	1.060	.364
Winnipeg	1.034	1.127	1.307	1.196	.472
Regina	1.207	1.173	1.476	.525	.958
Saskatoon	1.754	1.474	2.176	.508	.355
Calgary	1.284	1.173	1.491	.798	.593
Edmonton	1.252	1.183	1.459	.916	.611
Vancouver	.578	1.026	.891	.874	1.630
Victoria	1.177	1.555	1.724	1.053	1.597
Mean	1.176	.984	1.135	.875	.629
Std.Dev.	.405	.252	.388	.274	.435

Sources: Canadian Travel Survey 1996, Census 1996.

When the location quotients for nights away are examined, several unique patterns are revealed (see *Text Table 7.17*). For example, the prairie CMAs (i.e., Regina, Saskatoon, Calgary, and Edmonton) all show much higher than expected nights away overall as well as to other Canadian destinations, but generally lower than expected nights away to destinations in the U.S. and overseas. In contrast, larger centres such as Montreal, Toronto, and Vancouver, show generally lower than expected nights away given their populations to other Canadian destinations and higher than

expected nights away to U.S. and overseas destinations. More consistent patterns are shown by Victoria, which generates *higher* than expected nights away to all destinations, and by Chicoutimi-Jonquière, which generates *lower* than expected nights away to all destinations. Interestingly, with its ease of access to the U.S., Windsor shows much higher than expected nights away south of the border, yet much lower than expected nights away to all other destinations including Canada.

A comparison of the CMAs' location quotients for person-trips over 80 km and nights away reveal some interesting contrasts. For example, Trois-Rivières and Kitchener show much greater than expected numbers of person-trips, but lower than expected nights away. This might be explained by a large number of trips to a large urban centre just over 80 km away – Montréal and Toronto, respectively – without the necessity of remaining overnight. In the cases of Victoria and Thunder Bay, these CMAs show person-trips at or below expected levels, but greater than expected nights away to most other destinations. In these instances, although the numbers of person-trips are fewer than expected given their populations, they are much more likely to involve overnight stays at their ultimate destinations.

The patterns of generating person-trips over 80 km are quite consistent for all the CMAs across all four quarters in the 1996 calendar year (see *Text Table 7.18*). As before, Trois-Rivières, Kitchener, London, and Saskatoon, as well as Halifax, show a much greater than expected propensity to generate person-trips across all four quarters, and Chicoutimi-Jonquière, Hamilton, Windsor, Thunder Bay, and Vancouver show a generally lower propensity to generate trips in all quarters. The only slight departures from this consistency across the quarters are Oshawa and St. Catharines-Niagara with more person-trips than expected in the first quarter (January to March) and Winnipeg with more person-trips than expected in the third quarter (July to September). Nevertheless, it does not appear that a region's propensity to generate person-trips is affected significantly by seasonality.

Influence of Other Factors

Once these variations in the propensity of some regions to generate more, and some less, person-trips than expected given their populations are revealed, the question remains, what other factors may serve to explain them? In this part of the discussion, a selection of demographic and travel-related indicators are examined for their possible influence on the ability of these regions to generate trips. The variables selected for this initial examination are shown in *Text Table 7.19*.

Text Table 7.18

Location Quotients for All Person-trips over 80 km in 1996 by Quarter for 25 Census Metropolitan Areas (CMAs)

CMA	Jan.-Mar.	Apr.-June	July-Sept.	Oct.-Dec.
St. John's	.595	.954	.930	.708
Halifax	1.098	1.511	1.419	1.511
Saint John	1.586	1.357	1.229	1.387
Chicoutimi-Jonquière	.689	.362	.887	.465
Quebec	1.268	1.185	1.085	1.141
Sherbrooke	1.468	1.320	1.192	1.238
Trois-Rivières	2.309	1.684	1.793	2.046
Montreal	.916	.930	.947	.857
Ottawa-Hull	1.128	1.360	1.368	1.144
Oshawa	1.264	.891	.945	.957
Toronto	.900	.854	.871	.899
Hamilton	.845	.625	.730	.601
St. Catharines-Niagara	1.278	.836	.842	1.046
Kitchener	1.724	1.639	1.522	1.779
London	1.281	1.494	1.548	1.897
Windsor	.818	.713	.550	.820
Sudbury	.964	1.159	1.307	1.079
Thunder Bay	.832	.779	.903	.765
Winnipeg	.901	.980	1.223	.878
Regina	1.209	1.228	1.002	1.157
Saskatoon	1.387	1.456	1.672	1.651
Calgary	1.070	1.341	1.179	1.218
Edmonton	1.135	1.264	1.059	1.132
Vancouver	.726	.703	.656	.794
Victoria	1.116	.964	1.228	1.156
Mean	1.140	1.104	1.124	1.133
Std.Dev.	0.371	0.342	0.315	0.399

Sources: Canadian Travel Survey 1996, Census 1996.

The demographic characteristics describe the percentage of persons in each CMA with specific attributes associated with population growth, gender, age, and ethnicity. The least amount of variation is found in the percentage of males making up the population in each CMA, with an average of 48.69% (SD=.50). The average percentage of the population comprising individuals 65 years of age and older is 11.01% and accurately reflects this generally growing segment of the population in Canada. Finally, while the percentage of the population that was born in Canada is generally quite high on average across the country (nearing 95%), there are notable variations with proportions of the population as high as 14% that were born outside of Canada, reflecting the higher ethnic diversity in some CMAs.

Two factors that were drawn from the CTS were leisure activities participated in during the recent person-trip and expenditures made on the trip. Of the 27 activities listed on the CTS, the six shown in *Text Table 7.19* represent two of the dominant activities (i.e., visiting friends or relatives and sightseeing) and four categories of activities: "city life", made

Text Table 7.19

1996 Travel Related and Selected Demographic Characteristics of Census Metropolitan Areas (n=25)

CMA Characteristic	Mean	Std. Dev.	Minimum	Maximum
Selected Demographic Characteristics^a				
Population change	4.50	3.72	-30	14.30
Males	48.69	.50	47.78	49.81
Persons 65 years +	11.01	1.97	8.10	16.69
Born in Canada	94.77	3.32	85.21	98.79
Born outside Canada	4.14	3.42	.22	14.07
Leisure Activities on Trip^b				
Born in province	71.62	15.71	40.90	96.74
Visit friends or relatives	25.61	5.33	16.36	38.23
Sightseeing	9.84	1.70	7.11	13.16
City life	15.06	2.56	11.09	19.21
Cultural activities	7.61	1.57	4.21	11.42
Natural environment	7.35	2.07	3.63	11.70
Outdoor sports	29.61	5.30	19.24	39.87
Expenditures on Trip^c				
Transportation	153.68	83.90	39.80	434.56
Food/beverages	74.51	26.64	38.19	159.56
Accommodations	72.94	30.61	24.14	159.65
Recreation	25.70	10.81	11.86	59.15
Clothing	17.23	8.27	7.09	42.13
Overall expenses	356.91	158.61	131.40	865.10

^a percentage of the total 1996 population of the CMA.

^b the percentage of all possible activities reported for trips.

^c the average expenditure for all person-trips originating from CMA.

Sources: Canadian Travel Survey 1996, Census 1996.

up of activities such as shopping and visiting a casino or night club; "cultural activities", made up of activities such as attending festivals or cultural performances, and visiting museums, galleries, or historic sites; "natural environment", which includes visiting provincial or national parks, and bird or wildlife viewing; and "outdoor recreation and sports", which includes swimming, downhill and cross-country skiing, snowmobiling, and walking or hiking. In each case, the percentage of all person-trips that involved participation in the leisure activity was calculated for each CMA (see *Text Table 7.19*). With respect to trip expenditures, five categories are reported including overall expenditures in all areas: all forms of transportation (i.e., vehicular, air, water) related to the person-trip; food and beverages; accommodations; recreation and entertainment; and clothing. In each case, expenditures were calculated as the average per person-trip from the CMA.⁴

On average, over a quarter of all person-trips involved participation in outdoor recreation and sports (29.6%) and visiting friends and relatives (25.6%). Less than 10% of all

trips involved sightseeing (9.8%), cultural activities (7.6%), or activities related to the natural environment (7.40%). Person-trips over 80 km resulted in average expenditures of just over \$350 in total, with the bulk of the expense devoted to transportation (Mean=\$153.7) and considerably less spent on average for recreation and entertainment (Mean=\$25.7) and on clothing (Mean=\$17.2).

In the remaining Tables, the correlations between the location quotients of the CMAs and these just described selected demographic and travel-related factors are reported to assess their possible influence on generating person-trips and nights away. Overall, the selected demographic factors had little influence on the propensity to generate person-trips, with the exception of percentage change in base population which suggested greater growth was related to more person-trips than expected ($r=.532$, $p=.006$). With respect to nights away (see *Text Table 7.20*), the most notable influence appears to be associated with the ethnic makeup of the CMA. Those regions with higher percentages of the population born outside of Canada are significantly more likely to generate nights away to destinations both in the U.S. ($r=.479$, $p=.015$) and overseas ($r=.688$, $p<.001$). This is also true for the percentage of persons born within the province of their residence with higher numbers of nights away to the U.S. and overseas being generated by CMAs with lower percentages of born-in-province residents. The significant relationships between ethnicity and nights away may also be at the root of the relationship between population change and person-trips, if growth is primarily due to immigration to certain CMAs. Nights away to U.S. destinations was also significantly related to higher percentages of the population that is 65 years of age and older ($r=.413$, $p=.040$) suggesting that our southern neighbour may be the preferred destination for older adults. Finally, the quarter in which the person-trips and nights away occurred does not appear, overall, to be related to these demographic factors.

With respect to leisure activities, visiting friends and relatives was significantly related to the propensity of the CMA to generate person-trips over 80 km ($r=.578$, $p=.002$) suggesting that this was a primary reason for making the trip (see *Text Table 7.21*). This was not the case, however, for nights away either in total or to any of the specific destinations with the notable exception of nights away to other Canadian destinations where the natural environment was the key feature of the trip ($r=.640$, $p=.001$). This is an interesting observation about the potential drawing power of Canada's natural resources for not only international tourists, but for domestic tourists as well.

Text Table 7.20

Relationship between Location Quotients for All Person-trips over 80 km, Nights Away, and Quarter in 1996 and *Leisure Activities Participated in on Person-Trips* (n=25) ^a

Location quotients	Demographic Characteristics of CMAs ^b					
	Population change 1991-1996	Males	Persons 65 years and over	Canadian citizenship	Citizenship other than Canadian	Born in province of residence
All person-trips	-.140 (.505)	-.267 (.197)	-.204 (.328)	.360 (.077)	-.375 (.065)	.238 (.252)
Nights Away						
Total	.094 (.653)	-.085 (.686)	.144 (.491)	-.161 (.442)	.168 (.423)	-.518 (.008)
Canadian	-.149 (.479)	-.029 (.890)	-.015 (.945)	.197 (.344)	-.182 (.383)	-.230 (.269)
United States	.250 (.227)	-.090 (.669)	.413 (.040)	-.492 (.012)	.479 (.015)	-.465 (.019)
Overseas	.532 (.006)	-.114 (.587)	.187 (.371)	-.699 (.000)	.688 (.000)	-.608 (.001)
Quarter						
January to March	-.050 (.813)	-.264 (.202)	.007 (.975)	.263 (.204)	-.293 (.156)	.271 (.189)
April to June	-.039 (.852)	-.206 (.323)	-.299 (.147)	.219 (.293)	-.230 (.269)	.080 (.703)
July to September	-.176 (.401)	-.262 (.206)	-.155 (.459)	.350 (.086)	-.361 (.076)	.183 (.380)
October to December	.004 (.984)	-.267 (.198)	-.081 (.699)	.159 (.447)	-.178 (.395)	.082 (.697)

^a Pearson correlation coefficients reported with probability value shown in parentheses (significant relationship when $p < .05$).

^b all demographic characteristics (with the exception of population change) are percentage of the total population in the CMA.
Sources: Canadian Travel Survey 1996, Census 1996.

Visiting friends and relatives also was consistently related to person-trips across all four quarters of the year suggesting that seasonality for this activity is not necessarily defined climatically, but socially (i.e., seasonal holidays such as Christmas, Easter, Thanksgiving providing the impetus). In contrast, participation in activities associated with the natural environment ($r = -.487$, $p = .014$) and outdoor recreation and sports ($r = -.403$, $p = .046$) was negatively related to the propensity to generate person-trips during the first quarter, January to March, suggesting that climate does indeed influence travel for these reasons at this time of year. Interestingly, sightseeing appears to stand in contrast to these patterns as it is negatively correlated to person-trips throughout the year suggesting that it is an activity not *solely* related to the overall propensity to generate tourists, but is perhaps always linked to other reasons for the trip.

When one examines the relationship of various expenditures associated with person-trips (see *Text Table 7.22*), overall, we see that lower average costs associated with the trips are more likely to generate tourists from the CMA. Not surprisingly, those regions where shorter, less costly person-trips are possible, there is a greater propensity to generate such trips. This is supported by the results concerning the expenditures associated with nights away where the only significant, positive relationships are associated with nights away to overseas destinations – destinations that necessarily require a minimum expenditure of some magnitude for transportation and accommodations. No relationships between total nights away, as well as to other Canadian and U.S. destinations, and average expenditures per person-trip in any category are apparent.

Text Table 7.21

Relationship between Location Quotients for All Person-Trips over 80 km, Nights Away, and Quarter in 1996 and Selected Demographic Characteristics of CMAs (n=25) ^a

Location quotients	Leisure Activities Participated in on Person-Trip ^b					
	Visiting friends and relatives	Sightseeing	City Life	Arts and culture	Natural environs	Outdoor recreation and sports
All person-trips	.578 (.002)	-.393 (.052)	-.059 (.778)	-.012 (.955)	-.238 (.253)	-.325 (.113)
Nights Away						
Total	-.231 (.267)	-.180 (.389)	-.404 (.045)	.152 (.469)	.620 (.001)	.270 (.191)
Canadian	-.115 (.585)	-.224 (.282)	-.328 (.109)	.151 (.472)	.640 (.001)	.106 (.613)
United States	-.209 (.317)	-.065 (.756)	-.087 (.680)	-.201 (.335)	-.128 (.543)	.340 (.097)
Overseas	-.235 (.258)	.127 (.545)	-.252 (.223)	.188 (.369)	.191 (.360)	.286 (.165)
Quarter						
January to March	.627 (.001)	-.420 (.037)	.203 (.330)	-.061 (.772)	-.487 (.014)	-.403 (.046)
April to June	.536 (.006)	-.323 (.115)	-.116 (.582)	-.043 (.838)	-.199 (.340)	-.282 (.173)
July to September	.412 (.041)	-.405 (.045)	-.160 (.444)	-.039 (.852)	-.057 (.785)	-.152 (.467)
October to December	.550 (.004)	-.396 (.050)	.022 (.915)	-.015 (.943)	-.315 (.126)	-.329 (.108)

^a Pearson correlation coefficients reported with probability value shown in parentheses (significant relationship when $p < .05$).
^b each category was calculated as a percentage of all activities on trips.
Sources: Canadian Travel Survey 1996, Census 1996.

Implications and Recommendations

This initial exploration of a spatial analysis of Canadians' travel behaviour has provided an innovative means of viewing patterns of person-trips and nights away as generated by the 25 major census metropolitan areas (CMAs) in Canada. It also has demonstrated the possibilities for subsequent examinations of those factors that might be key influences of those patterns and offered possible reasons why. Clearly, more in-depth analyses using a broader array of factors drawn from the CTS (e.g., distance travelled, main reason for the trip, inter versus intraprovincial trips) and the census data (e.g., life stage, household income, family composition, industry sector) would provide further insights into why some regions more so than others

have a greater propensity than expected to generate person-trips. For example, a logical next step might be to examine the combined influence of a "bundle" of factors that characterise the origin regions to assess the importance of each factor relative to others. This may lead to mimicking, in a sense, the segmentation of markets based on individuals by devising segments based on regions.

In this study, the level of geographic aggregation was limited to the 25 CMAs in Canada, but several other scales could be explored, especially those which would provide somewhat more homogeneous regions based on their demographic profiles. For example, the data from the CTS and census could be aggregated to the 250 census

Text Table 7.22

Relationship between Location Quotients for All Person-Trips over 80 km, Nights Away, and Quarter in 1996 and Trip Expenditures (n=25) ^a

Location quotients	Trip Expenditure Category ^b					
	Transport	Food	Accomm.	Recreation	Clothing	Total
All person-trips	-.650 (.000)	-.744 (.000)	-.723 (.000)	-.774 (.000)	-.504 (.010)	-.707 (.000)
Nights Away						
Total	.307 (.136)	.212 (.309)	.233 (.263)	.116 (.582)	.112 (.594)	.266 (.199)
Canadian	.068 (.748)	-.040 (.848)	-.029 (.890)	-.095 (.652)	.141 (.500)	.028 (.895)
United States	.187 (.371)	.266 (.199)	.350 (.087)	.183 (.380)	-.084 (.690)	.226 (.277)
Overseas	.619 (.001)	.577 (.003)	.547 (.005)	.493 (.012)	.005 (.979)	.579 (.002)
Quarter						
January to March	-.654 (.000)	-.680 (.000)	-.681 (.000)	-.720 (.000)	-.519 (.008)	-.687 (.000)
April to June	-.524 (.007)	-.636 (.001)	-.570 (.003)	-.671 (.000)	-.456 (.022)	-.580 (.002)
July to September	-.565 (.003)	-.662 (.000)	-.651 (.000)	-.731 (.000)	-.426 (.034)	-.625 (.001)
October to December	-.545 (.005)	-.639 (.001)	-.614 (.001)	-.667 (.000)	-.488 (.013)	-.600 (.002)

^a Pearson correlation coefficients reported with probability value shown in parentheses (significant relationship when $p < .05$).

^b average expenditure for all person-trips originating from CMA.

Sources: Canadian Travel Survey 1996, Census 1996.

subdivisions (CDs) thereby providing not only more precise information about these smaller geographic areas, but also regions that are spatially contiguous (i.e., complete spatial coverage of Canada). This, too, would create even more possibilities for examining the actual spatial movements of people across the country. Beyond the socio-political definitions of the regions, tourist and economic regions could be constructed (as in Smale and Butler's original work) to explore these patterns and relationships. Finally, while this study focused on the propensity of *origin* regions to generate tourism, *destination* regions could be constructed in the same fashion, location quotients calculated for them, and the *attractivity* of destinations in Canada examined.

As a final note, it is important to recognise the dynamic nature of indicators such as the location quotients. Indeed, the patterns reported here are not only spatially related,

but temporally as well. With shifts in population and regional composition as well as changing patterns in domestic and international tourism, the propensity of origin regions to generate tourism as well as the ability to attract it to specific destination regions will correspondingly shift over time. The results of this study are peculiar to 1996, and comparisons of the location quotients over the several years would reflect the relative stability of each region's tourism patterns. Significant shifts in the location quotients may also point to the relative importance of potentially corresponding shifts in other factors such as exchange rates, the occurrence of mega-events, or social, economic, and/or political changes in competing destinations. The relationship of these factors to changes in the location quotients of both generating and receiving regions would reveal how sensitive they are to these external forces and perhaps what might be done in anticipation of them.

Notes

- ¹ Smith, S.L.J. (1995). *Tourism analysis: A handbook*. (2nd ed.). Harlow, UK: Longman.
- ² Bonn, M.A., Furr, L.H., & Uysal, M. (1992). Seasonal variation of coastal resort visitors: Hilton Head Island. *Journal of Travel Research*, 31, 50-56.
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Warnick, R.B. (1993, October). *U.S. domestic travel, 1979 to 1991: Generational trends in travel*. Abstracts of the Leisure Research Symposium, National Recreation and Parks Association Congress, Tourism and Leisure Section, San Jose, California, October 21-24, 1993.
- Yoon, J., & Shafer, E.L. (1996). Models of U.S. travel demand patterns for the Bahamas. *Journal of Travel Research*, 35, 1: 50-56.
- ³ For more details on previous work that led to the development of the methodology used in the analysis, please contact the authors at the University of Waterloo.
- ⁴ Calculating the percentage of person-trips involving the leisure activity and the average expenditure per person-trip was an effective means of controlling for wide variations in the total amount of person-trips and expenditures across the 25 CMAs, which otherwise would have exaggerated the subsequent statistical relationships.

CHAPTER 8

A GLANCE AT THE FUTURE

*Scott Meis,
Canadian Tourism Commission*

Introduction

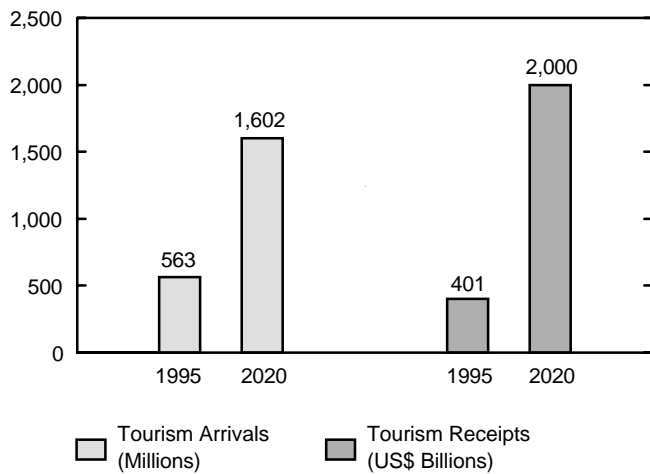
The continuing rapid expansion of tourism is a striking feature of the modern period of economic growth. International tourism, in particular, is frequently cited as one of the major manifestations of globalization along with transportation and communications with which it is closely linked¹. Tourism has been and continues to be seen as a leading growth sector and job creator in both the Canadian² and the world economy³. This optimistic outlook continues despite the recent and continuing economic crisis in many major Asian economies and the attendant slowdown in tourism growth, both within the region of East Asia and in many destination economies throughout the world⁴. The purpose of this chapter is, first, to review some of the current long and medium term forecasts for tourism globally and within Canada. Secondly, the chapter discusses some of the Canadian tourism industries' current responses to their changing economic and social context.

World Tourism Long Term Forecasts

Some have argued that tourism is the largest and fastest growing industry in the world⁵. At the same time, however, these generalizations have been challenged and debated due to the gaps and limitations of existing global data and the lack of accepted economic measurement standards for tourism that would enable comparisons with other economic activities in national and global economic accounts. What is indisputable is that growth rates for international tourism activity, have been, and are projected to continue to be, substantially greater than the rates of growth of national income in general and world economic growth overall.

According to a World Tourism Organization forecasting study, "Tourism 2020 Vision", international tourism arrivals worldwide will grow from 560 million in 1995 to 1.6 billion in the year 2020. More specifically, international arrivals are forecast to rise to 573 million in 2000, top 1.0 billion in 2010 and reach the 1.6 billion mark in 2020. Correspondingly, tourism receipts will grow from US\$ 400 billion in 1995 to US\$ 2 trillion. These growth projections represent sustained average annual rates of growth of 4.3% in arrivals and 6.7% in receipts – exceeding by far maximum projected growth rates for world wealth in general.

Figure 8.1
Worldwide Forecasts to 2020



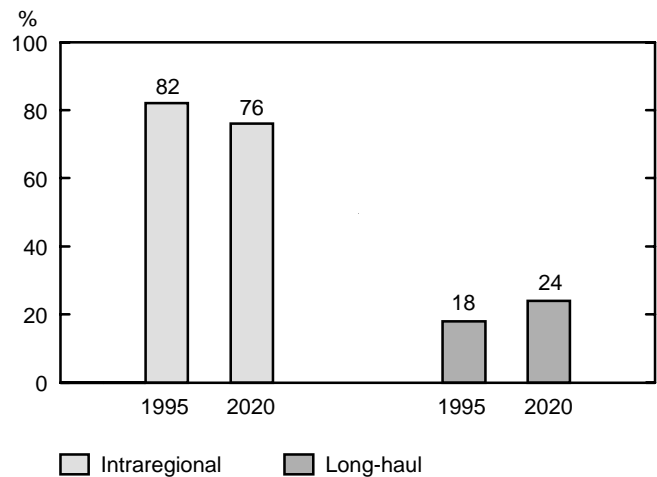
Source: World Tourism Organization.

Further, without considering the influence of changing macro-economic conditions, there remains significant further international growth potential, as global penetration rates of the population of potential international travellers are still at single digit levels. When WTO adjusts the international tourist arrivals figures to the numbers of active international tourists (taking into account tourists visiting more than one country per trip, and multiple trip taking), the proportion of the world's population engaged in international tourism is estimated at just 3.5%. When it further adjusts the figures to eliminate those persons who through, age, illness/infirmity or financial resources are unable to undertake international travel, its estimate of global penetration rate of potential international travellers rises to 7%, indicating a consumer product still in the emerging stage of its potential product life cycle.

From a global regional perspective, the Americas, of which Canada is a part, will experience a modest rate of growth between 1995-2020 at 3.8% per annum, somewhat below the overall international average. The region will nevertheless increase its overall share of the international market to 18% by 2020. This growth will be at the expense of Europe which, while remaining the largest receiving region, will also experience below average growth rates resulting in a loss of global market share from 59% to 45%. The big winners are seen to be East Asia and the Pacific which are projected to pass the Americas as the second largest receiving region, gaining a 27% market share by 2020.

One particularly positive new facet of the Americas prospects emerges. By 2001 the Americas region is projected to receive more arrivals than it generates. Further, this gap is forecasted to widen by 2020. By 2020 the volume of international tourist arrivals in the Americas should total 284 million, two-and-a half times the level of 1995.

Figure 8.2
Intra-regional/Long-haul Split of International Tourist Arrivals Worldwide, 1995-2020



Source: World Tourism Organization.

Within the Americas, however, prospects for the individual sub-regions show less variance in the future. North America, will experience the lowest rate of growth in the region between 1995-2020, at 3.6% per annum while the highest will be in South America (i.e., 4.9% per annum).

One of the other main changing features in the market mix of international tourism over the forecasted 25 year period is the rise in the long-haul share of arrivals. By 2020, the intra-regional:long-haul split is projected to rise from 82:18 to 76:24, with the latter growing at 6.0% per annum, substantially faster than the former at only 2.9% per annum. The effect of this long-haul shift is again projected to be greatest in the Americas, reflecting the relative increasing affluence of the people in the region. Here the long-haul split rises from 23% to 38% between 1995 and 2020.

While the WTO's forecasting study focusses primarily on international tourism, it hypothesizes that domestic tourism in industrialized countries such as Canada will approach its saturation point in terms of the proportion of the

Text Table 8.1

World Tourism Organization's Forecast of Inbound Tourism by Region

(Revised, June 1998)

Receiving Region	International Tourist Arrivals			
	1995	2000	2010	2020
	millions			
Europe	384	386	526	717
East Asia/Pacific	81	105	231	438
Americas	110	131	195	284
Africa	20	26	46	75
Middle East	14	19	37	69
South Asia	4	6	11	19
Total	563	673	1,046	1,602

Source: World Tourism Organization.

population actively participating in domestic travel activities. With one of the higher current domestic tourist participation rates of 65%, Canada is likely to be particularly exposed to this market-specific attenuating trend in domestic growth over the next twenty-five years.

In recent years, Canada has experienced improvements in both its global ranking and global market share of receiving countries, regaining and surpassing its former ninth position in the top ten. Nevertheless, WTO's forecasts see major changes in the mix of leading destinations by 2020 with Canada being displaced by China-Hong Kong (SAR) (as a separate entity), the Russian Federation and the Czech Republic and dropping out of the top ten and into the middle

Text Table 8.2

World Tourism Organization Forecast of Inbound Tourism by Region

(Revised, June 1998)

Receiving Region	Average Annual Growth Rates			
	1995-2000	2000-2010	2010-2020	1995-2020
	%			
Europe	3.0	3.2	3.1	3.1
East Asia/Pacific	5.2	8.2	6.8	7.0
Americas	3.6	4.0	3.8	3.8
Africa	5.4	5.7	5.1	5.5
Middle East	6.4	7.1	6.5	6.7
South Asia	5.6	6.8	5.8	6.2
Total	3.6	4.5	4.4	4.3

Source: World Tourism Organization.

of the pack of the top twenty. As a generating country, however, Canada is projected to remain in the top ten global countries maintaining approximately the same world ranking of seventh with an overall generating market share of 2.0%.

The WTO's international growth forecasts provide both an opportunity and a challenge⁶. The projected global increases in overall international tourism provides an excellent opportunity for Canada to continue to dramatically increase its tourism export revenues. If, despite the increasing pressures of global competition, Canada is able to maintain

Text Table 8.3

World's Top Destinations, 2020

Rank	Country	Tourist arrivals	Market share	Average annual growth rate 1995-2020
		millions	%	%
1	China	137.1	8.6	8.0
2	United States	102.4	6.4	3.5
3	France	93.3	5.8	1.8
4	Spain	71.0	4.4	1.8
5	China, HK-SAR	59.3	3.7	7.3
6	Italy	52.9	3.3	2.2
7	United Kingdom	52.8	3.3	3.0
8	Mexico	48.9	3.1	3.6
9	Russian Fed.	47.1	2.9	6.7
10	Czech Rep.	44.0	2.7	4.0
	Total (1-10)	708.8	44.2	

Source: World Tourism Organization.

Text Table 8.4

World's Top Outbound Countries, 2020

Rank	Country	Total arrivals generated worldwide	Market share
		millions	%
1	Germany	163.5	10.2
2	Japan	141.5	8.8
3	United States	123.3	7.7
4	China	100.0	6.2
5	United Kingdom	96.1	6.0
6	France	37.6	2.3
7	Netherlands	35.4	2.2
8	Canada	31.3	2.0
9	Russian Fed.	30.5	1.9
10	Italy	29.7	1.9
	Total (1-10)	788.9	49.2

Source: World Tourism Organization.

its current global destination ranking and market share of approximately 2.0% of world-wide international receipts, international visitors could generate incremental revenues of US\$ 30 billion by 2020.

Canada's Medium Term Tourism Forecasts

The Canadian Tourism Commission publishes regular short and medium term forecasts for all Canada's major primary and secondary markets⁷. These forecasts are updated annually by the Conference Board of Canada, Canadian Tourism Research Institute based on a combination of an econometric model developed by the Conference Board and expert judgement adjustments provided by Canadian Tourism Commission staff to capture the effect of non-economic events.

The coverage of the forecasts includes international travel volumes, receipts and expenditures, account balance as well as yields for Canada's major primary and secondary markets of interest. Aggregate forecasts are also produced as a weighted average of individual country forecasts.

According to the CTC's forecasts, overnight travel to Canada from all international destinations will grow from 18.8 million in 1998 to 22.6 million in 2003. However, the annual rate of growth will decline over the medium term forecast period. Overall growth rates per annum in this period will decline from the 6.8% in 1998 to a low of 3.0% in 2001 and 2002. A rebound in this declining medium term scenario is not expected until after 2003.

Overnight travel from overseas destinations will increase from 3.9 million in 1998 to 4.4 million in visits in 2003. While sharp declines are expected in 1998 (-7.1%), these declines are expected to level off in 1999 and 2000 and then rebound moderately in 2001 through 2003.

Smaller declines in Europe in 1998 (-2.2%) and a quicker and sharper rebound in 1999 through 2003 is expected to offset the continuing weak performance and slower recovery from the Asian markets.

The outlook for the United States on the other hand, continues to be a good news story. The CTC projects that overnight U.S. travel will increase 7.0% in 1999 and 5.0% in 2000, resulting in an overall increase in overnight trips

from the United States to Canada from 14.5 million in 1998 to 18.3 million in 2003. This rosy scenario is a result of the combination of a U.S. economy projected to remain strong (albeit, somewhat slower); the continuing positive impact of the Open Skies agreement and the relative value of the Canadian dollar in foreign exchange markets.

Travel by air will continue to increase at a faster pace compared with other modes of travel, primarily auto. Strong growth rates of 10.0% per annum or more are forecast for overnight trips from the United States to Canada by air in the short term while more moderate rates of 4.5% per annum are forecast in the period 2001-2003.

One of the major changes in Canada's international travel situation in the past few years has been the double digit declines in overnight travel to the United States. As a result of the recent depreciation of the Canadian dollar against the U.S. dollar, Canadians decided to either travel within Canada or visit overseas destinations. Another factor influencing Canadians' choice of a vacation in Canada instead of the United States is the CTC's new domestic marketing initiative. This program targets Canadians who regularly visit the United States, but could potentially be persuaded to travel in Canada instead.

The CTC's 1999 Spring Update of its *International Travel Forecasts* projects that overnight travel to the United States will continue to decline in the short term, but will bottom out and begin to rebound slowly in the period 2000-2003 in response to a higher valued Canadian dollar. However, growth rates in outbound overnight travel to the United States are expected to peak at 2.7% in 2001-2002.

The current trends of declining visits and expenditures by Canadians in the United States in combination with the recent surge in U.S. visits to Canada and a very strong (25%) increase in U.S. travel receipts in Canada have produced Canada's lowest travel deficit with the United States in recent history. If these trends continue as forecast, the United States travel deficit will reach 0 in the year 2000 and become a growing surplus through 2002. By 2002, CTC forecasts that the value of the U.S. travel surplus could reach nearly \$1.3 billion. On the other hand, Canada's total world travel balance is expected to reach its lowest level in 2000 at \$1.14 billion but gradually inch its way back up to \$1.21 billion by 2003.

Text Table 8.5

Canadian Tourism Commission Forecast of Inbound Tourism (overnight travel) by Country
(Updated, July, 1999)

Generating Country/Region	Annual Change				
	1999	2000	2001	2002	2003
	%				
United States	7.0	5.0	3.0	3.0	3.0
United Kingdom	1.5	1.0	2.5	3.0	3.5
France	4.5	3.0	3.0	2.5	2.0
Germany	-3.0	1.0	3.5	3.2	3.1
Europe	1.4	1.7	3.1	3.0	3.0
Japan	-5.0	-4.0	1.0	3.5	4.0
Overseas	0.3	0.5	2.8	3.1	3.4
Total	5.6	4.1	3.0	3.0	3.1

Source: Canadian Tourism Commission.

Text Table 8.6

Canadian Tourism Commission Forecast of Travel Account Balances by Country
(Updated, July, 1999)

Travel Balance Country/Region	(millions of current \$)				
	1999	2000	2001	2002	2003
United States	-75	393	723	979	1,287
Rest of the World	-1,127	-1,537	-1,902	-2,173	-2,494
Total World	-1,201	-1,144	-1,178	-1,193	-1,207

Source: Canadian Tourism Commission.

To achieve these results the tourism industry will have to keep a strong product focus and take up the challenges identified in the analyses presented in this Statistical Digest: increasing international competition, slowing and irregular domestic growth, skewed seasonal and regional demand and supply of Canada's tourism products, rising tourism prices as well as limited and uneven industry profitability. The issues of industry competitiveness, productivity and profitability underlie them all. Success in achieving the status of a premier international destination for natural and cultural experiences across all seasons would increase revenues, improve the industry attractiveness for investments, and create more economic activity within this strategic industry, thus generating jobs and more prosperity for the country at large.

Notes

- ¹ International Association of Scientific Experts in Tourism, *Globalization and Tourism*, Reports, 46th Congress 1996 Rotorua, New Zealand.
- ² Canadian Tourism Commission, *Recent Developments in Tourism as Revealed by the National Tourism Indicators*, Research Report 1998-1.
- ³ World Tourism Organization, *Tourism 2020 Vision, A new Forecast from the World Tourism Organization*.
- ⁴ Canadian Tourism Commission, *An Analysis of the Problem Loans at Asian Banks; Trends Issues and Implications*, Occasional Research Report 1999-1.
- ⁵ World Travel and Tourism Council. *Travel and Tourism, Progress and Priority 1999*.
- ⁶ Canadian Tourism Commission, *Challenges for Canada's Tourism Industry*, 1999.
- ⁷ Canadian Tourism Commission, *International Travel Forecasts*, Spring 1999 Update, July, 1999.

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Title	Catalogue no.
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“Travel-Log” <i>Quarterly, Bilingual</i>	87-003-XPB 87-003-XIB
“Canadian Travel Survey; Domestic Travel” <i>Annual, Bilingual</i>	87-212-XPB 87-212-XIE 87-212-XIF
“National Tourism Indicators, Quarterly Estimates” <i>Quarterly, Bilingual</i>	13-009-XPB

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STATISTICAL TABLES

STATISTICAL TABLES

Symbols

- amount too small to be expressed.
- figures not available.

Table 1.1
World Tourism Growth, 1950-1998 – International Tourist Arrivals

Year	World Total	Tourist Arrivals (thousands)					
		Europe	Americas	East Asia/ Pacific	Africa	Middle East	South Asia
1950	25,282	16,839	7,485	190	524	197	47
1960	69,320	50,351	16,705	704	750	630	180
1970	165,787	113,000	42,273	5,331	2,407	1,864	912
1971	178,853	122,000	44,812	5,645	2,873	2,528	995
1972	189,129	130,000	44,798	6,131	3,400	3,700	1,100
1973	198,906	137,000	46,960	7,096	3,500	3,100	1,250
1974	205,667	140,000	47,730	8,437	3,900	4,300	1,300
1975	222,290	153,859	50,043	8,657	4,654	3,520	1,557
1976	228,873	157,818	51,496	9,636	4,425	3,786	1,712
1977	249,264	170,570	56,379	11,495	4,561	4,203	2,056
1978	267,076	183,543	58,780	13,423	4,912	4,185	2,233
1979	283,089	192,997	59,315	17,463	6,028	5,111	2,175
1980	285,997	186,111	61,368	21,480	7,329	7,467	2,242
1981	287,139	183,998	61,316	23,371	8,185	7,861	2,408
1982	286,097	185,134	58,600	24,535	7,638	7,805	2,385
1983	289,618	187,953	58,885	24,968	8,145	7,217	2,452
1984	316,357	202,276	67,748	27,928	8,812	7,164	2,429
1985	327,188	212,113	64,298	31,105	9,710	7,463	2,499
1986	338,854	214,136	71,428	34,870	9,341	6,395	2,684
1987	363,766	227,458	76,550	40,495	9,833	6,771	2,659
1988	394,825	240,898	83,090	47,020	12,508	8,454	2,855
1989	426,476	266,284	86,993	47,769	13,821	8,569	3,040
1990	458,247	282,876	93,597	54,598	15,059	8,958	3,158
1991	463,969	283,025	96,676	56,442	15,202	8,366	3,258
1992	502,793	302,430	103,584	64,246	18,037	10,914	3,582
1993	518,346	310,109	103,625	71,164	18,544	11,393	3,511
1994	553,320	334,320	106,480	76,788	19,074	12,792	3,866
1995	568,468	338,521	110,560	81,355	20,327	13,505	4,200
1996	599,623	353,294	116,868	89,037	21,906	14,084	4,434
1997	619,574	369,803	118,887	88,027	23,190	14,833	4,834
1998	635,134	381,076	122,682	86,629	24,679	15,035	5,033

Source: World Tourism Organization.

Table 1.2
World Tourism Growth, 1950-1998 – International Tourist Receipts

Year	Tourist Receipts ¹ (millions \$US)						
	World Total	Europe	Americas	East Asia/ Pacific	Africa	Middle East	South Asia
1950	2,100	885	1,060	30	88	31	6
1960	6,867	3,884	2,452	195	243	58	35
1970	17,900	11,023	4,800	1,100	482	395	100
1971	20,850	13,327	5,200	1,100	594	429	200
1972	24,621	15,834	6,100	1,171	712	654	150
1973	31,054	20,098	7,400	1,554	909	893	200
1974	33,822	20,982	8,700	1,722	1,072	1,146	200
1975	40,702	25,854	10,219	2,164	1,269	867	329
1976	44,436	27,109	11,581	2,576	1,438	1,223	509
1977	55,637	34,492	12,580	3,583	1,948	2,364	870
1978	68,845	43,763	14,767	4,683	2,130	2,669	833
1979	83,340	52,451	18,230	6,035	2,170	3,669	775
1980	105,320	63,484	25,389	8,720	2,711	3,470	1,546
1981	107,452	59,231	29,168	10,196	2,880	4,123	1,854
1982	100,907	57,793	24,276	10,620	2,702	3,867	1,649
1983	102,474	57,820	24,878	11,182	2,634	4,315	1,645
1984	112,707	59,776	32,157	12,130	2,525	4,593	1,526
1985	118,084	63,516	33,270	13,194	2,540	4,184	1,380
1986	143,456	79,960	38,369	17,153	2,939	3,373	1,662
1987	176,769	100,597	43,003	23,004	3,806	4,524	1,835
1988	204,267	111,706	51,290	30,497	4,580	4,329	1,865
1989	221,232	115,852	60,143	34,243	4,513	4,499	1,982
1990	267,762	146,789	70,042	39,164	5,336	4,402	2,029
1991	277,558	148,084	77,843	40,418	5,061	3,821	2,331
1992	313,634	166,716	85,480	47,362	6,234	5,069	2,773
1993	323,135	163,517	91,077	53,851	6,302	5,705	2,683
1994	352,631	177,702	95,209	63,411	6,844	6,395	3,070
1995	403,019	207,612	102,700	74,193	7,497	7,522	3,495
1996	437,556	222,242	112,415	81,981	8,729	8,241	3,948
1997	438,165	220,494	118,855	76,387	9,018	9,135	4,276
1998	439,393	228,856	119,965	68,598	9,612	8,022	4,340

¹ Excluding international fare receipts.

Source: World Tourism Organization.

Table 1.3
Tourism Market Trends – World's Top 40 Tourism Destinations, 1985-1997

International tourist arrivals (excluding same-day visitors)							
1985	Rank 1996	1997	Countries	Arrivals (thousands) 1997	% change 1997/96	% of total 1997	
1	1	1	France	66,864	7.1	10.9	
4	2	2	United States	48,409	4.1	7.9	
2	3	3	Spain	43,378	7.0	7.1	
3	4	4	Italy	34,087	3.8	5.6	
6	7	5	United Kingdom	25,960	2.6	4.2	
13	12	6	China	23,770	4.4	3.9	
22	27	7	Poland	19,514	0.5	3.2	
9	8	8	Mexico	19,351	-9.6	3.2	
7	10	9	Canada	17,610	1.6	2.9	
16 ¹	16	10	Czech Republic	17,400	2.4	2.8	
11	5	11	Hungary	17,248	-16.6	2.8	
5	6	12	Austria	16,646	-2.6	2.7	
8	9	13	Germany	15,837	4.2	2.6	
18 ²	17 ²	14	Russian Federation	15,350	5.2	2.5	
10	11	15	Switzerland	11,077	4.5	1.8	
19	19	16	China, Hong Kong SAR ³	10,406	-11.1	1.7	
14	13	17	Greece	10,246	11.0	1.7	
15	14	18	Portugal	10,100	3.8	1.7	
28	24	19	Turkey	9,040	13.5	1.5	
25	21	20	Thailand	7,263	1.0	1.2	
20	20	21	Netherlands	6,674	1.4	1.1	
23	23	22	Singapore	6,542	-1.0	1.1	
21	15	23	Malaysia	6,211	-13.0	1.0	
17	22	24	Belgium	5,875	0.8	1.0	
24	28	25	Ireland	5,540	4.9	0.9	
58	55	26	South Africa	5,530	11.9	0.9	
55	38	27	Indonesia	5,036	0.0	0.8	
36	34	28	Macau	4,915	0.5	0.8	
39	32	29	Argentina	4,540	5.9	0.7	
49	36	30	Australia	4,286	2.9	0.7	
33	29	31	Tunisia	4,263	9.7	0.7	
26	28	32	Japan	4,223	10.1	0.7	
41	31	33	Korea Republic	3,908	6.1	0.6	
-	18	34	Croatia	3,834	44.7	0.6	
42	35	35	Egypt	3,657	3.7	0.6	
32	37	36	Saudi Arabia	3,594	3.9	0.6	
37	33	37	Puerto Rico	3,332	8.7	0.5	
29	25	38	Morocco	3,115	15.7	0.5	
35	53	39	Brazil	2,995	12.3	0.5	
27	30	40	Romania	2,741	-3.3	0.4	
Total 1-40				530,367	2.7	86.7	
World Total				619,574	3.3	100.0	

¹ Former Czechoslovakia.

² Former USSR.

³ Self-administered region.

Source: World Tourism Organization.

Table 1.4
Tourism Market Trends – World's Top 40 Tourism Earners, 1985-1997

International tourist receipts (excluding transport)						
1985	Rank 1990	1997	Countries	Receipts (millions \$US) 1997	% change 1997/96	% of total 1997
1	1	1	United States	75,056	7.4	16.9
2	3	2	Italy	30,000	-0.1	6.8
4	2	3	France	28,316	-0.1	6.4
3	4	4	Spain	26,595	-3.9	6.0
5	5	5	United Kingdom	20,569	5.6	4.6
6	6	6	Germany	16,418	-6.5	3.7
7	7	7	Austria	12,393	-11.4	2.8
21	25	8	China	12,074	18.4	2.7
27	14	9	Australia	9,324	5.8	2.1
12	11	10	China, Hong Kong SAR ³	9,242	-14.7	2.1
9	9	11	Canada	8,828	0.7	2.0
23	13	12	Thailand	8,700	0.4	2.0
77	65	12	Poland	8,700	3.6	2.0
13	12	13	Singapore	7,993	0.4	1.8
8	8	14	Switzerland	7,860	-10.5	1.8
10	10	15	Mexico	7,593	9.5	1.7
18	21	16	Turkey	7,000	17.4	1.6
16 ¹	23 ¹	17	Russian Federation	6,669	-3.0	1.5
15	16	18	Netherlands	6,597	5.5	1.5
41	26	19	Indonesia	6,599	8.2	1.5
14	15	20	Belgium	5,997	1.8	1.4
34	18	21	Korea Republic	5,200	-4.2	1.2
29	27	22	Argentina	5,069	10.9	1.1
24	17	23	Japan	4,322	6.0	1.0
24	19	24	Portugal	4,264	0.0	1.0
37	31	25	Malaysia	3,850	-1.9	0.9
47	44	26	Egypt	3,847	20.1	0.9
19	24	27	Greece	3,800	2.1	0.9
22	22	28	Sweden	3,785	3.6	0.9
33	29	29	Taiwan (Prov. Of China)	3,705	1.9	0.8
65 ²	62	30	Czech Republic	3,700	-9.2	0.8
-	34	31	Macau	3,317	2.9	0.7
40	35	32	Ireland	3,250	8.2	0.7
20	20	33	Denmark	3,158	-7.8	0.7
32	33	34	India	3,152	6.4	0.7
30	40	35	Philippines	2,831	4.9	0.6
26	37	36	Israel	2,800	-4.8	0.6
17	36	37	Brazil	2,602	5.4	0.6
56	50	38	Hungary	2,570	14.4	0.6
49	45	39	New Zealand	2,510	3.2	0.6
36	32	40	Norway	2,497	3.9	0.6
			Total 1-40	392,752	1.8	88.6
			World Total	438,165	0.1	100.0

¹ Former USSR.

² Former Czechoslovakia.

³ Self-administered region.

Source: World Tourism Organization.

Table 1.5
Tourism Market Trends – World's Top 40 Tourism Spenders, 1990-1997

International tourist expenditures (excluding transport)						
1990	Rank 1995	1997	Countries	Receipts (millions \$US) 1997	% change 1997/96	% of total 1997
1	2	1	United States	51,220	6.6	13.5
2	1	2	Germany	46,200	-9.4	12.2
3	3	3	Japan	33,041	-10.8	8.7
4	4	4	United Kingdom	27,710	9.5	7.3
5	6	5	Italy	16,631	5.2	4.4
6	5	6	France	16,576	-6.6	4.4
7	10	7	Canada	11,268	1.6	3.0
9	7	8	Netherlands	10,232	-11.5	2.7
40	22	9	China	10,166	127.2	2.7
8	9	10	Austria	10,124	-8.1	2.7
-	8	11	Russian Federation	10,113	-1.5	2.7
13	11	12	Belgium	8,275	-11.3	2.2
11	12	13	Switzerland	6,904	-8.8	1.8
46	15	14	Poland	6,900	10.6	1.8
10	16	15	Sweden	6,746	4.4	1.8
14	13	16	Taiwan (Prov. Of China)	6,500	0.1	1.7
19	14	17	Korea Republic	6,262	-10.1	1.6
15	17	18	Australia	6,129	12.6	1.6
23	23	19	Brazil	5,446	-6.5	1.4
17	20	20	Norway	4,496	-0.3	1.2
16	18	21	Spain	4,467	-9.2	1.2
-	-	22	Ukraine	4,146	-16.4	1.1
18	19	23	Denmark	4,137	-0.1	1.1
12	25	24	Mexico	3,892	14.9	1.0
25	26	25	Israel	3,570	8.1	0.9
21	21	26	Singapore	3,224	-12.9	0.8
26	32	27	Argentina	2,680	14.5	0.7
22	29	28	Kuwait	2,558	2.6	0.7
24	28	29	Malaysia	2,478	-3.8	0.7
34	30	30	Indonesia	2,436	5.9	0.6
30	34	31	Venezuela	2,381	5.8	0.6
41	36	32	Czech Republic	2,380	-19.4	0.6
20	27	33	Finland	2,270	-5.1	0.6
27	33	34	Ireland	2,223	0.0	0.6
32	31	35	Portugal	2,164	-5.2	0.6
28	35	36	South Africa	1,947	11.0	0.5
72	52	37	Philippines	1,936	52.9	0.5
33	24	38	Thailand	1,888	-54.7	0.5
37	43	39	Nigeria	1,816	39.3	0.5
38	42	40	Turkey	1,716	35.7	0.5
			Total 1-40	355,248	-0.8	93.5
			World Total	379,757	-0.4	100.0

Source: World Tourism Organization.

Table 1.6
Tourism Market Trends – World's Top 40 Tourism Destinations, 1990-1998

International tourist arrivals (excluding same-day visitors)						
1990	Rank 1995	1998	Countries	Arrivals (thousands) 1998	% change 1998/97	% of total 1998
1	1	1	France	70,000	4.0	11.0
3	3	2	Spain	47,749	10.4	7.5
2	2	3	United States	46,395	-2.8	7.3
4	4	4	Italy	34,829	2.2	5.5
7	5	5	United Kingdom	25,750	0.9	4.1
12	8	6	China	25,073	5.5	3.9
8	7	7	Mexico	19,810	2.4	3.1
10	11	8	Canada	18,825	6.7	3.0
27	9	9	Poland	18,820	-3.6	3.0
6	10	10	Austria	17,352	4.2	2.7
9	13	11	Germany	16,511	4.3	2.6
16	12	12	Czech Republic	16,325	-3.0	2.6
17 ¹	18	13	Russian Federation	15,810	3.0	2.5
5	6	14	Hungary	15,000	-13.0	2.4
14	17	15	Portugal	11,200	10.1	1.8
13	16	16	Greece	11,077	10.0	1.7
11	14	17	Switzerland	11,025	4.0	1.7
19	15	18	China, Hong Kong SAR ²	9,575	-8.0	1.5
20	22	19	Netherlands	9,102	16.2	1.4
24	20	20	Turkey	8,960	-0.9	1.4
21	21	21	Thailand	7,720	5.8	1.2
22	24	22	Belgium	6,218	3.0	1.0
-	33	23	Ukraine	6,208	-15.6	1.0
26	25	24	Ireland	6,073	8.3	1.0
55	26	25	South Africa	5,981	10.0	0.9
23	23	26	Singapore	5,630	-13.8	0.9
15	19	27	Malaysia	5,551	-10.6	0.9
38	27	28	Indonesia	4,900	-5.5	0.8
32	30	29	Argentina	4,860	7.0	0.8
53	50	30	Brazil	4,818	69.1	0.8
29	29	31	Tunisia	4,718	10.7	0.7
31	31	32	Korea Republic	4,250	8.8	0.7
36	32	33	Australia	4,167	-3.5	0.7
18	61	34	Croatia	4,112	7.3	0.6
28	35	35	Japan	4,106	-2.7	0.6
37	36	36	Saudi Arabia	3,700	2.9	0.6
34	28	37	Macau	3,590	-0.6	0.6
33	37	38	Puerto Rico	3,396	4.8	0.5
25	41	39	Morocco	3,243	5.6	0.5
35	39	40	Egypt	3,213	-12.1	0.5
			Total 1-40	545,642	2.4	85.9
			World Total	635,134	2.5	100.0

¹ Former USSR.

² Self-administered region.

Source: World Tourism Organization.

Table 1.7
Tourism Market Trends – World's Top 40 Tourism Earners, 1990-1998

International tourist receipts (excluding transport)						
1990	Rank 1995	1998	Countries	Expenditures (millions \$US) 1998	% change 1998/97	% of total 1998
1	1	1	United States	71,116	-2.9	16.2
3	2	2	Italy	30,427	2.4	6.9
2	3	3	France	29,700	6.0	6.8
4	4	4	Spain	29,585	11.0	6.7
6	5	5	United Kingdom	21,233	6.0	4.8
5	6	6	Germany	15,859	-3.9	3.6
25	10	7	China	12,600	4.4	2.9
7	7	8	Austria	11,560	4.4	2.6
9	12	9	Canada	9,133	4.2	2.1
21	21	10	Turkey	8,300	2.6	1.9
8	9	11	Switzerland	8,208	3.9	1.9
65	15	12	Poland	8,000	-7.8	1.8
10	17	13	Mexico	7,887	4.0	1.8
11	8	14	China, Hong Kong SAR ²	7,109	-23.1	1.6
23 ¹	23	15	Russian Federation	7,107	3.0	1.6
14	16	16	Netherlands	6,806	7.6	1.5
13	14	17	Thailand	6,382	-9.3	1.5
18	19	18	Korea Republic	5,807	13.5	1.3
15	13	19	Australia	5,694	-36.7	1.3
16	18	20	Belgium	5,375	1.9	1.2
27	24	21	Argentina	5,363	5.8	1.2
26	20	22	Indonesia	5,325	-2.1	1.2
12	11	23	Singapore	4,984	-27.2	1.1
18	22	24	Portugal	4,665	9.1	1.1
17	30	25	Japan	4,154	-4.0	0.9
22	28	26	Sweden	4,107	13.6	0.9
24	25	27	Greece	4,050	7.4	0.9
-	-	28	Ukraine	3,760	2.5	0.9
62	33	29	Czech Republic	3,719	2.0	0.8
36	40	30	Brazil	3,678	41.7	0.8
29	29	31	Taiwan (Prov. of China)	3,450	1.4	0.8
34	31	32	Macau	3,300	11.6	0.8
35	34	33	Ireland	3,159	-0.9	0.7
33	36	34	India	3,124	-0.9	0.7
20	26	35	Denmark	3,036	-4.7	0.7
30	48	36	Croatia	2,740	8.3	0.6
37	32	37	Israel	2,700	-1.5	0.6
50	44	38	Hungary	2,568	-0.5	0.6
44	35	39	Egypt	2,555	-31.4	0.6
40	37	40	Philippines	2,421	-14.5	0.6
			Total 1-40	380,766	0.0	86.7
			World Total	439,393	0.3	100.0

¹ Former USSR.
² Self-administered region.
Source: World Tourism Organization.

Table 2.1
Overnight Trips of Canadians by Destination, 1996

	1996			
	Intra-provincial	Inter-provincial	United States	Other Countries
	thousands			
Both sexes	58,400	13,185	15,301	3,672
Under 15 and not stated	10,128	1,844	2,407	363
Male 15 and over	24,292	6,043	6,319	1,592
Female 15 and over	23,979	5,298	6,575	1,717
Age groups	58,400	13,185	15,301	3,672
Under 15	10,128	1,844	1,508	186
15 - 24	8,605	1,576	980	300
25 - 34	10,956	2,428	2,110	621
35 - 44	11,418	2,737	3,035	680
45 - 54	8,351	2,189	3,156	770
55 - 64	4,874	1,279	2,458	591
65 and over	4,068	1,133	2,054	524
Province of origin¹	58,400	13,185	15,301	3,672
Atlantic provinces	4,076	1,756	604	108
Quebec	13,144	1,917	2,820	820
Ontario	22,381	3,508	7,094	1,721
Manitoba & Saskatchewan	5,041	1,970	1,015	151
Alberta	6,767	2,552	1,190	274
British Columbia	6,992	1,482	2,549	592
Primary trip purpose	58,400	13,185	15,301	3,672
Visit friends or relatives	25,193	5,511	2,653	718
Pleasure	23,500	3,993	9,104	2,057
Business	5,579	2,618	2,421	621
Personal and other reasons	4,129	1,064	1,123	276
Primary transportation mode²	58,400	13,185	15,301	3,672
Air	1,149	4,115	4,496	3,665
Non air	57,251	9,071	10,804	7
Automobile	54,649	8,333	9,579	--
Bus	1,660	421	672	--
Other and not stated	942	317	554	--
Party size	58,400	13,185	15,301	3,672
1 person	19,599	5,489	2,263	911
2 persons	17,888	3,911	6,554	1,684
3 persons	7,725	1,330	2,014	334
4 persons	8,961	1,638	2,649	364
5 or more persons	4,228	817	1,820	379
Party composition	58,400	13,185	15,301	3,672
1 adult	19,599	5,489	2,081	863
2 adults	15,793	3,543	6,535	1,674
3 or more adults	1,960	381	3,263	704
Total - adults only (15+)	37,352	9,413	11,879	3,241
1 adult with children	4,362	800	280	72
2 adults with children	14,591	2,590	2,183	238
3 adults or more with children	2,095	383	958	120
Total - adults with children	21,047	3,772	3,421	430

Table 2.1
Overnight Trips of Canadians by Destination, 1996 - Concluded

	1996			
	Intra-provincial	Inter-provincial	United States	Other Countries
	thousands			
Trip duration	58,400	13,185	15,301	3,672
1 - 3 nights	47,960	6,909	7,686	58
4 - 6 nights	6,506	2,897	2,875	207
7 - 9 nights	2,037	1,376	2,125	1,060
10 - 13 nights	900	855	996	406
14 - 20 nights	771	772	921	963
21 or more nights	227	376	699	978
Survey quarter	58,400	13,185	15,301	3,672
1st quarter (Jan.-Mar.)	11,565	2,428	3,399	1,233
2nd quarter (Apr.-June)	12,945	3,122	3,745	791
3rd quarter (July-Sept.)	22,502	5,130	5,189	913
4th quarter (Oct.-Dec.)	11,388	2,505	2,968	734
Accommodation (person-nights)	159,665	71,535	108,673	69,345
Hotel/Motel	20,791	12,846	38,070	19,456
Camping or trailer park	17,188	3,266	8,716	52
Cottages (commercial/private)	28,961	3,421	2,972	365
Home of friends/relatives	73,895	32,278	13,755	13,708
Other only	10,042	3,895	8,380	2,838
Combinations of two or more	8,788	15,829	36,780	32,926
Reported trip expenditures (\$)				
Total expenditures	7,037,893	6,224,077	10,440,915	9,534,045
Accommodation	1,577,296	1,186,697	2,822,252	1,850,272
Transportation	2,200,122	3,200,443	3,485,608	5,224,142
Food and beverage	1,897,784	1,124,444	1,910,950	1,264,762
Recreation & entertainment	503,901	300,226	936,887	513,458
Other (clothing, souvenirs, etc.)	858,790	412,268	1,285,217	681,411
Activities (multiple counts)				
Visiting friends or relatives	38,943	8,836	5,611	1,768
Shopping	14,933	4,784	10,631	2,915
Sightseeing	11,063	4,574	7,246	2,878
Attending a festival, fair or exhibition	2,300	845	1,307	538
Attending cultural events (plays, concerts)	1,876	838	1,473	843
Attending sports event	3,369	1,053	1,115	272
Visiting a zoo, museum, natural display	2,884	1,638	2,479	1,448
Visiting a theme park	966	674	1,685	334
Visiting a national/provincial park or historic site	4,553	2,165	3,158	1,559
Enjoying nightlife and entertainment	4,014	1,651	3,714	1,620
Participating in sports /outdoor activity	21,922	4,081	5,901	1,843
Swimming	8,150	1,467	3,798	1,487
Other water-based activities	4,695	739	708	610
Hunting or fishing	4,733	439	288	84
Cross-country skiing	575	57	30	4
Downhill skiing	1,161	366	302	32
Other sports or outdoor activities	15,332	3,149	3,517	821

-- Amount too small to be expressed.

¹ Province of residence for foreign destinations.

² Allocation of trips by mode of transportation is based on the volume of Canadians returning from countries other than the United States by type of transportation.

Sources: Canadian Travel Survey and International Travel Survey.

Table 2.2
Distribution of Overnight Trips of Canadians by Destination, 1996

	1996			
	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Both sexes	100	100	100	100
Under 15 and not stated	17	14	16	10
Male 15 and over	42	46	41	43
Female 15 and over	41	40	43	47
Age groups	100	100	100	100
Under 15	17	14	10	5
15 - 24	15	12	6	8
25 - 34	19	18	14	17
35 - 44	20	21	20	19
45 - 54	14	17	21	21
55 - 64	8	10	16	16
65 and over	7	9	13	14
Province of origin¹	100	100	100	100
Atlantic provinces	7	13	4	3
Quebec	23	15	18	22
Ontario	38	27	46	47
Manitoba & Saskatchewan	9	15	7	4
Alberta	12	19	8	7
British Columbia	12	11	17	16
Primary trip purpose	100	100	100	100
Visit friends or relatives	43	42	17	20
Pleasure	40	30	60	56
Business	10	20	16	17
Personal and other reasons	7	8	7	8
Primary transportation mode²	100	100	100	100
Air	2	31	29	100
Non air	98	69	71	--
Automobile	94	63	63	--
Bus	3	3	4	--
Other and not stated	2	2	4	--
Party size	100	100	100	100
1 person	34	42	15	25
2 persons	31	30	43	46
3 persons	13	10	13	9
4 persons	15	12	17	10
5 or more persons	7	6	12	10
Party composition	100	100	100	100
1 adult	34	42	14	23
2 adults	27	27	43	46
3 or more adults	3	3	21	19
Total - adults only (15+)	64	71	78	88
1 adult with children	7	6	2	2
2 adults with children	25	20	14	6
3 adults or more with children	4	3	6	3
Total - adults with children	36	29	22	12

Table 2.2
Distribution of Overnight Trips of Canadians by Destination, 1996 - Concluded

	1996			
	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Trip duration	100	100	100	100
1 - 3 nights	82	52	50	2
4 - 6 nights	11	22	19	6
7 - 9 nights	3	10	14	29
10 - 13 nights	2	6	7	11
14 - 20 nights	1	6	6	26
21 or more nights	--	3	5	27
Survey quarter	100	100	100	100
1st quarter (Jan.-Mar.)	20	18	22	34
2nd quarter (Apr.-June)	22	24	24	22
3rd quarter (July-Sept.)	39	39	34	25
4th quarter (Oct.-Dec.)	20	19	19	20
Accommodation (person-nights)	100	100	100	100
Hotel/Motel	13	18	35	28
Camping or trailer park	11	5	8	--
Cottages (commercial/private)	18	5	3	1
Home of friends/relatives	46	45	13	20
Other only	6	5	8	4
Combinations of two or more	6	22	34	47
Reported trip expenditures (\$)				
Total expenditures	100	100	100	100
Accommodation	22	19	27	19
Transportation	31	51	33	55
Food and beverage	27	18	18	13
Recreation & entertainment	7	5	9	5
Other (clothing, souvenirs, etc.)	12	7	12	7
Activities list (multiple counts)				
Visiting friends or relatives	67	67	37	48
Shopping	26	36	69	79
Sightseeing	19	35	47	78
Attending a festival, fair or exhibition	4	6	9	15
Attending cultural events (plays, concerts)	3	6	10	23
Attending sports event	6	8	7	7
Visiting a zoo, museum, natural display	5	12	16	39
Visiting a theme park	2	5	11	9
Visiting a national/provincial park or historic site	8	16	21	42
Enjoying nightlife and entertainment	7	13	24	44
Participating in sports /outdoor activity	38	31	39	50
Swimming	14	11	25	40
Other water-based activities	8	6	5	17
Hunting or fishing	8	3	2	2
Cross-country skiing	1	--	--	--
Downhill skiing	2	3	2	1
Other sports or outdoor activities	26	24	23	22

-- Amount too small to be expressed.

¹ Province of residence for foreign destinations.

² Allocation of trips by mode of transportation is based on the volume of Canadians returning from countries other than the United States by type of transportation.

Sources: Canadian Travel Survey and International Travel Survey.

Table 2.3
Overnight Trips of Canadians by Destination, 1997

	1997			
	Intra-provincial	Inter-provincial	United States	Other Countries
	thousands			
Both sexes	52,239	13,489	15,127	3,984
Under 15 and not stated	9,056	1,823	2,422	443
Male 15 and over	21,961	6,115	6,332	1,703
Female 15 and over	21,222	5,551	6,373	1,837
Age groups	52,239	13,489	15,127	3,984
Under 15	9,056	1,823	1,430	191
15 - 24	7,200	1,696	1,026	335
25 - 34	9,570	2,529	1,932	589
35 - 44	10,431	2,730	2,939	762
45 - 54	7,551	2,161	3,236	874
55 - 64	4,703	1,342	2,481	672
65 and over	3,728	1,208	2,084	561
Province of origin¹	52,239	13,489	15,127	3,984
Atlantic provinces	3,851	1,701	594	120
Quebec	11,358	1,798	2,711	823
Ontario	19,314	3,635	6,986	1,872
Manitoba & Saskatchewan	4,748	2,063	924	174
Alberta	6,797	2,790	1,200	339
British Columbia	6,171	1,501	2,687	651
Primary trip purpose	52,239	13,489	15,127	3,984
Visit friends or relatives	22,561	5,592	2,722	753
Pleasure	20,562	4,202	8,916	2,268
Business	5,040	2,626	2,345	707
Personal and other reasons	4,075	1,068	1,143	255
Primary transportation mode²	52,239	13,489	15,127	3,984
Air	1,019	4,092	4,636	3,976
Non air	51,220	9,398	10,492	8
Automobile	48,693	8,709	9,203	--
Bus	1,644	392	728	--
Other and not stated	883	297	561	--
Party size	52,239	13,489	15,127	3,984
1 person	17,452	5,548	2,338	973
2 persons	16,203	4,079	6,586	1,857
3 persons	7,040	1,383	1,713	383
4 persons	7,770	1,599	2,597	372
5 or more persons	3,773	880	1,894	399
Party composition	52,239	13,489	15,127	3,984
1 adult	17,452	5,548	2,150	925
2 adults	14,269	3,645	6,619	1,863
3 or more adults	1,960	486	3,079	714
Total - adults only (15+)	33,681	9,680	11,849	3,502
1 adult with children	4,324	796	240	62
2 adults with children	12,334	2,508	1,970	245
3 adults or more with children	1,900	504	1,065	173
Total - adults with children	18,558	3,809	3,274	481

Table 2.3
Overnight Trips of Canadians by Destination, 1997 - Concluded

	1997			
	Intra-provincial	Inter-provincial	United States	Other Countries
	thousands			
Trip duration	52,239	13,489	15,127	3,984
1 - 3 nights	42,281	6,907	7,507	76
4 - 6 nights	6,395	3,040	2,888	250
7 - 9 nights	1,786	1,436	2,126	1,229
10 - 13 nights	865	855	1,008	447
14 - 20 nights	691	823	880	1,003
21 or more nights	221	428	718	979
Survey quarter	52,239	13,489	15,127	3,984
1st quarter (Jan.-Mar.)	9,387	2,159	3,375	1,320
2nd quarter (Apr.-June)	11,055	2,832	3,721	871
3rd quarter (July-Sept.)	20,335	5,668	5,072	994
4th quarter (Oct.-Dec.)	11,461	2,830	2,959	799
Accommodation (person-nights)	146,590	74,822	107,653	70,888
Hotel/Motel	19,902	12,388	38,471	21,559
Camping or trailer park	16,075	3,931	8,279	25
Cottages (commercial/private)	27,214	3,822	3,399	340
Home of friends/relatives	65,864	33,974	13,835	13,554
Other only	9,244	3,002	8,363	2,983
Combinations of two or more	8,291	17,704	35,307	32,426
Reported trip expenditures (\$)				
Total expenditures	6,806,983	6,313,065	10,998,080	10,326,271
Accommodation	1,607,271	1,231,545	2,926,537	1,977,197
Transportation	2,064,396	3,207,767	3,831,228	5,752,279
Food and beverage	1,777,923	1,163,372	1,952,387	1,322,488
Recreation & entertainment	532,953	299,517	969,078	532,992
Other (clothing, souvenirs, etc.)	824,441	410,864	1,318,850	731,316
Activities list (multiple counts)				
Visiting friends or relatives	34,490	8,998	5,540	1,801
Shopping	13,913	4,720	10,424	3,162
Sightseeing	9,972	4,797	7,198	3,139
Attending a festival, fair or exhibition	2,061	869	1,293	571
Attending cultural events (plays, concerts)	1,974	698	1,412	860
Attending sports event	3,205	954	1,159	228
Visiting a zoo, museum, natural display	2,925	1,692	2,497	1,524
Visiting a theme park	848	604	1,771	348
Visiting a national/provincial park or historic site	1,785	1,333	3,077	1,638
Enjoying nightlife and entertainment	3,650	1,701	3,543	1,751
Participating in sports /outdoor activity	19,844	4,275	6,084	2,057
Swimming	6,833	1,585	3,895	1,665
Other water-based activities	3,986	733	709	677
Hunting or fishing	3,842	557	262	88
Cross-country skiing	726	65	34	2
Downhill skiing	993	302	334	31
Other sports or outdoor activities	15,143	3,263	3,628	862

¹ Province of residence for foreign destinations.

² Allocation of trips by mode of transportation is based on the volume of Canadians returning from countries other than the United States by type of transportation.
 Sources: Canadian Travel Survey and International Travel Survey.

Table 2.4
Distribution of Overnight Trips of Canadians by Destination, 1997

	1997			
	Intra-provincial	Inter-provincial	United States	Other Countries
	%			
Both sexes	100	100	100	100
Under 15 and not stated	17	14	9	5
Male 15 and over	42	45	16	11
Female 15 and over	41	41	42	43
Age groups	100	100	100	100
Under 15	17	14	9	5
15 - 24	14	13	7	8
25 - 34	18	19	13	15
35 - 44	20	20	19	19
45 - 54	14	16	21	22
55 - 64	9	10	16	17
65 & over	7	9	14	14
Province of origin¹	100	100	100	100
Atlantic provinces	7	13	4	3
Quebec	22	13	18	21
Ontario	37	27	46	47
Manitoba & Saskatchewan	9	15	6	4
Alberta	13	21	8	9
British Columbia	12	11	18	16
Primary trip purpose	100	100	100	100
Visit friends or relatives	43	41	18	19
Pleasure	39	31	59	57
Business	10	19	16	18
Personal and other reasons	8	8	8	6
Primary transportation mode²	100	100	100	100
Air	2	30	31	100
Non air	98	70	69	--
Automobile	93	65	61	--
Bus	3	3	5	--
Other and not stated	2	2	4	--
Party size	100	100	100	100
1 person	33	41	15	24
2 persons	31	30	44	47
3 persons	13	10	11	10
4 persons	15	12	17	9
5 or more persons	7	7	13	10
Party composition	100	100	100	100
1 adult	33	41	14	23
2 adults	27	27	44	47
3 or more adults	4	4	20	18
Total - adults only (15+)	64	72	78	88
1 adult with children	8	6	2	2
2 adults with children	24	19	13	6
3 adults or more with children	4	4	7	4
Total - adults with children	36	28	22	12

Table 2.4
Distribution of Overnight Trips of Canadians by Destination, 1997 - Concluded

	1997			
	Intra-provincial	Inter-provincial	United States	Other Countries
	thousands			
Trip duration	100	100	100	100
1 - 3 nights	81	51	50	2
4 - 6 nights	12	23	19	6
7 - 9 nights	3	11	14	31
10 - 13 nights	2	6	7	11
14 - 20 nights	1	6	6	25
21 or more nights	--	3	5	25
Survey quarter	100	100	100	100
1st quarter (Jan.-Mar.)	18	16	22	33
2nd quarter (Apr.-June)	21	21	25	22
3rd quarter (July-Sept.)	39	42	34	25
4th quarter (Oct.-Dec.)	22	21	20	20
Accommodation (person-nights)	100	100	100	100
Hotel/Motel	14	17	36	30
Camping or trailer park	11	5	8	--
Cottages (commercial/private)	19	5	3	--
Home of friends/relatives	45	45	13	19
Other only	6	4	8	4
Combinations of two or more	6	24	33	46
Reported trip expenditures (\$)				
Total expenditures	100	100	100	100
Accommodation	24	20	27	19
Transportation	30	51	35	56
Food and beverage	26	18	18	13
Recreation & entertainment	8	5	9	5
Other (clothing, souvenirs, etc.)	12	7	12	7
Activities list (multiple counts)				
Visiting friends or relatives	66	67	37	45
Shopping	27	35	69	79
Sightseeing	19	36	48	79
Attending a festival, fair or exhibition	4	6	9	14
Attending cultural events (plays, concerts)	4	5	9	22
Attending sports event	6	7	8	6
Visiting a zoo, museum, natural display	6	13	17	38
Visiting a theme park	2	4	12	9
Visiting a national/provincial park or historic site	3	10	20	41
Enjoying nightlife and entertainment	7	13	23	44
Participating in sports /outdoor activity	38	32	40	52
Swimming	13	12	26	42
Other water-based activities	8	5	5	17
Hunting or fishing	7	4	2	2
Cross-country skiing	1	--	--	--
Downhill skiing	2	2	2	1
Other sports or outdoor activities	29	24	24	22

-- Amount too small to be expressed.

¹ Province of residence for foreign destinations.

² Allocation of trips by mode of transportation is based on the volume of Canadians returning from countries other than the United States by type of transportation.

Sources: Canadian Travel Survey and International Travel Survey.

Table 2.5
Characteristics of Overnight Visits of Canadians by Top Destinations, 1996 and 1997

Destination	Person-visits		Person-nights		Reallocated expenditures	
	1996	1997	1996	1997	1996	1997
	thousands		thousands		thousands \$	
Canada	73,430	67,435	230,376	220,279	13,205,668	13,059,973
Ontario	25,310	22,158	75,163	67,427	4,114,640	3,981,930
Quebec	15,646	14,041	43,369	40,042	2,216,887	2,140,864
Alberta	9,147	9,370	27,785	31,159	1,875,988	2,149,466
British Columbia	9,675	8,680	40,087	37,957	2,615,532	2,369,647
Saskatchewan	4,160	4,105	12,577	12,621	560,580	576,454
Nova Scotia	2,683	2,730	8,493	8,705	559,900	494,558
Manitoba	2,896	2,685	8,941	8,719	473,199	509,439
New Brunswick	2,000	1,782	5,993	6,049	316,797	334,671
Newfoundland	1,344	1,232	5,483	4,798	300,631	329,069
Prince Edward Island	499	571	2,030	2,141	113,158	129,372
Yukon/Northwest Territories	70	82	456	661	58,357	44,503
Countries						
United States	15,301	15,127	107,890	108,673	7,915	8,175
United Kingdom	737	770	10,017	10,037	757	875
Mexico	438	567	6,062	4,682	358	482
France	424	404	4,773	4,843	437	452
Germany	236	229	2,700	2,519	182	170
Cuba	222	201	1,931	2,192	167	157
Italy	183	161	1,793	2,099	209	184
Netherland	177	145	1,372	1,446	91	88
Hong Kong	157	139	3,226	3,657	180	179
Dominican Republic	123	138	1,204	966	81	102
Switzerland	112	123	890	1,027	76	82
States						
New York	2,644	2,399	6,296	6,977	601	535
Florida	1,913	2,098	34,964	35,136	1,839	2,011
Washington	1,845	1,900	5,346	5,171	299	301
Michigan	1,355	1,326	3,371	3,355	225	230
California	931	1,000	8,426	7,470	708	814
Maine	802	888	2,912	2,557	162	193
Vermont	777	786	2,051	3,567	496	130
Nevada	748	706	3,226	2,043	114	456
Pennsylvania	647	672	1,617	1,451	117	120
Montana	615	565	1,726	1,786	108	111

Sources: Canadian Travel Survey and International Travel Survey.

Table 2.6
Travel Participation Rates of Canadians for Overnight Non-Business Trips, 1996

	1996				
	Total	Intra-provincial	Inter-provincial	United States	Other Countries
	%				
Province of residence	62	48	19	18	7
Newfoundland	62	56	18	4	3
Prince Edward Island	61	17	51	8	1
Nova Scotia	67	52	34	14	3
New Brunswick	66	49	35	17	2
Quebec	55	43	11	13	6
Ontario	60	46	13	19	8
Manitoba	66	45	33	24	6
Saskatchewan	79	66	43	15	5
Alberta	75	59	40	17	6
British Columbia	68	54	21	24	11
Age groups	62	48	19	18	7
15 - 24	62	51	17	15	5
25 - 34	64	51	19	18	7
35 - 44	67	54	20	18	7
45 - 54	67	51	21	21	10
55 - 64	62	46	22	20	6
65 and over	47	33	15	13	6
Both sexes	62	48	19	18	7
Male 15 and over	62	49	19	18	6
Female 15 and over	62	48	19	18	8
Educational attainment	62	48	19	18	7
0-8 years	36	27	8	6	4
Some secondary education	55	44	15	13	3
Graduated from high school	64	49	19	18	7
Some post-secondary	67	52	20	18	6
Post-secondary certificate / diploma	68	54	20	19	7
University degree	78	59	32	31	15
Marital status	62	48	19	18	7
Married or common-law	66	51	21	20	8
Single, never married	59	47	17	15	6
Widowed	43	31	13	10	4
Separated or divorced	58	46	16	15	7
Household income	62	48	19	18	7
Not stated	51	39	16	12	7
Less than \$20,000	43	33	10	7	4
\$20,000 - \$39,999	61	48	18	14	5
\$40,000 - \$59,999	72	55	21	22	7
\$60,000 - \$79,999	76	60	23	26	11
\$80,000 and over	81	63	34	37	15
Type of occupation	62	48	19	18	7
Managerial & other professional	78	63	28	27	12
Clerical /sales /service	69	53	19	20	8
Primary occupations	61	52	19	12	3
Manufacturing/construction/transport	60	47	16	14	6
Never worked/ none of the above	48	36	14	12	5

Source: Canadian Travel Survey.

Table 2.7
Travel Participation Rates of Canadians for Overnight Non-Business Trips, 1997

	1997				
	Total	Intra-provincial	Inter-provincial	United States	Other Countries
			%		
Province of residence	65	49	21	20	7
Newfoundland	72	64	20	4	1
Prince Edward Island	66	14	62	10	1
Nova Scotia	68	54	32	14	2
New Brunswick	66	50	36	13	2
Quebec	58	46	14	12	6
Ontario	64	47	16	24	8
Manitoba	70	45	34	23	8
Saskatchewan	84	67	45	15	3
Alberta	76	58	39	22	7
British Columbia	66	47	23	27	9
Age groups	65	49	21	20	7
15 - 24	65	51	21	17	5
25 - 34	66	51	22	19	7
35 - 44	67	52	21	20	7
45 - 54	67	52	20	25	8
55 - 64	68	48	24	25	8
65 and over	53	36	19	14	8
Both sexes	65	49	21	20	7
Male 15 and over	65	50	22	20	7
Female 15 and over	64	48	20	19	8
Educational attainment	65	49	21	20	7
0-8 years	40	29	12	8	2
Some secondary education	55	41	17	13	3
Graduated from high school	64	44	18	20	7
Some post-secondary	74	57	20	25	7
Post-secondary certificate / diploma	72	56	24	23	9
University degree	78	61	32	28	13
Marital status	65	49	21	20	7
Married or common-law	67	51	22	22	7
Single, never married	63	48	21	18	6
Widowed	50	34	15	11	8
Separated or divorced	60	43	18	16	8
Household income	65	49	21	20	7
Not stated	59	44	19	17	5
Less than \$20,000	45	33	14	9	3
\$20,000 - \$39,999	62	45	19	16	6
\$40,000 - \$59,999	74	56	22	24	8
\$60,000 - \$79,999	81	65	28	25	12
\$80,000 and over	81	61	34	38	14
Type of occupation	65	49	21	20	7
Managerial & other professional	79	62	29	30	11
Clerical /sales /service	69	50	22	21	7
Primary occupations	65	53	22	20	4
Manufacturing/construction/transport	62	48	18	17	5
Never worked/ none of the above	53	38	17	13	6

Source: Canadian Travel Survey.

Table 3.1
International Visitors to Canada by Type of Entry, 1990-1997

Type of entry	1990	1991	1992	1993	1994	1995	1996	1997
	thousands of person-trips							
Total	37,987	37,493	35,721	36,092	38,643	41,649	43,256	45,076
Residents of United States	34,735	34,258	32,426	32,623	34,859	37,330	38,471	40,490
Same-day	22,066	21,799	20,374	20,375	22,106	24,250	25,326	26,949
Automobile	20,692	19,809	19,019	19,013	20,667	22,746	23,804	25,252
Bus	720	1,371	723	768	831	858	896	968
Other	654	619	632	594	608	646	626	728
One or more nights	12,669	12,459	12,052	12,248	12,753	13,080	13,145	13,541
Automobile	8,381	8,366	8,264	8,260	8,643	8,702	8,325	8,399
Air, commercial	2,439	2,291	2,331	2,522	2,574	2,924	3,287	3,439
Air, private	98	102	98	93	102	105	125	159
Bus	722	680	665	674	741	749	772	813
Rail	62	62	64	62	70	78	78	91
Marine, commercial	662	642	374	377	372	283	329	379
Marine, private	305	316	256	260	251	239	230	261
Residents of other countries	3,252	3,235	3,295	3,469	3,784	4,319	4,785	4,586
Direct	1,563	1,585	1,618	1,768	1,957	2,221	2,454	2,557
Air	1,563	1,585	1,618	1,768	1,957	2,221	2,446	2,550
Via United States	1,689	1,650	1,677	1,701	1,827	2,098	2,331	2,030
Air	629	582	590	598	658	742	826	848
Land, same-day	266	302	356	365	334	364	365	319
Land, one or more nights	758	729	698	698	798	958	1,096	813
Marine	36	37	33	40	37	34	44	50

Source: International Travel Survey, 1990-1997.

Table 3.2
International Visitors to Canada by Region of Residence, Overnight Trips, 1990-1997

Region of residence	1990	1991	1992	1993	1994	1995	1996	1997
	thousands of person-trips							
Total	15,210	14,913	14,741	15,105	15,972	16,932	17,286	17,636
United States								
Total	12,252	12,003	11,819	12,024	12,542	13,005	12,909	13,401
Region of residence								
New England	1,274	1,265	1,165	1,271	1,318	1,353	1,308	1,429
Middle Atlantic	3,081	2,758	2,874	2,875	2,827	2,823	2,736	2,732
South Atlantic	893	904	895	914	941	1,012	1,113	1,144
East North Central	3,128	3,210	3,005	3,105	3,355	3,339	3,306	3,361
West North Central	758	743	753	734	763	806	828	855
East South Central	236	184	170	156	208	185	192	231
West South Central	316	313	330	353	311	369	386	458
Mountain	399	376	426	460	543	572	544	646
Pacific	2,062	2,172	2,106	2,062	2,162	2,404	2,395	2,433
Other States	104	78	94	94	115	142	102	113
Other Countries	2,958	2,910	2,922	3,081	3,429	3,927	4,377	4,234
Total Europe	1,629	1,639	1,675	1,809	1,936	2,119	2,288	2,260
United Kingdom	553	530	536	562	577	641	691	734
Germany	253	273	290	339	367	421	448	398
France	259	307	310	361	410	430	460	439
Other Europe	564	529	538	548	583	628	690	689
Total Asia	856	829	817	836	1,014	1,288	1,511	1,376
Hong Kong	125	121	119	116	130	173	199	147
Israel	56	57	49	48	56	68	84	70
Japan	411	393	392	409	481	589	648	566
Other	264	258	257	264	348	458	581	594
Oceania and Other								
Ocean Islands	151	131	135	128	151	181	191	199
Australia	111	99	103	96	117	142	149	150
New Zealand	37	29	28	29	31	37	38	46
Other	4	3	3	4	3	3	4	4
Central America	105	97	97	95	96	102	110	109
South America	93	95	76	79	87	108	126	122
North America	74	72	75	86	95	79	96	103
Africa	50	46	48	49	50	49	56	59

Source: International Travel Survey, 1990-1997.

Table 3.3a
Selected Characteristics, International Overnight Trips to Canada, 1996 and 1997

	Total	United States	Overseas	Total	United States	Overseas
	1996	1996	1996	1997	1997	1997
	thousands of person-trips					
Purpose of trip	17,285	12,909	4,377	17,636	13,401	4,235
Business	2,641	1,970	671	2,868	2,099	769
Holiday, vacation	9,753	7,392	2,360	9,693	7,613	2,080
Visiting friends or relatives	3,392	2,221	1,171	3,579	2,375	1,204
Other	1,500	1,325	174	1,496	1,315	181
Travelling party size	17,285	12,909	4,377	17,636	13,401	4,234
1 person	3,209	2,208	1,001	3,400	2,353	1,047
2 persons	6,979	5,241	1,738	7,168	5,537	1,631
3 persons	2,014	1,451	563	2,014	1,477	537
4 persons	2,688	2,112	577	2,624	2,074	549
5 - 9 persons	2,141	1,711	430	2,141	1,727	415
10 + persons	254	186	67	289	234	55
Survey quarter	17,285	12,909	4,377	17,636	13,401	4,234
1 st quarter	2,105	1,605	500	2,266	1,693	572
2 nd quarter	4,696	3,499	1,197	4,611	3,480	1,131
3 rd quarter	7,657	5,716	1,941	7,781	5,939	1,842
4 th quarter	2,827	2,089	738	2,978	2,289	689
Trip duration	17,285	12,909	4,377	17,636	13,401	4,235
1 - 3 night	8,993	7,999	994	9,377	8,495	882
4 - 6 nights	3,764	2,823	941	3,766	2,842	925
7 - 9 nights	2,050	1,365	686	2,077	1,370	707
10-13 nights	973	393	580	966	401	565
14-20 nights	514	176	338	847	216	631
21+ nights	991	153	838	576	51	525
Activities	17,285	12,909	4,377	17,636	13,401	4,234
Visit friends or relatives	6,021	3,750	2,271	6,360	4,069	2,291
Attend festivals or fairs	1,559	1,043	516	1,726	1,202	524
Attend cultural events (plays,concerts)	2,280	1,695	585	2,194	1,549	644
Attend sports events	1,280	860	421	1,162	728	433
Go shopping	11,426	7,862	3,564	11,470	8,068	3,402
Go sightseeing	10,856	7,387	3,469	10,988	7,734	3,254
Participate in nightlife / entertainment	3,413	2,521	892	3,567	2,662	905
Dine at high quality restaurants	7,532	5,642	1,889	7,645	5,797	1,848
Visit a theme park	1,529	740	789	1,430	714	715
Visit a zoo, museum, natural display	4,737	2,875	1,861	4,682	2,924	1,758
Visit park or historic site	6,907	4,506	2,400	6,926	4,692	2,234
Participate in sports/outdoor activitie	5,063	3,862	1,201	5,062	3,886	1,176
Swimming	2,170	1,607	564	2,322	1,761	561
Other water sports	645	483	162	631	459	173
Hunting or fishing	1,292	1,166	126	1,305	1,193	112
Cross-country skiing	127	88	39	137	90	47
Downhill skiing	483	303	181	493	288	205
Other sports	1,646	1,187	458	1,621	1,182	439
Other activities	863	723	140	922	762	159
No activity stated	657	558	100	722	602	121

Table 3.3a
Selected Characteristics, International Overnight Trips to Canada, 1996 and 1997 - Concluded

	Total	United States	Overseas	Total	United States	Overseas
	1996	1996	1996	1997	1997	1997
thousands of person-trips						
Trip spending in Canada (\$ thousands)						
Total spending	9,670,361	5,149,953	4,520,408	9,870,734	5,355,124	4,515,610
Accommodation	2,536,203	1,608,579	927,624	2,644,980	1,719,337	925,642
Transportation	1,028,679	528,650	500,030	1,072,325	573,109	499,215
Food and beverage	1,657,113	977,676	679,436	1,709,194	1,030,159	679,034
Recreation and entertainment	830,531	502,007	328,524	850,858	524,730	326,128
Other (souvenirs, shopping, etc.)	1,362,576	526,971	835,604	1,388,620	547,259	841,361
Trip spending reported in detail	7,415,101	4,143,883	3,271,219	7,665,975	4,394,594	3,271,381
Trip spending range	17,285	12,909	4,377	17,636	13,401	4,234
No trip spending	122	117	4	124	118	7
Less than \$50	453	436	17	495	479	16
\$50 - \$199	2,049	1,906	144	2,064	1,926	139
\$200 - \$299	1,619	1,436	182	1,579	1,418	161
\$300 - \$499	2,227	1,853	374	2,354	2,016	339
\$500 - \$699	2,138	1,774	364	2,159	1,816	343
\$700 - \$999	1,766	1,408	358	1,846	1,478	368
\$1,000 - \$1,999	3,325	2,287	1,038	3,315	2,321	994
\$2,000 - \$3,999	2,115	1,114	1,001	2,236	1,245	991
\$4,000 - \$5,999	759	307	452	820	356	464
\$6,000 - \$7,999	276	104	172	299	114	185
\$8,000 - \$9,999	164	65	99	126	48	78
\$10,000 or more	272	101	171	218	68	150
Accommodation types (person-trips)	17,285	12,909	4,377	17,636	13,401	4,234
No accommodation reported	647	424	223	729	513	216
Home of friends or relatives only	2,797	1,907	890	2,935	2,011	925
Camping or trailer park only	720	643	77	727	648	79
Cottage or cabin only	970	925	45	1,002	972	30
Other only	675	590	85	770	661	109
Hotel & motel	9,096	7,179	1,917	9,390	7,386	2,003
Combination of types of accommodation	2,380	1,240	1,139	2,157	1,211	946

Source: International Travel Survey, 1996-1997.

Table 3.3b
Selected Characteristics, International Travellers to Canada, 1996 and 1997

	Total	United States	Overseas	Total	United States	Overseas
	1996	1996	1996	1997	1997	1997
thousands of person-trips						
Sex of traveller	17,285	12,909	4,377	17,636	13,401	4,234
Not stated	1,338	854	483	1,315	788	526
Male	8,222	6,201	2,021	8,432	6,479	1,952
Female	7,726	5,854	1,872	7,889	6,134	1,756
Age of traveller	17,286	12,908	4,377	17,636	13,402	4,234
Not stated	1,338	854	483	1,315	788	526
Total excluding not stated	15,948	12,054	3,894	16,321	12,614	3,708
Under 15 years	1,313	1,063	250	1,790	1,046	252
15 to 24	1,160	774	386	1,081	730	351
25 to 34	2,394	1,551	843	2,360	1,590	771
35 to 44	3,067	2,365	703	3,141	2,414	727
45 to 54	3,321	2,563	758	3,478	2,742	735
55 and over	4,692	3,738	954	4,963	4,092	872
55 to 64	2,505	1,904	601	2,643	2,091	552
65 and over	2,186	1,834	352	2,321	2,001	320
Composition of travelling party	17,276	12,901	4,375	17,636	13,401	4,234
Not stated	1,338	854	483	1,315	788	526
Total excluding not stated	15,939	12,047	3,892	16,321	12,613	3,708
Adults only	12,798	9,555	3,244	13,259	10,174	3,085
Travelling alone	2,707	1,888	819	2,876	2,025	850
2 adults	6,488	4,943	1,545	6,730	5,283	1,447
3 or more adults	3,603	2,723	879	3,653	2,866	787
Adults with child(ren)	3,140	2,492	648	3,057	2,435	622
Alone with child(ren)	261	201	59	245	179	66
2 adults with child(ren)	1,704	1,380	324	1,669	1,348	320
3 or more adults with child(ren)	1,176	911	265	1,143	907	235

Source: International Travel Survey, 1996-1997.

Table 3.4
International Travellers to Canada by Country of Residence, 1997

Country of residence	Population estimate ¹	Entries to Canada	Entries per thousand population of country of residence
	millions	thousands	number
United States	268	13,401	50.0
Europe			
Belgium	10	48	4.7
France	59	439	7.5
Germany	82	398	4.8
Italy	58	102	1.8
Netherlands	16	115	7.4
Sweden	9	33	3.7
Switzerland	7	101	14.2
United Kingdom	59	734	12.4
Other Countries			
Australia	19	150	8.1
Hong Kong SAR ²	7	147	22.6
Israel	6	70	12.0
India	955	73	0.1
Japan	126	566	4.5
Mexico	96	96	1.0

¹ Population estimate by the Population Division of the United Nations.

² Self-Administered Region.

Sources: Monthly Bulletin of Statistics, United Nations; International Travel Survey; U.S. Travel and Tourism Administration, Office of Research.

Table 3.5

Person-trips, Nights and Expenditures of International Travellers Entering Canada and Staying One or More Nights, by Selected Trip Characteristics, 1997

Trip characteristics	Person-trips				Person-nights		Average number of nights	
	U.S.		Overseas		U.S.	Overseas	U.S.	Overseas
	thousands	%	thousands	%	thousands			
Purpose of trip								
Business, convention and employment	2,099	15.7	769	18.2	6,322	5,811	3.0	7.6
Visiting friends or relatives	2,375	17.7	1,204	28.4	9,847	16,624	4.1	13.8
Other pleasure, recreation or holiday	7,613	56.8	2,080	49.1	29,741	21,394	3.9	10.3
Other	1,315	9.8	181	4.3	4,472	2,437	3.4	13.5
Total	13,401	100.0	4,234	100.0	50,383	46,265	3.8	10.9
Trip duration								
1 night	2,916	21.8	235	5.6	2,916	235	1.0	1.0
2-6 nights	8,421	62.8	1,571	37.1	26,895	6,169	3.2	3.9
7-13 nights	1,771	13.2	1,272	30.0	14,861	12,037	8.4	9.5
14-20 nights	216	1.6	631	14.9	3,448	10,301	15.9	16.3
21 nights and over	77	0.6	525	12.4	2,263	17,522	29.3	33.4
Total	13,401	100.0	4,234	100.0	50,383	46,265	3.8	10.9
Quarter of entry								
I	1,693	12.6	572	13.5	4,885	5,086	2.9	8.9
II	3,480	26.0	1,131	26.7	13,371	12,632	3.8	11.2
III	5,939	44.3	1,842	43.5	24,880	21,960	4.2	11.9
IV	2,289	17.1	689	16.3	7,247	6,588	3.2	9.6
Total	13,401	100.0	4,234	100.0	50,383	46,265	3.8	10.9
Spending in Canada								
		Spending in Canada		Average spending per person-trip		Average spending per person-night		
		U.S.	Overseas	U.S.	Overseas	U.S.	Overseas	
		millions \$		\$		\$		
Purpose of trip								
Business, convention and employment	1,322	962	630	1,251	209	166		
Visiting friends or relatives	488	1,039	205	863	50	63		
Other pleasure, recreation or holiday	3,053	2,280	401	1,096	103	107		
Other	492	234	374	1,295	110	96		
Total	5,355	4,516	400	1,066	106	98		
Trip duration								
1 night	456	47	156	201	156	201		
2-6 nights	3,245	1,130	385	720	121	183		
7-13 nights	1,344	1,473	759	1,158	90	122		
14-20 nights	213	872	984	1,382	62	85		
21 nights and over	98	992	1,266	1,891	43	57		
Total	5,355	4,516	400	1,066	106	98		
Quarter of entry								
I	582	567	344	991	119	112		
II	1,377	1,189	396	1,051	103	94		
III	2,544	2,061	428	1,119	102	94		
IV	852	698	372	1,014	118	106		
Total	5,355	4,516	400	1,066	106	98		

Source: International Travel Survey, 1997.

Table 4.1
The Top 25 Air Passenger Markets for Scheduled and Charter Services, 1997

Air Passenger Market	Rank 1997 ¹	Total Passengers	Passengers Using Scheduled Services ²		Passengers Using Charter Services ²	
				%		%
Montreal - Toronto ³	1	1,282,378	1,181,770	92.2	104,862	7.8
Toronto - Vancouver	2	1,051,798	829,650	78.9	222,148	21.1
Ottawa - Toronto**	3	689,367	688,880	99.9	487	0.1
Calgary - Vancouver*	4	611,776	519,960	85.0	91,816	15.0
Calgary - Toronto	5	573,603	495,020	86.3	78,583	13.7
Toronto - Winnipeg	6	527,843	346,670	65.7	181,173	34.3
Halifax - Toronto	7	408,640	289,380	70.8	119,260	29.2
Edmonton - Vancouver*	8	381,149	312,330	81.9	68,819	18.1
Vancouver - Winnipeg*	9	334,887	174,070	52.0	160,817	48.0
Edmonton - Toronto	10	324,881	281,700	86.7	43,181	13.3
Calgary - Edmonton*	11	309,127	308,020	99.6	1,107	0.4
Montreal - Vancouver ³	12	284,666	193,590	68.0	91,601	32.0
Calgary - Winnipeg*	13	283,189	157,440	55.6	125,749	44.4
Ottawa - Vancouver	14	190,159	176,520	92.8	13,639	7.20
Ottawa - Winnipeg	15	190,120	89,820	47.2	100,300	52.8
St John's - Toronto	16	177,579	127,540	71.8	50,039	28.2
Prince George - Vancouver	17	147,208	146,650	99.6	558	0.4
Thunder Bay - Toronto	18	140,265	138,290	98.6	1,975	1.4
Edmonton-Winnipeg	19	140,180	65,000	46.4	75,180	53.6
Calgary - Montreal ³	20	136,242	125,370	92.0	10,872	8.0
Kelowna - Vancouver*	21	112,090	112,090	100.0	-	-
Calgary - Victoria*	22	107,401	101,710	94.7	5,691	5.3
Calgary - Ottawa	23	105,248	104,880	99.7	368	0.3
Halifax - St John's	24	101,635	84,070	82.7	17,565	17.3
Halifax - Ottawa	25	100,711	96,130	95.5	4,581	4.5

* Figures for these markets do not include passengers who travelled on WestJet Airlines.

** Figures for this market do not include passengers who travelled on Vistajet.

¹ Rank is based on passenger counts for scheduled and charter flights.

² Counts for passengers using charter services represent those commercial charter services using aircraft with a maximum take-off weight greater than 15 900 kg. Counts for passengers using scheduled services represent all Level I Canadian air carriers plus those Level II carriers which, in each of the two calendar years immediately preceding the reporting year, transported 300,000 or more revenue passengers on scheduled flights.

³ Dorval airport only.

Sources: Aviation Statistics, catalogue no. 51-204 and 51-207.

Table 4.2
Domestic Operations - Passengers on Domestic Charters by City Pairs, 1991 to 1997

Rank 1997	City-Pairs	1991	1992	1993	1994	1995	1996	1997
1	Toronto - Vancouver	155,405	179,669	233,028	271,812	313,412	242,315 ^r	222,148
2	Toronto - Winnipeg	28,492	46,841	57,944	48,108	54,741	131,558	181,173
3	Vancouver - Winnipeg	15,762	43,909	48,713	44,646	38,657	118,256	160,817
4	Calgary - Winnipeg	93	-	162	1,067	7,176	78,221	125,749
5	Halifax - Toronto	12,930	21,377	63,372	84,672	97,499	92,521	119,260
6	Montreal - Toronto ¹	839	4,170	2,664	2,806	4,595	48,800	104,862
7	Hamilton - Winnipeg	-	-	-	-	-	64,275	103,399
8	Ottawa - Winnipeg	20	-	-	194	257	58,649	100,300
9	Calgary - Vancouver	26,723	10,074	37,407	53,164	73,457	70,473 ^r	91,816
10	Montreal - Vancouver ¹	35,448	49,266	56,913	51,889	63,097	90,794 ^r	91,601
	Total*	439,026	527,352	788,912	899,817	1,091,109	1,497,939	1,869,329

^r revised.

* Does not include others.

¹ Dorval airport only.

Source: Air Charter Statistics, catalogue no. 51-207.

Table 4.3
Transborder Journeys, Scheduled Flights Between Canada and the United States - Leading City Pair, 1991-1997

	1991	1992	1993	1994	1995	1996	1997
	thousands						
New York	723	742	746	735	802	969	971
Chicago	298	297	320	315	343	370	388
Boston	236	223	209	212	229	242	211
Los Angeles	242	276	267	247	266	325	320
Tampa/St.Petersburg	193	212	206	176	154	171	130
Miami	228	223	221	213	205	230	244
San Francisco	181	185	199	194	221	275	278
Washington/Baltimore	79	73	65	65	105	164	182
Philadelphia	90	98	107	109	114	131	132
Dallas/Fort Worth	82	82	102	110	115	128	143
Cleveland	65	61	51	55	52	51	55
Detroit	69	71	76	81	72	64	60
Atlanta	65	79	90	90	129	150	173
Minneapolis/St. Paul	50	49	51	53	62	82	94
Houston	41	41	29	42	60	76	84
Orlando	35	64	71	62	95	148	105
Seattle/Tacoma	23	25	28	27	33	39	45
Denver	35	35	39	42	48	73	75
Hawaii	28	24	21	22	24	45	49
Phoenix	31	35	49	57	55	71	87
Other	671	798	875	863	996	1,156	1,182
Toronto, Total	3,465	3,693	3,822	3,770	4,180	4,960	5,008
New York	342	309	308	305	347	361	298
Miami	172	168	147	131	133	142	142
Boston	92	87	105	104	116	69	45
Los Angeles	88	97	107	106	115	141	128
Fort Lauderdale	66	53	54	46	70	108	87
Tampa/St.Petersburg	71	65	63	57	58	60	50
Chicago	96	92	110	113	118	127	130
Washington/Baltimore	52	55	60	53	81	88	90
San Francisco	55	59	66	65	67	90	86
Philadelphia	42	48	48	46	53	56	62
Detroit	43	39	41	39	40	38	40
Atlanta	37	38	40	40	64	62	69
Orlando	37	38	45	39	48	72	61
Other	436	456	513	515	572	678	690
Montreal, Total	1,629	1,604	1,707	1,659	1,882	2,092	1,978

Table 4.3
Transborder Journeys, Scheduled Flights Between Canada and the United States - Leading City Pair, 1991-1997 - Concluded

	1991	1992	1993	1994	1995	1996	1997
	thousands						
Los Angeles	226	206	210	197	300	348	412
San Francisco	169	158	139	144	181	222	260
Seattle	81	81	72	70	72	62	72
Hawaii	111	99	81	40	53	85	78
New York	58	56	74	79	86	142	136
Chicago	42	40	51	54	72	84	89
Other	422	453	594	578	764	1,222	1,300
Vancouver, Total	1,109	1,093	1,221	1,162	1,528	2,165	2,347
Los Angeles	117	127	114	111	126	123	140
San Francisco	58	58	55	56	60	76	87
Hawaii	27	21	19	18	16	24	28
New York	34	33	37	40	43	54	53
Houston	34	34	38	38	51	58	66
Other	370	391	436	441	494	676	728
Calgary, Total	640	664	699	704	790	1,011	1,102
Edmonton	348	360	376	342	356	422	482
Ottawa	295	304	319	323	398	573	614
Winnipeg	209	232	268	260	245	340	350
Halifax	154	154	135	130	156	225	217
Victoria	70	81	81	75	77	102	144
St. John's	38	47	36	31	37	52	54
Saskatoon	42	48	41	39	53	90	99
Quebec	47	51	73	61	68	94	101
Regina	36	41	36	34	43	80	90
London	25	53	59	58	64	81	81
Moncton	21	26	23	14	16	20	19
Other	212	252	255	218	235	326	379
Other Canadian Cities, Total	1,497	1,649	1,702	1,585	1,748	2,405	2,630
TOTAL	8,340	8,703	9,151	8,880	10,128	12,633	13,065

Source: Aviation Statistics, catalogue no. 51-205.

TABLES

Table 4.4
Transborder Journeys, Charter Flights Between Canada and the United States - Leading City Pair, 1991-1997

	1991	1992	1993	1994	1995	1996	1997
Orlando, Florida ^f	211,989	217,126	221,053	203,735	142,104	63,055	120,207
Las Vegas, Nevada ^f	175,616	197,065	214,809	232,827	211,009	147,397	135,732
Fort Lauderdale, Florida ^f	168,551	159,532	141,255	117,957	101,746	28,012	71,164
Clearwater/St. Petersburg, Florida	214,152	204,266	194,328	184,375	142,900	53,395	108,045
Fort Myers, Florida	82,885	86,907	74,956	69,762	52,630	2,858	8,762
Atlantic City, New Jersey	41,021	36,833	24,660	18,989	5,714	3,322	117
Tampa, Florida	12,500	1,955	4	12	178	362	3
West Palm Beach, Florida	34,187	38,346	35,670	29,097	19,802	3,807	12,152
Los Angeles, California	7,579	10	368	16,737	30,780	122	222
Honolulu, Hawaii	-	3,029	134	3,352	1,752	-	-
Miami, Florida	139	611	14	409	841	1,017	6,632
Other	39,798	72,365	71,234	53,330	49,654	38,462	38,626
Toronto¹, Total	988,417	1,018,045	978,485	930,582	759,110	341,809	501,662
Fort Lauderdale, Florida ^f	235,840	309,908	306,295	271,594	206,172	152,180	140,775
Orlando, Florida	56,703	72,484	52,630	45,199	29,632	20,109	35,000
Miami, Florida	222	179	28	140	191	395	257
Other	61,544	52,460	43,300	31,861	22,277	30,891	20,121
Montreal², Total	354,309	435,031	402,253	348,794	258,272	203,575	196,153
Las Vegas, Nevada	45,969	53,085	57,792	85,274	73,337	26,645	36,515
Reno, Nevada	68,485	57,748	59,703	41,923	32,913	2,365	1,586
Honolulu, Hawaii	34,957	39,574	57,085	73,703	72,709	5,584	605
Other	54,129	60,881	86,865	143,897	168,654	20,191	15,831
Vancouver, Total	203,540	211,288	261,445	344,797	347,613	54,785	54,537
Las Vegas, Nevada	30,218	30,430	50,898	71,785	51,391	15,946	16,804
Reno, Nevada	13,153	11,522	10,750	7,133	5,610	9,790	1,892
Honolulu, Hawaii	8,893	10,364	10,133	7,385	8,798	611	-
Other	23,353	18,409	17,201	18,500	28,357	5,915	10,956
Calgary, Total	75,617	70,725	88,982	104,803	94,156	32,262	29,652
Las Vegas, Nevada	33,313	36,667	50,427	56,583	51,391	22,997	17,151
Reno, Nevada	8,919	8,685	8,252	6,082	4,908	7,388	5,066
Honolulu, Hawaii	8,897	10,128	12,114	10,244	9,029	885	-
Other	6,436	11,174	15,825	13,391	28,581	1,946	1,753
Edmonton³, Total	57,565	66,654	86,618	86,300	93,909	33,216	23,970
Quebec	80,460	93,252	82,877	56,839	53,302	49,258	40,362
Halifax	34,766	34,154	32,360	28,867	27,096	8,002	16,279
Victoria	17,632	18,526	14,673	20,612	15,741	13,753	15,410
Winnipeg	59,371	65,207	60,007	67,300	66,570	7,719	7,575
Ottawa	27,116	39,588	30,448	22,024	22,121	12,722	6,700
Other Canadian Cities Total	53,284	73,455	79,439	73,638	59,422	54,412	45,484
TOTAL	1,952,077	2,125,925	2,117,587	2,084,556	1,797,312	811,513	937,784

^f revised.

¹ Lester B. Pearson International.

² Dorval and Mirabel Airports.

³ Edmonton International and Municipal Airports.

Source: Air Charter Statistics, catalogue no. 51-207.

Table 4.5
Passenger Automobile Registrations, by Province and Territory, 1991-1997

Province or Territory ¹	1991	1992	1993	1994	1995	1996	1997
	thousands						
Newfoundland	202	207	207	217	210	208	208
Prince Edward Island	64	62	65	65	66	65	66
Nova Scotia	426	422	429	392	368	364	359
New Brunswick	312	318	324	328	295	292	299
Quebec	2,978	3,031	3,070	3,107	3,133	3,182	3,228
Ontario	4,847	4,925	5,002	5,069	5,098	5,121	5,223
Manitoba	544	551	551	557	475	449	431
Saskatchewan	416	441	414	421	407	378	405
Alberta	1,424	1,482	1,507	1,546	1,549	1,551	1,609
British Columbia	1,807	1,852	1,879	1,916	1,561	1,586	1,630
Yukon	20	9	10	11	11	11	10
Northwest Territories	20	20	20	10	10	9	19
Canada	13,061	13,322	13,478	13,639	13,183	13,217	13,487

¹ The statistics on vehicle registrations shown on this table have been obtained from the 12 provincial and territorial governments, each with its own distinct registration system. Consequently, the reader is advised to read the "Interprovincial Differences" in Road Motor Vehicles Registrations, catalogue no.53-219, before comparing the provincial and territorial statistics.

Source: Road Motor Vehicles: Registrations, catalogue no. 53-219.

Table 4.6
Share of Passenger Revenues by Mode of Transport, Canadian Carriers, 1991-1997¹

Mode of transport	Catalogue No.	1990	1991	1992	1993	1994	1995	1996	1997
		\$ millions							
Rail	52-216	215	155	159	169	180	179	186	199
Intercity bus	53-215	404	408	397	362	381	368	342	304
Urban Transit	53-215	3,107	3,459	3,587	3,625	3,512	3,580	3,676	3,846
School buses	53-215	676	768	873	861	1,015	1,053	1,032	1,023
Other bus	53-215	167	184	214	230	239 ²	243	270	253
Marine	50-002	144	151	126	144	175	179	245	237
Air	51-206	6,973	4,822	4,825	6,418	7,190	7,900	8,640	9,453
Total		11,686	9,947	10,181	11,809	12,453	13,502	14,391	15,315

¹ These figures include operating subsidies.

² Estimate.

Sources: Transportation Division; selected publications as per indicated catalogue no.

Table 5.1
Total Revenue for Accommodation Services by Province or Territory, 1989-1996

Province or territory	1989	1990	1991	1992	1993	1994	1995	1996	Change 1996/1989
	\$ millions								%
Canada	8,483	8,937	8,630	8,628	8,884	9,405	9,920	10,201	20.3
Newfoundland	116	119	113	112	115	120	125	118	1.1
Prince Edward Island	45	48	48	48	47	52	57	58	30.3
Nova Scotia	207	212	201	199	207	210	228	226	9.0
New Brunswick	153	154	145	147	154	164	173	171	12.2
Quebec	1,524	1,618	1,530	1,488	1,465	1,536	1,622	1,660	8.9
Ontario	2,719	2,817	2,634	2,600	2,654	2,808	2,971	3,098	13.9
Manitoba	487	493	472	483	472	493	520	520	6.7
Saskatchewan	390	388	381	386	388	403	431	448	14.9
Alberta	1,168	1,254	1,265	1,271	1,363	1,462	1,537	1,576	34.9
British Columbia	1,547	1,695	1,702	1,753	1,882	2,013	2,109	2,177	40.7
Yukon	71	80	82	85	81	84	85	90	26.8
Northwest Territories	56	59	55	54	57	60	63	60	7.1

Source: Traveller Accommodation Statistics, catalogue no. 63-204.

Table 5.2
Total Revenue of Hotels and Motor Hotels by Province or Territory, 1989-1996

Province or territory	1989	1990	1991	1992	1993	1994	1995	1996	Change 1996/1989
	\$ millions								%
Canada	6,719	7,090	6,828	6,829	7,027	7,413	7,779	8,010	19.2
Newfoundland	85	89	83	80	79	81	82	77	-9.4
Prince Edward Island	28	29	31	32	31	34	34	37	32.1
Nova Scotia	150	157	149	154	161	164	176	172	14.7
New Brunswick	92	93	88	95	100	108	111	110	19.6
Quebec	1,152	1,241	1,162	1,121	1,092	1,134	1,196	1,230	6.8
Ontario	2,096	2,160	1,999	1,968	2,009	2,119	2,244	2,347	12.0
Manitoba	422	426	410	420	404	421	442	442	4.7
Saskatchewan	314	314	314	317	319	329	350	361	15.0
Alberta	1,031	1,105	1,115	1,120	1,200	1,287	1,334	1,361	32.0
British Columbia	1,259	1,375	1,379	1,426	1,537	1,637	1,707	1,771	40.7
Yukon	45	53	54	55	52	54	55	57	26.7
Northwest Territories	45	47	43	41	44	46	48	44	-2.2

Source: Traveller Accommodation Statistics, catalogue no. 63-204.

Table 5.3
Total Revenue of Motels by Province or Territory, 1989-1996

Province or territory	1989	1990	1991	1992	1993	1994	1995	1996	Change 1996/1989
	\$ millions								%
Canada	954	997	946	915	917	958	1,017	1,025	7.4
Newfoundland	21	19	19	20	21	21	22	21	..
Prince Edward Island	10	11	10	10	10	11	13	11	10.0
Nova Scotia	43	42	39	30	30	30	33	33	-23.3
New Brunswick	47	47	44	37	37	39	42	40	-14.9
Quebec	219	219	209	206	203	211	222	221	0.9
Ontario	290	302	285	270	263	271	282	290	..
Manitoba	24	25	22	21	21	22	23	24	..
Saskatchewan	45	42	35	35	35	36	39	42	-6.7
Alberta	83	94	93	91	98	106	116	118	42.2
British Columbia	158	177	173	176	182	194	207	208	31.6
Yukon	14	14	14	16	14	15	15	16	14.3
Northwest Territories	2	3	3	3	3	3	2	2	..

Source: Traveller Accommodation Statistics, catalogue no. 63-204.

Table 5.4
Total Revenue of Other Accommodation Industries by Province or Territory, 1989-1996

Province or territory	1989	1990	1991	1992	1993	1994	1995	1996	Change 1996/1989
	\$ millions								%
Canada	810	851	855	884	939	1,035	1,124	1,166	44.0
Newfoundland	11	11	11	13	16	19	20	20	81.8
Prince Edward Island	7	7	7	6	6	7	10	10	42.9
Nova Scotia	14	14	13	15	15	16	19	21	50.0
New Brunswick	14	14	13	15	16	18	20	21	50.0
Quebec	153	158	159	161	170	191	204	208	35.9
Ontario	333	354	350	362	381	418	444	461	38.4
Manitoba	42	42	40	42	47	50	55	54	28.6
Saskatchewan	31	31	33	34	34	38	42	45	45.2
Alberta	55	55	57	61	64	70	87	97	76.4
British Columbia	130	143	149	151	164	182	195	198	52.3
Yukon	12	13	13	14	15	15	15	17	41.7
Northwest Territories	8	8	9	10	10	11	12	13	62.5

Source: Traveller Accommodation Statistics, catalogue no. 63-204.

Table 5.5
Receipts of Restaurants, Caterers and Taverns, by Province or Territory, 1990-1997

Province or territory	1990	1991	1992	1993	1994	1995	1996	1997	Change 1997/1990
	\$ millions								%
Canada	19,400,582	18,088,065	19,018,271	20,150,298	21,514,973	22,290,573	23,319,369	24,246,685	25
Newfoundland	-	-	-	-	-	-	-	269,834	-
Prince Edward Island	-	-	-	-	-	-	-	108,477	-
Nova Scotia	-	-	-	-	-	-	-	648,873	-
New Brunswick	-	-	-	-	-	-	-	518,722	-
Québec	4,592,236	4,243,557	4,463,898	4,550,387	4,823,159	4,821,786	4,921,857	4,980,087	8
Ontario	8,143,601	7,229,606	7,470,515	7,748,892	8,116,969	8,407,290	8,763,436	8,914,663	9
Manitoba	573,883	529,551	568,811	609,284	645,789	669,532	705,739	750,369	31
Saskatchewan	498,183	493,053	510,464	571,537	635,982	656,315	683,977	759,195	52
Alberta	1,852,062	1,891,214	1,923,924	2,155,528	2,315,480	2,431,616	2,602,626	2,806,417	52
British-Columbia	2,664,371	2,642,783	2,966,857	3,289,067	3,622,538	3,855,093	4,069,981	4,404,657	65
Yukon	15,212	15,378	17,320	22,302	24,829	28,435	31,566	36,220	138
Northwest Territories	27,361	25,786	25,079	30,877	29,617	37,617	41,762	49,172	80

Source: *Restaurant, Caterer and Tavern Statistics, catalogue no. 63-011.*

Table 5.6
Travel Services, Number of Businesses and Total Revenues by Industry and Size Group, 1989-1995

Province or territory	Number of Businesses ¹							Revenues						
	1989	1990	1991	1992	1993	1994	1995	1989	1990	1991	1992	1993	1994	1995
	\$ millions													
Travel Services														
Total	4,256	4,347	4,813	4,374	4,614	4,683	5,299	4,147	4,540	4,986	5,070	5,567	5,140	5,553
Less than \$2,000,000	3,938	3,971	4,415	4,009	4,211	4,447	5,035	1,331	1,436	1,603	1,684	1,677	1,403	1,551
\$2,000,000 - \$4,999,999	214	251	271	269	300	129	152	642	755	810	800	904	403	472
\$5,000,000 and over	104	125	127	96	103	107	112	2,175	2,349	2,573	2,586	2,986	3,334	3,530
Ticket and Travel Agencies														
Total	3612	3,707	4,093	3,697	3,914	3,847	4,414	1,971	2,166	2,327	2,266	2,429	1,514	1,704
Less than \$2,000,000	3425	3,479	3,859	3,492	3,674	3,802	4,347	1,153	1,229	1,384	1,461	1,467	1,164	1,292
\$2,000,000 - \$4,999,999	149	179	192	187	215	32	55	426	514	551	532	628	97	147
\$5,000,000 and over	38	49	42	18	25	13	12	393	423	392	273	334	253	265
Tour Wholesalers and Operators														
Total	644	640	720	677	700	836	885	2,176	2,374	2,659	2,804	3,138	3,626	3,849
Less than \$2,000,000	513	492	556	517	537	645	688	178	207	219	223	210	239	259
\$2,000,000 - \$4,999,999	65	72	79	82	85	97	97	216	241	259	268	276	306	325
\$5,000,000 and over	66	76	85	78	78	94	100	1,782	1,926	2,181	2,313	2,652	3,081	3,265

¹ Businesses reporting zero dollar sales are excluded.
Source: *Business Services, catalogue no. 63-232-XPB.*

Table 5.7
Total Operating Revenue of Heritage Institutions, 1990-91 to 1995-96

Province or Territory	1990-91	1991-92	1992-93	1993-94	1995-96
	\$ millions				
Canada*	1,035	1,108	1,127	1,167	1,211
Newfoundland	14	15	15	15	14
Prince Edward Island	8	8	8	8	5
Nova Scotia	36	35	36	36	37
New Brunswick	21	22	23	24	24
Québec	220	258	278	269	287
Ontario	404	430	418	416	427
Manitoba	40	39	40	39	35
Saskatchewan	29	30	33	33	42
Alberta	133	140	141	141	125
British Columbia	115	118	123	171	201
Yukon	6	6	7	7	8
Northwest Territories	8	7	8	8	6

* Figures may not add to totals due to rounding.

Source: Statistics Canada, Culture, Tourism and the Center for Education Statistics.

Table 5.8
Total Revenue for Leisure and Personal Service Industries and for Business Service Industries, Canada, 1989 to 1996

Standard Industrial Classification (1980)		Total Revenue							
No.	Title	1989	1990	1991	1992	1993	1994	1995	1996
		\$ millions							
962	Motion Picture Exhibition	563	582	511	509	551	592	591	632
9621	Regular Motion Picture Theatres	539	561	492	494	533	572	569	610
9622	Outdoor Motion Picture Theatres	24	21	19	15	18	20	22	22
963	Theatrical and Other Staged Entertainment Services	866	998	974	1,028	1,125	1,153	1,182	1,218
964	Commercial Spectator Sports	790	819	862	952	1,041	1,029	1,099	1,319
9641	Professional Sports Clubs	296	329	374	453	570	529	550	748
9643	Horse Race Tracks	405	395	390	383	352	382	406	401
965	Sports and Recreation Clubs and Services	1,567	1,729	1,845	1,874	1,939	2,094	2,244	2,330
9651	Golf Courses	708	816	888	919	942	1,053	1,133	1,137
9653	Skiing Facilities	342	366	402	396	405	419	441	482
9654	Boat Rentals and Marinas	224	224	217	220	228	249	260	269
9659	Other Sports and Recreation Clubs	271	300	314	316	340	348	381	414
969	Other Amusement and Recreational Services	1,271	1,357	1,387	1,379	1,461	1,495	1,634	1,677
9691	Bowling Centres and Billiard Parlours	286	315	322	315	341	342	408	415
9692	Amusement Park, Carnival and Circus Operations	311	329	332	336	358	381	366	382
9694	Coin-operated Amusements	195	195	194	195	194	189	186	177
992	Automobile and Truck Rental and Leasing Services	2,616	2,682	2,742	2,737	2,604	2,859	3,024	-
996	Travel Services	3,614	3,980	4,078	4,291	4,659	5,140	5,554	5,680
9961	Ticket and Travel Agencies	1,454	1,481	1,450	1,446	1,431	1,514	1,704	1,640
9962	Tour Wholesalers and Operators	2,160	2,499	2,628	2,845	3,228	3,626	3,850	4,040

Source: Statistics Canada, Services Division.

Table 5.9

Percentage Distribution of the Client Base, for Leisure, Business and Personal Service Industries, Canada, 1996

(Based on firms revenues greater than \$250,000)

Standard Industrial Classification (1980)		1996				Total
No.	Title	Households and Individuals	Business	Government	Export	
%						
963	Theatrical and Other Staged Entertainment Services	57	27	12	3	100
964	Commercial Spectator Sports	54	39	2	4	100
9641	Professional Sports Clubs	38	53	2	6	100
9643	Horse Race Tracks	92	7	1	1	100
965	Sports and Recreation Clubs and Services	79	13	2	7	100
9651	Golf Courses	80	19	-	1	100
9653	Skiing Facilities	67	7	3	24	100
9654	Boat Rentals and Marinas	84	7	3	6	100
9659	Other Sports and Recreation Clubs	88	7	4	1	100
969	Other Amusement and Recreational Services	74	16	5	6	100
9691	Bowling Centres and Billiard Parlours	93	7	-	..	100
9692	Amusement Park, Carnival and Circus Operations	68	23	4	6	100
9694	Coin-operated Amusements	64	35	-	..	100

Source: Statistics Canada, Services Division.

Table 5.10

Percentage Distribution of Full-Time and Part-Time Employment, for Business Service Industries, Canada, 1996

(Based on firms revenues greater than \$250,000)

Standard Industrial Classification (1980)		1996			Total
No.	Title	Full-time	Part-time	Contract Employees ³	
%					
961	Motion Picture, Audio and Video Production and Distribution ¹	34	13	53	100
962	Motion Picture Exhibition ^{2,4}	14	86	-	100
9621	Regular Motion Picture Theatres ⁴	13	85	-	100
9622	Outdoor Motion Picture Theatres ⁴	15	80	-	100
963	Theatrical and Other Staged Entertainment Services	24	33	43	100
964	Commercial Spectator Sports	28	64	8	100
9641	Professional Sports Clubs	25	64	12	100
9643	Horse Race Tracks	33	66	1	100
965	Sports and Recreation Clubs and Services	42	53	5	100
9651	Golf Courses	46	52	2	100
9653	Skiing Facilities	35	58	7	100
9654	Boat Rentals and Marinas	51	44	5	100
9659	Other Sports and Recreation Clubs	39	51	10	100
969	Other Amusement and Recreational Services	27	60	13	100
9691	Bowling Centres and Billiard Parlours	43	56	1	100
9692	Amusement Park, Carnival and Circus Operations	20	61	19	100
9695	Coin-operated Amusements	56	42	2	100

¹ Excludes Sound Recording Services (SIC 9614) and Other Motion Picture, Audio and Video Services (SIC 9619).² Excludes Other Motion Picture Exhibition (SIC 9629).³ Data for contract employees collected commencing with 1990. Includes data for freelancers for Motion Picture and Video Production (SIC 9611) and Motion Picture Laboratories and Video Production Facilities (SIC 9613).⁴ Data for unpaid family workers excluded.

Source: Statistics Canada, Services Division.

Table 6.1**Tourism Demand in Canada**

Millions of dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	12,920	13,735	13,277	13,340	14,008	14,882	15,618	16,539	17,627	18,510
	9.5	6.3	-3.3	0.5	5.0	6.2	4.9	5.9	6.6	5.0
Passenger air transport	6,611	7,049	6,630	6,653	7,131	7,637	8,087	8,881	9,798	10,581
	8.9	6.6	-5.9	0.3	7.2	7.1	5.9	9.8	10.3	8.0
Passenger rail transport	232	143	149	154	167	182	184	192	203	216
	12.1	-38.4	4.2	3.4	8.4	9.0	1.1	4.3	5.7	6.4
Interurban bus transport	461	484	489	505	491	501	544	541	565	596
	12.7	5.0	1.0	3.3	-2.8	2.0	8.6	-0.6	4.4	5.5
Vehicle rental	719	743	764	773	790	835	862	892	902	959
	24.8	3.3	2.8	1.2	2.2	5.7	3.2	3.5	1.1	6.3
Vehicle repairs and parts	1,574	1,682	1,676	1,681	1,793	1,937	2,007	1,935	1,898	1,945
	8.8	6.9	-0.4	0.3	6.7	8.0	3.6	-3.6	-1.9	2.5
Vehicle fuel	2,855	3,125	3,069	3,057	3,106	3,231	3,353	3,496	3,627	3,533
	7.9	9.5	-1.8	-0.4	1.6	4.0	3.8	4.3	3.7	-2.6
Other transportation	468	509	500	517	530	559	581	602	634	680
	5.9	8.8	-1.8	3.4	2.5	5.5	3.9	3.6	5.3	7.3
Accommodation	4,468	4,978	5,050	4,997	5,257	5,579	5,908	5,928	6,188	6,720
	10.6	11.4	1.4	-1.0	5.2	6.1	5.9	0.3	4.4	8.6
Hotels	3,258	3,650	3,684	3,637	3,848	4,101	4,369	4,401	4,613	4,997
	8.1	12.0	0.9	-1.3	5.8	6.6	6.5	0.7	4.8	8.3
Motels	715	796	808	803	829	863	899	878	908	1,000
	24.6	11.3	1.5	-0.6	3.2	4.1	4.2	-2.3	3.4	10.1
Other accommodation	495	532	558	557	580	615	640	649	667	723
	9.5	7.5	4.9	-0.2	4.1	6.0	4.1	1.4	2.8	8.4
Food and beverage services	5,010	5,142	5,108	5,279	5,572	6,053	6,472	6,766	7,085	7,716
	8.8	2.6	-0.7	3.3	5.6	8.6	6.9	4.5	4.7	8.9
Meals, from accommodation services	743	738	744	747	782	851	920	947	973	1,063
	6.0	-0.7	0.8	0.4	4.7	8.8	8.1	2.9	2.7	9.2
Meals, from food and beverage services	3,004	3,111	3,075	3,204	3,383	3,692	3,889	4,079	4,307	4,686
	10.7	3.6	-1.2	4.2	5.6	9.1	5.3	4.9	5.6	8.8
Alcohol, from accommodation services	454	442	437	444	456	475	506	520	535	585
	-0.7	-2.6	-1.1	1.6	2.7	4.2	6.5	2.8	2.9	9.3
Alcohol, from food and beverage services	653	685	682	712	773	842	945	990	1,025	1,109
	10.9	4.9	-0.4	4.4	8.6	8.9	12.2	4.8	3.5	8.2
Meals and alcohol, from other industries	156	166	170	172	178	193	212	230	245	273
	6.8	6.4	2.4	1.2	3.5	8.4	9.8	8.5	6.5	11.4
Other tourism commodities	2,541	2,769	2,812	2,894	3,157	3,407	3,813	4,160	4,444	4,800
	9.1	9.0	1.6	2.9	9.1	7.9	11.9	9.1	6.8	8.0
Recreation and entertainment	1,776	1,845	1,889	1,922	2,062	2,170	2,446	2,664	2,818	3,088
	-1.4	3.9	2.4	1.7	7.3	5.2	12.7	8.9	5.8	9.6
Travel agency services	694	845	845	890	1,007	1,143	1,268	1,396	1,529	1,609
	49.9	21.8	--	5.3	13.1	13.5	10.9	10.1	9.5	5.2
Convention fees	71	79	78	82	88	94	99	100	97	103
	12.7	11.3	-1.3	5.1	7.3	6.8	5.3	1.0	-3.0	6.2
Total tourism commodities	24,939	26,624	26,247	26,510	27,994	29,921	31,811	33,393	35,344	37,746
	9.5	6.8	-1.4	1.0	5.6	6.9	6.3	5.0	5.8	6.8
Total other commodities	6,214	6,576	6,825	6,996	7,325	7,666	8,072	8,380	8,643	9,303
	7.4	5.8	3.8	2.5	4.7	4.7	5.3	3.8	3.1	7.6
Total Tourism expenditures	31,153	33,200	33,072	33,506	35,319	37,587	39,883	41,773	43,987	47,049
	9.1	6.6	-0.4	1.3	5.4	6.4	6.1	4.7	5.3	7.0

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.2

Tourism Demand in Canada

Millions of 1992 dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	14,632	14,241	13,007	13,340	13,732	14,259	14,641	15,305	15,677	16,285
	1.4	-2.7	-8.7	2.6	2.9	3.8	2.7	4.5	2.4	3.9
Passenger air transport	7,561	7,423	6,457	6,653	6,832	7,058	7,401	8,124	8,438	8,731
	-0.4	-1.8	-13	3.0	2.7	3.3	4.9	9.8	3.9	3.5
Passenger rail transport	339	176	163	154	163	165	155	157	160	163
	0.9	-48.1	-7.2	-5.6	5.8	1.3	-6.2	1.3	2.0	1.9
Interurban bus transport	662	612	525	505	479	479	510	490	498	496
	8.1	-7.5	-14.2	-3.8	-5.2	--	6.5	-3.9	1.7	-0.4
Vehicle rental	736	725	737	773	786	781	738	754	779	829
	15.7	-1.4	1.6	4.9	1.7	-0.6	-5.5	2.0	3.4	6.4
Vehicle repairs and parts	1,676	1,711	1,641	1,681	1,792	1,931	1,977	1,887	1,835	1,846
	2.3	2.1	-4.1	2.4	6.6	7.8	2.4	-4.6	-2.7	0.6
Vehicle fuel	3,106	3,013	2,976	3,057	3,164	3,305	3,309	3,331	3,394	3,621
	1.1	-3.0	-1.2	2.7	3.5	4.5	0.1	0.6	1.9	6.7
Other transportation	553	580	507	517	516	539	550	563	573	599
	1.8	5.0	-12.6	1.9	-0.2	4.5	2.0	2.3	1.8	4.5
Accommodation	4,671	5,047	5,022	4,997	5,215	5,373	5,444	5,361	5,470	5,681
	4.6	8.0	-0.5	-0.5	4.4	3.0	1.3	-1.5	2.0	3.9
Hotels	3,404	3,697	3,659	3,637	3,819	3,953	4,028	3,988	4,083	4,227
	2.4	8.6	-1.0	-0.6	5.0	3.5	1.9	-1.0	2.4	3.5
Motels	750	811	803	803	820	828	825	788	799	839
	17.7	8.1	-0.9	--	2.1	1.0	-0.3	-4.4	1.3	5.0
Other accommodation	517	539	560	557	576	592	590	585	588	615
	2.9	4.4	3.8	-0.5	3.4	2.7	-0.2	-0.8	0.5	4.6
Food and beverage services	5,960	5,823	5,212	5,279	5,488	5,897	6,205	6,396	6,592	7,015
	3.5	-2.3	-10.5	1.3	4.0	7.4	5.2	3.1	3.1	6.4
Meals, from accommodation services	879	832	756	747	771	827	878	891	899	954
	0.8	-5.2	-9.1	-1.3	3.3	7.2	6.2	1.4	0.9	6.1
Meals, from food and beverage services	3,556	3,512	3,133	3,204	3,338	3,599	3,717	3,839	3,984	4,244
	5.2	-1.2	-10.8	2.3	4.2	7.8	3.3	3.3	3.8	6.5
Alcohol, from accommodation services	549	507	448	444	447	464	491	498	508	537
	-5.2	-7.6	-11.6	-1.0	0.6	3.8	5.9	1.5	1.9	5.7
Alcohol, from food and beverage services	790	784	699	712	757	818	914	949	973	1,032
	6.0	-0.7	-10.8	1.8	6.3	8.1	11.8	3.8	2.6	6.1
Meals and alcohol, from other industries	187	187	175	172	175	189	204	219	228	248
	1.5	--	-6.7	-1.6	1.6	7.9	8.1	7.5	4.0	8.8
Other tourism commodities	3,068	3,130	2,895	2,894	3,098	3,268	3,550	3,767	3,932	4,157
	3.1	2.0	-7.5	--	7.0	5.5	8.6	6.1	4.4	5.7
Recreation and entertainment	2,191	2,125	1,950	1,922	2,025	2,076	2,262	2,380	2,451	2,629
	-6.3	-3.0	-8.2	-1.4	5.4	2.5	9.0	5.2	3.0	7.3
Travel agency services	799	921	865	890	987	1,102	1,193	1,294	1,392	1,435
	41.6	15.3	-6.1	2.9	10.8	11.7	8.3	8.4	7.6	3.1
Convention fees	78	85	81	82	86	91	95	94	89	93
	5.2	8.2	-4.6	1.6	4.7	6.0	4.2	-1.3	-4.9	4.5
Total tourism commodities	28,332	28,241	26,136	26,510	27,533	28,797	29,839	30,829	31,671	33,138
	2.5	-0.3	-7.5	1.4	3.9	4.6	3.6	3.3	2.7	4.6
Total other commodities	6,715	6,859	6,891	6,996	7,186	7,415	7,665	7,856	7,988	8,488
	3.0	2.1	0.5	1.5	2.7	3.2	3.4	2.5	1.7	6.3
Total Tourism expenditures	35,047	35,100	33,027	33,506	34,718	36,212	37,504	38,685	39,659	41,626
	2.6	0.2	-5.9	1.4	3.6	4.3	3.6	3.1	2.5	5.0

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.3
Tourism Domestic Demand - Canada
 Millions of dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	11,059	11,771	11,371	11,416	11,900	12,379	12,710	13,334	14,280	14,897
	10.4	6.4	-3.4	0.4	4.2	4.0	2.7	4.9	7.1	4.3
Passenger air transport	5,457	5,892	5,538	5,572	5,932	6,208	6,445	7,082	7,909	8,577
	10.2	8.0	-6.0	0.6	6.5	4.7	3.8	9.9	11.7	8.4
Passenger rail transport	192	101	110	117	126	132	123	125	132	133
	15.0	-47.4	8.9	6.4	7.7	4.8	-6.8	1.6	5.6	0.8
Interurban bus transport	404	415	411	414	393	381	404	382	397	407
	13.8	2.7	-1.0	0.7	-5.1	-3.1	6.0	-5.4	3.9	2.5
Vehicle rental	498	476	492	476	464	442	376	352	353	360
	25.8	-4.4	3.4	-3.3	-2.5	-4.7	-14.9	-6.4	0.3	2.0
Vehicle repairs and parts	1,530	1,636	1,629	1,635	1,744	1,881	1,945	1,868	1,829	1,865
	9.0	6.9	-0.4	0.4	6.7	7.9	3.4	-4.0	-2.1	2.0
Vehicle fuel	2,608	2,848	2,801	2,799	2,838	2,924	3,005	3,111	3,229	3,109
	8.5	9.2	-1.7	-0.1	1.4	3.0	2.8	3.5	3.8	-3.7
Other transportation	370	403	390	403	403	411	412	414	431	446
	7.6	8.9	-3.2	3.3	--	2.0	0.2	0.5	4.1	3.5
Accommodation	2,955	3,344	3,441	3,329	3,450	3,536	3,579	3,340	3,375	3,561
	12.1	13.2	2.9	-3.3	3.6	2.5	1.2	-6.7	1.0	5.5
Hotels	2,075	2,386	2,457	2,366	2,466	2,531	2,574	2,402	2,399	2,522
	8.0	15.0	3.0	-3.7	4.2	2.6	1.7	-6.7	-0.1	5.1
Motels	546	607	609	592	601	608	613	567	584	637
	30.3	11.2	0.3	-2.8	1.5	1.2	0.8	-7.5	3.0	9.1
Other accommodation	334	351	375	371	383	397	392	371	392	402
	12.5	5.1	6.8	-1.1	3.2	3.7	-1.3	-5.4	5.7	2.6
Food and beverage services	3,508	3,517	3,398	3,524	3,673	3,826	3,963	4,007	4,174	4,426
	11.8	0.3	-3.4	3.7	4.2	4.2	3.6	1.1	4.2	6.0
Meals, from accommodation services	510	494	485	491	504	529	558	552	573	612
	8.7	-3.1	-1.8	1.2	2.6	5.0	5.5	-1.1	3.8	6.8
Meals, from food and beverage services	2,112	2,139	2,056	2,150	2,246	2,353	2,374	2,407	2,524	2,670
	14.3	1.3	-3.9	4.6	4.5	4.8	0.9	1.4	4.9	5.8
Alcohol, from accommodation services	311	293	283	292	290	283	292	287	294	314
	-0.3	-5.8	-3.4	3.2	-0.7	-2.4	3.2	-1.7	2.4	6.8
Alcohol, from food and beverage services	466	477	459	476	517	541	609	622	635	669
	13.9	2.4	-3.8	3.7	8.6	4.6	12.6	2.1	2.1	5.4
Meals and alcohol, from other industries	109	114	115	115	116	120	130	139	148	161
	9.0	4.6	0.9	--	0.9	3.4	8.3	6.9	6.5	8.8
Other tourism commodities	1,963	2,128	2,136	2,176	2,371	2,523	2,802	3,028	3,275	3,479
	10.7	8.4	0.4	1.9	9.0	6.4	11.1	8.1	8.2	6.2
Recreation and entertainment	1,242	1,257	1,264	1,262	1,339	1,359	1,516	1,623	1,745	1,872
	-3.5	1.2	0.6	-0.2	6.1	1.5	11.6	7.1	7.5	7.3
Travel agency services	677	821	821	863	976	1,106	1,223	1,346	1,479	1,552
	51.5	21.3	--	5.1	13.1	13.3	10.6	10.1	9.9	4.9
Convention fees	44	50	51	51	56	58	63	59	51	55
	12.8	13.6	2.0	--	9.8	3.6	8.6	-6.3	-13.6	7.8
Total tourism commodities	19,485	20,760	20,346	20,445	21,394	22,264	23,054	23,709	25,104	26,363
	10.9	6.5	-2.0	0.5	4.6	4.1	3.5	2.8	5.9	5.0
Total other commodities	4,809	5,097	5,342	5,457	5,636	5,744	5,872	5,962	6,149	6,497
	8.5	6.0	4.8	2.2	3.3	1.9	2.2	1.5	3.1	5.7
Total Tourism expenditures	24,294	25,857	25,688	25,902	27,030	28,008	28,926	29,671	31,253	32,860
	10.4	6.4	-0.7	0.8	4.4	3.6	3.3	2.6	5.3	5.1

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.4

Tourism Domestic Demand - Canada

Millions of 1992 dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	12,601	12,203	11,142	11,416	11,636	11,888	11,935	12,314	12,566	12,923
	1.6	-3.2	-8.7	2.5	1.9	2.2	0.4	3.2	2.0	2.8
Passenger air transport	6,326	6,222	5,401	5,572	5,641	5,725	5,855	6,396	6,626	6,814
	-0.6	-1.7	-13.2	3.2	1.2	1.5	2.3	9.2	3.6	2.8
Passenger rail transport	279	122	119	117	122	119	103	100	101	97
	4.6	-56.3	-2.9	-1.5	4.5	-2.9	-13.2	-3.4	1.5	-4.0
Interurban bus transport	579	525	440	414	383	363	378	346	350	337
	9.1	-9.4	-16.0	-6.0	-7.5	-5.3	4.3	-8.6	1.3	-3.7
Vehicle rental	510	466	474	476	462	413	323	298	305	311
	16.4	-8.6	1.7	0.5	-2.9	-10.5	-21.8	-7.9	2.5	2.0
Vehicle repairs and parts	1,629	1,664	1,595	1,635	1,744	1,876	1,916	1,821	1,768	1,776
	2.4	2.2	-4.1	2.5	6.7	7.6	2.1	-4.9	-2.9	0.5
Vehicle fuel	2,839	2,745	2,716	2,799	2,890	2,993	2,967	2,963	3,020	3,186
	1.7	-3.3	-1.1	3.1	3.2	3.6	-0.9	-0.1	1.9	5.5
Other transportation	438	460	397	403	394	400	393	391	396	402
	3.5	4.8	-13.6	1.4	-2.2	1.5	-1.6	-0.6	1.3	1.5
Accommodation	3,089	3,388	3,419	3,329	3,424	3,408	3,300	3,028	2,991	3,021
	6.0	9.7	0.9	-2.6	2.8	-0.5	-3.2	-8.2	-1.2	1.0
Hotels	2,167	2,414	2,438	2,366	2,449	2,444	2,376	2,185	2,132	2,143
	2.3	11.4	1.0	-3.0	3.5	-0.2	-2.8	-8.0	-2.4	0.5
Motels	573	619	605	592	594	582	562	510	513	534
	22.9	8.1	-2.2	-2.2	0.4	-2.0	-3.5	-9.3	0.7	4.1
Other accommodation	350	356	376	371	381	382	363	334	346	344
	5.9	1.7	5.7	-1.3	2.6	0.3	-5.0	-7.9	3.7	-0.6
Food and beverage services	4,175	3,984	3,467	3,524	3,619	3,728	3,802	3,789	3,886	4,034
	6.4	-4.6	-13	1.7	2.7	3.0	2.0	-0.3	2.5	3.8
Meals, from accommodation services	604	557	494	491	498	514	533	519	530	551
	3.5	-7.6	-11.4	-0.5	1.4	3.3	3.7	-2.5	2.0	4.0
Meals, from food and beverage services	2,500	2,415	2,094	2,150	2,217	2,294	2,269	2,265	2,335	2,421
	8.7	-3.4	-13.3	2.7	3.1	3.5	-1.1	-0.2	3.1	3.7
Alcohol, from accommodation services	377	337	291	292	285	276	283	275	279	288
	-4.7	-10.7	-13.7	0.5	-2.5	-3.0	2.6	-3.0	1.6	3.2
Alcohol, from food and beverage services	564	546	470	476	506	526	590	597	604	627
	8.9	-3.1	-13.9	1.2	6.3	4.0	12.0	1.2	1.2	3.8
Meals and alcohol, from other industries	130	129	118	115	114	118	126	133	138	147
	3.2	-1.1	-8.6	-2.4	-1.2	3.7	7.1	5.5	3.8	6.5
Other tourism commodities	2,360	2,397	2,199	2,176	2,326	2,420	2,612	2,752	2,912	3,036
	4.4	1.6	-8.3	-1.0	6.9	4.1	7.9	5.4	5.8	4.3
Recreation and entertainment	1,533	1,448	1,306	1,262	1,315	1,299	1,403	1,451	1,521	1,604
	-8.2	-5.5	-9.8	-3.4	4.2	-1.2	8.0	3.5	4.8	5.5
Travel agency services	779	895	840	863	955	1,065	1,150	1,246	1,345	1,383
	43.1	15.0	-6.1	2.7	10.7	11.5	7.9	8.4	7.9	2.8
Convention fees	48	54	52	51	55	56	60	55	46	49
	5.6	10.5	-2.4	-2.4	7.5	2.3	6.8	-8.5	-16.1	6.5
Total tourism commodities	22,225	21,972	20,226	20,445	21,005	21,445	21,649	21,884	22,355	23,014
	3.3	-1.1	-7.9	1.1	2.7	2.1	1.0	1.1	2.2	2.9
Total other commodities	5,163	5,294	5,387	5,457	5,533	5,556	5,576	5,591	5,687	5,944
	4.1	2.5	1.8	1.3	1.4	0.4	0.4	0.3	1.7	4.5
Total Tourism expenditures	27,388	27,266	25,614	25,902	26,538	27,000	27,225	27,475	28,042	28,958
	3.5	-0.4	-6.1	1.1	2.5	1.7	0.8	0.9	2.1	3.3

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.5
Tourism Demand by Non-residents (exports) - Canada
 Millions of dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	1,861	1,964	1,906	1,924	2,108	2,503	2,908	3,205	3,347	3,613
	4.7	5.5	-3.0	0.9	9.6	18.7	16.2	10.2	4.4	7.9
Passenger air transport	1,154	1,157	1,092	1,081	1,199	1,429	1,642	1,799	1,889	2,004
	2.9	0.3	-5.6	-1.0	10.9	19.2	14.9	9.6	5.0	6.1
Passenger rail transport	40	42	39	37	41	50	61	67	71	83
	--	5.0	-7.1	-5.1	10.8	22.0	22.0	9.8	6.0	16.9
Interurban bus transport	57	69	78	91	98	120	140	159	168	189
	5.6	21.1	13.0	16.7	7.7	22.4	16.7	13.6	5.7	12.5
Vehicle rental	221	267	272	297	326	393	486	540	549	599
	22.8	20.8	1.9	9.2	9.8	20.6	23.7	11.1	1.7	9.1
Vehicle repairs and parts	44	46	47	46	49	56	62	67	69	80
	2.3	4.5	2.2	-2.1	6.5	14.3	10.7	8.1	3.0	15.9
Vehicle fuel	247	277	268	258	268	307	348	385	398	424
	2.1	12.1	-3.2	-3.7	3.9	14.6	13.4	10.6	3.4	6.5
Other transportation	98	106	110	114	127	148	169	188	203	234
	--	8.2	3.8	3.6	11.4	16.5	14.2	11.2	8.0	15.3
Accommodation	1,513	1,634	1,609	1,668	1,807	2,043	2,329	2,588	2,813	3,159
	7.9	8.0	-1.5	3.7	8.3	13.1	14.0	11.1	8.7	12.3
Hotels	1,183	1,264	1,227	1,271	1,382	1,570	1,795	1,999	2,214	2,475
	8.3	6.8	-2.9	3.6	8.7	13.6	14.3	11.4	10.8	11.8
Motels	169	189	199	211	228	255	286	311	324	363
	9.0	11.8	5.3	6.0	8.1	11.8	12.2	8.7	4.2	12.0
Other accommodation	161	181	183	186	197	218	248	278	275	321
	3.9	12.4	1.1	1.6	5.9	10.7	13.8	12.1	-1.1	16.7
Food and beverage services	1,502	1,625	1,710	1,755	1,899	2,227	2,509	2,759	2,911	3,290
	2.2	8.2	5.2	2.6	8.2	17.3	12.7	10.0	5.5	13.0
Meals, from accommodation services	233	244	259	256	278	322	362	395	400	451
	0.4	4.7	6.1	-1.2	8.6	15.8	12.4	9.1	1.3	12.8
Meals, from food and beverage services	892	972	1,019	1,054	1,137	1,339	1,515	1,672	1,783	2,016
	3.0	9.0	4.8	3.4	7.9	17.8	13.1	10.4	6.6	13.1
Alcohol, from accommodation services	143	149	154	152	166	192	214	233	241	271
	-1.4	4.2	3.4	-1.3	9.2	15.7	11.5	8.9	3.4	12.4
Alcohol, from food and beverage services	187	208	223	236	256	301	336	368	390	440
	3.9	11.2	7.2	5.8	8.5	17.6	11.6	9.5	6.0	12.8
Meals and alcohol, from other industries	47	52	55	57	62	73	82	91	97	112
	2.2	10.6	5.8	3.6	8.8	17.7	12.3	11.0	6.6	15.5
Other tourism commodities	578	641	676	718	786	884	1,011	1,132	1,169	1,321
	4.1	10.9	5.5	6.2	9.5	12.5	14.4	12.0	3.3	13.0
Recreation and entertainment	534	588	625	660	723	811	930	1,041	1,073	1,216
	3.7	10.1	6.3	5.6	9.5	12.2	14.7	11.9	3.1	13.3
Travel agency services	17	24	24	27	31	37	45	50	50	57
	6.3	41.2	--	12.5	14.8	19.4	21.6	11.1	--	14.0
Convention fees	27	29	27	31	32	36	36	41	46	48
	12.5	7.4	-6.9	14.8	3.2	12.5	--	13.9	12.2	4.3
Total tourism commodities	5,454	5,864	5,901	6,065	6,600	7,657	8,757	9,684	10,240	11,383
	4.8	7.5	0.6	2.8	8.8	16.0	14.4	10.6	5.7	11.2
Total other commodities	1,405	1,479	1,483	1,539	1,689	1,922	2,200	2,418	2,494	2,806
	4.0	5.3	0.3	3.8	9.7	13.8	14.5	9.9	3.1	12.5
Total Tourism expenditures	6,859	7,343	7,384	7,604	8,289	9,579	10,957	12,102	12,734	14,189
	4.6	7.1	0.6	3.0	9.0	15.6	14.4	10.4	5.2	11.4

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.6

Tourism Exports - Canada

Millions of 1992 dollars and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	2,031	2,039	1,865	1,924	2,096	2,371	2,706	2,990	3,111	3,362
	0.3	0.4	-8.5	3.1	8.9	13.1	14.1	10.5	4.0	8.1
Passenger air transport	1,234	1,201	1,057	1,081	1,191	1,333	1,546	1,728	1,812	1,917
	0.6	-2.7	-12	2.3	10.2	12.0	15.9	11.8	4.8	5.8
Passenger rail transport	59	54	44	37	41	46	52	57	59	66
	-13.5	-9.4	-17.2	-16.7	10.0	13.6	12.0	10.7	2.9	11.9
Interurban bus transport	83	88	85	91	96	116	132	144	148	159
	1.9	5.7	-3.6	7.4	5.2	21.3	13.5	9.5	2.5	7.4
Vehicle rental	226	260	263	297	324	368	415	456	474	518
	14.0	14.9	1.3	12.8	9.0	13.6	12.9	9.8	4.0	9.3
Vehicle repairs and parts	47	47	46	46	48	56	62	65	67	70
	-2.5	--	-2.6	--	5.3	15.0	10.9	5.9	2.5	4.5
Vehicle fuel	267	268	261	258	274	312	342	367	374	435
	-5.4	0.5	-2.8	-1.0	6.3	13.8	9.7	7.4	1.8	16.3
Other transportation	114	121	110	114	122	140	157	172	177	197
	-4.4	5.7	-9.0	3.7	7.1	14.3	12.5	9.4	3.1	11.3
Accommodation	1,582	1,658	1,602	1,668	1,791	1,965	2,144	2,333	2,479	2,660
	2.2	4.8	-3.4	4.1	7.4	9.7	9.1	8.8	6.2	7.3
Hotels	1,238	1,283	1,221	1,271	1,370	1,509	1,653	1,803	1,951	2,084
	2.7	3.7	-4.8	4.1	7.8	10.2	9.5	9.1	8.2	6.8
Motels	178	192	198	211	225	246	263	279	286	305
	3.5	8.1	3.1	6.6	6.8	9.0	7.3	5.9	2.5	6.6
Other accommodation	167	184	184	186	196	210	228	252	242	271
	-2.8	10.0	--	1.3	5.2	7.3	8.5	10.5	-3.8	12.0
Food and beverage services	1,785	1,839	1,745	1,755	1,869	2,168	2,403	2,606	2,706	2,981
	-2.8	3.0	-5.1	0.5	6.5	16.0	10.8	8.5	3.8	10.2
Meals, from accommodation services	275	275	263	256	274	313	345	371	369	403
	-4.7	--	-4.4	-2.6	6.9	14.4	10.4	7.5	-0.6	9.2
Meals, from food and beverage services	1,055	1,097	1,039	1,054	1,122	1,305	1,447	1,574	1,649	1,823
	-2.1	4.0	-5.3	1.4	6.4	16.3	10.9	8.7	4.8	10.6
Alcohol, from accommodation services	172	171	158	152	162	188	208	224	229	249
	-6.3	-0.8	-7.6	-3.6	6.6	15.9	10.7	7.6	2.4	8.7
Alcohol, from food and beverage services	226	237	229	236	250	292	325	352	369	405
	-0.6	5.1	-3.6	3.1	6.1	16.6	11.3	8.4	4.9	9.8
Meals and alcohol, from other industries	57	58	57	57	61	71	78	86	90	101
	-2.3	2.4	-2.3	--	7.3	15.9	9.8	10.7	4.4	12.2
Other tourism commodities	708	733	696	718	772	848	937	1,015	1,020	1,121
	-1.1	3.4	-5.0	3.1	7.6	9.8	10.5	8.2	0.5	9.9
Recreation and entertainment	659	676	644	660	710	777	859	929	930	1,025
	-1.3	2.7	-4.8	2.5	7.6	9.4	10.6	8.1	0.1	10.2
Travel agency services	20	26	24	27	31	36	43	47	47	52
	--	26.7	-5.3	11.1	15.0	17.4	18.5	9.4	-0.5	10.6
Convention fees	30	31	28	31	31	35	35	39	43	44
	4.5	4.3	-8.3	9.1	--	12.5	--	11.1	11.0	2.3
Total tourism commodities	6,107	6,269	5,910	6,065	6,528	7,352	8,190	8,945	9,316	10,124
	-0.3	2.6	-5.7	2.6	7.6	12.6	11.4	9.2	4.1	8.7
Total other commodities	1,552	1,565	1,504	1,539	1,653	1,859	2,089	2,265	2,301	2,544
	-0.6	0.8	-3.9	2.3	7.4	12.5	12.4	8.4	1.6	10.6
Total Tourism expenditures	7,659	7,834	7,414	7,604	8,181	9,211	10,279	11,210	11,617	12,668
	-0.4	2.3	-5.4	2.6	7.6	12.6	11.6	9.1	3.6	9.0

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

Table 6.7
Employment Generated by Tourism
 Thousands of employed persons and percentage change from preceding year

	Years									
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Transportation	79.2	81.7	79.4	79.7	79.2	80.2	80.3	83.2	87.4	91.9
	2.6	3.2	-2.8	0.3	-0.5	1.2	0.2	3.5	5.1	5.2
Air transportation	35.7	36.9	35.9	34.9	34.5	35.8	36.2	38.7	42.1	45.6
	3.0	3.4	-2.5	-3.0	-1.0	3.7	1.2	6.8	8.9	8.3
Railway transportation	6.2	5.8	5.7	5.6	5.3	5.2	5.0	4.4	4.2	4.0
	-2.0	-6.5	-0.9	-3.1	-4.1	-3.3	-3.4	-11.6	-5.1	-4.2
Water transportation	2.6	2.6	2.6	2.5	2.5	2.5	2.4	2.3	1.9	2.0
	2.0	--	--	-1.0	-2.0	-1.0	-2.0	-4.2	-16.3	1.3
Bus transportation	10.6	11.3	11.1	12.3	12.1	12.3	12.5	13.1	13.5	14
	2.4	7.1	-2	11.3	-1.8	1.4	1.6	4.6	3.4	3.3
Taxicabs	14.2	14.9	13.8	13.4	13.4	12.4	11.5	11.5	11.1	11.2
	1.3	4.9	-7.1	-2.9	-0.2	-7.5	-7.1	-0.4	-3.3	0.9
Vehicle rental and leasing	10.1	10.3	10.3	11	11.4	12.1	12.7	13.3	14.6	15.2
	6.1	2.5	-0.2	6.6	4.1	6.1	4.9	4.1	9.8	4.1
Accommodation	130.3	131.1	122.2	124.8	123.9	130.2	131.1	136.8	137.4	142
	1.0	0.6	-6.8	2.1	-0.7	5.1	0.7	4.3	0.5	3.3
Food and beverage services	127.2	128.4	120.8	122.4	129.7	130.6	135.8	136.7	140.6	143.1
	2.9	0.9	-5.9	1.3	6.0	0.6	4.0	0.6	2.9	1.8
Other tourism industries	31.3	31.8	28.7	29.1	29.1	31	30.9	29.8	29.8	30.1
	-1.5	1.5	-9.9	1.4	0.2	6.6	-0.4	-3.6	0.1	0.9
Recreation and entertainment	24.3	24.4	22.1	22.3	21.6	22.9	22.5	21.1	20.9	21.3
	-3.9	0.3	-9.4	0.9	-3.0	5.9	-1.6	-6.2	-1.3	1.9
Travel agencies	7.0	7.4	6.6	6.8	7.5	8.1	8.4	8.7	9.0	8.8
	7.7	5.7	-11.5	3.1	10.7	8.7	3.1	3.3	3.5	-1.4
Total tourism industries	368.1	373	351	355.8	361.9	371.9	378.2	386.3	395.2	407.1
	1.8	1.3	-5.9	1.4	1.7	2.8	1.7	2.2	2.3	3.0
Other industries	107.3	108.7	102.4	103.8	101.8	102.5	103.1	105.6	108	111.3
	1.8	1.3	-5.9	1.4	-1.9	0.7	0.5	2.5	2.3	3.0
Tourism activities	475.4	481.7	453.4	459.6	463.7	474.4	481.2	491.9	503.2	518.3
	1.8	1.3	-5.9	1.4	0.9	2.3	1.4	2.2	2.3	3.0

-- amount too small to be expressed.

Source: National Tourism Indicators, Catalogue no. 13-009.

DEFINITIONS

DEFINITIONS

Chapter 1

Concepts of tourism

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. "Tourism" refers to all activities of visitors, including both "tourists (overnight visitors)" and "same-day visitors".

Forms of tourism

In relation to a given country, the following forms of tourism can be distinguished:

- a) Domestic tourism, involving residents of the given country travelling only within this country;
- b) Inbound tourism, involving non-residents travelling in the given country;
- c) Outbound tourism, involving residents travelling in another country.

Chapter 2, 3 and 7

Trip

In the Canadian Travel Survey (CTS), a trip is defined as travel to a Canadian destination at least 80 km one-way from home for any reason except:

- 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 do not originate in Canada; and
- trips longer than one year.

A trip may involve one person travelling alone or several persons from the same household travelling together. Persons from different households travelling together are defined as taking different trips.

In the International Travel Survey (ITS), a trip is defined as travel for any reason by anybody arriving or returning to Canada who is cleared through Customs and Immigration points of entry. ITS includes travellers coming/returning to Canada for a period of less than 12 months and excludes the following types of international travellers:

- immigrants;
- former residents;
- military personnel, diplomats and dependants;
- and
- crews.

In the ITS, travellers entering Canada for the following reasons are included:

- business, commuting to work or other works;
- attending a convention, conference or seminar;
- study, summer resident;
- visiting friends or relatives;
- pleasure, holiday, vacation, health and shopping;
- and
- persons travelling in transit who clear Canada Customs.

Travel party

In the CTS, a travel party is defined as one or more persons from the same household travelling together.

In the ITS, a travel party is defined as persons from the same country travelling together (whether they are from the same household or not) who agree to report collectively their trip characteristics.

Person-trip

In the CTS, a person-trip starts when the traveller leaves his/her home to go on a trip. The total number of person-trips for a population is the count of the number of persons on each trip taken in the population.

In the ITS, each time a non-resident traveller enters Canada it is the beginning of a person-trip. The traveller's entry is recorded by Canada Customs. The person-trip ends when the traveller leaves Canada. For residents, each time a person departs from Canada, a person-trip begins. The person-trip ends when the traveller returns to Canada. If a person travels with other persons, the number of person-trips will equal the number of persons on the trip. If four persons go on a trip together, it counts as four person-trips. If the same person takes two trips, it counts as two person-trips.

Same-day trip

In the CTS, a trip which does not include a night away from home.

In the ITS, same-day travel encompasses travellers who enter and leave the country in less than 24 hours.

Overnight trip

In the CTS, a trip that includes at least one night away from home.

In the ITS, travel of one or more nights includes travellers staying at least 24 hours in a country other than that in which he/she resides.

Purpose of trip

In the CTS, the 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.

In the ITS, the main reason the travel party went on a trip.

- Visiting friends or relatives
- Pleasure
- Business
- Personal reasons and other

Origin or residence

In the CTS, the origin of the trip corresponds to the respondent's place of residence at the time the trip was taken.

In the ITS, the origin or residence is the place of last permanent residence, by state for United States residents and by country for other residents.

Destination

In the CTS, the 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 his/her home.

In the ITS, the respondent does not report a destination. Only the locations visited are reported.

Mode of transportation

In the CTS, only one mode of transportation is recorded. It is the mode of transportation used to travel the greatest distance during a trip.

In the ITS, the mode of transportation to enter and exit Canada is captured as well as any mode of transportation that was used to travel while in Canada.

Distance

In the CTS, one-way distance between the trip origin and its destination expressed in kilometres.

In the ITS, this variable is not available.

Trip duration

In the CTS, a trip starts when the respondent leaves his/her usual residence. It ends when he/she comes back. The trip duration is measured by the number of nights a respondent spends away from his/her usual residence.

In the ITS, a trip starts when a person crosses the border and ends when he/she leaves the country. The trip duration is measured by the number of nights a traveller spends in Canada.

Type of entry in the country

In the CTS, this variable is not applicable.

In the ITS, travellers are grouped by type of entry and mode of transportation used to enter Canada. Four categories are found:

- Direct to Canada
- Via the United States – by land – same-day trip
- Via the United States – by land – overnight trip
- Via the United States – by other methods

Visit

Same-day visit

In the CTS, a same-day visit can only be made on the course of a same-day trip. In such a case, a visit is recorded at the destination of the trip.

In the ITS, on the course of a same-day trip, a non-resident traveller may visit different location(s); each location visited will be assigned a visit. Only one location per province is captured on a same-day trip. The respondent can however report visiting more than one province. On the course of an overnight trip, every location visited where the respondent has not spent a night is recorded as a same-day visit.

Overnight visit

Both in the CTS and the ITS, an overnight visit can only be done on an overnight trip. In such a case, the location visited is defined as the location where the respondent has spent at least one night. If, during the same trip, multiple nights are spent at the same location, or the same location is travelled to multiple times, only one visit is recorded for that location.

Person-visit

Same-day or overnight visit made by a person taking a trip.

In the CTS, the total number of person-visits for a population is the count of the number of visits made by each person in the population on each trip taken.

In the ITS, the total number of person-visits made by foreign travellers entering Canada is the total number of visits made by each person, on each travel party, on each trip taken.

The unit of measure used in this report is a person-visit.

Chapter 4

Transborder services

Services between points in Canada and Alaska, Canada and Hawaii and Canada and continental United States.

Charter services

Transportation of persons and /or goods pursuant to a contract where a person other than the air carrier that operates the air service reserves a block of seats or part of the cargo space for their own use or for resale, in whole or in part, to the public.

Scheduled services

Transportation of persons and/or goods where the air carrier or his agent operates the air service and sells directly to the public, seats and/or cargo space on a price per seat or per unit of mass or volume of cargo basis.

City-pair

Two cities between which travel is authorized by a ticket or part of a ticket

Chapter 5

Accommodation Services Industries

This major group of industries includes businesses primarily engaged in providing accommodation services to domestic and international travellers who travel either for pleasure or for business purposes. It covers a wide range of traveller accommodation service industries, extending from hotels and motels to tourist courts and camping grounds.

Hotels and Motor Hotels

This industry includes establishments or business operations primarily engaged in providing short term accommodation to the public, with or without food, beverage and other services. Those operations with six or more hotel or motel hotel-type rooms are classified here regardless of the major source of revenue. Those with fewer than six rooms are classified according to their major source of revenue. Businesses primarily engaged in operating apartment hotels are classified in Operators of Residential Buildings and Dwellings.

Motels

Establishments or business operations primarily engaged in short term accommodation to the public, with or without food, beverage and other services. Businesses with three or more motel-type rooms are classified here regardless of the major source of revenue. A motel-type room has access from the exterior only and has parking facilities in close proximity.

Tourist Courts and Cabins

Establishments or business operations primarily engaged in operating tourist courts and cabins on a short term basis, with or without food and beverage services. Businesses

operating three or more units are classified here regardless of the major source of revenue.

Guest Houses and Tourist Homes

Establishments or business operations primarily engaged in renting rooms, with or without board, to transient guests.

Lodging Houses and Residential Clubs

Establishments or business operations primarily engaged in renting rooms, with or without board, to permanent guests or members. This industry includes rooming and boarding houses open to the public and lodging hotels operated by membership organisations and not open to the public.

Camping Grounds and Travel Trailer Parks

Establishments or business operations primarily engaged in providing overnight or short-term sites, with or without utilities, for campers with trailers, recreational vehicles or tents.

Outfitters (Hunting and Fishing Camps)

Establishments primarily engaged in operating hunting and fishing camps open to the public which may provide supplies, equipment rentals and guide services.

Other Recreation and Vacation Camps

Establishments primarily engaged in operating recreational and vacation camps.

Travel Agencies

Businesses mainly acting as ticket and travel agents, furnishing travel information, acting as agents in arranging tours, booking accommodation and transportation for travellers or acting as independent agencies for transportation companies.

Tour Operators

Businesses in this industry are primarily engaged in developing, designing and wholesaling travel tour plans and package vacation tours.

Tourist Attractions

Tourist attractions are **places; events; and events in places**, where the primary purpose of the attraction is to allow public access for entertainment, interest or education rather than being primarily a retail outlet or a venue for film performances.

Chapter 6

Tourism

The most important concept underlying the TSA (Tourism Satellite Account) and the NTI (National Tourism Indicators), that of 'tourism', has been evolving over time. The definition used here is the one most recently adopted by the World Tourism Organization and the United Nations Statistical Commission: "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"¹

This definition goes beyond the concept of tourism as merely travel for leisure. It also encompasses travel for business purposes, to visit friends and relatives or for personal reasons, such as health treatment. On the other hand, not all travel constitutes tourism. Excluded are commuting to and from work, travel for purposes of study or job relocation, as well as travel by migrants and diplomats or members of the armed forces on assignment.

In relation to Canada, the definition comprises different forms of tourism: travel by Canadians within Canada (domestic tourism), travel by non-residents to Canada (inbound tourism) and travel by Canadians to another country (outbound tourism). Also, in Canada, the 'usual environment' is defined as being within 80 kilometres from home. Any travel by a resident to a Canadian location under that distance is not considered 'tourism'. However, crossing an international boundary is generally considered to be travel outside the 'usual environment'.

Visitors

The persons undertaking tourism are referred to as either tourists (those visitors who stay overnight or longer in the location visited), or same-day visitors.

Tourism Commodities

A commodity is defined as a good or service which is sold at a price designed to cover the cost of production, e.g., a hotel room, a meal, an airline ticket, a t-shirt. For purposes of tourism, commodities are classified into two categories: tourism commodities and non-tourism commodities.

A commodity is referred to as a tourism commodity if a significant part of its total demand in Canada comes from visitors. Otherwise, it is referred to as a non-tourism commodity. Thus, accommodation is considered to be a tourism commodity, because a substantial proportion of its demand is from tourism. However, beer bought in stores is classified as a non-tourism commodity, since purchases by visitors represent a small proportion of total sales in Canada.

There are two exceptions to the definition of tourism commodities: urban transit and parking. These two services are considered tourism commodities even though the proportion of total demand due to tourism is not significant. The reason is that many visitors use these services, especially in major urban areas. If these two services were not available in an area, visitors would be less inclined to visit or to undertake certain activities once there.

The definition of tourism commodities is based on recommendations from the National Task Force on Tourism Data.

Tourism Industries

An industry is defined as a group of operating units or establishments engaged in the same or similar kind(s) of economic activity, e.g., hotels, restaurants, airlines, department stores. Industries produce commodities, both tourism and non-tourism.

While the commodities purchased by visitors may be supplied by several industries, the TSA and the NTI focus on industries which are the main producers of the tourism commodities. Accordingly, a 'tourism industry' is so considered here if:

- a) it provides tourism commodities to visitors, and;
- b) it would cease to exist without tourism or would continue to exist only at a significantly reduced level of activity.

Air transportation satisfies part a) and the first criterion of part b) of the definition, for instance, while food and beverage services satisfy part a) and the second criterion of part b). An example of a non-tourism industry, one that does not satisfy either criterion of the second part of the definition, is the food stores industry, even though purchases by visitors are important for this industry in certain locations. An example of a non-tourism industry, because it does not satisfy part a), is the steel foundries industry. This industry does not sell its products to visitors.

The definition of tourism industries is drawn from recommendations by the National Task Force on Tourism Data.

Domestic Supply

The domestic supply of tourism commodities is defined as the total production in Canada of the specified commodities. It does not include imports. For example, the sale of a ticket on a non-Canadian airline is excluded from the supply of passenger air transport.

Tourism Demand

Tourism demand for tourism commodities is defined as expenditures made by visitors on the domestically produced tourism goods and services. It includes expenses made before and after a trip, such as purchases of vehicle repairs and parts, as well as those incurred during a trip, such as purchases of accommodation and meals. Tourism demand comprises three broad categories: tourism demand in Canada, that is, total demand by visitors for Canadian produced commodities, and its two components, tourism domestic demand and tourism exports.

- **Tourism Domestic Demand** consists of spending by Canadian visitors on domestically produced commodities. It includes purchases of Canadian commodities which result from domestic and outbound tourism. For example, it includes the purchase of an air fare from a Canadian carrier to a destination outside Canada.

- **Tourism Exports** is defined as spending by non-resident visitors on Canadian produced commodities. It comprises purchases of Canadian commodities as a result of inbound tourism, including spending that may take place outside of Canada, such as the purchase of an airline ticket from a Canadian international carrier, to travel to Canada.

The entire domestic supply of tourism commodities is not purchased by visitors. For example, only part of food and beverage services are purchased by visitors in or to Canada, while most are purchased for local consumption. Therefore, domestic supply is always greater than tourism demand.

Employment

The employment data presented in the TSA and NTI are benchmarked to the 'person-year' concept incorporated in the I/O (Input-Output) annual estimates used for productivity measurement. A person-year so defined can be a person employed on either a full-time or a part-time basis (that is, in terms of the number of hours worked per day or per week). A person working for half the months in the year on the other hand, would be defined as half a person-year. The published annual and quarterly estimates in the NTI correspond to the annual or quarterly averages of the monthly estimates provided by the surveys conducted by Statistics Canada. Full-time is defined as usually working a minimum of 30 hours per week. The average full-time hours per week for a given industry is the average of usual hours worked by those working a minimum of 30 hours per week.

Note

- ¹ United Nations and World Tourism Organisation, Recommendations on Tourism Statistics, New York, 1994. P.5.

DATA SOURCES

DATA SOURCES

STATISTICS CANADA SURVEY	PUBLICATION
Canadian Travel Survey	Cat. No. 87-504
International Travel Survey	Cat. No. 66-201
Canadian Civil Aviation	Cat. No. 51-206
Air Charter Statistics	Cat. No. 51-207
Air Passenger O&D Survey	Cat. No. 51-204
Air Passenger O&D Survey	Cat. No. 51-205
Road Motor Vehicle: Registrations	Cat. No. 53-219
New Motor Vehicle Sales Survey	Cat. No. 63-007
Railway Transport Survey	Cat. No. 52-215
Passenger Bus and Urban Transit Survey	Cat. No. 53-215
Restaurant, Caterer and Tavern Survey	Cat. No. 63-011
Annual Survey of Arts, Entertainment and Recreation	Cat. No. 63-233
Traveller Accommodation Survey	Cat. No. 63-204
Survey of Miscellaneous Services	Cat. No. 63-231
Survey of Canada's Tourist Attractions 1996	----
Survey of Heritage Institutions	Cat. No. 63-233
Census of Population	Cat. No. 92-925
Census of Population	Cat. No. 92-920
Consumer Price Index	Cat. No. 62-010
Tourism Satellite Account	Cat. No. 13-001
National Tourism Indicators	Cat. No. 13-009