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Canadians' Participation in Culture/Heritage Travel in Canada

Monique Beyrouti

In 1999, each Canadian took an average of 6.2 trips, all trip lengths and destinations combined. Of all these trips, some 143 million, or three in four, took place in Canada. More than 90% of trips taken by Canadians primarily for the purpose of visiting family or friends were to a destination in Canada.

In 1999, trips taken primarily for pleasure accounted for the largest share of trips taken by Canadians in Canada, namely 39%. Following closely with 35% were trips to visit friends and/or family. Lastly, work, symposiums and conferences accounted for 13% of these trips.

Whatever their main reason for travelling in Canada, Canadians took the opportunity to participate in more than one activity.

Culture/heritage tourism in Canada

For some tourists, the main purpose of the trip is to participate in an outdoor adventure experience. For others, cultural visits are important and will be combined with other activities during the trip, such as visits to family or friends. Lastly, there are those for whom the decision to travel has nothing to do with a site offering cultural activities but who, when offered the opportunity, will participate in such an activity.

The results of the 1999 Canadian Travel Survey show that culture/heritage activities engaged in by domestic travellers were primarily motivated by a need to participate in an outdoor adventure experience.

Heritage, museum visits and cultural events are playing an increasing role in tourism activity in Canada. Indeed, the Canadian Travel Survey is showing a growing trend toward culture/heritage travel. This type of travel increased by 10% between 1996 and 1999 (Table 1). During 1999, Canadians took 16 million trips in their country involving at least one culture/heritage activity, representing 11% of all domestic trips in Canada. Culture/heritage trips accounted for 16% of domestic overnight trips in Canada in 1999, up slightly from 15% in 1996. The economic benefits of culture/heritage trips



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Source of data

The data in this report are drawn from the Canadian Travel Survey (CTS), which is conducted as a supplement to the Labour Force Survey.

Definition

A domestic trip is defined as any same-day or overnight trip to a Canadian destination located at least 80 kilometres from the traveller's home. Data on the number of travellers are measured in person-trips, that is, for each trip taken in the Canadian population, the number of persons in the same household who participated in the trip. If four persons took a trip together, this represents four person-trips. The provincial breakdown of trips is based on the furthest destination from home. The CTS provides a framework for identifying the travelling population, the type of trips taken and the amount spent.

For the purposes of this article, a culture/heritage trip is defined as any trip that includes participation in at least one of the following activities: attending a festival, fair or exhibition; attending a cultural event; attending an aboriginal cultural event; visiting a museum or art gallery; visiting a zoo or nature site; visiting a historic site; bird-watching or observing wildlife. In the Canadian Travel Survey, respondents are asked to indicate only whether they participated in these activities during their trip. Consequently, the relative importance of these activities in the trip as a whole remains unknown. Visits to national or provincial parks were not considered relevant to culture/heritage travel, except when the trip included participation in at least one of the above activities.

Data quality

During 1999, Statistics Canada interviewed approximately 180,000 Canadians regarding their travel within Canada, their own characteristics and those of their household. Of that number, nearly 72,000 Canadians reported taking a trip within Canada, all trip lengths combined, and some 9,000 of them had taken a culture/heritage trip in 1999.

Because of their small number, trips with Yukon or the Northwest Territories as their point of destination are excluded from the detailed analysis. As a result, the national total may not be equal to the sum of the parts.

Table 1
Canadian travel in Canada

	All trips	Cultural trips	Cultural trips	Non-cultural trips
		'000	share of total	
Total 1999	143,178	16,021	11	127,157
One or more night - 1999	73,457	11,471	16	61,986
Total 1996	135,346	14,576	11	120,770
One or more night - 1996	70,502	10,680	15	59,822
Percent change				
Total	6	10		5
One or more night	4	7		4

Source: Canadian Travel Survey

are important, for while they accounted for 11% of all trips, they generated 21% of Canadians' travel expenditures in their country in 1999. This represents \$4 billion injected into the Canadian economy, of which 94% was generated in overnight trips. In fact, when taking culture/heritage

trips, Canadian travellers spend more, travel greater distances and remain away from home longer than for any other type of travel in Canada.

Canadian travellers spent an average of 5 nights away from home when taking a culture/heritage trip in 1999, compared



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Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

Table 2
Features of cultural, heritage-oriented and other types of trips-1999

		Total	Cultural trips	Non-cultural trips
Total expenditures	(millions of \$)	19,618	4,106	15,512
Same-day trips	(thousands)	69,721	4,550	65,171
Trips of one or more nights	(thousands)	73,457	11,471	61,986
Nights	(thousands)	240,212	57,788	182,424
Share of expenditures	(%)	100	20.9	79.1
Share of trips of				
one night or more	(%)	100	15.6	84.4
Share of overnight stays	(%)	100	24.1	75.9
Trips of one night or more:				
Average length	(days)	3.3	5.0	3.0
Average expenditure	(\$)	214	336	191
Average distance	(km)	430	634	393

Source: Canadian Travel Survey

Table 3
Selected comparative demographic features-1999

Trips of one or more nights

	Cultural trips	Non-cultural trips
	%	
Travel quarter		
First	11	19
Second	21	25
Third	57	35
Fourth	11	21
Party composition		
Adul(t)s with child(ren)	37	31
1 adult	28	37
2 adults	32	28
3 or more adults	3	3
Type		
Men	39	44
Women	43	41
Under 15	18	15
One-way trip distance		
80 to 319 km	51	64
320 km and over	49	36
Mode of Transportation		
Automobile	83	88
Airplane	10	7
Other	7	5
Civil status		
Married	53	57
Single	38	34
Widow(er)	3	3
Separated or divorced	6	6

Source: International Travel Survey

with 3 nights for other types of overnight trips (Table 2). Furthermore, they spent an average of \$336 compared with \$191 and travelled 634 kilometres one-way compared with 393 kilometres for other types of trips.

Culture/heritage tourists are more educated, earn more and travel primarily in the summer season. They are of all ages and contribute significantly to travel spending in Canada. Culture/heritage travel attracts more women, single persons

and couples with children than other types of travel. Also, a third of all domestic travel packages are purchased by this group of travellers.

More educated

In 1999, 20% of all Canadian tourists aged 15 and over who participated in a Canadian culture/heritage activity had a university degree, compared with 12% for other Canadian tourists. Furthermore, 23% of them had a postsecondary diploma or certificate, compared with 16% for all other tourists.

Somewhat higher incomes

Tourists taking part in culture/heritage activities have slightly higher incomes. In 1999, 27%¹ of travellers who took culture/heritage trips reported household incomes for 1998 of more than \$80,000, compared with 24%² for other tourists.

They spend more

Compared with other tourists, those taking part in culture/heritage activities spent more during their stays. Indeed, 55% of overnight trips involving culture/heritage activities resulted in expenditures totalling \$200 or more, compared with 34% for non-cultural trips in 1999. Culture/heritage tourists spent on average, 1.7 times more per trip than other types of tourists in 1999.

More summer travel

Proportionally Canadians tend to travel more in the summer season, when travel tends to be culture/heritage-oriented. This is not surprising, considering that cultural and heritage activities include various festivals and special events that take place outdoors in the summer. Thus, in 1999, 57% of culture/heritage-oriented overnight trips took place in the third quarter (Table 3), mainly in July and August, compared with 35% for other types of trips. In fact, nearly half (48%) of culture/heritage trips of more than 24 hours took place in July and August, compared with 27% for other trips.

¹ Percentage based on travellers answering the question on household income (73%).

² Percentage based on travellers answering the question on household income (75%).

More family trips

In 1999, 37% of culture/heritage trips of more than 24 hours were taken by groups consisting of adults with children, compared with 31% for other trips. Culture/heritage tourists also have less of a tendency to travel alone (28%) than other travellers (37%).

Slightly higher female participation

Among cultural tourists in 1999, 43% were females, 39% males and the rest were children under 15 years of age. By comparison, 44% of non-cultural travellers were males, 41% were females and 15% were children.

Longer stays

Compared with other Canadian tourists, those who take part in culture/heritage trips remain longer in a given region of Canada. In 1999, they spent an average of 5 nights away from home per trip, compared with 3 nights for other tourists.

Greater distances and fewer auto trips

Canadian tourists travel longer distances when they take cultural trips in Canada. In 1999, nearly half (49%) of cultural tourists took trips of more than 320 kilometres one-way, compared with 36% for non-cultural tourists. On average, they travelled 634 kilometres one-way, compared with 393 kilometres for non-cultural tourists (Table 2). The latter used an automobile in 88% of cases, compared with 83% for cultural tourists, who made greater use of air transportation, trains and buses.

Canadians are more active when travelling for culture/heritage purposes

Canadians are more active when they take a trip with a culture/heritage component in Canada. In 1999, these travellers participated in an average of six activities per overnight trip, compared with an average of 2.7 activities for trips not involving cultural activities. Sightseeing was the most popular activity for cultural tourists (63%) whereas visiting friends was the preferred activity among non-cultural tourists. Apart from visits to friends or

family, which are by far the most popular activities, 36% of overnight trips that did not include a culture/heritage component involved a sports/outdoor activity compared to 56% for the culture trips (Table 4). In addition, 17% and 16% of these trips included respectively sightseeing and hiking/climbing.

When on overnight trips, Canadians took part in an average of 1.5 culture/heritage-related activities, whereas owing to time constraints, they participated in an average of only 1.1 activities of this type when on a same-day trip.

Visits to historic sites are most popular

Visits to historic sites were the most popular activity with those who took culture/heritage trips (Table 5). Moreover, visiting a historic site is the activity that has shown the greatest growth since 1996. Visiting a museum or art gallery ranked second, very closely followed by attending a festival, fair or exhibition.

According to UNESCO, the most visited cultural sites in Canada are

Table 4

Participation in some activities-1999

Trips of one or more nights

Activities:	Cultural trips	Non-cultural trips
	%	
Visits friends	52	59
Visits family	42	49
Shopping	49	25
Sightseeing	63	17
Spectator at an aboriginal or native cultural activity	4	-
Trip to a national or provincial park	24	4
Attendance at a bar or night club	17	7
Spectator at a sports event	8	6
Visit to a museum or art gallery	29	-
Visit to a historical site	32	-
Visit to a festival, fair or exhibition	28	-
Spectator at a cultural activity (such as a play or concert)	21	-
Bird watching	19	-
Trip to a zoo or natural site	16	-
Visit to an amusement or theme park	10	1
Participation in a sports or outdoor activity	56	36
Hiking or climbing	40	16

Source: International Travel Survey

Table 5

Participation in cultural or heritage-oriented activities

Trips of one or more nights

	Participation in a cultural or heritage-oriented activity		Percent change
	1999	1996	
	(thousands)		
Attendance at a festival, fair or exhibition	3,229	3,092	4
Visit to a museum or art gallery	3,364	2,981	13
Visit to a historical site	3,624	2,782	30
Attendance at cultural events (such as a play or concert)	2,466	2,444	1
Visit to a zoo or natural site	1,825	2,218	-18
Observation of birds and wildlife	2,176	1,845	18
Attendance at an aboriginal or natural cultural show	429	443	-3

Note: As travellers may participate in more than one kind of activity, the total number of activities is greater than the total number of cultural or heritage-oriented trips.

Source: Canadian Travel Survey

Montreal's Old Port, Vancouver's Gastown district and Québec. Among nature sites, the most popular are Niagara Falls, Banff and Stanley Park.

Of all cultural and heritage activities, aboriginal cultural events remain the least popular.

More spent on accommodation

Since they more often involve stays at a hotel or motel than other types of trips, culture/heritage trips are more profitable for accommodation establishments. Accommodation-related spending accounted for

23% of the budget of Canadians taking overnight trips of this nature in 1999, making it the largest spending component. Campgrounds accounted for the largest share (16%) of commercial accommodation used by these travellers, followed by hotels (15%) (Table 6). Since 1996, culture/heritage tourists have proportionally reduced the number nights spent with friends or family and increased the number spent in campgrounds and hotels.

Nevertheless, staying with friends or family remains the most popular type of accommodation for these tourists.

More likely to shop

In 1999 as in 1996, in percentage terms, twice as many culture/heritage tourists as other travellers—49% compared with 25%—went shopping.

Major economic benefits

As seen above, heritage-oriented activities, museum visits and cultural events are undeniably boosting domestic tourism. The growing economic benefits attest to the increasing contribution of culture/heritage travel to Canada's economy. Between 1996 and 1999, residents' total expenditures relating to cultural travel in Canada rose by 23%, compared with 20% for other types of travel. Furthermore, during the same period, the number of nights spent away from home on culture/heritage trips increased at three times the rate, namely 12% as compared with 4%.

A look from the inside. . .

British Columbia travellers are more likely to take a culture/heritage trip

Among the provinces, British Columbia leads the way in culture/heritage travel. Whatever their age group, British Columbians take more culture/heritage trips as a proportion of all overnight trips than residents of any other province. Indeed, some 18% of all overnight trips originating from British Columbia in 1999 had a culture/heritage component.

Also, Table 7 shows that between 1996 and 1999, residents of New Brunswick and Prince Edward Island devoted an increasing share of their trips to culture and heritage.

Big travellers in Saskatchewan

A look at the provincial data shows that residents of Saskatchewan undertake the most trips, for all reasons combined, when taken in proportion to their numbers. In 1999, travel by residents of that province averaged about 400 overnight trips per hundred inhabitants (Table 8). Almost all those trips were taken within the province, representing the largest ratio of intra-provincial trips for a given province in Canada. Saskatchewan also posted the highest ratio of participation in

Table 6

Breakdown of nights according to type of accommodation used

Trips of one or more nights

	Cultural trips		Non-cultural trips	
	1999	1996	1999	1996
	%			
Non-commercial				
With friends or family	38	52	41	54
Private cottage	14	13	14	13
Commercial				
Hotels	15	13	13	12
Motels	6	5	6	5
Campgrounds	16	9	14	9
Vacation site				
Bed and breakfast	2	-	1	-
and rented cottages	2	2	2	2
Other	7	6	9	5

Source: Canadian Travel Survey

Table 7

Provincial share of cultural and non-cultural trips

Trips of one or more nights

	Cultural trips		Non-cultural trips	
	1999	1996	1999	1996
	Share			
Province of origin:	15.6	15.1	84.4	84.9
Newfoundland	13.9	15.6	86.1	84.4
Prince Edward Island	13.5	11.0	86.5	89.0
Nova Scotia	16.0	16.5	84.0	83.5
New Brunswick	17.1	13.8	82.9	86.2
Quebec	15.4	15.9	84.6	84.1
Ontario	15.5	15.1	84.5	84.9
Manitoba	14.5	14.9	85.5	85.1
Saskatchewan	14.4	14.3	85.6	85.7
Alberta	15.1	13.0	84.9	87.0
British Columbia	17.6	16.7	82.4	83.3

Source: Canadian Travel Survey

culture/heritage trips, at 57 such trips per hundred inhabitants. At the other end of the country, Prince Edward Island, which is mainly visited by non-residents, posted the lowest rate, with 21 culture/heritage trips (residents only) per hundred inhabitants.

A look from the outside. . .

Prince Edward Island posts the highest net entry ratio for culture/heritage trips

In 1999, Prince Edward Island was the destination of 171 thousand culture/heritage trips of more than 24 hours, for a rate of 124 visits for each 100 residents. As a destination for culture/heritage travel, this province is notable for having the highest net entry ratio³ of travellers per inhabitant. Non-residents alone, who represent the largest component of the market for that province, made 103 visits of this type per 100 residents (Table 9), which is much greater than for any other province. By comparison, British Columbia, which ranked second, hosted 9 culture/heritage visits by non-residents per hundred residents.

Non-resident visits are particularly important for Prince Edward Island considering that this province has the lowest participation rate for culture/heritage trips within Canada, with 16 overnight trips per hundred residents in 1999. However, it should be kept in mind that residents' low travel rate is partly due to the size of this province and the distance criterion used to define a domestic trip.

Nova Scotia: Culture/heritage trips more popular than other types of travel

Nova Scotia was the only destination province in Canada for which the non-resident traveller ratio was higher for culture/heritage trips of more than 24 hours than for any other type of trip. Thus, in 1999, this province was the destination of nearly 13 culture/heritage visits by non-residents for every 100 residents, compared with 8 non-cultural visits per 100 residents (Table 9). Visits to the Fortress of Louisbourg, the Alexander Graham Bell Museum and the mountains

Table 8
Provincial travel rates by type of trip-1999
Trips of one or more nights

	Total	Cultural trips	Non-cultural trips
	Number of travellers per 100 residents		
Province of origin:	241	38	203
Newfoundland	231	32	199
Prince Edward Island	156	21	135
Nova Scotia	305	49	256
New Brunswick	244	42	203
Quebec	204	31	172
Ontario	226	35	191
Manitoba	276	40	236
Saskatchewan	396	57	339
Alberta	346	52	294
British Columbia	219	39	180

Source: Canadian Travel Survey
Demography Division

Table 9
Entry rate by province and by type of trips-1999
Trips of one or more nights

	Cultural trips	Non-cultural trips
	Net entries by 100 residents	
Province of net entries:		
Newfoundland	3	11
Prince Edward Island	103	195
Nova Scotia	13	8
New Brunswick	5	20
Quebec	-0	6
Ontario	-2	-8
Manitoba	-14	-32
Saskatchewan	-11	-4
Alberta	-6	-26
British Columbia	9	24

Source: Canadian Travel Survey
Demography Division

of Cape Breton have increased substantially in the past two years.⁴ Also, many visitors have been attracted to the Titanic Exhibition at the Maritime Museum of the Atlantic since it opened in 1998.

For the past two years, special activities, new promotional techniques and heightened publicity about the Titanic, combined with a weak Canadian dollar, may have contributed to encourage Canadians to explore cultural possibilities in the domestic market.

Between 1996 and 1999, culture/heritage visits grew more rapidly than any other type of visits, in all provinces except

Quebec, Manitoba and Saskatchewan. New Brunswick posted the strongest increase, with 31% more visits with a culture/heritage component between 1996 and 1999 (Table 10). The data clearly show that Canadians are participating increasingly in culture/heritage travel. While some provinces appear to be more successful in attracting travellers seeking

³ A net entry into a province is defined as being the difference between the number of trips with a visit in the province and the number of trips originating in the province.

⁴ Tourism Insights, Nova Scotia Tourism and culture.

Table 10

Percent change in provincial trips by type of trip

Trips of one or more nights

	Total	Cultural trips	Non-cultural trips
Percent change between 1996 and 1999			
Province of destination:	4.2	7.4	3.6
Newfoundland	0.2	2.2	-0.2
Prince Edward Island	9.8	11.8	8.7
Nova Scotia	14.9	15.6	14.6
New Brunswick	13.6	31.5	10.2
Quebec	2.6	-2.6	3.5
Ontario	2.3	4.6	1.9
Manitoba	1.3	-17.6	4.2
Saskatchewan	3.6	1.7	3.8
Alberta	9.5	18.3	8.1
British Columbia	3.7	21.4	0.1

Source: Canadian Travel Survey

cultural/heritage activities, it is clear that this market still has enormous potential. Since this analysis does not cover the international market, it does not present a full description of the size and characteristics of culture/heritage tourism in Canada.

However, increases in the number of promotions of Canada's culture/heritage, combined with increased information—especially on the Internet—and a relatively weak Canadian dollar, are only a few of the incentives that should result in greater awareness of the size of the culture/heritage market in Canada.

Canadian Travel Survey products and their availability

Depending on your specific needs, various CTS products and services are available to you, including the following:

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Canadian Tourists in Montreal

The research service of Tourisme Montréal has just published one of its research pamphlets entitled **Les touristes canadiens à Montréal** [Canadian Tourists in Montreal]. (Canadians: any person from Canada but outside Quebec). In it, we learn that:

- In 1999, a total of 2,439,000 Canadians visited Montreal, which represents 30% of the Montreal tourism market;
- Canadian tourism clients were made up of 69% tourists, 31% same-day visitors, with 93% of spending done by tourists;
- visiting relatives and friends generated most visits by Canadian tourists to Montreal; however, tourism for business and conferences generated the most spending.

Les touristes canadiens à Montréal is available free of charge on the Tourisme Montréal web site at the following address:

http://www.tourisme-montreal.org/3_0/documents/fcanadie.pdf



Characteristics of international travellers 2000

International travellers arrived in Canada in record numbers again in 2000, despite slowdowns in visits from both the United States and overseas nations.

Canada welcomed 19.6 million overnight foreign travellers in 2000, the highest number in the 25 years in which international travel data have been collected.

Americans accounted for 78% of travellers, about 15.2 million. However, this was a marginal increase of 0.3% from 1999, following gains of 1.9% and 11.1% in the two previous years.

About 4.4 million overseas travellers spent at least one night in Canada, up 4.9% from 1999; that rise followed a 6.4% increase from 1998. The gain in 2000 was driven largely by Asian markets; the number of travellers from Asian countries rose 6.1%.

Travel from Asia was led by a 35.4% increase from South Korea. Taiwanese travel to Canada rose 3.2% to a record

160,000. Trips from Hong Kong grew 2.2%, after declining 9.5% in 1999; travel from Japan, the largest source of Asian tourists to Canada, dipped 3.1% after a 6.6% gain in 1999.

Travel from European countries increased 3.5%, due mainly to record travel by British tourists, who took 866,000 trips to Canada in 2000, 11.0% more than in 1999. Traffic from France and Germany, the third- and fourth-ranked overseas tourist markets for Canada, dipped slightly.

Provinces set records despite slowdown in American travel

Despite the slower growth in American travel to Canada, many provinces posted record high numbers. American visits to the Atlantic region, Quebec and British Columbia set new marks.

American visits to New Brunswick grew 10.3% to 451,000, the highest growth rate in the country, followed by Saskatchewan (+9.0%). Alberta, Quebec and British Columbia also saw more American visitors in 2000. Visits to Ontario, the most popular destination for American travellers to Canada, dropped by an estimated 2.9%, the second consecutive annual decline.

The greatest number of American travellers, 1.9 million or about 12% of the total, came from New York state. Massachusetts posted the largest annual gain among the top 10 states of origin; residents took 11.6% more overnight trips to Canada in 2000. Texans took 9.1% more trips to Canada, the second highest

increase. Travel from California topped 1 million for the first time. Travel from New York, Pennsylvania and Illinois declined.

The vast majority of Americans travelled to Canada for pleasure, but last year they took 2.0% fewer trips for this purpose. Americans took a record 2.8 million trips to see friends or relatives living in Canada, up 4.2%. Business travel remained relatively constant.

Travel by air to Canada grew at a faster rate than travel by automobile. In 2000, Americans took a record 3.9 million overnight trips by plane, up 3.0% from 1999 and up 63.3% from 1990. In contrast, travel by auto declined 1.6% from 1999, but it was up 12.8% from a decade earlier.

Canadian travel to the United States saw second annual advance

Canadians made 14.6 million overnight trips to the United States in 2000, up 3.8% from 1999, the second consecutive year of growth. Despite this rise, travel to the United States still remained below the record of 19.1 million set in 1991, when the Canadian dollar was at US\$0.83. Travel plummeted to 13.4 million by 1998, as the Canadian dollar fell to US\$0.67.

Almost 2 million Canadians visited Florida in 2000, up 16.4% over 1999. Canadian visits to the gambling state of Nevada rose 15.2%, the second highest increase among the top 10 states visited by Canadians.

At 2.3 million visits, New York remained the most popular state for Canadian travellers in 2000, although the rate of gain slowed to 2.2%. Among the top 10 states, Washington, Michigan and California received fewer Canadian travellers.

Growth in air travel continued to outpace car trips

Canadians flew to the United States on 5.4 million trips in 2000, up 7.9% from 1999. Travel by air accounted for 37% of all overnight trips, compared with 26% in 1995, when the Open Skies Agreement

Canada's top 10 major overseas tourist markets

	1999	2000	1999 to 2000
	'000		% change
United Kingdom	780	866	11.0
Japan	516	500	-3.1
France	414	404	-2.4
Germany	392	385	-1.8
Taiwan	155	160	3.2
Australia	152	173	13.8
Mexico	127	143	12.6
Hong Kong	134	137	2.2
South Korea	99	134	35.4
Netherlands	121	128	5.8

came into effect. About 27% of non-business trips were made by plane compared with 18% in 1995.

Air travel to the United States has expanded from a low of 3.6million in 1991 to almost 5.4million in 2000.

However, auto travel south of the border has slid from a high of 14.3 million trips in 1991 to just under 8.0 million in 2000.

Canadians left on 7.8 million overnight trips south of the border for pleasure, a 5.3% increase over 1999. Over the last decade, pleasure travel has fluctuated between a high of 11.6 million in 1991 and a low of 7.0 million in 1998.

Canadians took a record 2.7 million overnight trips south of the border for business reasons, up 2.0% from 1999.

Growth in Canadian travel overseas

Canadians made a record 4.5 million trips to overseas countries in 2000, up 6.2% from 1999; that rise follows a 0.8% increase from 1998. Travel to overseas countries has been on the rise throughout most of the decade.

Double-digit gains were recorded for half of the top 10 overseas countries visited by Canadians. Travel to Mexico, the second most popular overseas destination for Canadians, rose 20.2%. France and Germany, ranked third and fourth, saw a recovery in the Canadian market, with increases of 8.3% and 21.5%, respectively.

Travel to Cuba dipped 22.0%, after almost doubling in 1999 from 1998. However, Canadians travelled to the Dominican Republic in record numbers; visits grew 27.5% in 2000, after a 9.3% increase in 1999.

This analysis summarizes data now available from the International Travel Survey. The tables and various statistical profiles and microdata files of characteristics of international travellers for the fourth quarter and year 2000 are now available on request.

Top 10 overseas countries visited by Canadians

	1999	2000	1999 to 2000
	'000		% change
United Kingdom	816	803	-1.6
Mexico	608	731	20.2
France	408	442	8.3
Germany	228	277	21.5
Cuba	350	273	-22.0
Italy	192	211	9.9
Dominican Republic	153	195	27.5
Netherlands	154	154	0.0
Spain	91	132	45.1
Japan	86	124	44.2



International travel account First quarter 2001 (preliminary)

Canada's international travel deficit — the difference between what Canadians spend abroad and foreigners spend in Canada — fell to its lowest level in two years during the first quarter of 2001. The decrease was due mostly to record spending by foreigners visiting Canada.

Foreign travellers injected slightly less than \$4.3 billion into the Canadian economy during the first quarter of 2001, up 4.1% from the fourth quarter of 2000. During the same period, spending by

Canadians abroad rose only 1.5% to \$4.6 billion. As a result, the international travel deficit fell from a revised \$489 million in the last three months of 2000 to

\$388 million in the first three months of 2001. It was the lowest level since the first quarter of 1999.

Foreigners made 12.7 million same-day and overnight trips to Canada in the first quarter, up 4.4% from the fourth quarter of 2000. Canadian travel abroad rose 2.9% to 11.9 million trips.

Record spending by Americans north of the border

Travel and spending by Americans in Canada both rose during the first quarter of 2001. Americans took about 11.5 million same-day and overnight trips north of the border, 4.8% more than in the fourth quarter of 2000. They spent a

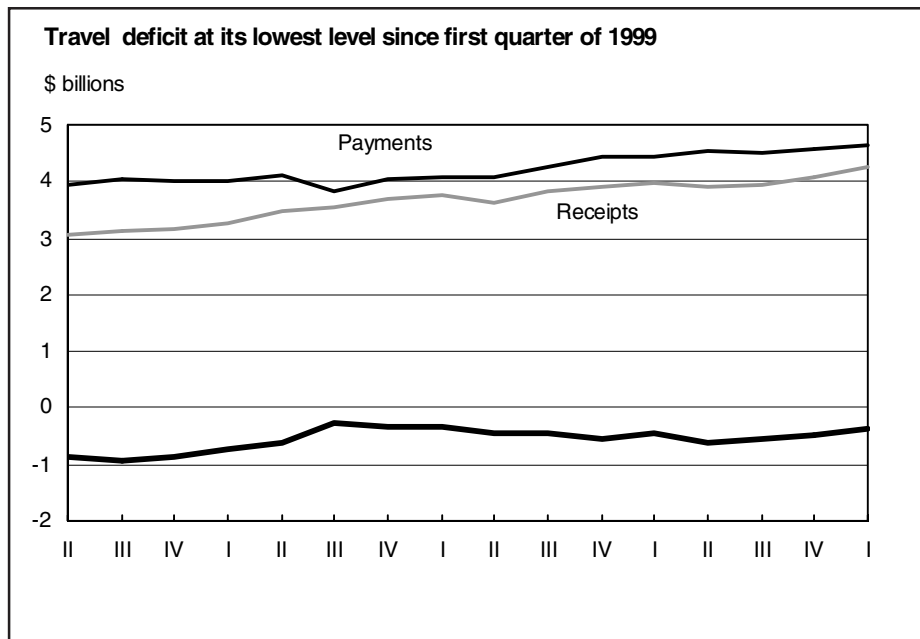
Note to readers

This analysis is based on preliminary quarterly data, which are seasonally adjusted. Amounts are in Canadian dollars and are not adjusted for inflation.

Receipts represent spending by foreigners travelling in Canada, including education and medical spending. Payments represent spending by Canadians travelling abroad, including education and medical spending.

Overseas countries are countries other than the United States.

As a result, the travel deficit with the United States declined for the third consecutive quarter to \$139 million, from a revised \$377 million in the fourth quarter of 2000.



record \$2.6 billion in Canada between January and March, up 7.8% from the previous quarter.

Canadian spending south of the border declined 1.7% in the first quarter to just under \$2.8 billion. This occurred despite a 2.7% gain in the number of same-day and overnight trips by Canadians to the United States, which reached 10.7 million in the first quarter.

Travel deficit with overseas nations hit highest level in 11 years

Canada's travel deficit with countries other than the United States reached its highest level in 11 years in the first quarter.

Canadians took 1.2 million trips to overseas destinations, a 4.6% increase from the fourth quarter of 2000. In doing so, they spent a record high of \$1.9 billion, up 6.6%.

For their part, overseas residents spent less in Canada than they did in the last quarter of 2000, despite a slight 0.2% increase in their number of trips to Canada. Overseas travellers spent just over \$1.6 billion in the first quarter of 2001, a 1.4% decline from the previous quarter.

Consequently, Canada's travel deficit with overseas countries more than doubled from a revised \$112 million in the fourth quarter of 2000 to \$250 million in the first quarter. During this period, the Canadian dollar depreciated against most European currencies.

For more information, contact Client Services, Culture, Tourism and the Centre for Education Statistics (1-800-307-3382; 613-951-7608; fax: 613-951-2909).

International travel account receipts and payments

	First quarter 2000 ^r	Fourth quarter 2000 ^r	First quarter 2000 ^p	Fourth quarter 2000 to first quarter 2001
Seasonally adjusted				
	\$ millions			% change
United States				
Receipts	2,435	2,457	2,648	7.8
Payments	2,830	2,834	2,787	-1.7
Balance	-395	-377	-139	
All other countries				
Receipts	1,533	1,634	1,611	-1.4
Payments	1,592	1,746	1,861	6.6
Balance	-59	-112	-250	
Total				
Receipts	3,969	4,091	4,259	4.1
Payments	4,422	4,580	4,648	1.5
Balance	-453	-489	-388	

^r Revised figures.
^p Preliminary figures.
 Note: Data may not add to totals due to rounding.



Travel Price Index First quarter 2001

Note to readers

The Travel Price Index (TPI) is an aggregate index of goods and services used by travellers in Canada. Price movements are derived from detailed Consumer Price Index (CPI) series. A technical report on the Travel Price Index is available from the Tourism Statistics Program at (613) 951-1673.

TPI up 2.5% from same period last year

In the first quarter of 2001, consumers experienced an overall increase of 2.5% in the prices of goods and services included in the Travel Price Index basket, compared with the same quarter of last year. This increase is equivalent to half the growth recorded between the first quarter of 1999 and the first quarter of 2000. While almost all the components of the Travel Price Index were higher, the decrease in the cost of inter-city transportation, while minimal, was enough to slow the growth of the overall index. This is due to the fact that consumers allocate nearly a fifth of their travel budget to inter-city transportation.

The cost of rental of automotive vehicles declined 0.4% during the period examined.

Traveller accommodation costs posted the strongest growth, 7.1%. In the first quarter of 2001, travellers devoted 17.3% of their travel expenditures to this item, compared with 16.6% one year earlier.

By comparison, the Consumer Price Index, which measures the change in the prices of all goods and services, stood

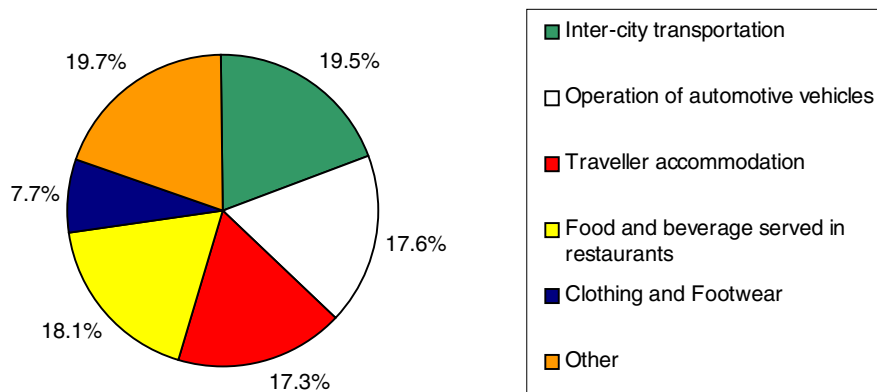
at 114.9, up 2.8% from the first quarter of 2000.

TPI down 0.7% from preceding quarter

The Travel Price Index was down 0.7% in the first quarter of 2001 in comparison with the preceding quarter. Lower prices

for traveller accommodation, rental of automotive vehicles and inter-city transportation more than offset the increases in almost all other components. In the first quarter of 2001, the cost of all goods and services covered by the Consumer Price Index was up 0.3% compared with the preceding quarter.

TPI Weights by Component, First Quarter 2001



L'indice des prix des voyages (IPV) et ses composantes

(non désaisonnalisé, 1992 = 100)

Components of the TPI	First quarter 2001	% Change	
		Fourth quarter 2000	First quarter 2000
Inter-city transportation	166.3	-1.0	-0.2
Local and commuter transportation	131.6	1.4	3.9
Rental of automotive vehicles	118.7	-0.5	-0.4
Operation of automotive vehicles	128.8	-1.9	2.9
Traveller accommodation	128.1	-3.3	7.1
Food purchased from stores	115.4	2.8	5.1
Food purchased from restaurants	116.6	0.8	2.5
Served alcoholic beverages	113.6	0.6	3.5
Alcoholic beverages purchased from stores	115.8	0.7	2.3
Spectator entertainment	138.8	0.4	5.0
Clothing	106.3	0.7	0.9
Footwear	106.1	-1.4	1.2
Clothing accessories and jewellery	100.7	-0.4	-0.1
Clothing material, notions and services	115.8	0.8	2.3
Medicinal and pharmaceutical products	113.7	0.0	4.4
Personal care	111.2	0.8	1.4
Photographic equipment	91.1	-1.3	-2.1
Photographic services and supplies	99.3	0.1	0.2
Operation of recreational vehicles	119.7	-0.7	2.9
Audio discs and tapes	110.1	-0.2	1.4
Use of recreational facilities and services	126.4	0.8	3.7
Reading material and other printed matter	131.2	1.7	5.0
Tobacco products and smokers' supplies	78.3	1.0	3.6
Travel Price Index (TPI)	128.6	-0.7	2.9
Consumer Price Index (CPI)	115.2	0.3	2.8

Sources: The Consumer Price Index, Cat. No. 62-001-XPB; and the Tourism Statistics Program



	CANSIM	First quarter		Percentage Change
		2000	2001	
VISITORS TO CANADA (000s)				
From United States	D145002	7,825	8,130	3.9
One or more nights visits	D146752	2,094	2,224	6.0
- By auto	D145005+D145006	1,247	1,331	6.7
From Overseas	D145024	616	636	3.2
One or more nights visits	D145764	590	619	5.0
Top Seven Countries:				
United Kingdom		126	135	7.0
Japan		63	70	11.1
France		60	55	-8.3
Germany		39	36	-6.6
Australia		29	31	6.3
Taiwan		23	23	1.2
Hong Kong		22	23	6.3
CANADIANS OUTSIDE CANADA (000s)				
To United States:	D145035	9,515	9,169	-3.6
One or more nights visits	D146777	3,250	3,197	-1.6
- By auto	D145038+D145039	1,483	1,446	-2.5
To Overseas (one or more nights)	D145053	1,414	1,663	17.6
INDUSTRY				
Airline passengers (Level I) (000s)	D462209	5,350	5,642	5.5
Airline passenger-km (Level I) (000,000s)	D462210	14,503	15,715	8.4
PRICES 1992 = 100 (not s.a)				
Travel Price Index	D899726	125.0	128.6	2.9
Consumer Price Index	P100000	112.1	115.2	2.8
- Restaurant meals	P100073	113.8	116.6	2.5
- Inter-city transportation	P100196	166.6	166.3	-0.2
- Renting and leasing of automotive vehicles	P100328	119.2	118.7	-0.4
- Gasoline	P100182	124.8	130.8	4.8
ECONOMIC				
Gross Domestic Product, 1992 prices (s.a.) (000,000s)	I56001	776,456	798,306	2.8
- Amusement and recreation (000,000s)	I56299	8,036	8,148	1.4
- Accommodation and food services (000,000s)	I56295	19,734	21,765	10.3
Personal disposable income per capita (s.a.)	D14914/D1	20,288	21,212	4.6
LABOUR (000s)				
Labour force (s.a.)	D980562	15,899	16,188	1.8
Unemployed	D980712	1,081	1,126	4.2
Employed	D980595	14,818	15,062	1.6
- Accommodation and food services (not s.a.)		923	937	1.5
EXCHANGE RATES (in Canadian dollars)				
American Dollar	B3400	1.4535	1.5278	5.1
British Pound	B3412	2.3359	2.2275	-4.6
Japanese Yen	B3407	0.0136	0.0129	-5.0
German Mark	B3405	0.7335	0.7203	-1.8
French Franc	B3404	0.2187	0.2148	-1.8
(s.a.) seasonally adjusted.				