Catalogue no. 87-003-XIE Volume 22, Number 3

Travel-log

Canadian domestic sport travel in 2001[1]

A.J. Weighill[2]

Introduction

The significant and enduring role of sport as part of Canadian society has never been more apparent. The numerous and frequent announcements regarding Canadian participation in sport as well as information on provincial, national and international sporting events feed Canadians' interest in sport. This has implications for tourism planners and marketers, as sport provides the opportunity for both participants and spectators to travel. Moreover, sport-related travel opportunities in Canada extend far beyond the chance to be spectators or participants in elite sporting events for example, family ski trips or hiking trips.

Canada is blessed with tremendous resources for people to participate in sports and outdoor activities. With 39 National Parks and Reserves[3] and hundreds of provincial and municipal parks across Canada, residents have diverse landscapes and locations to participate in recreational sport activities. The number of possibilities for active participation is further increased when one contemplates all of the competitive and recreational sport tournaments in which Canadians participate throughout the year. When all the sporting opportunities are considered – both as a participant and as a spectator – it is even easier to see the link between sport and travel.

The concept of sport travel is not new; in fact, researchers have suggested that this concept dates back to the many "multi-sport festivals of the ancient Greek and Roman civilisations",[4] such as the Olympic games. In recent times this relationship has garnered more attention, with much of

---

1 This research was conducted as part of the Statistics Canada and Canadian Tourism Commission's Graduate Student Research Program.
2 A.J. Weighill is a provisional doctoral candidate in the Faculty of Physical Education at the University of Alberta.
3 Parks Canada, 2003.
4 Harris (1972) as cited in Redmond, 1991, p. 108.

In this issue...

Feature article
Canadian domestic sport travel in 2001 1

Trends
Characteristics of international travellers 8
International travel account 11
Travel between Canada and other countries 12

Travel indicators 15

the focus on the segmentation of this travel market and the measurement of the economic impact of sports events.[5] One result of the examination of American and European sport travel has been the development of a general profile of the 'average' sport traveller as someone who is male, aged 18 to 44, college educated, and relatively affluent.[6] However, despite recent research into the sport travel market, there is still little known about Canadian domestic sport travel and sport travellers.

Examinations of Canadian sport travel[7] have illustrated that it is an important element of the Canadian tourism market. In 1996 it was found that domestic travellers embarked on over 4 million overnight person trips involving attendance at sporting events. In addition, another 71 million overnight person trips were attributable to Canadians who participated in sport or outdoor activities while on vacation.[8]

There is however little known about the average sport traveller. In order to gain a better understanding, domestic sport and non-sport travellers were compared, and a more detailed examination was made of the domestic sport traveller market – those who are active in the sport, those who travel to attend an event and those who do both (AE).[9]

Sport travel in Canada

In 2001, approximately 46 million person-trips involved either active sport participation or attendance. The individuals who participated in this form of travel accounted for 32% of the 144 million domestic person-trips taken in 2001. Approximately 98 million person-trips in 2001, or 68% of all domestic travel in Canada, did not involve sport activities (Figure 1).

These values represent the entire population of travellers (adults and children), but the characteristics of sport and non-sport travellers are reported only by respondents 15 years and older, the target population of CTS. This distinction is key: over 20% of sport travellers were children, while only 13% of the non-sport travel market were children. There is some evidence that individuals with children are more likely

Methodology

Canadian Travel Survey

The data used in this study are from the 2001 (adjusted) Canadian Travel Survey (CTS). The CTS sample is a sub-set of the Canadian Labour Force Survey. Only trips for individuals reporting one-way travel distances of at least 80 km and destinations within Canada are included in this analysis.

Definitions

The following definitions were constructed based on an examination of current literature and the parameters of the CTS.

- *Canadian domestic travel:* Trips of at least 80 km one-way, which originated in Canada and where the stated destination was within Canada.
- *Sport travel:* Leisure-based or business travel of at least 80 km (one-way) from home during which participation in sport or sport-like activities, or attendance at a sporting event, were part of the trip.
- *Active sport travellers:* Individuals who indicated they participated in a sport or outdoor activity, but did not attend a sporting event while on their trip.
- *Event sport travellers:* Individuals who attended a sport event but did not participate in any sport or outdoor activity while on their trip.
- *AE sport travellers:* Individuals who both participated in a sport or outdoor activity and attended a sporting event while on their trip.

Travel-log

Toll-free order service in Canada and United States
1-800-267-6677

Editor-in-Chief: *Danielle Shaienks*
Tel: *(613) 951-5095*

Assistant: *Cindy Sceviour*

Composition: *Louise Simard*
Chart Design: *Mike Hodgins*
Printing: *Statistics Canada Printing Centre*

Correspondence may be addressed to the Editor-in-Chief, ***Travel-log****, Room 2100, Main Building, Ottawa, Ontario, K1A 0T6.* ***Fax number (613) 951-9040.***

Internet E-mail: danielle.shaienks@statcan.ca

Subscription Information

All prices exclude sales tax

This product, Catalogue no. 87-003-XIE, is published quarterly in electronic format on the Statistics Canada Internet site at a price of CDN $5.00 per issue and CDN $16.00 for a one-year subscription. To obtain single issues or to subscribe, visit our Web site at: **www.statcan.ca**, and select Products and Services.

ISSN 1209-1340

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.

---

5 *Gibson* et al.*, 1998.*
6 *Delpy, 1998; Gibson, 1998; International Olympic Committee and World Tourism Organization, 2002.*
7 *Sport travel and sport tourism are used synonymously in this paper.*
8 *Statistics Canada, 1998.*
9 *The segmentation criteria were based on the taxonomy suggested by Gibson, 1998.*

Figure 1
Domestic sport travel, 2001

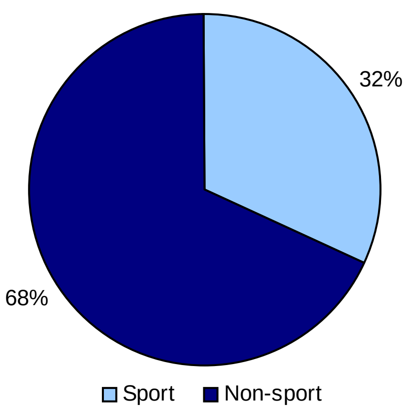
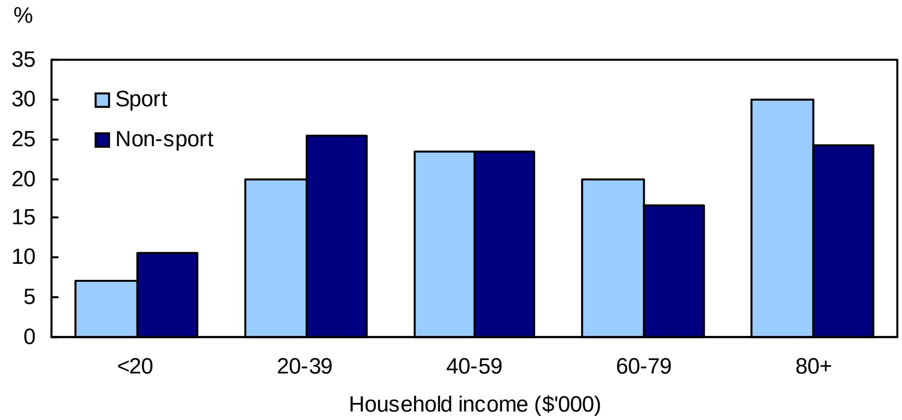


Figure 2
Household income of domestic travellers, 2001



to participate in active sport while on vacation.[10]

Men marginally more likely to travel

There is a small difference in the distribution of sport and non-sport travellers by sex. Specifically, men make up 55% of sport travellers versus 53% of the non-sport travellers group.

Sport travellers make more money

Sport travellers are more likely to have a higher income. Fifty-two percent of sport travellers had an income of $60,000 or more, compared to 41% of non-sport travellers. Similarly, a greater percentage of non-sport travellers (36%) than sport travellers (27%) reported household incomes of $39,999 or less (Figure 2). An equal percentage of respondents (23%) from both groups reported annual household incomes of $40,000-$59,999. These findings support the results of other sport travel research, which suggest that sport travellers are wealthier.[11]

Nova Scotians leave home more

Residents of Nova Scotia, New Brunswick and Saskatchewan took more domestic trips per capita in comparison to residents of other provinces (Table 1). By contrast, residents of British Columbia and Quebec took the fewest number of trips per capita (3.6 and 3.9 respectively). With regard to sport travel, the provincial variation in the per capita number of trips is smaller. Alberta had the largest number of trips per capita (2.0), and Prince Edward Island had the fewest (1.3), a difference of only 0.7 trips (Table 1).

Sport travellers favour summer months

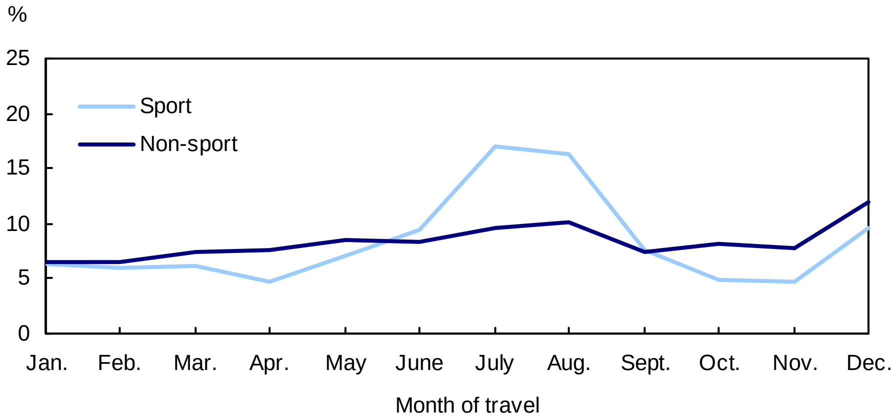
The seasonal swings in sport travel are more pronounced than for other travel (Figure 3). More specifically, the distribution of non-sport travel trips per month remained fairly constant throughout the year. On the other hand, institutional (i.e., school holidays) and climatic factors[12] that influence tourism may partially explain why July, August and December saw the highest levels of sport travel. The sport travel market may well also be more weather dependent.

[10] *Gibson, Attle and Yiannakis, 1998.*
[11] *Gibson, 1998.*
[12] *Hinch and Hickey, 1997.*

Table 1
Number of domestic trips per capita, by province of origin, 2001

Province of origin	Total	Non-sport	Sport
Nova Scotia	7.3	5.5	1.8
New Brunswick	7.2	5.4	1.8
Saskatchewan	7.2	5.3	1.9
Manitoba	6.0	4.1	1.9
Alberta	5.9	3.9	2.0
Newfoundland	5.8	4.4	1.5
Prince Edward Island	5.0	3.7	1.3
Ontario	4.6	3.1	1.5
Quebec	3.9	2.6	1.3
British Columbia	3.6	2.2	1.3

Figure 3
Monthly distribution of sport travel and non-sport travel, 2001

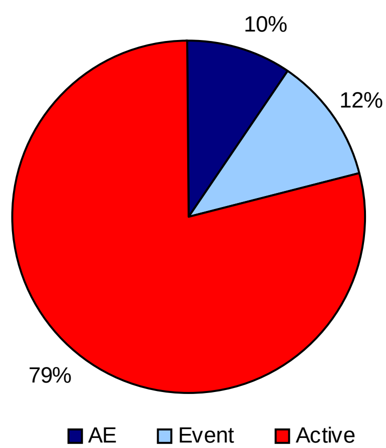


More specifically, over 30% of sport travel in 2001 occurred in July (17.0%) and August (16.3%). Further, 9.5% and 9.6% of sport travel occurred in June and December respectively, while the low months for sport travel were October (4.9%), November (4.8%) and April (4.8%).

Segmenting the sport travel market

For purposes of this study, sport travellers were divided into three categories – active, event and AE. Current research suggests motivation and behaviours of individuals within these groups differ.[13] The AE sport travel group has not previously been identified in sport travel literature; however, it was determined these individuals represented an important sub-group of the Canadian domestic sport travel market. Of these three categories, active sport travel (79%) accounted for the largest segment of the domestic sport travel market while event (12%) and AE (10%) sport travel accounted for approximately equal amounts of the remaining market (Figure 4). Active sport travellers took 36 million trips in 2001, while event sport travellers (spectators) and AE travellers accounted for 5.3 million and 4.5 million trips respectively.

Figure 4
Distribution of event, active and AE sport travel within the domestic market, 2001



More men participate in sport travel

The majority of travellers in each of the sport travel categories were male. Women however, accounted for at least 40% of all sport travel and there were differences in gender participation for each category. Larger differences between male and female participation existed for active sport travellers (59% males and 41% females) and AE sport travellers (58% males and 43% females), than event sport travellers (54% males and 46% females). While the differences within the groups may partially be explained by the overall lower participation rate of women in sport, the differences between the active, AE and event sport travel categories are not as easily explained.

AE sport travellers are younger

AE sport travellers tended to be younger, with 38% aged 15 to 24. By contrast, the mode for both the event and active sport traveller occurred in the 35-44 age group. These data support previously published research which suggests the majority of event and active sport travellers are between the ages of 18 and 44 years.[14]

More event sport travellers are married

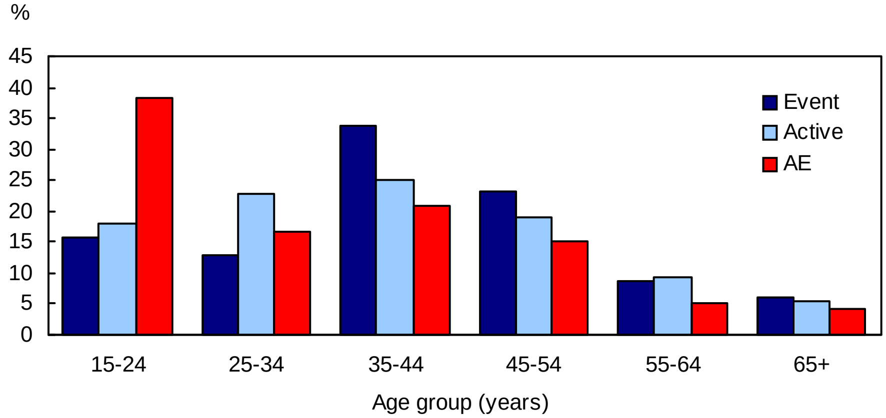
The majority of respondents within each category of sport travel were married, although there were differences between groups (Table 2). A greater percentage of event sport travellers (69%) were married compared to active (64%) or AE sport travellers (52%). By contrast, a greater percentage of AE sport travellers (42%) were single and never married (active, 28% and event, 22%). This latter finding is not surprising given the comparatively higher percentage of AE sport travellers in the 15-24 age group. Existing examinations of sport travellers suggest that life stage impacts whether an individual is a sport traveller or not.[15] Perhaps the marital status of event and active sport travellers may become a more important variable in future investigations of this market.

Albertans are most active

Given the high percentage of active sport trips (79%) relative to event and AE sport trips, it is not surprising to find more active trips are taken per capita than event or AE trips (Table 3). There

[13] *Gibson, 1998; Carmichael and Murphy, 1996.*
[14] *Delpy, 1998; Gibson, 1998; International Olympic Committee and World Tourism Organization, 2002.*
[15] *Gibson* et al., *1998.*

Figure 5
Distribution of event, active and AE sport travellers, by age group, 2001



* *Excludes records for respondents under the age of 15.*

Table 2
Marital status of event, active and AE sport travellers, 2001

Marital status	Event	Active	AE
		%	
Married/Common law	69	64	52
Single/Never married	22	28	42
Divorced/Widowed	9	8	6

Table 3
Number of event, active and AE sport trips per capita, by province, 2001

Province of origin	Event	Active	AE
Newfoundland	0.3	1.0	0.2
Prince Edward Island	0.3	0.7	0.3
Nova Scotia	0.3	1.3	0.2
New Brunswick	0.4	1.1	0.3
Quebec	0.1	1.1	0.1
Ontario	0.2	1.2	0.1
Manitoba	0.3	1.5	0.2
Saskatchewan	0.4	1.3	0.2
Alberta	0.2	1.5	0.2
British Columbia	0.1	1.1	0.1

are provincial differences, however, with regard to the number of trips taken per capita in each of the sport travel categories. Albertans (1.5) and Manitobans (1.5) take the greatest number of active sport trips, whereas residents from New Brunswick (0.4) and Saskatchewan (0.4) report the highest levels of event sport travel. The highest ratios of AE sport travel per capita, which are lower than those of event sport travel, are found in New Brunswick (0.3) and Prince Edward Island (0.3).

The per capita ratios of active, event and AE sport travel at the provincial level allow a better understanding of the sport travel market and the identification of areas of potential growth and development. In addition, provincial and regional planners may be able to examine the types of initiatives in other provinces that have resulted in higher levels of active, event or AE sport travel and assess the economic and social impacts of such trips.

Majority take short haul trips

Over half of all sport travellers journey a total of 80-200 km (one-way) from home during their trip. Within this travel distance is a greater percentage of active (60%) and event (59%) sport travellers than AE sport travellers (52%). As can be seen in Figure 6, the majority of sport travellers who took trips longer than 200 km from home only went 201-400 km.

That domestic sport travellers are not travelling great distances illustrates the numerous opportunities available to Canadians regionally and provincially. In addition, these findings offer some suggestion that local or regional events – as opposed to professional or elite events – may be an important element of this form of sport travel. This is important, as much of the research about event sport travel focuses on major events such as provincial, national and international multi-sport games and professional sporting events.

More AE sport travellers take the bus

The vast majority of active (93%), event (90%) and AE (85%) sport travellers used automobiles for transportation. Interestingly, a greater percentage of AE sport travellers (8%) used buses than did active (2%) or event (3%) sport travellers (Table 4). This may partially be explained by the high percentage of these individuals in the younger age group, as a greater percentage of these individuals may be involved in team sports which would result in more group travel.

Figure 6
Distribution of event, active and AE sport trips, by travelled distance, 2001

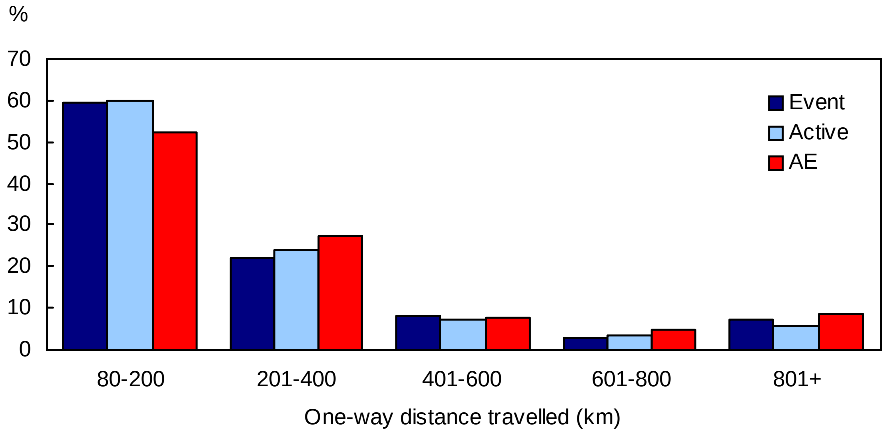


Table 4
Distribution of event, active and AE sport trips, by mode of transportation, 2001

Sport travel	Automobile	Air	Bus
		%	
Event	90	5	3
Active	93	3	2
AE	85	7	8

Half of event sport travellers were day trippers

The trip duration varied by type of sport traveller. Fifty-one percent of event sport travellers returned home the same day, whereas only 38% of AE sport travellers and 32% of active sport travellers took same day trips. For those who spent at least one night away from home, the majority were away for two nights. As can be seen in Figure 7, active and AE sport travellers were equally likely to spend one or three nights away, whereas twice as many event sport travellers spent one night away (14%) versus three nights away (7%).

The existence of many one-day sporting events and the limited distance people have to drive may contribute to this. In addition, the differences may be influenced by the fact that events are generally time bound whereas active sport travel is not necessarily time specific, thus allowing travellers more flexibility and choice. The limited duration of these trips may be due in part to the structural realities of the typical workweek and thus the ability to take off two nights as part of a weekend break from work. Further research into the duration of sport trips is required not only to gain a better understanding of the characteristics of sport travellers but for future marketing and product development.

Active sport travellers like summer

When the sport travel segments are examined on a monthly basis for 2001, some differences initially hidden in the sport travel composite are revealed. The comparatively flat monthly distribution of event sport travel suggests this market may be more influenced by institutional factors such as sport seasons than by climatic ones.[16]

Conversely, AE sport travel (24%) and to a greater extent active sport travel (37%) experienced a peak during July and August, suggesting these two forms are more influenced by climatic factors and vacation. The fact that public schools are closed for these two months most likely plays a role as well. Surprisingly, the month in which the most AE sport travel is conducted is December (15%), something which may be partially explained by the availability of both active and event sport opportunities as well as the Christmas break at schools.

[16] *Hinch and Hickey, 1997.*

Figure 7
Distribution of event, active and AE trips, by duration, 2001

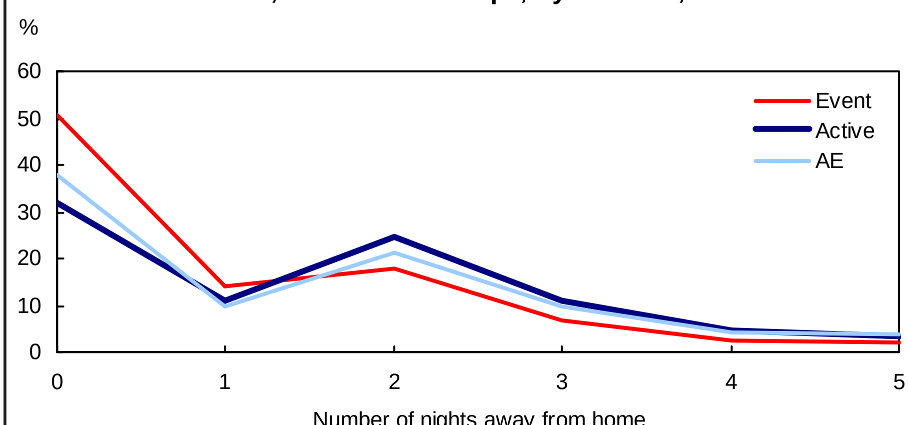
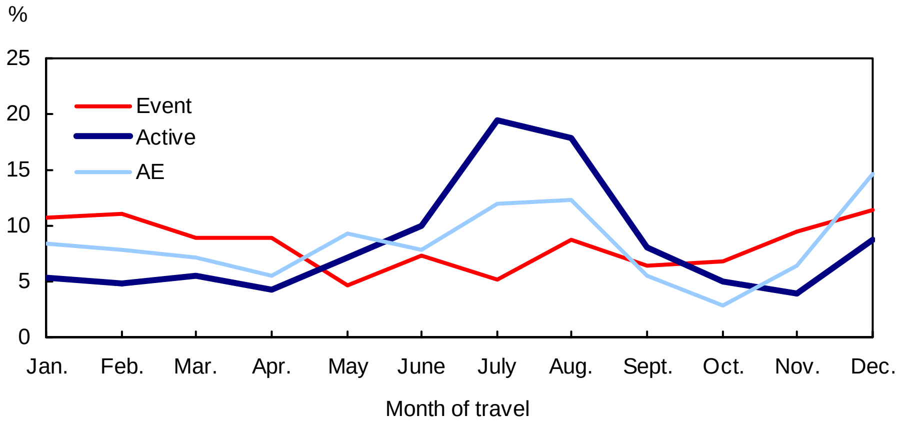


Figure 8
Percentage of trips taken per month, by type of sport travel, 2001



That event sport travel is seemingly more influenced by institutional factors is important, as it may provide the industry opportunities to reduce the overall effects of seasonality or at minimum, extend their shoulder seasons.

Conclusion

Sport travel and sport travellers are important elements of Canada's domestic travel market. As with many other countries, the typical Canadian sport traveller is male, between the ages of 25 and 54 years, educated and relatively affluent.[17] However, like most general socio-demographic profiles, this profile does not tell the whole story.

Sport travel differs from non-sport travel with regard to traveller behaviours. For example, sport travellers are more likely than non-sport travellers to take trips during the summer months. Further, the distribution of the total number of sport trips originating in each province (per capita) is fairly even, particularly when compared to the distribution of the total number of non-sport trips.

The results show that the sport travel market is segmented and there are both socio-demographic and behavioural differences between these groups. It is evident that event sport travel is less affected by climatic conditions while institutional factors seem to moderate the climatic influences on AE sport travel. Further, the higher percentage of younger AE sport travellers seems to have implications on travel characteristics such as mode of transportation. Sport travellers are a diverse group who cannot be treated as a homogenous market due to their individual characteristics.

References

Carmichael, B. and Murphy, P. (1996). "Tourism economic impact of a rotating sports event: the case of the British Columbia Games", *Festival management and Event Tourism, 4*, 127-138.

Delpy, L. (1998). "An overview of sport tourism: Building towards a dimensional framework", *Journal of Vacation Marketing, 4*, 23-38.

Gibson, H.J. (1998). "Sport tourism: A critical analysis of research", *Sport Management Review, 1*, 45–76.

Gibson, H.J, Attle, S.P. and Yiannakis, A. (1998). "Segmenting the active sport tourist market: A life-span Perspective", *Journal of Vacation Marketing, 4 (1)*, 52–64.

Henderson, K.A., Bialeschki, D., Shaw, S.M., and Freysinger, V. (1989). *Leisure of one's own: A feminist perspective on women's leisure*. State College, PA: Venture Publishing, Inc.

Hinch T.D. and Hickey, G.P. (1997). "Tourism attractions and seasonality: Spatial relationships in Alberta", in K. Mackay and K.R. Boyd (Eds.), *Tourism for All Seasons: Using Research to Meet the Challenge of Seasonality* (pp. 69–76). University of Manitoba, Winnipeg, Manitoba.

International Olympic Committee and World Tourism Organization (2002). *Sport activities during the outbound holidays of the Germans, the Dutch, and the French.* Madrid, Spain.

Parks Canada (July, 2003). National Parks of Canada. http://www2.parkscanada.gc.ca/pn-np/list_alpha_e.asp.

Redmond, G. (1991). "Changing styles of sports tourism: Industry/consumer interactions in Canada, the USA and Europe", in M.T. Sinclair and M.J. Stabler (Eds.), *The tourism industry: An international analysis* (pp. 107–120). Wallingford, UK: C.A.B. International.

Shaw, S.M. (1991). "Women's leisure time: using time budget data to examine current trends and future Predictions", *Leisure studies, 10 (2)*, 171–181.

Statistics Canada (1998). *Canadian travel survey: review of the 1996 results*, Catalogue no. 87-504-XIE.

Weighill, A.J. (Unpublished). *Canadian domestic sport travel in 2001*.

[17] *Weighill, unpublished.*

TRENDS

Characteristics of international travellers

Fourth quarter 2002 and annual 2002

The number of overnight trips taken in Canada by foreign residents continued to advance in 2002 (2.0%). Despite the events of September 11, 2001, this was the tenth consecutive annual increase. This followed small increases of 0.1% in 2001 and 1.0% in 2000. A record number of close to 20 million foreign visitors crossed our borders in 2002.

Americans accounted for 4 out of every 5 travellers, or about 16.2 million, an all-time high. However, there was a 5.3% drop in overnight travel from overseas countries.

Overnight travel from the United States rose 3.8% in 2002 from 2001. This increase was entirely due to car travel, which rose 7.3%; air travel was almost flat (+0.2%).

Americans stayed 64.5 million nights in Canada in 2002, up 3.2%, and spent $8.4 billion, a 6.3% increase from 2001.

Over 10 million American tourists drove to Canada

Overnight travel by car from the United States exceeded 10 million trips for the first time since the mid-1970s, when car travel represented over 80.0% of overnight travel by Americans. The share of car travel has dropped slowly over the years as air travel became more popular. In 2002, the percentage of Americans visiting Canada by car was 65.6%.

Air travel was slower to recover from the slump experienced after September 11, 2001. The small increase of 0.2% in overnight air travel in 2002 was not large enough to bring the number of trips back to the level observed in 2000. The proportion of overnight trips by air from the United States reached a peak of 25.3% in 2000 and has been declining since. It hit 23.4% in 2002.

In 2002, almost 60.0% of overnight trips by Americans to Canada were for a holiday or vacation. From 2001 to 2002, the number of these trips rose 5.6%. Business travel, in contrast, advanced 1.8% from 2001.

New York, Michigan, Washington and California were the four major sources of American travellers. These four states sent almost 6.7 million visitors, or slightly more than 40.0% of the total. The first three are border states, with a high proportion of overnight travel to Canada by car, and all three recorded increases from 2001. However, the number of travellers visiting Canada from California fell by 100,000. Almost 60.0% of overnight travel from California was by air in 2002. Trips by this mode of transport from the state suffered a 15.3% drop from 2001.

Overnight travel from overseas: Second consecutive drop

About 3.8 million tourists came from overseas countries in 2002, down 5.3% from 2001, the second annual consecutive drop. In general, these travellers made shorter trips and spent less. Overseas travellers stayed 55.8 million nights, a 10.7% decrease from 2001, and spent $5.2 billion, down 3.8% from 2001.

This decline is mainly attributable to Europe, with 220,000 fewer overnight trips than in 2001. The United Kingdom, France and Germany, three of the top four overseas markets for Canada, recorded double-digit decreases.

In contrast, Japan, which incurred a 16.9% drop in 2001 from 2000, regained some ground in 2002 with a 3.2% gain in overnight trips from 2001. China (16.8%) and Mexico (8.6%) continued their steady growth. Over the last decade, China and Mexico, together with Taiwan and South Korea, either doubled or tripled their number of overnight trips to Canada.

Canada's top 15 major overseas tourist markets

	Tourists				
	2001	2002	2001 to 2002	1992	1992 to 2002
	'000		% change	'000	% change
United Kingdom	826	721	-12.7	536	34.4
Japan	410	423	3.2	392	7.8
France	357	312	-12.6	310	0.7
Germany	330	292	-11.6	290	0.6
Australia	158	149	-6.1	103	44.1
Mexico	148	161	8.6	65	147.4
South Korea	139	143	2.9	38	281.3
Hong Kong	125	118	-6.0	119	-1.3
Taiwan	118	104	-11.8	41	155.0
Netherlands	114	107	-6.0	85	25.7
Switzerland	97	88	-9.3	79	11.1
Italy	91	97	6.1	95	2.0
Mainland China	82	95	16.8	28	245.0
Israel	69	65	-5.2	49	33.2
India	65	68	4.9	47	43.7

Overnight Canadian travel to the United States falls to near-record low

In 2002, Canadians made 13.0 million overnight trips to the United States, down 3.7% from 2001, the lowest level since 1987. The number of overnight trips to the United States by Canadians reached a peak in 1991, when the Canadian dollar was trading at US$0.87 and the Goods and Services Tax was implemented. It has been falling since, with a 31.9% decrease over the last 11 years.

The number of trips to visit friends and relatives increased in 2002 (6.3%). However, the number of business (2.2%) and pleasure (8.5%) trips fell. Pleasure travel, which represented over half of the overnight trips to the United States, recorded the largest drop.

Canadians took 4.2 million overnight trips by air to the United States in 2002, down 10.2% from 2001. This followed a 13.4% decline in 2001 after the events of September 11. The share of Canadian travellers flying to the United States reached a peak of 36.6% in 2000 (up from 24.8% in 1994, before the signing of the Open Skies agreement) and fell to 32.1% in 2002. In 2002, overnight car travel was up 1.3% from 2001.

Many of the most popular states visited by Canadians suffered a decline in overnight visits in 2002. Florida was the most affected, with a loss of 15.1%. However, trips to Florida were still very long and spending was substantial. In 2002, Canadians stayed 33.3 million nights in Florida, more than for the other top ten most popular states combined, and spent over 2.1 billion dollars during their visits.

Canadian travel overseas: United Kingdom the most popular destination again

Overall, the number of overnight trips to overseas destinations decreased 3.1% in 2002, compared to 2001. Europe and Oceania were the only two regions of the world to welcome more Canadian travellers in 2002.

Top 15 overseas countries visited by Canadian residents

	Visits				
	2001	2002	2001 to 2002	1992	1992 to 2002
	'000		% change	'000	% change
United Kingdom	673	721	7.2	614	17.6
Mexico	689	605	-12.2	385	56.9
France	481	506	5.3	361	40.4
Cuba	348	332	-4.6	122	171.4
Dominican Republic	251	318	27.0	132	140.8
Germany	251	256	2.0	255	0.1
Italy	231	246	6.8	130	90.1
Netherlands	146	164	12.3	158	3.8
Spain	162	146	-10.1	73	100.2
Mainland China	107	141	31.9	33	328.1
Hong Kong	130	124	-4.4	98	25.9
Switzerland	142	121	-14.6	133	-9.3
Japan	122	116	-5.3	58	100.5
Australia	107	108	1.7	57	91.3
Austria	96	94	-2.2	99	-5.4

The United Kingdom, which lost its title as the most popular destination for Canadians travelling overseas in 2001, regained its top spot at the expense of Mexico, which suffered a loss of 12.2%. China and the Dominican Republic experienced increases of 31.9% and 27.0%, respectively. China has become one of the top ten destinations visited by Canadians.

Markets are changing

Markets are constantly evolving, depending on economic conditions and other factors, including consumer tastes. At the beginning of the 1990s, overseas markets were growing and the proportion of overnight trips to Canada from countries other than the United States reached a peak of 25.5% in 1996. In 2002, this proportion fell back below the 20.0% mark. Air travel experienced the same trend. After the signing of the Open Skies agreement, the share of overnight travel from the United States by air rose to a record of 25.3% in 2000, but has been decreasing since. Also in 1991, only 12.9% of overnight travel from Canadians was to overseas destinations. In 2002, that proportion was 26.5%.

Notwithstanding the events of September 11, 2001, overnight travel to Canada reached a record level in 2002. However, the growth came from low yield markets, particularly car travel from the United States. High yield markets, such as the overseas travel market and the air travel market, especially business, from the United States are more or less stagnant. September 11 had a definite impact on travel habits; it remains to be seen if these changes will be short-term adjustments or if they will affect the industry for a longer period.

Fourth quarter 2002: Significant increases

In the fourth quarter of 2002, significant advances from the fourth quarter of 2001 were recorded for all travel flows. With these, 2000 levels were surpassed and record numbers were established for overnight trips by Americans and by all foreign travellers to Canada. The overseas market has been slower to recover, and the sharp increase in the fourth quarter of 2002 (14.0%), was not sufficient to return to the levels observed before the fourth quarter of 2001.

Canadians made 2.7 million overnight trips to the United States in the fourth quarter, up 13.1% from the fourth quarter of 2001 and short of offsetting the 20.4% loss in the same period. However, overnight travel by Canadians to overseas destinations rose 13.8% from the fourth quarter 2001 and hit a record number of 963,000 trips for a fourth quarter.

Person-trips, person-nights and expenditures of selected non-resident market segments, 2002

	Person-trips	Person-nights	Average number of nights	Spending	Spending per trip	Spending per night	2001 to 2002 trips
	'000			$ millions	$		% change
United States tourists							
Total	**16,168**	**64,522**	**4.0**	**8,411**	**520**	**130**	**3.8**
Auto	10,607	40,938	3.9	4,131	389	101	7.3
Plane	3,791	17,751	4.7	3,647	962	205	0.2
Business	1,956	6,225	3.2	1,578	807	253	1.8
Pleasure	9,689	40,232	4.2	5,344	552	133	5.6
Visiting friends or relatives	3,044	13,252	4.4	890	292	67	1.2
Business by plane	1,298	4,253	3.3	1,260	971	296	0.9
Overseas tourists							
Total	**3,796**	**55,786**	**14.7**	**5,242**	**1,381**	**94**	**-5.3**
Direct	2,573	42,973	16.7	3,949	1,534	92	-4.5
Via the United States	1,223	12,814	10.5	1,293	1,058	101	-7.0

Overnight travel between Canada and other countries, 2002

	Person-trips			Expenditures			Person-nights		
	2001r	2002p	2001 to 2002	2001r	2002p	2001 to 2002	2001r	2002p	2001 to 2002
	'000		% change	$ millions		% change	'000		% change
Travel from Canada	**18,359**	**17,705**	**-3.6**	**15,850**	**15,601**	**-1.6**	**191,768**	**181,216**	**-5.5**
To the United States	13,527	13,025	-3.7	8,863	8,459	-4.6	108,222	100,251	-7.4
To other countries	4,832	4,680	-3.1	6,987	7,142	2.2	83,547	80,965	-3.1
Travel to Canada	**19,581**	**19,964**	**2.0**	**13,359**	**13,653**	**2.2**	**125,021**	**120,308**	**-3.8**
From the United States	15,570	16,168	3.8	7,910	8,411	6.3	62,539	64,522	3.2
From other countries	4,010	3,796	-5.3	5,450	5,242	-3.8	62,483	55,786	-10.7

r *revised*
p *preliminary*

Overnight travel between Canada and other countries, fourth quarter 2002

	Person-trips				Expenditures			
	Third quarter 2002r	Fourth quarter 2001r	Fourth quarter 2002p	Fourth quarter 2001 to fourth quarter 2002	Third quarter 2002r	Fourth quarter 2001r	Fourth quarter 2002p	Fourth quarter 2001 to fourth quarter 2002
	'000			% change	$ millions			% change
Travel from Canada	**5,506**	**3,195**	**3,620**	**13.3**	**3,856**	**2,876**	**3,223**	**12.1**
To the United States	4,341	2,349	2,657	13.1	1,906	1,552	1,723	11.0
To other countries	1,165	846	963	13.8	1,950	1,324	1,500	13.3
Travel to Canada	**8,486**	**3,167**	**3,509**	**10.8**	**6,115**	**2,044**	**2,219**	**8.5**
From the United States	6,920	2,543	2,799	10.0	3,856	1,249	1,324	6.0
From other countries	1,566	623	710	14.0	2,259	795	895	12.5

r *revised*
p *preliminary*

TRENDS

International travel account
First quarter 2003 (preliminary)

Canada’s international travel deficit – the difference between what Canadians spend abroad and what foreigners spend in Canada – rose from $427 million in the fourth quarter of 2002 to an estimated $585 million in the first quarter of 2003. This was the first increase in Canada’s travel deficit since the second quarter of 2002.

This result was mostly due to a drop in travel spending by foreign residents in Canada, which significantly exceeded the decline recorded in spending abroad by Canadian travellers. In the first quarter, foreign travellers injected over $4.0 billion in the Canadian economy, down 5.3% from the fourth quarter of 2002 and the largest decline since the third quarter of 2001. In the first quarter of 2003, Canadian residents spent $4.6 billion on travel outside the country, 1.5% less than in the fourth quarter of 2002.

The war in Iraq, the outbreak of SARS in March and the increase in American security measures at the border following the increased level of security alert in the United States were all factors that contributed to the declines in travel spending in the first quarter. They also affected the total number of international trips to and from Canada.

Foreigners made 10.7 million same-day and overnight trips to Canada in the first quarter, down 6.9% from the fourth quarter of 2002. Travel to other countries by Canadian residents fell 3.1% to 9.7 million trips.

Travel deficit with the United States on the rise

Canada’s travel deficit with the United States expanded to an estimated $211 million in the first quarter from $179 million in the fourth, the result of a large decline in both the number of trips and travel spending by American residents.

Americans took 9.7 million same-day and overnight trips to this side of the border in the first quarter, 7.0% fewer than in the fourth quarter of 2002. They spent more than $2.4 billion on those trips, down 5.8% from the fourth quarter. At the same time, Canadian residents spent under $2.7 billion in the United States, resulting in a 4.3% drop from the fourth quarter. Their number of trips decreased 3.8% to just under 8.5 million.

In the first quarter, the value of the Canadian dollar averaged a 4.0% increase against the U.S. dollar.

Travel deficit with overseas nations hits a new high

Canada’s travel deficit with countries other than the United States reached a new high in the first quarter, as overseas visitors spent less in Canada and Canadian travellers increased their spending in overseas countries.

Overseas travellers spent $1.6 billion in Canada, down 4.5% from the fourth quarter of 2002. They made 1.0 million trips in the first quarter, a 6.1% drop from the fourth.

Canadian residents, for their part, took less than 1.3 million trips to overseas destinations in the first quarter, up 2.5% from the fourth. Their spending on those trips rose 2.6% to almost $2.0 billion.

As a result, the travel deficit with countries other than the United States increased to an estimated $373 million in the first quarter, after recording an amount of $248 million in the fourth

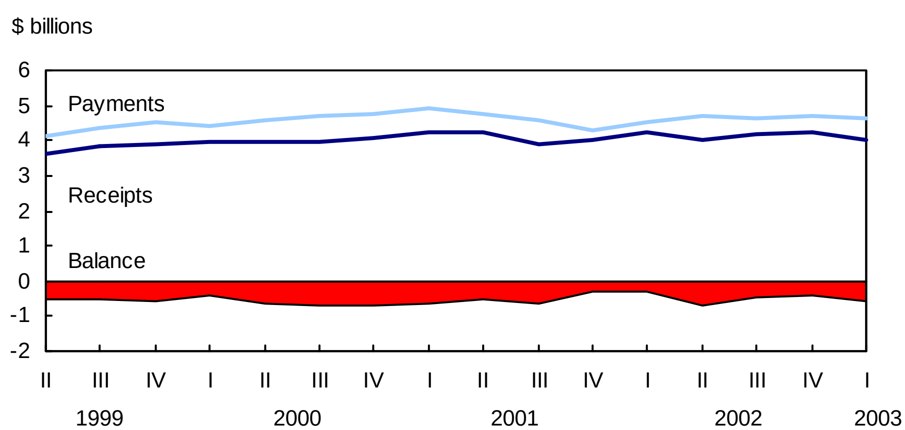
Note to readers

This international travel account analysis is based on preliminary quarterly data, seasonally adjusted unless otherwise stated. Amounts are in Canadian dollars and are not adjusted for inflation.

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

Overseas countries are countries other than the United States.

First increase of Canada's travel deficit since the second quarter of 2002



quarter of 2002. This was the highest quarterly travel deficit ever recorded with overseas countries. In the first quarter, the value of the Canadian dollar fell against the euro (3.1%), but increased against several other foreign currencies, including the British pound (1.9%) and the yen (0.9%).

International travel account receipts and payments

	First quarter 2002[r]	Fourth quarter 2002[r]	First quarter 2003[p]	Fourth quarter 2002 to first quarter 2003
	Seasonally adjusted[1]			% change
	$ millions			
United States				
Receipts	2,612	2,591	2,440	-5.8
Payments	2,698	2,770	2,651	-4.3
Balance	-85	-179	-211	
All other countries				
Receipts	1,626	1,668	1,593	-4.5
Payments	1,817	1,916	1,966	2.6
Balance	-191	-248	-373	
Total				
Receipts	4,238	4,258	4,033	-5.3
Payments	4,515	4,686	4,617	-1.5
Balance	-277	-427	-585	

r *revised*
p *preliminary*
1 *Data may not add to totals because of rounding.*

TRENDS

Travel between Canada and other countries
May 2003

Canadian travel to the United States bounced back in May, as many Canadian residents took advantage of an increase in the value of the Canadian dollar. Travel to Canada from the United States, however, dropped for a fifth straight month, as the severe acute respiratory syndrome (SARS) continued to take its toll.

Travel from overseas countries to Canada also dropped for the sixth consecutive month in May. While visits from the United States declined another 4.1% in May, the number of visitors from overseas plunged 13.4% from April. (Unless otherwise specified, data are seasonally adjusted.)

The number of visitors from the United States stood at 2.7 million in May, down from 2.8 million in April. An estimated 239,000 people arrived in Canada from countries other than the United States, compared with 275,000 in April. May numbers for overseas travellers have dropped 32.3% since the beginning of the year. The seven-day travel advisory issued by the World Health Organization after Toronto was declared a SARS-affected area was lifted on April 29. Concerns over bovine spongiform encephalopathy (BSE) or mad cow disease, also appeared in newspapers on May 21.

All but one of Canada’s top 12 overseas markets saw declines in both same-day and overnight trips. Travel from Japan plunged 34.5%, followed closely by a 31.5% decline for Mexico and a 26.2% decline for Hong Kong. Only Australia posted an increase (10.9%).

Hardest hit in May was travel from Asia to Canada, which fell 25.3% from April. The level in May was 56.5% below the level in December, and 42.9% below the level in September 2001.

Visits from Taiwan suffered the worst decline since December, dropping a massive 84.9% over the period. Other Asian countries that saw significant declines since December were Japan (64.7%), China (61.8%), Hong Kong (58.4%) and South Korea (44.0%). All of these countries were part of Canada’s top 12 overseas markets in December.

Ontario continued to experience significant declines in the number of overseas visitors. An estimated 83,000 overseas visitors entered the province in May, down 21.6% from April and 43.0% from December.

Quebec and British Columbia both saw declines of 5.0% form April, although the number of overseas visitors to British Columbia was still 28.9% lower than in December. The Prairies (25.2%) and the Atlantic provinces (21.0%) also experienced noticeable monthly drops in May. However, these two regions receive less than 10.0% of all arrivals in Canada.

Canadian travel to overseas nations also declined in May. About 354,000 Canadian residents made trips to overseas countries in May, down 5.0% from April and 16.0% from December.

Despite the 4.1% decline in the number of visitors from the United States registered in May, overnight travel from the United States to Canada actually increased 1.4%. Overnight air travel increased 1.0% and overnight car travel went up 1.3%. Same-day car trips by Americans to Canada slipped 1.4% in May.

Every region had fewer United States visitors in May than in April except the Prairies, which remained unchanged (0.1%). Ontario experienced the largest drop (5.5%), followed by the Atlantic provinces with a 5.0% decline. Quebec and British Columbia had 2.6% and 0.7% fewer visitors, respectively.

Travel to the United States increased, as an estimated 2.7 million Canadians travelled south of the border in May, up 6.1% from April. The number of overnight trips by Canadians to the United States was up 3.7% from April.

Same day car travel by Canadians also increased. More than 1.6 million Canadians made trips to the United States in May, up 7.3% from April. This coincided with a 5.3% increase in the value of the Canadian dollar, from an April average of US$0.686 to US$0.722 in May.

Overall, the number of visitors to Canada fell 4.9% from April while the number of Canadian residents heading for the United States and overseas nations increased 4.6%. This was the first time in almost five years that more Canadian residents travelled abroad than international visitors came to Canada.

Non-resident travellers to Canada by region of entry

	December 2002[r]	April 2003[r]	May 2003[p]	April to May 2003	December 2002 to May 2003	May 2003	May 2002 to May 2003
	Seasonally adjusted					Unadjusted	
	‘000			% change		‘000	% change
Atlantic provinces							
Non-resident travellers	205	211	199	-5.5	-3.0	185	-6.7
From the United States	197	204	194	-5.0	-1.7	179	-6.4
From other countries	8	7	5	-21.0	-34.9	6	-16.8
Quebec							
Non-resident travellers	384	322	313	-3.0	-18.6	315	-14.5
From the United States	326	271	264	-2.6	-19.0	272	-14.3
From other countries	59	51	49	-5.0	-16.8	43	-15.3
Ontario							
Non-resident travellers	2,378	1,837	1,719	-6.5	-27.7	1,824	-24.3
From the United States	2,232	1,731	1,635	-5.5	-26.7	1,739	-23.5
From other countries	146	106	83	-21.6	-43.0	85	-37.1
Prairies							
Non-resident travellers	158	150	144	-3.8	-8.9	141	-3.8
From the United States	136	127	127	0.1	-6.6	123	-2.5
From other countries	22	23	17	-25.2	-22.6	18	-12.3
British Columbia							
Non-resident travellers	685	576	568	-1.4	-17.1	611	-13.9
From the United States	569	489	485	-0.7	-14.7	521	-10.3
From other countries	116	87	82	-5.0	-28.9	90	-29.9

Travel between Canada and other countries

	December 2002[r]	April 2003[r]	May 2003[p]	April to May 2003	December 2002 to May 2003	May 2003	May 2002 to May 2003
	Seasonally adjusted					Unadjusted	
	'000			% change		'000	% change
Canadian trips abroad[1]	**3,393**	**2,880**	**3,013**	**4.6**	**-11.2**	**3,148**	**-5.1**
To the United States	2,971	2,507	2,659	6.1	-10.5	2,821	-4.8
To other countries	421	373	354	-5.0	-16.0	327	-8.0
Same-day car trips to the United States	1,786	1,535	1,647	7.3	-7.8	1,774	-1.8
Total trips, one or more nights	1,555	1,311	1,326	1.2	-14.7	1,332	-8.6
United States[2]	1,134	938	972	3.7	-14.3	1,005	-8.8
Car	690	546	577	5.8	-16.3	570	-8.8
Plane	350	324	320	-1.2	-8.3	339	-6.2
Other modes of transportation	95	68	74	9.9	-21.3	97	-17.1
Other countries[3]	421	373	354	-5.0	-16.0	327	-8.0
Travel to Canada[1]	**3,837**	**3,120**	**2,967**	**-4.9**	**-22.7**	**3,098**	**-19.6**
From the United States	3,484	2,845	2,728	-4.1	-21.7	2,854	-18.7
From other countries	353	275	239	-13.4	-32.3	243	-29.2
Same-day car trips from the United States	1,981	1,576	1,554	-1.4	-21.6	1,649	-16.0
Total trips, one or more nights	1,700	1,313	1,295	-1.4	-23.8	1,293	-23.2
United States[2]	1,363	1,051	1,066	1.4	-21.8	1,058	-21.7
Car	902	696	705	1.3	-21.9	687	-20.2
Plane	320	249	252	1.0	-21.3	243	-22.3
Other modes of transportation	142	106	110	3.6	-22.4	128	-28.0
Other countries[3]	336	263	229	-12.7	-31.9	235	-29.2
Most important overseas markets[4]							
United Kingdom	70	66	55	-17.1	-21.7	59	-13.3
France	28	25	21	-13.4	-23.8	17	-17.0
Germany	27	22	21	-5.1	-22.9	25	-17.2
Japan	42	22	15	-34.5	-64.7	14	-61.3
Australia	16	12	13	10.9	-17.4	17	0.8
Mexico	15	15	10	-31.5	-34.0	9	-25.0
Netherlands	10	9	8	-4.3	-14.6	10	-7.2
South Korea	15	9	8	-10.2	-44.0	9	-36.9
Switzerland	8	7	6	-0.5	-13.6	6	-10.9
Italy	10	6	5	-24.5	-51.8	3	-46.5
Israel	6	5	4	-19.1	-32.8	4	-33.4
Hong Kong	10	6	4	-26.2	-58.4	4	-58.7

r *revised*
p *preliminary*
1 *Totals exceed the sum of "same-day car trips" and "total trips, one or more nights" because they include all of the same-day trips.*
2 *Estimates for the United States include counts of cars and buses, and estimated numbers for planes, trains, boats and other methods.*
3 *Figures for other countries exclude same-day entries by land only, via the United States.*
4 *Includes same-day and one or more night trips.*

TRAVEL INDICATORS

		First quarter		Percentage change
		2002	2003	
VISITORS TO CANADA ('000)	**CANSIM II**			
From United States	V125185	7,280	6,626	-9.0
One or more nights visits	V129509	2,294	2,131	-7.1
- By auto	V125188+V125189	1,483	1,354	-8.7
From overseas	V125217	582	574	-1.4
One or more nights visits	V129521	569	562	-1.2
Top seven countries				
- United Kingdom		126	125	-0.8
- Japan		51	55	8.8
- France		50	53	7.5
- Germany		32	31	-2.7
- Australia		25	28	11.9
- South Korea		26	26	0.4
- Mexico		24	21	-14.5
CANADIANS OUTSIDE CANADA ('000)				
To United States	V125228	7,616	7,482	-1.8
One or more nights visits	V129534	2,809	2,779	-1.1
- By auto	V125231+V125232	1,449	1,369	-5.5
To overseas (one or more nights)	V125260	1,457	1,693	16.2
INDUSTRY				
Airline passengers (Level I) ('000)	V11743	5,565	5,011	-10.0
Airline passenger-km (Level I) (millions)	V11744	15,857	14,538	-8.3
PRICES 1992 = 100 (not s.a)				
Travel Price Index	V121654	129.9	137.2	5.6
Consumer Price Index	V735319	116.9	122.2	4.5
- Restaurant meals	V735392	121.1	124.0	2.4
- Inter-city transportation	V735515	172.9	188.7	9.1
- Renting and leasing of automotive vehicles	V735499	123.4	124.5	0.9
- Gasoline	V735501	114.7	144.9	26.3
ECONOMIC				
Gross Domestic Product, basic 1997 prices (s.a.) (millions)	V2036138	962,921	993,707	3.2
- Amusement and recreation (millions)	V2035809	8,820	9,378	6.3
- Accommodation and food services (millions)	V2035815+V2035816	22,850	22,937	0.4
Personal disposable income per capita (s.a.)	V498186/V1	22,047	22,662	2.8
LABOUR ('000)				
Labour force	V2091051	16,254	16,688	2.7
Unemployed	V3433877	1,375	1,333	-3.1
Employed	V2091072	14,879	15,355	3.2
- Accommodation and food services	V2710158	973	988	1.5
EXCHANGE RATES (in Canadian dollars)				
American Dollar	V37426	1.5944	1.5098	-5.3
British Pound	V37430	2.2740	2.4198	6.4
Japanese Yen	V37456	0.0120	0.0127	5.8
Euro Dollar	V121742	0.9414	1.1234	19.3

(s.a.) Seasonally adjusted.