

The Daily

Statistics Canada

Tuesday, May 27, 1997

For release at 8:30 a.m.

MAJOR RELEASES

- **Characteristics of international travellers, 1996** 2
Foreigners made a record number of overnight trips to Canada in 1996, injecting an unprecedented \$9.6 billion into the Canadian economy. The overseas market — Asia in particular — continued to grow. One in three trips by overseas residents to Canada included a stay of at least one night in the census metropolitan area of Toronto.

OTHER RELEASES

Department store sales and stocks, April 1997 6

PUBLICATIONS RELEASED 7



MAJOR RELEASES

Characteristics of international travellers

1996

Foreigners made a record number of overnight trips to Canada in 1996, injecting an unprecedented \$9.6 billion into the Canadian economy. The overseas market — Asia in particular — continued to grow. One in three trips by overseas residents to Canada included a stay of at least one night in the census metropolitan area (CMA) of Toronto.

Overnight trips to Canada by overseas residents continued to grow

Overseas residents (from countries other than the United States) made a record 4.4 million overnight trips to Canada in 1996, up 11.5% from a year earlier. It was the fifth consecutive annual increase, and the third consecutive increase of more than 10%.

By comparison, in the United States, the number of trips of at least one night by residents of countries other than its immediate neighbours (Canada and Mexico) was down 1% in 1994, up 12% in 1995, and expected to increase 7% in 1996 (according to the U.S. Department of Commerce).

Since 1991, travel for holidays and recreation by overseas residents staying at least one night in Canada increased by 77% while trips for other purposes (such as business, visiting friends and relatives, or other reasons) rose 27%.

In 1996, more than half of the overnight trips overseas residents made to Canada were for holidays and recreation; one trip in four was to visit friends and relatives and one in seven was for business. These proportions were relatively unchanged from 1995.

Although tourists from countries other than the United States made only a quarter (4.4 million) of all overnight trips to Canada in 1996, they accounted for almost half the money spent by all foreigners in this country (\$4.5 billion, up 11.9% from 1995). Americans made 12.9 million overnight trips to Canada and spent \$5.1 billion, up 7.3%.

Canada is an increasingly popular international tourism destination. According to preliminary results from the World Tourism Organisation, Canada was the tenth most popular destination for international tourists in 1996, overtaking Austria and gaining on Poland and Hungary. (France was the most popular destination followed by the United States and Spain). However,

Note to readers

A tourist is a traveller who stays at least one night in a place visited.

The census metropolitan areas (CMA) used for this release were among the most visited by overseas residents, and include a region from every province. Comparisons of averages are only made for the selected set of CMAs.

A more complete study of visits to CMAs will appear in an upcoming issue of Travel-log (87-003-XPB, \$13/\$42).

The international travel account for the first quarter of 1997 will be published May 30.

Canada's share of the growing international market was down slightly, from 2.98% in 1995 to 2.93% in 1996.

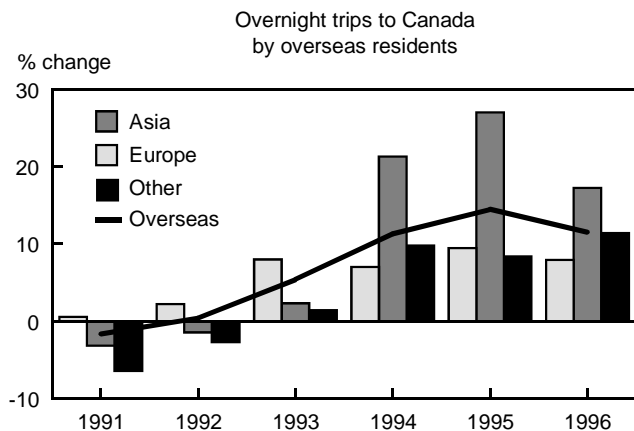
Asian market still growing fast

Europeans accounted for over half of the overnight trips overseas residents made to Canada in 1996. However, the Asian market, the second largest overseas market for Canada, continued to grow rapidly. Between 1995 and 1996, the number of overseas visitors from Asia grew at twice the rate of the number of European visitors (+17.3% compared with +7.9%).

Preliminary estimates from the first quarter of 1997 indicate that this upward trend in overnight trips to Canada by Asians should continue (+17.4% from the first quarter 1996).

In recent years, marketing campaigns in Asia contributed to an increased demand for Canadian tourism. To meet that demand, international carriers have increased both the number and the seat capacity of flights between Canada and Asia.

Growth of the Asian market greater than other overseas markets



Majority of travellers from Asia entered Canada via the United States

Despite a greater supply of seats on direct flights between Asia and Canada, only 43% of Asian tourists entered Canada directly in 1996, compared with 36% in 1990. On the other hand, more than two-thirds of European tourists entered Canada directly in 1996.

In 1996, overnight visitors from Asia spent slightly more on average per trip than Europeans — although this gap has closed considerably since 1992 — despite the fact that Asians only stayed 8 nights in Canada on average, compared with 12 for Europeans.

One-third of trips by overseas tourists included an overnight visit to Toronto CMA

As in 1995, overseas visitors most often chose Toronto, Vancouver and Montréal. They also spent the most money in these cities.

One in three overseas visitors to Canada (1.4 million) in 1996 stayed at least one night in Toronto, up 15.1% from a year earlier. This increase in the number of visits combined with higher average spending per visit contributed to a record \$748 million in receipts for Toronto.

An 8.8% increase in visits by Asians to the Vancouver CMA from 1995 to 1996 did not entirely

compensate for the 13.0% decline in the number of stays by Europeans. The net result was a slight decrease (-0.3%) in the number of overnight visits by overseas residents (1.0 million). Despite this dip, higher average spending per visit translated into a 4.6% gain in the amount spent (\$645 million) by overseas residents in the Vancouver CMA.

Overseas residents made 985,000 overnight visits to the Montréal CMA in 1996 (+12.5% from a year earlier) and spent \$476 million (+9.9% from 1995).

The largest annual percentage gains in overnight visits were in the Charlottetown (+62%) and Saint John (+52%) CMAs. Conversely, the CMAs of Saskatoon, Winnipeg and Kingston recorded fewer stays of at least one night in 1996 compared with a year earlier.

Overseas residents stayed the longest in St. John's, Edmonton and Toronto ...

During their trips to Canada in 1996, overseas residents made their longest visits to the CMAs of St. John's, Edmonton and Toronto (an average of six nights). Visits to the CMAs of Charlottetown, Saint John and St. Catharines - Niagara were the shortest, at two nights on average.

... and spent more per night in Vancouver and Charlottetown

Overseas visitors spent more (\$130 per night) in Vancouver and Charlottetown than they did in other CMAs. This contrasts with the average \$70 spent per night by those visiting Kingston, and the average of \$80 in Edmonton.

This release presents a brief overview of data now available from the International Travel Survey. Various statistical profiles and microdata files of characteristics of international travellers for the fourth quarter of 1996 and annual 1996 are now available on request.

To order one of these products or for further information, contact Michel Campbell (613-951-9169; fax: 613-951-2909; Internet: campmic@statcan.ca), International Travel Section, Culture, Tourism and the Centre for Education Statistics. For analytical information, contact Luc Dubois (613-951-1674; Internet: duboluc@statcan.ca). □

**Overnight trips to Canada by overseas residents
1996**

	Total	Europe	Asia	Other
Trips ('000)	4,377	2,288	1,511	578
Spending (C\$ millions)	4,520	2,324	1,575	621
Nights (millions)	47	27	13	7
Average trip duration (nights)	10.7	11.9	8.5	12.1
Average spending per trip (C\$)	1,030	1,020	1,040	1,070
Average spending per night (C\$)	100	90	120	90
Main purpose of trip:				
Business, convention, employment	671	286	276	109
Visiting friends and relatives	1,171	652	360	159
Pleasure, recreation, holidays	2,360	1,276	808	276
Other	175	74	67	34
Entry type:				
Direct from overseas	2,430	1,570	650	210
Via the United States by:				
Land	1,096	470	481	145
Other	850	247	380	223
Quarter of entry:				
First quarter	500	242	190	68
Second quarter	1,197	624	417	157
Third quarter	1,941	1,075	618	248
Fourth quarter	738	347	286	105
Sex of traveller:				
Male	2,021	1,084	673	264
Female	1,872	1,019	588	265
Not stated	483	184	250	50
Age of traveller:				
Under 15	250	116	97	37
15 to 24	386	206	123	58
25 to 34	843	458	284	101
35 to 44	703	351	255	97
45 to 54	758	408	232	118
55 to 64	601	341	183	77
65 and over	352	223	88	41
Not stated	483	184	250	50

Overnight visits by overseas residents in 1996, selected census metropolitan areas

	Visits	Spending	Nights	Average duration		
	'000	C\$ millions	'000	Nights	Average spending per visit	Average spending per night
St. John's	28	16	168	6.0	550	90
Charlottetown	25	8	56	2.2	300	130
Halifax	80	40	399	5.0	500	100
Saint John	17	4	38	2.2	230	100
Québec	562	166	1,597	2.8	300	100
Montréal	985	476	4,614	4.7	480	100
Ottawa-Hull (Ontario)	466	172	1,917	4.1	370	90
Kingston	90	20	282	3.1	220	70
Toronto	1,365	748	7,930	5.8	550	90
St. Catharines - Niagara	598	132	1,456	2.4	220	90
Winnipeg	51	21	281	5.5	420	80
Saskatoon	15	7	69	4.5	440	100
Calgary	281	87	924	3.3	310	90
Edmonton	195	88	1,155	5.9	450	80
Vancouver	1,020	645	5,099	5.0	630	130
Victoria	339	117	1,044	3.1	350	110
Whitehorse	57	15	147	2.6	260	100

■

OTHER RELEASES

Department store sales and stocks

April 1997

April department store sales remained virtually unchanged (-0.01%) from March at \$1,290 million (seasonally adjusted). On a year-over-year basis, seasonally adjusted sales were up 9.5% from April 1996. The increase follows a reported year-over-year gain of 10.4% for March. With the exception of a pause in the last half of 1995, department store sales have followed an upward trend since the end of 1993.

Unadjusted sales in April were \$97.6 million higher than a year earlier (+9.2%). Sales for the first four months of 1997 were up 8.6% from the same period last year (unadjusted).

Both Ontario (+12.5%) and Saskatchewan (+12.5%) reported the largest unadjusted year-over-year gains, followed by Alberta (+9.9%), British Columbia (+9.2%) and Quebec (+6.9%). Manitoba posted a 2.0% increase, down from the 10.5% year-over-year increase recorded in March. Sales in the Maritime provinces fell 0.4% over the previous year. Nova Scotia registered a 1.4% decline while sales in New Brunswick increased 1.6% over April 1996.

Year-over-year unadjusted sales varied widely across the 10 census metropolitan areas. Toronto recorded the largest increase at 16.1%. Ottawa-Hull registered a gain of 13.9% for the second straight month while Calgary (+11.8%), Vancouver (+9.7%), Edmonton (+9.3%), Montréal (+7.9%), Hamilton (+6.8%) and Halifax-Dartmouth (+5.5%) reported increased sales from April 1996. Québec (+0.7%) and Winnipeg (+0.6%) posted slight year-over-year gains.

Department store sales including concessions

	April 1997	April 1996 to April 1997	Jan. to April 1997	Jan. to April 1996 to Jan. to April 1997
	Unadjusted			
	\$ millions	% change	\$ millions	% change
Canada	1,154.2	9.2	3,908.2	8.6
Newfoundland and Prince Edward Island	19.6	-1.4	67.1	3.6
Nova Scotia	32.6	-1.4	115.4	6.0
New Brunswick	25.0	1.6	83.8	3.2
Quebec	218.8	6.9	723.7	5.9
Ontario	483.6	12.5	1,638.4	10.6
Manitoba	47.1	2.0	163.3	6.3
Saskatchewan	38.1	12.5	126.4	10.5
Alberta	130.5	9.9	438.9	10.1
British Columbia, Yukon, North- west Territories	159.0	9.2	551.1	7.9

Data on department store sales by department, total inventories and seasonally adjusted data are now available.

Available on CANSIM: matrices 111-113.

The April 1997 issue of *Department store sales and stocks* (63-002-XPB, \$17/\$165) will be available shortly. See *How to order publications*.

For analytical information, contact Irwin Bess (613-951-4166) Retail Commodity Section, Distributive Trades Division. For further information on this release, contact Louise Généreux (613-951-3549). ■

PUBLICATIONS RELEASED

The dairy review, January - March 1997
Catalogue number 23-001QXPB
 (Canada: \$36/\$119; outside Canada: US\$36/US\$119).

Sawmills and planing mills, March 1997
Catalogue number 35-003-XPB
 (Canada: \$12/\$114; outside Canada: US\$12/US\$114).

Canadian international merchandise trade,
 March 1997
Catalogue number 65-001-XPB
 (Canada: \$19/\$188; outside Canada: US\$19/US\$188).

All prices exclude sales tax.

How to order publications

Simplify your data search with *Statistics Canada Catalogue*, 1994 (11-204E, \$15; United States: US\$18; other countries: US\$21). Its keyword index will guide you to statistics on Canada's social and economic activity.

Order *The Daily* and other publications by phone:

Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

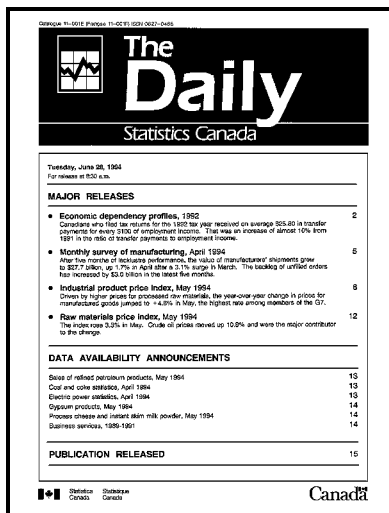
In Canada and the United States call: **1-800-267-6677**
 From other countries call: **1-613-951-7277**
 Or fax your order to us: **1-613-951-1584**

For address changes: Please refer to your customer account number.

To order a publication by mail write: Sales and Service, Marketing Division, Statistics Canada, Ottawa, K1A 0T6. Include a cheque or money order payable to Receiver General of Canada/Publications. Canadian customers add 7% GST.

Statistics Canada Regional Reference Centres provide a full range of the Agency's products and services. For the reference centre nearest you, check the blue pages or your telephone directory under Statistics Canada.

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.



Statistics Canada's official release bulletin

Catalogue 11-001E.

Published each working day by the Communications Division, Statistics Canada, 10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To receive *The Daily* from the Internet, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Duncan Currie (613-951-1103)
 Head of Official Release: Chantal Prévost (613-951-1088)

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 1997. Citation in newsprint, magazine, radio, and television reporting is permitted subject to the requirement that Statistics Canada is acknowledged as the source. Any other reproduction is permitted subject to the requirement that Statistics Canada is acknowledged as the source on all copies as follows: Statistics Canada, *The Daily*, catalogue 11-001E, along with date and page references.