



# The Daily

Statistics Canada

**Monday, September 22, 1997**

For release at 8:30 a.m.

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## MAJOR RELEASES

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- **National tourism indicators, second quarter 1997** 2  
Spending on tourism reached \$10.4 billion during the second quarter of 1997, just 2.3% higher than the same period last year. Increased spending by Canadians more than compensated for a slight dip in spending by foreign visitors to Canada.

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**PUBLICATIONS RELEASED** 7

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## MAJOR RELEASES

### National tourism indicators

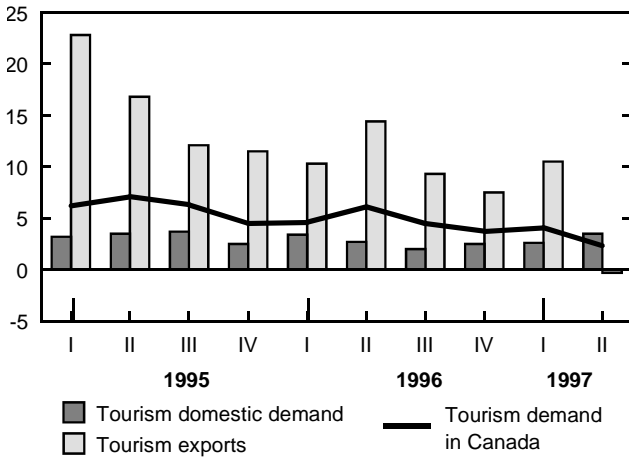
Second quarter 1997

Spending on tourism reached \$10.4 billion (unadjusted) during the second quarter of 1997, just 2.3% higher than the same period a year earlier. Increased spending by Canadians more than compensated for a slight dip in spending by foreign visitors to Canada.

Overall spending on tourism has been rising since the second quarter of 1995, but at a gradually slower pace. Travellers from the United States and other countries pumped \$3.2 billion into the Canadian economy between April and June, down 0.3% from the same quarter in 1996. Domestic spending on tourism, in contrast, rose 3.5% to \$7.2 billion.

#### Domestic expenditures move up, non-resident spending dips

year-to-year % change, unadjusted data



The low Canadian dollar, and casinos in Niagara Falls and Windsor, helped attract 7.0 million same-day visitors from the United States during the second quarter, up 6.2% over a year earlier. However, overnight trips, which bring more dollars per trip to the Canadian economy than a same-day trip, were down. Americans made 3.4 million overnight trips to Canada during the second quarter, down 2.0% from the same quarter of last year. The number of overnight visitors from other countries declined 5.8% to 1.1 million.

Compared with the first quarter of 1997, total tourism spending remained unchanged (after adjusting for inflation and seasonality). In these terms, spending by Canadians (tourism domestic demand) was up 1.5%

from the previous quarter, just enough to offset the 3.3% drop in spending by foreign visitors (tourism exports).

#### Foreign spending dipped...

The 0.3% drop in foreign spending on tourism was the first year-over-year decline since the first quarter of 1992, when it fell by 0.4%.

Visitors from Australia, France, the Netherlands, Germany, Switzerland and Japan found trips to Canada more costly in the second quarter than a year earlier. Since then, for instance, the Canadian dollar has appreciated up to 10% against the French franc, the German mark and the Dutch guilder, and 12.6% against the Swiss franc.

International visitors spent less between April and June on airfares (-2.7%), vehicle rentals (-5.9%), and meals and alcohol (-2.2%). They spent more on lodging (+8.1%), however, as the price of accommodation jumped 7.5% from the same quarter last year.

#### ... while domestic spending grew...

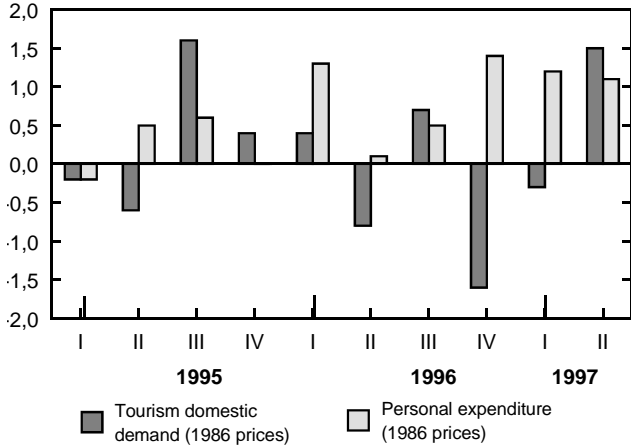
The 3.5% advance in spending on tourism by Canadians in their own country during the second quarter was the highest year-to-year jump in almost two years. This increase was due in part to the continuing weakness of the Canadian dollar against the American dollar, which kept Canadians at home. The number of trips to the United States fell by 5.1%, more than enough to offset the 10% increase in the number of trips to other countries.

Domestic spending rose for all major tourism commodities, especially airfares and vehicle fuel. Canadians continued to take advantage of lower airline ticket prices. After adjusting for seasonality and inflation, spending increased 2.6% on airfares, 0.8% on accommodation and 1.3% on food and beverage services from the first quarter of 1997.

The second quarter also marked a turnaround. For the first time in three quarters, Canadians tourism spending grew more rapidly than personal expenditures on consumer goods and services (+1.5% against +1.1% in real terms, seasonally adjusted). Tourism spending, however, was still outpaced by strong growth in purchases of big-ticket items, particularly automobiles.

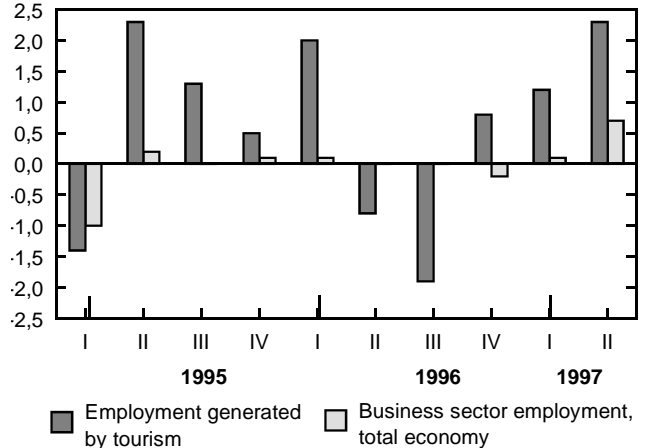
**Tourism spending catches up with personal expenditures**

quarterly % change, seasonally adjusted data



**Tourism creates more jobs**

quarterly % change, seasonally adjusted data



**... and tourism created more jobs**

Employment in tourism was 518,000 in the quarter, 2.8% above a year ago and at its highest level in 10 years. On a seasonally adjusted basis, tourism employment grew 2.3% from the first quarter, outstripping the 0.7% increase in the business sector as a whole. Casino operations, particularly in Ontario, spurred employment gains in recreation and entertainment.

The second quarter 1997 issue of *National tourism indicators* (13-009-XPB, \$21/\$70) is now available. To order the publication, contact the information officer (613-951-3640; fax: 613-951-3618), National Accounts and Environment Division.

For further information on this release, contact Katherine Kemp (613-951-3814), National Accounts and Environment Division. □

**Tourism expenditures**

|                                  | 1995                          | 1996   | 1995<br>to<br>1996             | First<br>quarter<br>1997                               | Second<br>quarter<br>1997 | First<br>quarter<br>1997<br>to<br>second<br>quarter<br>1997 |
|----------------------------------|-------------------------------|--------|--------------------------------|--------------------------------------------------------|---------------------------|-------------------------------------------------------------|
|                                  | \$ millions at current prices |        | % change<br>at annual<br>rates | \$ millions at current prices<br>(seasonally adjusted) |                           | %<br>change<br>at<br>quarterly<br>rates                     |
| <b>Tourism expenditures</b>      |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 39,883                        | 41,773 | 4.7                            | 10,621                                                 | 10,711                    | 0.8                                                         |
| Tourism exports                  | 10,957                        | 12,102 | 10.4                           | 3,157                                                  | 3,096                     | -1.9                                                        |
| Tourism domestic demand          | 28,926                        | 29,671 | 2.6                            | 7,464                                                  | 7,615                     | 2.0                                                         |
| <b>Transportation</b>            |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 15,618                        | 16,539 | 5.9                            | 4,235                                                  | 4,267                     | 0.8                                                         |
| Tourism exports                  | 2,908                         | 3,205  | 10.2                           | 837                                                    | 807                       | -3.6                                                        |
| Tourism domestic demand          | 12,710                        | 13,334 | 4.9                            | 3,398                                                  | 3,460                     | 1.8                                                         |
| <b>Accommodation</b>             |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 5,908                         | 5,928  | 0.3                            | 1,511                                                  | 1,591                     | 5.3                                                         |
| Tourism exports                  | 2,329                         | 2,588  | 11.1                           | 678                                                    | 699                       | 3.1                                                         |
| Tourism domestic demand          | 3,579                         | 3,340  | -6.7                           | 833                                                    | 892                       | 7.1                                                         |
| <b>Food and beverage service</b> |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 6,472                         | 6,766  | 4.5                            | 1,707                                                  | 1,693                     | -0.8                                                        |
| Tourism exports                  | 2,509                         | 2,759  | 10.0                           | 723                                                    | 692                       | -4.3                                                        |
| Tourism domestic demand          | 3,963                         | 4,007  | 1.1                            | 984                                                    | 1,000                     | 1.7                                                         |
| <b>Other tourism commodities</b> |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 3,813                         | 4,160  | 9.1                            | 1,053                                                  | 1,050                     | -0.3                                                        |
| Tourism exports                  | 1,011                         | 1,132  | 12.0                           | 294                                                    | 285                       | -3.1                                                        |
| Tourism domestic demand          | 2,802                         | 3,028  | 8.1                            | 759                                                    | 765                       | 0.8                                                         |
| <b>Other commodities</b>         |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 8,072                         | 8,380  | 3.8                            | 2,115                                                  | 2,110                     | -0.2                                                        |
| Tourism exports                  | 2,200                         | 2,418  | 9.9                            | 625                                                    | 613                       | -1.9                                                        |
| Tourism domestic demand          | 5,872                         | 5,962  | 1.5                            | 1,490                                                  | 1,497                     | 0.5                                                         |
|                                  |                               |        |                                |                                                        |                           |                                                             |
|                                  | \$ millions at 1986 prices    |        | % change<br>at annual<br>rates | \$ millions at 1986 prices<br>(seasonally adjusted)    |                           | %<br>change<br>at<br>quarterly<br>rates                     |
| <b>Tourism expenditures</b>      |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 29,191                        | 30,070 | 3.0                            | 7,529                                                  | 7,529                     | 0.0                                                         |
| Tourism exports                  | 8,168                         | 8,914  | 9.1                            | 2,314                                                  | 2,238                     | -3.3                                                        |
| Tourism domestic demand          | 21,023                        | 21,156 | 0.6                            | 5,215                                                  | 5,291                     | 1.5                                                         |
| <b>Transportation</b>            |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 11,308                        | 11,806 | 4.4                            | 2,939                                                  | 2,977                     | 1.3                                                         |
| Tourism exports                  | 2,300                         | 2,544  | 10.6                           | 663                                                    | 642                       | -3.2                                                        |
| Tourism domestic demand          | 9,008                         | 9,262  | 2.8                            | 2,276                                                  | 2,330                     | 2.6                                                         |
| <b>Accommodation</b>             |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 4,543                         | 4,476  | -1.5                           | 1,143                                                  | 1,133                     | -0.9                                                        |
| Tourism exports                  | 1,798                         | 1,957  | 8.8                            | 513                                                    | 498                       | -2.9                                                        |
| Tourism domestic demand          | 2,745                         | 2,519  | -8.2                           | 630                                                    | 635                       | 0.8                                                         |
| <b>Food and beverage service</b> |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 4,513                         | 4,652  | 3.1                            | 1,165                                                  | 1,151                     | -1.2                                                        |
| Tourism exports                  | 1,750                         | 1,898  | 8.5                            | 494                                                    | 471                       | -4.7                                                        |
| Tourism domestic demand          | 2,763                         | 2,754  | -0.3                           | 671                                                    | 680                       | 1.3                                                         |
| <b>Other tourism commodities</b> |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 2,494                         | 2,648  | 6.2                            | 659                                                    | 655                       | -0.6                                                        |
| Tourism exports                  | 641                           | 694    | 8.3                            | 177                                                    | 171                       | -3.4                                                        |
| Tourism domestic demand          | 1,853                         | 1,954  | 5.5                            | 482                                                    | 484                       | 0.4                                                         |
| <b>Other commodities</b>         |                               |        |                                |                                                        |                           |                                                             |
| Tourism demand in Canada         | 6,333                         | 6,488  | 2.4                            | 1,623                                                  | 1,613                     | -0.6                                                        |
| Tourism exports                  | 1,679                         | 1,821  | 8.5                            | 467                                                    | 456                       | -2.4                                                        |
| Tourism domestic demand          | 4,654                         | 4,667  | 0.3                            | 1,156                                                  | 1,157                     | 0.1                                                         |

**Tourism expenditures**

|                                                           | First<br>quarter<br>1996 | Second<br>quarter<br>1996 | Third<br>quarter<br>1996 | Fourth<br>quarter<br>1996 | First<br>quarter<br>1997 | Second<br>quarter<br>1997 |
|-----------------------------------------------------------|--------------------------|---------------------------|--------------------------|---------------------------|--------------------------|---------------------------|
| \$ millions at current prices, unadjusted for seasonality |                          |                           |                          |                           |                          |                           |
| <b>Tourism expenditures</b>                               |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 7,932                    | 10,164                    | 15,554                   | 8,123                     | 8,254                    | 10,398                    |
| Tourism exports                                           | 1,471                    | 3,218                     | 5,469                    | 1,944                     | 1,625                    | 3,209                     |
| Tourism domestic demand                                   | 6,461                    | 6,946                     | 10,085                   | 6,179                     | 6,629                    | 7,189                     |
| <b>Transportation</b>                                     |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 3,374                    | 4,020                     | 5,608                    | 3,537                     | 3,539                    | 4,141                     |
| Tourism exports                                           | 361                      | 855                       | 1,493                    | 496                       | 401                      | 826                       |
| Tourism domestic demand                                   | 3,013                    | 3,165                     | 4,115                    | 3,041                     | 3,138                    | 3,315                     |
| <b>Accommodation</b>                                      |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 989                      | 1,504                     | 2,421                    | 1,014                     | 1,046                    | 1,633                     |
| Tourism exports                                           | 332                      | 700                       | 1,167                    | 389                       | 384                      | 757                       |
| Tourism domestic demand                                   | 657                      | 804                       | 1,254                    | 625                       | 662                      | 876                       |
| <b>Food and beverage service</b>                          |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 1,183                    | 1,707                     | 2,614                    | 1,262                     | 1,214                    | 1,692                     |
| Tourism exports                                           | 362                      | 731                       | 1,189                    | 477                       | 392                      | 715                       |
| Tourism domestic demand                                   | 821                      | 976                       | 1,425                    | 785                       | 822                      | 977                       |
| <b>Other tourism commodities</b>                          |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 924                      | 993                       | 1,510                    | 733                       | 961                      | 1,003                     |
| Tourism exports                                           | 140                      | 315                       | 497                      | 180                       | 151                      | 307                       |
| Tourism domestic demand                                   | 784                      | 678                       | 1,013                    | 553                       | 810                      | 696                       |
| <b>Other commodities</b>                                  |                          |                           |                          |                           |                          |                           |
| Tourism demand in Canada                                  | 1,462                    | 1,940                     | 3,401                    | 1,577                     | 1,494                    | 1,929                     |
| Tourism exports                                           | 276                      | 617                       | 1,123                    | 402                       | 297                      | 604                       |
| Tourism domestic demand                                   | 1,186                    | 1,323                     | 2,278                    | 1,175                     | 1,197                    | 1,325                     |

**Tourism expenditures**

|                                  | 1st<br>quarter<br>1995<br>to<br>1st<br>quarter<br>1996               | 2nd<br>quarter<br>1995<br>to<br>2nd<br>quarter<br>1996 | 3rd<br>quarter<br>1995<br>to<br>3rd<br>quarter<br>1996 | 4th<br>quarter<br>1995<br>to<br>4th<br>quarter<br>1996 | 1st<br>quarter<br>1996<br>to<br>1st<br>quarter<br>1997 | 2nd<br>quarter<br>1996<br>to<br>2nd<br>quarter<br>1997 |
|----------------------------------|----------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                  | year-over-year % changes, current prices, unadjusted for seasonality |                                                        |                                                        |                                                        |                                                        |                                                        |
| <b>Tourism expenditures</b>      |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | 4.6                                                                  | 6.1                                                    | 4.5                                                    | 3.7                                                    | 4.1                                                    | 2.3                                                    |
| Tourism exports                  | 10.3                                                                 | 14.4                                                   | 9.3                                                    | 7.5                                                    | 10.5                                                   | -0.3                                                   |
| Tourism domestic demand          | 3.4                                                                  | 2.7                                                    | 2.0                                                    | 2.5                                                    | 2.6                                                    | 3.5                                                    |
| <b>Transportation</b>            |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | 5.1                                                                  | 6.9                                                    | 5.7                                                    | 5.8                                                    | 4.9                                                    | 3.0                                                    |
| Tourism exports                  | 10.4                                                                 | 14.9                                                   | 8.0                                                    | 9.3                                                    | 11.1                                                   | -3.4                                                   |
| Tourism domestic demand          | 4.5                                                                  | 4.9                                                    | 4.9                                                    | 5.3                                                    | 4.1                                                    | 4.7                                                    |
| <b>Accommodation</b>             |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | -1.4                                                                 | 1.3                                                    | 1.3                                                    | -1.6                                                   | 5.8                                                    | 8.6                                                    |
| Tourism exports                  | 6.1                                                                  | 12.7                                                   | 13.0                                                   | 7.5                                                    | 15.7                                                   | 8.1                                                    |
| Tourism domestic demand          | -4.8                                                                 | -6.8                                                   | -7.7                                                   | -6.4                                                   | 0.8                                                    | 9.0                                                    |
| <b>Food and beverage service</b> |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | 4.8                                                                  | 6.5                                                    | 4.2                                                    | 2.4                                                    | 2.6                                                    | -0.9                                                   |
| Tourism exports                  | 11.0                                                                 | 14.0                                                   | 8.9                                                    | 6.0                                                    | 8.3                                                    | -2.2                                                   |
| Tourism domestic demand          | 2.2                                                                  | 1.5                                                    | 0.6                                                    | 0.4                                                    | 0.1                                                    | 0.1                                                    |
| <b>Other tourism commodities</b> |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | 11.5                                                                 | 11.4                                                   | 7.6                                                    | 6.2                                                    | 4.0                                                    | 1.0                                                    |
| Tourism exports                  | 14.8                                                                 | 16.7                                                   | 9.5                                                    | 9.1                                                    | 7.9                                                    | -2.5                                                   |
| Tourism domestic demand          | 10.9                                                                 | 9.2                                                    | 6.7                                                    | 5.3                                                    | 3.3                                                    | 2.7                                                    |
| <b>Other commodities</b>         |                                                                      |                                                        |                                                        |                                                        |                                                        |                                                        |
| Tourism demand in Canada         | 3.8                                                                  | 5.6                                                    | 3.5                                                    | 2.3                                                    | 2.2                                                    | -0.6                                                   |
| Tourism exports                  | 12.2                                                                 | 15.1                                                   | 7.9                                                    | 6.6                                                    | 7.6                                                    | -2.1                                                   |
| Tourism domestic demand          | 2.0                                                                  | 1.7                                                    | 1.5                                                    | 0.9                                                    | 0.9                                                    | 0.2                                                    |



## PUBLICATIONS RELEASED

**Pulpwood and wood residue statistics, July 1997**  
**Catalogue number 25-001-XPB**  
(Canada: \$8/\$73; outside Canada: US\$8/US\$73).

**New motor vehicle sales, June 1997**  
**Catalogue number 63-007-XPB**  
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**The Daily**  
Statistics Canada

Thursday, June 5, 1997  
For release at 9:30 a.m.

**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, 65% of Canadian cities on average of about as high on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4  
Growth in productivity among Canadian businesses was notably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

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- **Steel primary forms, sales ending May 31, 1997** 12
- **500 Indicator, April 1997** 13

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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.

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Editor: Duncan Currie (613-951-1103)

Head of Official Release: Chantal Prévost (613-951-1088)

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