

Travel-log

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 Other Countries: US\$14.75, US\$59.00 annually

Winter 1992

Canada's Major Overseas Tourism Markets

By Laurie McDougall

The beginning of this decade has presented new challenges and opportunities for the tourism industry. The worldwide recession, globalization, Europe 92, the Persian Gulf war and rising environmental concerns, are some of the major events impacting the 90's. The world map is being redrawn as communism collapses, political boundaries change and new economic unions form. In tandem with these events, there is stronger competition and sophistication in the travel industry as consumers demand higher quality products and services.

Old markets that were traditional areas of growth have slowed while new ones have emerged at rapid rates. There has been a proliferation of new destinations and products around the world competing for the valued tourist dollar. *Moose, Mountains and Mounties*, which have long been touted as Canada's tourism assets are not enough to bring visitors to Canada. Although many international travellers still seek the three *M's*, visitors are becoming much more demanding of tourism products, services and prices. Tourism studies reveal that apart from Canada's outstanding natural beauty, increasingly our cities, foreign mystique and cultural diversity are luring travellers here.

Growth Slows In Traditional Markets

Canada's closest neighbor, the U.S., continues to provide the largest share of international tourists, but not to as great an extent as in the early 70's (table 1). In 1991¹, Americans represented 91% of all international visitors (including sameday travellers) compared to 98% twenty years earlier. Since the majority of American travel to Canada are sameday excursions (64%), their share of overnight travel decreases in importance to 80% (table 1 and chart 1).



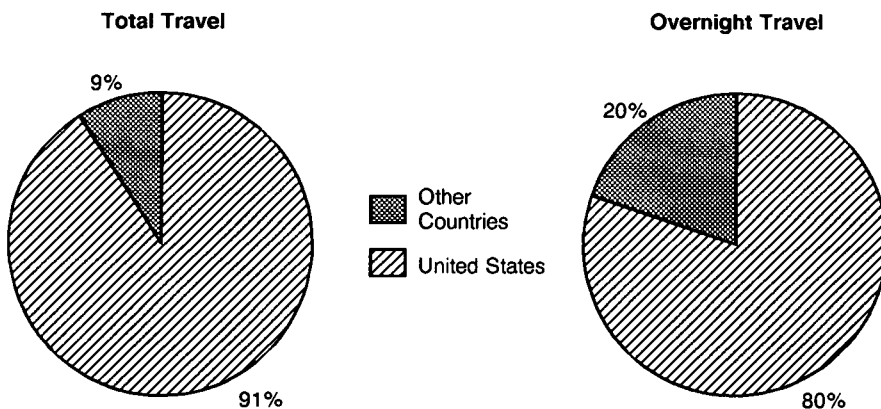
Table 1

International Visitors to Canada

| Travel to Canada | 1972 | 1990 | 1991 ¹ | Actual Jan.-Nov. 1991 | % Change Jan.-Nov. 1990-91 |
|----------------------------------|--------|--------|-------------------|-----------------------------|----------------------------------|
| | 000s | | | 000s | % |
| Total International Visitors | 37,118 | 37,990 | 36,889 | 34,744 | -3 |
| Overnight | 13,812 | 15,258 | 14,983 | 14,276 | -3 |
| Sameday | 23,306 | 22,732 | 21,906 | 20,468 | -3 |
| United States | 36,216 | 34,734 | 33,652 | 31,681 | -3 |
| Overnight | 13,067 | 12,267 | 12,049 | 11,502 | -2 |
| Sameday | 23,149 | 22,467 | 21,603 | 20,179 | -4 |
| Other Countries | 902 | 3,256 | 3,237 | 3,063 | -1 |
| Overnight | 745 | 2,991 | 2,934 | 2,774 | -2 |
| Sameday | 157 | 265 | 303 | 289 | 15 |
| Market Share: | | % | | % | |
| Total International Visitors | 100 | 100 | 100 | 100 | .. |
| United States | 98 | 91 | 91 | 91 | .. |
| Other Countries | 2 | 9 | 9 | 9 | .. |
| Overnight International Visitors | 100 | 100 | 100 | 100 | .. |
| United States | 95 | 80 | 80 | 81 | .. |
| Other Countries | 5 | 20 | 20 | 19 | .. |

¹ Based on actual January to November 1991 and December volumes for 1990.

Chart 1

International Visitors to Canada, 1991

▶Continued from page 1

Travel from south of the border during 1991 slipped below levels recorded during the mid to late 80's (chart 2). Fear of terrorism in Europe, the attraction of Expo86 in Vancouver and favourable exchange rates brought a record number of Americans to Canada in 1986.

But what has been stagnant growth in the American market has been unprecedented growth in other countries coming to Canada

(chart 3). Over the twenty-year period, overseas visitation has leaped from 0.9 million to 3.2 million (table 1). Travel from other countries rose steadily during the 70's, and declined slightly in 1977. Growth rates resumed in 1978 to 1980 but a slowdown began in 1981 and continued until 1983. Canada received more overseas visitors following each year until the end of the 80's and so far in this decade, visitation has been flat.



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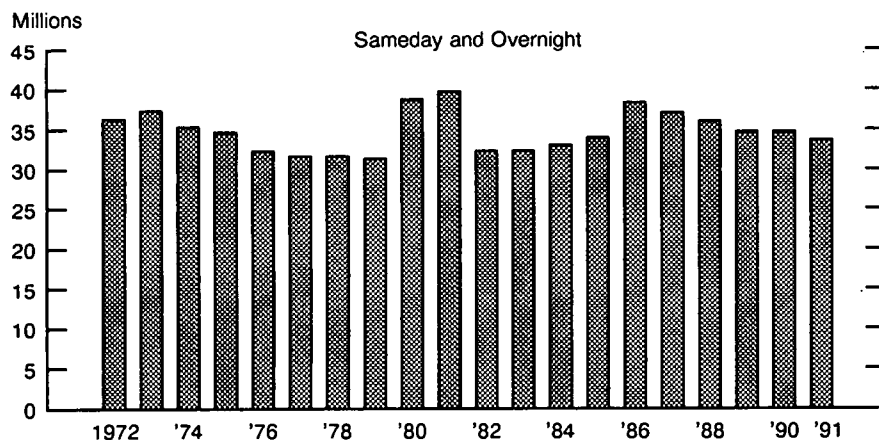
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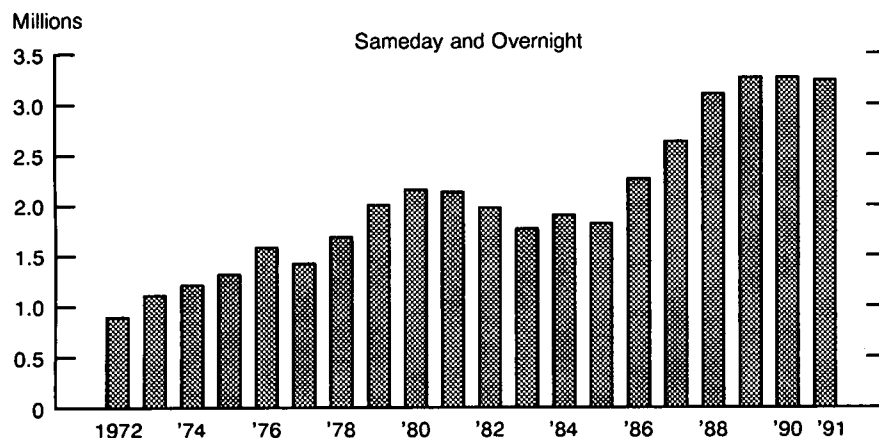
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**Chart 2
Americans to Canada, 1972-1991**



**Chart 3
Other Countries to Canada, 1972-1991**



**Table 2
Major Overseas Markets to Canada**

| Total Travel to Canada | 1972 | 1990 | 1991 ¹ | Actual Jan.-Nov. 1991 | % Change Jan.-Nov. 1990-91 |
|-------------------------|------|-------|-------------------|-----------------------------|----------------------------------|
| | | 000s | | 000s | % |
| Major Overseas Markets: | 477 | 1,643 | 1,694 | 1,613 | 3 |
| United Kingdom | 268 | 602 | 579 | 547 | -4 |
| Japan | 52 | 474 | 478 | 456 | 1 |
| Germany(2) | 89 | 291 | 312 | 299 | 8 |
| France | 68 | 276 | 325 | 311 | 19 |

¹ Based on actual January to November 1991 and December volumes for 1990.
² 1991 includes re-united Germany residents.

Continued from page 2

The importance of overseas visitors to Canada is further punctuated by their spending habits. In 1990, they spent an estimated \$943 (including fares)

per visit, more than seven times American travellers (table 3). As a result, they contribute a larger share of the travel spending (chart 4) compared to their share of visitation: 41% of travel dollars in 1990, versus 9% of visitation.

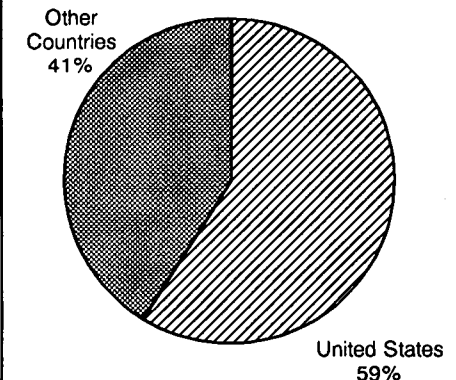
**Table 3
International Visitor Spending in Canada**

| Travel to Canada | 1990 | Share | Average |
|------------------------------|------------|-------|---------|
| | \$000,000s | % | \$ |
| Total Spending ¹ | 7,437 | 100 | |
| Americans | 4,368 | 59 | 126 |
| Other Countries ² | 3,069 | 41 | 943 |

¹ Includes international fares paid to Canadian Carriers.

² Breakdown of spending by country of origin is not yet available for 1990.

**Chart 4
International Visitor Spending in Canada, 1990**



Where in the World Do they Come From?

Over the past twenty years, Canada's tourism industry has seen many changes. Visitors to Canada are now much more of a cosmopolitan mix, with fewer originating from Europe (table 4). Asian markets are becoming more important as tourism sources.

The United Kingdom still remains the largest overseas visitor market, although market share has actually shrunk from a high of 31% in 1973 to 18% in 1991 largely due to unprecedented growth from Asian countries (table 4). Travel from Britain has levelled off in the past few years (chart 5) after steady increases from a low in 1985. Travel dropped slightly in 1990 compared to 1989 but this was partially due to the loss of some 40,000 trans-Atlantic air seats to Canada. Between January to November, 1991 travel continued on a downward trend and is projected to slip below pre-1988 levels.

Continued from page 3

Travel from Japan claimed the largest market expansion -- 6% to 15% by 1991 (table 4). Japanese travellers visiting Canada mushroomed from just 52,000 in 1972 to 478,000 in 1991 (chart 5). However, the most notable growth occurred between 1986 and 1988. Expansion slowed to single digit increases since then and data for January to November 1991 show a mere 1% increase in Japanese travel compared to the same period of 1990. Part of this situation may be related to restrictions on air seat and airport capacity from Japan. The impact of the Gulf war in 1991 has also discouraged Japanese from taking international trips.

Table 4

How Canada's Travel Markets Have Changed

| 1972 | Volume | Share | 1991 ¹ | Volume | Share |
|-----------------------|------------|------------|-----------------------|--------------|------------|
| | 000s | % | | 000s | % |
| Total Overseas | 902 | 100 | Total Overseas | 3,237 | 100 |
| United Kingdom | 268 | 30 | United Kingdom | 579 | 18 |
| Germany (F.R.) | 89 | 10 | Japan | 478 | 15 |
| France | 68 | 8 | France | 325 | 10 |
| Japan | 52 | 6 | Germany ² | 312 | 10 |
| Netherlands | 44 | 5 | Hong Kong | 127 | 4 |
| Italy | 39 | 4 | Australia | 109 | 3 |
| Australia | 22 | 2 | Italy | 100 | 3 |
| Switzerland | 16 | 2 | Netherlands | 95 | 3 |
| Hong Kong | 12 | 1 | Switzerland | 82 | 3 |

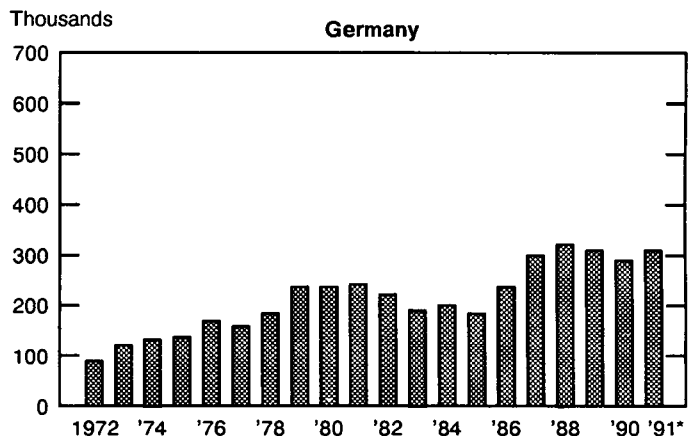
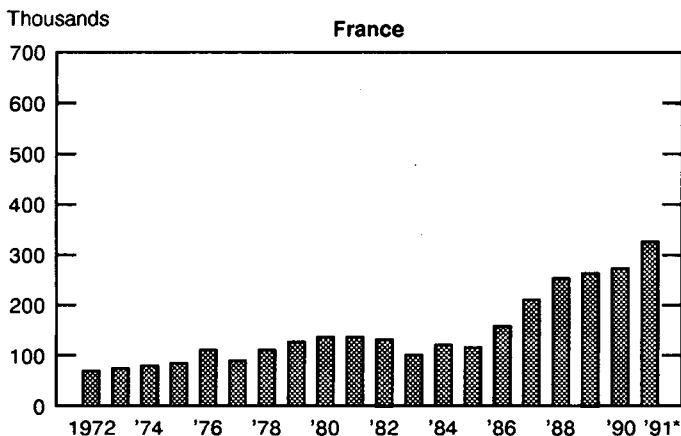
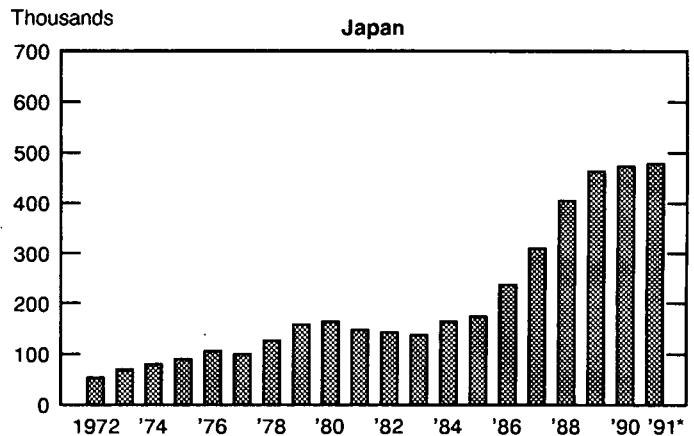
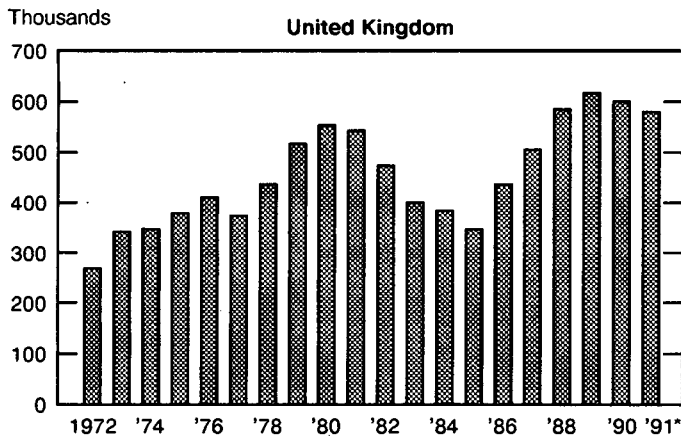
¹ Includes actual volumes for January to November, 1991 and December volumes for 1990.
² Starting January 1991 includes re-united Germany residents.

France Replaces Germany for #3 Position

France was the only country to provide double digit increases in 1991 (table 2). As a result, the

French replaced Germans as Canada's 3rd most important overseas market as of June, 1991. Between January and November of 1991, over 300,000 French

Chart 5
Major Overseas Travel Markets to Canada



* Includes Jan.-Nov. 91 and Dec. 90

Continued from page 4

visitors came to Canada, 19% more than the same period of 1990. An increased quota allotment for Canadian air carriers and the introduction of the French airline, Liberté, are possible explanations for some of the increase.

Travel from France grew most rapidly since 1985 and especially between 1986 and 1987 (chart 5). Favourable exchange rates might have been one factor in attracting greater numbers during the late 80's. The influx in visitors during 1991 is the second largest increase over the 1972-1991 period.

Travel from Germany did not keep pace with France during 1991, which resulted in its shift to third place. German visitors took 8% more trips to Canada in 1991, the first increase in two years (chart 5). The slumps in 1989 and 1990 could be potentially related to interest of Germans in travelling to Eastern European countries in light of the opening up of these countries to travel and the impact of German unification with East Germany in October 1990.

Travel Participation Highest In Hong Kong

Participation rates reveal that very small proportions of populations of our major markets actually travel to Canada (table 5). Even the United States has a

relatively low share of its population visiting Canada. Of the major overseas markets, Hong Kong residents have the greatest tendency to visit Canada in relation to their population. Approximately 1.2% of Switzerland's population travelled here in 1990, followed by just 1.1% of the United Kingdom population. Italians have the lowest participation rate among the major markets.

When It Comes To Spending - Japanese are Leaders

Overseas visitors spent almost \$2 billion (excluding fares) on overnight travel in Canada during 1989, for an average of \$665 per visitor (table 6). Japanese spending surpassed that of the United Kingdom, even

though they send fewer visitors: \$296.5 million versus \$295.6 million spent by U.K. visitors.

Even more impressive is their average spending which exceeded all other visitors, except those from Africa. Japanese spent an average of \$766 on a visit to Canada in 1989. British travellers spent \$527 on a trip to Canada, the lowest amount among the major markets. The greater tendency of British travellers staying with friends or family while in Canada would reduce their travel costs. On the other hand, Japanese are more likely to use commercial accommodation while travelling with a tour group or on their own. As well, the Japanese tradition of *omiyage*, which refers to the obligatory gift given by travellers to their friends back home may also cause higher expenditures.

Table 6
Overseas Visitors to Canada, 1989

| Overnight Travel | Person-trips | Person-Nights | Spending ¹ | Average Duration | Average Spending | |
|------------------|--------------|---------------|-----------------------|------------------|------------------|-----------|
| | | | | | per trip | per night |
| | 000s | 000s | \$000,000s | nights | \$ | \$ |
| Total Overseas | 2,927 | 36,424 | 1,947.4 | 12.4 | 665.30 | 53.50 |
| Major Markets: | | | | | | |
| United Kingdom | 561 | 6,831 | 295.6 | 12.2 | 526.80 | 43.30 |
| Japan | 387 | 2,538 | 296.5 | 6.6 | 766.10 | 116.80 |
| Germany (F.R.) | 263 | 3,247 | 167.6 | 12.4 | 638.00 | 51.60 |
| France | 243 | 2,922 | 156.9 | 12.0 | 646.10 | 53.70 |

¹ Excludes spending on international fares.

Table 5
Travel Participation to Canada by Major Tourism Markets

| | 1990 | | |
|----------------|-------------|--------------------|---------------------|
| | Popu-lation | Visitors to Canada | Partici-pation Rate |
| | 000s | 000s | % |
| United States | 249,970 | 34,734 | 13.9 |
| United Kingdom | 57,240 | 602 | 1.1 |
| Japan | 123,540 | 474 | 0.4 |
| France | 56,440 | 291 | 0.5 |
| Germany(F.R.) | 63,230 | 276 | 0.4 |
| Hong Kong | 5,800 | 130 | 2.2 |
| Australia | 17,090 | 122 | 0.7 |
| Italy | 57,660 | 101 | 0.2 |
| Netherlands | 14,940 | 93 | 0.6 |
| Switzerland | 6,710 | 80 | 1.2 |

Source: Monthly Bulletin of Statistics, United Nations; International Travel, Cat. No. 66-001.

Table 7
Overseas Travel to Canada, Direct and Via the United States

| 1990 | Total | Direct | Via the United States | | |
|----------------|-------|--------|-----------------------|-------|-------------|
| | | | Total Via U.S. | Land | Air and Sea |
| 000s | | | | | |
| Total Overseas | 3,256 | 1,568 | 1,688 | 1,023 | 665 |
| Major Markets: | | | | | |
| United Kingdom | 602 | 372 | 231 | 147 | 83 |
| Japan | 474 | 147 | 327 | 215 | 112 |
| Germany (F.R.) | 291 | 141 | 150 | 113 | 37 |
| France | 276 | 182 | 93 | 64 | 30 |
| Share | | | | | |
| Total Overseas | 100 | 48 | 52 | 31 | 20 |
| Major Markets: | | | | | |
| United Kingdom | 100 | 62 | 38 | 24 | 14 |
| Japan | 100 | 31 | 69 | 45 | 24 |
| Germany (F.R.) | 100 | 48 | 52 | 39 | 13 |
| France | 100 | 66 | 34 | 23 | 11 |

▶Continued from page 5

Travel Via the U.S.

Canada is not the first country to greet their international guests, as many visitors land in the United States (table 7) before heading north. In 1990 less than half of overseas visitors travelled directly. This may in part be related to better flight connections or perhaps more economical airfares. Travellers originating from the United Kingdom and France are the most likely group to travel directly. On the other hand, just 31% of Japanese travel directly to Canada.

Family Ties Less Dominant

Friends and family are not as important travel motivators as they once were. With diminishing immigration ties with Europe, fewer are travelling to Canada for this reason. In 1991 an estimated 62% of Canadian immigrants were from Europe compared to 80% back in 1971. In contrast, 18% of immigrants are Asian versus just 5% twenty years ago.

Travel for pleasure or holiday reasons is becoming much more prominent, followed by business (chart 6). In 1989, friends or family motivated 37% of overseas visitors to Canada compared to 43% ten years earlier. Travelling to be with friends or family is most characteristic of travellers from Britain (table 8). Strong family connections have traditionally been the reason many U.K. residents have selected Canada as their destination. But as less of Canada's population has ties with the U.K. and the population of the U.K. changes due to immigration, this market is shrinking in importance. In recent years the British are increasingly travelling here for pleasure or holiday purposes.

Friends and family attract 36% of the German market, while other pleasure reasons represented one-third. Over half of the Japanese identified pleasure as their main purpose. Market studies show that Canada's outstanding scenery draws many Japanese travellers to Canada. The French market also selected

Chart 6
Reasons for Travelling to Canada, 1989

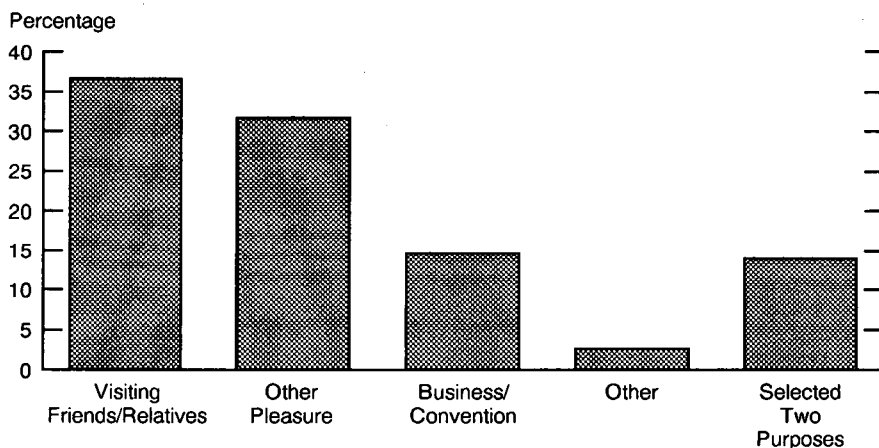


Table 8
Overseas Visitors By Purpose of Trip

| Overnight Travel 1989 | Total Overseas | United Kingdom | Japan | France | Germany (F.R.) |
|----------------------------|----------------|----------------|------------|------------|----------------|
| | % | | | | |
| Total | 100 | 100 | 100 | 100 | 100 |
| Visiting Friends/Relatives | 37 | 51 | 12 | 25 | 36 |
| Other Pleasure | 32 | 21 | 55 | 44 | 33 |
| Business, Convention | 15 | 9 | 24 | 12 | 11 |
| Other | 3 | 2 | 3 | 3 | 2 |
| Selected Two Purposes | 14 | 16 | 6 | 15 | 18 |



Continued from page 6

Canada for pleasure holidays. Travel to Canada for business represents 15% of all overseas visitation. The Japanese have the greatest tendency among the major markets to be in Canada for business meetings -- 24% in 1989.

Ontario On Majority of Itineraries

Overseas visitors to Canada in 1989 made 1.7 million or four out of ten visits to Ontario (table 9). British Columbia was the next most frequently visited province with close to one million, followed by Quebec with 0.7 million (chart 7). There are some differences though by country. Ontario receives 48% of British travellers, compared to 22% going to British Columbia (tables 10A and 10B).

Chart 7
Province Visited by Overseas Guests, 1989

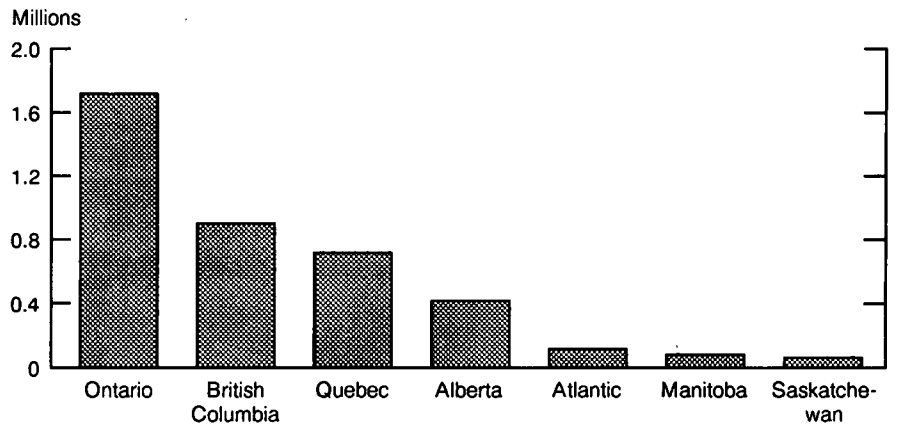


Table 10A
Provincial Share of Overseas Markets, 1989

| Province Visited | Total Overseas | United Kingdom | Japan | Germany (F.R.) | France |
|---------------------|----------------|----------------|------------|----------------|------------|
| Canada Total | 100 | 100 | 100 | 100 | 100 |
| Atlantic | 3 | 4 | 2 | 4 | 2 |
| Quebec | 18 | 9 | 7 | 10 | 56 |
| Ontario | 43 | 48 | 37 | 40 | 32 |
| Manitoba | 2 | 2 | 2 | 4 | 1 |
| Saskatchewan | 1 | 2 | 1 | 2 | 1 |
| Alberta | 10 | 13 | 16 | 13 | 4 |
| British Columbia | 22 | 22 | 35 | 28 | 5 |

Table 10B
Provincial Share of Overseas Markets, 1989

| Province Visited | Total Overseas | United Kingdom | Japan | Germany (F.R.) | France | Other |
|---------------------|----------------|----------------|-----------|----------------|----------|-----------|
| Canada Total | 100 | 19 | 14 | 9 | 9 | 49 |
| Atlantic | 100 | 26 | 8 | 11 | 6 | 49 |
| Quebec | 100 | 9 | 5 | 5 | 28 | 53 |
| Ontario | 100 | 21 | 12 | 8 | 7 | 52 |
| Manitoba | 100 | 16 | 11 | 15 | 4 | 54 |
| Saskatchewan | 100 | 24 | 13 | 11 | 3 | 49 |
| Alberta | 100 | 24 | 22 | 12 | 3 | 39 |
| British Columbia | 100 | 18 | 22 | 11 | 2 | 47 |

Table 9
Overnight Province Visits, 1989

| Province Visited | Total Overseas | Share |
|---------------------|----------------|------------|
| | 000s | % |
| Canada Total | 4,020 | 100 |
| Ontario | 1,718 | 43 |
| British Columbia | 903 | 22 |
| Quebec | 716 | 18 |
| Alberta | 416 | 10 |
| Atlantic | 123 | 3 |
| Manitoba | 85 | 2 |
| Saskatchewan | 59 | 1 |

Quebec Most Appealing to French Market

Quebec is host for the largest volume of visitors from France. An estimated 56% of French travellers went to Quebec. Ontario attracts the second largest group -- 32%. Quebec has benefitted the most from the influx of French travellers in 1991.

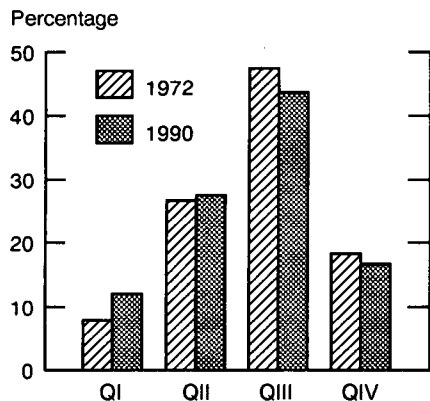
Summer Popular But Winter Travel Growing

Overseas visitors prefer to travel to Canada when most Canadians do - during the summer months (chart 8). Surprisingly though, over the years, travel has shifted from the peak summer season to the winter months. Back in 1972, 8% of Canada's visitors chose the wintertime, as opposed to 12% by the end of the 80's.

The popularity of travelling to Canadian ski resorts in the West among Asian travellers has no doubt triggered this trend. In 1989, 17% of Canada's winter visitors were Japanese, the highest share among the major

markets. The majority of these visitors were headed to B.C., which claims the largest share of winter visitors -- 51% in 1990. Skiing in the rockies is no doubt the attraction for the Japanese.

Chart 8
Share of Overseas Travel to Canada by Season



►Continued from page 7

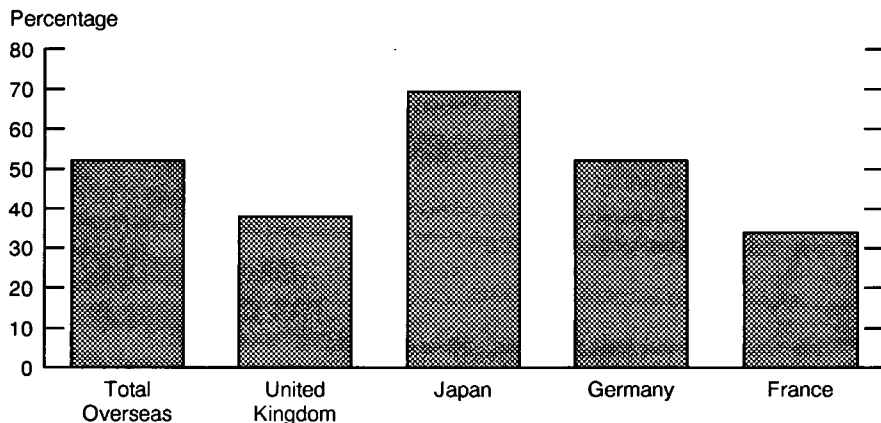
Trips Are Shorter

One of the major trends in the travel industry has been the emergence of shorter vacations. This trend has been especially evident in overseas markets. In the early 70's, visitors stayed an average of 17 nights per trip compared to 12 nights by 1989 (table 6). The influence of travel patterns of Japanese visitors has impacted this trend as they tend to stay the shortest amount of time -- 6.6 nights. Studies show that although the average Japanese worker is entitled to 15 days off, but only an average of 8 days are taken. The decline in overall VFR travel and higher business travel would also impact this trend. Most major markets also reduced their length of stay over the past twenty years.

What's Ahead

The year 1992 signals many events at home and abroad which will offer many challenges and opportunities for the tourism industry. Among these Canada celebrates a 125th birthday, the Winter Olympics take place in Albertville, France, Spain hosts the World's Fair in Seville and the Summer Olympics in Barcelona, EuroDisney, located outside Paris, opens its gates in April. With these major international events taking place in Europe, some

Chart 9
Share of Overseas Travel to Canada via the United States, 1990



travellers may be of the opinion that it is a good time to go elsewhere in the advert that prices may be higher than usual as demand increases for these destinations. On the other hand, the U.S. market may be attracted to European locations in 1992 after sluggish international travel last year.

The Gulf War, which played havoc on travellers international travel behaviour in 1991 may result in pent-up demand for travel this year. With the recession easing in the United States and in other parts of the world, consumers may feel more confident in making travel plans. Major markets such as Germany and Japan, that showed disappointing visitation in 1991 may decide to travel to Canada this year.

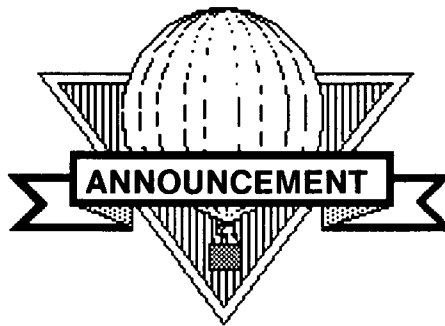
Niche marketing and targeting select audiences such as seniors may be a key to capturing international markets. The aging of the travel consumer around the world should provide opportunities for Canada's tourism industry. With environmental concerns rising, Canada has much to offer in terms of pristine natural areas that combine outdoor opportunities with environmental education. Increased economic activity with the Asia Pacific region will no doubt spur increased business travel. Perhaps more of these trips can be extended to pleasure trips.

As international markets grow it is important for the tourism industry to understand the language and the culture of these new consumer groups.

Keeping on top of tourism products being offered by the competition, watching consumer trends and forging partnerships in the industry are necessary to keep competitive in the global tourism industry. The development of new products that keep abreast of changing market needs and that are attune to different cultural concerns will be of utmost importance. Family ties are becoming less important in generating visitors, less time is being devoted to holidays, the travel consumer is aging and becoming more cosmopolitan and there is increased interest in doing something different. In light of these shifts the need for carefully constructed tour packages may become more of a necessity for attracting first time and repeat visitors.

¹ At the time of the writing of this article, data for December 1991 were not yet available. For year totals 1991, December volumes for 1990 were used.

Laurie McDougall, is presently on assignment as a senior analyst with the Research Program at Tourism Canada, Industry, Science and Technology.



NOW AVAILABLE!

First and Second Quarters of 1990

INTERNATIONAL TRAVEL SURVEY

Characteristics of Canadian residents travelling abroad during the first and second quarters of 1990 are now available. The new data answer such questions as:

- Which American States received most of the Canadian Tourism dollars in the first half of 1990?
- Are the Caribbean Islands still the number one overseas destination of Canadians escaping the winter?
- What activities did Canadians engage in while travelling abroad?

Results for the Year 1990 should be accessible by June 1992 and presented in the 1990 edition of "International Travel" Catalogue 66-201, to be issued later this summer.

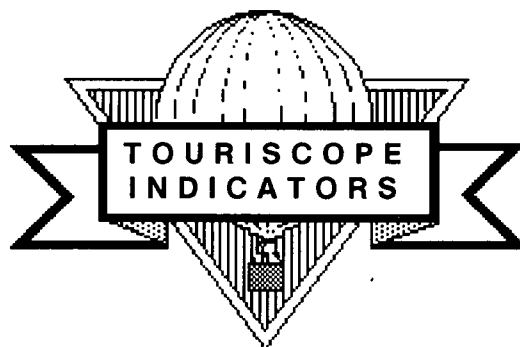


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Statistics Canada
R.H. Coats Building - 17K
Ottawa Ontario
K1A 0T6



| | | Third Quarter 1991 | Percentage Change | |
|--|---|--------------------------|---------------------|------------------|
| | | | Previous Quarter | Previous Year |
| VISITORS TO CANADA | | | | |
| From United States | T | 13,154 | 48.4 | -3.5 |
| Overnight visits(p) | T | 5,505 | 72.1 | -1.1 |
| By auto | T | 4,000 | 86.4 | -0.3 |
| From Overseas | T | 1,448 | 67.2 | 1.3 |
| Overnight visits(p) | T | 1,317 | 67.8 | -0.3 |
| Top Seven Countries | | | | |
| United Kingdom | T | 248 | 66.4 | -6.8 |
| Japan | T | 172 | 72.0 | -0.6 |
| France | T | 157 | 86.9 | 24.6 |
| Germany(1) | T | 139 | 95.8 | 13.0 |
| Netherlands, The | T | 53 | 96.3 | 3.9 |
| Australia | T | 43 | 104.8 | -4.4 |
| Hong Kong | T | 40 | 37.9 | 0.0 |
| CANADIANS OUTSIDE CANADA | | | | |
| To United States | T | 23,627 | 17.0 | 8.3 |
| Overnight visits(p) | T | 6,994 | 58.6 | 11.2 |
| By auto | T | 5,839 | 79.1 | 15.1 |
| To Overseas | T | 751 | 24.3 | -10.0 |
| INDUSTRY SECTOR | | | | |
| Airline passengers (Level I) | T | 5,754 | 12.2 | -1.2 |
| Airline passenger-km (Level I) | M | 12,976 | 24.5 | -12.4 |
| Inter-city bus passengers | T | 4,190 | 16.2 | 1.3 |
| Restaurant receipts | M | 4,469 | 4.2 | -6.5 |
| PRICES | | | | |
| 1981 = 100 (not s.a.) | | | | |
| Travel price index | | 178.2 | 0.4 | 5.4 |
| Consumer price index | | 167.9 | 0.5 | 5.7 |
| Restaurant meals | | 176.8 | 0.5 | 10.4 |
| Inter-city transportation | | 235.0 | 1.6 | 10.0 |
| Gasoline | | 162.6 | 4.2 | 0.7 |
| ECONOMIC | | | | |
| Gross domestic product, 1986 prices (s.a.) | M | 505,681 | 0.2 | -0.4 |
| Amusement and recreation | M | 4,228 | -1.2 | -3.0 |
| Accommodation and food services | M | 10,993 | -1.6 | -9.4 |
| Personal disposable income per capita (s.a.) | | 17,794 | 0.1 | 3.1 |
| LABOUR FORCE | | | | |
| Labour force (s.a.) | T | 13,794 | 0.2 | 0.6 |
| Unemployed | T | 1,440 | 1.3 | 26.8 |
| Employed | T | 12,354 | 0.0 | -1.8 |
| Accommodation and food services (not s.a.) | T | 813 | 6.6 | 1.9 |
| EXCHANGE RATES | | | | |
| In Canadian Dollars: | | | | |
| American Dollar | | 1.1435 | -0.5 | -0.8 |
| British Pound | | 1.9293 | -1.7 | -10.3 |
| Japanese Yen | | 0.008391 | 1.0 | 5.3 |
| German Mark | | 0.6573 | -0.8 | -9.3 |
| French Franc | | 0.1934 | -1.2 | -10.5 |
| Mexican Peso | | 0.000376 | -1.8 | -6.0 |

(M) Millions. (T) Thousands. (s.a.) seasonally adjusted. (p) preliminary. (1) Germany-W. in 1990