



Travel-log

Price: Canada: \$10.50, \$42.00 annually
 United States: US\$12.50, US\$50.00 annually
 Other Countries: US\$14.75, US\$59.00 annually

Spring 1992

A Profile of Canadian Travellers: Who Travels and Where to

STATISTICS CANADA STATISTIQUE CANADA

APR 14 1992

by Lise Beaulieu-Caron

With all the dreary news headlines about the state of the tourism industry in Canada, it is becoming even more critical to draw a clear picture of Canada's main tourism market, its own people. The aging of the population and shifting lifestyles are altering travel patterns.

An understanding of how the travel market has reacted to its evolving environment, can be gleaned from the Canadian Travel Survey¹, comparing characteristics of the travelling population over the period 1984 to 1990. Coupling travel participation rates with the actual number of travellers they represent, gives a fair assessment of the size of the population segments being targeted.

Travel Participation Rate at 70% in 1990

The number of Canadians reporting having taken at least one overnight non-business trip somewhere in Canada, the United States or overseas countries in 1990 reached 14.4 million, up 10% from 1984. These travellers represented seven out of every ten Canadians² aged 15 and over in 1990 (Table 1).

Travel participation rates, which take into account population changes, grew from 68% in 1984, to 71% in both 1986 and 1988. As the economy started to contract in 1990, the tendency to take a non-business trip of one or more nights somewhere in Canada or around the world dipped to 70%.

¹ In the 4th quarter of the Canadian Travel Survey, respondents are asked if they took at least one overnight non-business trip during the year.

² Based on a sample of the population 15 years of age and over, excluding the institutional population and households in the Yukon and Northwest Territories and on Indian reserves.



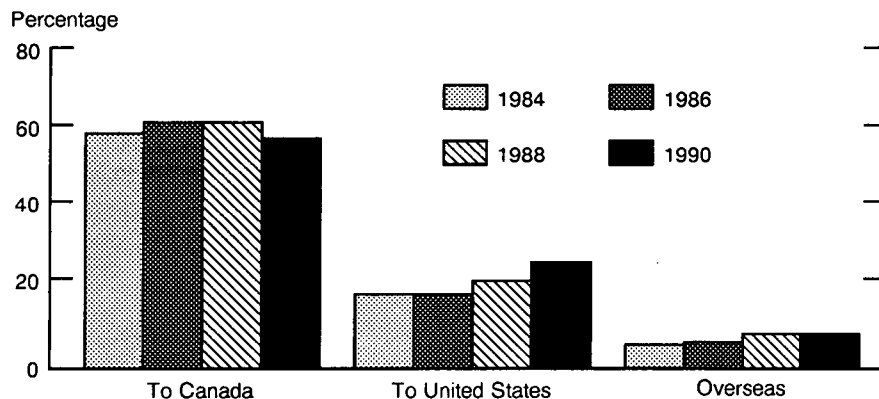
Table 1
Participation in Overnight Non-Business Travel, 1984-1990

	1984	1986	1988	1990
	'000			
Population (15 +)	19,274	19,715	20,020	20,599
Travellers:				
All Destinations ¹	13,103	13,952	14,225	14,401
Canada	11,847	12,636	12,854	12,419
Same Province	10,256	10,942	11,196	10,770
Other Provinces	4,181	4,961	4,937	4,695
United States	3,656	3,746	4,529	5,678
Other Countries	1,188	1,384	1,732	1,814
Participation Rate	%			
Population (15 +)	100	100	100	100
Travellers:				
All Destinations	68	71	71	70
Canada	61	64	64	60
Same Province	53	56	56	52
Other Provinces	22	25	25	23
United States	19	19	23	28
Other Countries	6	7	9	9

¹ The sum of destinations exceeds the total because more than one destination can be chosen within a year.

Source: Canadian Travel Survey.

Chart 1
Overnight Non-Business Travel Participation by Destination



Source: Canadian Travel Survey.

Continued from page 1

Domestic Travel Rates Drop

Canadian residents have a higher tendency to travel within their own country than abroad. In 1990, 12.4 million Canadians aged 15 and over made an overnight non-business trip in Canada. However, with population growth taken into account, domestic travel participation did not increase between 1986 and 1988, and was lower in 1990 than in

1984 (Chart 1). The shrinking of the domestic market is a major area of concern for the tourism industry.

The likelihood of travelling within one's own province decreased to its lowest level ever recorded. In 1990, 10.8 million Canadians or 52% of the population travelled within their provincial boundaries, compared to 53% in 1984 and a high of 56% in both 1986 and 1988.

Travel-log

Editor: Lise Beaulieu-Caron
Tel: 613-951-1673
Fax: 613-951-2909

Photos courtesy of Education, Culture and Tourism Division.

Price: Canada: \$10.50 per issue, \$42.00 annually
United States: US\$12.50 per issue, US\$50.00 annually
Other Countries: US\$14.75 per issue, US\$59.00 annually

Published by authority of the Minister responsible for Statistics Canada. Statistics Canada should be credited when reproducing or quoting any part of this document.
Toll-free order service in Canada
1-800-267-6677

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences - Permanence of Paper for Printed Library Materials, ANSI Z39.48 - 1984.



Minister of Industry, Science and Technology, 1992

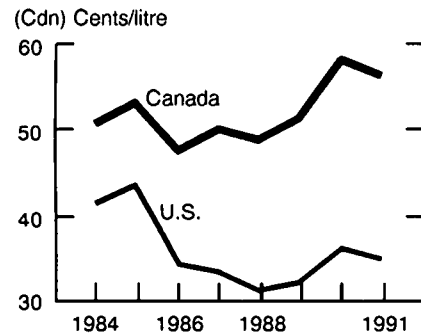
All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from Chief, Author Services, Publications Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

Table 2
Overnight Non-Business Travel Participation, Census Metropolitan Areas Versus Other Areas, 1990

	Population 15 + '000	All Desti- nations %	Participation Rate				
			Canada	Same Province	Other Provinces	United States	Other Countries
Canada	20,599	70	60	52	23	28	9
Non-Metro	8,475	70	64	58	22	23	5
Metro: of which	12,124	70	58	48	23	31	12
Montreal	2,371	65	50	42	18	24	13
Toronto	2,793	66	52	45	16	32	15

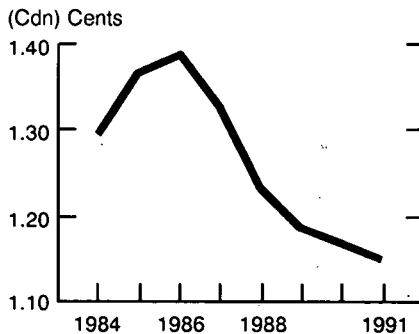
Source: Canadian Travel Survey, special tabulations.

Chart 2a
Regular Unleaded Gasoline Prices, Canada vs U.S., including Tax



Source: Energy, Mines and Resources Canada.

Chart 2b
Can\$ per unit of U.S.\$



Source: Bank of Canada Review.

number of persons reporting a non-business trip to the U.S. in 1990 reached 5.7 million, up 55% from 1984. This was the most meaningful development to have taken place in the Canadian travel scene in recent years. Its consequences are complex and worth a closer look.

Travel to the United States in the last few years has been influenced by a favourable exchange rate combined with cheaper gasoline prices (Charts 2a and 2b). The latest International Travel Survey data indicated that the trend has not abated. In 1991, the number of trips to the United States for one or more nights increased 10% from the year before. The attractiveness of U.S. travel might also have hindered competing destinations outside North America.

Overseas Destinations Affected by Shift to the U.S.

During the 80s, overseas destinations claimed an increasingly larger market share, although it remained relatively small, less than one out of ten Canadians (Chart 1). Travel to offshore destinations grew faster than to the United States between 1984 and 1988. In 1990, overseas travel participation remained unchanged compared to 1988, while the tendency to experience travel in the United States increased.

According to the International Travel Survey, the number of overseas trips by Canadian residents in 1991 dropped 10% from the previous year. Airport saturation, higher air fares as well as perceived security concerns may have restricted market growth.

It's a Broad Phenomenon

In 1990, both the urban and non-urban populations travelled at the same rate. However, their destinations differed (table 2).

Continued from page 2

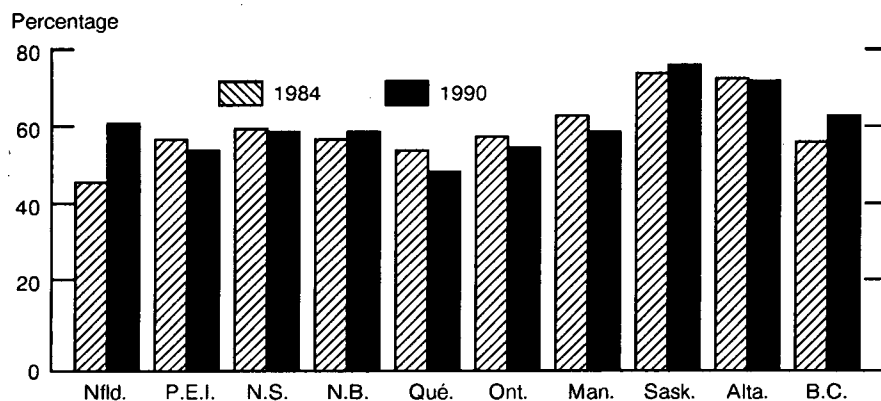
Travel to other provinces followed a similar pattern: interprovincial travel was reported by 4.7 million residents and represented a participation rate of 23% in 1990, down from 25% in both 1986 and 1988. The year 1990 was the first in which the Survey recorded more Canadians reporting at least one overnight non-business trip to the United States than to other provinces. Canadians' strong preference for driving when they travel, coupled with lower gasoline

prices in the United States, might explain much of the new trend.

Travel to the U.S. Continues to Grow

While domestic travel participation rates subsided, travel to the United States increased dramatically. Some 19% of the Canadian population took at least one overnight non-business trip South of the border in both 1984 and 1986. The travel rate rose to 23% in 1988 and 28% in 1990 as more Canadians were enticed to cross the border. The

Chart 3
Domestic Travel Participation by Province of Residence



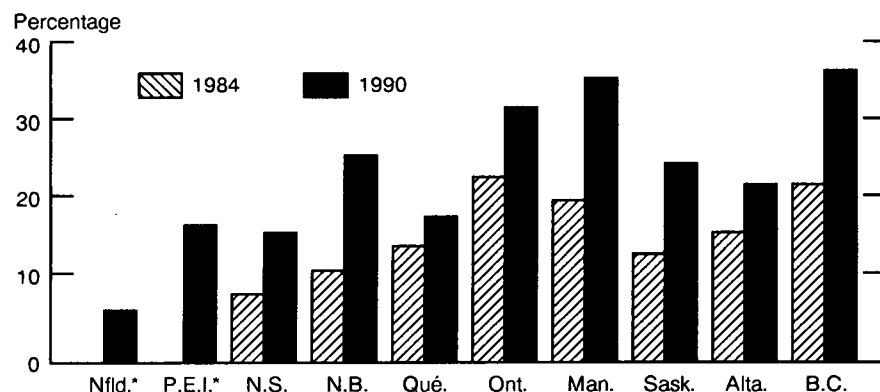
Source: Canadian Travel Survey.

Table 3
Comparing Toronto and Montreal Travel Markets

	1984 '000	1990 '000	% Change 1984/90
Toronto			
Population 15 +	2,515	2,793	11%
Travelling	1,679	1,838	9%
Same Province	1,277	1,269	-1%
Other Provinces	348	458	32%
United States	670	889	33%
Other countries	317	417	32%
Montreal			
Population 15 +	2,269	2,371	4%
Travelling	1,448	1,550	7%
Same Province	1,056	989	-6%
Other Provinces	370	428	16%
United States	455	574	26%
Other countries	183	310	69%

Source: Canadian Travel Survey, special tabulations.

Chart 4
United States Travel Participation by Province of Residence



* Insufficient observations in the sample to produce reliable data.
Source: Canadian Travel Survey.

Continued from page 3

Canadians living in census metropolitan areas had a higher than average tendency to travel abroad in 1990. Their non-urban counterparts, however, were more likely to travel within their own province. Interprovincial travel rates were about the same for residents in and outside large urban centres.

Toronto Prime Market for International Travel

Canadians living in the two largest cities in Canada, Toronto and Montreal, had overall travel rates which were lower than the average for all metropolitan areas in Canada (Table 2). The wider spectrum of recreation and entertainment opportunities found in there could be part of the explanation.

Between 1984 and 1990, the population of the Toronto urban area increased 11%, a much

stronger rate of growth than witnessed in the Montreal census metropolitan area (4%) (Table 3). Despite this growth, the number of residents reporting having taken a trip inside their respective province declined over the six-year period, showing a more pronounced drop in Montreal (-6%) than in Toronto (-1%). The tendency to travel overseas was higher than average in these urban centres, probably a consequence of the diverse characteristics of the residents and the choice of international air links.

Western Wanderers

Travel participation varies from coast to coast. Residents of Western provinces have a higher overall tendency to travel than their Eastern counterparts (Table 4). Domestic travel participation rates are also higher than average in the West (Chart 3). In 1990, Saskatchewan residents showed the highest overall travel rate at 81%, largely due to an above average tendency for domestic travel (79%).

British Columbia registered dramatic growth, largely due to international travel. Overall travel rates progressed from below

**Table 4
Participation in Overnight Non-Business Travel by Province**

Province of residence	1984							
	Popu- lation 15 +	All Desti- nations	Participation Rate				United States	Other Countries
			Canada	Same Province	Other Provinces			
'000	%							
Canada	19,274	68	61	53	22	19	6	
Newfoundland	420	50	49	44	14	*	*	
Prince Edward Island	94	63	60	35	47	*	*	
Nova Scotia	661	65	63	50	32	9	3	
New Brunswick	533	62	59	46	35	12	*	
Quebec	5,096	64	57	52	14	15	5	
Ontario	6,990	69	61	54	15	24	8	
Manitoba	790	72	66	51	37	21	*	
Saskatchewan	738	78	77	65	45	14	*	
Alberta	1,732	80	76	57	46	17	7	
British Columbia	2,219	67	59	51	20	23	7	
	1990							
'000	%							
Canada	20,599	70	60	52	23	28	9	
Newfoundland	434	66	64	58	19	7	*	
Prince Edward Island	98	60	57	22	48	18	*	
Nova Scotia	685	66	62	49	33	17	4	
New Brunswick	557	68	62	48	39	27	*	
Quebec	5,320	63	52	47	13	19	9	
Ontario	7,661	69	58	52	17	33	10	
Manitoba	807	74	62	48	37	37	*	
Saskatchewan	721	81	79	70	50	26	*	
Alberta	1,855	79	75	62	45	23	6	
British Columbia	2,461	78	66	56	24	38	13	

* Sampling variability too high to be released.
Source: Canadian Travel Survey.

▶ Continued from page 4

the national average in 1984 to eight percentage points above in 1990. The highest rate of participation in travel to the United States in 1990 was found in British Columbia which reached 10 percentage points above the national average (Chart 4). Residents of that province also showed the highest overseas travel participation rate among Canadians in 1990, replacing Ontario in this position.

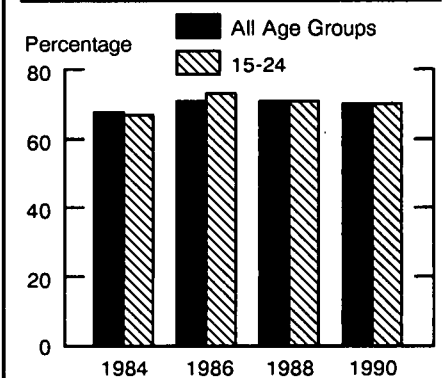
The geography of each province can play a role in some of these variations. Long distances between communities in some provinces are a reason for reporting more domestic overnight trips.

Interprovincial boundaries could explain low reporting for in-province travel in smaller provinces. As well, the proximity to international border crossings would affect travel to the United States.

Domestic Travel Impetus Hardest Hit in Quebec

The tendency to take a domestic trip was lowest in Quebec (52%) in 1990, while P.E.I. (57%) and Ontario (58%) were nearer the national average (Table 4). Quebec was the only province registering a smaller number of people reporting having taken at least one overnight non-business trip both intra and interprovincially in 1990 than in 1984. Quebecers'

**Chart 5
Overall Travel Participation Rates**



Source: Canadian Travel Survey.

travel participation rate within their own province peaked in 1984 dropping to 47% in 1990. Their likelihood to travel to another province was the lowest in 1990 at 13%.

As the recession took its toll in 1990 and competition from outside the country grew stronger, the emerging pattern among Canadian travellers has been one of increasing participation in travel to the United States, away from domestic destinations.

Shrinking Youth Population

Between 1984 and 1990, the youth population (15-24) of Canada declined by more than half a million (Table 5). The overall travel rate of the younger generation was at the same level as for all age groups in 1990, having exceeded the national average only in 1986 (Chart 5). The year 1986 marked a high point for interprovincial travel participation in this age group (26%), which was probably induced by the festivities surrounding Expo 86 (Chart 6).

In 1990, 55% of youths travelled within the boundaries of their home province but only 20% of them went over to other

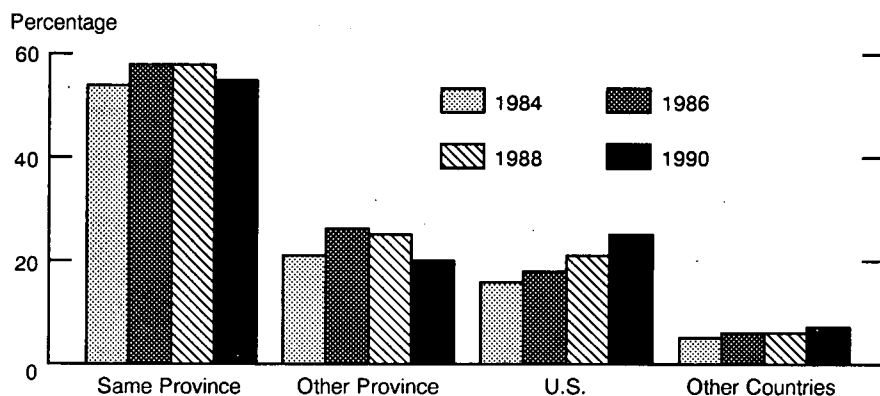
Table 5
Participation in Overnight Non-Business Travel by Age Groups

Age Group	1984						
	Population 15 + '000	All Desti- nations	Participation Rate				Other Countries
			Canada	Same Province	Other Provinces	United States	
Canada	19,274	68	61	53	22	19	6
15-24	4,273	67	61	54	21	16	5
25-34	4,393	73	69	60	24	19	5
35-44	3,430	74	66	58	23	23	7
45-54	2,493	68	59	50	20	24	9
55-64	2,276	67	60	50	23	18	8
65 +	2,409	53	46	39	16	16	5

Age Group	1990						
	Population '000	All Desti- nations	Participation Rate				Other Countries
			Canada	Same Province	Other Provinces	United States	
Canada	20,599	70	60	52	23	28	9
15-24	3,730	70	62	55	20	25	7
25-34	4,653	73	64	56	25	28	9
35-44	4,186	75	66	58	24	30	10
45-54	2,839	74	63	54	24	33	12
55-64	2,337	68	58	47	27	29	9
65 +	2,854	53	42	36	16	20	6

Source: Canadian Travel Survey, special tabulations.

Chart 6
Youth Travel Participation (15-24)



Source: Canadian Travel Survey.

►Continued from page 5

provinces. The travel patterns of the younger Canadian generation seem to be shifting away from experiencing in-Canada travel whether because of lower opportunities or higher travel prices.

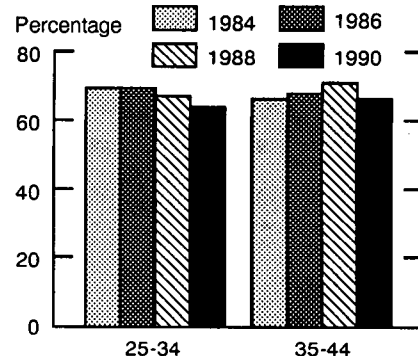
However, their tendency to travel in the United States has been increasing throughout the

period, from 16% in 1984 to 25% in 1990. For the first time in 1990, there were more youths reporting a trip South of the border than to another province.

Younger Baby-boomers Largest Market

The largest age group in terms of travel market, young adults between 25 and 34 years of age,

Chart 7
Domestic Travel Participation Rates of Baby-boomers



Source: Canadian Travel Survey.

represented 3.4 million travellers in 1990, or 23% of the population aged 15 or more taking at least one trip in 1990.

Their overall travel participation rate stood at 73% in 1990 and has consistently surpassed the national average. Reduced travel rates in 1990 were concentrated in domestic trips, down to levels lower than in 1984 (Chart 7).

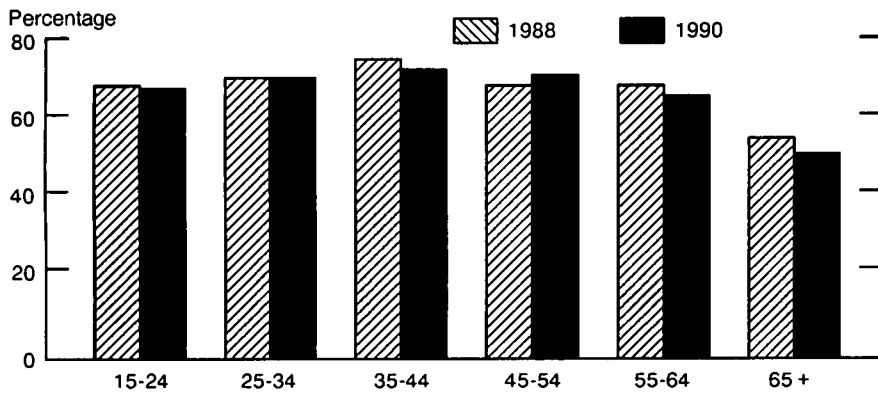
People in this population segment are more inclined to travel abroad than ever before. In 1984, 19% reported at least one trip to the U.S., but in 1990, that rose to 28%. Travel to other countries also attracted a larger share of this age group.

Older Baby-boomers Most Avid Travellers

The 35-44 year-old age group was the fastest growing segment of the population, representing 4.2 million persons in 1990, or 22% more than in 1984. They had the highest overall travel rate among age groups for 1990 (Chart 8).

Their inclination to travel within Canada lost ground in 1990 but was still the highest among age groups at 66%. However, international travel rates for this age group increased during the same period, but did not reach as high as for the following population segment.

Chart 8
Overall Travel Participation Rates, by Age Group



Source: Canadian Travel Survey.

Table 7
Overnight Non-Business Travel Participation by Marital Status, 1990

Marital Status	Popu- lation 15 + '000	All Desti- nations %	Participation Rate				
			Canada	Same Province	Other Provinces	United States	Other Countries
Canada	20,599	70	60	52	23	28	9
Married	13,176	73	63	54	24	30	9
Single	5,097	67	59	52	22	26	8
Widowed	1,129	55	47	39	20	19	8
Divorced/Separated	1,197	58	49	44	17	22	8

Source: Canadian Travel Survey, special tabulations.

Table 8
Overnight Non-Business Travel Participation by Education Level, 1990

Education	Popu- lation 15 + '000	All Desti- nations %	Participation Rate				
			Canada	Same Province	Other Provinces	United States	Other Countries
Canada	20,599	70	60	52	23	28	9
8 years or less	3,000	48	39	34	12	14	5
Some secondary	4,781	63	55	48	19	21	5
Graduated High school	4,228	71	60	50	23	28	10
Some post-secondary	1,715	75	65	57	26	31	7
Post-secondary graduate	4,775	80	69	61	25	34	9
University degree	2,100	88	80	69	39	43	19

Source: Canadian Travel Survey, special tabulations.

Table 6
Overnight Non-Business Travellers, All Destinations, by Marital Status, 1990

Marital Status	1990 '000	Share %
Travellers, all destinations	14,401	100
Married	9,646	67
Single	3,432	24
Widowed	626	4
Divorced/Separated	698	5

Source: Canadian Travel Survey, special tabulations.

Continued from page 6

Middle Age Group Increasing Travel

The 45 to 54 year-olds represented some 14% of the population aged 15 and over in 1990. Their overall travel incidence stood at 74% that year, ranking them second behind the older baby-boomers in terms of likelihood to travel. Contrary to other age groups, their overall travel rate increased between 1988 and 1990, despite the economic downturn (Chart 8).

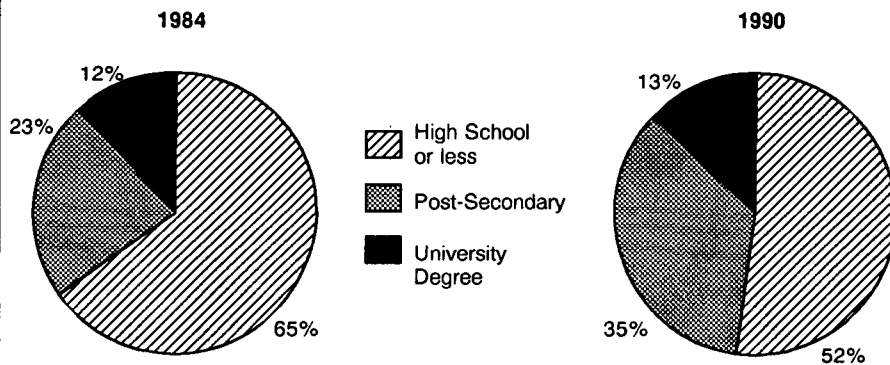
Their very active lifestyles are reflected in their travel patterns. This age group had the highest incidence of travel to the United States and to all other countries in 1990. Their influence on travel patterns will increase as the demographic swelling of baby-boomers grows older in the coming decade.

Empty-Nesters Expand their Horizons

There were more than 2.3 million persons between the ages of 55 and 64 in 1990, representing a share of 11%, and the slowest growing mature population segment between 1984 and 1990. This group may have the best of both worlds as their profile encompasses economic well-being with more leisure time for themselves.

Their overall travel participation rate in 1990 has been lower than for all other age groups except for their elders (Chart 8).

Chart 9
Educational Attainment of Canadian Travellers



Source: Canadian Travel Survey.

Table 10
Travel Participation Rates in the Managerial/Professional Group, 1984-1990

	Travel Participation Rates			
	1984	1986	1988	1990
	%			
All Destinations	84	85	86	86
Canada	78	77	79	76
Same Province	66	67	71	67
Other Provinces	34	35	34	34
United States	29	29	33	41
Other Countries	10	13	15	15

Source: Canadian Travel Survey, special tabulations.

travel rate except for destinations within their province of residence (52%). Widowed, divorced and separated residents were least likely to travel anywhere (Table 7).

Incidence of Travel Increases with Levels of Education

As young baby-boomers made up an ever-increasing proportion of the population between 1984 and 1990, education attainment increased among travellers, most noticeably for post-secondary studies (Chart 9). Canadians who had not graduated from high school, 38% of the population aged 15 and over in 1990, were less inclined than average to travel. More educated Canadians show a greater likelihood of travelling to any destination (Table 8).

Occupation Makes a Difference

When travel participation is looked at from the point of view of what people do for a living, managerial and professional categories fare above average for any destination (Table 9). The least likely to travel were found in the resources field and with people outside the labour force. Travel rates of persons in the professional/managerial category registered dramatic growth for some destinations between 1984 and 1990 (Table 10). The challenge facing the Canadian tourism industry is to increase their penchant to travel in their own country.

Table 9
Overnight Non-Business Travel Participation by Occupation, 1990

Occupation	Population 15 +	Participation Rate					
		All Destinations	Canada	Same Province	Other Province	United States	Other Countries
	'000						
				%			
Canada	20,599	70	60	52	23	28	9
Managerial/Professional	4,576	86	76	67	34	41	15
Clerical/Sales/Services	6,613	72	61	52	22	28	9
Primary occupations	797	65	61	53	24	20	3
Manufacturing/Construction/Transportation	4,251	68	59	51	19	22	8
Never worked/None of the above	4,364	53	44	38	15	19	5

Source: Canadian Travel Survey, special tabulations.

▶Continued from page 7

While their domestic travel rate was below average in 1990, they nonetheless had the highest inter-provincial tendency among age groups (27%).

Growing Senior Market

In 1990, some 1.5 million persons aged 65+ reported having taken at least one leisure trip in 1990, up 21% from 1984. This group accounted for 14% of the population in 1990, up from 12% in 1984. While their numbers increased, the corresponding overall travel rate remained the lowest among age groups at 53% in 1990 (Table 5).

Lower participation in domestic travel accounted for the lack of growth in their overall rate between 1984 and 1990. At the same time, their interest shifted towards the United States as a travel destination.

Two Out of Three Travellers Are Married

With the majority of Canadians 15+ reporting at least one non-business trip being married (67%) in 1990, singles (24%) and widowed, divorced or separated (9%) remained relatively smaller segments of the travelling population (Table 6).

Married Canadians show an above average tendency to travel. Singles had a lower than average

Table 11
Overnight Non-Business Travel Participation by Household Income Level, 1990

Household Income	Population 15 + '000	Participation rate					
		All Destinations	Canada	Same Province	Other Provinces	United States	Other Countries
Canada	20,599	70	60	52	23	28	9
Less than \$20,000	6,585	57	49	43	16	17	4
\$20,000 - \$29,999	4,923	78	67	58	25	29	10
\$30,000 - \$39,999	2,645	86	73	65	30	40	13
\$40,000 +	1,894	90	80	70	36	53	18
Not stated	4,552	63	54	45	21	24	9

Source: Canadian Travel Survey, special tabulations.



Continued from page 8

Travel Incentive Increases with Income

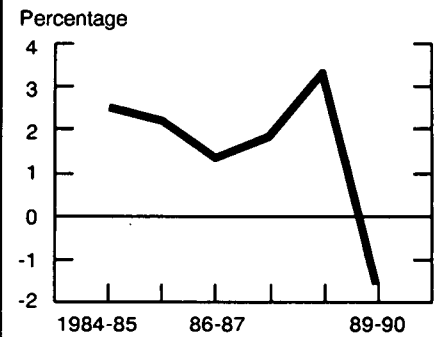
Persons with higher household income are more likely to take a trip than those in other income brackets (Table 11). However, the recession took a bite out of family real incomes in 1990, ending the upward trend noted since 1984 (Chart 10). This downward shift resembles the one witnessed during the recession of the early

80s. The number of Canadians who found money to stash away for their retirement also fell in 1990.

The Challenge Has to be Met for the Industry to Prosper

Given the growing popularity of international travel among Canadians, the domestic tourism industry will be faced with a shrinking market base unless new niches can be created that will attract a more sophisticated Canadian traveller.

Chart 10
Percentage Change, Average Family Income, Constant (1990) Dollars



Source: Income Distributions by Size in Canada.

Post-war generations remain inclined to travel internationally and their demographic weight will continue to influence tourism patterns in the coming years. Seniors are also a rapidly growing tourism market. Overall, seven out of every ten Canadians aged 15 and over make at least one overnight non-business trip each year. However, the fact that they are choosing destinations outside Canada in increasing numbers point to changing tastes and shifting priorities.

Canadian tourism establishments are attracting fewer domestic leisure travellers, as more and more Canadians are driving to destinations in the United States and responding to competitive international holidays. Travel products and services will have to be tailored to these emerging tastes to succeed in a competitive market. The challenge will be for the tourism industry to come up with new initiatives to help them to survive and prosper in Canada.

Lise Beaulieu-Caron is a Senior Analyst with the Education, Culture and Tourism Division.



The 1992 Canadian Travel Survey

The Canadian Travel Survey (CTS) is a quarterly survey undertaken during even numbered years and designed to measure domestic volumes and trends. From 1980 to 1990, six full years were undertaken, creating an extensive data bank on intra and interprovincial travel in Canada.

Although the CTS is a federal-provincial project, Tourism Canada assumed in the past the cost of the basic survey while some provinces assumed the cost of increasing the sample size in their own province.

During 1991, the data needs of the provinces and Tourism Canada were the object of intensive reviews and discussions during several meetings in different cities. Proposals were made by Statistics Canada with a view to satisfy those needs.

The most important methodological change, to be introduced during the second quarter of the 1992 CTS, is the reduction in the period of recall, from three months to one. The data will be collected over each month of a quarter rather than waiting until the end of that quarter to collect it.

By moving to a monthly recall period, it is expected that the amount of undercount will be reduced for sameday trips. Overnight trips may also benefit.

It is expected that the data for the second and third months will be much easier to collect given that respondents will relate to the concepts and definitions after having been interviewed once before.

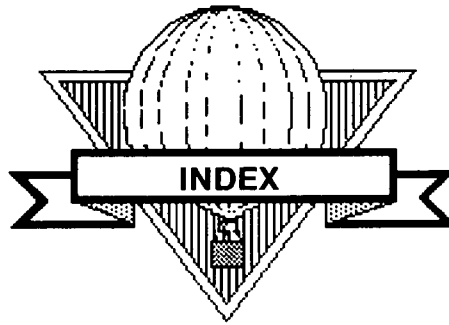
Other components of the Survey have been adjusted in response to provincial needs, for example:

- a sub-question will identify whether one's trip by air was aboard a domestic or foreign carrier;
- a new question will match provincial tourism products with traveller and trip characteristics (of specific interest to the Province of Quebec);
- collecting sameday traveller and trip characteristics for distances between 40 and 79 km. (of specific interest to the Province of Ontario).

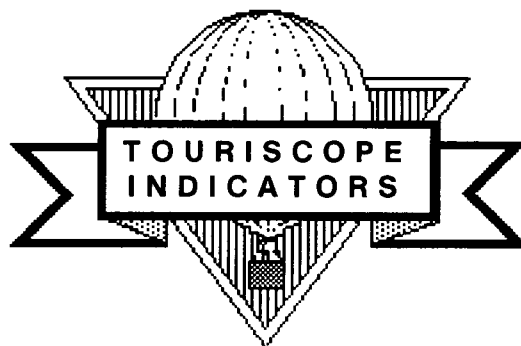
Not all provincial needs could be satisfied during 1992. It was felt that some data needs would be better met in 1994, when electronic techniques are introduced in data collection.

The 1992 Canadian Travel Survey has become a truly federal-provincial undertaking, with all provinces and Tourism Canada sharing the cost of the basic survey. And as in previous years, some provinces are augmenting their sample size.

For more information, contact Pierre J. Hubert,
Education, Culture and Tourism Division, Statistics Canada
Phone: 613-951-1513
Fax: 613-951-2909



This index lists articles published in Travel-log since 1991.	
DOMESTIC TRAVEL	
The Manitoba Case - A case study of the Manitoba travel market	Winter 1991
City Sprees to Nature Experiences - On travel products sought by Canadians	Spring 1991
Domestic Travel, Third Quarter 1990 - Highlights	Spring 1991
Transport Canada Looks at Aging - On transportation needs of an aging population	Spring 1991
Domestic Travel - A Decade of Change - An in-depth look at trends over the past decade	Summer 1991
PROFILES OF CANADIAN RESIDENTS	
The Golden Years - Population projections	Winter 1991
Travel by B.C. Residents - Both domestic and international	Spring 1991
Immigration and International VFR Travel - A review	Spring 1991
Older Canadians: A Market for Opportunity - A look at their travel habits	Fall 1991
TOURISM INDUSTRY	
Recessions, Past and Present - How recessions affect the tourism industry	Winter 1991
Up In the Air In the Eighties - A profile of the airline industry	Winter 1991
1991 Census - How it can be useful to the industry	Spring 1991
INTERNATIONAL TRAVEL	
Is the American Market Shrinking? - On shifting American travel patterns	Winter 1991
Record Travel Deficit in 1990 - Preliminary analysis	Spring 1991
Canada's Major Overseas Tourism Markets - A review of Canada's overseas markets	Winter 1992
To order back issues of Travel-log , contact Publication Sales, Statistics Canada, Ottawa, Ontario, K1A 0T6 . For faster service, FAX your order to 1-613-951-1584. Or call toll-free 1-800-267-6677 and use your VISA or Master Card.	
IN THE WORKS	
Here are some of the topics to be featured in upcoming issues of Travel-log .	
An Overview of the 1990 Canadian International Travel Survey. Quarterly Highlights of the 1992 Canadian Travel Survey. A Laymen's Guide to the Tourism Satellite Account. Revision to the Travel Price Index.	



		Fourth Quarter 1991	Percentage Change			
			Previous Quarter	Previous Year	Year 1991	1990- 1991
VISITORS TO CANADA						
From United States	T	6,184	-53.0	-6.4	T	33,577 -3.3
Overnight visits(p)	T	1,902	-65.4	-3.0	T	12,050 -1.8
By auto	T	1,268	-68.3	-2.7	T	8,365 -0.2
From Overseas	T	532	-63.3	-2.6	T	3,241 -0.5
Overnight visits(p)	T	484	-63.2	-1.4	T	2,939 -1.7
Top Seven Countries						
United Kingdom	T	85	-65.7	-2.3	T	537 -3.9
Japan	T	69	-59.9	0.0	T	398 -3.6
Germany(1)	T	39	-71.9	8.3	T	277 8.6
France	T	38	-75.8	2.7	T	307 18.1
Australia	T	20	-44.4	-4.8	T	100 -10.7
Hong Kong	T	20	-62.3	0.0	T	122 -2.4
Italy	T	16	-62.8	0.0	T	89 -2.2
CANADIANS OUTSIDE CANADA						
To United States	T	18,794	-20.5	9.1	T	79,351 12.7
Overnight visits(p)	T	3,917	-44.0	9.1	T	19,036 9.9
By auto	T	2,808	-51.9	13.8	T	14,289 17.5
To Overseas	T	593	-21.0	-1.5	T	2,824 -10.4
INDUSTRY SECTOR						
Airline passengers (Level I)	T	5,158	-10.3	9.5	T	20,994 -1.2
Airline passenger-km (Level I)	M	10,101	-22.2	-4.2	M	43,591 -13.0
Inter-city bus passengers	T	3,208	-23.4	-11.4	T	14,471 -1.8
Restaurant receipts	M	4,045	-9.4	-5.3	M	16,479 -7.5
PRICES						
1981 = 100 (not s.a.)						
Travel price index		178.5	0.2	2.7		178.0 6.4
Consumer price index		167.7	-0.1	4.1		167.2 5.7
Restaurant meals		177.9	0.6	9.7		176.4 10.9
Inter-city transportation		225.7	-4.0	6.0		231.2 14.1
Gasoline		155.8	-4.2	-13.3		160.1 -1.5
ECONOMIC						
Gross domestic product, 1986 prices (s.a.)	M	503,421	-0.2	0.3	M	502,080 -1.1
Amusement and recreation	M	4,193	-0.6	-4.9	M	4,259 -3.3
Accommodation and food services	M	10,679	-0.9	-10.3	M	10,772 -12.5
Personal disposable income per capita (s.a.)		17,201	-1.6	-0.4		17,390 1.7
LABOUR FORCE						
Labour force (s.a.)	T	13,761	-0.1	0.2	T	13,757 0.6
Unemployed	T	1,421	-0.7	12.2	T	1,417 27.8
Employed	T	12,340	-0.1	-1.1	T	12,340 -1.8
Accommodation and food services (not s.a.)	T	771	-5.2	5.2	T	766 -0.1
EXCHANGE RATES						
In Canadian Dollars:						
American Dollar		1.1340	-0.8	-2.3		1.1458 -1.8
British Pound		2.0153	4.5	-10.8		2.0275 -2.6
Japanese Yen		0.008765	4.5	-1.3		0.008524 5.3
German Mark		0.6994	6.4	-9.6		0.6934 -4.1
French Franc		0.2048	5.9	-10.7		0.2039 -5.0
Mexican Peso		0.000370	-1.6	-6.8		0.000380 -7.8

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