



# Travel-log

STATISTICS STATISTIQUE  
CANADA CANADA

OCT 27 1992

LIBRARY  
BIBLIOTHÈQUE

AUTUMN 1992

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

## Employment in the Tourism Industry

by R.A. (Bob) Chadwick

"The world's largest industry and the largest employer in most countries" is the claim made in an international research study on tourism issued by the World Travel and Tourism Council in 1991. This study states that tourism employed more than 112 million people worldwide, or about one out of every 15 workers in 1989<sup>1</sup>.

Such claims are strongly disputed by Neil Leiper<sup>2</sup>, who says that they "are based on superficial observations, insubstantial evidence and defective notions about business and industry."

The debate about what constitutes tourism is ongoing (see **Defining Tourism** on page 2). What is clear is that the tourism industry would benefit from a definition on which everyone can agree.

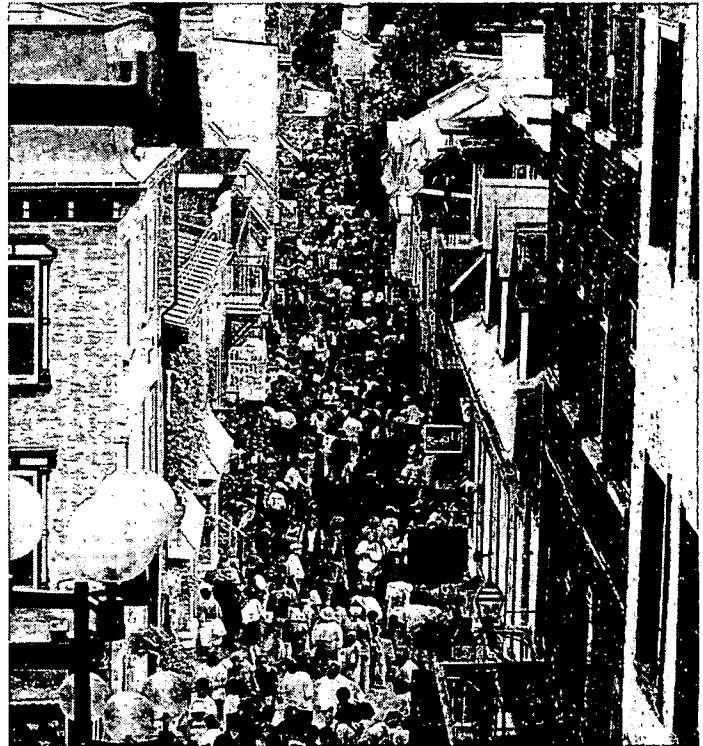
Statistics Canada's Labour Force Survey (combined with data from other sources) supports an estimate of 427,000 tourism employees in 1991 (See Table 1 and text on **Estimating the size of tourism employment in Canada**, page 3).

Employment growth rates for tourism employment and for total employment are compared over the years 1984 to 1991. For each of the industries associated with tourism, employee characteristics are examined and compared with those of the general workforce (e.g. persons who are employed).

### Tourism More Dynamic

Between 1984 and 1990, employment in tourism industries grew faster than the total workforce, 26% versus 15% (Table 2). On the other hand, tourism employment also dropped more steeply (-3.4% versus -1.8%) between the recession years of 1990 and 1991.

- 1 *World Travel & Tourism Council, Travel & Tourism In The World Economy, 1991, New York.*
- 2 *Leiper, N., Deflating Illusions of the Tourism Industry's Size - Implications for Education, New Horizons Conference Proceedings, 1991, The University of Calgary.*



## Touriscope

### In This Issue...

<i>Feature Article</i>	
Sizing Up Tourism Employment	1
<i>Announcements</i>	
Domestic Travel in the First Quarter of 1992	8
Data Availability from the International Travel Survey	9
<i>Indicators</i>	
Touriscope Indicators for the Second Quarter of 1992	10

## DEFINING TOURISM

Unlike industries that are defined in terms of the commodities they produce, the tourism industry is usually described in terms of what activities its clients, the tourists, engage in. These activities involve travel beyond the usual environment, both domestically and abroad, for business or pleasure.

Two national surveys, conducted by Statistics Canada, collect information on tourists and their trips, the demand-side of tourism. The Canadian Travel Survey (CTS) reports on all Canadian trips 80 kilometres or more away from home and the International Travel Survey (ITS) collects data on all travel between Canada and other countries.

On the supply-side, tourism is defined by the many services provided in response to the needs of tourists. The National Task Force on Tourism Data recommended that "the industry be defined to include the direct supply of goods and services to facilitate business, pleasure and leisure activities away from the home environment"<sup>3</sup>.

At present, there is no all-inclusive source of statistics on the supply-side of tourism in Canada. One of the key recommendations arising from the International Conference on Travel and Tourism Statistics held in Ottawa in 1991 was that further work be done to establish a Standard International Classification of Tourism Activities (SICTA), as a means of better describing the supply-side of tourism<sup>4</sup>.

<sup>3</sup> National Task Force on Tourism Data. Final Report. 1989. Statistics Canada. Ottawa.

<sup>4</sup> World Tourism Organization. International Conference on Travel and Tourism Statistics. Ottawa. Resolutions 53-58. 1991. Madrid.



# Travel-Log

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

Photos courtesy of the 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.

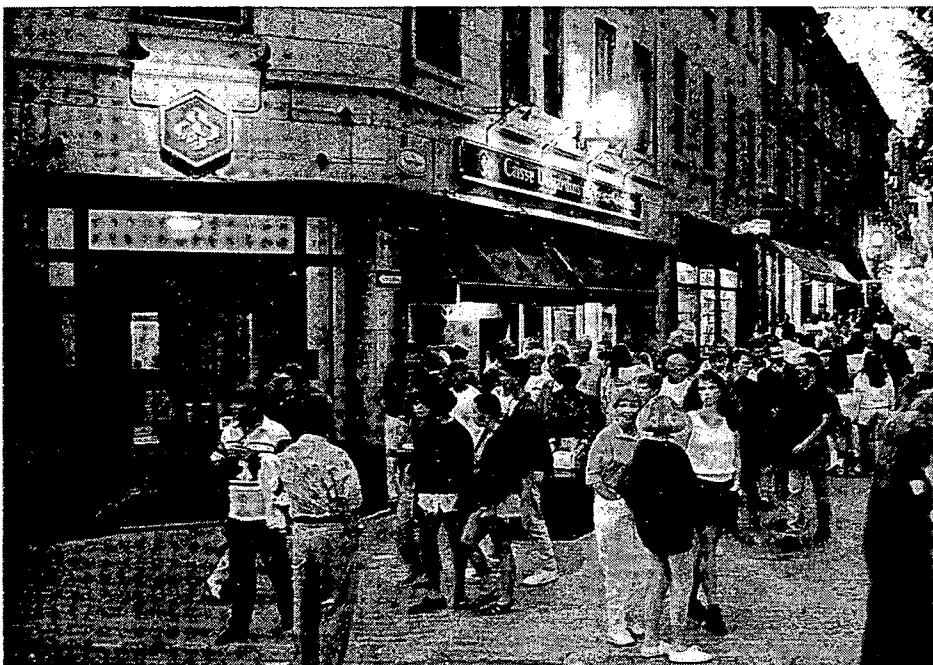


Minister of Industry,  
Science and Technology, 1992

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.

### Note of Appreciation

Canada owes the success of its statistical system to a long-standing cooperation involving Statistics Canada, the citizens of Canada, its businesses and governments. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.



## ESTIMATING THE SIZE OF TOURISM EMPLOYMENT IN CANADA

The availability of employment statistics on tourism in Canada, is constrained by the limitations of Canada's Standard Industrial Classification (SIC) system in recognizing tourism.

The most comprehensive coverage of employment in Canada is provided by the quinquennial Census of Population. For intercensal years, two leading sources of employment statistics are the monthly Labour Force Survey (LFS) of households and the monthly industry Survey of Employment, Payrolls and Hours (SEPH). This article is based largely on LFS data, although it makes use of SEPH information for earnings. The time frame of the study, 1984-1991, covers the period for which LFS data are available based on the most recent Standard Industrial Classification.

Seventeen industry sectors identified in the 1980 SIC are strongly linked with tourism. In order to facilitate analysis, these 17 SIC classes have been allocated into two main groups, tourism-driven and tourism-related. Those sectors in which business activity is largely or completely dependent on tourists and in which the majority of businesses would not exist without tourism are identified as "tourism-driven". The other industries in which tourism is merely important, but not vital for the survival of business, are described as "tourism-related".

The concepts of tourism-driven and tourism-related industries are inspired by the two-tier approach used by the National Task Force on Tourism Data<sup>3</sup>. Tourism-driven industries fall into two groups, accommodation and travel, while there are three groups of tourism-related industries: food and beverage services, transportation, amusement and recreation.

In this study, it was decided to exclude all industries which provide only indirect response to a tourist need, such as the construction of hotels or passenger aircrafts. For purposes of consistency, all retailers of tourism-related products were also omitted from this analysis, for example, baggage retailers and gasoline stations.

Tourism employment in Canada, as described in Table 1, was estimated at 427,000 in 1991, by taking the annual average number of employees of the 17 tourism sectors identified using LFS data, and applying a tourism ratio to each element variously related to tourism. These ratios were also used to estimate employment over the period 1984-1990 (see Table 2). The tourism ratio represents the best available estimate of the percentage of employee time necessary to respond to the needs of tourists.

<sup>3</sup> *National Task Force on Tourism Data, Final Report, 1989, Statistics Canada, Ottawa.*

↳Continued from page 2

Employment growth rates varied widely among tourism industries. For example, the accommodation industry generally had a lower rate of increase (19%) than the overall tourism workforce (Table 2). In the other tourism-driven industry group, travel, which consists of air transport, travel agents and tour operators,

the number of employees jumped 49% between 1984 and 1990. Then in 1991, both tourism-driven industry sectors lost 8% of their employees. This pattern reflects the growth of activity that accompanied airline deregulation and the booming economy of the 80s, followed by the cutbacks resulting from economic recession and international strife in the early 90s.

The tourism-related industries also experienced different rates of employment growth. Employment in the food and beverage service industry grew 29% between 1984 and 1990, twice as fast as the overall workforce. Above average employment increases also took place in the amusement and recreation industry (24%). However, these increases may have been due to more to eating out and recreational participation in the home community rather than to a rise in tourism.

In contrast, employment in surface transportation, including both commuter and intercity services, slowed down over the 6-year period. And unlike the tourism-driven industries, all the tourism-related industries showed slight employment gains in 1991 over 1990.

The bottom line for tourism employment growth between 1984 and 1991, however, is that 33% of the 75,000 increase took place in food and beverage services, while 29% was accounted for by the travel industry group.

### Some Characteristics of the Workforce in Tourism Industries

For the remainder of this article, the data have not been adjusted by the tourism ratios. It would have been inappropriate to assume that these ratios would apply to employment characteristics.

### The Expansion of Part-time Work in the Recession

Part-time work is defined as paid employment of less than 30 hours a week. Part-time workers accounted for 15% of the workforce in 1990 and 16% in 1991 (Table 3). Between the recession years of 1990 and 1991, part-time employment grew by 91,000, partly offsetting a decline of 323,000 full-time employees.

Part-time work is prominent in some of the larger sectors of tourism and in 1991 accounted for 41% of employment in food and beverage services, 32% in

Table 1  
**Estimation of Employment in Tourism, 1991**

1980 SIC Code	Industry Group	Employment <sup>1</sup>	Tourism Ratio	Estimated Tourism Employment
		'000	%	'000
<b>011-999</b>	<b>ALL INDUSTRIES</b>	<b>12,340</b>	<b>3.5</b>	<b>427</b>
	<b>TOURISM INDUSTRIES</b>	<b>1,199</b>	<b>36</b>	<b>427</b>
	<b>TOURISM-DRIVEN</b>	<b>259</b>	<b>87</b>	<b>225</b>
	Accommodation	168	86 <sup>2</sup>	144
911	Hotels, Motels, and Tourist Courts	155		
913	Camping Grounds & Travel Trailer Parks	4		
914	Recreation & Vacation Camps	8		
	Travel	91	89	81
451	Air Transport Industries	64	85 <sup>3</sup>	54
996	Travel Services	27	100 <sup>4</sup>	27
	<b>TOURISM-RELATED</b>	<b>940</b>	<b>22</b>	<b>202</b>
	Food and Beverage Services	597	17	102
921	Food Services	563	17 <sup>4</sup>	96
922	Taverns, Bars & Night Clubs	34	17 <sup>5</sup>	6
	Surface Transportation	211	18	38
453	Railway Transport & Related Service Industries	69	7 <sup>6</sup>	5
454	Water Transport Industries	16	13 <sup>7</sup>	2
457	Public Passenger Transit Systems Industries	78	23 <sup>8</sup>	18
458	Other Transportation Industries (e.g. taxis)	37	27 <sup>2</sup>	10
992	Automobile and Truck Rental and Leasing Services	11	30 <sup>2</sup>	3
	Amusement and Recreation	132	47 <sup>4</sup>	62
855	Museums and Archives	13		
963	Theatrical and Other Staged Entertainment Services	30		
964	Commercial Spectator Sports	10		
965	Sports and Recreation Clubs and Services	42		
969	Other Amusement and Recreational Services	39		

## Sources and Footnotes:

- <sup>1</sup> Annual average estimates from the Labour Force Survey.
- <sup>2</sup> Defining Tourism - A Supply - Side View, Stephen L.J. Smith, *Annals of Tourism Research*, Vol. 5, 1988.
- <sup>3</sup> Passenger revenue as a percentage of total operating revenue, *Canadian Civil Aviation*, 1990, Cat. No. 51-206.
- <sup>4</sup> Final Report of the National Task Force on Tourism Data, 1989.
- <sup>5</sup> Estimate by author based on (4) above for food services.
- <sup>6</sup> VIA Rail employees as a percentage of all railway employees, *Rail in Canada*, 1990, Cat. No. 52-216.
- <sup>7</sup> Operating revenue from passengers and subsidies as a percentage of total operating revenues of Canadian-domiciled water carriers, *Shipping in Canada*, 1990, Cat. No. 54-205.
- <sup>8</sup> The sum of all revenues from intercity service, charter and tour services, all subsidies to intercity bus establishments, and 14% of revenues from urban and suburban service and subsidies to urban transit establishments, as a percentage of total operating revenues, *Passenger Bus and Urban Transit Statistics*, 1989, Cat. No. 53-215.

▶ Continued from page 3

amusement and recreation services and 21% in accommodation (Table 3). Food and beverage services alone accounted

for 12% of part-time employment in all industries in 1991, up from 10% in 1984.

The three tourism-related industry groups appear unaffected by the 1991 recession. However,

closer examination of the data shows that a net increase of 14,000 employees, in the food and beverage group between 1990 and 1991, masked a reduction of 10,000 full-time employees and an increase of 24,000 in the number of part-timers. During the same period, the food and beverage industry survey done by Statistics Canada recorded an 8% drop in receipts<sup>5</sup>.

### Seasonality and Part-Time Employment

Employment in Canada usually reaches its high point in July and sinks to its low point in January. However, the reverse is true for part-time employment. In fact, in January one employee in every six is working part-time, while the same applies to only one-in-eight in July (Table 4).

In the food and beverage sector, nearly half the employees are part-timers in January, but only about one-third work part-time in July. The accommodation sector's part-time work force peaks at about one-quarter of those employed in January, falling off to just one-sixth in July.

### Why Work Part-Time?

Although most people prefer to work full-time, there are some who find part-time jobs convenient. In fact, more than one-third of those working part-time do so by choice.

In some tourism-related industries -- food and beverage services and amusement and recreation services -- one-half of part-time employees work less than 30 hours a week to go to school. Part-time employees in food and beverage services gave school attendance as their reason for working part-time in 51% of cases in 1991, up from 48% in 1984 (Table 5). That percentage rose from 38% to 48% in amusement and recreation services. In the accommodation sector, attending school was cited as the reason for working part-time by 34% of

<sup>5</sup> *Statistics Canada, Restaurants, Caterers and Taverns*, Vol. 25, No. 1, Cat. No. 63-011, Ottawa.

Table 2  
Estimated Tourism Employment, 1984-1991

Industry Group	1984	1985	1986	1987	1988	1989	1990	1991
	'000							
ALL INDUSTRIES	10,932	11,221	11,531	11,861	12,245	12,486	12,572	12,340
TOURISM INDUSTRIES	352	367	388	391	404	423	442	427
TOURISM-DRIVEN	191	199	206	205	215	228	245	225
Accommodation	132	132	136	138	141	143	157	144
Travel	59	67	70	67	74	85	88	81
TOURISM-RELATED	161	168	182	186	189	195	197	202
Food and Beverage Services	77	80	86	92	94	97	99	102
Surface Transportation	35	35	36	36	37	37	37	38
Amusement & Recreation	49	53	60	58	58	61	61	62

Source: Labour Force Survey and Table 1. The tourism ratios used to estimate employment in 1991 were also used to calculate estimates for the 1984-1990 period.

►Continued from page 4

employees in 1991, up from 25% in 1984. In both the travel and surface transportation sectors, the majority of part-time workers would have preferred to work full-time.

### Young People in Short Supply

The number of workers aged 15 to 24 years changed dramatically between 1984 and 1991, as their share of total employment dropped from 21% to 17% (Table 6). While the total number of employed persons rose by 13% over the period, the number of employed 15 to 24 year-olds slumped by 11%. This drop reflects demographic changes in the working-age population (15-64) which increased by 7% between 1986 and 1991, while the youth segment (15-24) decreased by 8%, as reported in the 1991 Census of Population<sup>6</sup>.

By contrast, youth employment increased by 5,000 in the tourism-driven sectors and by 45,000 in the tourism-related industries. The share of youth in full-time employment, however, reflected demographic realities between 1984 and 1991, slipping from 23% to 20% for the tourism-driven sector and from 27% to 22% for tourism-related industries (Table 6).

Youth continued to account in 1991, as in 1984, for nearly half of the part-time employment in tourism-driven industries and for more than two-thirds in tourism-related sectors. The net increase of jobs in the two sectors (62,000) represented more than half of the (106,000) increase of part-time employment for youth in all industries between 1984 and 1991.

### Women in Tourism Industries

Between 1984 and 1991, the number of employed women grew by 21%, while total employment rose by only 12% (Table 7). By 1991, women accounted for 45% of the workforce, up from 42% in 1984.

<sup>6</sup> Statistics Canada, 1991 Census of Canada Highlights, *The Daily*, July 7, 1992, Cat. No. 11-001, Ottawa.

Table 3  
Full-time and Part-time Employment, 1984, 1990 and 1991

Industry Group	Year	Total	Full-time	Part-time
		'000		
ALL INDUSTRIES	1984	10,932	9,263	1,668
	1990	12,572	10,640	1,932
	1991	12,340	10,317	2,023
TOURISM-DRIVEN	1984	218	180	38
	1990	281	237	44
	1991	259	216	43
Accommodation	1984	153	120	33
	1990	182	146	36
	1991	168	133	35
Travel	1984	66	60	5
	1990	99	91	8
	1991	91	83	8
TOURISM-RELATED	1984	777	563	214
	1990	917	643	275
	1991	940	636	304
Food & Beverage	1984	450	283	167
	1990	583	364	219
	1991	597	354	243
Surface Transportation	1984	222	208	14
	1990	205	187	18
	1991	212	192	20
Amusement & Recreation	1984	105	72	34
	1990	129	92	37
	1991	132	91	42

Source: Labour Force Survey, Annual Averages.

Table 4  
Seasonality in Part-time Employment, 1984, 1990 and 1991

Industry Group	Year	Part-time		
		Annual Average	Jan.	July
				% of total
ALL INDUSTRIES	1984	15	16	13
	1990	15	17	12
	1991	16	17	14
TOURISM-DRIVEN	1984	17	20	14
	1990	16	18	9
	1991	17	18	14
Accommodation	1984	21	25	17
	1990	20	24	11
	1991	21	23	17
Travel	1984	8	10	6
	1990	8	7	6
	1991	9	10	8
TOURISM-RELATED	1984	28	29	22
	1990	30	32	23
	1991	32	35	26
Food & Beverage	1984	37	38	30
	1990	38	38	30
	1991	41	44	33
Surface Transportation	1984	6	6	4
	1990	9	10	5
	1991	9	11	6
Amusement & Recreation	1984	32	39	21
	1990	29	40	18
	1991	31	34	25

Source: Labour Force Survey, Annual Averages.

Table 5  
Main Reasons for Working Part-time, 1984 and 1991

Industry Group	Year	Voluntary Reasons		Involuntary Reasons	
		To attend school	Family and personal	Could only find part-time work	Do not want part-time work
		(% of all part-time employees in class)			
ALL INDUSTRIES	84	26	8	29	29
	91	29	9	26	28
Accommodation	84	25	5	46	17
	91	34	6	40	15
Food & Beverage	84	48	4	30	14
	91	51	4	25	14
Amusement & Recreation	84	38	5	31	17
	91	48	4	25	16

Source: Labour Force Survey, Annual Averages.

▶ Continued from page 5

A majority of the full-time jobs in the accommodation and food services industries are filled by

women. Between 1984 and 1991, women increased their share of full-time employment (from 37% to 41%) in tourism-related

areas but remained at about the same level (from 52% to 53%) in tourism-driven sectors (Table 7).

As in the workforce generally, most part-time jobs in the tourism industries are filled by women. However, the share of part-time jobs held by women dropped from 71% to 69% in the tourism-driven sector and from 63% to 59% in the tourism-related sector (Table 7).

### On the Move

Jobs for workers in the tourism sectors generally lasted on average six years for full-time work and two to three years for part-timers in 1991. This is substantially less than the eight and four-year averages for all industries (Table 8).

For the food and beverage services industry, job attachment was briefer, lasting four years for full-time workers and two years for part-timers. On the other hand, workers in the travel and transportation industries held on to their jobs an average of eight to 11 years if full-time and four years when part-time.

### Lower Earnings

Earnings in the tourism industries tend to be substantially lower than the national average, except in travel and transportation (Table 9). However, average weekly earnings of \$191 in the food and beverage services industry do not include tips. Much higher earnings applied in the travel sector (\$664) and in surface transportation (\$646) in 1991, exceeding the all-industry average (\$532). Growth rates between 1984 and 1991 were comparable to the national average, except in food and beverage services.

### Conclusion

This article estimated tourism employment in 1991 by applying tourism ratios to annual average employment data in 17 industries selected from the Standard Industrial Classification of 1980.

Results show that tourism employment grew faster than total employment in all industries between 1984 and 1990, but that it

Table 6  
Youth Aged 15-24 years, 1984 and 1991

Industry Group	Total		Full-time		Part-time	
	1984	1991	1984	1991	1984	1991
	'000					
ALL INDUSTRIES	2,341	2,095	1,624	1,272	717	823
TOURISM-DRIVEN	59	64	42	43	17	20
TOURISM-RELATED	300	345	151	138	148	207
	% of total employment					
ALL INDUSTRIES	21	17	18	12	43	41
TOURISM-DRIVEN	27	25	23	20	45	48
TOURISM-RELATED	39	37	27	22	69	68

Source: Labour Force Survey, Annual Averages.

Table 7  
Employed Women, 1984 and 1991

Industry Group	Total		Full-time		Part-time	
	1984	1991	1984	1991	1984	1991
	'000					
ALL INDUSTRIES	4,624	5,589	3,438	4,163	1,187	1,425
TOURISM-DRIVEN	120	145	93	115	27	29
Accommodation	90	101	68	77	23	24
Travel	29	44	25	39	4	6
TOURISM-RELATED	341	444	207	263	134	181
Food & Beverage	264	345	156	196	108	149
Surface Transportation	32	40	24	30	7	10
Amusement & Recreation	45	59	26	37	18	22
	% of total employment					
ALL INDUSTRIES	42	45	37	40	71	70
TOURISM-DRIVEN	55	56	52	53	71	69
Accommodation	59	65	56	58	70	68
Travel	45	49	42	47	75	69
TOURISM-RELATED	44	47	37	41	63	59
Food & Beverage	59	58	55	55	65	61
Surface Transportation	14	19	12	15	52	53
Amusement & Recreation	42	44	37	40	55	53

Source: Labour Force Survey, Annual Averages.

Table 8  
Average Job Tenure, 1984 and 1991

Industry Group	All employees		Full-time		Part-time	
	1984	1991	1984	1991	1984	1991
	years					
ALL INDUSTRIES	7.5	7.6	8.2	8.2	4.2	4.2
TOURISM-DRIVEN	5.8	5.5	6.4	6.0	2.7	3.0
Accommodation	4.4	4.2	5.0	4.5	2.3	2.7
Travel	8.8	7.9	9.2	8.3	5.2	4.4
TOURISM-RELATED	5.5	4.9	6.8	6.3	2.0	1.9
Food & Beverage	2.9	3.0	3.7	3.8	1.8	1.7
Surface Transportation	11.3	10.7	11.8	11.3	3.9	3.8
Amusement & Recreation	3.9	4.3	4.5	5.3	2.7	2.4

Source: Labour Force Survey, Special Tabulations.

Table 9  
Average Weekly Earnings, 1984 and 1991

Industry Group	All Employees		
	1984	1991	Change
	\$		%
ALL INDUSTRIES	400	532	33
TOURISM-DRIVEN	288	393	36
Accommodation	207	263	27
Travel	494	664	34
TOURISM-RELATED	282	338	20
Food & Beverage	161	191	19
Surface Transportation	496	646	30
Amusement & Recreation	264	352	33

Source: Survey of Employment, Payrolls and Hours, Special Tabulations.

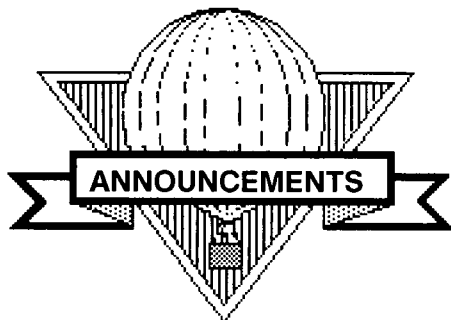
Continued from page 6

also dropped faster in 1991. Rates of growth and decline varied widely between the different sectors of tourism, with most of the growth taking place in food and beverage services and travel.

In examining some of the characteristics of employees in tourism industries, it was found that a disproportionately large number work part-time, particularly during the winter, and that many of them do this in order to attend school. As expected, many of these workers and especially part-time employees are in the 15-24 year age group. Another feature of the industry is that half of its workers are women. Shorter tenure and lower earnings are a feature of employment in food and beverage services. Longer job duration and higher earnings were found in travel and transportation.

While tourism does not seem to offer many people well-paid long-term careers, with the possible exception of travel and transportation, it does offer first-job experience for those with little training. Finally, it provides opportunities for young workers to finance their education.

*Bob Chadwick just retired from the Education, Culture and Tourism Division.*



## Overnight Domestic Travel, First Quarter 1992 - Highlights

### Domestic Travel Participation Affected by Recession

During the months of January to March 1992, 4.8 million Canadians aged 15 and over made at least one overnight trip of more than 80 km somewhere in Canada. Domestic overnight travel participation declined slightly between the first quarters of 1988 and 1990, and further dropped in 1992 to 23.1% (Chart 1). The 1981-82 recession also impacted on domestic travel, the number of travellers had dropped 2.3% in the first quarter of 1982 (Table 10).

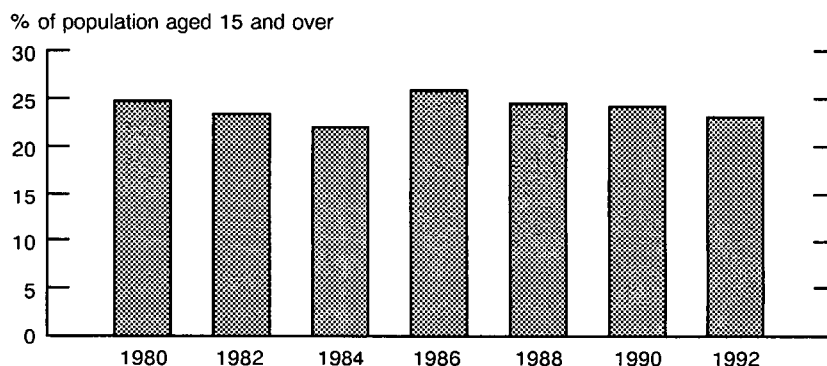
### Fewer Number of Domestic Person-trips

The first quarter, the slowest period for domestic travel, registered 13.2 million overnight trips in 1992, a 5.4% decrease from 1990 (Table 11). Compared with ten years ago, the number of overnight person-trips in Canada was virtually the same, 1.2% higher than in 1982.

### Air Travel Nosedives

Canadians took 13.9% less overnight trips by air in the winter of 1992 than during the same period in 1990. The reduction in automobile travel (-5.7%) was also notable, as it represented a loss twice as large as the decline witnessed in the earlier recession period.

Chart 1  
Participation in Overnight Domestic Travel, First Quarter, 1980-92



Source: Canadian Travel Survey.

Table 10  
Participation Rates, Overnight Domestic Travel

	First Quarter				Change	
	1980	1982	1990	1992	1980/82	1990/92
	'000				%	
Population (15+) <sup>1</sup>	17,943	18,515	20,367	20,988	3.2	3.0
Overnight Domestic Travellers	4,450	4,335	4,904	4,844	-2.6	-1.2
Participation Rate	24.8%	23.4%	24.1%	23.1%		

<sup>1</sup> Labour Force Survey population.

Source: Canadian Travel Survey, preliminary data.

Table 11  
Impact of Recession on Domestic Travel

	First Quarter				Change	
	1980	1982	1990	1992	1980/82	1990/92
	'000				%	
Total Overnight Person-trips	13,515	13,030	13,938	13,184	-3.6	-5.4
Primary Transportation						
Auto	10,948	10,657	11,665	10,999	-2.7	-5.7
Air	1,270	1,194	1,338	1,152	-6.0	-13.9
Bus	876	785	622	630	-10.4	1.3
Other/not stated	420	394	313	404	-6.2	29.1
Primary Purpose						
Visiting Friends/relatives	5,797	5,209	5,959	5,914	-10.1	-0.8
Pleasure	4,394	3,942	3,718	3,850	-10.3	3.6
Business and Convention	2,269	2,697	3,176	2,466	18.9	-22.4
Other/not stated	1,056	1,183	1,085	955	12.0	-12.0
Destination						
Same Province	11,056	10,622	11,346	11,014	-3.9	-2.9
Other Province	2,459	2,408	2,592	2,170	-2.1	-16.3

Source: Canadian Travel Survey, preliminary data.



▶Continued from page 8

### Business Travel Down

Business and convention travel, reflecting the state of the Canadian economy, slumped 22.4% compared to the first three months of 1990. Business-related travel activity declined to levels reminiscent of the beginning of the 80s.

### Pleasure Travel Remains on the Agenda

Pleasure travel remained a priority for Canadians, helping the travel industry to offset the loss in business travel. During the wintry months of 1992, domestic travellers reported 3,850,000 overnight pleasure trips, a 3.6% increase from 1990.

### Lower Interprovincial Travel

Overnight travel between provinces peaked in the winter of 1986 and has been declining since that year. In 1992, overnight trips between provinces dropped 16.3% over the winter of 1990, reaching the lowest level in twelve years.

Given significant methodological changes in data collection which were introduced in April 1992, the estimates for the first quarter of 1992 will be reviewed and possibly adjusted in light of the results of subsequent quarters.

For detailed profiles on the Canadian Travel Survey for 1992, please contact the Editor, **Travel-Log**, at 613-951-1673.

## NOW AVAILABLE!

1990 and 1991

### PROFILES OF INTERNATIONAL TRAVELLERS TO CANADA

Preliminary data on the characteristics of residents of countries other than the United States visiting Canada, collected through Statistics Canada's International Travel Survey, are now available on a quarterly or annual basis for 1990 and 1991.

Residents of most overseas countries visiting Canada can be profiled on request. Any of the characteristics collected through the Survey can be cross-tabulated.

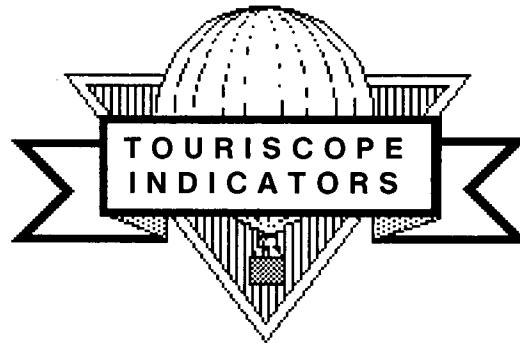
Profile tables provide a variety of information about the international traveller including:

- main trip purpose;
- travelling party size and composition;
- visit duration;
- spending in Canada;
- accommodation type; and
- sex and age of traveller.



Call, write or fax us for more information.

**Phone:** 1-613-951-1791  
**FAX:** 1-613-951-2909  
**Contact:** International Travel Section  
 Statistics Canada  
 R.H. Coats Building - 17K  
 Ottawa, Ontario  
 Canada  
 K1A 0T6



		Second Quarter 1992	% Change	
			Previous Quarter	Previous Year
<b>VISITORS TO CANADA</b>				
From United States	T	8,549	64.0	-3.6
Overnight visits(p)	T	3,153	117.7	-1.2
By auto	T	2,130	119.8	-0.7
From Overseas	T	863	121.9	-0.3
Overnight visits(p)	T	787	125.5	0.3
Top Seven Countries				
United Kingdom	T	151	184.9	1.3
Japan	T	98	50.8	-2.0
France	T	81	200.0	-3.6
Germany	T	79	203.8	11.3
Australia	T	31	121.4	10.7
Hong Kong	T	28	21.7	3.7
The Netherlands	T	25	177.8	-13.8
<b>CANADIANS OUTSIDE CANADA</b>				
To United States	T	19,772	10.9	-2.1
Overnight visits(p)	T	4,382	9.3	-1.4
By auto	T	3,164	24.3	-2.9
To Overseas	T	675	-31.2	11.8
<b>INDUSTRY SECTOR</b>				
Airline passengers (Level I)	T	5,518	9.5	7.6
Airline passenger-km (Level I)	M	11,807	14.8	13.2
Inter-city bus passengers	T	3,068	4.3	-8.9
Restaurant receipts	M	4,759	15.2	3.7
<b>PRICES</b>				
1986 = 100 (not s.a.)				
Travel price index		129.7	1.0	0.1
Consumer price index		127.8	0.5	1.3
Restaurant meals		135.3	0.2	1.8
Inter-city transportation		123.5	-0.4	-3.4
Gasoline		118.1	0.6	-2.9
<b>ECONOMIC</b>				
Gross domestic product, 1986 prices (s.a.)	M	501,344	0.2	0.6
Amusement and recreation	M	4,070	3.6	3.0
Accommodation and food services	M	10,870	0.9	0.4
Personal disposable income per capita (s.a.)		17,313	0.8	-0.8
<b>LABOUR FORCE</b>				
Labour force (s.a.)	T	13,757	0.1	-0.1
Unemployed	T	1,550	5.6	9.2
Employed	T	12,207	-0.5	-1.1
Accommodation and food services (not s.a.)	T	766	2.1	0.4
<b>EXCHANGE RATES</b>				
In Canadian Dollars:				
American Dollar		1.1941	1.4	3.9
British Pound		2.1582	3.6	9.9
Japanese Yen		0.009166	0.1	10.3
German Mark		0.7400	1.8	11.6
French Franc		0.2196	2.8	12.2
Mexican Peso		0.000386	0.8	0.8

(M) Millions. (T) Thousands. (s.a.) seasonally adjusted. (p) preliminary.