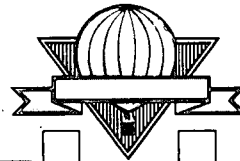


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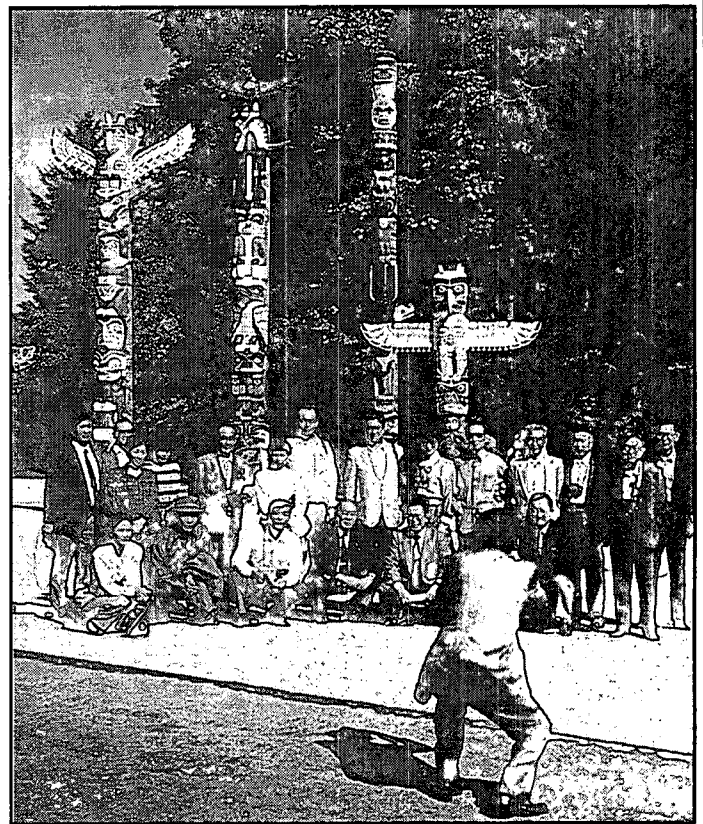
Autumn 1993

Canada: A Destination Highly Rated By Japanese Tourists

by Campbell Davis and Ruth McMillan

The Japanese outbound market has attracted considerable attention from many countries over the years. The growth in international travel by the Japanese and their reputation for high expenditures outside of Japan have resulted in many marketing campaigns to capture this market. This article, based on data collected from travellers through the International Travel Survey (ITS), examines the Japanese tourist market in terms of their attitude toward travel services offered in Canada. Developing a promotion to attract more Japanese solely on the basis of traditional demographic segmentation is not adequate for the 1990's, particularly for a country that has always stressed service. The tourism industry may find that service segmentation results in a more effective strategy when marketing Canada to potential Japanese tourists.

Canada's major overseas markets in 1992 continued to be the United Kingdom, Japan, France and Germany (Table 1). Although the United Kingdom ranked first in trips¹ to Canada, Japanese tourists were tops in terms of total dollars pumped into our economy, ringing up an impressive \$434 million² in 1992. In fact, among all overseas tourists, our Japanese visitors boasted the highest average spending per night at \$174. Japanese tourists accounted for 13% of trips to Canada by overseas residents in 1992, compared to the United Kingdom's



Touriscope

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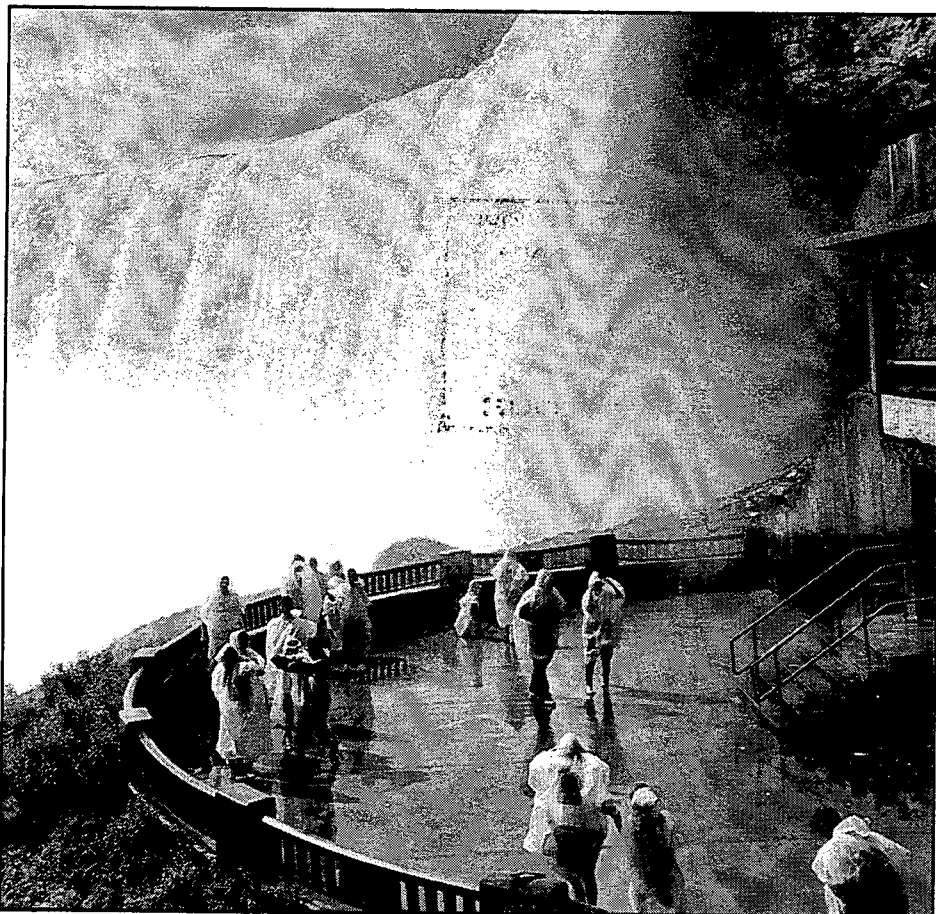
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¹ Trips of one or more nights are discussed throughout this article.
² Spending excludes international passenger fares throughout this article.
³ *Tourism Canada, Japanese Visitor Survey Highlights Report, Ottawa, 1993.*
⁴ *Nishiyama, K., Strategies of Marketing to Japanese Visitors, Needham Heights, Mass., Ginn, 1989.*




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◊ Minister of Industry and Science, 1993

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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.

18%. In terms of spending, however, Japan accounted for 17% of the total compared to the United Kingdom's 15%.

Ten Years in Review

Between 1982 and 1992, the Japanese market more than doubled in terms of trips to Canada (Table 2) while other overseas residents registered a more modest 58% increase. The mid to late eighties were boom years for growth in travel to Canada by overseas residents. Between 1986 and 1988, the number of Japanese tourists jumped by more than 25% each year. The growth rate in trips to Canada was consistently higher for Japan than other overseas countries until 1991 (Chart 1). The number of Japanese visitors in 1991, compared to 1990, dropped 4.4% in response to the

Gulf War and economic conditions in Japan (Chart 2). A marginal decrease was recorded again in 1992. In terms of travel expenditures, however, growth persisted. All of this occurred despite a downtrend in the number of nights per trip (Table 3). Where Japanese tourists spent an average of 8 nights in 1982, by 1992, this had fallen to 6 nights. At the same time, residents of other overseas countries reduced their stays from 15 to 12 nights.

British Columbia is Tops

In terms of province-visits by residents of Japan (Table 4), British Columbia has traditionally captured the lion's share (Chart 3). British Columbia has strengthened its position in the last 10 years, accounting for 41% of the province-visits in 1992

Table 1
Overseas Visitors To Canada, Trips Of One Or More Nights, 1992

	Person-trips	Person-nights	Spending ¹	Spending Per Night
	'000	'000	\$'000,000	\$
Total Overseas	2,922	33,134	2,601	78.50
Major Markets:				
United Kingdom	536	6,119	383	62.60
Japan	392	2,495	434	174.10
France ²	310	3,820	294	77.10
Germany	290	3,589	254	70.90
Hong Kong	119	1,206	110	91.00
Other Overseas Countries	1,275	15,905	1,126	70.80

¹ Excludes international passenger fares.

² Includes Monaco and Andorra.

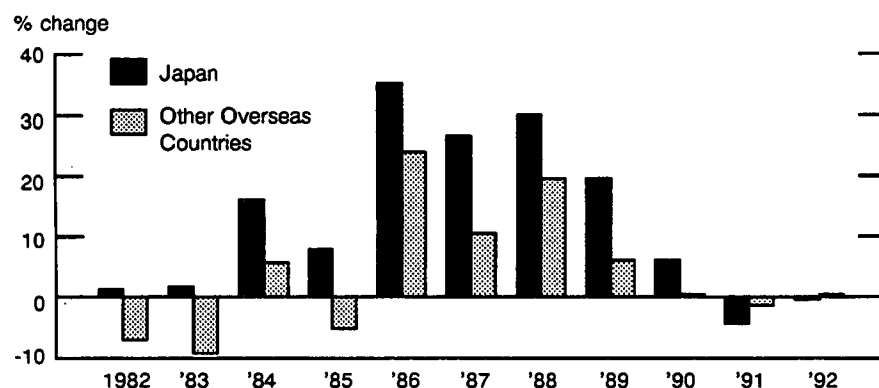
Source: International Travel Survey.

Table 2
Trips of One Or More Nights to Canada by Overseas Residents, 1982-1992

Year	Total Overseas Residents	Annual % Change	Residents of Japan	Annual % Change	Residents of Other Overseas Countries	Annual % Change
	'000	%	'000	%	'000	%
1982	1,721	-6.6	115	1.1	1,606	-7.1
1983	1,578	-8.3	117	1.7	1,461	-9.0
1984	1,680	6.5	135	15.4	1,545	5.7
1985	1,613	-4.0	146	8.1	1,467	-5.0
1986	2,013	24.8	197	34.9	1,816	23.8
1987	2,255	12.0	249	26.4	2,006	10.5
1988	2,722	20.7	324	30.1	2,398	19.5
1989	2,927	7.5	387	19.4	2,540	5.9
1990	2,958	1.1	411	6.2	2,547	0.3
1991	2,910	-1.6	393	-4.4	2,517	-1.2
1992	2,922	0.4	392	-0.3	2,530	0.5

Source: International Travel Survey.

Chart 1
Annual Percentage Change in Trips of One Or More Nights to Canada by Residents of Japan and Other Overseas Countries



Source: International Travel Survey.

▶ Continued from page 2

compared to 38% in 1982. Ontario gained one percentage point between 1982 and 1992 to protect its second place share at 30% while Alberta, at 17% in 1992, had slipped from the 20% share held 10 years earlier. Various conditions favour British Columbia such as proximity, availability of air routes and mountain scenery.

The provincial shares of Japanese spending have shifted since 1982 (Chart 4). British Columbia captured an additional five percentage points of expenditures by 1992 to corner 43% of the market. Ontario and Quebec experienced losses of three and two percentage points respectively. The Atlantic provinces, due largely to Prince Edward Island, moved from a 1% to a 3% share of Japanese spending over the last 10 years.

The Average Japanese Tourist
Who is the typical or average Japanese visitor? This visitor is likely to be a male baby boomer, visiting for a vacation. He does not arrive directly from Japan but from the United States (Chart 5). He spends six nights in Canada. His travelling party consists of three or more persons and, because they are not visiting friends or relatives, they are staying at a hotel. While in Canada, his activities include sightseeing, shopping and visiting parks or historic sites.

Unfortunately, averages may conceal some important underlying trends regarding those who visit Canada. For example, some Japanese visitors cross the border from Niagara Falls, New York and spend a night in Canada while others travel across Canada. In 1992, some 21% travelled from Japan to Canada for work related purposes although the majority were vacationing (65%). While 7% of Japanese tourists spent more than \$10,000 during their visit, a



▶ Continued from page 3

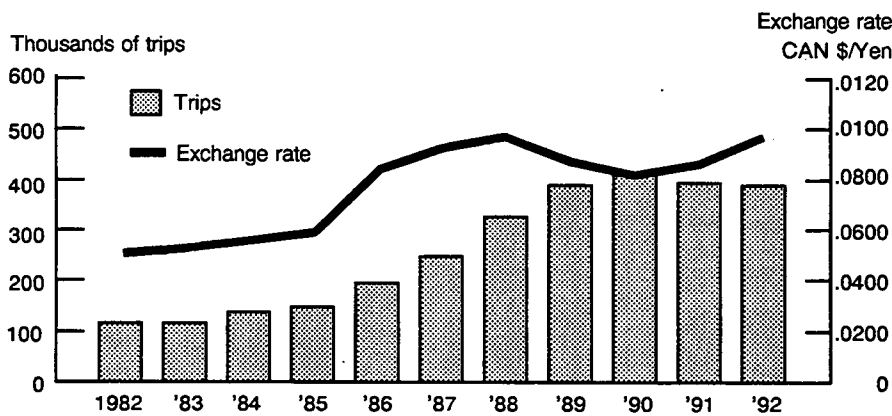
larger proportion (18%) spent less than \$500. For these reasons, relying primarily on average figures may not accurately capture some of the more salient features, which would be relevant in a successful marketing campaign.

Service With a Smile

Many campaigns rely on demographics to segment the market. The Japanese visitor is pursued in terms of age (i.e. Silver Age) or occupation (i.e. Office Lady). While knowing a tourist's age, sex or occupation is useful in classifying potential visitors, their personal views or attitudes are not necessarily shared in the same manner. A recent report produced by Tourism Canada³, which was based on an in-flight survey of departing Japanese passengers, concluded that trip motivation and expectations were important.

In a very competitive global market, the concept of service is much more important than ever before. Many corporations are developing what is called a "service culture" in order to compete successfully. This perspective focuses on the needs and expectations of the customer. If

Chart 2
Trips of One or More Nights From Japan and the Exchange Rate



Sources: Bank of Canada Review; International Travel Survey.

Table 3
Average Number of Nights Per Trip to Canada by Overseas Residents, 1982-1992

Year	Total Overseas Residents	Residents of Japan	Residents of Other Overseas Countries	Nights		
				Total	Residents of Japan	Residents of Other Overseas Countries
1982	14.6	7.5	15.2			
1983	13.9	6.3	14.5			
1984	14.2	7.5	14.8			
1985	14.4	6.4	15.2			
1986	14.0	7.7	14.7			
1987	13.1	7.1	13.8			
1988	13.1	6.9	14.0			
1989	12.4	6.6	13.3			
1990	11.1	6.0	12.0			
1991	11.5	6.7	12.2			
1992	11.3	6.4	12.1			

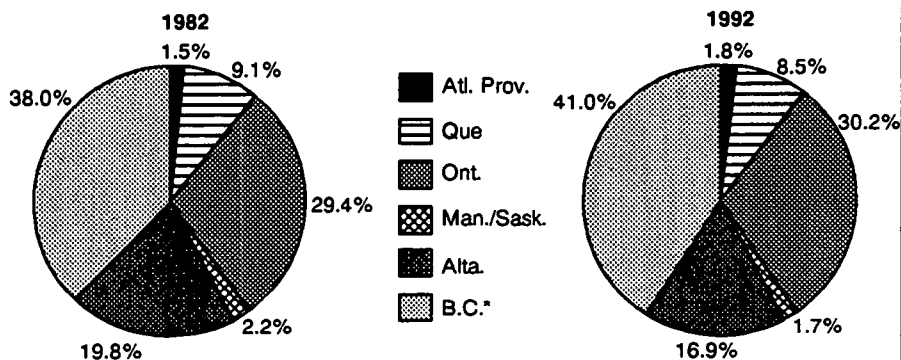
Source: International Travel Survey.

Table 4
Overnight Province-Visits by Overseas Residents, 1992

	Total Overseas Residents	Share	Residents of Japan	Share	Residents of Other Overseas Countries	Share
	'000	%	'000	%	'000	%
Total	3,974	100.0	520	100.0	3,453	100.0
Atlantic	124	3.1	9	1.7	115	3.3
Quebec	825	20.8	44	8.5	780	22.6
Ontario	1,530	38.5	157	30.2	1,373	39.8
Manitoba and Saskatchewan	101	2.5	9	1.7	93	2.7
Alberta	451	11.3	88	16.9	363	10.5
British Columbia ¹	942	23.7	213	41.0	729	21.1

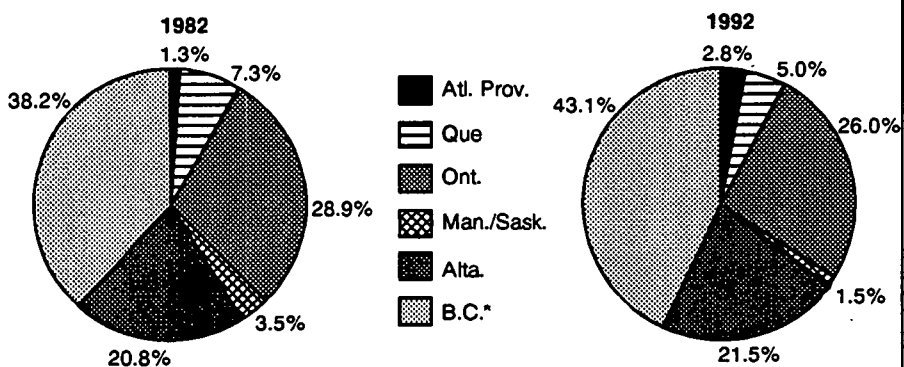
¹ Includes Yukon and Northwest Territories.
Source: International Travel Survey.

Chart 3
Share of Overnight Province-Visits by Japanese Residents



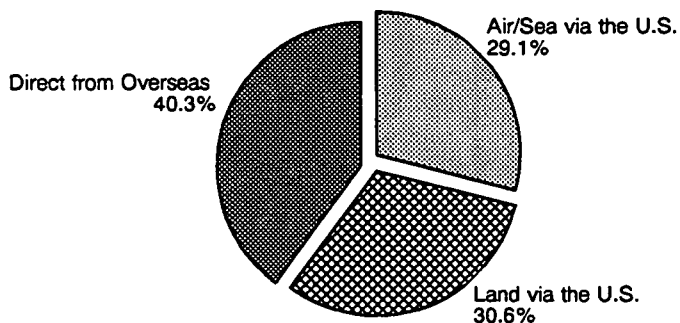
* Includes Yukon and Northwest Territories .
Sources: International Travel Survey.

Chart 4
Provincial Share of Spending on Overnight Visits by Japanese Residents



* Includes Yukon and Northwest Territories .
Sources: International Travel Survey.

Chart 5
Overnight Trips to Canada by Residents of Japan by Entry Type, 1992



Source: International Travel Survey.

▶ Continued from page 4

these needs are not understood and met, then customers become dissatisfied and, consequently, may not return.

Service is highly stressed in the Japanese culture. According to Dr. Kazuo Nishiyama⁴, these high expectations about service are transferred when visiting other countries. Asking Japanese visitors to rate the travel services which they experienced in Canada provides an excellent benchmark to determine whether Canada has met their high expectations.

The ITS Responds to Attitudinal Needs

Starting in 1990, the concept of addressing perceived service quality was added to the ITS. Each quarter, a random sample of international travellers is asked to complete the survey. The service rating data, now compiled for a three-year period, offer an ideal opportunity to analyze visitors' views on quality of service.

In the ITS, travellers are asked, "In comparison with your country, generally how would you rate the following aspects of your trip in Canada?". Travellers are asked to rate five aspects of their trip as being better, the same, or not as good as in their own country. The five aspects to be rated are:

1. transportation services;
2. accommodation services;
3. hospitality of local people;
4. value for your money; and
5. variety of things to see and do.

A major advantage of the survey is that all sampled travellers are asked the same question about service. Therefore, the ratings assigned by visitors from all countries can be compared to see if there are significant differences based on country of residence. To provide such a benchmark for this article, overseas visitors who came to Canada (excluding United States

► Continued from page 5

residents and Japanese residents) are grouped together so that they can be compared with Japanese travellers.

Transportation Services Receive Lowest Ratings

The lowest ratings accorded by Japanese travellers were consistently bestowed upon Canada's transportation services. In 1992, one-quarter of the Japanese visitors surveyed revealed that the services were not as good as in their own country

(Table 5). A lower proportion (16%) of other overseas visitors indicated that these services were not as good as in their country.

The Japanese use many modes of transportation while in Canada (Chart 6). As with many visitors to Canada, the car was the most reported mode of transportation among the Japanese. The automobile was even more popular among other overseas visitors, with more than 7 out of 10 having used a car while in Canada.

Improvements in Accommodation Services

Most Japanese visit Canada primarily for pleasure versus visiting friends or relatives. Thus, 62% resided in a hotel compared with 29% for other overseas visitors (Chart 7). There was an uptrend in the ratings given by the Japanese to accommodation services from 1990 to 1992 (Table 6). In 1992, 55% of Japanese visitors thought that accommodation services were the same as in Japan and 37% said that they were better. The proportion rating accommodation as better than their country's by the Japanese and overseas visitors were very similar, indicating an improvement in service offered by hotels. The attention given to overseas guests by hotels is better appreciated compared to other services.

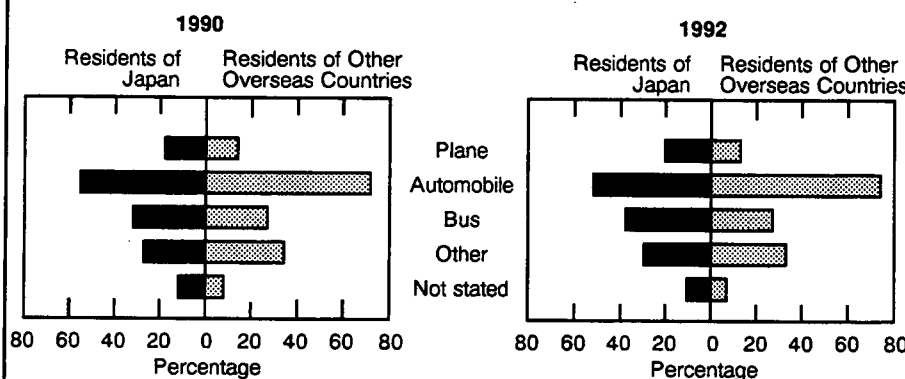
There is a greater tendency for Japanese business travellers to rate accommodation services better than at home compared to those who travelled with the purpose of visiting relatives and friends. A higher proportion of travellers who flew to Canada directly were satisfied by these services than those who travelled to Canada via land from the United States. Those travelling in smaller parties had a better perception of accommodation services compared to larger groups.

Table 5
Rating of Transportation Services in Canada by Overseas Residents Compared to Own Country, 1990-1992

Year	Better in Canada	Same	Not as Good as Home Country	Not Stated	Total
	%				
Residents of Japan:					
1990	25	47	27	2	100
1991	21	43	31	4	100
1992	30	40	25	4	100
Residents of Other Overseas Countries:					
1990	37	38	16	9	100
1991	39	35	17	9	100
1992	39	35	16	10	100

Source: International Travel Survey, special tabulation.

Chart 6
Type of Transportation Used Within Canada By Residents of Japan and Other Overseas Countries



Note: Respondents can indicate more than one type of transportation. Therefore the sum exceeds the total person-trips.

Source: International Travel Survey.

Canadians are Excellent Tourism Ambassadors

While a country may offer pleasant and attractive surroundings, a critical dimension of any tourism promotion is the reception of visitors offered by the residents and in particular their attitudes toward foreign travellers. Recent tourism media ads encourage everyone to welcome the world to Canada and extend to everyone our special brand of Canadian hospitality.

▶ Continued from page 6

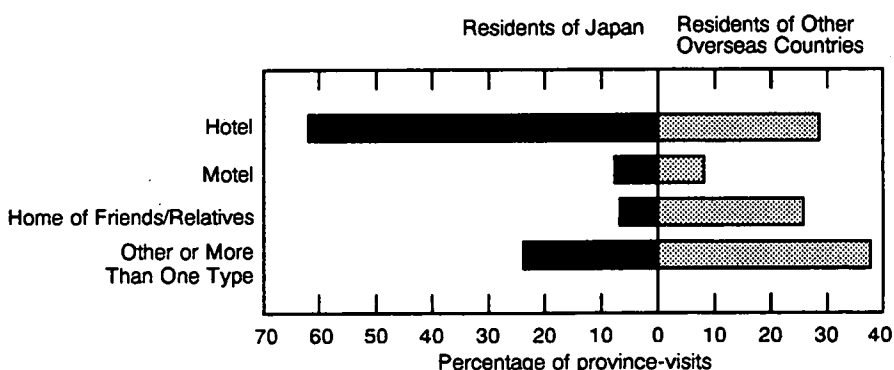
Canadians may be extremely modest in acknowledging that they practice this special type of welcome, but the hospitality of the local people was consistently rated the same or better than Japanese hospitality. In 1992, 94% of Japanese travellers gave favourable ratings (Table 7). In fact, just more than 50% of the Japanese visitors who travelled to Canada in 1992 said our hospitality was better than their own country! This is an extreme compliment given the emphasis on hospitality in Japan's culture.

Visitors who rated Canadian hospitality "better" compared to Japanese hospitality tended to have spent more time in Canada. The Japanese visitors' high opinion of Canadian hospitality was shared by other tourists. In 1992, almost 90% of visitors from other overseas countries also rated Canadian hospitality the same or better. This consistently high rating suggests that Canadians, in general, are excellent tourism ambassadors. In terms of marketing, Canada is promoted as a destination with warm and friendly inhabitants, as well as a safe place to visit.

So Much to See and So Little Time

When travelling a long distance to another country, a major goal of travellers is to see as much as possible. This is also true for Japanese travellers. While sightseeing and shopping were the two most popular activities of Japanese travellers, a large proportion also visited a national, provincial, regional park or historic site (Chart 8). In 1992, almost 6 out of 10 Japanese travellers rated the variety of things to see and do in Canada as better than in Japan (Table 8).

**Chart 7
Accommodation Used By Residents of Japan and Other Overseas Countries, 1992**



Source: International Travel Survey.

**Table 6
Rating of Accommodation Services in Canada by Overseas Residents Compared to Own Country, 1990-1992**

Year	Better in Canada	Same	Not as Good as Home Country	Not Stated	Total
%					
Residents of Japan:					
1990	30	53	13	5	100
1991	25	64	6	5	100
1992	37	55	5	3	100
Residents of Other Overseas Countries:					
1990	33	50	5	12	100
1991	36	48	4	12	100
1992	35	48	4	13	100

Source: International Travel Survey, special tabulation.

**Table 7
Rating of Hospitality of Local People in Canada by Overseas Residents Compared to Own Country, 1990-1992**

Year	Better in Canada	Same	Not as Good as Home Country	Not Stated	Total
%					
Residents of Japan:					
1990	50	41	6	3	100
1991	51	40	3	7	100
1992	51	43	4	2	100
Residents of Other Overseas Countries:					
1990	45	44	6	6	100
1991	49	40	5	6	100
1992	50	39	5	6	100

Source: International Travel Survey, special tabulation.

▶ Continued from page 7

Among residents of other overseas countries, this was true for only 4 out of 10 visitors.

Japanese who entered Canada directly were less likely to give Canada a better rating than those who entered via the United States. Presumably, those who visited the United States and then crossed the border into Canada tended to rate things to do much higher than those who flew directly because they stopped and visited more places.

Canada Gives Good Value for Money

The Japanese yen has been a powerful force operating in Canada's favour for inbound travel. In 1992, over 90% of Japanese tourists indicated that the value for their money was as good or better in Canada compared to back home (Table 9). There was also a strong upward trend in the proportion of Japanese visitors reporting Canadian value for money as better than at home, rising from 46% in 1990 to 59% in 1992. Residents from other overseas countries also felt that Canada was an increasing bargain during this period, as there was an increase from 32% in 1990 to 40% in 1992 in the proportion who indicated better value.

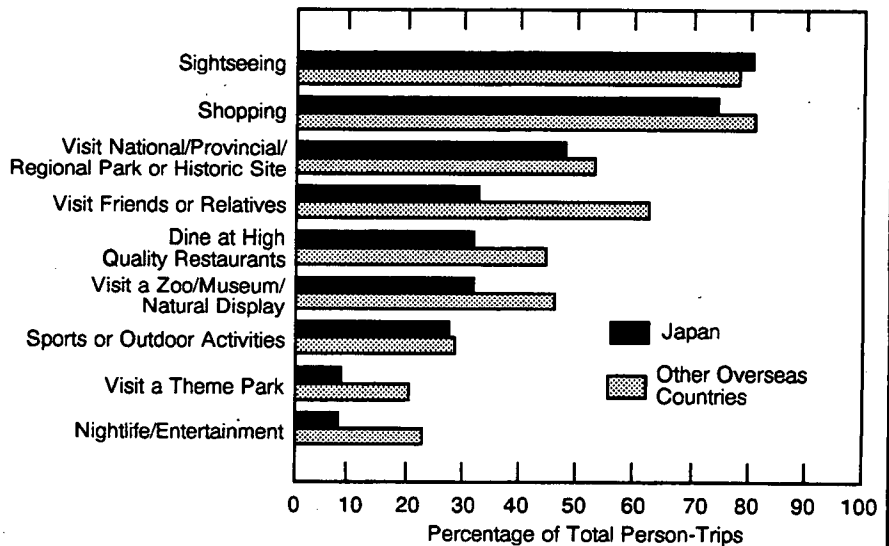
Higher value for money by the Japanese traveller was more evident for those on a business trip versus a vacation.

Correspondingly better ratings were received by those who travelled by air to Canada, either directly or indirectly. Also, for those who indicated shopping as one of their activities in Canada, one did not find better than average scores for value for one's money.

Making a Difference

As an international destination, Canada has garnered a most

Chart 8
Activities While Travelling in Canada by Residents From Japan and Other Overseas Countries, 1992



Note: Travellers can participate in more than one activity on a trip. Therefore, the sum of activities exceeds the total person-trips.
Source: International Travel Survey.

Table 8
Rating of Variety of Things to do in Canada by Overseas Residents Compared to Own Country, 1990-1992

Year	Better in Canada	Same	Not as Good as Home Country	Not Stated	Total
%					
Residents of Japan:					
1990	57	29	10	4	100
1991	47	37	10	6	100
1992	58	31	9	3	100
Residents of Other Overseas Countries:					
1990	38	43	12	6	100
1991	38	43	13	7	100
1992	39	42	12	7	100

Source: International Travel Survey, special tabulation.

favourable impression in terms of the five components of service related to travel. According to Japanese visitors, four out of the five service components have improved since 1990. Our hospitality, value for money and

variety of things to do surpassed Japanese tourists' ratings of their homeland's in 1992. Our transportation and accommodation services, while rated somewhat lower, were still quite respectable, given that 30% or more thought

▶ Continued from page 8

these services were better here than in Japan. Overall, it appears that Canada has the necessary products and the level of service to attract and satisfy the Japanese traveller.

However, Canada is losing market share. The Japanese overnight travel to Canada recorded no growth in 1992 and, according to the Canadian Tourism Research Institute, a modest 2.4% increase is expected from 1992 to 1993. In comparison, total travel to the United States by residents of Japan increased 10% between 1991 and 1992 and is anticipated to increase by 9.4% between 1992 and 1993, according to the United States Travel and Tourism Administration. Because so many Japanese visit Canada as a side trip of a U.S. journey, packaging a North American experience with the objective of attracting more Japanese who

Table	Rati	nts
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Travel Between Canada and Other Countries, Second quarter 1993

Overseas Travel to Canada Increasing

The number of non-resident travellers entering Canada for one or more nights declined slightly from a year ago in the second quarter of 1993. Trips of one or more nights to Canada by U.S. residents were down marginally (0.6%) from the same period in 1992. At the same time, comparable trips by residents of all other countries increased by 4.8% (See Touriscope Indicators table on page 12).

Among major countries of origin for foreign travel to Canada during the spring of 1993, France recorded the highest increase (16.3%) over 1992 while Germany followed closely with a 14.2% rise. The United Kingdom, our largest overseas market, showed an increase of 5.6% over the second quarter of 1992. A 4.3% rise in the number of overnight trips to Canada from Japan reflected the strengthening of the Japanese economy.

Less Travel to the United States During the Spring of 1993

Overnight travel to the United States by Canadian residents dropped 4.4% from the second quarter of 1992. The decrease

stemmed from a significant fall in the number of automobile trips during this period. In fact, overnight automobile trips to the United States dropped 7.9% while trips by other modes of transport increased by 4.7% during the second quarter of 1993. Overseas destinations fared better as the number of Canadian residents returning from countries other than the United States increased 7.6% during the spring of 1993.

Recent Trends as Shown by Seasonally Adjusted Data

Seasonally adjusted data, which highlight month-to-month trends, show that non-resident overnight travel to Canada decreased 2.2% in June 1993 (Chart 9). The level of this type of travel has fluctuated within a narrow band since late 1986. Meanwhile, Canadian residents' trips of one or more nights to foreign countries decreased 3.0% in June compared to the previous month. This fall follows an increase of 2.8% registered between April and May, for this type of trip.

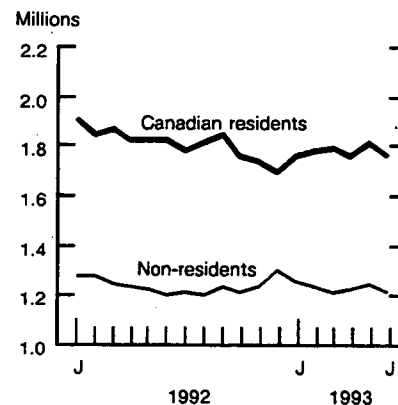
For further information, contact Ruth McMillan (613-951-1791), International Travel Section, Education, Culture and Tourism Division.

Travel Price Index, Second Quarter 1993

During the second quarter of 1993, the Travel Price Index (TPI) reached 132.9 (1986 = 100), growing by only 0.2% over the previous quarter. The TPI had increased by 0.7% in the first quarter of 1993 over the last quarter of 1992 (Table 10). The rise in travel prices recorded in 1992 was the smallest ever, and well below the rate witnessed for the Consumer Price Index (CPI) during the same period.

Chart 9

Trips of One or More Nights Between Canada and Other Countries, Seasonally Adjusted



Source: Statistics Canada, Cat. No. 66-001.

Table 10

Travel Price Index, Not Seasonally Adjusted, 1986 = 100

	Quarters				Annual Average
	1st	2nd	3rd	4th	
1986	97.9	98.9	102.6	100.6	100.0
1987	101.0	103.2	108.1	105.3	104.4
1988	104.0	105.7	108.1	106.2	106.0
1989	109.1	111.2	115.6	113.8	112.5
1990	116.3	118.5	123.4	124.3	120.6
1991	129.2	129.6	131.6	128.9	129.8
1992	128.4	129.7	133.2	131.7	130.8
1993	132.6	132.9			

Source: Education, Culture and Tourism Division.

► Continued from page 10

Overall prices for goods and services, as measured by the CPI rose at the same rate as the TPI in the second quarter of 1993 over the previous quarter. However, comparisons with the second quarter of 1992 showed the TPI

growing faster than the CPI over a twelve-month period (See Touriscope Indicators table on page 12).

Among major components of the TPI, a slight drop in inter-city transportation fares during the second quarter of 1993

compensated for small increases in the cost of automobile transportation compared to the first quarter of 1993. The price index for traveller accommodation increased slightly from the first quarter of 1993, but remained below the levels recorded for the same period in the previous two years.

NOW AVAILABLE!

FIRST QUARTER OF 1993

PROFILES OF INTERNATIONAL TRAVELLERS

A new set of customized profiles, collected through Statistic's Canada International Travel Survey, is now available for the first quarter of 1993.

Any of the characteristics collected through the Survey can be cross-tabulated. The profile tables are available for:

- Residents of the United States visiting Canada;
- Residents of countries other than the United States visiting Canada;
- Canadian residents visiting the United States; and,
- Canadian residents visiting countries other than the United States.

These profile tables provide a variety of information about the international traveller. Each set of profiles provides:

Estimates for characteristics of international travellers including:

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

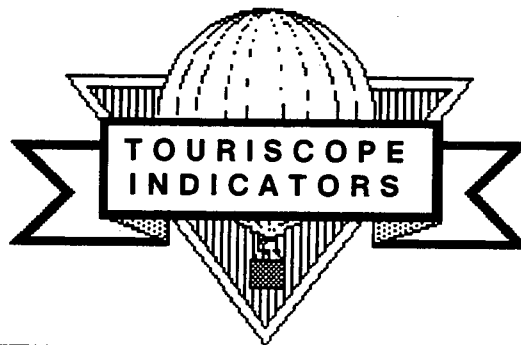
Vertical percentage distribution of estimates; and

Horizontal percentage distribution of estimates.



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		Second Quarter 1993	% Change	
			Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	8,421	68.0	-1.5
Overnight visits(p)	T	3,120	124.0	-0.6
By auto	T	2,068	129.6	-2.9
From Overseas	T	906	130.5	5.0
Overnight visits(p)	T	825	134.9	4.8
Top Seven Countries				
United Kingdom	T	160	193.8	5.6
Japan	T	102	63.3	4.7
Germany	T	90	181.2	14.2
France	T	94	203.9	16.3
Hong Kong	T	29	41.2	4.8
Australia	T	28	113.7	-11.3
Italy	T	21	117.1	-4.7
CANADIANS OUTSIDE CANADA				
To United States	T	17,741	21.9	-10.3
Overnight visits(p)	T	4,195	13.3	-4.4
By auto	T	2,914	32.4	-7.9
To Overseas	T	726	-29.4	7.6
INDUSTRY SECTOR				
Airline passengers (Level I)	T	5,548	7.1	0.5
Airline passenger-km (Level I)	M	11,245	11.3	-4.8
Inter-city bus passengers	T	2,725	-1.4	-14.1
Restaurant receipts	M	5,059	19.0	6.5
PRICES				
1986 = 100 (not s.a.)				
Travel price index		132.9	0.2	2.5
Consumer price index		130.1	0.2	1.8
Restaurant meals		137.3	0.2	1.5
Inter-city transportation		131.7	-1.4	6.6
Gasoline		119.4	-0.2	1.1
ECONOMIC				
Gross domestic product, 1986 prices (s.a.)	M	515,540	0.7	2.6
Amusement and recreation	M	4,146	1.6	1.5
Accommodation and food services	M	11,601	1.0	7.9
Personal disposable income per capita (s.a.)		17,716	0.7	1.3
LABOUR FORCE				
Labour force (s.a.)	T	13,951	0.6	1.4
Unemployed	T	1,585	4.1	2.2
Employed	T	12,365	0.2	1.3
Accommodation and food services (not s.a.)	T	779	9.1	1.7
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.2702	0.7	6.4
British Pound		1.9492	4.5	-9.7
Japanese Yen		0.01156	10.7	26.2
German Mark		0.7853	1.7	6.1
French Franc		0.2328	2.3	6.0

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