



STATISTICS CANADA / STATISTIQUE CANADA  
 APR 26 1994  
 LIBRARY  
**Travel-log**

Price: Canada: \$10.00, \$40.00 annually  
 United States: US\$12.00, US\$48.00 annually  
 Other Countries: US\$14.00, US\$56.00 annually

Spring 1994

## Sports Participation Travel Between Atlantic Canada and New England

by Ruth McMillan

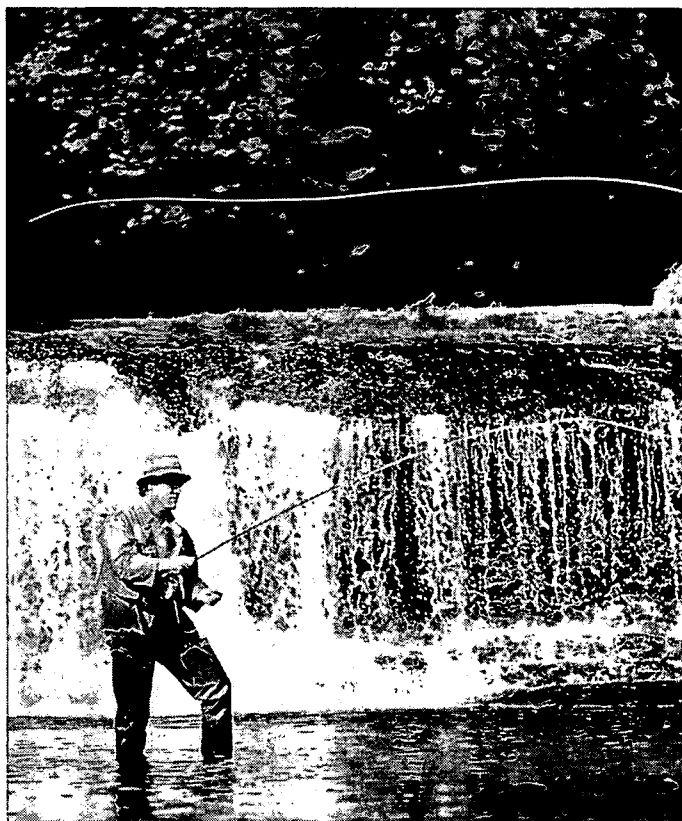
Canada and the United States not only share the world's longest border, both countries' residents are important players in the other's main foreign travel market. Canadian residents made 18.6 million overnight trips to the United States in 1992, compared with 11.8 million trips north of the border for American residents (Graph 1). Half of the U.S. overnight person-trips to Canada originated from the East North Central and Middle Atlantic regions in 1992 (Graph 2). The source of half of overnight Canadian travel to the United States was within the limits of Ontario, the most populous province (Graph 3).

Using data collected through Statistics Canada's International Travel Survey (ITS)<sup>1</sup>, this article profiles specific segments of travellers between two regions of the eastern seaboard – Atlantic Canada and New England – focusing on sports participation travel and the perceived level of service on both sides of the border<sup>2</sup>. This type of analysis could be useful to marketers looking for the right market niche in a region. Tourism operators catering to travel markets in both countries are facing an uphill battle to attract a larger share of a shrinking pleasure market while keeping ahead of changing consumer needs.

When travelling, some people are looking for a different experience. This can take many forms, from canoeing to white-water rafting, from golfing to hunting. Sports participation travel is defined here

<sup>1</sup> Person-trips of one or more nights are discussed throughout this article.

<sup>2</sup> Each travelling party reports only one set of activities as well as one set of service quality perceptions for the entire trip undertaken by the group.

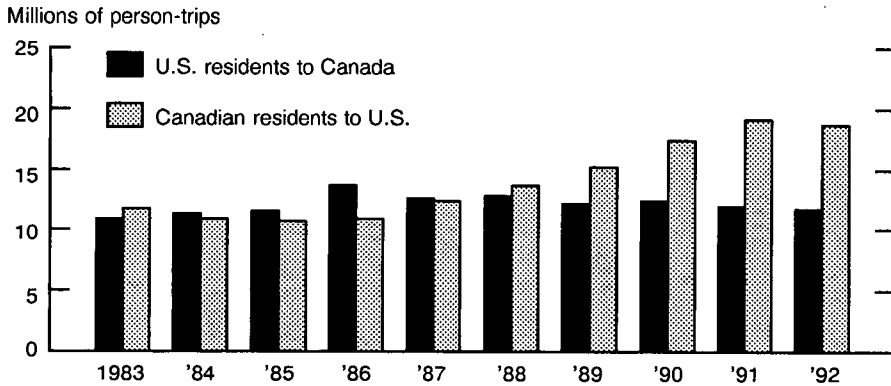


### Touriscope

#### In This Issue...

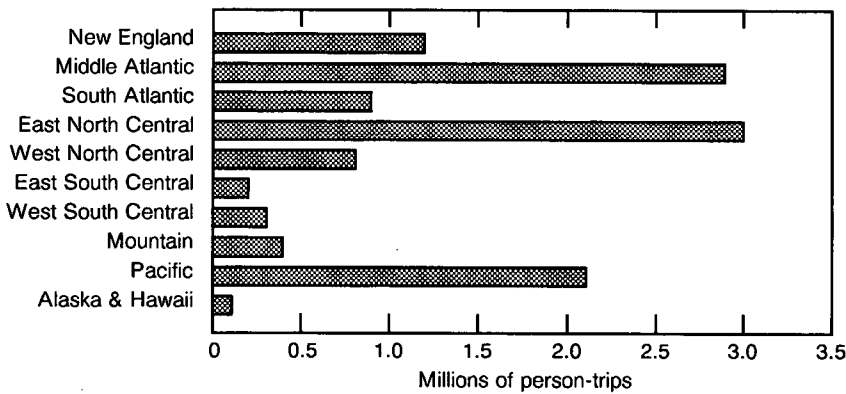
<i>Feature Article</i>	
Sports Participation Travel Between Atlantic Canada and New England	1
<i>Trends</i>	
Travel Between Canada and Other Countries	10
Travel Price Index	12
<b>TOURISCOPE INDICATORS</b>	<b>12</b>

**Graph 1**  
**Trips of One or More Nights between Canada and the United States, 1983-1992**



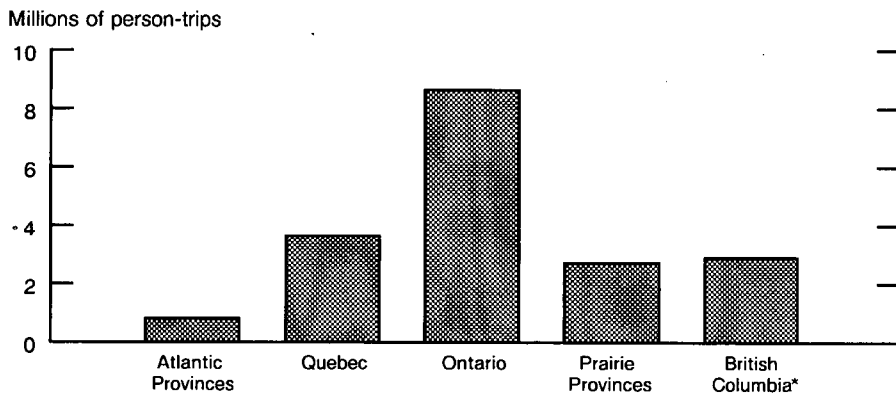
Source: *International Travel*, cat. no. 66-201.

**Graph 2**  
**Trips of One or More Nights to Canada by United States Residents, by Region of Residence, 1992**



Source: *International Travel*, cat. no. 66-201.

**Graph 3**  
**Trips of One or More Nights to the United States, by Canadian Residents, by Region of Residence, 1992**



\* Includes Yukon and N.W.T.

Source: *International Travel*, cat. no. 66-201.



# Travel-Log

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

Photo courtesy of Industry Canada.

Price: Canada: \$10.00 per issue, \$40.00 annually  
 United States: US\$12.00 per issue, US\$48.00 annually  
 Other Countries: US\$14.00 per issue, US\$56.00 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, 1994

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.

▶ Continued from page 2

as non-business travel of one or more nights' duration where at least one person in the travelling party participated in sports or outdoor activities listed in the ITS questionnaire, such as:

- swimming;
- other water sports;
- hunting or fishing;

- cross country skiing;
- downhill skiing; and
- other sports.

For comparison purposes, some references are made to non-sports participation travel, that is, non-business travel of one or more nights' duration where the activities participated in exclude sports and outdoor activities.

Table 1  
**Non-business Trips of One or More Nights, Residents of New England to Atlantic Canada, 1990-1992**

Year	Sports Participation Trips	Annual Change	Non-Sports Participation Trips	Annual Change	Total Non-Business Trips	Annual Change
		%		%		%
1990	75,900		180,900		256,800	
1991	79,200	4.3	201,700	11.5	280,900	9.4
1992	86,300	9.0	160,500	-20.4	246,800	-12.1

Source: International Travel Survey.

Table 2  
**A Profile of New England Travel to Atlantic Canada, 1992**

	Sports Participation Travel	Non-Sports Participation Travel
Trips	86,300	160,500
Nights	597,500	820,300
Spending (\$ Millions)	29.7	47.9
Average Number of Nights	7	5
Average \$ Per Person-trip	344	299
Average \$ Per Person-night	50	58
Average Travelling Party Size	3	2
Purpose of Trip	Holiday	Visit Friends or Relatives

Source: International Travel Survey.

Table 3  
**Non-business Trips of One or More Nights, Residents of Atlantic Canada to New England, 1990-1992**

Year	Sports Participation Trips	Annual Change	Non-Sports Participation Trips	Annual Change	Total Non-Business Trips	Annual Change
		%		%		%
1990	156,200		440,900		597,100	
1991	215,600	38.0	554,700	25.8	770,300	29.0
1992	213,800	-0.8	419,300	-24.4	633,100	-17.8

Source: International Travel Survey.

### Travel to Atlantic Canada by New Englanders

In 1992, residents of New England took 86,300 trips to Atlantic Canada which involved some sports activities, representing about a 35% share of all non-business travel (Table 1). Their expenditures totalled \$29.7 million<sup>3</sup>. Between 1990 and 1992, this type of travel increased 14% whereas non-sports participation travel dropped 11%. This, in itself, makes New England sports participation travellers an attractive market.

According to 1992 data, the typical sports participation traveller is a male baby boomer on a holiday or vacation. His travelling party consists of three or more persons, often including both adults and children. He visits Atlantic Canada during the summer and stays seven nights. His expenses total about \$50 per person-night.

This makes him different from his non-sports participation counterpart (Table 2). Based on 1992 data, the average non-sports participation traveller visits friends and relatives with another adult. He travels during the summer and stays in Atlantic Canada for five nights, on average. He spends about \$58 per person-night, but, because his trip is shorter, he spends less during his trip than a traveller who participates in sports activities.

### Travel to New England by Residents of Atlantic Canada

Residents of Atlantic Canada took 213,800 trips involving sports activities to New England in 1992, totalling about one third of all non-business travel (Table 3). Their expenditures reached an impressive \$50.5 million. Between 1990 and 1992, sports participation

<sup>3</sup> Expenditures are expressed in Canadian dollars and exclude international passenger fares.

**Table 4**  
**A Profile of Atlantic Canada Travel to New England, 1992**

	Sports Participation Travel	Non-Sports Participation Travel
Trips	213,800	419,300
Nights	939,100	1,316,400
Spending (\$ Millions)	50.5	88.0
Average Number of Nights	4	3
Average \$ Per Person-trip	236	210
Average \$ Per Person-night	54	67
Average Travelling Party Size	3	2
Purpose of Trip	Holiday	Holiday

Source: International Travel Survey.

▶ Continued from page 3

travel increased 37%, compared to a 5% drop in non-sports participation travel.

The typical traveller from Atlantic Canada reporting sports activities is a female baby boomer on a holiday or vacation. She travels in a party of three or more which likely includes both adults and children. She visits New England during the summer and stays around four nights. Her expenses total about \$54 per person-night.

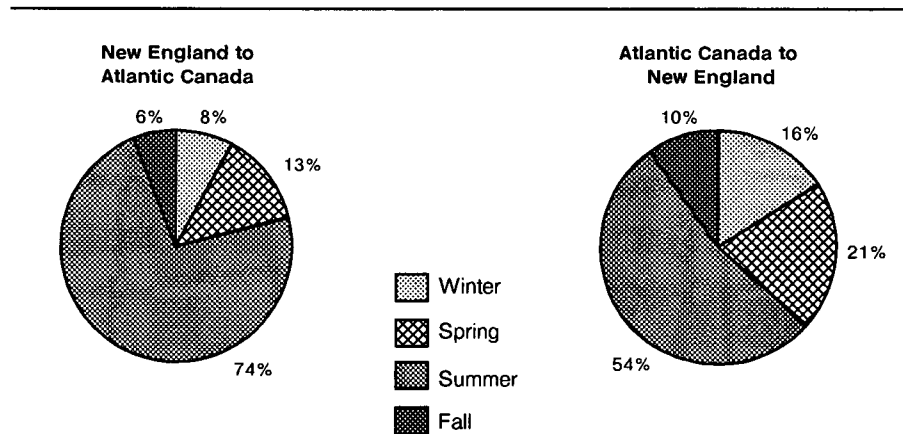
According to 1992 data, her non-sports participation counterpart also travels for a holiday or vacation, most likely with one other adult. Her trip takes place in the summer and includes about three nights in New England. She spends approximately \$67 per person-night, but since her trip is shorter, she spends less overall than a sports participation traveller (Table 4).

**Comparing Sports Participation Travellers from the Two Regions**

Immediately, one notices similarities and differences when comparing the two groups of travellers. For example, both New Englanders and Canadians from the Atlantic provinces were likely to travel during the summer (Graph 4). However, their propensities to do so were quite different. In 1992, three quarters of New England's travellers visited Atlantic Canada between July and September, with springtime ranking a distant second choice. At the same time, half of the Atlantic Canadians chose summer travel while 1 in 5 travelled between April and June.

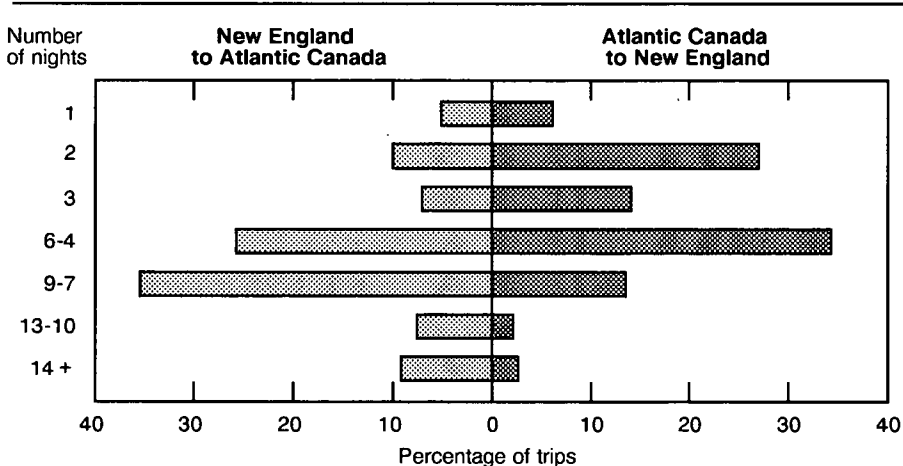
Average trip duration, at seven nights in 1992, was notably higher for New England sports participation travellers than for their Atlantic Canadian counterparts, who averaged only four nights. In fact, 61% of the New Englanders

**Graph 4**  
**Sports Participation Travel by Quarter, 1992**



Source: International Travel Survey.

**Graph 5**  
**Trip Duration for Adventure Travel, 1992**



Source: International Travel Survey.

► Continued from page 4

reported trips of 4 to 9 nights' duration with only 22% recording shorter visits. Meanwhile, Atlantic Canadian travellers were evenly divided between trip durations of 1 to 3 nights and 4 to 9 nights at 47% each (Graph 5).

Due to the difference in trip duration, there was a substantial difference in average trip spending. At \$344 per trip in

1992, New Englanders spent nearly 50% more, on average, than their Atlantic Canadian counterparts (\$236). Actually, one third of the travellers in both groups spent at least \$1,000 during their trip. However, where one third of New Englanders spent less than \$500, 44% of Atlantic Canadians fell into this spending range.

Both New England and Atlantic Canada travellers tended to travel in groups of three or more (Graph 6). If we consider the age distribution of these travelling parties, we again find similarities. Both sets of travellers were most likely to fall into the same age group - baby boomers. Beyond this, however, there were significant differences. In 1992, for example, 25% of the sports enthusiasts from New England to Atlantic Canada were between 45 and 54 years of age, whereas only 11% of the travellers in the opposite direction were middle aged (Graph 7).

### Perceptions of Service Quality

In 1990, Statistics Canada began collecting data from travellers on perceived service quality. All respondents to ITS are now asked the following question: "In comparison with your country, generally how would you rate the following aspects of your trip?"

The five aspects to be rated are:

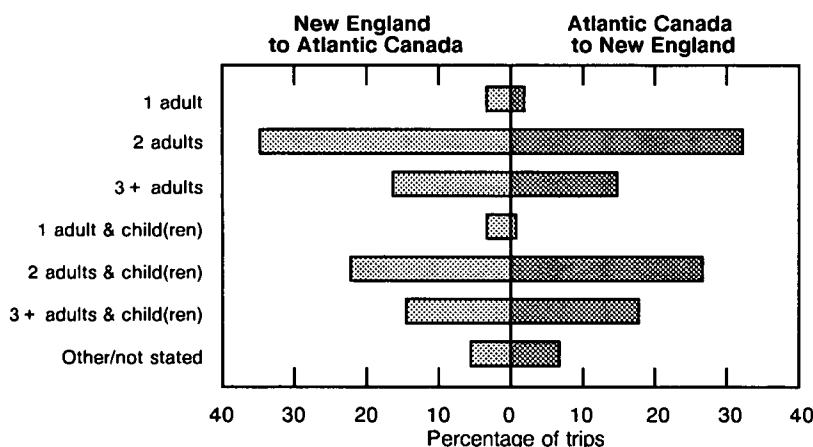
- transportation services;
- accommodation services;
- hospitality of local people;
- value for your money; and
- variety of things to see/do.

The respondent can rate each of the five items as being better, the same or not as good as in his/her own country.

### Transportation Services

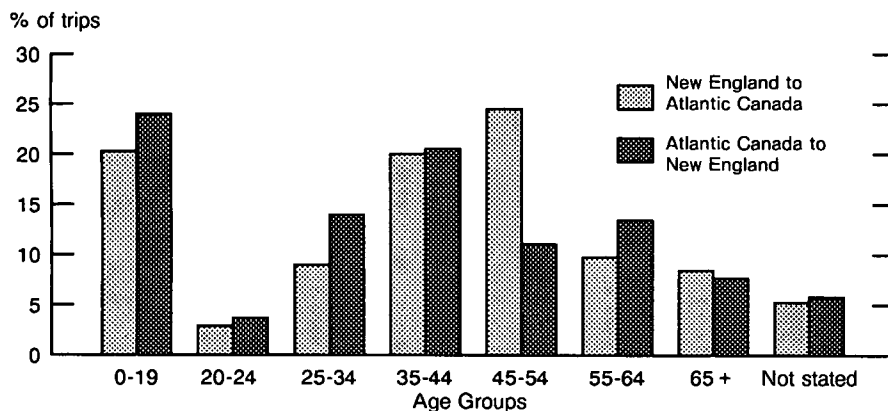
Most sports participation travel in both directions was made by car. In 1992, 68% of the New England sports participation travellers visiting Atlantic Canada rated transportation services there as being better or the same as in the United States (Table 5). On the other hand, 82% of their Atlantic Canada counterparts rated New England's transportation services as being better or the same as in Canada (Table 6). The information

Graph 6  
Composition of Travelling Party, Sports Participation Travel, 1992



Source: International Travel Survey.

Graph 7  
Age Distribution of Sports Participation Travellers, 1992



Source: International Travel Survey.

► Continued from page 5

collected through ITS has generally followed this pattern, with visitors to Canada ranking

the transportation services lower than Canadians rank these services in the countries they visit (Graph 8).

**Table 5**  
**Rating of Services by New England Residents Travelling to Atlantic Canada on Sports Participation Trips, 1992**

	Better in Canada	Same	Not as Good as in the U.S.	Not Stated	Total
			%		
Transportation	22	46	15	18	100
Accommodation	11	65	11	13	100
Hospitality	67	28	1	4	100
Value for Money	37	22	38	3	100
Variety of Things to Do	16	72	4	8	100

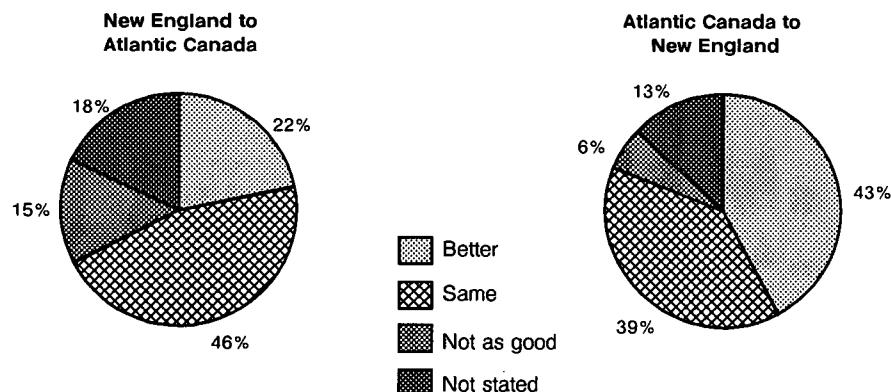
Source: International Travel Survey.

**Table 6**  
**Rating of Services by Atlantic Canada Residents Travelling to New England on Sports Participation Trips, 1992**

	Better in the U.S.	Same	Not as Good as in Canada	Not Stated	Total
			%		
Transportation	43	39	6	13	100
Accommodation	24	63	7	6	100
Hospitality	25	58	14	3	100
Value for Money	72	19	7	2	100
Variety of Things to Do	47	46	3	5	100

Source: International Travel Survey.

**Graph 8**  
**Rating of Transportation Services in Country Visited by Sports Participation Travellers, Compared to Own Country, 1992**



Source: International Travel Survey.

### Accommodation Services

In terms of preferred accommodation type, sports participation travellers between New England and Atlantic Canada differed (Graph 9). In 1992, 29% of travellers from New England camped or stayed in trailer parks while travelling in Atlantic Canada. Although 19% of Atlantic Canadian travellers in New England also chose camping or trailer parks, a larger segment (37%) stayed in motels.

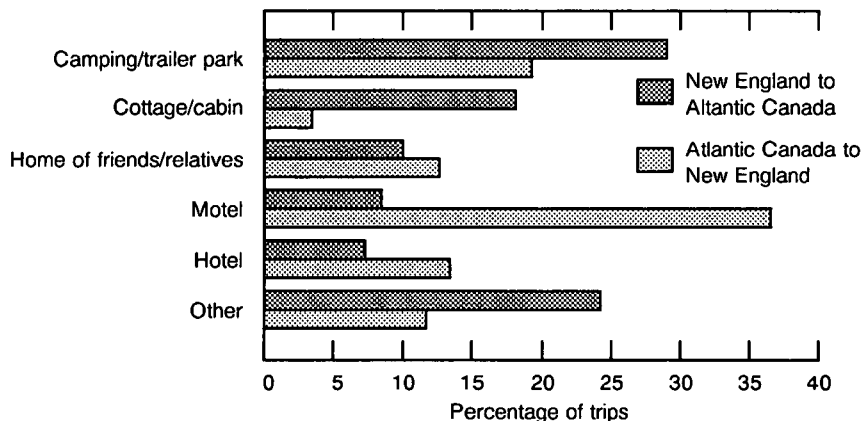
Regarding perceived service quality, 76% of the New Englanders rated accommodation in Atlantic Canada as better or the same as in the United States in 1992 (Graph 10). There was a downtrend from 1990, when 83% of these travellers gave this same ranking. Meanwhile, the accommodation ratings by Atlantic Canadians were fairly stable over time, with 87% rating New England's accommodation services as being better or the same as at home in 1992.

### Hospitality Services

Canada tends to rate highly in terms of hospitality (Graph 11). New England sports participation travellers supported this view in 1992 with 67% reporting that the hospitality was better in Canada than at home and only 1% assigning a negative rating. In all, 95% believed that hospitality was better or the same in Atlantic Canada. These were the best service ratings awarded by New Englanders.

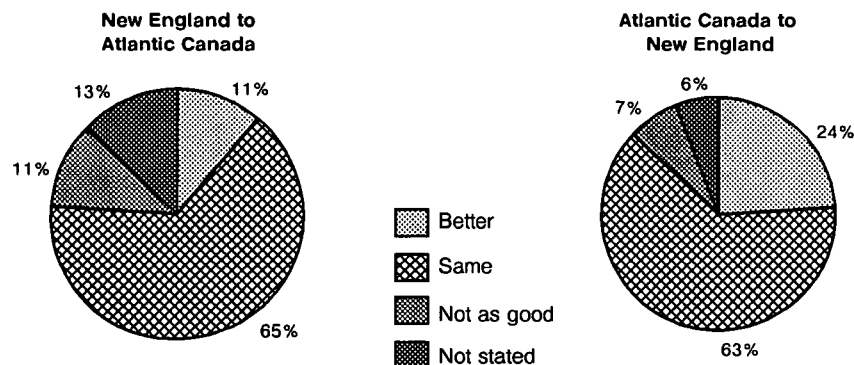
Atlantic Canada residents also rated their neighbours' hospitality services highly, with 83% stating they were better or the same as in Canada. The portion of Atlantic Canadians saying these services were better at 25%, however, was considerably smaller than for residents of New England.

Graph 9  
**Accommodation Used During Sports Participation Travel, 1992**



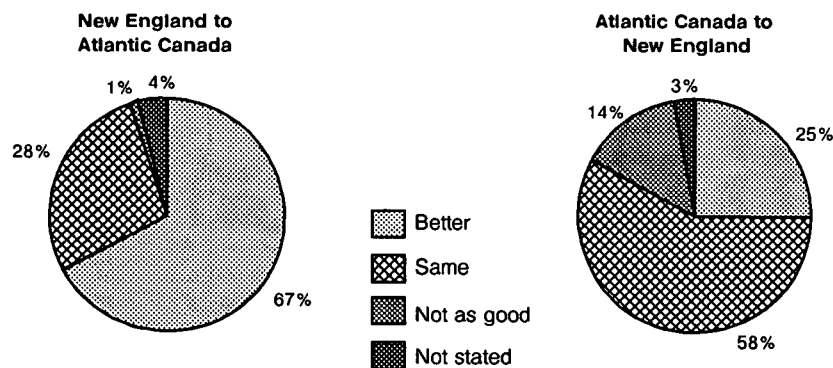
Source: International Travel Survey.

Graph 10  
**Rating of Accommodation Services in Country Visited by Sports Participation Travellers, Compared to Own Country, 1992**



Source: International Travel Survey.

Graph 11  
**Rating of Hospitality in Country Visited by Sports Participation Travellers, Compared to Own Country, 1992**



Source: International Travel Survey.

► Continued from page 6

**Value for Your Money**

Among the five services rated, considerably more New England sports participation travellers rated value for their money as "not as good" than any of the other aspects they rated. In 1992, 38% felt that value for their money was not as good in Atlantic Canada as at home (Graph 12). This was, however, an improvement from 1991, when 50% assigned this same rating. Atlantic Canadians agreed with this assessment, with 72% reporting that value for their money was better in New England than at home in 1992, more than for any other service rated. This was a decrease from the 78% who gave this rating in 1991.

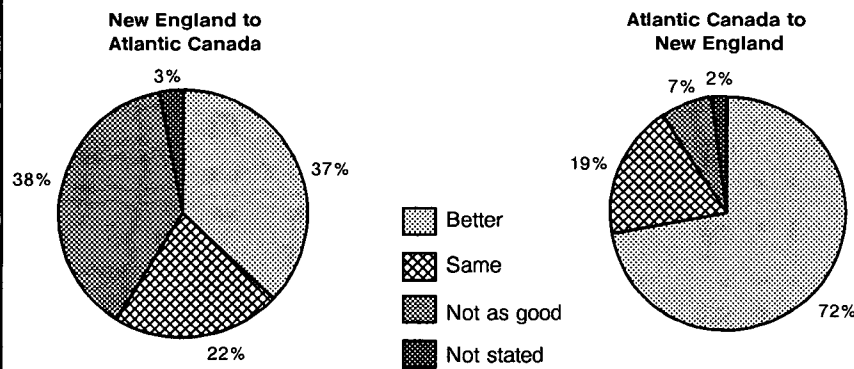
**Variety of Things to Do**

In terms of variety of things to do, the vast majority of New Englanders and Atlantic Canadians rated the other's homeland as better or the same as at home (88% and 93% respectively). There was a marked difference, however, in the awarding of a "better" rating. Only 16% of travellers from New England gave Atlantic Canada this highest rating whereas 47% of Atlantic Canadians granted the same to New England (Graph 13). The two flows of travellers had the same propensity to visit more than one province/state and both averaged six activities per trip.

The universal activity among sports participation travellers, by definition, was participating in sports or outdoor activities. Swimming was the most popular of the activities in this category (Graph 14), with 57% of New Englanders who travelled to Atlantic Canada and 70% of Atlantic Canadians who travelled

Graph 12

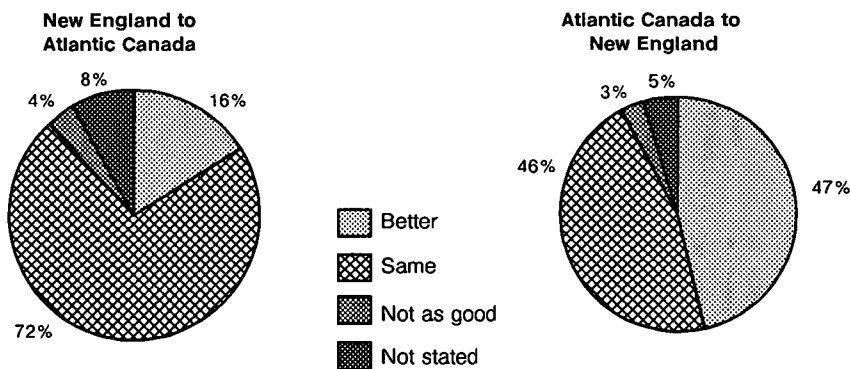
**Rating of Value for Money in Country Visited by Sports Participation Travellers, Compared to Own Country, 1992**



Source: International Travel Survey.

Graph 13

**Rating of Variety of Things To Do in Country Visited by Sports Participation Travellers, Compared to Own Country, 1992**



Source: International Travel Survey.

► Continued from page 7

to New England reporting swimming as one of their activities in 1992. Among the New Englanders, 24% participated in hunting and fishing compared to only 5% of travellers from Atlantic Canada. A significant number of travellers, about 3 in 10, in both directions reported participation in sports other than water sports, hunting and fishing, and skiing.

Non-sports activities were also important to these travellers (Graph 15). For residents of Atlantic Canada, the most significant non-sports activity in New England was shopping, with more than 9 out of 10 participating in 1992. In contrast, only half of the New Englanders shopped while in Atlantic Canada. In both directions, about 7 in 10 participated in sightseeing.

**Sizing Up the Market**

In studying sports participation travel between Atlantic Canada and New England, one of the most prominent features is the difference in volume. Atlantic Canadians make nearly 2.5 times as many person-trips to New England as vice versa. This, of course, impacts on the money spent.

One should keep in mind, however, that residents of New England made 270,400 sports participation trips to Canada in 1992, while 296,700 similar trips to the United States were taken by Atlantic Canadians. The difference is that only one third of the New England sports participation travellers to Canada reported nights spent in Atlantic Canada during 1992. Both Quebec and Ontario received larger shares of these travellers. Meanwhile, 72% of sports participation travellers from Atlantic Canada included at least one night in New England in their trip to the United States.

Having taken this into consideration, the imbalance is still evident when one considers the population base in the two regions. In 1992, the population of New England stood at 13.2 million<sup>4</sup>, more than five times the 2.4 million residents of Atlantic Canada<sup>5</sup>.

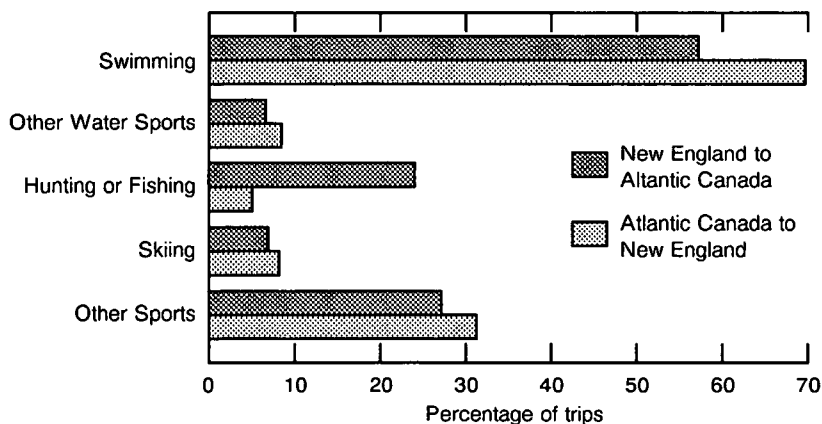
The growth in sports participation travel between New England and Atlantic Canada from 1990 to 1992 is noteworthy, especially considering the decline in non-sports participation travel during the same period. Part of the decrease in non-sports participation travel was likely due to a shift toward more varied travel activities.

<sup>4</sup> United States Census Bureau, population as of July 1, 1992.

<sup>5</sup> Statistics Canada, population as of July 1, 1992.



Graph 14  
**Sports Participation Travel by Activity, 1992**



Note: Travellers can participate in more than one activity on a trip. Therefore, the sum of activities exceeds the total trips.

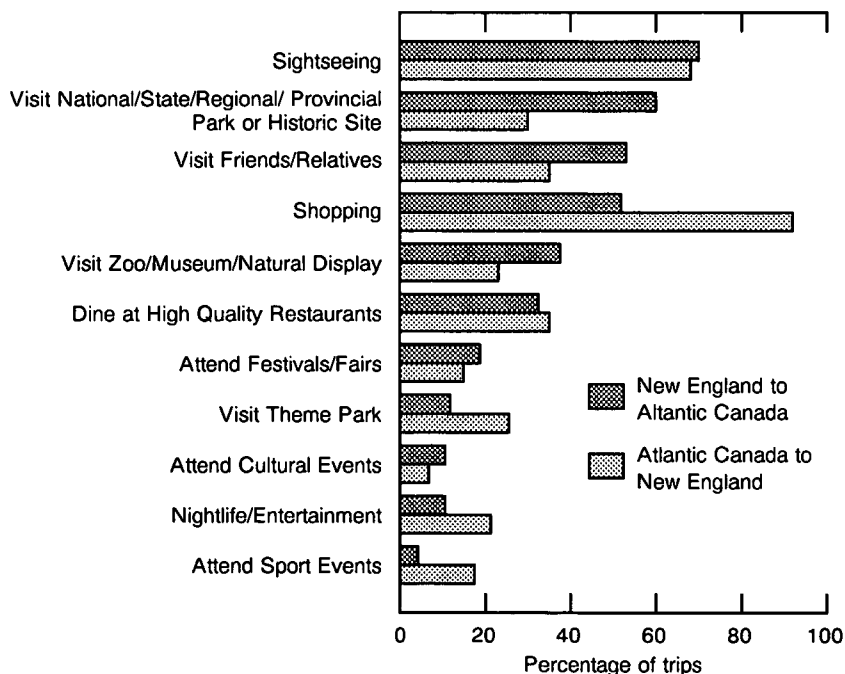
Source: International Travel Survey.

► Continued from page 8

The data collected through the International Travel Survey can help the travel industries on both sides of the border. By monitoring changing service quality perceptions and responding to them, the travel industry can encourage continued growth in the sports participation travel market.

Ruth McMillan is a Senior Analyst with the Education, Culture and Tourism Division. The article is based on a presentation, given by the author at a joint conference of the Canada and New England Chapters of the Travel and Tourism Research Association (TTRA) in the Fall of 1993.

Graph 15  
**Other Activities During Sports Participation Travel, 1992**



Note: Travellers can participate in more than one activity on a trip. Therefore, the sum of activities exceeds the total trips.

Source: International Travel Survey.



## Travel Between Canada and Other Countries in 1993

### Less Automobile Travel to the United States by Canadians

Travel of one or more nights to the United States by all modes of travel decreased 6.9% from 1992 to 17.3 million. As a result, the number of Canadian residents returning from trips of one or more nights to the United States was pushed back to the level reached in 1990.

As car trips of one or more nights decreased 10.3% in 1993 to

the lowest level in four years, at 12.2 million, the number of comparable trips by other modes of transport to the United States increased 2.1% to a record 5.2 million. On the other hand, trips by Canadian residents to all other countries in 1993 reached a record 3.3 million, an increase of 5.3% from 1992.

### Increased Non-Resident Travel to Canada

Trips of one or more nights to Canada by residents of the United States increased 1.5% in 1993 to 12.0 million, following two consecutive annual drops. While the U.S. automobile flow to Canada for one or more nights remained flat at 8.3 million in 1993, comparable trips by other modes of transport jumped 5.2% to 3.7 million. Overnight trips by residents of all other countries increased 5.6% to a record 3.1 million. Notable increases were recorded for Germany and France (See *Touriscope Indicators* on page 12).

### Improved Travel Account Deficit in 1993

The preliminary annual estimate of Canada's international travel account in 1993 showed a deficit of \$7.7 billion, a 5.8% improvement from 1992's record \$8.2 billion deficit (Table 7). Total payments and total receipts reached record levels in 1993. However, the strong rise in receipts from visitors to Canada contributed to a narrowing of the international travel account deficit for the first time in seven years.

Total payments increased 1.1% to \$16.4 billion in 1993. Expenditures by Canadian residents in the United States decreased 3.5% to \$10.6 billion - the first drop recorded in our payments to the United States since 1979. Meanwhile, payments to all other countries increased 10.8% to a record \$5.8 billion.

In 1993, total receipts increased 8.0% to \$8.7 billion. Receipts from the United States increased 9.5% to a record \$5.0 billion. Receipts from all other countries also peaked, rising 6.1% to \$3.7 billion.

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

### Travel Prices in 1993

#### Travel Price Index Rises Faster Than the Consumer Price Index in 1993

In 1993, the Travel Price Index (TPI) averaged 134.0 (1986=100), a 2.4% increase over last year (Table 8). The annual increase registered in 1992 (0.8%) had been the lowest recorded since 1980. In comparison, the Consumer Price Index rose 1.8% over 1992 marking a second

Table 7

#### International Travel Receipts and Payments

	1992	1993 <sup>P</sup>	Change 1992/1993
	(Millions of \$)		%
<b>United States</b>			
Receipts	4,550	4,980	9.5
Payments	11,018	10,631	-3.5
Balance	-6,468	-5,651	-12.6
<b>All other countries</b>			
Receipts	3,509	3,723	6.1
Payments	5,197	5,758	10.8
Balance	-1,688	-2,035	20.6
<b>Total, all countries</b>			
Receipts	8,059	8,703	8.0
Payments	16,215	16,389	1.1
Balance	-8,156	-7,686	-5.8

<sup>P</sup> Preliminary figures.

Source: International Travel Survey.

▶ Continued from page 10

straight year of historically low rates of inflation in Canada. Higher prices for imported goods,

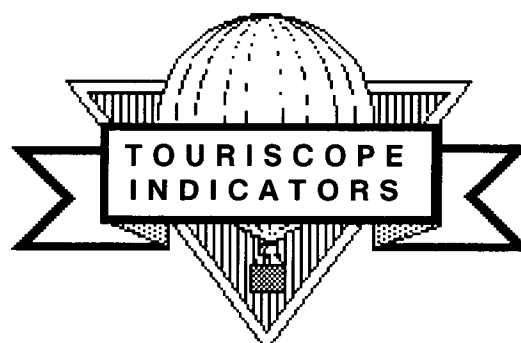
fuelled by a weaker Canadian dollar in terms of the U.S. dollar, were offset by lower inflation rates for services.

Among the major elements of the TPI, a marginal increase of 0.8% in traveller accommodation prices in 1993 partially compensated for higher inter-city transportation prices (5.9%). The rise in air fares (6.3%) fuelled the increase in the price of inter-city transport. On the other hand, the cost of operating an automobile increased slightly over the previous year (1.8%), as gasoline prices declined for a third consecutive year. In another sector of the tourism industry, restaurant prices increased by only 1.3% in 1993, marking a second straight year of historically low rates of inflation.

Table 8  
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	136,0	134,4	134,0

Source: Education, Culture and Tourism Division.



		Fourth Quarter 1993	% Change		Year 1993	% Change 1992-1993
			Previous Quarter	Previous Year		
<b>VISITORS TO CANADA</b>						
From United States	T	6,382	-50.2	2.3	T 32,623	0.6
Overnight visits(p)	T	2,032	-62.6	5.4	T 11,998	1.5
By auto	T	1,358	-65.5	4.9	T 8,260	-0.1
From Overseas	T	592	-62.7	5.9	T 3,478	5.3
Overnight visits(p)	T	515	-63.7	5.5	T 3,112	5.6
Top Seven Countries						
United Kingdom	T	93	-64.5	8.1	T 569	5.2
Japan	T	74	-56.7	12.1	T 409	3.5
France	T	50	-73.3	22.0	T 362	16.8
Germany	T	45	-74.6	7.1	T 344	17.0
Hong Kong	T	20	-70.6	0.0	T 118	-2.5
Australia	T	20	-45.9	5.3	T 98	-5.8
Italy	T	15	-69.4	-11.8	T 95	-2.1
<b>CANADIANS OUTSIDE CANADA</b>						
To United States	T	14,147	-29.9	-10.3	T 66,741	-13.0
Overnight visits(p)	T	3,209	-48.3	-6.9	T 17,307	-6.9
By auto	T	2,106	-57.3	-9.5	T 12,154	-10.3
To Overseas	T	647	-25.2	5.7	T 3,268	5.3
<b>INDUSTRY SECTOR</b>						
Airline passengers (Level I)	T	5,076	-17.4	3.8	T 21,947	3.2
Airline passenger-km (Level I)	M	9,670	-29.9	-0.9	M 44,806	-1.3
Inter-city bus passengers	T	2,938	-8.3	5.6	T 11,630	-2.7
Restaurant receipts	M	4,854	-8.5	4.2	M 19,456	4.9
<b>PRICES</b>						
1986 = 100 (not s.a.)						
Travel price index		134.5	-1.1	2.1	134.0	2.4
Consumer price index		131.2	0.5	1.8	130.4	1.8
Restaurant meals		137.9	0.2	1.0	137.5	1.3
Inter-city transportation		135.1	-0.1	5.2	133.9	5.9
Gasoline		115.3	-3.3	-5.3	118.4	-1.5
<b>ECONOMIC</b>						
Gross domestic product, 1986 prices (s.a.)	M	524,307	3.4	1.1	M 517,394	2.7
Amusement and recreation	M	4,272	6.3	5.5	M 4,120	1.5
Accommodation and food services	M	11,537	-0.9	1.8	M 11,558	3.3
Personal disposable income per capita (s.a.)		16,871	-1.7	0.2	17,084	1.7
<b>LABOUR FORCE</b>						
Labour force (s.a.)	T	13,989	0.1	0.8	T 13,946	1.1
Unemployed	T	1,552	-2.5	-2.9	T 1,562	0.4
Employed	T	12,438	0.3	1.3	T 12,384	1.2
Accommodation and food services (not s.a.)	T	771	-7.3	4.0	T 774	1.6
<b>EXCHANGE RATES</b>						
In Canadian Dollars:						
American Dollar		1.3248	1.6	5.0	1.2901	6.7
British Pound		1.9761	0.7	-0.7	1.9381	-9.0
Japanese Yen		0.012248	-0.8	19.4	0.011650	22.0
German Mark		0.7872	1.1	-3.4	0.7808	0.6
French Franc		0.2270	1.2	-5.4	0.2280	-0.4

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

# TRAVEL BETWEEN CANADA AND OTHER COUNTRIES 1992 ANNUAL

**S**ubscribers to Statistics Canada's International Travel publications will want this newly released annual report that summarizes annual findings of travel to and from Canada. The publication provides a profile of international travellers by province/country of residence, area of destination, purpose, length of stay, expenditures, age group and sex.

This report features:

- 14 graphic and analytical highlights
- 34 detailed statistical tables
- Trip and traveller characteristics
- Methodological notes and survey details

Anyone affected by tourism needs to know these facts. This publication will give you a long term view that will help hone the strategies so necessary for today's economic climate.

## ORDER NOW!

Order your copy today! *International Travel: Travel between Canada and other countries, 1992* (catalogue 66-201) costs \$34 (plus GST) in Canada. To order, complete the order form found at the back of this publication.

To order, write to: Publication Sales, Statistics Canada, Ottawa, Ontario, K1A 0T6, or contact the nearest Statistics Canada Reference Centre listed in this publication.

For faster ordering fax your order to **1-613-951-1584**, or call toll-free to **1-800-267-6677** in North America or **1-613-951-7277** outside and charge to your VISA or MasterCard.

# VOYAGES ENTRE LE CANADA ET LES AUTRES PAYS ANNUEL 1992

**L**es abonnés à la publication *Voyages internationaux* de Statistique Canada voudront se procurer la plus récente version de cette publication annuelle qui résume les données annuelles des voyages entre le Canada et les autres pays. Cette publication offre un profil des voyageurs internationaux par province/pays de résidence, région de destination, but de voyage, durée de séjour, dépenses, groupe d'âge et sexe.

Cette publication comprend:

- 14 graphiques et faits saillants analytiques
- 34 tableaux statistiques détaillés
- caractéristiques des voyages et des voyageurs
- notes méthodologiques et détails relatifs à l'enquête.

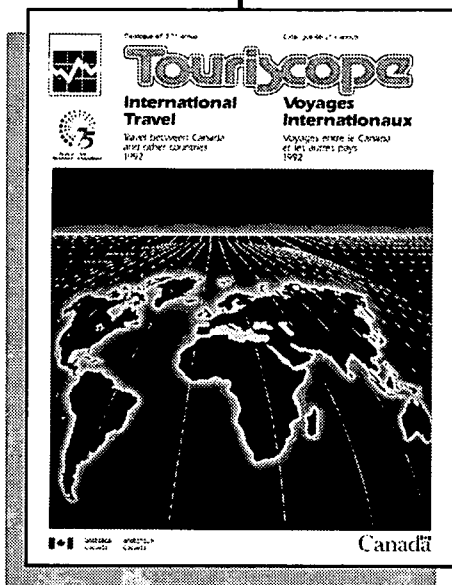
Les personnes qui s'intéressent au tourisme doivent connaître ces faits. La publication vous donnera une perspective de long terme et vous aidera à orienter les stratégies si indispensables dans la situation économique actuelle.

## COMMANDEZ DES MAINTENANT!

Commandez votre exemplaire dès aujourd'hui. La publication *Voyages internationaux: Voyages entre le Canada et les autres pays, 1992* (no. 66-201 au catalogue) coûte \$34 (plus la T.P.S.) au Canada. Pour commander, veuillez remplir le bon de commande qui se trouve à l'arrière de cette publication.

Pour commander, veuillez écrire à Vente des publications, Statistique Canada, Ottawa (Ontario), K1A 0T6 ou communiquer avec le Centre de consultation de Statistique Canada le plus près (voir la liste figurant dans la présente publication).

Pour un service plus rapide, commandez par télécopieur au **1-613-951-1584**. Ou composez sans frais le **1-800-267-6677** au Canada ou aux États-Unis, à l'étranger **1-613-951-7277** et utilisez votre carte VISA ou MasterCard.



Statistics Canada  
Statistique Canada

Canada

# DID YOU KNOW...

THAT CUSTOMIZED INTERNATIONAL TRAVEL PROFILES ARE AVAILABLE FROM STATISTICS CANADA?

Readers of Touriscope's International Travel series of publications have come to expect the quality information available from these publications for planning and researching tourism related activities between Canada and international destinations.

Now Statistics Canada offers a new customized product collected through its International Travel Survey. These **International Travel Profiles** offer a snapshot of characteristics of travellers between Canada and many overseas countries as well as the United States.

**International Travel Profiles** offer reliable information about your tourism market, all customized and cross-tabulated to your specifications. Each set of profiles provides estimates for characteristics of international travellers including:

- Province of Residence
- Transportation Mode
- Visit Duration
- Spending in Countries Visited
- Accommodation Types
- Age and Sex of Traveller
- Main Trip Reason
- Travelling Party Size
- Duration (in visit nights)
- Visit Spending Range
- Composition of Travelling Party
- Trip Activities

Travel researchers use this information to keep on top of their tourism market and to determine the impact of tourism on their area of interest. **International Travel Profiles** are an excellent means to segment the geographic and demographic characteristics of your market and to promote those travel and tourism related activities which are clearly in demand.

Please call, write or fax us now for more information.

Telephone: 613-951-8932  
Fax: 613-951-2909  
Contact: International Travel Section  
Statistics Canada  
R.H. Coats Building - 17K  
Ottawa, Ontario  
K1A 0T6

# SAVIEZ-VOUS...

QUE VOUS POUVEZ VOUS PROCURER DES PROFILS PERSONNALISÉS SUR LES VOYAGES INTERNATIONAUX AUPRÈS DE STATISTIQUE CANADA?

Les lecteurs de la série de publications Touriscope sur les voyages internationaux s'attendent de tirer des données de qualité de ces publications aux fins de l'étude et de la planification d'activités liées au tourisme entre le Canada et l'étranger.

Maintenant Statistique Canada offre de nouvelles données personnalisées tirées de son Enquête sur les voyages internationaux. Ces **Profils des voyages internationaux** présentent un aperçu des caractéristiques de voyageurs effectués entre le Canada et les pays outre-mer, sans oublier les États-Unis.

**Les Profils des voyages internationaux** contiennent des données fiables sur le marché du tourisme, données qui sont entièrement personnalisées et croisées selon vos besoins. Chaque série de profils fournit des estimations sur les caractéristiques des voyageurs internationaux :

- Province de résidence
- Mode de transport
- Durée du séjour
- Dépenses dans les pays visités
- Types d'hébergement
- Âge et sexe des voyageurs
- Raison principale du voyage
- Taille du groupe de voyageurs
- Durée (en nuitées)
- Échelle de dépenses par visite
- Composition du groupe
- Activités pendant le séjour

Les chercheurs dans le domaine utilisent ces renseignements pour se tenir au courant de l'évolution du marché du tourisme et pour déterminer l'incidence du tourisme sur leur champs d'intérêt. **Les Profils des voyages internationaux** constituent un excellent moyen de segmenter le marché selon les variables géographiques et démographiques et de promouvoir les activités liées aux voyages et au tourisme qui sont de toute évidence très populaires.

Pour plus de renseignements :

No de téléphone : 613-951-8932  
No de télécopieur : 613-951-2909  
Contact : Section des voyages internationaux  
Statistique Canada  
Immeuble R.-H. Coats - 17K  
Ottawa (Ontario)  
K1A 0T6