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Canadians' Favourite Sunspot: Florida

by Ruth Martin

Canada and the United States are integral components of each other's tourism industries, each being the other's main source of international tourism dollars. However, the relationship between these two North American countries is not equal, with Canadian travellers spending far more in the United States than vice versa. At its peak in 1992, when Canadians spent a record \$11.0 billion¹ south of the border, the travel deficit amounted to \$6.5 billion. During that year, according to the Canadian Travel Survey, 30% of Canada's population aged 15 or older made at least one overnight leisure trip to the United States.

From the United States' perspective, 46% of its 37.6 million overnight international visitors in 1993 came from Canada (Graph 1). The state receiving most of these Canadian visitors was New York, largely thanks to its proximity to the country's two most populous provinces. Canadians made 3.3 million overnight visits to the state of New York in 1993 and left behind \$593.8 million (Table 1).

When it comes to spending by Canadian travellers in the United States, though, one state stands out by far, and that, of course, is Florida. In 1993, Canadian visitors² spent an estimated \$2.1 billion in Florida, over a quarter of the tourism dollars Canadians pumped into the United States economy. Although Florida ranked second in terms of the number of state visits by Canadians (its traditional position) with 2.2



Touriscope

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¹ Unless otherwise noted, data are extracted from the International Travel Survey. Throughout this article, spending is expressed in terms of Canadian dollars. Total travel spending includes international passenger fares whereas spending in individual states excludes them.

² Overnight visits to Florida are discussed throughout this article.



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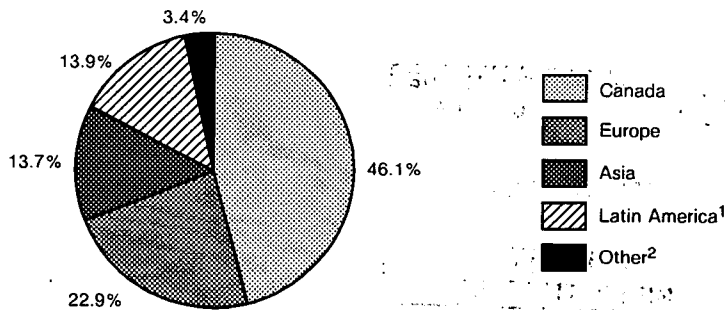
° Minister of Industry, 1994

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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.

Graph 1
International Travellers to the United States by Origin, 1993



¹ Includes Central America, Caribbean, South America and Mexico.
² Includes Oceania, Africa and Middle East.
 Source: United States Travel and Tourism Administration, Summary and Analysis of International Travel to the United States.

Table 1
Canadian Overnight Visits, Expenditures and Length of Stay in 10 Major States, 1993

Selected States	State-visits	Visit-nights	Spending
		'000	\$'000,000
Total Overnight State-visits	24,811	128,622	7,690.0
New York	3,286	8,238	593.8
Florida	2,246	47,382	2,107.1
Washington	2,134	5,887	305.3
Michigan	1,768	4,569	285.0
Maine	1,073	3,328	206.5
Vermont	1,045	2,893	147.9
California	832	7,576	962.9
Montana	819	2,453	142.6
Pennsylvania	777	1,751	102.3
North Dakota	711	1,616	122.3
Other States	10,121	42,929	2,714.2

Note: Each visit of one or more nights to a state is counted. Source: International Travel Survey.
 Source: International Travel Survey.

▶ Continued from page 1

million in 1993, Canadian tourists spent an overwhelming 37% of their nights in Florida while travelling in the United States. Obviously, Canadians love Florida. That being said, Canadians are vital to the health of Florida's international tourism industry. Almost a third of Florida's 6.9 million international visitors in 1993 were Canadian (Graph 2).

The Historical Picture

In the ten years between 1977 and 1986, Canadian travel to Florida was relatively stable at about 1.5 million visits annually. During the late eighties, this travel flow experienced strong growth with annual double-digit increases from 1987 through 1990. This upward trend paused in 1991, as Canadians reacted to the weak economy at home and threatened terrorism emerging from the Persian Gulf War. Growth resumed in 1992



▶ Continued from page 2

when Canadians made a record 2.5 million visits to Florida, spending nearly \$2.3 billion (Graph 3).

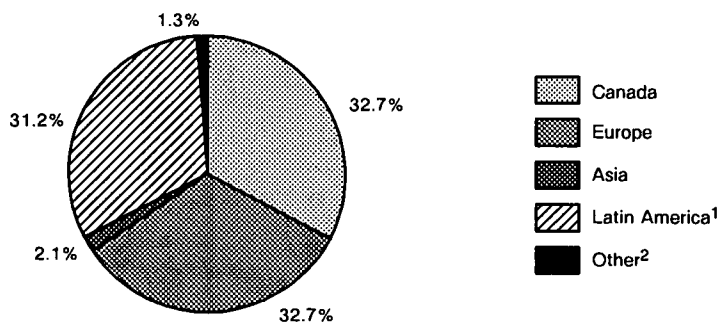
In 1993, numerous downward pressures influenced Canadians considering travel to Florida. The value of the Canadian dollar against U.S. currency had been falling throughout 1992, averaging only 83 cents (US). During 1993, the Canadian dollar lost another nickel. The cost to Canadians for health care coverage outside the country continued to rise. Reports of violence in Florida against foreign tourists received wide media coverage. These and other factors led to a 9% drop in visits to Florida by Canadians, nearly three times the magnitude of the recession-induced decline in 1991.

The Shrinking Dollar

The Canadian dollar last saw parity with its United States counterpart in 1976. It then steadily declined, bottoming out at 72 cents (US) in 1986. From 1987 through 1991, the dollar gradually rose again, reaching an annual average of 87 cents (US) in 1991. Cross-border shopping, as measured by same-day car trips by Canadians to the United States, peaked in 1991. Canadian international travellers gave the United States their highest rating for value for their money compared to home that year³. In fact, three out of four Canadians visiting the United States during 1991 claimed that they received better value for their money in the United States. Canadians travelling to Florida followed this overall pattern, giving their highest value for money rating in 1991.

The dollar then began a downtrend and Canadians incorporated their weakening

Graph 2
International Travellers to Florida by Origin, 1993

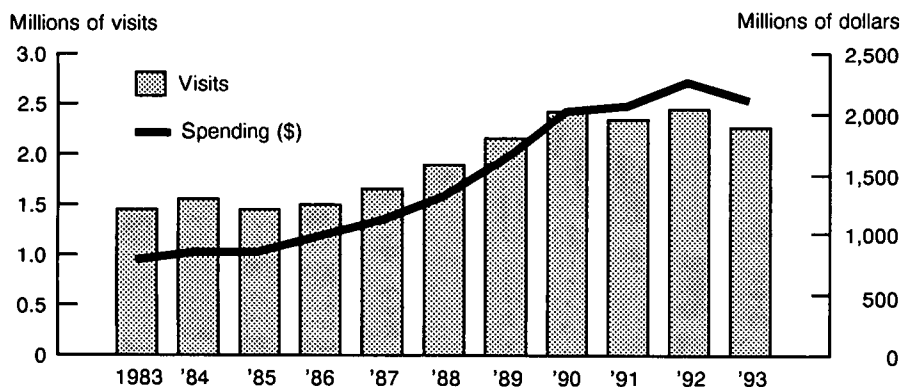


¹ Includes Central America, Caribbean, South America and Mexico.

² Includes Oceania, Africa and Middle East.

Source: United States Travel and Tourism Administration, Summary and Analysis of International Travel to the United States.

Graph 3
Canadian Overnight Visits and Spending in Florida, 1983-1993



Source: International Travel Survey.

³ Ratings have been collected since 1990.

Graph 4
Rating of Value for Your Money as Better in the United States by Canadian Residents to Florida, Compared to the Exchange Rate, 1990-1993

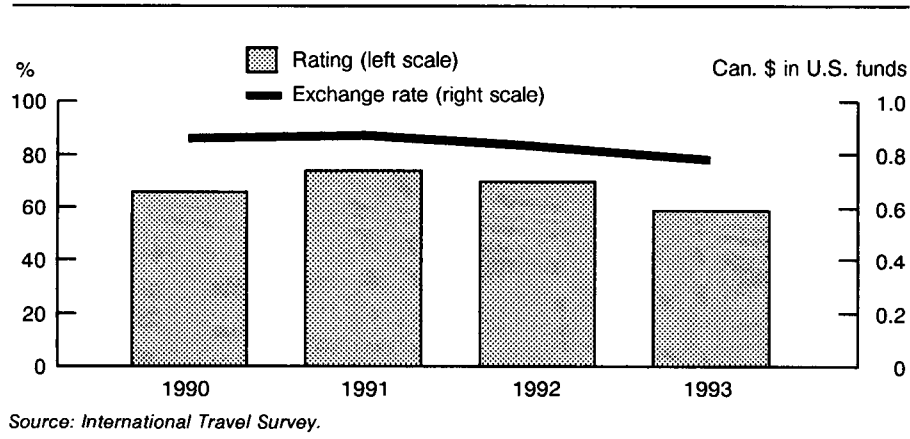


Table 2
Air Traffic Between Canada and Florida, First Six Months of 1992 and 1993

Airports	1992 Jan.-June	1993 ^P Jan.-June	% Change 93/92
Ft. Lauderdale	453,601	458,360	1.0
Miami	271,278	261,775	-3.5
Orlando	317,174	337,899	6.5
Tampa/St. Petersburg	252,250	242,819	-3.7
Other Airports	343,260	350,591	2.1
Total Passengers	1,637,563	1,651,444	0.8

^P Preliminary.
 Source: Aviation Statistics Centre, Statistics Canada, special tabulation.

▶ Continued from page 3

dollar in rating the value received for their money (Graph 4). By 1993, when the Canadian dollar stood at 78 cents (US), about 60% of Canadians visiting Florida felt that they received better value for their money there. Although down substantially from 1991's peak, this still represents a majority of travellers. To put this in perspective, it bears noting that only 30% of Canadians travelling to overseas destinations in 1993 felt that the value for their money was better there than at home.

Cost of Health Care Rising

Health care coverage is a significant concern for international

travellers. Without such coverage, an unexpected stay in hospital could be economically devastating.

During the nineties, several provinces reduced their coverage of medical expenses incurred by residents outside of Canada. In addition, residency requirements for the maintenance of coverage within Canada are being enforced. The net result has been a sharp increase in the cost of purchasing additional coverage from secondary insurers.

The reaction to these events was so strong among some Canadian visitors to Florida that a lobby group, the Canadian Snowbird Association (CSA), was formed in 1992 to represent their health care coverage and other

interests. At last count, membership exceeded 100,000 persons.

Violence Against Foreign Tourists

Beginning in April 1993, the international media gave substantial coverage to a series of violent crimes in Florida against foreign tourists, including Canadians.

A United States industry survey⁴ conducted in 1993 found that most tourism suppliers (74%) ranked adverse publicity as the key issue related to safety and security. Interestingly enough, increased criminal activity was the second issue in importance (58%), followed closely by the industry's willingness to improve the situation (57%).

At the same time, a tourism market study⁵ conducted in October 1993 found that 29% of Canadians viewed Florida as a "not very safe vacation destination" while a further 12% stated it was "not at all safe".

Since historical data are not available, it is impossible to say whether it is unusual for 41% of Canadians to feel that Florida is an unsafe vacation destination.

A shift in travel patterns within Florida may also have been in response to crime. Air travel between origins and destinations in Canada and Florida increased overall during the first half of 1993, but both Miami and Tampa/St. Petersburg saw fewer passengers than during the same period in 1992 (Table 2).

A Canadian Safety Net

All in all, it appears that many Canadians were not discouraged from visiting Florida in 1993 by

⁴ Travel Industry Association of America/United States Travel and Tourism Administration, *Traveler Safety and Security Initiative, Phase II, 1994*.

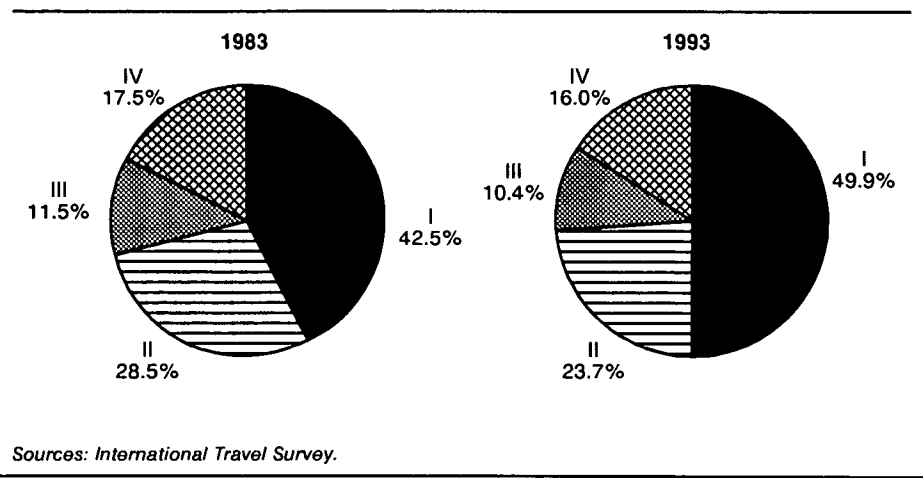
⁵ Orlando/Orange County Convention & Visitors Bureau, *Florida/Orlando Tourism Market Study, 1994*.

Table 3
Type of Accommodation Used by Canadian Residents When Visiting Florida, 1992-1993

Accommodation Type	1992	1993	Change
	'000		%
Total Overnight State-visits	2,459	2,246	-8.7
Hotel only	443	381	-14.0
Motel only	423	286	-32.4
Homes of Friends/Relatives only	421	429	1.9
Camping/Trailer Park only	104	100	-3.8
One type only other than above	455	441	-3.1
More than one type	450	416	-7.7
Not stated	163	193	18.5

Source: International Travel Survey.

Graph 5
Canadian Overnight Visits to Florida by Quarter



Sources: International Travel Survey.

► Continued from page 4

crime publicity. There is, nonetheless, evidence that Canadians reacted. There were decreases in 1993 in the number of visitors reporting hotels as the only type of accommodation used, as well as for only motels (Table 3). While fewer Canadians reported using commercial lodgings, more stayed with friends and relatives in 1993. Still, during this period, accommodation ratings by Canadians visiting Florida were relatively stable.

With the large number of Canadians who travel to Florida

and an apparent pattern of repeat visitation, there is a massive network of friends and relatives. Fewer than 10% of Canadians visiting Florida in 1993 reported that the hospitality there was not as good as at home. A study of CSA members in the Spring of 1993 found that 72% had received at least one visit by children or grandchildren while at their winter destination⁶. Nearly 88% of these respondents also reported that they had resided in Florida the previous winter, suggesting familiarity with their surroundings.

Additionally, there is a growing population of permanent residents of Florida who were born in Canada. According to the United States Census of Population⁷, there were 77,600 Canadian-born permanent residents of Florida in 1990, up 10% from a decade earlier.

A Snapshot of 1993

The International Travel Survey reveals the following basic characteristics of Canadians visiting Florida during 1993:

- Three out of four Canadians travelled for a vacation while a further 10% reported that visiting friends or relatives was the main reason for their trip.
- The majority (51%) were female.
- 60% travelled with at least one other adult.
- One third were at least 55 years of age while 27% were baby boomers.
- The average trip duration was three weeks, unchanged from the previous year.
- Average spending per visit, at \$938, and average spending per night, at \$44, were both up slightly from 1992.

So, despite the falling dollar, rising health care costs and crime publicity, Canadians made 2.2 million visits to Florida during 1993. In line with traditional patterns, half of the Canadians visiting Florida returned to Canada during the first three months of the year. One in four returned between April and June (Graph 5).

Understandably, many Canadians seek a respite from the winter climate. Outside of the

⁶ Canadian Snowbird Association, Readership Survey of CSA News, 1993.

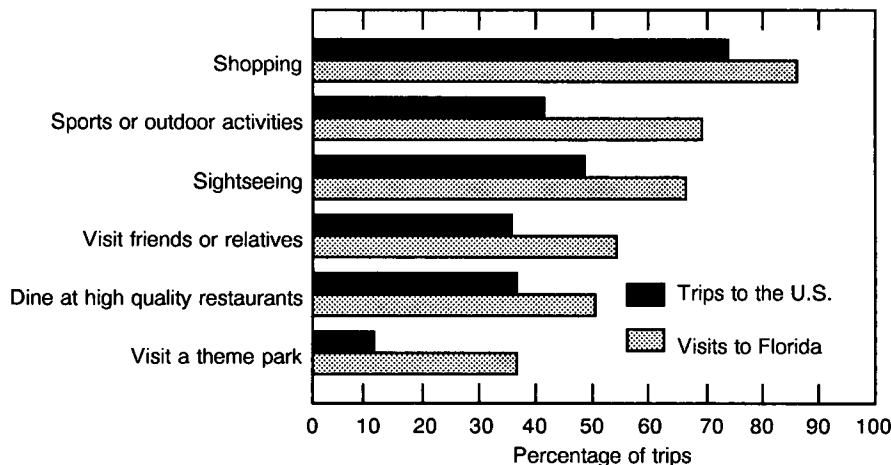
⁷ Florida Department of Commerce.

Table 4
Canadian Overnight Visits, Expenditures and Length of Stay in Top 5 Overseas Sun Destinations, 1993

Selected Overseas Countries	Country visits	Visit-nights	Spending
		'000	\$'000,000
Total Overnight Country-visits	4,423	58,889	4,122.2
Mexico	363	4,038	297.1
Cuba	184	1,764	109.6
Dominican Republic	144	1,416	96.2
Bahamas	88	643	58.5
Bermuda	72	546	72.2
Other Overseas Countries	3,573	50,483	3,488.6

Source: *International Travel Survey.*

Graph 6
Activities of Canadian Residents While Visiting the United States and Florida, 1993



Note: Travellers can participate in more than one activity on a trip.
 Source: *International Travel Survey.*

▶ Continued from page 5

United States, the most popular sunspot among Canadians is Mexico, which received 363,000 visits and \$297 million from Canadians in 1993 (Table 4), numbers dwarfed by the Florida statistics.

These Canadians are Active

Canadians who travel to Florida do a lot more than soak up the sunshine. In 1993, they participated in six activities⁸ on average,

with shopping (86%), sports and outdoor activities (69%) and sightseeing (66%) ranking highest. Overall, Canadians travelling to the United States during 1993 participated in four activities each, while those visiting Florida, taking longer trips on average, had more time for leisure activities (Graph 6).

Canadians visiting Florida rated the variety of things to see and do highly. In 1993, 55% of those visiting Florida claimed the variety of things to see and do was better than at home, while 36% of

▶ Continued from page 5

all Canadians travelling to the United States said the same. These values are similar to levels reported in previous years.

Among Canadians visiting Florida, only one activity increased in actual counts between 1992 and 1993, this being attending sports events. Given that the Toronto Blue Jays train in Dunedin, and the Montreal Expos in West Palm Beach, not to mention the offerings of Florida's own professional sports teams, it is not surprising that Canadian attendance at sports events is rising.

Ontario Ranks #1

The home province of most of the Canadians who travel to Florida is Ontario. In 1993, 61% were Ontarians, almost unchanged from the share ten years earlier. Given the overall upward trend in travel to Florida during this period, though, Ontarians made 1.4 million visits in 1993, despite a 5% drop from the previous year (Table 5). Quebeckers, the second largest group, reacted most strongly to 1993's downward pressures on travel to Florida, making 18% fewer visits.

From Florida's perspective, residents of Ontario travelling by car are particularly significant. Ontario has ranked among the top ten states/provinces of origin of auto visitors to Florida during each of the last five years, climbing to fifth position in 1993 (Table 6).

Plane Travel Recovering

In 1990, 55% of Canadians visiting Florida travelled by plane. Fear of terrorism resulting from the Persian Gulf War contributed to a drop in market share to 48% in

⁸ Refers to activities during the entire trip.

Table 5
Canadian Overnight Visits to Florida, by Province of Residence, 1983-1993

Year	Atlantic Provinces	Quebec	Ontario	Prairie Provinces	B.C. & Terr.	Total
						'000
1983	65	457	854	63	25	1,464
1984	71	439	956	68	21	1,556
1985	72	420	891	59	17	1,459
1986	74	466	886	63	19	1,507
1987	90	525	965	65	21	1,666
1988	99	582	1,107	79	32	1,899
1989	108	566	1,342	94	38	2,149
1990	117	674	1,463	124	54	2,432
1991	114	647	1,423	103	62	2,350
1992	132	702	1,436	130	59	2,459
1993	116	575	1,370	116	68	2,246

Source: International Travel Survey.

Table 6
Market Shares of Top Ten Origin States/Provinces of Auto Visitors to Florida

Origin	1993	1992	1991	1990	1989
					%
Georgia	15.8	15.1	16.4	15.0	15.2
Ohio	6.0	6.8	5.9	6.4	6.1
Michigan	5.3	4.5	4.2	4.4	4.6
New York	5.2	5.3	5.2	5.1	5.3
Ontario	5.1	4.3	3.9	4.3	4.1
Tennessee	4.5	4.8	4.8	4.6	5.0
North Carolina	4.2	4.4	4.2	4.0	--
South Carolina	4.1	--	3.9	--	--
Alabama	4.1	5.2	5.9	4.4	4.2
Pennsylvania	4.0	--	--	--	3.9

-- Did not rank in the top ten.

Source: Florida Department of Commerce, 1993 Florida Visitor Study.

Table 7
Canadian Overnight Visits to Florida by Mode of Transport, 1990-1993

Mode of Transport	1990	1991	91/90	1992	92/91	1993	93/92
	'000	'000	%	'000	%	'000	%
Auto	1,010	1,119	10.9	1,116	-0.3	963	-13.8
Plane	1,349	1,133	-16.1	1,242	9.7	1,172	-5.6
Other	73	98	33.5	101	3.6	112	10.2
Total Overnight State-visits	2,432	2,350	-3.4	2,459	4.7	2,246	-8.7

Source: International Travel Survey.

► Continued from page 6

1991, with the automobile share increasing as a result. Since then, however, the car travel portion has been declining (Table 7).

Although gasoline prices are still favourable in the United States, the difference between gas prices in the two countries has been closing during this period. A litre of gas was 22 cents (Cdn) cheaper in the United States in 1991, but with the falling Canadian dollar and rising taxes on gas in the United States, the differential was down to 15 cents (Cdn) by 1993.

By 1993, 52% of Canadians travelled to Florida by plane while 43% went by car. The mode of transportation used varied depending on the traveller's age - 62% of travellers under 55 chose air travel compared to only 36% of older travellers.

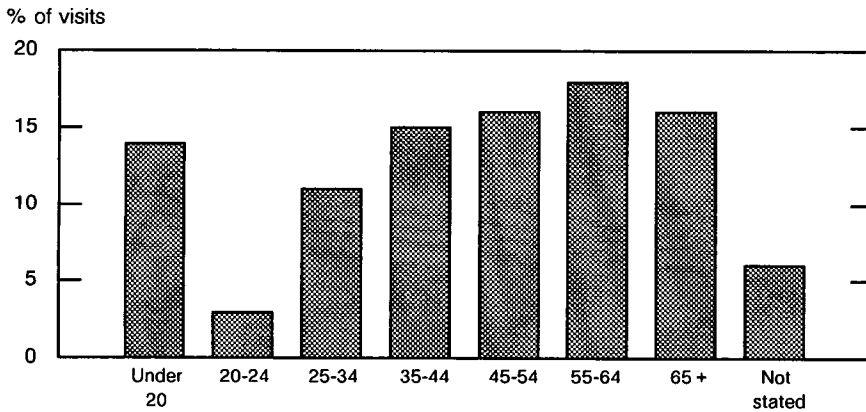
Mature Travellers Important

The largest single age group among Canadians who visit Florida is aged 55 years or older (Graph 7). Representing one third of the market in 1993, the three quarters of a million mature travellers stand out for several reasons.

With many mature travellers having retired from the workforce, one in five (148,000) spent 60 or more nights in Florida in 1993 (Graph 8). Only 1% of those under 55 years could say the same. Remaining an average of 40 nights in Florida, nearly four times the average trip duration of those under 55, these older travellers spent substantially more per trip (\$1,493 compared to \$645).

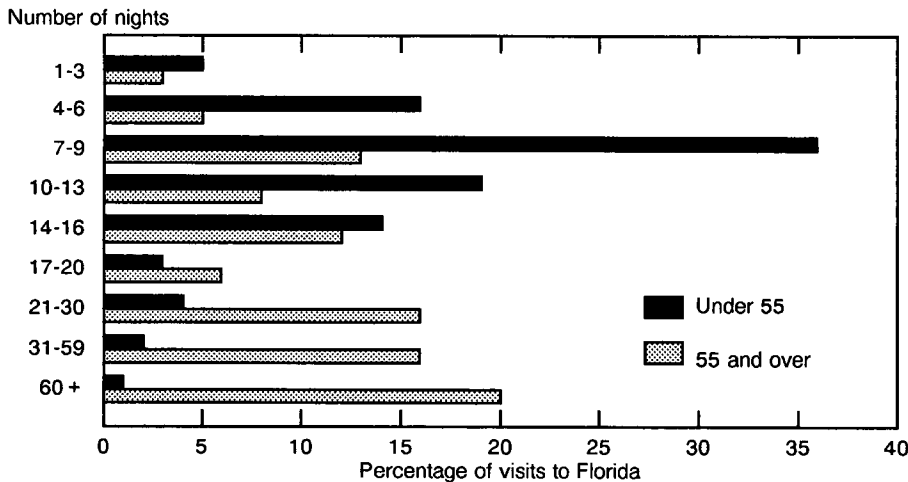
Spending per night for those aged 55 years and older was substantially lower, at \$38 on average in 1993 compared to \$58 for those under 55. The fact that

Graph 7
Canadian Overnight Visits to Florida by Age Groups, 1993



Source: International Travel Survey.

Graph 8
Visit Duration for Travel to Florida, Canadians Aged 55+ Versus Less Than 55 Years of Age, 1993



Source: International Travel Survey.

▶ Continued from page 7

one in four mature travellers (196,000 persons) owned accommodation which was used during the trip partially accounts for the difference.

As was the case overall, most older travellers in 1993 (66%) were from Ontario. A 1986 study⁹ of Anglophone Canadian seasonal "migrants" to Florida aged 65 years and older suggested that this

is "largely an economically privileged group" and "considerably healthier than the average U.S. citizen".

The Outlook

Between January and March 1994, 827,000 Canadians returned from trips to Florida, down 26% from the first quarter of 1993. Spending fell 21%, from \$861 million to \$677 million. Visits by residents of Ontario and Quebec,

the most significant markets, dropped 22 and 32% respectively. These must be startling statistics for Florida's international tourism industry.

During first quarter 1994, the Canadian dollar averaged 75 cents (US), down almost a nickel from the same period a year earlier. There was a substantial drop in value for money ratings, with 41% of Canadian visitors to Florida feeling that they received better value for their money there than at home - the first time that less than a majority made this claim. The same phenomenon was noted for Canadians travelling to the United States overall.

The sagging number of visits to Florida reflects the general downtrend in travel to the United States by Canadians, which emerged during the second quarter of 1993. During January to March 1994, Canadian overnight trips to the United States were down 11% from the same period a year earlier. If the data for first quarter 1994 are representative, the flow of Canadians to Florida is likely to continue decreasing in the face of a weak Canadian dollar.

With trips to Florida, and the United States in general, foregone, the likelihood of Canadians travelling domestically is certainly a positive prospect for the Canadian tourism industry. Meanwhile, tourism being Florida's largest industry, a greater marketing effort on their part is made to reposition the State's image as an international tourist destination.

⁹ Marshall, Longino, Tucker and Mullins, *Health Care Utilization Of Canadian Snowbirds, Journal of Aging and Health, Vol.1 No.2, 1989.*

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Travel Between Canada and Other Countries in the First Half of 1994

Record Number of Foreign Overnight Trips to Canada

Non-resident travel of one or more nights into Canada was on the rise in the first six months of 1994, reaching an unprecedented level for the period. Residents of the United States and other countries made 6.0 million overnight trips to Canada in the first half of 1994, up 6% from the same period of 1993 (Table 8). Residents of the United States also accounted for 78% of Canada's foreign tourism arrivals in the first six months of 1994.

Residents of overseas countries made 1.3 million overnight trips, an increase of 11% from the first half of 1993. A number of major overseas markets were up substantially from the first six months of 1993, including France (+24%) and Japan (+17%). However, Canada's leading overseas market, the United Kingdom, witnessed a slight pause, increasing by only 1% during the period.

Fewer Overnight Trips to the United States by Canadians

Canadian residents made a total of 7.0 million overnight trips to the United States in the first six months of 1994, down 11% from the same period in 1993. During the first half of 1994, Canadians spent \$5.7 billion travelling in the

United States (including both same-day and overnight trips), 3% less than during the same period in 1993 (table 9). A major factor in the declining level of travel to the United States has been the weakening Canadian dollar.

Overseas destinations fared better, as the number of Canadian residents returning from countries other than the United States reached 1.8 million, a 4% increase from the first half of 1993. A record number of Canadian residents returned from overseas trips in the first half of 1994, having spent \$3.0 billion abroad, 5% more than during the same period of 1993.

Lower Deficit on the Travel Account

During the first six months of 1994, the international travel account deficit, which includes same-day and overnight travel, fell to \$4.9 billion, its lowest level in three years for this period. The improvement in the travel deficit resulted from less Canadian travel to the United States and more foreign travel to Canada.

Spending in Canada by a larger number of foreign travellers reached a record level of \$3.8 billion in the first half of 1994. Receipts from the United States increased 20% to \$2.2 billion, while those from all other countries reached \$1.6 billion, an increase of 10% from the first six months of 1993.

Table 8

Overnight Trips to Canada, Top 10 Countries of Origin

Traveller's country of residence	January to June 1994 ^P	Jan.-June 1993 to Jan.-June 1994 ^P
	'000	% change
United States	4,752	4.9
United Kingdom	216	1.1
Japan	192	16.5
France	154	23.5
Germany	129	6.1
Hong Kong	52	5.7
Australia	49	21.6
Netherlands	33	1.2
Switzerland	32	15.0
Italy	32	2.1
Other Countries	412	11.2
Total	6,053	6.1

^P Preliminary figures.

Source: International Travel Survey.

Table 9

International Travel Receipts and Payments

	1994 ^P	Change
	Jan.-June	94/93
	\$ millions	%
United States		
Receipts	2,226	20.1
Payments	5,717	-3.0
Balance	-3,491	-13.6
All other countries		
Receipts	1,590	10.3
Payments	3,015	5.4
Balance	-1,425	0.4
Total, all countries		
Receipts	3,816	15.8
Payments	8,732	-0.2
Balance	-4,916	-9.9

^P Preliminary

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

Table 10

Travel Price Index, Not Seasonally Adjusted, 1986 = 100

Year	Quarters				Annual Average
	1st	2nd	3rd	4th	
1990	116.3	118.4	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
1994	133.4	134.4			

Source: Education, Culture and Tourism Division.

▶ Continued from page 10

Impact of the Windsor Casino during June

Same-day car trips by residents of the United States through the Windsor Tunnel totalled 373,000, up an impressive 52% from June 1993. June 1994 was the Windsor Casino's first full month of operation. Overnight car trips by residents of the United States through the Windsor Tunnel also surged, up 34% from June 1993, to 45,000.

Travel Price Index, Second Quarter 1994

The downward shift recorded in travel prices during the fourth quarter of 1993 and the first quarter of 1994 came to a halt in the second quarter of this year. During the second quarter of 1994, the Travel Price Index (TPI) increased 0.7% over the first quarter of 1994 (Table 10). The TPI increase reflected price advances in traveller accommodation and transportation during the period. In comparison, overall prices for goods and services, as measured by

the Consumer Price Index (CPI) in the second quarter of 1994 cost 0.4% less than in the first quarter of the year (See Touriscope Indicators on page 12).

Compared to the second quarter of 1993, the TPI recorded a 1.1% increase in the second quarter of 1994. The upward movement in the year-to-year variation of the TPI mainly resulted from higher transportation prices. On the other hand, consumers paid the same amount for the CPI basket of goods and services in the spring of 1994 as they did a year before.



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		Second Quarter 1994	% Change	
			Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	8,813	74.4	4.7
Overnight visits(p)	T	3,301	127.5	5.2
By auto	T	2,194	131.6	6.1
From Overseas	T	997	136.6	10.1
Overnight visits(p)	T	919	140.3	11.3
Top Seven Countries				
United Kingdom	T	158	172.8	-0.8
Japan	T	123	78.7	20.4
France	T	119	238.1	26.6
Germany	T	92	147.0	2.4
Australia	T	34	121.6	23.0
Hong Kong	T	31	40.8	5.6
Netherlands	T	25	242.7	2.5
CANADIANS OUTSIDE CANADA				
To United States	T	13,649	10.9	-31.0
Overnight visits(p)	T	3,715	12.8	-15.3
By auto	T	2,486	32.3	-21.4
To Overseas	T	750	-30.5	11.2
INDUSTRY SECTOR				
Airline passengers (Level I)	T	4,833	9.1	-12.9
Airline passenger-km (Level I)	M	11,346	14.0	0.9
Inter-city bus passengers	T	3,064	10.1	6.0
Restaurant receipts	M	5,232	18.4	3.7
PRICES				
1986 = 100 (not s.a.)				
Travel price index		134.4	0.7	1.1
Consumer price index		130.1	-0.4	0.0
Restaurant meals		138.8	0.1	1.1
Inter-city transportation		138.8	1.2	5.4
Gasoline		116.6	5.2	-2.1
ECONOMIC				
Gross domestic product, 1986 prices (s.a.)	M	527,758	1.4	3.5
Amusement and recreation	M	4,434	-2.6	1.1
Accommodation and food services	M	11,545	3.0	2.8
Personal disposable income per capita (s.a.)		17,129	-0.2	0.1
LABOUR FORCE				
Labour force (s.a.)	T	14,077	0.4	0.9
Unemployed	T	1,503	-2.7	-5.0
Employed	T	12,574	0.8	1.7
Accommodation and food services (not s.a.)	T	772	2.4	-0.9
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.3824	3.1	8.8
British Pound		2.0801	4.2	6.7
Japanese Yen		0.0134	7.2	15.5
German Mark		0.8329	6.9	6.1
French Franc		0.2434	6.3	4.5

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