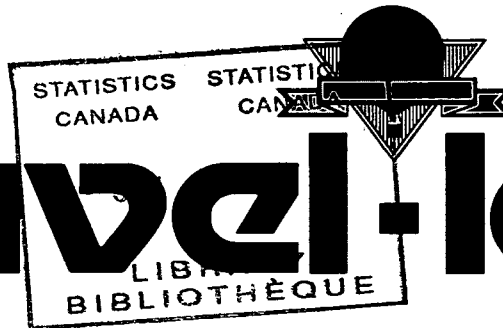




Travel-log



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

Winter 1995

Americans Travelling in Canada: a \$4 Billion Market

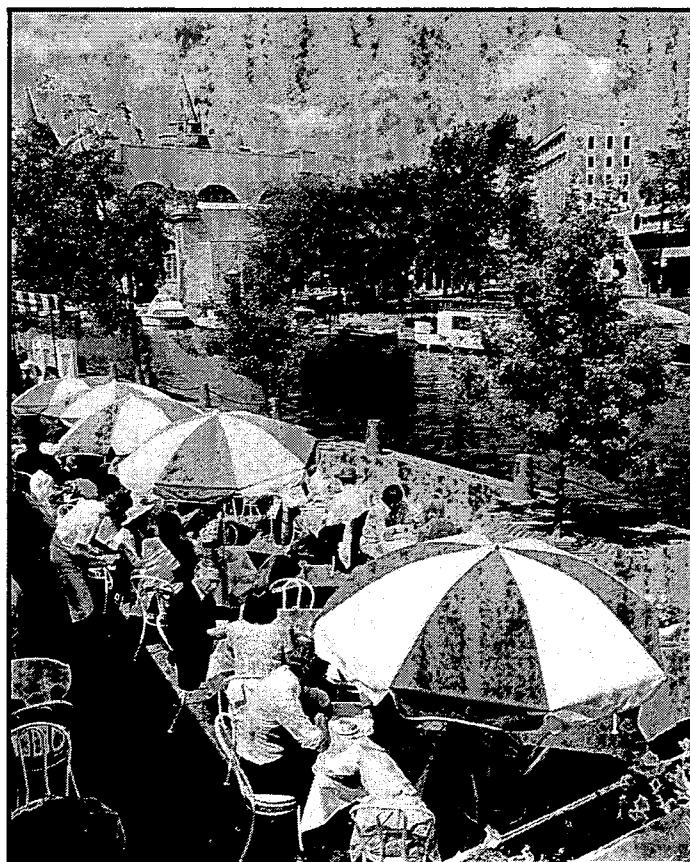
by Edith Chartrand and Lise Beaulieu-Caron

The United States international travel market is one of the largest in the world. It is also a vital component of the tourism industry in Canada. Because of its strategic geographic position, Canada is able to benefit from the economic recovery that our neighbour to the south is experiencing. The challenge for the Canadian tourism industry is to offer products designed to attract more travellers. Data from Canada's International Travel Survey are helpful since they can be used to monitor United States residents' travel patterns in this country.

In 1993, more than 44 million Americans travelled abroad, spending approximately US\$ 41 billion (excluding the cost of international transportation fares). According to the U.S. Travel and Tourism Administration, Canada received 27% of all Americans travelling abroad but accounted for only 9.1% of Americans' total foreign travel expenditures in 1993. This difference may be explained by the travellers' shorter stays - averaging four nights - in Canada. A breakdown of travel expenditures per country visited shows that Canada ranks third, behind Mexico and the United Kingdom (Graph A).

Canada is thus facing strong competition for the American international travel market. However, the greatest competition continues to come from the U.S. domestic market. Americans tend to be nationalistic, and their vast country is made up of diverse climatic and geological regions that can accommodate all tastes. According to the National Travel Survey conducted by the U.S. Travel Data Center, the American domestic market represented more than one billion trips¹ in 1993. It is within this broader framework that the present article seeks to identify the characteristics of the market represented by American travellers to Canada, focusing on four major states of origin.

¹ This survey focusses on persons travelling 100 miles or more from home.

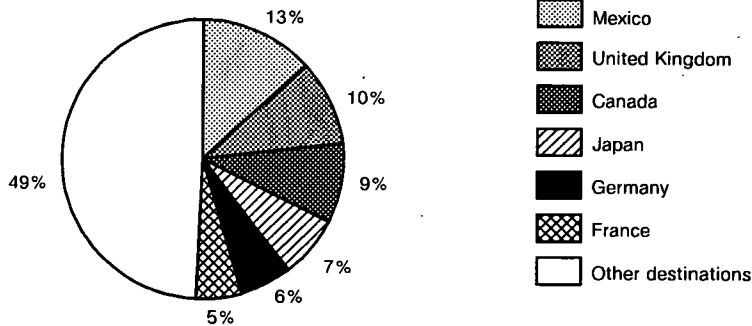


Touriscope

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Graph A
Distribution of International Travel Payments¹ by U.S. Residents, 1993



¹ Excludes international transportation fares.
 Source: United States Travel and Tourism Administration, Bureau of Economic Analysis, July 1994.

▶ Continued from page 1

Predominance of the United States in Canada's International Travel Market

United States residents made 12 million trips² to this country in 1993, representing 80% of the foreign travellers entering Canada. The United Kingdom, with 562,000 trips to Canada, ranked a distant second. Residents of Japan made 409,000 trips of this type. The tourism expenditures of American travellers amounted to \$4.1 billion³ in 1993. This figure would rise by \$0.6 billion if expenditures made during excursions of less than 24 hours in Canada were also taken into account. By comparison, British and Japanese residents combined spent less than \$1 billion in Canada.

The Decade in Perspective

During the 1982 recession, trips to Canada by United States residents fell to 10.5 million. In 1986, the

² Unless otherwise noted, figures refer to overnight person-trips.
³ Travel expenditures in Canada are expressed in Canadian dollars and exclude international transportation fares.

year of Expo in Vancouver, they rose to an unprecedented 13.6 million. Since 1987, the figure has remained under the 13 million mark. In 1992, 11.8 million trips were recorded, the lowest figure since 1986. Contributing to this decrease were the exchange rate and the recession that hit the American and Canadian economies in 1990. In 1993, trips to Canada by American residents increased slightly to 12.0 million. Good economic prospects in the United States as well as a more favourable exchange rate (with the US dollar trading at CAN\$1.29 in 1993) contributed to this increase. In fact, American travellers had not enjoyed such a good exchange rate with Canada since 1988 (Graph B).

Four states stand out from the others in terms of their tourism importance for Canada: New York, Michigan, Washington and California. Together they accounted for 44% of American residents' trips to Canada and 37% of their expenditures in 1993. New York residents led the way, with 15% of trips and 11% of expenditures. Indeed, the tourism revenues that Canada obtains from residents of New York State



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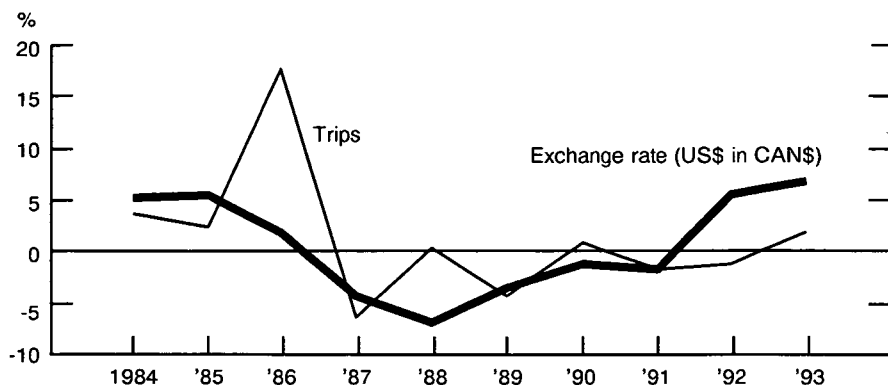
^o Minister of Industry, 1995

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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 B
Annual Variation in Overnight Trips from the U.S. and
the Exchange Rate



Source: Bank of Canada Review; Statistics Canada, International Travel Survey.

► Continued from page 2

Of the four main American states of origin, California represents the most lucrative market in terms of average expenditures per night. The daily expenditures of Californian tourists rank them closer to the Japanese than to other Americans. In addition, among residents of the four main states, they have the longest average stay in Canada.

For their part, residents of Washington State reduced their trips to Canada by 5.0% from 1992 to 1993, representing the greatest year-to-year decrease of the four states studied. However, this decrease was offset by an increase in the average length of stay. With a population of only 5.3 million, Washington registered a per capita disposable personal income comparable to that of California in 1993.

Unlike the above states, Michigan showed a slight increase between 1992 and 1993 in the number of trips that its residents made to Canada. However, this was accompanied by a drop in the average length of stay. Of the group, this state now registers the shortest average length of stay in Canada. In 1993, Michigan had a population of 9.5 million, with the lowest disposable personal income of the group studied.

Table 1
Overnight Trips by U.S. Residents to Canada by Origin, 1993

	Person-trips '000	Nights '000	Average Duration Nights	Spending \$000,000	Average Spending per:	
					Trip	Night
United States, Total	12,024	47,491	3.9	4,123	343	87
Main States of Origin						
New York	1,859	6,229	3.4	467	251	75
Michigan	1,568	4,407	2.8	335	214	76
Washington	1,103	3,776	3.4	265	240	70
California	759	4,369	5.8	442	582	101
Others	6,735	28,710	4.3	2,614	388	91

Source: Statistics Canada, International Travel Survey.

► Continued from page 2

are greater than those from its most lucrative overseas market, namely Japan.

The Main Markets by State

With 18 million residents in 1993, New York is the most populous state bordering on Canada. Of the four states studied, it had the highest per capita disposable personal income.⁴ New York

residents made 1.9 million trips to Canada in 1993, spending some \$467 million (Table 1). In terms of volume and length of stay, this market remained stable in relation to the preceding year, but it has not yet regained its 1990 level.

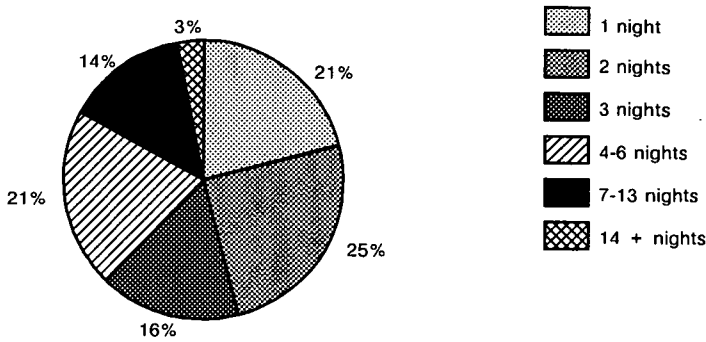
At first glance, California's importance is due to the fact that it is the most populous state, with 31 million residents in 1993. Despite the drop in popularity that followed the recession of the early 90s, California remains a vital tourism market for Canada.

For Short Trips the Automobile Is King

In 1993, one trip to Canada out of five made by United States residents lasted only one night (Graph C). During the same period, trips lasting two nights were more popular and represented a quarter of the total. Stays of three nights, numbering less, accounted for 16% of the market. Trips of four to six nights attracted 21% of Americans travelling to Canada.

⁴ United States Department of Commerce, Survey of Current Business, Volume 74, No 8.

Graph C
Overnight Trips by U.S. Residents to Canada by Duration, 1993



Source: Statistics Canada, International Travel Survey.

Table 2
Overnight Trips by U.S. Residents to Canada, by Type of Transportation, 1993

	Automobile			Other than automobile		
	Person-trips	Spending	Average Spending per night	Person-trips	Spending	Average Spending per night
	'000	\$000,000	\$	'000	\$000,000	\$
United States, Total	8,260	2,205	69	3,764	1,918	125
Main States of Origin						
New York	1,433	316	66	425	151	106
Michigan	1,351	268	70	216	67	112
Washington	894	206	69	209	59	74
California	278	127	76	481	315	117
Others	4,304	1,288	68	2,433	1,326	134

Source: Statistics Canada, International Travel Survey.

▶ Continued from page 3

Stays of more than one week accounted for only 17% of the total. Not much change occurred in market shares by duration of trip between 1990 and 1993.

The automobile is the mode of transportation most commonly used by Americans travelling to Canada. In 1993, United States residents entered Canada a total of 8.3 million times by automobile, representing 69% of the total (Table 2). More than half of the expenditures of American

travellers were made during automobile trips. However, the number of automobile trips to Canada has been diminishing. This drop occurred in the pleasure market. On the positive side, travel by air grew strongly in 1993 and reached a level comparable to the record set in 1990.

In light of the Canadian destinations that they tend to prefer, New York residents opted for the automobile over other modes of transportation. Automobile trips, for an average stay of 3.4 nights and spending of

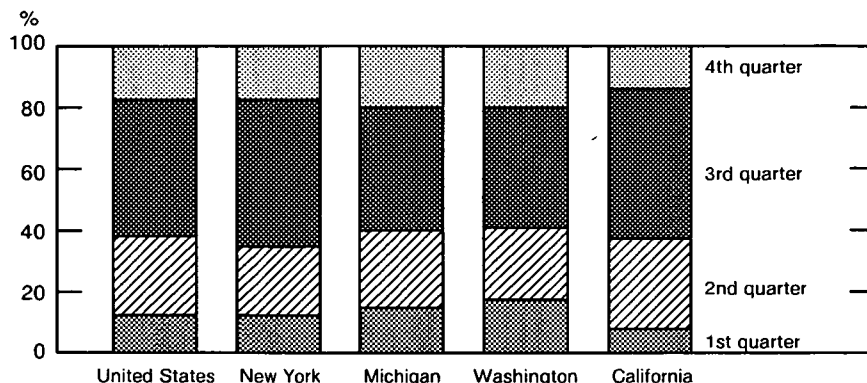
\$66 per night, accounted for 77% of the total in 1993. The automobile was also the mode of transportation preferred by Michigan residents. In 1993, 86% of their trips to Canada were made by automobile. Travellers from Michigan spent \$77 per night in Canada for an average stay of less than 3 nights.

Washington residents used an automobile for 81% of their trips to Canada in 1993. An average expenditure of \$69 per night applied for stays usually lasting 3.4 nights when travelling by car. Californians, for their part, exhibited a different pattern, owing to the distance of their state from the Canadian border. Only 37% of trips to Canada were by automobile, but the average stay was 6 nights when using this mode of transportation. Additionally, Californians travelling by automobile spent \$76 per night in Canada, representing the highest average of the group.

Summer Is the High Season

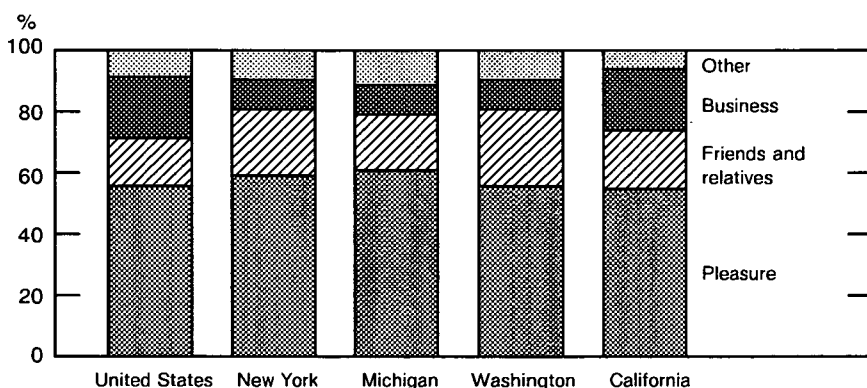
The third quarter (July, August and September) continues to be the most popular - the season when United States residents mainly travel. In 1993, 5.5 million trips to Canada were made during this period, accounting for 46% of the annual total. These trips lasted longer on average than during the other periods of the year. The second quarter (April, May, June) saw 3.1 million trips, representing 26% of the total for the year. In the fourth quarter (October, November, December) there were 2.0 million trips, accounting for 17% of the annual total. The first quarter, consisting of the winter months, was the least popular, with 12% of trips to Canada by American residents. It was also during this period of the year that trips were the shortest.

Graph D
Overnight Trips by U.S. Residents to Canada, by Origin by Quarter, 1993



Source: Statistics Canada, International Travel Survey.

Graph E
Overnight Trips by U.S. Residents to Canada, by Origin and by Purpose, 1993



Source: Statistics Canada, International Travel Survey.

Continued from page 4

Californians and New Yorkers are the most inclined to travel to Canada in the summer - nearly 50% in 1993 (Graph D). During the same year, 29% of California residents' trips took place in the spring. Spring trips for the other three states are less popular than for the United States as a whole. It is Michigan and Washington residents who travel to Canada the most in the fourth quarter, with 20% of the total. As for California residents, it is during the coldest

months of the first and fourth quarters that they travel to Canada the least in comparison to Americans as a whole.

Vacations Foremost

For United States residents, pleasure travel continues to be the primary reason for travelling to Canada in more than half of the cases. Visits to friends or relatives account for a fifth of the total, while reasons relating to business, convention or employment account for 15% of all overnight visits in 1993 (Graph E).

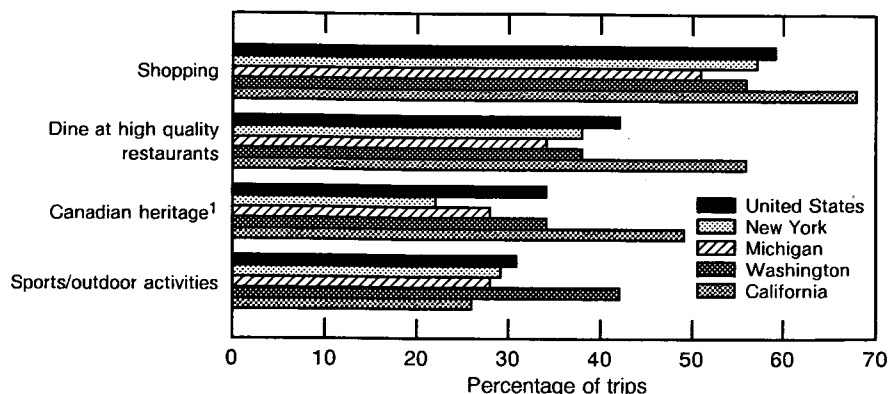
Residents of the four states in our study follow the national pattern and mainly travel to Canada on pleasure trips. In 1993, 61% of Michigan residents coming to Canada - the largest proportion in the group studied - did so for pleasure purposes. Trips to visit relatives or friends are the second largest category among residents of the states bordering on Canada. This type of travel is in fact very popular with Washington residents, with one trip out of four taken for this reason in 1993. However, Californians are as much inclined to travel to Canada for business as they are for visiting friends and relatives.

In 1993, 10% of trips were taken for business purposes by residents of New York, Michigan and Washington. Among them, these three states nevertheless generated almost a quarter of American business trips to Canada in 1993. California presents a somewhat different picture with respect to this type of travel, with 20% of its residents who travel to Canada doing so for business purposes.

Americans Shop in Canada

Shopping is the activity most often mentioned by Americans travelling to Canada; three trips out of five involve this activity. However, among the states studied, only California exhibits a higher-than-average propensity to shop (Graph F). California also stands out by the fact that its residents are more inclined to dine in high quality restaurants. Visiting parks and historic sites mostly attracts Californians while New York residents are the least inclined of the group to do so. Finally, Washington State residents engage more than others in sports and outdoor activities while travelling in Canada.

Graph F
Rate of Participation in Certain Activities during Trips by U.S. Residents to Canada, by Origin, 1993



¹ Visits to National, Provincial, Regional Parks and Historic Sites.
 Note: Travellers can participate in more than one activity on a trip. Therefore, the sum of activities exceeds the total trips.
 Source: Statistics Canada, International Travel Survey.

Table 3
Provincial Share of Overnight Visits by Origin, 1993

Province Visited	United States	New York	Michigan	Washington	California
	%				
Canada, Total	100	100	100	100	100
Atlantic Provinces	7	3	1	2	4
Québec	13	15	3	1	10
Ontario	49	75	92	2	20
Manitoba & Saskatchewan	4	1	1	2	3
Alberta	6	1	1	8	13
British Columbia ¹	21	5	2	85	50

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

▶ Continued from page 5

Between Neighbours

During trips to Canada, some American residents take the opportunity to visit more than one province. In 1993, half of these visits⁵ included Ontario, making that province the main destination. For its part, British Columbia⁶ received 21% of the total. Quebec ranked third with 13% (Table 3).

⁵ Overnight province-visits.
⁶ Includes Yukon and the Northwest Territories.

Ontario is the destination of three-fourths of travellers from New York State. This state is also the main source of American tourists for Quebec. Geographic location, then, is a major factor when Americans choose to travel to Canada. Thus Washington residents are frequent visitors to British Columbia. In 1993, 85% of all visits to Canada by these American residents were to that province. Michigan residents tend to like Ontario, with nine out of ten visiting only that province

▶ Continued from page 5

when they travel to Canada. They represent Ontario's second largest American market.

Varied Markets

Californians prefer to visit the Western provinces. They particularly like British Columbia, which they visit in half of the cases. Alberta accounts for 13% of their visits. In fact, California is the main American market for the two Western provinces in terms of travel spending. Californian travellers account for 16% of Alberta's American tourist revenues, and fully 23% of British Columbia's. Washington, thanks to its proximity, generates 22% of British Columbia's American tourism revenues (Table 4). It should be remembered that same-day travel expenditures were excluded from this analysis.

Because of the geographic vastness of our continent, a variety of markets can exist. In the Atlantic provinces, Massachusetts is the largest market in terms of tourism expenditures, with 19% of American revenues in this region of Canada. It upstages Maine, which accounts for almost the same number of overnight visits, but only 8.8% of the spending. Maine shares the second position with New York in the Maritimes. Additionally, Massachusetts brings in 10% of Quebec's American tourism receipts, making it the number two market behind New York.

In Pursuit of the American Dollar

From the above it is possible to construct a composite picture of the American visitor to Canada. The typical American traveller comes to Canada on a leisure trip

Table 4
Provincial Share of Overnight Trip Spending by Origin, 1993

	Total	Atlantic Provinces	Québec	Ontario	Manitoba & Saskatchewan	Alberta	C.-B. & Terr.
	%						
Spending in Province, Overnight Stays	100	100	100	100	100	100	100
Main States of Origin							
New York	11	9	16	16	6	5	4
Michigan	8	2	3	16	3	3	2
Washington	7	3	1	1	3	8	22
California	11	6	7	5	9	16	23
Others	63	80	73	62	79	68	49

Source: Statistics Canada, *International Travel Survey*.

▶ Continued from page 6

and stays less than a week. He or she uses an automobile more than any other mode of transportation, likes to travel during the summer season and generally heads for Ontario. Lastly, this typical American spends an average of \$87 per night in Canada, whereas the resident of an overseas country spends only \$81 per night (1993 figures). This amount per night shows why the American market is so important. However, shorter stays in Canada characterize these customers compared with residents of other countries.

The Canadian tourism product must offer a favourable quality/price ratio in order to attract the American clientele. In

1993, 25% of American travellers felt that the quality/price ratio was better in Canada than at home. This is the highest proportion ever recorded on this subject.

To increase American tourism in Canada, attention should be paid to the travel patterns of United States residents. During the first nine months of 1994, residents of the United States made 10.5 million overnight trips to Canada, up 4.8% from the same period in 1993. Of this total, 7.3 million were undertaken by car, a 5.6% increase from 1993. Since the automobile is so popular, special attention must be given to the infrastructure that supports this type of travel.

▶ Continued from page 6

To bolster winter tourism, Canada should emphasize winter sports and activities in order to attract American tourists during this period. Between January and March 1994, 29% of Americans travelling to Canada on overnight trips reported participating in sports and outdoor activities. In the winter of 1990, that proportion was only 23%. Canada is experiencing growth from its most significant international travel market in 1994. This positive prospect for the Canadian tourism industry should translate into a stronger competitive position.

Edith Chartrand worked as a summer student with the International Travel Section, Education, Culture and Tourism Division. Lise Beaulieu-Caron is a Senior Analyst with the Travel, Tourism and Recreation Section, Education, Culture and Tourism Division.



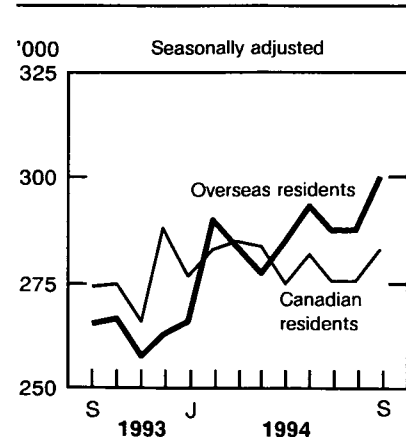
Travel Between Canada and Other Countries

Increased Overnight Travel in September

Trips of one or more nights (seasonally adjusted¹) by foreigners into Canada rose slightly in September 1994 from the previous month. This type of travel was relatively constant between late 1986 and early 1993, and then it began inching upward in April 1993.

¹ Month-to-month comparisons in international travel and quarter to quarter in the travel account are made using data that have been seasonally adjusted for variations which repeat annually. Variability caused by different days of the week and different number of days in a quarter are also taken into account. Year-over-year comparisons are made using unadjusted data, which are the actual traffic counts.

Graph G
Trips of one or more nights between Canada and countries other than the U.S.



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

Residents of the United States made slightly less overnight trips to Canada in September than in August. However, the level remained above the one registered in September 1993. Overnight trips to Canada by residents of overseas countries increased 4.6% from August to a level well above the number a year ago (Graph G). Travel from overseas countries increased in 1994 while comparable figures for Canadians to these same countries levelled off.

Overall, Canadians made more overnight trips abroad in September than in August. However, the level of travel remained below the September 1993 figure. A key factor in this downtrend has been the weakening Canadian dollar (see exchange rates on page 12).

Overnight travel by Canadian residents to the United States generally has been decreasing since January 1992. Nevertheless, Canadians made 7.7% more overnight trips to the United States in September than in the previous month. Overnight trips to all other countries increased 2.8% from the previous month to 283,000. As a result, the number of trips to Canada originating in overseas countries is greater than comparable figures for Canadians to these same countries since May 1994.

Good Performance to Date for Canada

During the first nine months of 1994, residents of the United States and other countries made 13.3 million overnight trips to Canada, up 5.9% from the same period in 1993. The number of overnight stays in Canada increased for all of the top seven overseas countries of origin. A majority of provinces witnessed increased direct entries by U.S.

Table 5
Estimated trips to Canada of one or more nights by U.S. residents

	Jan.-Sept. 1994 ^P	Jan.-Sept. 1993 to Jan.-Sept. 1994 ^P
	thousands	% change
Canada	10,474.2	4.8
Province of entry:		
Newfoundland	5.2	43.7
Prince Edward Is	0.5	-61.1
Nova Scotia	150.0	-9.1
New Brunswick	311.0	-7.1
Quebec	1,180.2	0.2
Ontario	5,730.5	6.5
Manitoba	229.7	10.2
Saskatchewan	81.0	6.1
Alberta	383.9	-1.9
British Columbia	2,234.3	6.6
Yukon	168.0	5.4

^P Preliminary figures
Source: Statistics Canada, catalogue no. 66-001P.

residents (Table 5). Most notable was the extra 348,000 U.S. overnight entries recorded in Ontario ports during the first nine months of 1994.

Americans attracted to Windsor Casino

Since the opening of the Windsor Casino in May 1994, trips by residents of the United States through the Windsor Tunnel increased impressively. The overall number of automobile trips, including same-day entries, surged 48% compared to the May to September months of 1993.

Lower Deficit on Canada's Travel Account

Canadians spent \$1.4 billion (seasonally adjusted) more travelling outside the country in the third quarter of 1994 than visitors brought in Canada (Table 6). This international travel account deficit is the smallest since the first quarter of 1989, when it stood at \$1.1 billion. It was substantially less (-22.6%) than the seasonally adjusted deficit in the second quarter of 1994. A major factor in this improvement in the travel deficit has been the weakening Canadian dollar.

► suite de la page 10

Canada durant le troisième trimestre de 1994 (tableau 6). Ce déficit au compte des voyages internationaux représente le plus bas déficit depuis le quatrième trimestre de 1989 alors que la différence se situait à 1,1 milliard\$. C'est bien au-dessous (-22,6 %) du déficit désaisonnalisé du deuxième trimestre de 1994. Un facteur clé de l'amélioration du déficit au compte des voyages a été la faiblesse du dollar canadien.

Pour plus de renseignements sur les voyages entre le Canada et les autres pays, veuillez communiquer avec Ruth Martin au (613) 951-1791 ou par télécopieur au (613) 951-2909, Section des voyages internationaux, Division de l'éducation, de la culture et du tourisme.

L'Indice des prix des voyages au troisième trimestre de 1994

L'Indice des prix des voyages (IPV) est un indice agrégatif de biens et services utilisés lors de voyages effectués au Canada. Les mouvements de prix sont tirés des séries détaillées de l'Indice des prix à la consommation (IPC).

L'indice des prix des voyages au Canada a augmenté de 3,9 % au cours du troisième trimestre de 1994 par rapport au deuxième trimestre. En comparaison, le coût de tous les biens et services enregistré par l'Indice des prix à la consommation n'a augmenté que de 0,5 % au troisième trimestre de 1994 (voir Indicateurs de Touriscope à la page 12).

L'avance de l'IPV entre les deuxième et troisième trimestres de 1994 résulte de la hausse saisonnière du prix de

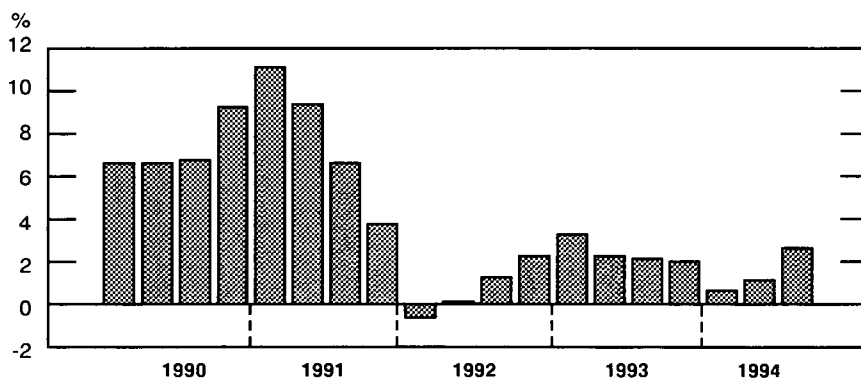
Tableau 6
Compte des voyages internationaux en données saisonnalisées

	Trimestres ¹		
	1er	2 ^e	3 ^e
millions \$			
États-Unis			
Recettes	1 391	1 382	1 424
Dépenses	2 589	2 623	2 337
Solde	-1 198	-1 240	-913
Tous autres pays			
Recettes	973	1 065	1 081
Dépenses	1 461	1 598	1 541
Solde	-488	-533	-460
Total, tous pays			
Recettes	2 364	2 447	2 505
Dépenses	4 050	4 220	3 878
Solde	-1 685	-1 773	-1 372

¹ Données révisées pour le premier et le deuxième trimestres alors que celles du troisième trimestre sont provisoires.
Source: Statistique Canada, n° 66-001 au cat.

Graphique H

Variation en pourcentage de l'Indice des prix des voyages par rapport à l'année précédente



Source: Statistique Canada, Division de l'éducation, de la culture et du tourisme.

Tableau 7

Indice des prix des voyages, non désaisonnalisés, 1986 = 100

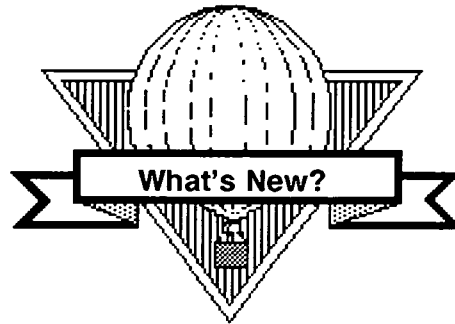
Année	Trimestres				Moyenne annuelle
	1er	2e	3e	4e	
1990	116,3	118,4	123,4	124,3	120,6
1991	129,2	129,6	131,6	128,9	129,8
1992	128,4	129,7	133,2	131,7	130,8
1993	132,6	132,9	136,0	134,4	134,0
1994	133,4	134,4	139,6		

Source: Division de l'éducation, de la culture et du tourisme.

l'hébergement (10 %). On doit cependant noter que la hausse des coûts du transport interurbain a été forte (9,9 %) pour cette période de l'année. Toutefois, l'effet est partiellement compensé par une légère hausse de 1,9 % dans cette autre composante majeure que constitue le coût d'utilisation de l'automobile.

En outre, l'IPV affiche la plus forte variation annuelle depuis le deuxième trimestre de 1993 (graphique H). La hausse annuelle de 13 % des prix du transport interurbain a contribué à l'accroissement des prix des voyages. Les hausses de prix par rapport à l'an dernier ont été plus faibles dans le transport par automobile (3,1 %) et pour l'hébergement des voyageurs (3,2 %). Cependant, l'augmentation annuelle observée pour l'IPC n'a été que de 0,2 %.

On peut obtenir un rapport technique sur l'Indice des prix des voyages en s'adressant à la Section des voyages, du tourisme et des loisirs, au (613) 951-1673.



The Tourism Satellite Account

As part of an on-going research program on the tourism industry, Statistics Canada has developed a Tourism Satellite Account (TSA) to measure the scope of this industry in Canada. The TSA is the first of its kind for Canada and the world. The estimates derived from the TSA pertain to 1988, the latest year for which all required data sources were available when the work started.

The 1988 TSA reveals that tourism is an important part of the Canadian economy and that tourism activities generate proportionately more employment than non-tourism activities per dollar of value added. Results were published in the second quarter issue of *National income and expenditure accounts, quarterly estimates* (catalogue number 13-001).

Highlights

- Visitors spent over \$30 billion on goods and services in Canada in 1988.
- Tourism activities generated more than \$13 billion in direct value added. This represented 3% of all business sector activity in Canada.
- In Canada, more than 460,000 full-time equivalent jobs were related to satisfying tourism demand - 5% of employment in the business sector.

For further information, please contact Jocelyn Lapierre (Telephone 613-951-3640 or Fax 613-951-3618), National Accounts and Environment Division.

Characteristics of International Travellers, 2nd Quarter 1994

In November 1994, Statistics Canada released second quarter 1994 estimates for the characteristics of international travellers between Canada and other countries.

The data pertains to age group, purpose of trip, activities, etc. of Canadians who travel abroad, as well as residents of the United States and other countries who travel to Canada.

Highlights

- Americans made 3.3 million overnight trips to Canada in the second quarter of 1994, representing more than 12 million person-nights. American travel to Canada was up marginally from the same quarter a year ago thanks to a rebound in the pleasure market.
- At the same time, Canadians made 3.7 million overnight trips to the United States, an 11% decrease from the same quarter a year ago. Canadians spent 40 million nights in the United States during these trips, one in every two originating from Ontario.
- As travel to the United States declined, Canadians continued to fly to overseas destinations. Overnight trips by Canadian travellers to overseas countries numbered 750,000 and involved almost 15 million nights in the second quarter of 1994. Ontarians represented nearly half of these travellers.
- Overnight trips to Canada by travellers from overseas numbered 911,000 and involved some 9.7 million nights in the second quarter of 1994. Two out of every five of these were spent in Ontario.

For further information, please contact Ruth Martin (Telephone 613-951-1791 or Fax 613-951-2909), International Travel Section, Education, Culture and Tourism Division.

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Service Indicators, Catalogue Number 63-016, Quarterly

This is a new publication focusing on key service industries: communications; finance, insurance and real estate; and business services. These industries account for a significant proportion of employment and Gross Domestic Product. Moreover, these are the industries that move information, organize finance and property and help businesses do business. As such they are playing a pivotal role in shaping the future of the Canadian economy.

Many of the data in this publication are published for the first time at this level of detail. Data from various sources are also brought in to provide a balanced information package on these industries.

The publication is organized around two parts: a core part with quarterly indicators for financial, employment, salary and GDP for the three industrial groupings; and a feature article relevant to the services sector. In this first issue, the article deals with Business Services - its size, structure, output and growth, its trade involvement, its sources of demand and supply as well as its Research and Development performance.

For more information, please contact Georges Sciadas (Telephone 613-951-3177 or Fax 613-951-9920).

Population estimates

Statistics Canada has recently released preliminary postcensal estimates of total population as of October 1, 1994 (29,361,700 individuals) for Canada, provinces and territories. These estimates appear in *Quarterly Demographic Statistics* (Cat. 91-002, Vol. 8, No. 3). The main demographic characteristics of population and families, as of July 1, 1994 at the national and provincial levels are also available from CANSIM and will be published in *Annual Demographic Statistics, 1994* (Cat. 91-213), at the end of March 1995.

For further information, please contact the nearest Statistics Canada Regional Reference Centre or Lise Champagne (Telephone 613-951-2320 or Fax 613-951-2307), Demography Division.

Current demographic situation in Canada

Statistics Canada's *Report on the demographic situation in Canada, 1994* (catalogue number 91-209E) was released last November.

The first part of this report puts Canada's demographic health in context with other developed countries, and features a look at Central Europe. It presents abridged life tables (revised) for Canada from 1971 to 1991 along with a commentary on them. The internal mobility of Canadians is also analyzed.

The report's second part takes stock of the demographic aspects of the "sandwich generation", using data from the 1990 General Social Survey.

Highlights

- At 1.3% in 1993, Canada boasts the strongest population growth rate among the industrialized countries. Immigration accounted for a large part of this high growth rate.
- Over the next two decades, the size of the sandwich generation (middle-aged individuals who have both young children and aging parents) will increase substantially.

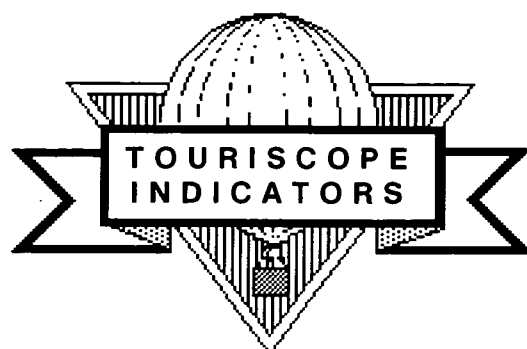
For further information, please contact Jean Dumas (Telephone 613-951-2327 or Fax 613-951-2307), Demography Division.

Canadian social trends

The winter 1994 issue of *Canadian social trends* features an interview with Robert Glossop, the director of programs and research with the Vanier Institute of the Family. Recognizing the United Nations' International Year of the Family, Dr. Glossop reflects on the state of the family in Canada. Other articles include: "Where does the money go? -- Spending patterns of Canadian households, 1969-1992", "Working teens", "Allophone immigrants language choices in the home" and "A history of emigration from Canada".

Each quarter *Canadian social trends* integrates data from various sources to examine important social trends and issues. It also features the latest social indicators, as well as information about Statistics Canada's products and services.

For further information on this release, contact Cynthia Silver (613-951-2556), Housing Family and Social Statistics Division.



		Third Quarter 1994	% Change	
			Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	13,726	55.7	7.2
Overnight visits(p)	T	5,720	73.3	4.6
By auto	T	4,144	88.9	5.4
From Overseas	T	1,727	173.2	8.8
Overnight visits(p)	T	1,566	70.5	10.3
Top Seven Countries				
United Kingdom	T	266	68.0	1.6
France	T	204	72.4	9.4
Japan	T	200	62.5	17.2
Germany	T	192	108.6	8.5
Hong Kong	T	53	73.3	10.7
Italy	T	49	116.7	0.5
Australia	T	46	36.3	25.2
CANADIANS OUTSIDE CANADA				
To United States	T	16,074	17.8	-20.4
Overnight visits(p)	T	5,016	35.0	-19.1
By auto	T	3,825	53.9	-22.4
To Overseas	T	872	16.2	0.8
INDUSTRY SECTOR				
Airline passengers (Level I)	T	5,365	11.0	-12.7
Airline passenger-km (Level I)	M	13,558	19.5	-1.7
Inter-city bus passengers	T	2,981	11.3	11.7
Restaurant receipts	M	5,638	7.8	6.3
PRICES				
1986 = 100 (not s.a.)				
Travel price index		139.6	3.9	2.6
Consumer price index		130.8	0.5	0.2
Restaurant meals		139.5	0.5	1.4
Inter-city transportation		152.6	9.9	12.9
Gasoline		122.7	5.2	2.9
ECONOMIC				
Gross domestic product, 1986 prices (s.a.)	M	533,655	0.9	4.2
Amusement and recreation	M	4,939	4.6	16.3
Accommodation and food services	M	11,822	1.8	5.1
Personal disposable income per capita (s.a.)		16,918	-0.6	-0.1
LABOUR FORCE				
Labour force (s.a.)	T	14,133	0.4	1.1
Unemployed	T	1,439	-4.3	-9.0
Employed	T	12,695	1.0	2.4
Accommodation and food services (not s.a.)	T	839	8.7	0.8
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.3713	-0.8	5.2
British Pound		2.1279	2.3	8.5
Japanese Yen		0.0138	3.0	11.7
German Mark		0.8791	5.5	12.9
French Franc		0.2567	5.5	14.4

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