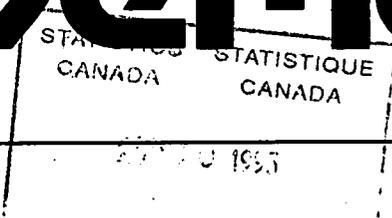




# Travel-log



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 1995

## Profile of Business Trips to Canada from the United States

by Lise Beaulieu-Caron

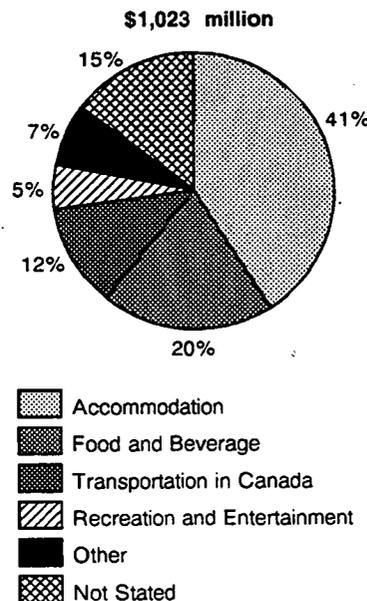
*The United States ranks first in the world in terms of business travel. Canada is endeavouring to increase its share of this lucrative market. The article below aims to identify the characteristics of American travellers coming to Canada on business.*

Canada and the United States are the largest trading partners in the world. In view of the close links between the two countries, the flows associated with business travel are important. In 1993, business travel by Americans represented receipts of \$1 billion in Canada, excluding international transportation fares. By way of comparison, the figure for business travel from other countries was \$0.5 billion. In addition, the expenses associated with business travel accounted for over one fifth of the huge American travel market in Canada. Business travel is an essential component of the tourism industry in Canada. Nearly half the expenditures of American business travellers in Canada in 1993 were made in the accommodation sector (Graph A). The Canadian hotel industry estimates that nearly half of its receipts come from the business and government sector.<sup>1</sup>

This article gives an overview of the American business travel market, focussing on overnight trips to Canada. While trips of less than 24 hours accounted for 45% of American entries into Canada for business purposes in 1993, expenditures in these instances represented only 4% of the one billion dollars generated by this target market (Table 1).

<sup>1</sup> Statistics Canada, *Traveller accommodation statistics*, Catalogue No 63-204, March 1994.

Graph A  
 Distribution of Spending<sup>1</sup> in Canada by American Residents While on Business Trips, 1993



<sup>1</sup> Excludes international transportation fares.  
 Source: Statistics Canada, *International Travel Survey*.

### Touriscope

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### Additional information

#### Data Source

The Government Travel Survey of U.S. Visitors to Canada, which has been conducted by Statistics Canada since 1990, provides the data base for this study. Canada Customs officers are responsible for counting and distribution of questionnaires at the border ports. The questionnaire response rate for this survey was 7% in 1993. Prior to that, the Survey of American Visitors was handled by the United States Department of Commerce.

#### Coverage

The analysis is based on the year 1980 and on the data collected since 1990. Between 1981 and 1989, the sample size of American travellers did not permit a breakdown of business travel in Canada. For the purposes of this article, we limited ourselves to trips of at least one night.

#### Definitions

A business trip is defined in the Survey as including conventions, meetings, conferences, trade shows or seminars, or other work. The trip to Canada must be for less than one year. Military personnel, diplomats and international transportation crews are excluded.

#### Considerations relating to the Free Trade Agreement

Part IV of the Canada-U.S. Free Trade Agreement contains commitments regarding business travel in order to eliminate barriers to trade in goods and services between the two countries. The two governments adapted the regulations in order to facilitate business travel.

This liberalized access applies to four types of business travellers: business visitors, traders and investors, professionals and intra-company transferees. These persons are now allowed to enter Canada without having to obtain a temporary employment authorization pursuant to the Canada Immigration Regulations.

▶ Continued from page 1

In 1980 the number of business trips<sup>2</sup> by American residents to Canada was greater than the comparable figures for Canadians to the United States (Graph B). Between 1980 and 1990, however, business travel by Americans to Canada rose at a very slow rate averaging 0.9% a year, while business travel by Canadians to the United States went up 3.8%. Consequently, in 1990, more Canadians travelled to the United States on business than Americans travelled to Canada for the same purpose.

According to the survey conducted by Statistics Canada (see Additional Information), business travel accounted for 14% of the trips by Americans to Canada in 1990, the same proportion as in 1980. Since that time, the market share has grown slightly, to 15% in 1992-93. This small increase in market share in the early part of the decade is attributable to a higher number of business trips, while the total number of trips made to Canada by United States residents for any reason dropped between 1990 and 1993. The Canada-U.S. Free Trade Agreement thus seems to have had a beneficial effect on business travel by Americans, if only because it facilitated access to Canada. This would create new commercial opportunities for the Canadian tourism industry in this specialized niche.

<sup>2</sup> Trips of one or more nights, unless otherwise indicated.



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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.

Table 1

**Business Trips by Residents of the United States to Canada by Mode of Transportation, 1993**

	Trips	Spending	Average Spending per Trip
	'000	000 000 \$	\$
Same-Day Trips	1,468	41	28
Auto	1,290	30	23
Non-auto	178	11	62
Overnight Trips	1,815	983	542
Auto	530	188	355
Non-auto	1,285	795	619

Source: Statistics Canada, International Travel Survey.

Of the three reasons specified in the survey for making a business trip to Canada, business meetings were mentioned in 55% of the cases (Table 2). One third of the business trips were to attend conventions, conferences, seminars and trade shows. The other reasons for business travel accounted for 13% of the market.

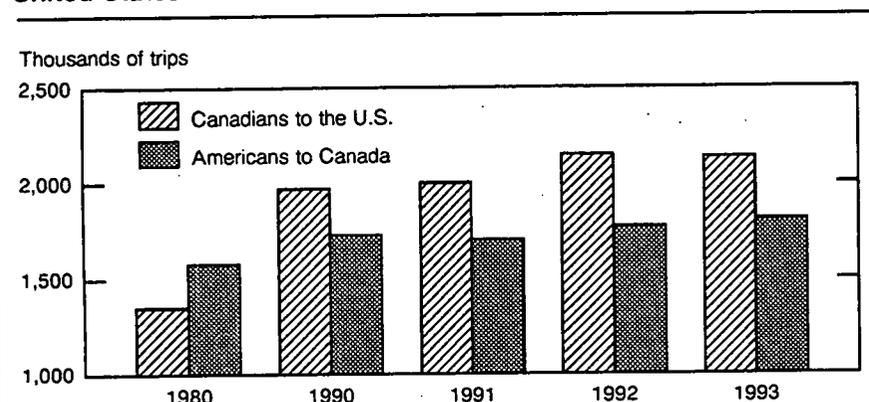
While business meetings are generally shorter than conventions, conferences or seminars, they are more profitable for Canada in terms of spending per day. When Americans come to Canada for business meetings, 56% of the time they come to Ontario. With respect to conventions, seminars and trade shows, half come to Ontario.

**Where do they come from?**

In 1980, the regions of origin for the majority of business travel were located close to Ontario (Graph D). The main region was the Middle Atlantic, comprising New York, New Jersey and Pennsylvania, with a market share of 23%. It was followed closely by the East North Central region, with 21% of the total. This region comprises Wisconsin, Michigan, Illinois, Indiana and Ohio.

Ten years later, the East North Central region pulled ahead of the Middle Atlantic, accounting for 23% compared with 20%. In 1993, thanks to Michigan and Illinois, the East North Central region widened the gap and pulled ahead to 25%. However, the Middle Atlantic maintained its share at 20% of the business travel to Canada, as a result of the strong performance by New York.

Graph B

**One or More Nights Business Trips Between Canada and the United States**

Source: Statistics Canada, International Travel Survey.

▶ Continued from page 2

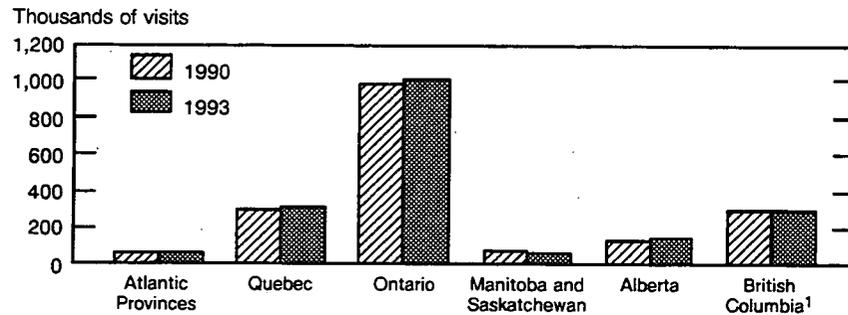
**Ontario: Main Centre of Attraction**

Not only is Ontario the main destination of American business travellers, but Toronto is also the city most often visited in Canada. Americans made some 664,000 business trips to that city in 1993, three times the number of trips made to Montreal. Data shows that the attraction to Ontario by American business travellers has been growing since 1990 to surpass 1 million in 1993. Over

one million visits were made to the province as a whole in 1993 (Graph C).

As the most popular destination in Canada according to Americans, Ontario found that business travel accounted for 16% of all visits by Americans to Ontario. In Quebec and Alberta, however, the proportion of business travel was the highest, i.e. 18% in 1993. In addition, Alberta recorded an increase of 28% in this type of travel between 1990 and 1993, compared with 4% in the country as a whole.

**Graph C**  
**One or More Nights Business Visits by American Travellers by Province**



<sup>1</sup> Includes Yukon and the Northwest Territories.  
 Source: Statistics Canada, International Travel Survey.

**Table 2**  
**Overnight Business Trips by Residents of the United States to Canada by Purpose of Trip, 1993**

	Trips	Nights	Spending	Average Duration	Average Spending per	
					Trip	Night
	'000	'000	000 000 \$	Nights	\$	\$
<b>TOTAL</b>	<b>1,815</b>	<b>5,558</b>	<b>983</b>	<b>3.1</b>	<b>542</b>	<b>177</b>
Meetings Congresses, conferences trade show or seminar	1,001	2,313	471	2.3	471	204
Other Business	573	2,366	376	4.1	656	159
	241	879	136	3.6	564	155

Source: Statistics Canada, International Travel Survey.

▶ Continued from page 3

In the Canadian ranking of business travel by state of origin, New York, Michigan and California are at the top of the list (Graph E). Ontario benefits from the proximity of two main business markets. However, Michigan is slightly ahead of the State of New York from Ontario's standpoint. These two markets account for one business trip out of four in that province. California remains an important player, in sixth position behind Ohio, Illinois

and Pennsylvania, all neighbours of Ontario.

The Province of Quebec primarily attracts business travellers from New York. It is the only state that accounts for more than 10% of the American business trips to that province. In second position in Quebec is Illinois, followed closely by Pennsylvania. An interesting point to note is that more Californians than Michigan residents made a business trip to Quebec in 1993.

As is the case with all travel by American residents to British Columbia<sup>3</sup>, the State of Washington represents the main source of business travel, 26%. California is second with 17%.

At the height of the recession, in 1991, only four states sent more than 100,000 travellers on business to Canada, namely, New York, California, Michigan and Illinois. In 1993, there were three more: Pennsylvania, Ohio and the State of Washington. In addition, Texas emerged as one of the main markets for business travel. In 1993, some 83,000 business travellers came from this part of the United States. Half of these headed for Ontario, but Alberta was second, ahead of Quebec.

### An Asset to the Tourism Industry

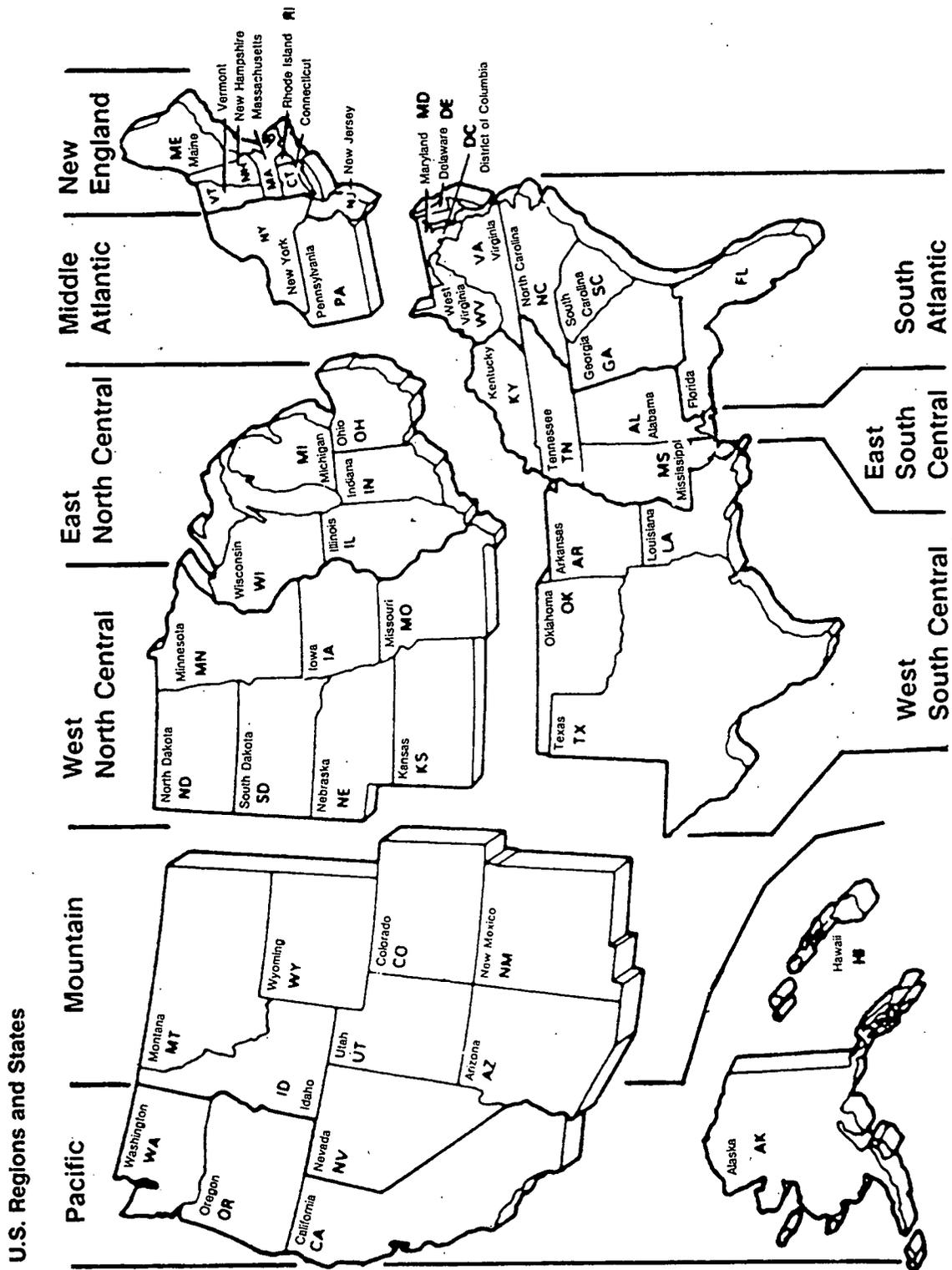
In 1993, meetings, conventions, conferences, seminars, trade shows or other work attracted 1.8 million business travellers from the United States to Canada. The average stay was three nights, while for all American travellers in Canada, it was four. These trips brought in \$983 million, nearly half of which was spent on accommodation alone.

Business travellers come to Canada year round, contrary to vacationers, who prefer the summer. It is in the summer, however, that their average stay is longer, as if they wanted to take advantage of the opportunity to combine business with pleasure (Table 3).

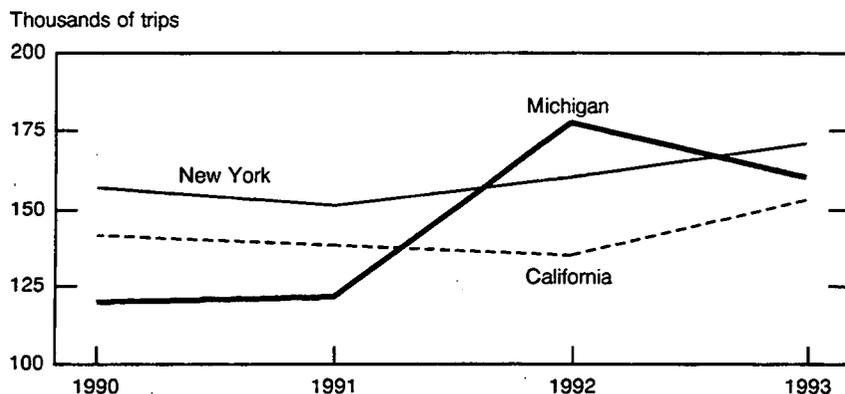
Only 29% of American business travellers came to Canada by automobile. Most of them came by plane to save time. Regardless of whether they came by car or plane, the duration of their stay was practically the same. In both cases, business meetings accounted for less time than conventions, conferences and seminars.

<sup>3</sup> Includes Yukon and Northwest Territories.

Graph D



Graph E  
Major Business Leagues



Source: Statistics Canada, International Travel Survey.

Table 3  
Overnight Business Trips by Residents of the United States to Canada by Quarter, 1993

	Trips '000	Nights '000	Spending 000 000 \$	Average Duration Nights	Average Spending per	
					Trip \$	Night \$
First	352	965	164	2.7	466	170
Second	557	1,704	290	3.1	521	170
Third	515	1,829	320	3.6	621	175
Fourth	392	1,061	209	2.7	533	197

Source: Statistics Canada, International Travel Survey.

▶ Continued from page 4

It is with respect to expenditures that a marked difference is seen between business travellers coming to Canada by automobile and those using another means of transportation. The average expenditure per night on a business trip to Canada by automobile was \$115, while for the other means of transportation it amounted to \$200 in 1993.

### They Do More Than Just Work

The survey endeavoured to determine the interest engendered by a trip to Canada by presenting

a list of activities. The activity most often reported by these business travellers to Canada was related to fine dining. Three out of five travellers indicated they had enjoyed meals in high quality restaurants. Shopping was second, with nearly half the travellers engaging in this activity during spare time, while 37% also took advantage of their stay to go sightseeing (Graph F).

While nearly half of these people travelled alone, one out of four business travellers was accompanied by another adult (Table 4). The increase in the number of trips was most pronounced between 1990 and 1993 in the age group 45-54 years.

In addition, nearly 550,000 trips were made by women in 1993, an increase of 10% over 1990.

### The American Recovery and Business Travel to Canada

The American economy recorded strong growth in 1994. Canada is in a good position to benefit from this recovery, which would translate into a new upward movement in the market for travel from the United States.

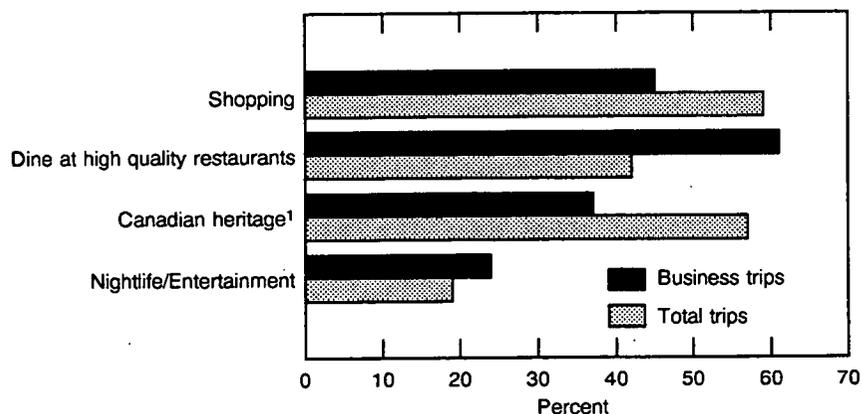
The most recent figures from the monthly International Travel Survey indicate a net recovery in 1994 in terms of all visits to Canada by American travellers. The annual rate of growth in 1994 exceeded the rates recorded since the last recession. In addition, the opening of the casino in Windsor had a significant impact on trips by American residents to Ontario since the summer.

It is too early to separate the effects of the recovery in the United States from the liberalization of trade in this situation. Trade agreements fall within the structural domain, that is, they apply in the long term, while the recovery is related to the economic situation in the United States. It should be noted, however, that since 1990 the number of nights associated with business trips by Americans to Canada dropped only in 1991, at the height of the recession.

The business travel marketing plan put forward by Industry Canada<sup>4</sup> emphasizes the fact that the specific characteristics of this market segment should be considered. The difficulty stems in part from the fact that the target group is spread throughout the United States. It is also an area where business relationship marketing predominates.

<sup>4</sup> Industry Canada, *Tourism Business Plan 1994-1995, August 1994.*

**Graph F**  
**Rate of Participation in Selected Activities during Overnight Trips**  
**by residents of the United States to Canada, 1993**



<sup>1</sup> Visits to National, Provincial, Regional Parks and Historic Sites.  
 Note: Travellers can participate in more than one activity on a trip.  
 Source: Statistics Canada, International Travel Survey.

▶ Continued from page 6

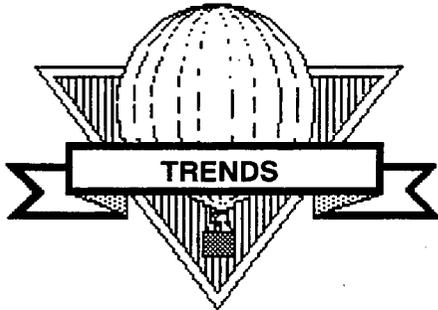
In order to increase the volume of business travel to Canada, the services provided for this target group will have to take into account the most recent developments in the area of communications. Technology now permits business travellers access to the same services they enjoy at the office when they travel. By offering superior service, the tourism industry, in particular the hotel industry, will be seeking to come out ahead of the competition.

*Lise Beaulieu-Caron is currently on assignment as an analyst in the National Accounts and Environment Division.*

**Table 4**  
**Profile of Overnight Business Trips from the United States, 1993**

	Number	Share
		%
Total	1,815	100
by Sex:		
Male	1,146	63
Female	549	30
Not stated	120	7
by Age:		
Less than 25	67	4
25 - 34	296	16
35 - 44	517	28
45 - 54	486	27
55 - 64	250	14
65 +	79	4
Not stated	120	7
by Composition of Travelling Party <sup>1</sup> :		
Adults		
1 Adult	830	46
2 Adults	475	26
3 + Adults	315	17
Adults with Children	75	4
Others or Not stated	120	7

<sup>1</sup> The respondent indicates the number of persons for whom he/she can report spending and activities.  
 Source: International Travel Survey.



## Travel Between Canada and Other Countries in 1994

### Record Number of Overseas Visitors

A record number of overseas visitors spent at least one night in Canada in 1994. Meanwhile, Canadians made the lowest number of overnight trips to the United States since 1988.

A record 3.5 million visitors from overseas countries spent at least one night in Canada in 1994. This represents an 11.1% increase from the 1993 level, the largest rise in six years.

Overnight travel to Canada by residents of the United States, our largest source of international visitors, also increased in 1994, up 4.1% to 12.5 million.

Since overseas residents tend to make longer trips to Canada than U.S. residents, the economic impact of this increase is significantly greater than that of a comparable rise in the number of US visitors. Because of their typically longer trips, overseas residents spent an average of C\$914 per overnight trip in 1993, compared with C\$343 for U.S. residents.

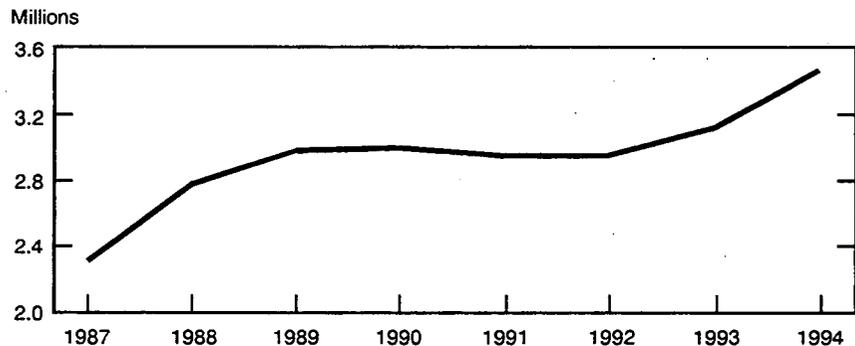
Overnight visits by residents of the top 10 countries of origin were all up in 1994. The improved exchange rate compared to 1993 for foreign currencies into Canadian dollars, including the U.S. dollar, the U.K. pound, the Japanese yen, the French franc and the German mark, contributed to these increases.

### Note to users

Month-to-month comparisons use seasonally adjusted data (data adjusted for variations that repeat annually and for variability caused by the different volumes of travellers associated with different days of the week).

Year-over-year comparisons use unadjusted data (the actual traffic counts).

### Record number of overseas visitors made overnight trips to Canada in 1994



### Estimated trips to Canada of one or more nights

Top 10 countries	Annual 1994P	1993 to 1994
	'000	% change
<b>Country of residence</b>		
United States	12,514	4.1
United Kingdom	582	2.3
Japan	483	18.2
France	410	13.4
Germany	372	8.2
Hong Kong	130	11.0
Australia	119	22.1
Italy	97	1.6
Switzerland	90	7.9
Netherlands	90	6.0

P Preliminary figures.

Increased spending by visitors to Canada and decreased spending by Canadians outside the country have combined to improve Canada's international travel account deficit. During the third quarter of 1994, a travel account deficit of \$1.4 billion, (seasonally adjusted) was recorded, the smallest since the fourth quarter of 1989.

### Overnight Trips to the United States Down

In 1994, overnight trips to the United States by Canadian

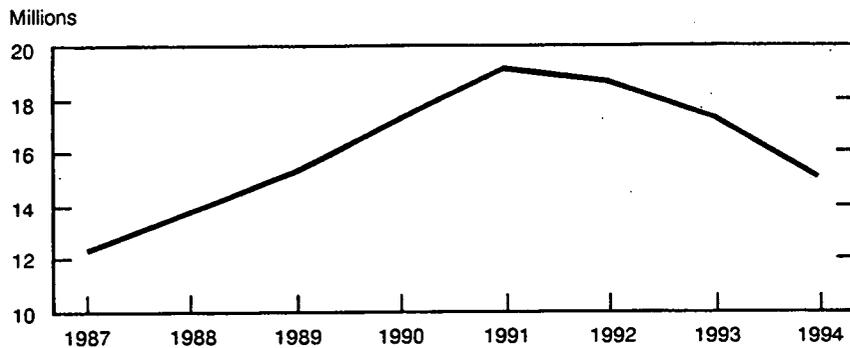
residents fell to the lowest level since 1988. Canadians made 15.0 million trips of this type, down 13.4% from the previous year.

A major factor behind this decline was the weak Canadian dollar, which averaged US73 cents in 1994, compared with more than US87 cents when overnight travel to the United States peaked at 19.1 million trips in 1991.

By contrast, Canadians' overnight travel to all other countries increased 3.3% in 1994 to a record 3.4 million trips, continuing the long-term upward trend.

▶ Continued from page 8

**Canadians made fewer overnight trips to the United States**

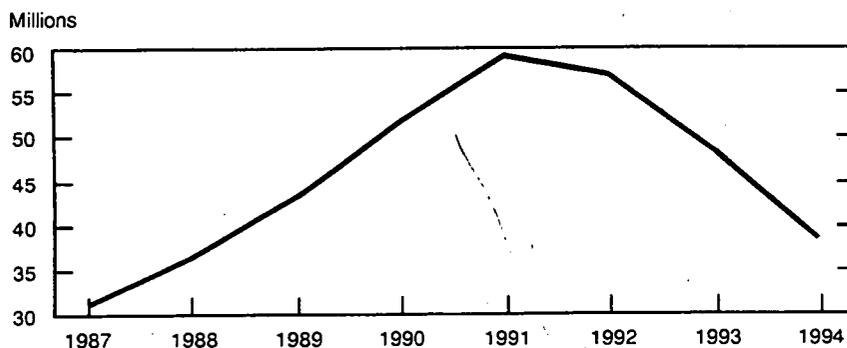


**Same-Day Car Trips to the United States at Six Year Low**

Same-day cross-border car trips by Canadian residents often used as an indicator of cross-border shopping fell 20.9% in 1994, to 38.2 million. This was the third consecutive annual decrease for this type of travel, which peaked at 59.1 million trips in 1991, and the lowest level since 1988, when 36.2 million trips were registered.

Apart from the weak Canadian dollar, factors contributing to this decrease include the narrowing gap between Canadian and U.S. gas prices (C12 cents per litre in 1994) and reduced taxes on tobacco products in Canada.

**Same-day car trips by Canadian residents to the United States at lowest level since 1988**



**December 1994**

U.S. residents made 1.0 million overnight trips to Canada in December, down 2.2% from November. Meanwhile, overnight trips to Canada by residents of overseas countries totalled 297,000, nearly unchanged from October's record. This type of travel has been increasing since mid-1992.

Canadians' overnight travel to the United States has been decreasing since late 1991. Considering all modes of transportation, Canadians made 1.2 million overnight trips to the United States in December, down 1.3% from November. By contrast, since June 1991, Canadians' overnight travel to all other countries has been increasing. This type of travel rose 1.2% from November to December, to an unprecedented 289,000 trips.

**Same-day car trips by Canadian residents to the United States**

	Annual 1994 <sup>P</sup>	1993 to 1994
	'000	% change
<b>Canada</b>	<b>38,223</b>	<b>-20.9</b>
<b>Province of re-entry</b>		
New Brunswick	5,723	-24.3
Quebec	3,754	-24.3
Ontario	17,512	-20.8
Manitoba	730	-20.4
Saskatchewan	301	-32.4
Alberta	186	-18.0
British Columbia	9,993	-17.2
Yukon	25	6.0

<sup>P</sup> Preliminary figures.

**Improvement of the International Travel Account Deficit in 1994 (preliminary)**

Attracted partly because of the weakened Canadian dollar, foreign visitors spent a record amount in Canada in 1994, driving the international travel account deficit to a five-year low of \$6.0 billion.

This deficit represents a substantial 24.3% improvement from the 1993 level of \$7.9 billion.

► Continued from page 9

A major factor in the improved travel deficit has been the weak Canadian dollar. It has contributed to higher spending in Canada by visitors and to lower spending by Canadians outside the country. The Canadian dollar averaged US73 cents in 1994, a dime less than in 1992 when the travel deficit peaked.

During 1992, when the international travel account deficit reached an unprecedented \$8.2 billion, it represented 30.8% of Canada's current account deficit. In 1993, this share fell to 25.7%.

**Fourth Quarter 1994** (data seasonally adjusted)

Canadians spent \$1.5 billion more travelling outside the country in the fourth quarter of 1994 than foreign visitors brought in.

Canadians travelling internationally during the fourth quarter of 1994 spent a total of \$4.0 billion, an increase of 10.1% from the previous quarter. Meanwhile, overall spending by foreign visitors to Canada remained relatively stable.

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

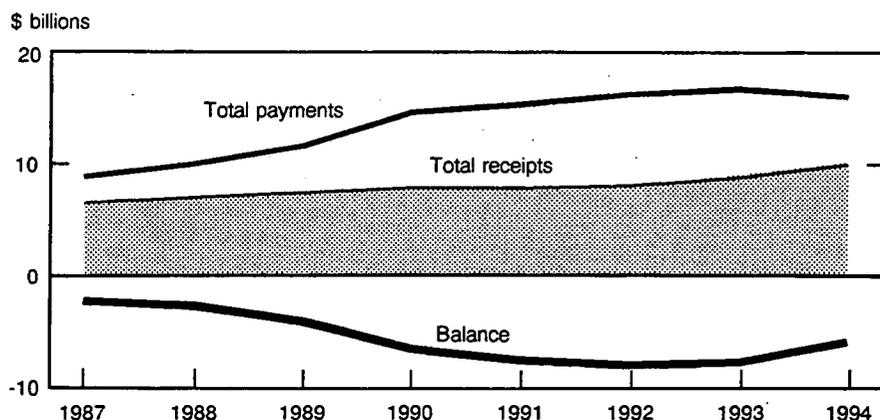
**Travel Price Index, Fourth Quarter and Annual, 1994**

The Travel Price Index (TPI) is an aggregate index of goods and services used when travelling in Canada. Price movements are taken from detailed Consumer Prices Index (CPI) series.

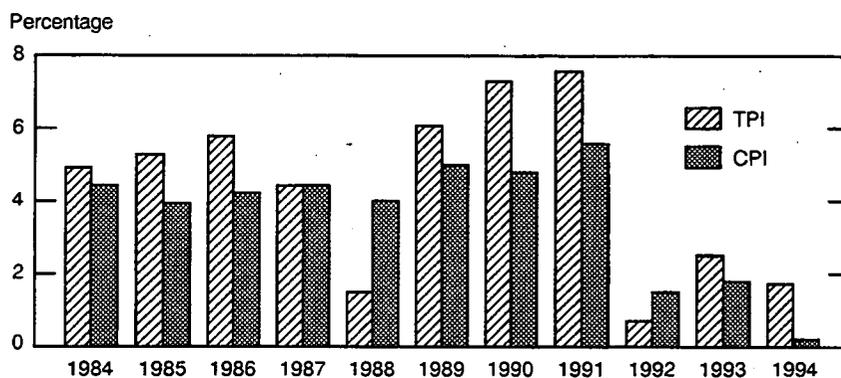
After a 0.7% decline in the first quarter of 1994 over the last quarter of 1993, the Travel Price Index registered increases in the following two quarters.

Meanwhile, in the last quarter of the year, the index dopped 1.4% over the summer quarter but increased 2.4% over the fourth quarter of 1993.

**Canadian international travel account deficit at five-year low**



**Annual Percentage Change in TPI and CPI**



Source: Statistics Canada, Education, Culture and Tourism Division; Consumer Prices and Price Indexes, Catalogue No. 62-010.

**Fourth Quarter 1994**

In the fourth quarter of 1994, an increase of 5.3% in the price of rental and leasing of automotive vehicles was completely offset by a drop of 5.4% in the prices of traveller accomodation.

Compared to the previous quarter, prices of many other components of the TPI were down, the second important one being the price of inter-city transportation, down 2.2%.

In comparison, overall prices for goods and services, as measured by the Consumer Price Index (CPI) were stable during the same period.

**Annual 1994**

On an annual basis, the TPI reached 136.3 in 1994, or 1.7% over 1993.

From 1993 to 1994, prices of all components of the TPI were up excluding tobacco products and smoker's supplies which were subject to major tax reductions in early 1994. The major increases in the prices were related to the inter-city transportation services, up 7.9% in 1994 compared to 1993 and to rental and leasing of automotive vehicles, up 6.8%.

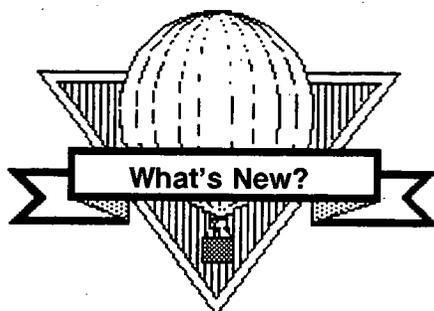
A technical report of the Travel Price Index is available from the Travel, Tourism and Recreation Section at 613-951-1673.

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**The Travel Price Index (TPI) and its Components,**  
 (not seasonally adjusted, 1986 = 100)

Components of the TPI <sup>1</sup>	Fourth Quarter 1994	% Change		Year 1994	% Change
		Previous Quarter	Previous Year		1993-1994
Inter-city transportation	149.3	-2.2	10.5	144.5	7.9
Local and commuter transportation	157.6	0.1	1.4	157.1	1.4
Rental and leasing of automotive vehicles	128.3	5.3	5.3	123.0	6.8
Operation of automotive vehicles	136.2	-0.9	2.9	135.0	2.3
Traveller accommodation	125.0	-5.4	4.3	123.4	3.1
Food	123.4	-0.1	0.4	123.3	0.4
Alcoholic beverages	142.5	0.5	0.4	142.3	0.3
Clothing	131.1	-0.5	0.6	131.8	0.8
Medicinal and pharmaceutical products	151.8	-0.3	0.1	152.6	0.9
Personal care	131.2	0.1	-0.6	131.9	0.6
Photographic goods and services	116.5	-0.2	0.7	116.4	1.2
Reading materials and other printed matter	154.9	1.0	3.8	152.7	3.2
Tobacco products and smokers' supplies	136.4	0.0	-40.4	145.1	-36.3
Travel Price Index (TPI), 1986 = 100	137.7	-1.4	2.4	136.3	1.7
Consumer Price Index (CPI), 1986 = 100	131.2	0.3	0.0	130.7	0.2

<sup>1</sup> The following TPI components are not published by the Division: Admission to entertainment; Use of recreational vehicles; Records, compact discs and pre-recorded audio magnetic tapes; Use of recreational sports and health facilities.  
Sources: Prices Division; The Consumer Price Index, Cat. No. 62-001.



### **Domestic Travel by Canadians**

During the first nine months of 1994, Canadians took 121 million trips to Canadian destinations. Pleasure was the main reason stated for travelling (39.3%), followed by visits to friends and relatives (33.2%), business and convention (14.8%), and personal and other reasons (12.7%). Of all reported trips, 51% included a stay of more than 24 hours whereas 49% were same-day travel.

Figures on domestic travel by Canadians are now available for the first nine months of 1994. The microdata file containing detailed information on travellers and trips will be available in April. For further information, contact Sylvie Bonhomme (613) 951-1672, Travel, Tourism and Recreation Section, Education, Culture and Tourism Division.

### **Focus on culture, Winter 1994 and Spring 1995**

A main article in the Winter 1994 issue of *Focus on Culture*, Statistics Canada's quarterly newsletter on culture looked at tourists who visit our cultural venues, especially museums. Tourists can be seen as both a stimulant to our tourism and cultural industries, and a potential cost. They can be a cost if their priorities differ from those of local visitors.

The Spring 1995 issue of *Focus on Culture* also carries an article which may be of interest to you. This article looks at attendance at cultural events by Canadians travelling both domestically and to foreign destinations. The likelihood of a traveller attending a play or concert is looked at in relation to trip length, purpose of trip and destination.

The Winter issue (Vol. 6 No. 4) and the Spring issue (Vol. 7 No. 1) are both available now (87-004, \$7/\$26). For further information, please contact Mary Cromie (613-951-6864), Education, Culture and Tourism Division.

### **The labour market: year-end review, 1994**

By many accounts, 1994 was a good year for employment. For the first time since 1992 the economy was able to shed its "jobless recovery" image. A summary of changes and trends in the labour market in 1994, entitled "The labour market: Year-end review", is featured in the Spring 1995 issue of *Perspectives*.

The Spring 1995 issue of *Perspectives on Labour and Income* (75-001E, \$14/\$56) is now available. For further information, please contact the nearest Statistics Canada Regional Reference Centre.

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### **Income distributions by size in Canada, 1993**

Family income continued its decline for the fourth straight year in 1993. Consequently, the proportion of persons with incomes below Statistics Canada's low income cut-offs recorded the fourth consecutive increase.

Average family income in 1993 was an estimated \$53,459, a 2.2% decline from 1992, after adjusting for inflation as measured by changes in the consumer price index. This brought the total decline since the 1989 peak in family income to an average of \$3,822 or 6.7%, the longest and deepest decline in the last four decades. Average family income in 1993 was in fact slightly below the level recorded in 1980, after adjustment for inflation.

### **Low income rates increase**

With incomes declining, low income rates increased in 1993. The proportion of persons with incomes below Statistics Canada's low income cut-offs was estimated at 17.9%, compared with 16.8% in 1992. This marks the fourth year that the rate has increased since the low of 14.0% in 1989. Prior to 1989, the rate had trended down from the 18.7% peak recorded in 1984.

The number of persons with incomes below the low income cut-offs was an estimated 4,894,000 in 1993. Since 1989, the number of persons with low incomes has risen 35.8%, or 1,291,000 more persons with low incomes.

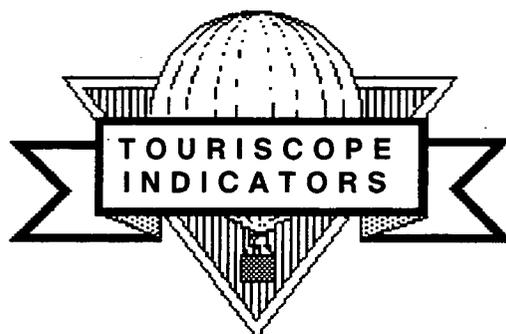
For further information about the data or the availability of custom tabulation, contact Réjean Lasnier (613-951-4633), Kevin Bishop (613-951-2211) or Mauri Meere (613-951-4637), Income and Housing Surveys Section, Household Surveys Division.

### **Population projections for Canada, the provinces and territories, 1993-2016**

Canada's population will keep growing. But as we move into the 21st century it will become increasingly older, and the proportion of young people will shrink dramatically. These are some of the emerging demographic trends revealed from a new set of projections in *Population projections for Canada, provinces and territories, 1993-2016*, released in March.

These projections provide information for planners, policy makers and those interested in demographic changes and related social issues. These new projections use 1993 preliminary population estimates adjusted for net census undercoverage. They take into account emerging demographic trends and the changing composition of population.

For further information on this release, contact M.V. George (613-951-9580) or Lucette Dell'Oso (613-951-2304), Population Projections Section, Demography Division.



		Fourth Quarter 1994	% Change			Year 1994	% Change 1993-1994
			Previous Quarter	Previous Year			
<b>VISITORS TO CANADA</b>							
From United States	T	7,266	-47.1	13.9	T	34,859	6.9
Overnight visits(p)	T	2,040	-64.3	0.6	T	12,514	4.1
By auto	T	1,357	-67.3	-0.1	T	8,642	4.6
From Overseas	T	647	-62.5	9.3	T	3,792	9.0
Overnight visits(p)	T	590	-62.3	14.6	T	3,458	12.3
Top Seven Countries							
United Kingdom	T	99	-62.8	6.5	T	582	2.3
Japan	T	92	-54.0	24.3	T	483	18.1
France	T	52	-74.5	4.0	T	410	13.3
Germany	T	51	-73.4	13.3	T	372	8.1
Hong Kong	T	25	-52.8	25.0	T	130	10.2
Australia	T	24	-47.8	20.0	T	119	21.4
Italy	T	16	-67.3	6.7	T	97	2.1
<b>CANADIANS OUTSIDE CANADA</b>							
To United States	T	12,286	-23.6	-13.2	T	54,313	-18.6
Overnight visits(p)	T	2,958	-41.0	-7.5	T	14,974	-13.4
By auto	T	1,867	-51.2	-11.3	T	10,057	-17.3
To Overseas	T	671	-23.1	3.7	T	3,374	3.2
<b>INDUSTRY SECTOR</b>							
Airline passengers (Level I)	T	4,527	-15.6	-10.8	T	19,155	-12.7
Airline passenger-km (Level I)	M	10,323	-23.9	6.8	M	45,182	0.8
Inter-city bus passengers	T	2,728	-8.5	13.8	T	10,751	9.4
Restaurant receipts	M	5,258	-6.9	8.6	M	20,543	5.7
<b>PRICES</b>							
1986 = 100 (not s.a.)							
Travel price index		137.7	-1.4	2.5		136.3	1.7
Consumer price index		131.2	0.0	0.3		130.7	0.2
Restaurant meals		140.2	0.5	1.7		139.3	1.3
Inter-city transportation		149.3	-2.2	10.5		144.5	7.9
Gasoline		117.8	-4.0	2.2		117.0	-1.2
<b>ECONOMIC</b>							
Gross domestic product, 1986 prices (s.a.)	M	542,267	1.2	5.0	M	532,463	4.2
Amusement and recreation	M	4,896	-0.6	8.8	M	4,825	10.5
Accommodation and food services	M	11,922	0.5	7.5	M	11,657	4.3
Personal disposable income per capita (s.a.)		17,061	0.3	2.1		17,020	1.3
<b>LABOUR FORCE</b>							
Labour force (s.a.)	T	14,895	0.2	1.2	T	14,832	1.1
Unemployed	T	1,447	-4.4	-11.8	T	1,540	-6.6
Employed	T	13,448	0.7	2.8	T	13,292	2.1
Accommodation and food services (not s.a.)	T	849	-4.3	4.3	T	838	2.3
<b>EXCHANGE RATES</b>							
In Canadian Dollars:							
American Dollar		1.3678	-0.3	3.2		1.3657	5.9
British Pound		2.1671	1.8	9.7		2.0928	8.0
Japanese Yen		0.0138	0.0	12.7		0.0134	15.0
German Mark		0.8863	0.8	12.6		0.8443	8.1
French Franc		0.2581	0.5	13.7		0.2468	8.2

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