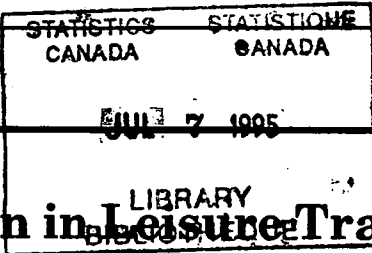


Travel-log



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Summer 1995

Canadians' Participation in Leisure Travel is on the Rise

by Lise Beaulieu-Caron

Lise Beaulieu-Caron is a senior analyst. She is currently on assignment in the National Accounts and Environment Division.

Canadian travellers have been and continue to be the main tourist market for travel in Canada. Over time, trends have emerged in the overnight trips that Canadians make for leisure purposes. Thus travel habits are influenced by the ageing of the population, changing lifestyles and a greater openness to the world, inspired by the concept of the global village.

The Canadian Travel Survey¹ (CTS) is an invaluable tool; one of its uses is to see how the Canadian tourism market is evolving by comparing the characteristics of the population studied. For purposes of this analysis, we shall examine, for the period from 1984 to 1992, participation of Canadians aged 15 and over in travel for leisure purposes only, the characteristics of these travellers and changes in the size of the market segments.

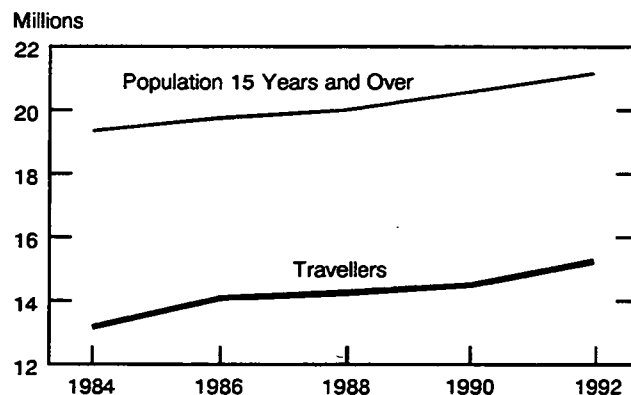
Canadians are travelling more

From 1984 to 1992, Canada's labour force 15 years of age and over grew by 10%. During that period, the proportion of travellers in relation to non-travellers went from 68% to 72%. The popularity of trips outside the country increased considerably, with 71% more participation in trips to the United States and 50% more trips to all other countries. Thus, 30% of the population 15 years of age and over in 1992 travelled to the United States, as compared to 19% in 1984.

While participation in domestic travel also increased (Graph 1), it grew more moderately.

¹ In the fourth quarter of the Canadian Travel Survey, respondents are asked whether, during the year, they have made at least one overnight trip that was not a business trip.

Population, 15 Years and Over and Overnight Non-Business Travellers, Canada 1984 to 1992



Source: Statistics Canada, Canadian Travel Survey.

Touriscope

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Additional information

The Canadian Travel Survey (CTS) conducted by Statistics Canada takes place every second year, in even-numbered years. It gathers information on trips made by Canadians. The findings of the 1992 survey are covered in an article in the Winter 1994 issue of Travel-log.

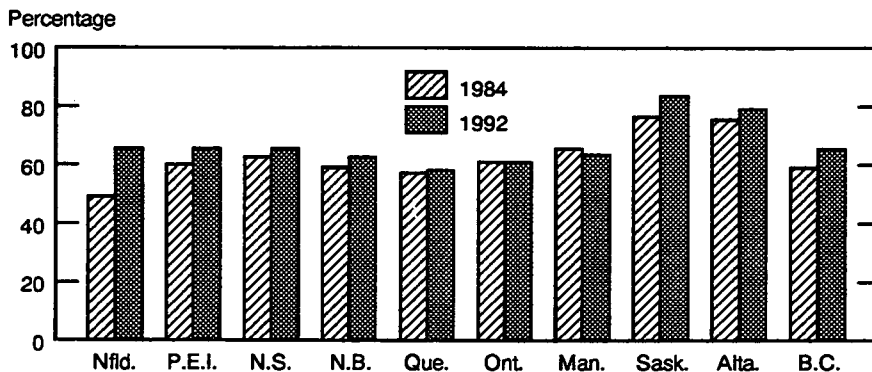
To obtain information on the travelling and non-travelling public, a series of supplementary questions are added at the end of each year in which the survey is conducted. On the basis of these "yes or no" questions, an estimate is made of the number of Canadians 15 years of age and over who during the year made at least one overnight leisure trip. The information requested concerns trips within Canada, the United States and other countries.

By linking the findings with CTS socio-economic data, analysts can establish a profile of Canadians who, during the year, travelled at least once for a reason other than business, regardless of their destination.

Data for the 1994 Canadian Travel Survey were not available when this article was being prepared.

Editor

Graph 1
Overnight Domestic Non-Business Travel Participation, by Province of Residence



Source: Statistics Canada, Canadian Travel Survey.

The participation rate for domestic overnight leisure trips is rising again

In 1992, 63% of Canadians aged 15 and over made at least one overnight leisure trip in Canada² (Table 1). Even though this rate represents an improvement over the figures for 1990, it is lower than the one recorded in 1986.

In fact, the drop in the participation rate for overnight

trips in Canada coincided with the recession that began in 1990. That year Canadians' rate of participation in leisure travel was the lowest since 1984. The recovery of the participation rate for the domestic market was definitely good news for the Canadian tourism industry.

This recovery is mainly due to the renewed popularity of travel by Canadians within their home province. The probability that a person will make a trip within his or her home province has increased from the low point recorded in 1990 and now stands at the same level as in 1988.

² Based on a sample of persons 15 years of age and over, excluding persons in institutions as well as households in the Yukon and Northwest Territories and on Indian reserves.



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• 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.

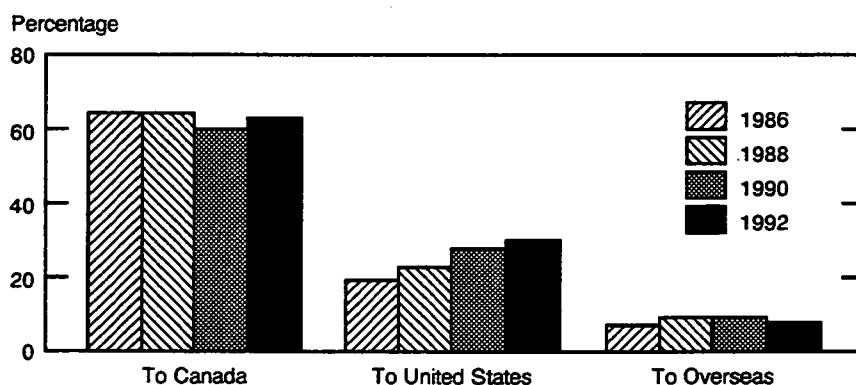
Table 1
Participation in Overnight Non-Business Travel, 1984-1992

	1984	1986	1988	1990	1992
	'000				
Population (15 +)	19,274	19,715	20,020	20,599	21,183
Travellers:					
Any Destination ¹	13,103	13,952	14,225	14,401	15,228
Canada	11,847	12,636	12,854	12,419	13,326
Same Province	10,256	10,942	11,196	10,770	11,828
Other Provinces	4,181	4,961	4,937	4,695	4,931
United States	3,656	3,746	4,529	5,678	6,263
Other Countries	1,188	1,384	1,732	1,814	1,783
Participation Rate	%				
Population (15 +)	100	100	100	100	100
Travellers:					
All Destinations	68	71	71	70	72
Canada	61	64	64	60	63
Same Province	53	56	56	52	56
Other Provinces	22	25	25	23	23
United States	19	19	23	28	30
Other Countries	6	7	9	9	8

¹ The sum of destinations exceeds the total because more than one destination can be chosen within a year.

Source: Statistics Canada, Canadian Travel Survey.

Graph 2
Overnight Non-Business Canadian Travel by Destination



Source: Statistics Canada, Canadian Travel Survey.

Interprovincial travel has not exhibited the same trend: 5 million Canadian residents reported having made at least one trip of this type, which represents a participation rate of 23% in 1992, the same rate as in 1990.

Three Canadians out of ten who travelled at least once during

the year in other provinces were from Ontario. In fact, Ontario was the only province of origin that registered more than one million interprovincial travellers. Also in 1992, 28% more Albertans than Quebeckers reported at least one leisure trip with an overnight stay in another province.

Leisure travel to the United States

In 1992, the CTS revealed that there were 27% more Canadian travellers to the United States than to other provinces, whereas four years earlier, there were 8% more reporting at least one trip to other provinces. An examination of the data since 1984 shows that Canadians' participation in trips to the United States is sensitive to the degree of competitiveness in the marketplace. Thus, following a period of stability between 1984 and 1986, Canadians' tendency to travel to the United States increased constantly from 1988 onward (Graphs 2 and 3). The strength of the Canadian dollar, along with the spread between gasoline prices in the two countries, undoubtedly contributed to this rise (Graphs 4 and 5). In 1992, three Canadians out of ten aged 15 or more, reported having made at least one leisure trip to the United States. These factors were surely behind the change that was occurring in the travel sector in Canada.

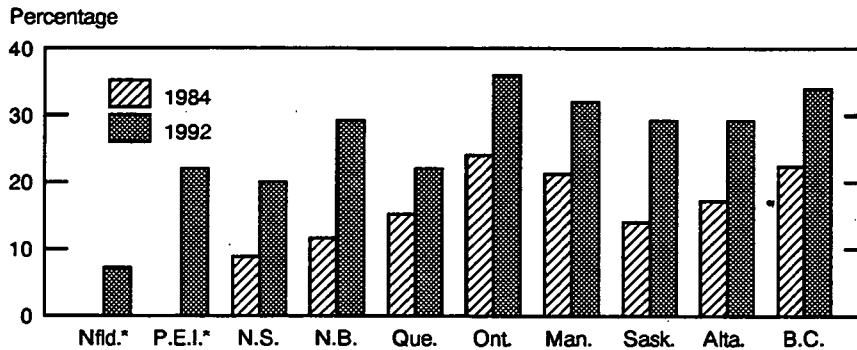
Leisure travel to other countries

Trips to overseas countries also gained popularity with Canadians in the 1980s, although to a lesser extent than trips to the United States. A slight drop, however, was recorded in 1992. It was among persons 45 to 54 years of age that leisure trips to overseas countries were the most popular: 13% of this cohort made such a trip in 1992, as compared to an average of 8% among all Canadians 15 years and over.

The "travel bug" is widespread

In 1990, even though their trip destinations differed (Table 2), Canadians living in urban areas travelled as frequently as those living outside metropolitan areas.

Graph 3
Participation in Non-Business Travel to the United States,
by Province of Residence



* Insufficient observations in the 1984 sample to produce reliable data.
 Source: Statistics Canada, Canadian Travel Survey.

In 1992, however, the travel participation rate of residents of non-metropolitan areas increased, whereas that of residents of metropolitan areas remained stable.

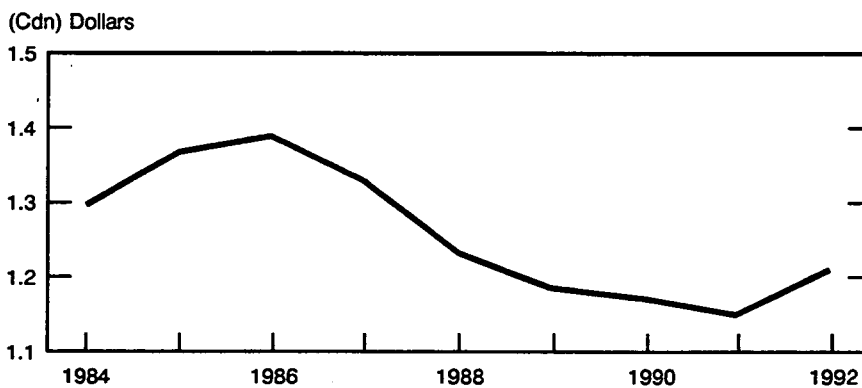
Once again in 1992, Canadians living in census metropolitan areas showed a greater-than-average tendency to travel abroad. On the other hand, Canadians living in non-urban areas were more likely not to go beyond the borders of their province.

Toronto: an excellent market for international travel

Overall, the travel rates of Canadians living in the country's three largest metropolitan areas, namely Toronto, Montreal and Vancouver, were lower than the average for metropolitan areas in Canada (Table 2). These rates are comparable to 1990 except for the metropolitan area of Vancouver where the travel participation rate dropped to 69% in 1992 compared to 75% in 1990. The larger range of recreational and entertainment opportunities in these cities could partially explain this phenomenon.

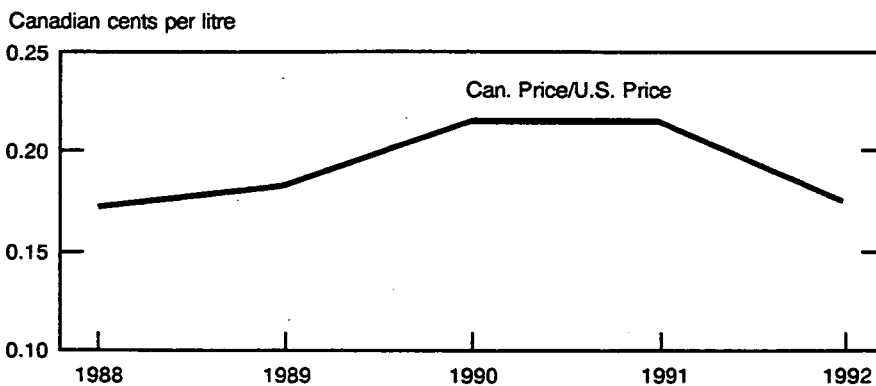
Between 1984 and 1992, the population of the Toronto metropolitan area increased by 10%, compared to 5% for the Montreal census metropolitan area and 9% for the Vancouver area (Table 3). Despite the population growth of Toronto and Montreal urban centres, the travel variation rate within their respective province decreased from 1984 to 1992. However, for the residents of the Vancouver area this rate increased 23% during the same period. Residents of these urban centres exhibited a greater-than-average tendency to travel abroad, likely owing to the diversified characteristics of these urban populations and the vast choice of international airline connections offered in the airports serving them.

Graph 4
Canadian \$ Per Unit of United States \$



Source: Bank of Canada Review.

Graph 5
Canada/U.S. Gasoline Price Differential
All Grades



Source: Natural Resources Canada.

Table 2

Travel Participation, Census Metropolitan Areas Versus Other Areas, 1990 and 1992

1990	Population 15 + '000	1990 Participation Rate					
		All Desti- nations	Canada	Same Province	Other Provinces	United States	Other Countries
Canada	20,599	70	60	52	23	28	9
Non-Metro	8,475	70	64	58	22	23	5
Metro: of which	12,124	70	58	48	23	31	12
Montreal	2,371	65	50	42	18	24	13
Toronto	2,793	66	52	45	16	32	15
Vancouver	1,208	75	56	42	24	45	20
1992	Population 15 + '000	1992 Participation Rate					
		All Desti- nations	Canada	Same Province	Other Provinces	United States	Other Countries
Canada	21,183	72	63	56	23	30	8
Non-Metro	8,745	74	68	62	23	26	5
Metro: of which	12,438	70	59	52	23	32	11
Montreal	2,379	64	50	44	16	28	11
Toronto	2,777	66	53	47	18	36	16
Vancouver	1,223	69	52	48	13	39	13

Source: Canadian Travel Survey, special tabulations.

Table 3

Comparing Toronto, Montreal and Vancouver Non-Business Travel Markets

	1984	1990	1992	Variation	Variation
	'000	'000	'000	1984/90	1984/92
Toronto					
Population 15 +	2,515	2,793	2,777	11%	10%
Travelling	1,679	1,838	1,844	9%	10%
Same province	1,277	1,269	1,295	-1%	1%
Other provinces	348	458	492	32%	41%
United States	670	889	1,009	33%	51%
Other countries	317	417	446	32%	41%
Montreal					
Population 15 +	2,269	2,371	2,379	4%	5%
Travelling	1,448	1,550	1,523	7%	5%
Same province	1,056	989	1,048	-6%	-1%
Other provinces	370	428	378	16%	2%
United States	455	574	660	26%	45%
Other countries	183	310	252	69%	38%
Vancouver					
Population 15 +	1,125	1,208	1,223	7%	9%
Travelling	701	910	838	30%	20%
Same province	477	511	589	7%	23%
Other provinces	214	289	155	35%	-28%
United States	310	538	473	74%	53%
Other countries	100	246	153	146%	53%

Source: Canadian Travel Survey, special tabulations.

A smaller youth cohort
In 1992, Canada had 550,000 fewer young persons 15 to 24 years of age than in 1984. During the same period, the Canadian population rose in all other age groups.

In 1992, 79% of young travellers aged 15 to 24 did not go beyond the borders of their province, and only 31% of them travelled to other provinces. However, as regards the travel habits of young Canadians, it appears that the latter were more inclined to travel to all destinations, in light of greater opportunities and the stagnation of travel prices in this year.

Generation X, the most important leisure travel market
In terms of the domestic tourism market, one of the most important age groups is that of young adults 25 to 34 years of age, which accounted for more than 3 million travellers in 1992, representing 22% of the population aged 15 and over who made at least one overnight leisure trip in Canada in 1992.

This is the only age group whose overall participation in travel decreased, however slightly, from its 1984 level. In 1992, its overall participation rate in travel stood at 72%, which corresponded to the national average.

Baby-boomers travel more
Compared to 1984, 30% more persons in the 35-44 age group travelled at least once in Canada in 1992. During that period, the size of this age group increased by 27%.

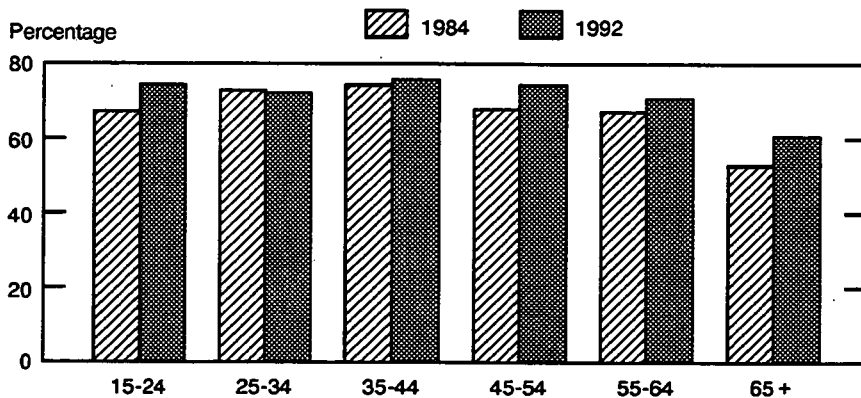
This group, along with the 20-24 age group, had the greatest tendency to travel in Canada in 1992. However, for all destinations, they are the only group showing a decrease in travel participation from 1984 to 1992.

Table 4
Change in Travel Participation, by Age Groups and Destination, Pleasure Travel Only, between 1984 and 1992

Age Groups	Population 15 + '000	% difference					
		All Destinations	Canada	Same Province	Other Provinces	United States	Other Countries
Canada	9.9	16.2	12.5	15.3	17.9	71.3	50.1
15-19	-7.7	9.0	31.5	9.3	5.5	81.5	69.4
20-24	-17.5	-12.2	-13.1	-14.3	-12.0	37.3	29.7
25-34	5.2	3.5	-2.5	1.0	7.6	50.1	63.0
35-44	27.1	31.7	29.6	32.8	31.3	92.2	13.7
45-54	25.4	35.2	31.7	38.6	38.4	73.9	82.5
55-64	3.5	10.1	4.5	8.4	8.3	83.0	54.8
65-69	20.4	25.3	27.8	25.0	46.7	56.1	2.9
70+	26.8	58.7	56.4	60.2	68.8	113.6	104.2

Source: Statistics Canada, Canadian Travel Survey.

Graph 6
Overall Non-Business Travel Participation Rates, by Age Group



Source: Statistics Canada, Canadian Travel Survey.

More trips by the middle-aged

In 1992, 15% of the population was 45-54 years of age. Their travel participation rate stood at 74% that year. This group of Canadians had the greatest tendency to travel to overseas countries.

Furthermore it shared, with the 35-44 age group, the highest rank in terms of participation in United States travel.

The travel habits of this age group reflect very active lifestyles, and its influence will surely increase as the baby-boomers age in the next decade.

Empty-nesters expand their horizons

In 1992, more than 2.3 million persons were 55 to 64 years of age, accounting for 11% of the population aged 15 and over. This age group is perhaps in an ideal position, since its profile indicates that its economic status is good and it has more time to devote to leisure.

The overall travel rate for this age group was lower than for all others except for the older age group (Graph 6). Even though this group's participation in domestic travel was lower than the average

in 1992, its tendency to make interprovincial trips was slightly greater than the national average.

Growth of the elderly market

In 1992, some 1.8 million persons aged 65 and over reported at least one leisure trip in Canada, a 44% increase from 1984. This group accounted for 14% of the population aged 15 and over in 1992, an increase of 2 percentage points over 1984. While their travel participation rate, at 61% in 1992, remained the lowest of all age groups, it was significantly higher than in 1984 and 1990.

Striking while the iron is hot: a challenge for the tourism industry

In light of the popularity of international travel among Canadians, the Canadian tourism industry needs to establish new market niches that will attract Canadian travellers.

The only age group that decreased its tendency to travel to the United States is the 25-34 group. The baby-boomers (35-44) seemed to prefer the United States to other countries: their participation in travel to overseas countries was the lowest ever registered by the CTS. Baby-boomers' demographic weight will continue to influence Canadians' tourism habits over the coming years. The elderly are also a rapidly growing travel market.

Accommodation establishments serving Canadian travellers attracted fewer domestic tourists on pleasure trips in 1991 than in 1990. Increasing numbers of Canadians travelled by car to the United States in 1992. To penetrate a competitive market, the travel industry's products and services must meet the expectations of Canadian consumers. The Canadian travel industry must experiment with new approaches in order to survive and prosper in Canada.

**Time for Travel . . .
Time for Culture
Attendance at cultural
events by Canadian
travellers, 1992¹**

Extracted from "Focus on Culture", Spring 1995 (Catalogue 87-004).

Ruth Martin, Head, Research, Analysis and Development Unit, Education, Culture and Tourism Division

Many Canadians attend cultural events such as a play or concert². In 1992, 30% of all Canadians 15 and over, at home or while travelling, went to a performing arts presentation³.

Travellers are a sizeable group of potential consumers of cultural events, given that 72% of Canadians took at least one overnight non-business trip in 1992⁴. When Canadians travel, however, their participation in cultural activities varies widely, with the likelihood increasing the further they get from home.

Destinations provide cultural diversity

Most trips Canadians take are within Canada. This means that the number of person-trips that include attendance at cultural events is highest for domestic travel. In 1992, such participation was recorded during 2.8 million person-trips. The comparable volumes for Canadians travelling in the United States and overseas were 1.6 million and 787,000 respectively.

However, when one looks at participation in terms of the proportion of total trips taken, the pattern reverses. Fully one in four person-trips to overseas destinations included attendance at cultural events compared to 8%

of trips to the United States and just 3% of domestic travel.

While visiting overseas destinations, the chances that Canadians will attend cultural events are highest in Africa (Figure 1). Europe, number one by volume, ranks second. Undoubtedly, many Canadians travel to other continents largely because they want to experience cultural diversity.

In the United States, the South Atlantic region (all sea-board states south from Delaware, and the District of Columbia and West Virginia) receives the largest volume of Canadian travellers. This region also records the highest attendance at plays and concerts. But even so, the proportion of Canadians attending cultural events there was only one third of that in Hawaii in 1992.

Within Canada, a substantially higher proportion of Canadians choose to attend

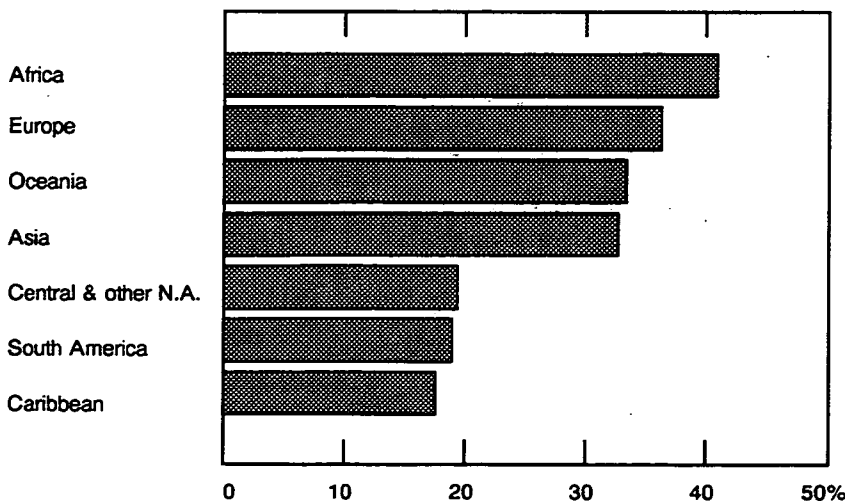
cultural events while visiting Prince Edward Island than any other province of destination. One in ten attend presentations such as the play *Anne of Green Gables* during their stay in P.E.I.

More time for culture?

One reason that the likelihood of attending cultural events is higher for overseas trips is that these tend to be lengthier trips. As trip duration increases, the number of activities one participates in generally increases as well.

- ¹ All 1992 person-trips of one or more nights and, for travel within Canada of at least 80 km from home, are discussed throughout this article.
- ² While data exist on a much wider range of cultural activities than attendance at a play or concert, for various operational reasons, this analysis looks only at this one activity.
- ³ General Social Survey, Statistics Canada, 1992.
- ⁴ Domestic Travel 1992 Statistics Canada Catalogue No. 87-504, p. 40.

**Figure 1
Highest Proportion of Canadian Travellers Overseas Attend Cultural Events in Africa and Europe**



Source: Statistics Canada, International Travel Survey, 1992

On average, Canadian travellers spent 19 nights on a trip overseas during 1992. Trips to the United States, on the other hand, averaged seven nights while domestic trips lasted about three nights. Regardless of destination, travellers who attend cultural events report notably longer trips than other Canadians.

But even when trip duration is held constant, Canadian travellers are more likely to attend cultural events in foreign countries (Figure 2).

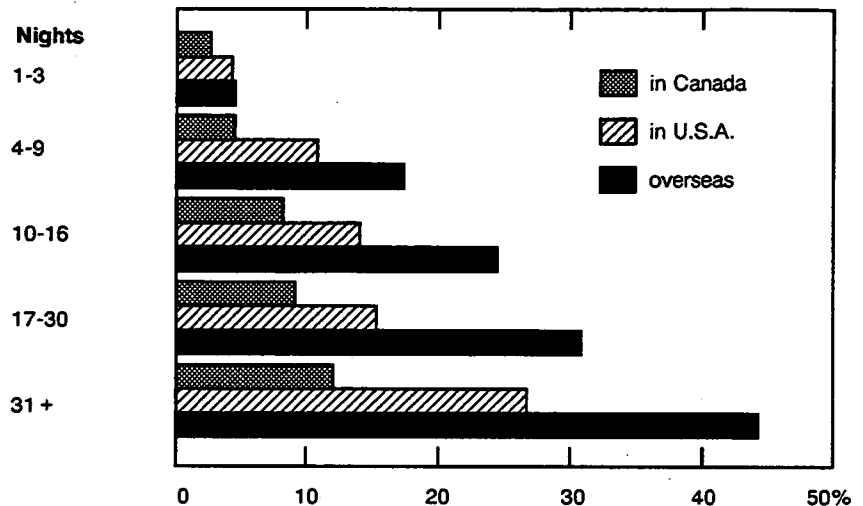
Culture has ageless attraction
While Canadians of all ages attend cultural events when they travel, all destinations considered, children under 15 years of age were the least likely to attend plays and concerts on trips during 1992. Meanwhile, the next youngest age group, those aged 15 to 24, reported the highest participation in cultural events among Canadians travelling domestically and overseas.

Among 15 to 24 year olds who took long trips overseas (for more than 17 nights), more than half attended a play or concert. This might be related to the fact that many young persons travelling for educational study would likely participate in cultural activities.

Among Canadians taking long trips in the United States, the oldest travellers, which would include those going south during the winter months, stand out. More than twenty percent of those aged 55 and over took in a cultural event while visiting the United States.

The pattern of rising attendance at cultural events as the distance from home increases, can be observed for every age group.

Figure 2
Canadian Travellers More Likely to Attend Cultural Events on Longer Trips



Source: Statistics Canada, International Travel Survey and Canadian Travel Survey, 1992

Trip purpose impacts

Although people sometimes take a trip for a mixture of reasons, their main trip purpose affects their propensity to attend cultural events (see Table 1).

Within Canada, business travellers, on average, are the least likely to attend cultural events. But, this is largely because most domestic business trips are brief, 1 to 3 nights in duration. When trip duration is held constant, business travellers are among the most likely to include a play or concert, regardless of destination.

On average, those who travel in Canada for pleasure (a category which includes travel for the purpose of attending events and attractions), are the most likely to attend a cultural event. On trips to the United States, Canadians

visiting friends and relatives are most likely to participate in a cultural activity.

However, overseas, it is those travelling for other purposes, which includes educational study, who have the highest propensity to attend plays and concerts, especially during long trips.

And when they are not at plays and concerts...

For those domestic travellers who attended cultural events, the second most popular activity they also undertook was visiting friends and relatives. This is not surprising, given that visiting friends and relatives was the most frequently reported activity overall in 1992 and staying with friends and relatives is the most popular type of accommodation during domestic travel.

However, among all Canadians travelling in the United States and overseas, shopping and sightseeing were the most popular activities. Those attending cultural events outside Canada ranked these activities second and third.

Conclusion

The likelihood of attending plays and concerts while travelling depends on many factors. However, knowing the destination and trip duration can help one predict whether Canadian travellers will choose to take time for culture. Statistics Canada's

national travel surveys collect a wealth of information, including participation by travellers in a number of cultural activities. In addition to attendance at plays and concerts, which has been discussed in this article, these other cultural activities include:

- attending festivals or fairs;
- visiting a zoo, museum or natural display;
- attending sports events; and
- visiting a national, provincial or regional park, or historic site.

Given the increasing trend in travel by Canadians, their characteristics are of growing interest to a variety of professionals in the tourism industry. Data collected through the Canadian Travel Survey and the International Travel Survey can assist in defining and tracking the cultural activities in which Canadian travellers participate. In addition, these surveys provide a wide range of geographic, socio-economic and trip characteristics for further analyses.

Table 1
Percentage of Canadian Travellers Attending Cultural Events, 1992, by Destination, Trip Purpose and Trip Duration

	1-3 nights	4-9 nights	10-16 nights	17 + nights	Average
	%	%	%	%	%
In Canada					
Pleasure	3.6	4.8	9.8	7.6	4.2
Visiting friends/relatives	2.3	4.7	8.4	12.1	3.1
Business or convention	1.5	3.2	5.6	12.5	2.0
Other/not stated	3.1	2.8	0.4	3.4	3.0
In the U.S.A.					
Pleasure	4.0	8.9	11.0	20.0	7.8
Visiting friends/relatives	6.5	13.8	25.2	20.3	11.2
Business or convention	4.2	13.8	24.7	24.2	8.9
Other/not stated	3.0	17.5	15.6	23.5	6.9
Overseas					
Pleasure	N/A	16.9	24.7	38.7	25.2
Visiting friends/relatives	N/A	17.0	22.5	27.5	24.9
Business or convention	N/A	18.9	23.8	37.3	23.8
Other/not stated	N/A	16.0	28.9	43.6	32.4

Source: Statistics Canada, International Travel Survey and Canadian Travel Survey, 1992.



Travel between Canada and other countries

After having reached a record level in the month, the number of foreign visitors who spent at least one night in Canada remained stable at 1.4 million in March. Of those visitors 1.1 million were Americans, unchanged from the previous month. Meanwhile, 317 thousand were from overseas countries, a slight increase compared to February. This third consecutive monthly increase extends the upward trend that emerged in mid-1992.

Over time, travellers from countries other than the United States have represented an increasing share of the visitors to Canada. While they accounted for only 5% of foreign overnight visits in 1972, their share stood at 22% in the first quarter of 1995. Since overseas residents tend to make longer trips to Canada than Americans, the economic impact of an increase in their number is significantly greater than that of a comparable rise in the number of U.S. visitors. In 1994, overseas visitors spent an average C\$976 per overnight trip, compared with C\$350 for Americans.

Record number of Canadians making overnight trips to overseas destinations

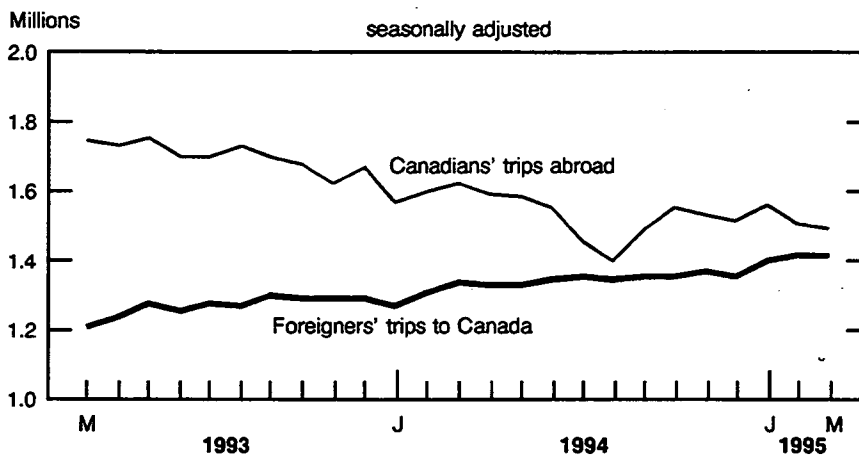
During March, 1.5 million Canadians spent at least one

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).

Trips of One or More Nights Between Canada and Other Countries



night outside the country, a 1.0% decrease from February. The number of Canadians who spent one or more nights in the United States decreased 1.5% from the previous month, to 1.2 million. This type of travel has been decreasing since late 1991. However, a record number of more than 301 thousand Canadians returned from a trip after having spent at least one night overseas. This 1.3% increase over the previous month extended an upward trend that emerged in June 1991.

Cross-border car trips by Canadians increased in March

After decreasing in the previous two months, same-day cross-border car trips by Canadians (often used as an indicator of cross-border shopping) increased 4.7% in March compared to the previous month, to 3.0 million. During the

same month, Americans made 1.9 million same-day car trips to Canada in March, 4.4% fewer than in February. Nonetheless, this type of travel has generally been increasing since early 1994.

The International Travel Account deficit decreased in the first quarter of 1995

The international travel account deficit amounted to \$1.1 billion in the first quarter of 1995, 7.8% less than the previous quarter.

Foreign visitors to Canada spent a record \$2.8 billion, 1.7% more than in the previous quarter. Meanwhile, Canadians travelling outside the country spent a total of \$3.9 billion, a 1.2% decrease from the fourth quarter of 1994.

The travel account deficit with the United States, stood at \$642 million for the first three months of 1995, its lowest level since the first quarter of 1989. Americans

International Travel Receipts and Payments, First Quarter 1995

	1st quarter	2nd quarter 1994	3rd quarter	4th quarter	Total 1994 ^r	1st quarter 1995 ^p
\$ millions						
Unadjusted						
United States						
Receipts	692	1,422	2,586	1,034	5,734	844
Payments	2,778	2,889	2,194	1,963	9,824	2,455
Balance	-2,086	-1,467	392	-929	-4,090	-1,611
All other countries						
Receipts	480	1,142	2,140	698	4,460	557
Payments	1,577	1,497	1,696	1,355	6,125	1,768
Balance	-1,097	-355	444	-657	-1,665	-1,211
Total, all countries						
Receipts	1,172	2,564	4,726	1,732	10,194	1,401
Payments	4,355	4,386	3,890	3,318	15,949	4,223
Balance	-3,183	-1,822	836	-1,586	-5,755	-2,822

^p Preliminary figures.^r Revised figures.

Travel Price Index, Not Seasonally Adjusted, 1986 = 100

Year	Quarters				Annual Average
	1st	2nd	3rd	4th	
1980	57.4	59.6	62.3	64.2	60.9
1981	66.7	69.3	72.1	73.8	70.5
1982	76.5	79.9	82.8	83.6	80.7
1983	83.2	84.4	87.6	86.8	85.5
1984	87.9	88.8	92.0	90.3	89.7
1985	91.5	93.7	96.1	96.7	94.5
1986	97.9	98.9	102.6	100.6	100.0
1987	101.0	103.2	108.1	105.3	104.4
1988	104.0	105.7	108.1	106.2 ^c	106.0
1989	109.1	111.2	115.6	113.8	112.5
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	137.7	136.3
1995	137.4				

^c Corrected.

Sources: Education, Culture and Tourism Division.

spent \$1.7 billion in Canada, an unprecedented amount that was 5.1% higher than in the last quarter of 1994. Canadians expended \$2.3 billion while travelling in the United States during the first quarter of 1995, 4.3% less than in the previous quarter.

Outlays by Canadians travelling to countries other than the United States increased 3.5%, to \$1.6 billion while overseas visitors spent \$1.2 billion in Canada, 2.9% less than in the fourth quarter of 1994.

For further information on this release, contact Ruth Martin (613-951-1791), International

Travel Section, Education, Culture and Tourism Division.

Travel Price Index, First Quarter, 1995

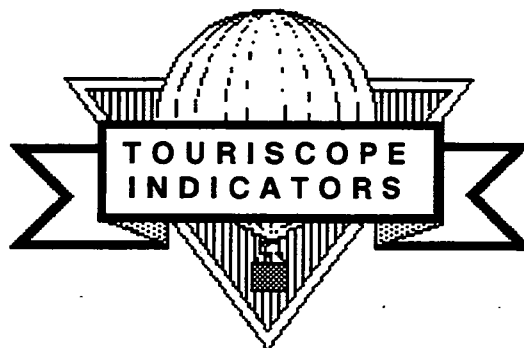
The Travel Price Index (TPI) is an aggregate index of goods and services used when travelling in Canada. Price movements are taken from detailed Consumer Price Index (CPI) series. Since January 1995, the weights used to calculate the CPI have been updated to reflect 1992 consumer spending patterns. Consequently, the TPI was also updated in for the first quarter of 1995.

The Travel Price Index had started the year with a 1.4% decline in January 1995 compared to December 1994 and then was followed by two consecutive monthly increases. However, the decline recorded in January was sufficient enough to offset these increases. It resulted in a slight 0.2% decrease in the TPI for the first quarter of 1995 compared to the last quarter of 1994. It is the second consecutive quarterly drop since the TPI decreased 1.4% over the third quarter of 1994.

The decrease in the TPI between the fourth quarter 1994 and the first quarter of 1995 is mainly due to a drop in the prices of inter-city transportation (-2.9%), rental and leasing of automotive vehicles (-1.6%) and in traveller accommodation (-1.0%). On the other hand, prices of food and of operation of automotive vehicles increased 2.1% and 1.5% respectively.

By comparison, overall prices for goods and services, as measured by the Consumer Price Index (CPI) increased 1.1% in the first quarter of 1995 over the fourth quarter of 1994.

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



		First Quarter 1995	% Change	
			Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	5,964	18.0	18.0
Overnight visits(p)	T	1,569	-23.2	8.0
By auto	T	1,011	-25.5	6.7
From Overseas	T	486	-24.9	15.2
Overnight visits(p)	T	443	-24.9	16.0
Top Seven Countries				
Japan	T	75	-17.9	9.2
United Kingdom	T	67	-32.2	15.9
France	T	43	-17.4	22.8
Germany	T	42	-17.6	13.0
Hong Kong	T	25	0.4	14.6
Australia	T	20	-16.7	27.7
Italy	T	11	-34.3	18.1
CANADIANS OUTSIDE CANADA				
To United States	T	10,990	-10.5	-10.7
Overnight visits(p)	T	3,066	3.9	-6.5
By auto	T	1,716	-8.1	-8.7
To Overseas	T	1,153	71.7	6.7
INDUSTRY SECTOR				
Airline Passengers (Level I)	T	4,686	3.5	5.8
Airline passenger-km (Level I)	M	10,843	5.0	8.9
Inter-city bus passengers*				
Restaurant receipts	M	4,654	-11.4	5.3
PRICES				
1986 = 100 (not s.a.)				
Travel Price Index		137.4	-0.2	3.0
Consumer Price Index		132.6	1.1	1.5
Restaurant meals		140.8	0.4	1.6
Inter-city transportation		145.0	-2.9	5.7
Gasoline		117.8	0.0	6.3
ECONOMIC				
Gross Domestic Product, 1986 prices (s.a.)	M	542,900	0.2	4.0
Amusement and recreation	M	5,095	3.8	7.3
Accommodation and food services	M	11,620	-2.2	3.2
Personal disposable income per capita (s.a.)	T	17,360	1.4	2.3
LABOUR FORCE				
Labour force (s.a.)	T	14,928	0.2	1.2
Unemployed	T	1,443	-0.3	-11.1
Employed	T	13,485	0.3	2.7
Accommodation and food services (not s.a.)	T	818	-3.7	2.6
EXCHANGE RATES				
In Canadian dollars:				
American Dollar		1.4069	2.9	4.9
British Pound		2.2267	2.8	11.5
Japanese Yen		0.0147	6.5	17.6
German Mark		0.9529	7.5	22.4
French Franc		0.2728	5.7	19.1

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

*New Survey - 1995 first quarter results not available before mid-July 1995.