

# Travel-log

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Autumn 1995

## How Well Does the Tourism Industry Know the Canadian Business Traveller?

by Louis Pierre

*Louis Pierre is a senior analyst. He is currently on assignment in the Transportation Division.*

In 1992, one Canadian traveller in five was making a trip for business purposes in Canada. That same year, such travellers spent a total of \$5.7 billion during their trips, accounting for more than a third of expenditures by all Canadians travelling within the country. This represents an average of \$392 per overnight person-trip for business trips, as compared to \$92 for trips to visit relatives or friends and \$137 for leisure trips. In other words, business trips made by Canadians in their own country are a lucrative market for the Canadian tourism industry.

Compared to leisure travel, business travel involves more commercial accommodation, more commercial transportation and more restaurant meals. This explains the importance of expenses incurred during business travel. For example, nearly a quarter of tourists' on business trips used air transport in 1992, as compared to only 3% for tourists travelling for reasons other than business. Similarly, tourists travelling for business purposes spent two nights in three at a hotel or motel, as compared to one night in ten for leisure tourists.

This article focuses on the behaviour of Canadian travellers making trips within Canada for business purpose. It also looks at the main characteristics of these travellers according to the industry sector in which they are employed. The analysis shows that there are differences within the business clientele and that it is important for the tourism industry to take these differences into account.

<sup>1</sup> In this article, the term **tourist** is used to designate a traveller who is away from home at least one night.

### Distribution of labour force and of all business trips, by province of destination, 1992

Province of destination	Labour force	Business trips
	%	%
Newfoundland	1.7	2.2
Prince Edward Island	0.5	0.3
Nova Scotia	3.0	3.6
New Brunswick	2.4	2.5
Quebec	24.5	16.5
Ontario	38.3	35.0
Manitoba	3.9	4.6
Saskatchewan	3.5	7.0
Alberta	9.9	17.2
British Columbia	12.3	11.1

Source: Statistics Canada, Canadian Travel Survey

## Travel-log

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**Measuring Travel and Tourism in Canada**

Two surveys conducted by Statistics Canada collect information on travellers and their trip characteristics. The Canadian Travel Survey (CTS) reports on trips made in Canada by Canadians, while the International Travel Survey (ITS) covers international travel between Canada and other countries.

The information collected by these surveys offers the Canadian tourism industry the opportunity to examine travel patterns that may influence the tourism services offered in Canada.

**The Canadian Travel Survey**

The Canadian Travel Survey (CTS) is undertaken during even numbered years as a supplement to Statistics Canada monthly Labour Force Survey. Designed to measure domestic travel flows, this survey is sponsored by the Canadian Tourism Commission and provincial governments.

The Canadian Travel Survey remains the best available national estimate of domestic tourism in Canada.

For more information, contact Sylvie Bonhomme, Education, Culture and Tourism Division, Statistics Canada.

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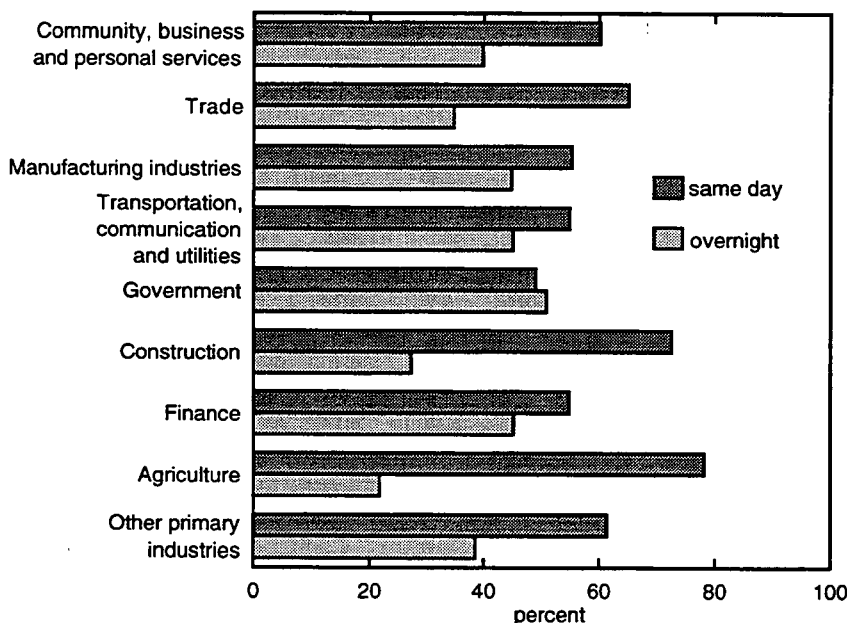
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**Note of Appreciation**

*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.*

Chart 1

**Distribution of business trips according to length of trip, by industry sector in which traveller is employed, 1992**



Source: Statistics Canada, Canadian Travel Survey

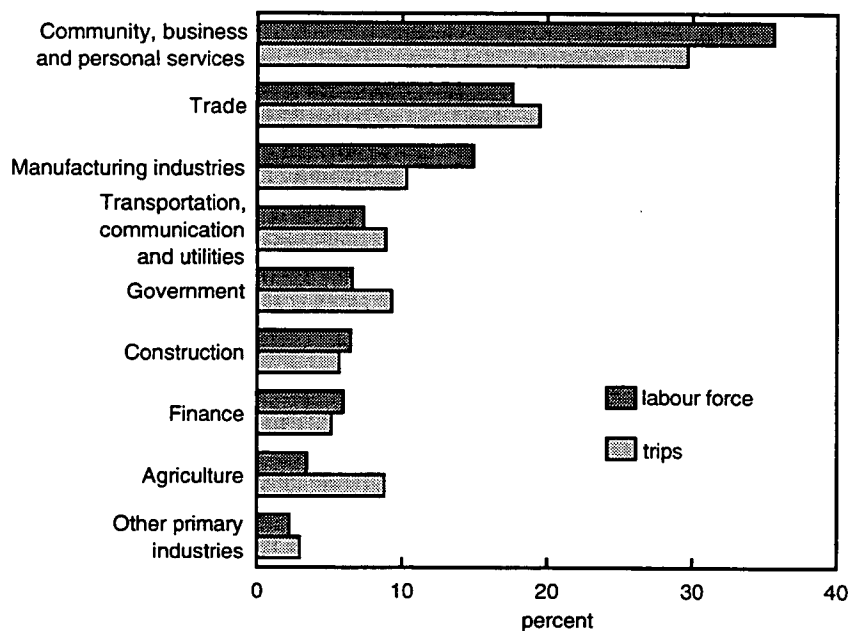
**Main Expenditures of Business Travellers**

Public transportation is the largest expenditure for the business traveller,

regardless of their employment sector. Next come commercial accommodation expenditures, along with expenditures on food and beverages. More than

Chart 2

**Distribution of labour force and of all business trips, by industry sector in which traveller is employed, 1992**



Source: Statistics Canada, Canadian Travel Survey

**Distribution by Province**

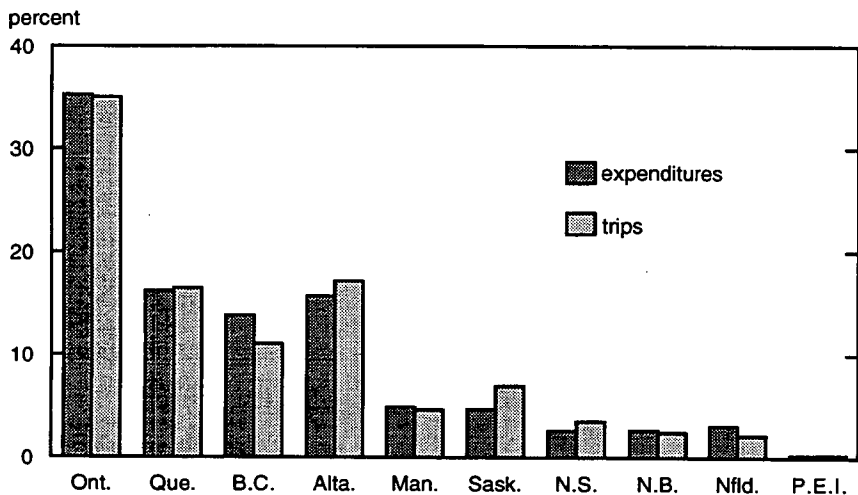
The table on page 1 shows that compared to their share of the labour force, the Western provinces receive proportionally more business travellers. Thus Alberta, with 10% of the Canadian labour force, receives more business travellers (17%) than Quebec, which nevertheless accounts for one quarter of the labour force.

Because of their short duration, all same-day trips take place in the province of residence. With regards to overnight trips, 77% of travellers residing in Ontario make their business trips in their home province, while 13% travel to Quebec. Among Quebecers, the second largest group for this type of travel, 72% remain in their home province while 22% go to Ontario on business. For their part, 71% of Albertans travel for business in their own province, compared to 73% for British Columbia residents.

As for overnight business trips, Ontario receives 30% of business travellers, whereas 38% of the labour force resides there. Moreover it is in Ontario that overnight business travellers spend the most, whereas it is in Quebec that they spend the least.

Chart 3

**Distribution of all business trips and related expenditures by province of destination, 1992**



Source: Statistics Canada, Canadian Travel Survey

60% of the \$5.7 billion in business travel expenditures is from travellers employed in four industry sectors:

trade; manufacturing; business and personal services; and community services.

**Traveller's Characteristics**

When making overnight trips, business travellers are alone in 92% of cases and to not engage in extraordinary activities, with 55% stating that they did not participate in any activity. The most often reported activity, dining in high quality restaurants, occupies one business traveller in four. By comparison, 18% take the opportunity to visit friends, while 15% go shopping. Only 7% go sightseeing and 8% participate in nightlife and entertainment.

For same-day trips, the proportion of males is 81%, as compared to 75% for overnight trips.

Tables 1, 2 and 3 show the profile of Canadian business travellers as well as certain characteristics of the trips that they take. The reader can refer to these tables throughout the analysis for purposes of comparison with the different industry sectors. Major differences are evident between same-day and overnight business trips.

Table 1

**Characteristics of Canadian Business Travellers, 1992**

	Total	Same day	Overnight
	%	%	%
<b>Sex</b>	<b>100</b>	<b>100</b>	<b>100</b>
Male	78	81	75
Female	22	19	25
<b>Age Groups</b>	<b>100</b>	<b>100</b>	<b>100</b>
15-24	5	5	4
25-34	29	29	29
35-44	32	31	34
45-54	25	25	24
55 years and over	9	10	9
<b>Educational Attainment</b>	<b>100</b>	<b>100</b>	<b>100</b>
0-8 years	4	4	2
Secondary education with or without diploma	29	33	24
Post-Secondary Education with or without diploma/ certificate	41	41	41
University Degree	26	22	33
<b>Type of Occupation</b>	<b>100</b>	<b>100</b>	<b>100</b>
Managerial and other Professional	49	46	54
Clerical/ Sales/ Service	26	27	25
Manufacturing/ Construction/ Transport	15	15	15
Primary Occupations	10	12	6

Table 2

**Characteristics of Canadian Business Trips, 1992**

	Total	Same day	Overnight
	%	%	%
<b>Transportation Mode</b>	<b>100</b>	<b>100</b>	<b>100</b>
Automobile	83	92	69
Airplane	12	4	25
Other	5	4	6
<b>Accommodation (person-night)</b>	<b>100</b>	<b>...</b>	<b>100</b>
Hotel	50	...	50
Motel	19	...	19
Home of friends/relatives	12	...	12
Other	19	...	19
<b>Trip Duration</b>	<b>100</b>	<b>100</b>	<b>100</b>
0 night	61	100	...
1 night	15	...	40
2 nights	10	...	27
3 nights	5	...	13
4 nights or more	9	...	20
<b>Activities (multiple counts)</b>			
None	73	85	55
Dining at High Quality Restaurants	10	3	22
Shopping	12	9	15
Nightlife/ Entertainment	4	...	8
Visiting Friends or Relatives	9	4	18

Table 3

**Averages for Canadian Business Trips, 1992**

	Total	Same day	Overnight
<b>Average Age (15+)</b>	<b>40</b>	<b>40</b>	<b>40</b>
<b>Average one-way distance (km)</b>	<b>345</b>	<b>162</b>	<b>636</b>
<b>Average reported expenditures (\$)</b>	<b>194</b>	<b>69</b>	<b>392</b>

**Characteristics of travellers according to the sector in which they are employed****Community services, business services and personal services sector**

This sector, which represents 36% of the labour force, accounts for 27% of business travellers' total expenditures. The two main subgroups in this sector are community services and business and personal services.

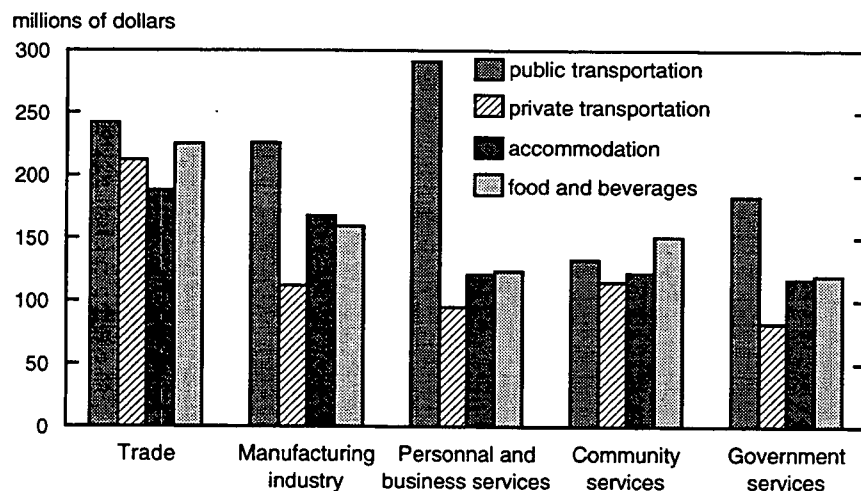
**- Community services**

Community services, which include educational services, health care and social services, account for the greatest proportion of women travelling for business, nearly twice the average for all sectors. This is not surprising, since traditionally, more women tend to be employed in community services. In addition, business travellers in community services are the most educated: just over half hold a university degree, with the average for all sectors being 26%. Of these travellers, 14% are attending a conference. This group has the greatest propensity to travel by bus and shows little enthusiasm for car rentals. Of total spending by business travellers, 11% is generated by this group. Business travellers employed in community services should interest the hotel, restaurant and recreational services industries, since proportionally they spend more on these services.

**- Business services and personal services**

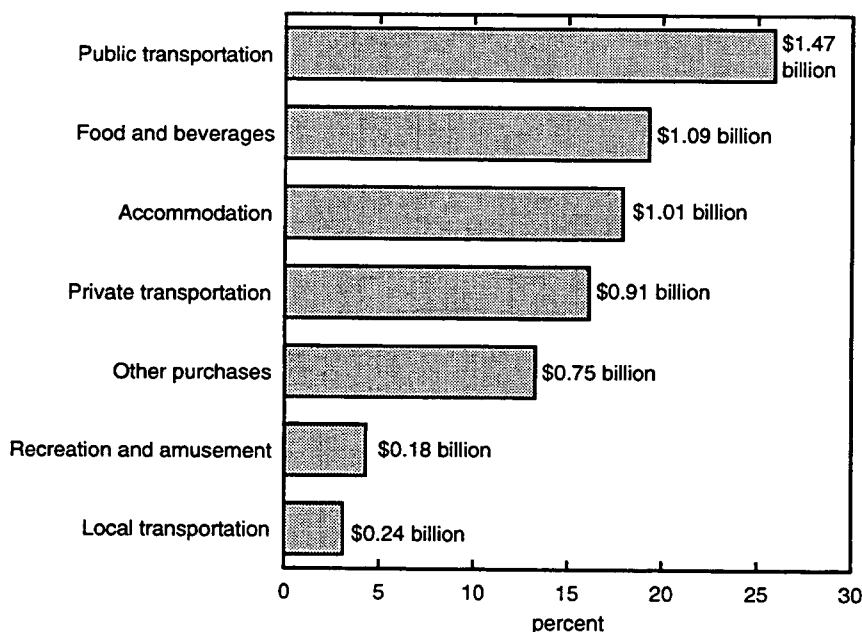
Business travellers in this subgroup are also well-educated; 41% possess a university degree. A sizable proportion (31%) are self-employed. Of the trips taken by these travellers, three out of four originate in Quebec, Ontario or British Columbia, reflecting their representation in the labour force. In terms of expenditures, this group merits special attention from companies providing public transportation, since it provided them with 20% of their total revenues from business travellers. Indeed, 38% of this group's travel expenditures are allocated to public transportation.

**Chart 4**  
**Main expenditures of business travellers employed in selected industry sectors**



Source: Statistics Canada, Canadian Travel Survey

**Chart 5**  
**Redistributed expenditures, by item all business travel, 1992**



Source: Statistics Canada, Canadian Travel Survey

**Trade sector**  
 This is the largest single group of travellers. It alone accounts for 19% of all revenues generated by domestic

business travel by Canadians. This is slightly more than the representation of this group of travellers in the labour force (Chart 2). They travel largely by

car (88%) and take the plane in 8% of cases. Automobile expenditures amount to \$242 million for business travellers in this sector, while expenditures for public transportation amount to \$212 million. Half of those who travel by air rent a car once they reach their destination, representing the highest percentage for any group. Restaurants receive 21% of their total business travel revenues from them, and hotels, 19%. As regards other characteristics, their profile and behaviour are close to the average.

**Travellers in the manufacturing sector are big spenders – when they travel, that is!**

Business persons in the manufacturing sector travel little (10%) in relation to their representation in the labour force (15%), but nevertheless they account for more than 14% of total expenditures generated by business travel. Their average total expenditures (\$271) and their average expenditures for overnight trips (\$497) are the second highest. This may be explained by the fact that 45% of their trips involve at least one night and that they travel by air one time in six. Thus, in 1992 they spent \$226 million for public transportation. They also rented a car on arrival at their destination in 44% of cases.

For their overnight trips, they constitute a major clientele for hotel services, which receive 17% of their total business travel revenues from them. Their accommodation expenditures amounted to \$168 million in 1992. They travel more in P.E.I., Quebec and Ontario.

**Transportation, communication and utilities sector:**

**Air travel is popular**

While they represent only 7% of the labour force, persons employed in the transportation, communication and utilities sector generated 11% of total expenditures of business travellers, namely \$617 million. Of this amount, 28% was spent for public transportation.

Travellers in this sector spent an average of \$430 per person-trip for overnight trips. It should be noted that 41% of them used air transport, which is undoubtedly a factor that contributed to this high average. The average trip distance for travellers in the transportation sector was 1,200 km one-way.

With regard to lodging, two travellers in three in the communication and utilities sector opted for hotel accommodation.

As regards same-day trips, travellers in the transportation sector only, spent an average of \$119, the highest average for this type of trip. They travelled by air one time in five and by car in 55% of cases.

### Public administration

#### Longer trips

Persons employed in public administration spent \$625 million in the course of their business trips in Canada, or 11% of the total. This represents the same proportion contributed to the total revenues of accommodation services, restaurant services and recreational/entertainment services. Yet persons in this group represent only 6.5% of the labour force. Half their trips involve at least one night, which is spent at a hotel in one instance out of two. They travelled by air in 19% of their trips. They devoted 29% of their business travel expenditures to public transportation, and 19% each to food and beverages and to accommodation.

Travellers in this sector tend to be fairly well-educated, with 41% of them possessing a university degree. Of these travellers, 28% are women. For these travellers as a group, family income is above average. This sector occupies a place above the national average (9%) in the Atlantic provinces and in British Columbia.

### Construction sector:

#### Shorter trips preferred

Persons employed in the construction sector are not big travellers, and when they travel for business, they spend little: \$125 per person-trip. Furthermore, 73% of the trips that they take are completed within one day. When these travellers take overnight trips, 35% spend the night at a hotel and 27% at a motel. In 1992, 6% of business travellers were employed in the construction sector. This group's total contribution to the revenues generated by business travel represents 4% of the total.

### Finance sector:

#### Opening the purse strings

Business trips in the finance, insurance and real estate sector represent \$400 million, or 7% of the total. These expenditures are proportional to

this sector's share of the labour force (Chart 2).

For their overnight trips, business travellers covered a distance of 952 km one-way and spent \$537 per person-trip, the highest average expenditure of any sector. Thus it is not surprising to note that they travelled by air in 38% of their business trips and that a similar percentage rented a vehicle on arrival at their destination. Two nights out of three were spent at hotels.

Business persons in this sector have above-average family incomes.

In British Columbia, one business trip in five was taken by a person employed in this sector.

In 1992, the largest share of the travel budget, namely 36%, was devoted to public transportation.

### Agriculture sector:

#### A different type of traveller

Travellers in the agriculture sector make nearly 9% of all business trips, the same percentage as travellers employed in the public administration. However, they represent only 3% of the Canadian labour force. A sizable proportion of their trips are completed within one day, and their share of spending is only slightly greater than their representation in the labour force. Furthermore, statistics show that two-thirds of these expenditures are related to the use of their vehicles and the purchase of other goods.

Business travellers in the agriculture sector have a profile and behaviour fairly different from those in other sectors. They tend to be slightly older, and they travel shorter-than-average distances (only 183 km) and use their vehicle almost exclusively (in 98% of cases). Their main activity is shopping, but on average they will spend only \$95 per person-trip. On the other hand, these business travellers are more likely than others not to travel alone. In any event, in four cases out of five their trips are completed within one day. In the case of overnight trips, these travellers find accommodation with friends or relatives one time in three. With regard to commercial accommodation, they tend to prefer motels to hotels.

### Business Travel in the Future

As the data show, business travel in Canada is sizable, as are the revenues that it generates for tourism industries.

## Industry classification

### Agriculture

Agricultural and related service industries.

### Other primary industries

Fishing and trapping, logging and forestry services, mining, quarrying and oil well industries.

### Manufacturing industries

Durable and non-durable goods. Examples: food and beverages, tobacco, plastic products, textile products, wood, furniture, paper, metal products, transportation equipment, electrical and electronic products, etc.

### Construction

Building, developing and general contracting industries, industrial construction, trade contracting industries and services incidental to construction.

### Transportation, communication and other utilities

Transportation and storage industries, communication and other utilities (electric power, gas, water systems).

### Trade

Wholesale trade and retail trade industries.

### Finance, insurance and real estate

Financing intermediary industries (banks, trust companies, loan companies, financing companies, investment companies), insurance and real estate agencies.

### Socio-cultural, commercial and personal services

Socio-cultural services include educational, health and social services, amusement and recreational service industries, personal and household service industries, religious organizations and other associations, and other service industries. Commercial and personal services include business services (computer services, accounting, advertising, services of notaries, lawyers, architects, etc.) and the accommodation and restaurant industries.

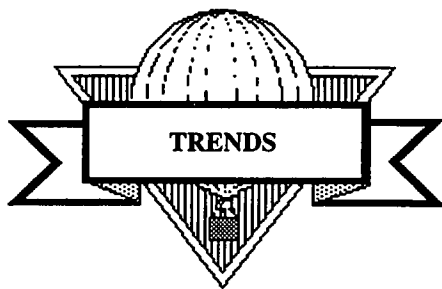
### Government

Government service industries (federal, provincial, territorial, and local governments and international agencies).

The major hotel chains, automobile leasing companies, airlines and other tourist services should remain attentive to this clientele.

On the one hand, both the globalization of markets and the expansion of trade, especially with our neighbours to the south (the United States, Mexico and various countries in South America), could be factors that will serve to increase international business travel and, perhaps, decrease domestic business travel. On the other hand, business vitality and the development of strategic alliances among companies could lead to an increase in business travel in Canada. One way or another, companies which benefit from the economic spin-offs of business travel will have to take these changes into account, along with the various client groups, in order to better meet the latter's needs. These companies would do well to familiarize themselves with the business travel market so as to meet the expectations of this clientele, adapt their services and develop new ones.

**Editor's note:** The complete profile of each industry sector, drawn from the 1994 CTS is now available on request.



### Travel between Canada and other countries

**Note to readers**

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).

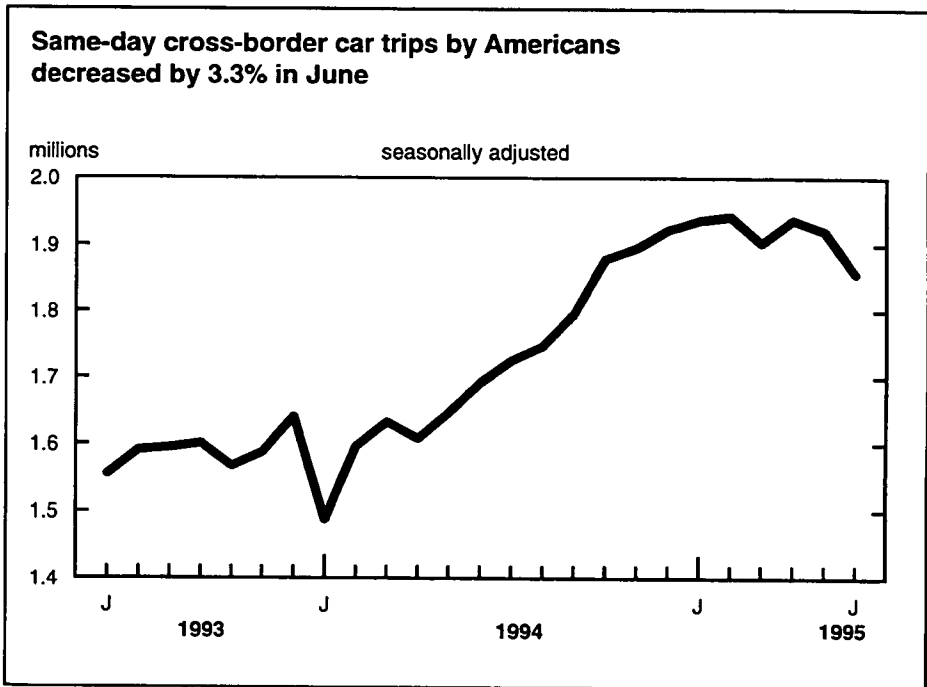
Year-over-year comparisons use unadjusted data (the actual traffic counts).

The record number of overseas residents visiting Canada for at least one night continued to inch upward in June. The 0.7% increase in June brought their

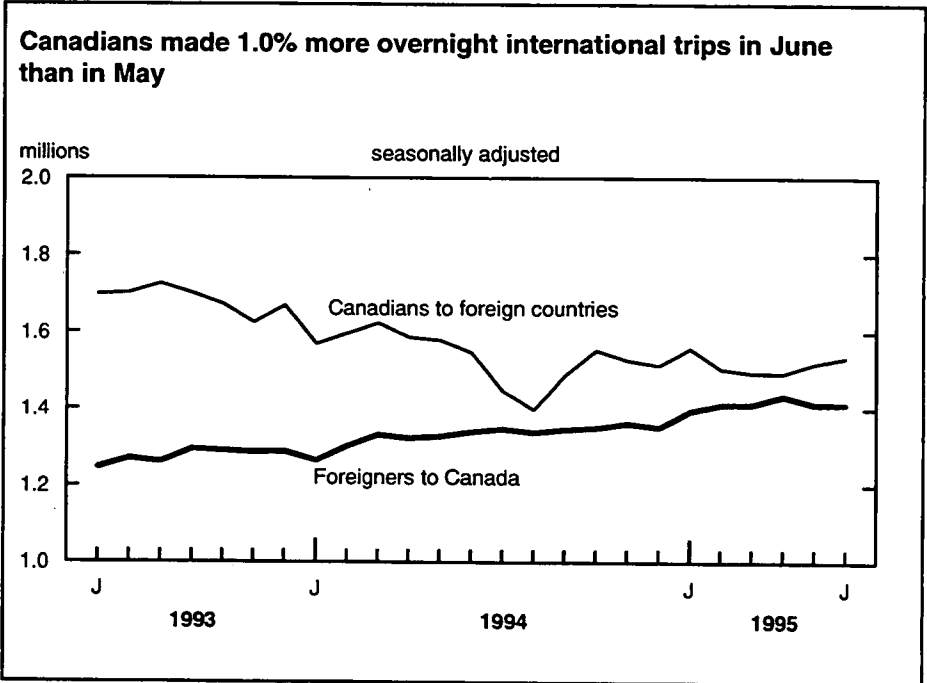
numbers to 325,000, marginally higher than the previous record set in April. The number of Americans who made overnight trips to Canada was stable, at 1.1 million. In total, 1.4 million foreigners spent at least one night in Canada, unchanged from May. The number of such visits has been increasing since August 1992, after having been relatively constant between late 1986 and 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 now stands at 23%. Since travellers from overseas tend to make longer trips to Canada than Americans – in 1994, the average length of stay was 11 nights compared with 4- the economic impact

**Same-day cross-border car trips by Americans decreased by 3.3% in June**



**Canadians made 1.0% more overnight international trips in June than in May**



of an increase in their numbers is significantly greater than that of a comparable rise in the number of American visitors. In 1994, overseas visitors spent an average C\$976 per overnight trip, compared with C\$350 for Americans.

### The United States drew more Canadians for overnight visits

Canadians made 1.5 million overnight trips in June, up 1.0% from May.

The number of Canadians who stayed in the United States for at least

one night increased 1.6%, to 1.2 million. After decreasing from late 1991 to March 1995, Canadians' overnight travel to the United States increased in April, May and June.

Canadians made 293,000 overnight trips to overseas destinations in June, a 1.6% decrease from May. Generally, such trips have been increasing since June 1991.

### Americans' same-day cross-border car trips decreased

In June, Americans made 1.9 million same-day cross-border car trips, down 3.3% from May. Nonetheless, the trend in cross-border car trips by Americans has been climbing since early 1994.

Meanwhile in June, 3.0 million Canadians crossed the border by car and returned the same day, almost unchanged from May. This type of travel, often used as an indicator of cross-border shopping, has been relatively stable since April 1994. The Canadian dollar was worth about US73 cents on average in June.

### Same-day cross-border car trips

	Americans to Canada		Canadians to the United States	
	June 1995 <sup>P</sup>	June 1994 to June 1995	June 1995 <sup>P</sup>	June 1994 to June 1995
	unadjusted			
	'000	% change	'000	% change
<b>Canada</b>	<b>2,162</b>	<b>8.6</b>	<b>3,245</b>	<b>- 0.8</b>
<b>Province of entry/re-entry</b>				
New Brunswick	144	4.4	495	- 4.3
Quebec	112	9.3	328	- 5.5
Ontario	1,663	10.9	1,443	- 0.1
Manitoba	36	11.4	59	- 5.0
Saskatchewan	7	- 0.6	23	-17.4
Alberta	14	-17.4	18	- 5.9
British Columbia	181	- 5.0	876	3.1
Yukon	5	2.6	3	- 5.4

<sup>P</sup> Preliminary figures.

### Travel between Canada and other countries

	April 1995 <sup>1</sup>	May 1995 <sup>1</sup>	June 1995 <sup>P</sup>	May 1995 to June 1995	June 1995 <sup>P</sup>	June 1994 to June 1995	January- June 1995 to June 1995	January- June 1994 to January- June 1995
	seasonally adjusted				unadjusted			
	'000		% change		'000	% change	'000	% change
<b>Canadian trips abroad</b>								
Car trips to the United States								
Same-day	3,009	3,043	3,032	-0.4	3,245	-0.8	17,156	-6.8
One or more nights	808	799	806	1.0	746	-2.5	4,090	-6.3
Total trips, one or more nights								
United States <sup>1</sup>	1,206	1,221	1,241	1.6	1,088	-1.1	6,637	-5.2
Other countries	287	298	293	-1.6	228	4.9	1,934	5.6
<b>Travel to Canada</b>								
Car trips to the United States								
Same-day	1,938	1,921	1,857	-3.3	2,162	8.6	9,955	17.2
One or more nights	762	740	746	0.8	1,081	5.1	3,305	5.2
Total trips, one or more nights								
United States <sup>1</sup>	1,109	1,091	1,088	-0.3	1,617	6.2	5,033	5.9
Other countries <sup>2</sup>	324	323	325	0.7	483	12.3	1,481	13.8

<sup>1</sup> Estimates for the United States include counts of cars and buses, and estimated numbers for planes, trains, boats and other methods.

<sup>2</sup> Figures for "other countries" exclude same-day entries by land only, via the United States.

<sup>P</sup> Preliminary figures.

<sup>1</sup> Revised figures.



## International Travel Account

### Note to users

Unless otherwise stated, the data used are seasonally adjusted.

The deficit in the international travel account increased 6.4% in the second quarter of 1995 despite continued record spending in Canada by visitors from overseas. Canadians travelling outside the country spent \$1.4 billion more than foreign visitors spent in Canada. Even with this increase, however, the travel account deficit remained substantially lower than the \$2.3 billion reached in the fourth quarter of 1991.

Canadians spent \$4.2 billion travelling outside the country, up 1.7% compared with the first quarter. It was the highest level since the second quarter of 1994, when Canadians spent a record \$4.3 billion.

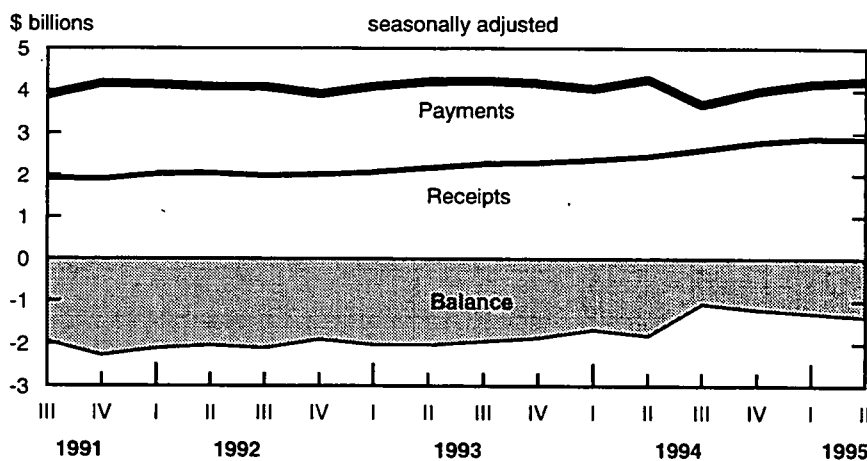
Visitors spent \$2.9 billion in Canada, unchanged from the first quarter's record amount. Receipts from visitors increased from the fourth quarter of 1992 through the first quarter of 1995.

In 1994, the international travel account deficit represented 25.8% of the current account deficit, down from 27.4% in 1993. That share stood at 31.5% when the international travel account deficit peaked in 1992 at \$8.2 billion.

### Spending by visitors from overseas hit a record

Spending by visitors from overseas and by Canadians travelling overseas reached unprecedented levels in the

### Travel account deficit grew as Canadians spent more abroad in the second quarter of 1995



second quarter of 1995, with respective increases of 2.4% and 2.1%. Receipts from overseas have reached record levels in the six latest quarters. The upward trends in overseas receipts and payments, which emerged in mid-1991, reflect the growing numbers of travellers between Canada and overseas countries.

Canadians travelling overseas continued to outspend visitors from countries other than the United States, resulting in a deficit of \$381 million in the second quarter.

### Deficit with the United States increased

Canada's balance of payments in international travel was still driven primarily by travel to and from the United States. In the second quarter, increased spending by Canadians

travelling in the United States and decreased spending by Americans visiting Canada pushed the travel account deficit with the United States up 8.6%. Nevertheless, this deficit (\$987 million) was well below the peak reached in the fourth quarter of 1991 (\$1.9 billion). At that time, the Canadian dollar stood at US88 cents, compared with US73 cents in the second quarter of 1995.

Canadians' spending in the United States increased for the third consecutive quarter (+1.5% to \$2.6 billion). Meanwhile, outlays by Americans travelling in Canada (\$1.6 billion) decreased 2.4% from the first quarter.

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

## International travel receipts and payments

	First quarter	Second quarter	Third quarter	Fourth quarter	First quarter	Second quarter	First quarter	Second quarter	Third quarter	Fourth quarter	First quarter	Second quarter
	1994	1994	1994	1994	1995 <sup>r</sup>	1995 <sup>p</sup>	1994	1994	1994	1994	1995 <sup>r</sup>	1995 <sup>p</sup>
	seasonally adjusted <sup>1</sup>						unadjusted					
	\$ millions						\$ millions					
<b>United States</b>												
Receipts	1,371	1,363	1,428	1,573	1,643	1,604	692	1,422	2,586	1,034	843	1,640
Payments	2,581	2,662	2,183	2,398	2,552	2,590	2,778	2,889	2,194	1,963	2,765	2,836
Balance	-1,210	-1,299	-755	-826	-909	-987	-2,086	-1,467	392	-929	-1,922	-1,196
<b>All other countries</b>												
Receipts	994	1,085	1,178	1,203	1,230	1,259	480	1,142	2,140	698	590	1,325
Payments	1,460	1,598	1,489	1,578	1,606	1,640	1,577	1,497	1,696	1,355	1,704	1,559
Balance	-467	-513	-310	-375	-377	-381	-1,097	-355	444	-657	-1,114	-234
<b>Total, all countries</b>												
Receipts	2,364	2,448	2,606	2,776	2,873	2,862	1,172	2,564	4,726	1,732	1,433	2,965
Payments	4,041	4,260	3,672	3,976	4,159	4,230	4,355	4,386	3,890	3,318	4,469	4,395
Balance	-1,677	-1,812	-1,065	-1,201	-1,286	-1,368	-3,183	-1,822	836	-1,586	-3,036	-1,430

<sup>1</sup> Seasonally adjusted data may not add to totals due to rounding.

<sup>p</sup> Preliminary figures.

<sup>r</sup> Revised figures.

## Travel Price Index, Second 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.

In the second quarter of 1995, the price of goods and services in the travel price index basket was 4.0% higher than in the same quarter of last year. Compared to the previous quarter, the TPI rose 1.7% in the second quarter of 1995.

Most components of the TPI rose between the first and the second quarter of 1995. Thus traveller accommodation rates registered an increase – in part seasonal – of 4.5%, while rates for renting or leasing automotive vehicles rose 2.5%. The cost of operating

automotive vehicles edged up 3.3%. However, during the same period, the price of inter-city transportation remained stable.

By comparison, overall prices for goods and services, as measured by the Consumer Price Index (CPI), increased

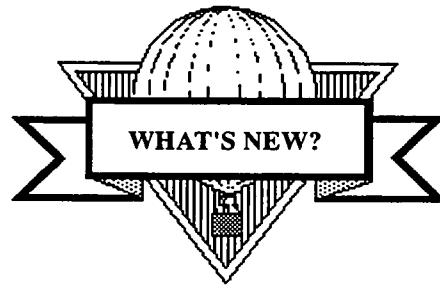
0.7% in the second quarter of 1995 over the previous quarter.

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

## Travel Price Index, Not Seasonally Adjusted, 1986 = 100

Year	Quarters				Annual Average
	1st	2nd	3rd	4th	
1990	116.3	118.5	123.4	124.3	120.6
1991	129.2	129.6	131.6	128.9	129.8
1992	128.4	129.7	133.2	131.7	130.8
1993	132.6	132.9	136.0	134.4	134.0
1994	133.4	134.5	139.7	137.7	136.3
1995	137.4	139.8			

Source: Education, Culture and Tourism Division.



### **Characteristics of International Travellers, 1<sup>st</sup> Quarter 1995**

In August 1995, Statistics Canada released first quarter 1995 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.

Contact Ruth Martin (613-951-1791), Education, Culture and Tourism Division.

### **Characteristics of Domestic Travellers, 1994**

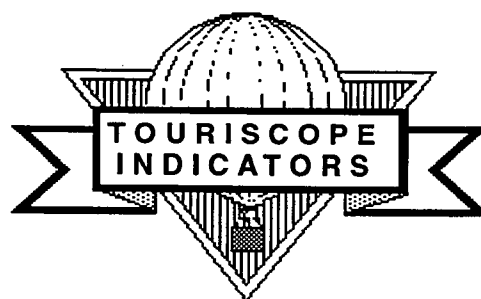
The results of the 1994 Canadian Travel Survey were released in September 1995 and data can be obtained on request.

Contact: Sylvie Bonhomme (613-951-1672), Education, Culture and Tourism Division.

### **Services Indicators, Catalogue Number 63-016, Quarterly**

Services indicators is a quarterly publication that profiles the communications, business services and finance, insurance and real estate sectors. It presents statistics related to key economic indicators, finances, employment, salaries and output.

Contact Deborah Sussman (613-951-2582), Services, Science and Technology Division.



		Second Quarter 1995	Previous Quarter	% Change Previous Year
<b>VISITORS TO CANADA</b>				
From United States	T	9,678	62.2	9.8
Overnight visits(p)	T	3,463	120.7	4.9
By auto	T	2,294	126.9	4.6
From Overseas	T	1,135	135.0	13.8
Overnight visits(p)	T	1,040	135.9	13.2
Top Seven Countries				
Japan	T	149	101.5	20.7
United Kingdom	T	173	158.2	9.3
France	T	115	167.4	-2.7
Germany	T	109	158.6	18.9
Hong Kong	T	42	65.2	36.0
Australia	T	36	82.2	6.1
The Netherlands	T	31	246.6	20.9
<b>CANADIENS OUTSIDE CANADA</b>				
To United States	T	13,356	21.5	-2.1
Overnight visits(p)	T	3,571	16.5	-4.0
By auto	T	2,374	38.3	-4.5
To Overseas	T	781	-32.3	4.1
<b>INDUSTRY SECTOR</b>				
Airline Passengers (Level I)	T	5,126	12.2	6.1
Airline passenger-km (Level I)	M	12,190	15.0	7.4
Inter-city bus passengers*		-	-	-
Restaurant receipts*		-	-	-
<b>PRICES</b>				
1986 = 100 (not s.a.)				
Travel Price Index		139.8	1.7	4.0
Consumer Price Index		133.6	0.8	2.7
Restaurant meals		141.7	0.6	2.1
Inter-city transportation		145.1	0.0	4.5
Gasoline		127.4	8.1	9.2
<b>ECONOMIC</b>				
Gross Domestic Product, 1986 prices (s.a.)	M	540,382	-0.2	2.1
Amusement and recreation	M	5,018	1.8	11.2
Accommodation and food services	M	11,857	1.1	1.9
Personal disposable income per capita (s.a.)		17,363	-0.2	2.2
<b>LABOUR FORCE</b>				
Labour force (s.a.)	T	14,914	-0.1	0.7
Unemployed	T	1,420	-1.6	-9.8
Employed	T	13,493	0.1	2.0
Accommodation and food services (not s.a.)	T	857	4.8	4.9
<b>EXCHANGE RATES</b>				
In Canadian dollars:				
American Dollar		1.3713	-2.5	-0.8
British Pound		2.1901	-1.6	5.3
Japanese Yen		0.0163	10.8	21.3
German Mark		0.9825	3.1	18.0
French Franc		0.2792	2.4	14.7

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

\* New Survey - Results not available yet.