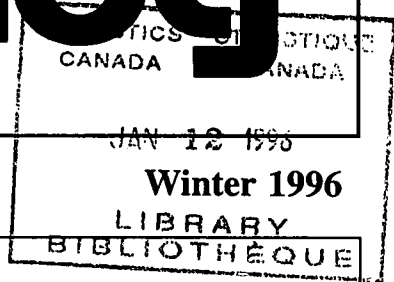


3



# Travel-log



## Travel between Canada and other countries; Then and now...

by Monique Beyrouti

Tourism, a generator of income and employment, is an increasingly significant sector of the Canadian economy. In 1994, receipts generated by foreign travellers alone represented 4.8% of Canada's GNP, whereas in 1985, they represented only 2.8%.

The tourist market has a definite growth potential, but a number of factors such as the exchange rate, economic expansion, the political and economic situation, special events and competition can modify its results. These factors have a significant influence on consumer decision-making with respect to travel and destination.

This article is intended to demonstrate, on the one hand, the decline in overnight trips between Canada and the United States, and on the other, the increase in trips between Canada and overseas during the last decade.

To do this, we use primarily data from the International Travel Survey (ITS) to compare the evolution of travel between Canada and other countries over the past ten years. The ITS provides data on the characteristics of Canadian residents travelling outside Canada and non-residents travelling in Canada.

The first part of this article highlights data on foreigners travelling in Canada, and the second part examines travel abroad by Canadians.

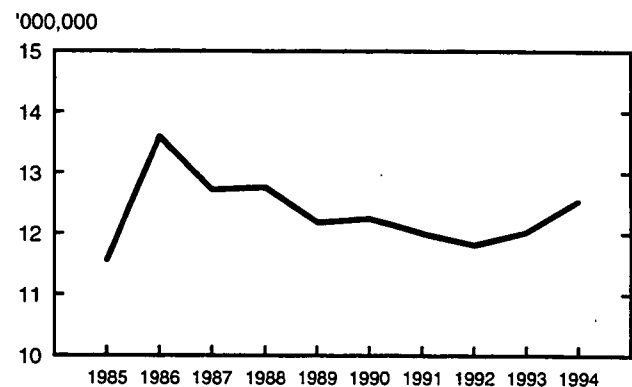
### Foreigners travelling in Canada

Despite increased entries into Canada by travellers resident in overseas countries, the Canadian international tourism market has not followed the trend in the rest of the world. In 1994, Canada ranked 12th in terms of international tourist arrivals<sup>1</sup>, compared to its 7th place ranking in 1985. The market loss is attributable to fewer visits by Americans entries from the United States.

<sup>1</sup> Source: World Tourism Organization (WTO)

Graph 1

### Overnight trips by United States residents to Canada, 1985 to 1994



Source: Statistics Canada, International Travel Survey.

## Travel-log

### In This Issue...

<i>Feature Article</i>	
Travel between Canada and other countries; Then and now...	1
<i>Announcement</i>	
Domestic Travel Expenditures, 1994	6
<i>Trends</i>	
Characteristics of International Travellers	7
International Travel Account	8
Travel Price Index	9
<i>What's New?</i>	10
<i>Index</i>	11
<i>Touriscope Indicators</i>	12

### Americans travelling in Canada

The U.S. market, one of the largest in the world, is a vital component of the Canadian tourist industry. In 1986, the year of Expo 86 in Vancouver and uncertainty about personal safety in Europe, the number of trips made by Americans to Canada reached a peak never since equalled. After 1986 however, the number of American travellers decreased regularly until 1993, when a slight increase was registered, followed by another, just barely larger, in 1994. In 1994, Americans devoted 11% of their total international tourist expenditures to trips to Canada, versus 9.6% in 1985.

As a comparison, the average expenditure of a Canadian on an overnight trip to the United States in 1994 was 60.0% higher than in 1985, while the average expenditure of an American in Canada increased only 37.6%<sup>2</sup> during the same period.

Graph 1 highlights the regular decrease in entries from the United States. The modest increases in trips by

Americans to Canada in 1993 and 1994 reflect sound economic prospects in the U.S. and the lower value of the Canadian dollar compared to its American counterpart. In addition, during this period, Canada could have been perceived as all the more competitive a destination, with the American dollar having weakened compared to European currencies.

### Characteristics of Americans travelling in Canada

Pleasure trips remain Americans' primary reason for travelling in Canada. Of all trip types, expenditures made during pleasure trips have increased the most, i.e. 45% since 1985.

In 1994, residents of New England and the Central Atlantic, Central, North East and Pacific regions made over three-quarters of all American overnight trips to Canada (Table 1).

<sup>2</sup> Unless otherwise noted, the amounts of money quoted in this article are not adjusted for inflation or exchange rate fluctuations. They are provided for comparison purposes only.

Table 1

### Share of selected trip characteristics of United States residents visiting Canada for one or more nights, 1985 and 1994

Trip Characteristics	Person-trips		Average number of nights	
	1985	1994	1985	1994
	% share			
Region of residence				
New England	12.3	10.5	3.9	3.8
Middle Atlantic	20.3	22.5	4.4	3.5
South Atlantic	7.5	7.5	5.8	4.9
East North Central	25.7	26.8	4.5	3.2
West North Central	9.7	6.1	4.5	4.2
Pacific	16.2	17.2	4.7	4.2
Purpose of trip				
Bus./Conv./Employ.	16.9	14.3	3.7	2.9
Visiting friends/relatives	18.5	18.4	5.7	4.1
Other pleasure, recreation, holiday	60.7	57.5	4.8	4.0
Other	3.9	9.8	16.8	3.6
Trip duration				
1 night	18.5	21.5	1.0	1.0
2 to 6 nights	60.5	62.8	3.4	3.2
7 to 13 nights	16.5	13.1	8.7	8.5
14 to 20 nights	2.9	2.0	15.6	15.6
21 or more nights	1.6	0.7	33.7	29.4

Source: International Travel, Cat. No. 66-201.



**Toll-free order service in Canada**  
**1-800-267-6677**

**Editor in Chief:** Monique Beyrouiti  
Tel: (613-951-1673)  
Fax: (613-951-2909)

**Assistant:** Richard G.J. Chrétien

Price: Canada: \$12.00 per issue,  
\$40.00 annually  
United States: US\$15.00 per issue,  
US\$48.00 annually  
Other Countries: US\$17.00 per issue,  
US\$56.00 annually

Published by authority of the Minister responsible for Statistics Canada. Statistics Canada should be credited when reproducing or quoting any part of this document.

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences - Permanence of Paper for Printed Library Materials, ANSI (Z39.48 - 1984.)

° Minister of Industry, 1996

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from Chief, Author Services, Publications Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

### 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.

During the study period, the following changes occurred in the regions of origin: a reduction in entries from the Central and North East regions of residence, and increased entries from the Central Atlantic region.

On the other hand, figures demonstrate that U.S. residents stayed an average of a day less in 1994 compared to 1985. A breakdown of the length of overnight stay reveals that the proportion of tourists staying a week or more slid from 21.0% in 1985 to 15.8% in 1994.

#### Residents of overseas countries travelling in Canada

Contrary to what is happening vis-à-vis the United States, the overseas market is increasing regularly (Graph 2). As an illustration, American travellers accounted for 73.3% of tourist receipts in Canada and 87.5% of all entries by travellers in 1985. Nine years later, these proportions have dropped to 56.3% and 78.4% respectively.

During the same period, the number of travellers from overseas countries increased by 112.6%, with the result that tourist receipts from these countries represented 43.7% of all tourist receipts in Canada in 1994, compared to 26.6% in 1985.

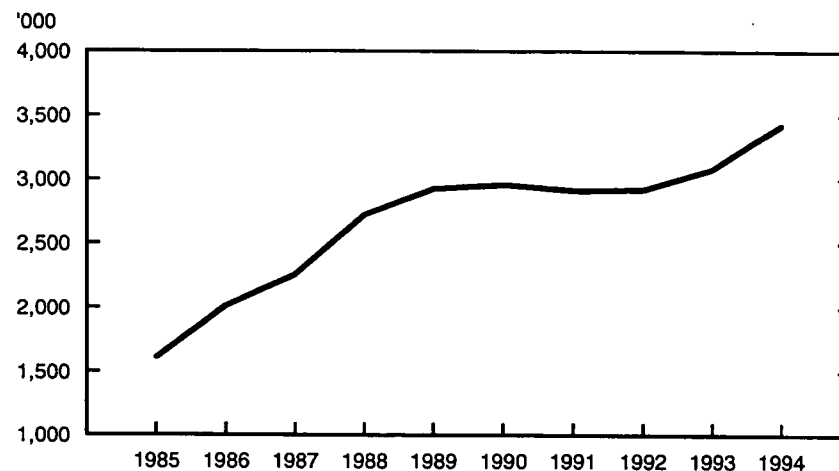
#### Characteristics of residents of overseas countries travelling in Canada

In total, receipts from travellers other than Americans amounted to \$3.3 billion in 1994. This amount represents 44% of all receipts from overnight trips. It must, however, be recalled that the countries other than the United States market represent only 23% of foreign visitors arriving in Canada. Nevertheless, because of the longer average stay for the overseas market, receipts are higher.

The average stay of a traveller residing in an overseas country dropped from 14.4 nights in 1985 to 10.9 nights in 1994. In fact, the average duration of stay in Canada fell for all continents and major countries, with the exception of travellers from Central America. On a stay for the primary purpose of visiting relatives or friends, a traveller residing in an overseas country stayed no longer than 14.3 days on average in 1994, six days fewer than in 1985. The average duration of a stay with the primary purpose of pleasure, recreation or holiday decreased by 1.3

Graph 2

#### Overnight trips by overseas residents to Canada, 1985 to 1994



Source: Statistics Canada, International Travel Survey.

Table 2

#### Shares and change in overnight trips to Canada by residents of selected places, 1985 and 1994

	1985 share	1994 share	change
	%	%	%
United Kingdom	19.5	16.8	83.6
Germany	9.7	10.7	134.6
Japan	9.0	14.0	230.1
France	6.6	11.9	281.6
West Indies	4.7	2.1	-5.2
Australia	4.3	3.4	68.1
Italy	3.4	2.8	73.6
South America	3.2	2.5	70.4
Switzerland	2.8	2.6	98.2
Hong Kong	2.5	3.8	215.1
Mexico	2.3	2.4	121.6

Source: Statistics Canada, International Travel Survey.

days, and a stay with the primary purpose of work was 0.7 days shorter.

The proportion of trips with the primary purpose of pleasure, recreation or holiday more than doubled between 1985 and 1994. A corresponding decrease affected the proportion of business trips, which fell by over 13.0 points. For comparison purposes, Canadians devoted a more significant proportion of their trips outside the country to business during the same period.

#### Where are they from?

Despite the fact that the proportion of travellers from the United Kingdom dropped to 16.8% in 1994 from 19.5% in 1985 (Table 2), that country remains the primary overseas tourism market with 577,000 overnight travellers to Canada in 1994, and an 83.6% increase in trips since 1985. This market is still strongly based on visits to friends and relatives. Britons spent \$484 million in Canada in 1994.

Other travellers are discovering Canada at a faster pace. The French undertook 409,500 overnight trips in 1994, a 281.6% increase over 1985. This market has grown fantastically since 1986. France has come ahead significantly, accounting for nearly 12.0% of overseas visitors entering Canada in 1994, compared to 6.7% in 1985. French visitors to Canada in 1994 spent \$411.7 million here; 85.0% of their visits were to Quebec and Ontario.

During the study period, Asia increased its market share by seven points.

Japanese visits to Canada increased by 230.1%. Many Japanese visitors travel in groups, and traditionally visit as tourists. Ninety percent of their visits are to Ontario, British Columbia and Alberta. With expenditures amounting to \$549 million, these travellers held first place in 1994 with respect to expenditures in Canada. Their \$184.70 average overnight stay expenditure in 1994 was by far the largest.

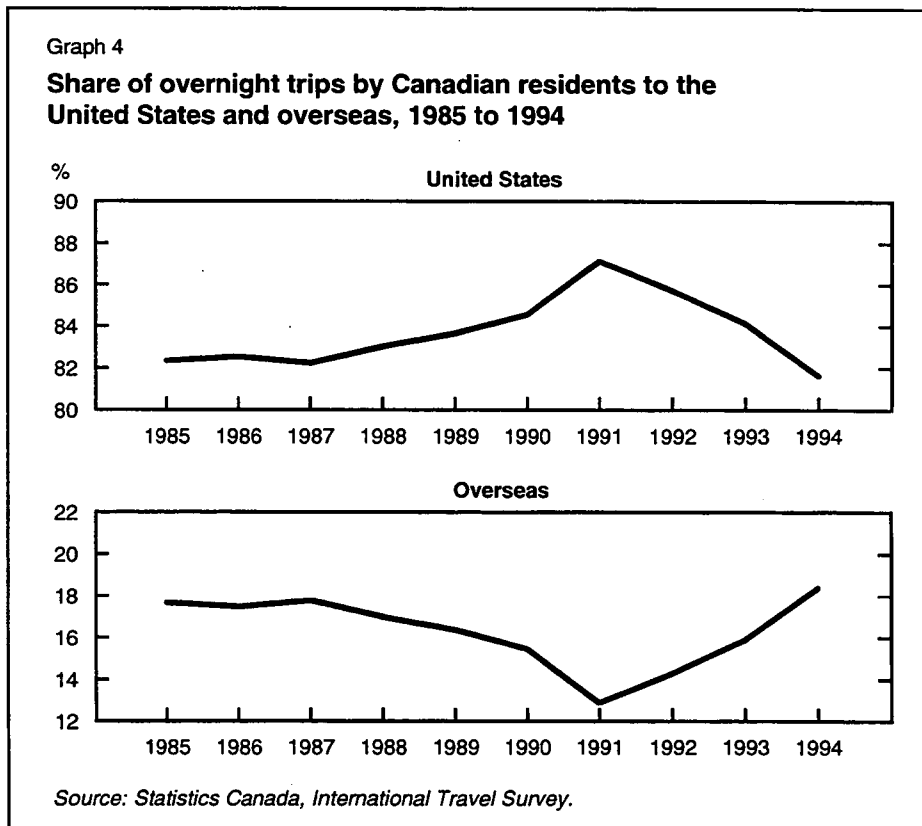
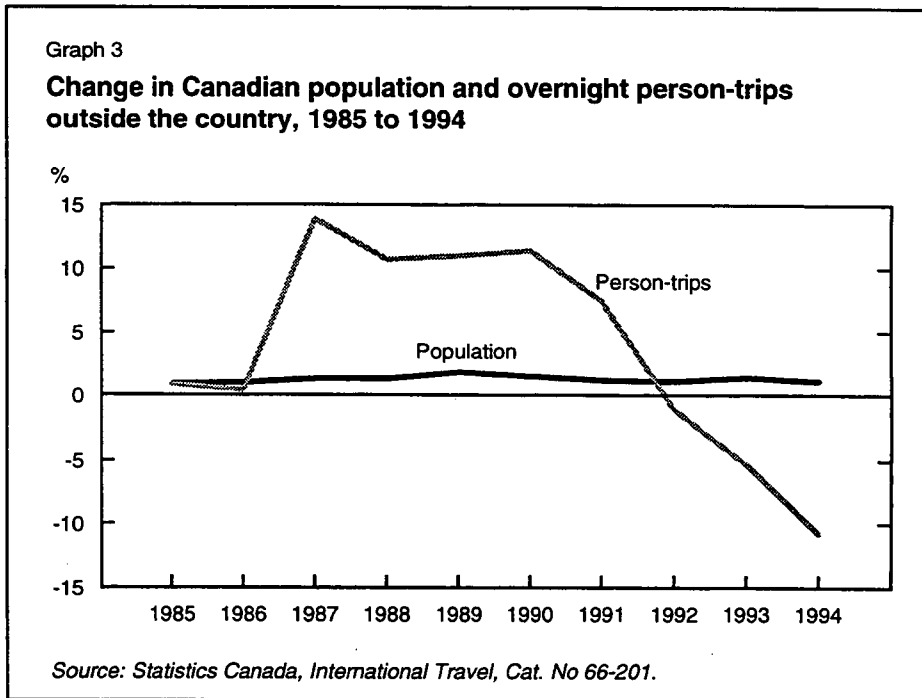
Germany was the fourth largest overseas market for Canada in 1994. In 1985, 156,500 overnight visitors to Canada came from Germany; in 1994, there were 367,000 of them. When visiting Canada in 1994, a German visitor spent on average \$84.30 per night, the same amount as a French visitor.

### Canadians travelling outside their country

From 1985 to 1994, the number of overnight trips outside the country by Canadians increased by 40.9%. The incidence of overnight trips by Canadians was 63% in 1994, compared to 50% in 1985. A peak of 78% was reached in 1991, when the Canadian dollar achieved its highest level since 1985. Actually, the number of trips by Canadians increased constantly from 1985 to 1991, then began to shrink in 1992 (Graph 3). A decrease in the number of trips to the United States explains the overall drop, since trips to overseas countries reached a historic peak (Graph 4).

### Characteristics of Canadians travelling to the United States

There was a strong uptrend in Canadian travel to the United States between 1986 and 1991, due, among other things, to the increased value of the Canadian dollar and a rise in disposable income. Since 1991 however, trips by Canadians to the U.S.



have decreased. There are some explanations for this decrease: the Gulf War in early 1991, the subsequent economic recession, and the decline in value of the Canadian dollar compared to its American counterpart during this period.

Ontario continued to be the major source of Canadian travellers to the United States. The province's residents made 48.0% of all overnight trips, up from 43.0% in 1985. Quebec residents ranked second, despite the fact that their

proportion of all trips dropped from 22.0% to 18.0% during the period. British Columbia still ranks third, with a trip share of 17.0%, unchanged since 1985.

Canadians stayed over four days longer on visits to the South Atlantic region, which received a quarter of Canadians' total expenditures in the United States. Length of stay in the East South Central area increased by almost one day. For every other region visited, except Alaska, there was a decline in length of stay.

In 1994, Canadian residents made 2.6 million trips to the United States for the main purpose of visiting friends or relatives. While that was a decrease of only 1.7% (Graph 5) in the number of such trips since 1985, as a proportion of total travel it was a drop of over seven points. The share of every other type of travel (business, pleasure and other) was up compared with 1985.

#### Characteristics of Canadian residents travelling in countries other than the United States

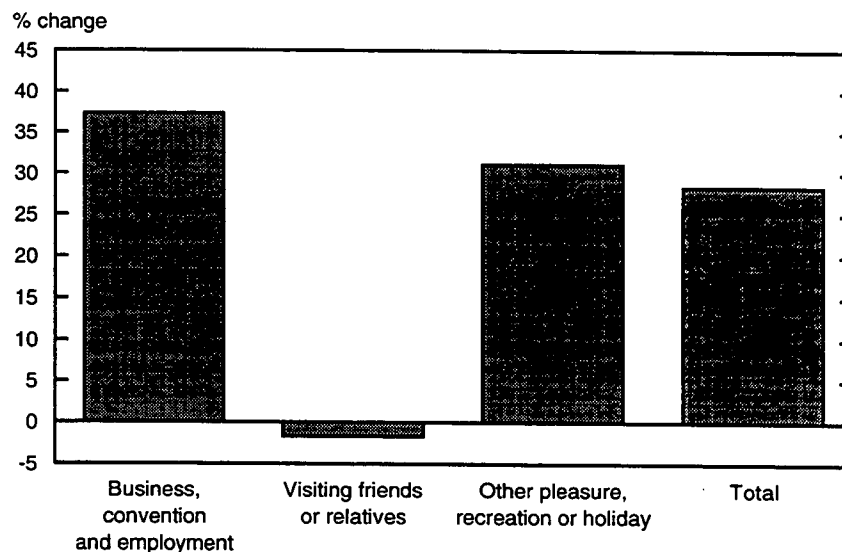
Canadians reduced their travel to Europe by 8.3% between 1985 and 1994. More of them went to Asia and Central America in 1994 than in 1985.

Even though the United Kingdom saw its share of overnight visits by Canadians shrink from 17.0% in 1985 to 15.0% in 1994, it remained the top choice of Canadians travelling overseas. Previously in second place, France fell to third behind Mexico in 1994. However, Canadians continued to spend more in France than in Mexico, partly because they stayed longer.

In 1994, as in 1985, half the Canadians who travelled overseas were Ontario residents. People living in Quebec accounted for 22.0% of all Canadian

Graph 5

#### Change in overnight Canadian trips to the United States by purpose of trip from 1985 to 1994



Source: Statistics Canada, International Travel Survey.

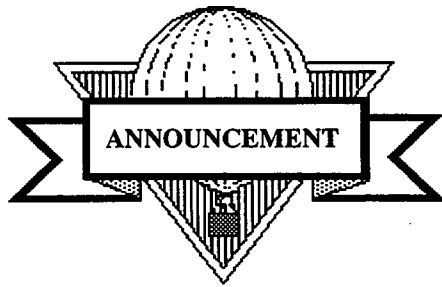
travellers in 1994, down slightly from 1985. British Columbia's share of overseas travel rose from 11.0% to 14.0% over the same period.

Between 1985 and 1994, trips of more than three weeks as a proportion of total travel by Canadians dropped from 38% to 27%, while the proportion of trips lasting 7 to 13 days increased from 27% to 39%. Thus, Canadians stayed an average of 2.8 days less than in 1985. The percentage of Canadians travelling overseas on business or for pleasure increased (by 5.2 and 3.6 points respectively). Consequently, there was a 6.1 point decline in trips for which

the main purpose was to visit relatives or friends.

Overseas visitors represent a growing market for the Canadian tourism sector, as shown in this comparison of international travellers' characteristics for 1985 and 1994. Information gathered to date indicates that this growth is continuing in 1995. A wealth of data on travel by Canadians outside their country and by foreigners in Canada is available from the International Travel Survey.

For further information, contact Ruth Martin, International Travel Section at (613) 951-1791.



## Domestic Travel Expenditures, 1994

### Note to readers

Data used in the following text is derived from the Canadian Travel Survey, which is a supplement to the Labour Force Survey. The data cannot be compared with previous years because methodological changes in the 1994 survey caused a break in the historical statistical series.

A domestic trip is defined as being of 80 kilometers or more. It must be done by a Canadian and have a Canadian destination.

Figures on the number of travellers are measured as person-trips, that is the number of trips made by one Canadian multiplied by the number of people from the same household who were on each of those trips. If four persons go on a trip together, it counts as four person-trips. The provincial distribution of trips is made according to the main destination.

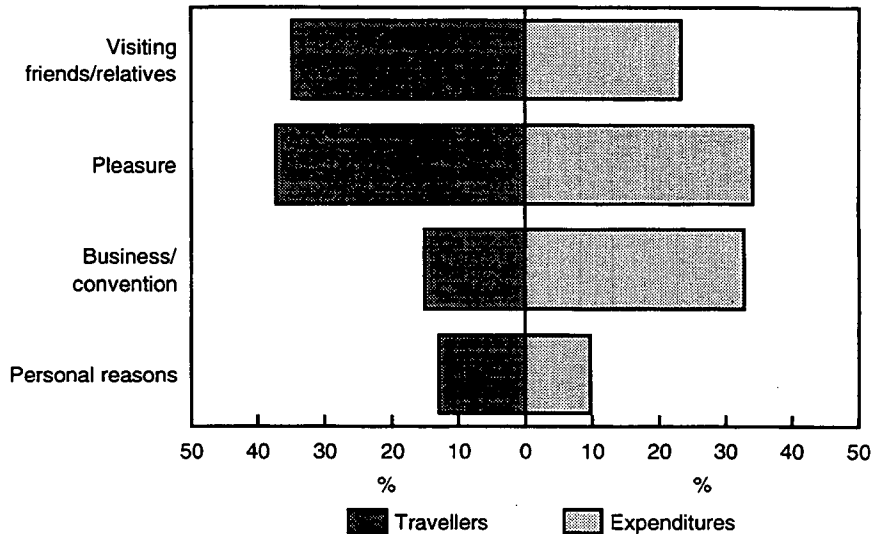
Expenditures reported by travellers cover all travel costs, including transportation, gasoline, accommodation, recreation and entertainment, and food and beverages. When travellers visited more than one province, the expenditures are generally allocated on the basis of the number of nights spent in each province.

In 1994, Canadians spent \$4.7 billion travelling in Ontario, more money than in any other province. This sum represents about 30% of the total \$15.9 billion in direct business generated by domestic travel.

In terms of net inflows, British Columbia was the big winner. Residents who live outside British Columbia spent \$722.8 million in the province in 1994, compared to \$486.6 million spent by B.C. residents in other provinces.

That produced a domestic travel

### Business travellers generate a third of expenditures with fewer travellers



### Domestic travel account balance 1994

	Reallocated expenditures				Travel account balance
	Total spending in this province	Spending by			
		Residents in that province	Residents in another province	Non-residents in that province	
	\$ millions				
Newfoundland	382.5	318.0	87.2	64.5	-22.6
Prince Edward Island	149.5	33.4	41.1	116.1	75.0
Nova Scotia	596.3	402.4	241.3	193.9	-47.4
New Brunswick	434.3	257.7	155.9	176.7	20.8
Quebec	3,072.7	2,581.0	491.3	491.7	0.4
Ontario	4,713.7	3,904.6	956.3	809.1	-147.2
Manitoba	673.4	483.6	234.2	189.8	-44.4
Saskatchewan	744.5	545.2	261.2	199.3	-61.9
Alberta	2,353.0	1,728.8	658.9	624.2	-34.6
British Columbia	2,765.1	2,042.4	486.6	722.8	236.2
<b>Canada</b>	<b>15,910.9</b>	<b>12,297.1</b>	<b>3,613.8</b>	<b>3,613.8<sup>1</sup></b>	<b>...</b>

<sup>1</sup> The Canada total exceeds the sum of the provinces because it includes the Yukon and the Northwest Territories.  
 ... Figures not appropriate or not applicable.

expenditures surplus of \$236.2 million for British Columbia, more than three times the surplus of Prince Edward Island, which was second highest. Only four

provinces – British Columbia, Prince Edward Island, New Brunswick and Quebec – recorded travel surpluses in 1994.

### Ontario registered highest travel expenditures deficit

Even though Ontario led the travel industry in total direct business, it also recorded the highest travel deficit, \$147.2 million. However, Ontario residents spent \$956.3 million outside the province, a nationwide high, compared to \$809.1 million spent in Ontario by residents of other provinces, mainly Quebecers.

Saskatchewan recorded the second highest deficit at \$62.0 million.

Balance of travellers entering the province compare to residents travelling outside their province seems to be an important factor explaining expenditure levels. In 1994, four provinces displayed a surplus in the travellers account balance, those same province also showed a surplus in the expenditures travel account.

However, the type of clientele travelling to a province and the type of trips being done by travellers within a specific province may also influences expenditures levels.

### Business travellers spend more per trip on average

On average, business travellers spent \$228 per trip in 1994 compared to \$96 spent by individuals travelling for pleasure. Based on overnight trips alone, the average for business travellers almost doubled to \$443.

Although pleasure travellers spent less per trip, they outnumbered business travellers by 2.5 to one. Consequently, Canadians travelling for pleasure within Canada spent \$5.4 billion in 1994, accounting for about a third of the \$15.9 billion total travel expenditures. That was slightly higher than the \$5.2 billion spent by business travellers.

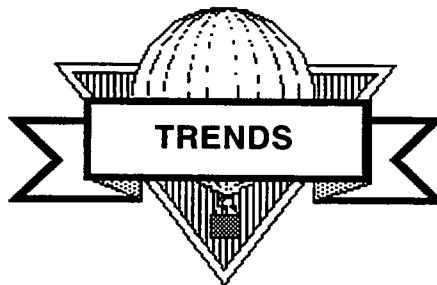
Trips for purpose of visiting friends and relatives and personal trips, such as visit to a doctor, accounted for the remaining 23.3% and 9.7% of total expenditures respectively.

One factor that might explain the high level of spending of business traveller is that they spent more on accommodation and transportation. In 1994, business travellers spent 22.8% of their total budget

for accommodation and 27.5% for transportation. The Canadian average was 16% and 16.2% respectively.

About 12% of business travellers flew to their destination, compared to the Canadian average of only 3.5%. More than three-quarters of business travellers stayed in a hotel or motel, compared to the national average of only 25.9%.

For further information on domestic travel, contact Sylvie Bonhomme (Telephone 613-951-1672 or Fax 613-951-2909), Domestic Travel Section, Education, Culture and Tourism Division.



### Characteristics of International Travellers

Second quarter 1995

#### Notes to users

Spending by foreigners does not include international transportation fares paid to Canadian carriers and spending by Canadians does not include international transportation fares paid to foreign carriers.

Residents of overseas countries made more than one million overnight trips to Canada during the second quarter of 1995, 13% more than in the second quarter of 1994. They spent \$1,000 per trip on average, injecting \$1 billion into the Canadian economy during the second quarter of 1995.

The average length of stay of overseas visitors in Canada was, at 11 nights, almost unchanged from the second quarter of the previous two years; they were, however, a day and a half shorter than in the second quarter of 1992.

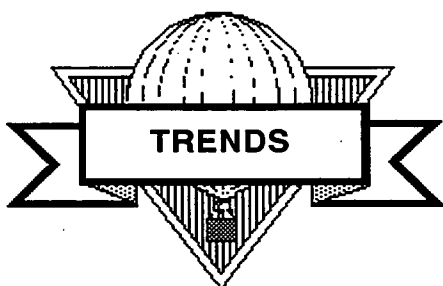
Americans made more than three times as many overnight trips to Canada (3.5 million) as visitors from overseas but stayed only one third as long on average (3.7 nights). Consequently, their spending per trip was also substantially lower.

Among visitors from countries other than the United States, residents of the United Kingdom most often visited Canada, making 172,000 overnight trips, followed by Japanese with 147,000 trips. However, Japanese tourists outspent the Britons by \$360 per trip in the second quarter of 1995 (\$1,270 compared to \$910).

Pleasure was the main reason for more than half of overseas residents' trips to Canada, followed by visits to friends and relatives (27%) and business trips (19%). Of these groups, business travellers spent the most per trip on average, at \$1,200.

Among the provinces and territories, Ontario was the most popular destination for visitors from overseas, receiving 572,000 overnight visits including 105,000 from residents of the United Kingdom, 78,000 from Japan and 55,000 from France.

For further information on statistical profiles and microdata files of characteristics of international travellers, contact Ruth Martin (Telephone 613-951-1791 or Fax 613-951-2909), International Travel Section, Education, Culture and Tourism Division.



## International Travel Account, third quarter 1995 (preliminary)

### Note to users

Unless otherwise stated, data used in this text are seasonally adjusted.

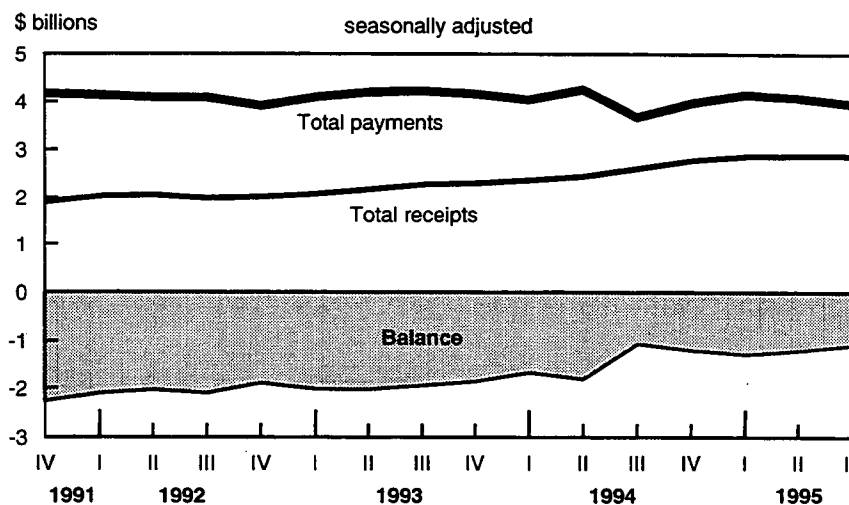
In the third quarter of 1995, Canada's international travel account deficit decreased 9.8% from the previous quarter, to \$1.1 billion. The travel account deficit peaked at \$2.3 billion in the fourth quarter of 1991.

The decrease in spending by Canadians travelling abroad contributed to the reduction in the travel account deficit as did record spending by overseas visitors.

Total receipts from visitors to Canada were unchanged from the second quarter, at \$2.9 billion. However, the record \$1.3 billion spent by overseas residents - who continue to visit Canada in increasing numbers - was a factor in the improvement of the travel account balance.

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

### The travel account deficit improved as Canadians spent less abroad



### Overseas visitors spent record amount in Canada

Spending by visitors from overseas reached an unprecedented level during the third quarter of 1995. The 2.4% increase in receipts from overseas continued the upward trend which emerged in mid-1991. Spending by overseas residents now represents 47% of total spending by visitors to Canada, compared with 27% a decade ago.

Canadians travelling overseas reduced their spending by 1.2%, to \$1.6 billion. However, they continue to outspend visitors from overseas by \$244 million. Nonetheless, this deficit is the smallest since the third quarter of 1986.

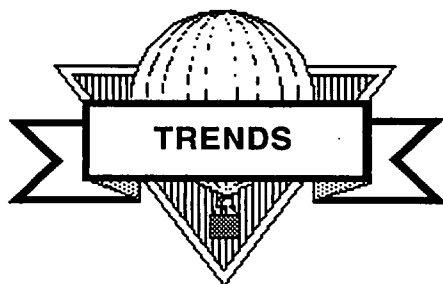
### Deficit with the United States decreased

While Americans decreased their spending in Canada by 2.8% during the third quarter, Canadians reduced their spending in the United States even more (4.5%).

The net result was a 7.3% improvement in the travel account deficit with the United States. This difference, at \$846 million, was well below the \$1.9 billion peak reached in the fourth quarter of 1991. At that time, the Canadian dollar stood at US88 cents, compared with US74 cents in the third quarter of 1995.

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





### Travel Price Index, Third 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.

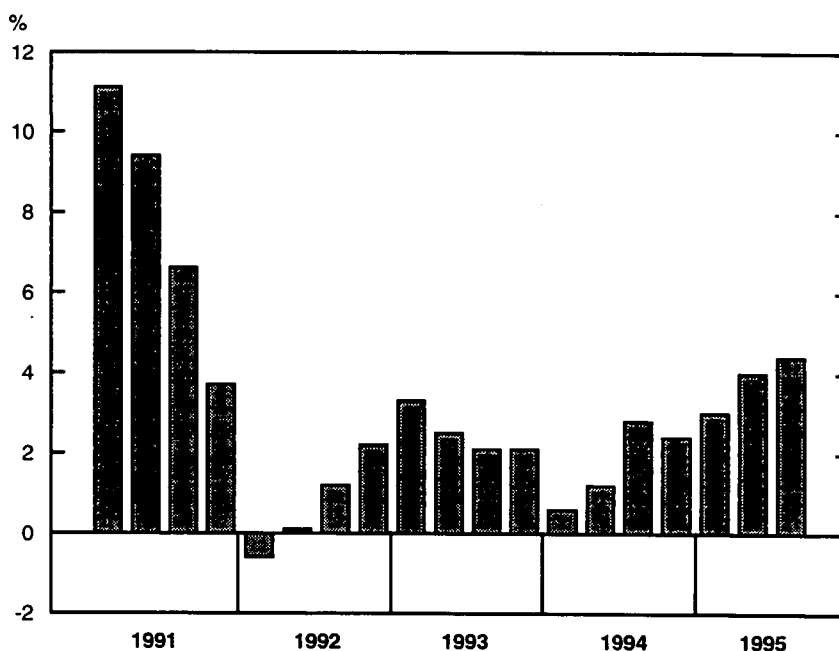
During the third quarter of 1995, the Travel Price Index rose by 4.3% over the second quarter and by 4.4% over the third quarter of 1994. In comparison, overall prices for goods and services, as measured by the Consumer Price Index rose by only 0.2% in the third quarter of 1995 (see *Touriscope Indicators* on page 12).

The rise in the TPI among the second and the third quarter reflected a higher seasonal price in traveller accommodation which was up by 20.1%. Increases were also noted in inter-city transportation (6.7%) and in the rental and leasing of automotive vehicles (5.0%). Local and commuter transportation prices were up 1.6% during the same period.

Between the second and the third quarter of 1995, decreases in the food prices (0.8%) and in the operation of automotive vehicles prices (0.5%) were the only decreases recorded.

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

Travel Price Index, percentage change from preceding year

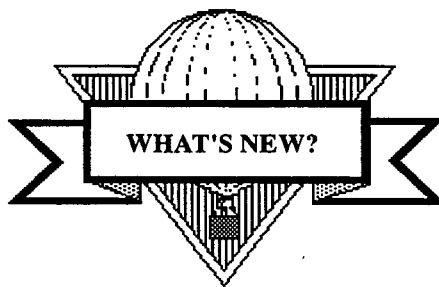


Source: Education, Culture and Tourism Division.

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	132.7	132.9	136.0	134.5	134.0
1994	133.5	134.5	139.8	137.7	136.4
1995	137.5	139.9	146.0		

Source: Education, Culture and Tourism Division.



### **Services indicators, Third quarter 1995**

Growth in the services industries strengthened this quarter. Employment, output, exports and consumer spending all increased.

Employment growth in services followed from job creation in broadcasting and telecommunication carriers, as well as in the finance and insurance industries. In addition, the shift from part-time to full-time job creation continued.

Increased spending on services reflected the rise in expenditure on transportation, accommodation, recreation and financial services.

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

### **Air passenger origin and destination for trips between Canada and the United States, 1994**

Between 1993 and 1994, the number of passengers who travelled on scheduled air services between Canada and the United States declined 3%. Over the same period, air travel within Canada increased less than 1%. For every 10 travellers who flew within Canada on scheduled flights in either 1993 or 1994, between 8 and 9 travellers flew between Canada and the United States.

Florida figured in 5 of the 10 city-pairs that showed the largest percentage declines in passenger numbers. Between 1993 and 1994, the number of passengers who travelled on scheduled flights between Canada and Florida declined more than 10% (from 1,407,770 to 1,254,890). Over the same period, the number who travelled on charter flights between Canada and Florida declined more than 15% (from 1,258,513 to 1,087,844).

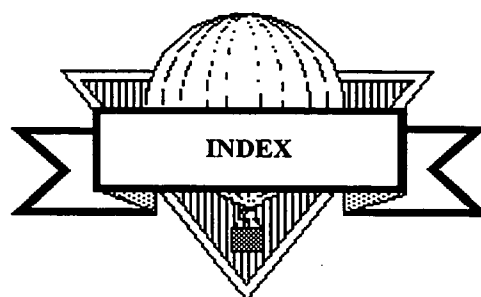
Contact Carol Gudz (819-997-1386), Aviation Statistics Centre, Transportation Division.

### **Family income, 1994**

In 1994, after four years of decline, family income recovered some ground, fuelled primarily by renewed strength in full-time job creation. The proportion of persons below Statistics Canada's low income cut-offs declined for the first time since 1989.

This improvement in family income can be attributed mainly to renewed strength in the labour market during 1994. Data from the Labour Force Survey show that employment increased by 382,000 in 1994, the strongest job growth since 1987. A large portion of this increase was in the higher wage goods-producing industries.

Contact Réjean Lasnier (613-951-5266), Income and Housing Surveys Section, Household Surveys Division.  
(Internet: [income@statcan.ca](mailto:income@statcan.ca)).



This index lists feature articles published in Travel-log since 1993.

#### DOMESTIC TRAVEL

1992 Domestic Travel Survey Highlights	Winter 1994
How well does the Tourism Industry Know the Canadian Business Traveller?	Autumn 1995

#### PROFILES OF CANADIAN RESIDENTS

Profile of Canadian Travellers in the United States in 1991	Spring 1993
Profile of Business Trips to Canada from the United States	Spring 1995
Time for Travel... Time for Culture Attendance at cultural events by Canadian travellers, 1992	Summer 1995
Canadian's Participation in Leisure Travel is on the Rise	Summer 1995

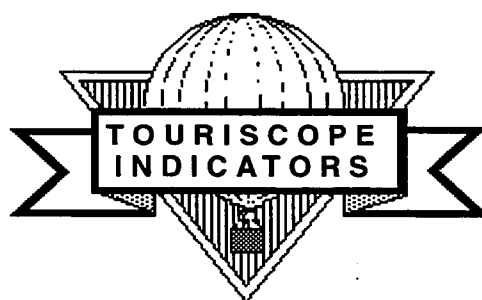
#### TOURISM INDUSTRY

Tourism Statistics: An Overview	Winter 1993
---------------------------------	-------------

#### INTERNATIONAL TRAVEL

Travel by Canadians to Countries Other than the United States	Summer 1993
Canada: A Destination Highly Rated By Japanese Tourists	Autumn 1993
Sports Participation Travel Between Atlantic Canada and New England	Spring 1994
The Main Overseas Tourism Markets in Canada	Summer 1994
Canadians' Favourite Sunspot: Florida	Autumn 1994
Americans Travelling in Canada: a \$4 Billion Market	Winter 1995

To order back issues of Travel-log, contact, **Publication Sales, Statistics Canada, Ottawa, Ontario, K1A 0T6**. For faster service, FAX your order to (1-613-951-1584), or call toll-free (1-800-267-6677) and use your VISA or MasterCard.



		QI 1995	QII 1995	QIII 1995	QIII 1994	% Change	
						Previous Quarter	Previous Year
<b>VISITORS TO CANADA</b>							
From United States	(in thousands)	5,965	9,678	14,257	13,726	47.3	3.9
Overnight visits	(in thousands)	1,573	3,463	5,788	5,746	67.1	0.7
By auto	(in thousands)	1,011	2,294	4,082	4,144	77.9	-1.5
From Overseas	(in thousands)	483	1,135	1,969	1,727	73.5	14.0
Overnight visits	(in thousands)	441	1,040	1,801	1,566	73.2	15.0
<b>Top Seven Countries</b>							
United Kingdom	(in thousands)	67	173	294	266	69.9	10.5
Japan	(in thousands)	74	149	253	200	69.8	26.5
Germany	(in thousands)	42	109	216	192	98.2	12.5
France	(in thousands)	43	115	217	204	88.7	6.4
Hong Kong	(in thousands)	25	42	75	53	78.6	41.5
Australia	(in thousands)	20	36	59	46	63.9	28.3
Italy	(in thousands)	11	24	52	49	116.7	6.1
<b>CANADIANS OUTSIDE CANADA</b>							
To United States	(in thousands)	10,992	13,356	15,978	16,074	19.6	-0.6
Overnight visits	(in thousands)	3,065	3,571	5,027	5,019	40.8	0.2
By auto	(in thousands)	1,716	2,374	3,815	3,825	60.7	-0.3
To Overseas	(in thousands)	1,153	781	909	872	16.4	4.2
<b>INDUSTRY</b>							
Airline Passengers	(Level I) (in thousands)	4,570	5,126	6,089	5,365	18.8	13.5
Airline passenger-km	(Level I) (in millions)	10,602	12,190	16,135	13,558	32.4	19.0
<b>PRICES (1986 = 100 not s.a.)</b>							
Travel Price Index		137.5	139.8	146.0	139.6	4.4	4.6
Consumer Price Index		132.6	133.6	133.9	130.8	0.2	2.4
Restaurant meals		140.8	141.7	142.6	139.5	0.6	2.2
Inter-city transportation		145.0	145.1	154.8	152.6	6.7	1.4
Renting and leasing of automotive vehicles		126.3	129.5	136.0	121.8	5.0	11.7
Gasoline		117.8	127.4	124.0	122.7	-2.7	1.1
<b>ECONOMIC</b>							
Gross Domestic Product, 1986 prices (s.a.)	(in millions)	541,686	540,529	543,101	535,876	0.5	1.3
Amusement and recreation	(in millions)	4,940	5,008	4,983	4,696	-0.5	6.1
Accommodation and food services	(in millions)	11,727	11,838	11,768	11,919	-0.6	-1.3
Personal disposable income per capita (s.a.)		17,397	17,361	17,242	17,003	-0.7	1.4
<b>LABOUR</b>							
Labour force (s.a.)	(in thousands)	14,928	14,914	14,931	14,871	0.1	0.4
Unemployed	(in thousands)	1,443	1,420	1,419	1,513	-0.1	-6.2
Employed	(in thousands)	13,485	13,493	13,512	13,357	0.1	1.2
Accommodation and food services (not s.a.)	(in thousands)	817	857	912	887	6.4	2.8
<b>EXCHANGE RATES (in Canadian dollars)</b>							
American Dollar		1.4069	1.3713	1.3555	1.3713	-1.2	-1.2
British Pound		2.2267	2.1901	2.1328	2.1279	-2.6	0.2
Japanese Yen		0.0147	0.0163	0.0144	0.0138	-11.7	4.3
German Mark		0.9529	0.9825	0.9475	0.8791	-3.6	7.8
French Franc		0.2728	0.2792	0.2742	0.2567	-1.8	6.8
<i>(s.a.) seasonally adjusted.</i>							