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Travel-log

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Touriscope

Expansion of Tourism in Eastern Europe and China

BY LAURIE MC DOUGALL

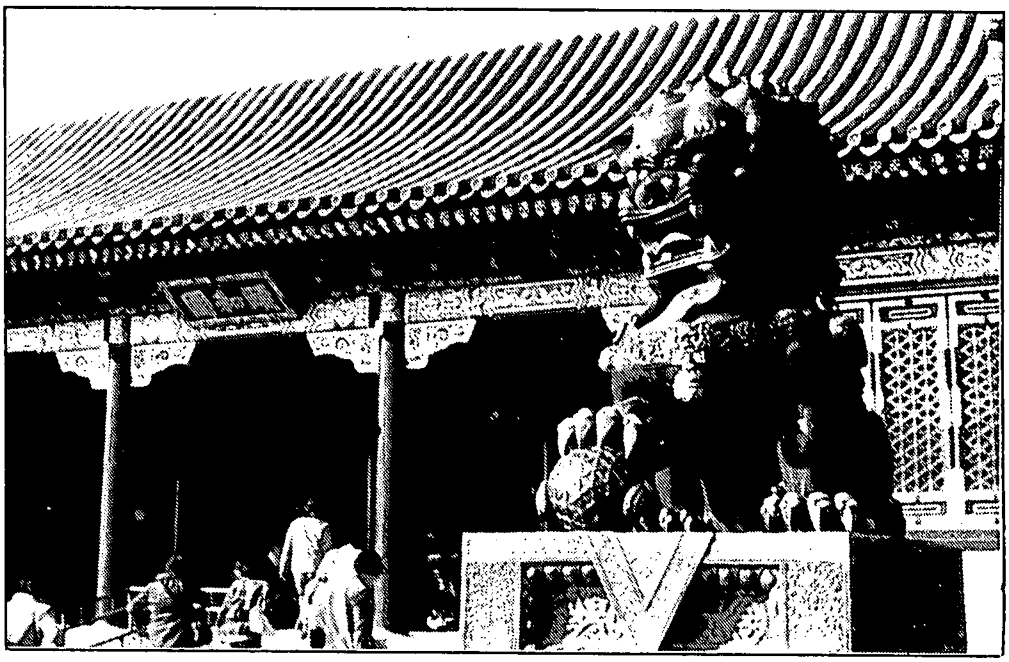
"The further you go, the more you shall see and know"
(Medieval Proverb)

Travel today includes a realm of destinations not even considered possible just a few years ago. With the gradual opening of many doors among the countries of Eastern Europe and China, these areas are becoming increasingly accessible to the Western traveller.

It is through such exposure to different cultures that tourism is seen as playing a role in furthering world peace. The First Global Conference: Tourism – A Vital Force for Peace, held in Vancouver this fall, recognized the important role of tourism in building understanding between cultures.

Canadians are joining travellers from around the world in exploring new destinations, such as Eastern Europe and China. In 1987, these areas accounted for 3% of Canadian travellers to overseas destinations. Despite the relatively small share, they represent a growing market. In 1987 over 100,000 Canadians[1] visited Eastern Europe and China (see Table 1), up 38% from 1986 and more than twice the visitation level in 1980.

Throughout most of the 80's, travel to these eastern locations has been gaining in popularity. However, in 1981 travel dropped off, largely because of reduced traffic to Poland which introduced martial law during that year (Chart 1). In 1986, travel receded in all Eastern Europe, largely due to the Chernobyl nuclear accident.



China Gains Largest Influx of Canadian Tourists

The Forbidden City and the Ming Tombs, sites that were previously closed to the public, are now being visited by a record number of Canadians. Just seven years ago, only 6,000 Canadians ventured to China, but by 1987, there were six times as many (35,000). The 'Open Door Policy' that was initiated in 1978 has allowed the People's Republic of China to enter the tourism industry. As of mid-1987, 474 Chinese cities and counties throughout China were welcoming foreign tourists. The production of films such as the "Last Emperor", have no doubt assisted in promoting China.

While visiting China last year, Canadians spent $41 million, an average of $1,163 per traveller (excluding airfares), the highest spending of the selected countries (Table 2). They stayed for approximately two weeks (15 nights), for a total of 524,000 nights. Since at least 3 out of 10 Canadians travelled to China for business reasons, this could have influenced higher spending patterns (Table 3).

While visiting China during 1987, travellers were receiving 2.8 yuan per Canadian dollar compared to 1.3 yuan in 1980. Consumer prices reflect the fluctuations in the exchange rates (Table 4).

Canadian Travellers Experience Glasnost

The Soviet Union, a vast country that spans 1/6 of the land surface of the globe and 11 time zones, welcomed close to 18,000 Canadians in 1987, up from 12,000 the year before. In 1980 just 7,000 had been to this destination. Among the selected countries, visitor spending in the USSR was second highest (Table 2).

The terms "glasnost" and "perestroika", the Soviet terms for openness and restructuring of the economy, are heard almost daily. For tourism, the changing atmosphere has meant increased promotion of packaged tours by Intourist, the government-run travel agency.

[1] The data used in this article was derived from a sample questionnaire given to Canadians returning from overseas. The survey has a low response rate and is therefore subject to a non-response bias.

Table 1
Canadian Travel to Selected Destinations, 1980-1987

	1980	1986	1987
		000's visits	
Total Overseas	2,429	3,491	3,797
Europe	1,478	2,093	2,128
Eastern Europe:	38	48	66
Soviet Union	7	12	18
Hungary	10	16	19
Poland	8	7	12
Czechoslovakia	6	7	7
Other[1]	7	7	10
China	6	24	35
Total Eastern Europe & China	44	73	101
Share of Total Overseas	2 %	2 %	3 %

[1] Other includes East Germany, Romania and Bulgaria.
Source: *International Travel Survey, special tabulations.*

Table 2
Characteristics of Travel to Selected Countries, 1987

	Average # of nights	Average Spending Per Person	Average Spending Per Night
China	15	$1,163	$78
Soviet Union	12	$810	$70
Hungary	15	$429	$29
Poland	19	$603	$32
Czechoslovakia	12	$363	$30

Source: *International Travel Survey, special tabulations.*

Table 3
Reason for Travel to Selected Countries, 1987

Country	Total	Pleasure Recreation Holiday	Visit Friends or Relatives	Business Convention Employment	Other[1]
			percentage		
China	100	49	13	29	9
Soviet Union	100	65	11	12	12
Hungary	100	21	46	17	16
Poland	100	17	61	4	18
Czechoslovakia	100	27	37	16	20

[1] *Other includes combined purposes.*
Source: *International Travel Survey, special tabulations.*

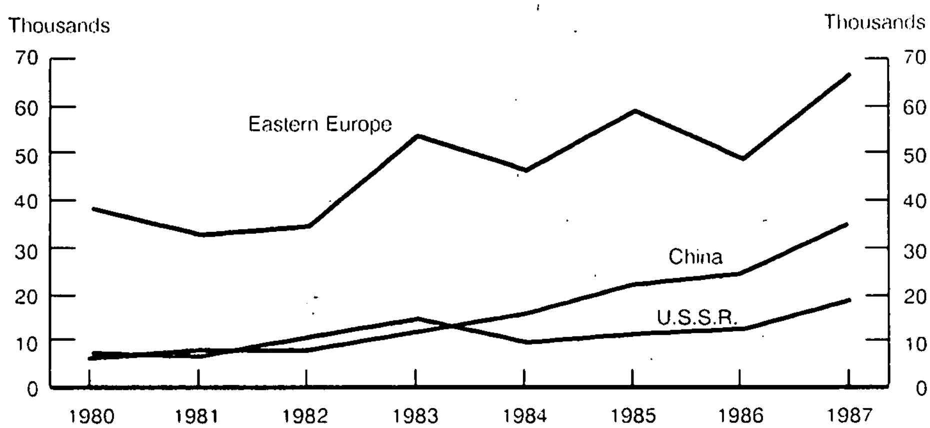
Table 4
Exchange Rates and Consumer Prices for Selected Countries, 1980-1987

	1980	1986	1987
Exchange Rates		Canadian $ per Unit	
Hungarian Forint	27.8	33.0	35.4
Polish Zloty	37.8	126.2	199.9
Chinese Yuan	1.3	2.5	2.8
Consumer Price Indices			
Hungary	100.0	146.4	159.2
Poland	100.0	457.8	..
China	100.0	129.5	139.0

Source: *International Financial Statistics. International Monetary Fund (IMF).*

Chart 1

Canadian Travel to Eastern Europe and China, 1980–1987



Source: *International Travel Survey, special tabulations.*

Continued from page 2

Canadian travel to Hungary has also doubled compared to the first part of the decade. Canadians spent $8 million while visiting Hungary during 1987, averaging $429 per trip. Their $29 per night on expenses was the lowest among the selected Eastern Countries. Both consumer prices and Hungarian currency have remained very stable. In 1987, travellers were exchanging their dollar for 35 forints compared to 28 forints in 1980.

Czechoslovakia has experienced little growth in Canadian traffic over the seven-year time frame. When Canadians did travel to this destination, they stayed less than two weeks and had the lowest average spending among Eastern Europe

Visiting Polish Friends or Family Popular

After experiencing many ups and downs in visitor traffic throughout the 80's, Poland received its largest number of Canadians in 1987. They stayed an average of 19 nights, which was the longest trip length among the selected Eastern countries. Poland bound Canadians have the greatest tendency to visit friends or family: 61% of trips in 1987 (see Table 3). The majority of other Western travellers headed for Poland also visit friends or family. According to a Polish agency called Interpress, 70% of Western tourists in Poland have a "Polish background" and are considered to be visiting friends or relatives.

Canadians spent approximately $600 per visit or approximately $32 on a daily basis. Since the majority of travellers would be staying with friends or family, their costs would be minimized. Poland has experienced skyrocketing inflation and rising exchange rates throughout most of the 80's. In 1987, travellers received 200 zloty per Canadian dollar, up from 126 in 1986 and just 38 in 1980.

In Summary

Certain countries, especially, China and the Soviet Union, are still relatively new destinations for Canadian tourists. If present trends continue, however, Eastern Europe and China could occupy a much stronger position in the future. Expansion of tourism infrastructures in these countries, coupled with increased marketing, will encourage this growth.

The potential contribution of tourism in bridging various parts of the world together will be further enhanced as travellers knowledge of the world and its people increases.

Data sources:
International Travel Survey, special tabulations; International Financial Statistics, International Monetary Fund.

Laurie McDougall is a Senior Analyst with the Travel, Tourism and Recreation Section, Education, Culture and Tourism Division.

Travel-log

Editor's Note...

As the year draws to a close, this will be the last issue released in 1988. Starting in 1989, Travel-log will be published seasonally; January, April, July and October. If your subscription began with Vol. 7 no. 1, you will receive the Winter issue.

*The Winter edition will summarize the results of a recent study in segmenting geographic and socio-demographic data (known as **lifestyles**) to Canadian travel data. This opens new possibilities in better understanding travel behaviour and more effectively targeting travel markets.*

Editor: *L. McDougall, 613-951-9169*

*Photos courtesy of **Regional Industrial Expansion and the Embassy of the People's Republic of China in Canada.***

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Increase in French Travellers to Canada Outpaces Major European Markets

By John Pachereva

French travellers are putting Canada on their vacation list in record numbers. In 1987, 210,000 of Canada's international visitors carried French passports, the highest visitation level ever from that country (Chart 2).

France represents Canada's fourth most important overseas market following the United Kingdom, Japan and West Germany. The 35% growth from France in 1987 compared to 1986 was the largest European increase, outpacing the overall European increase of 20% as well as West Germany (27%) and the United Kingdom (15%) (Table 5). Compared to 1980, the French market was 57% higher. Again this is well ahead of the growth rates experienced by the major European markets.

The French are second only to the West Germans in average spending per trip (excluding air fares). While travelling in Canada in 1987, the French spent an average of $624, compared to $626 by the West Germans. Their total dollar spending increased 49% from $78.8 million in 1986 to $117.1 million last year. Since the beginning of the decade, spending has ballooned 142%, from $48.3 million in 1980.

This growth can be attributed to a number of factors. The decline in the value of the French franc and the elimination of expenditure restrictions abroad had profound impacts on French travel. Early in 1983, the French Government introduced a set of measures aimed at curbing the

Table 5
Selected Countries to Canada, 1980-1987

	1980	1986	1987
		000's of visits	
United Kingdom	553	439	507
Japan	162	235	312
West Germany	238	236	299
France	**134**	**155**	**210**

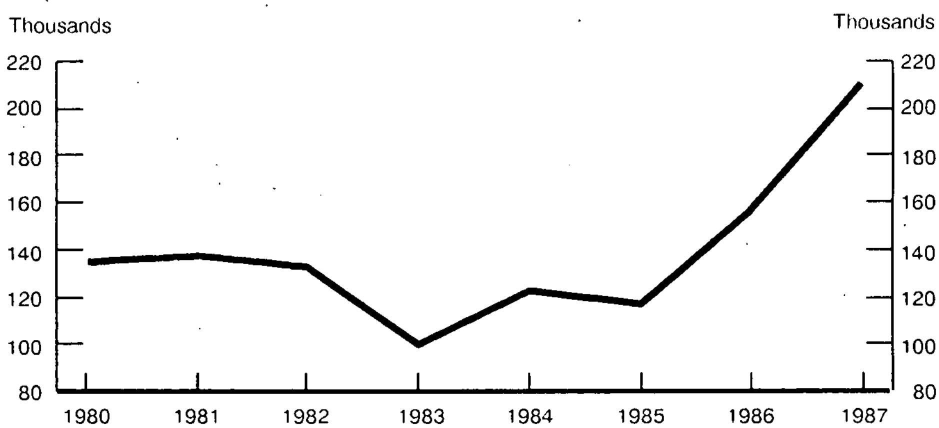
Source: Touriscope: *International Travel, 1987, Catalogue No.66-201.*

Table 6
French Visitors to Canada, 1980 and 1987

	Total	Direct	Via U.S.
		000's of visits	
1980	134	64	70
1987	210	124	86

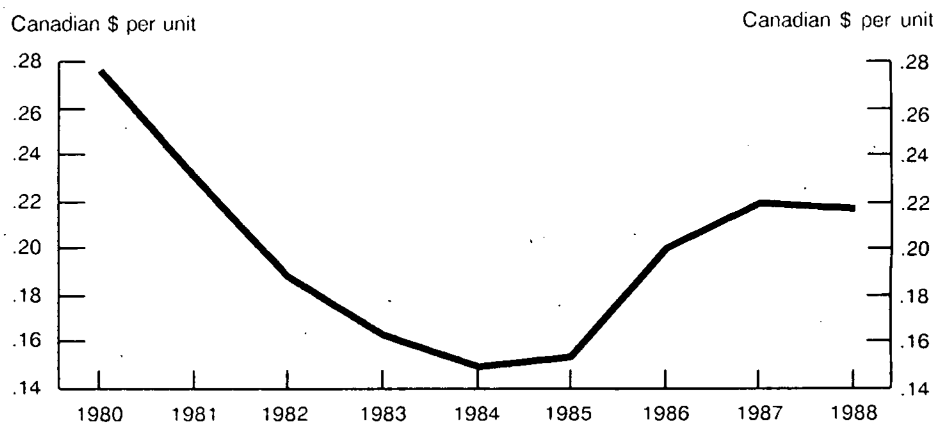
Source: *Touriscope: International Travel. 1987, Catalogue No. 66-201.*

Chart 2
France Outbound Travel to Canada, 1980–1987



Source: *International Travel Survey, special tabulations.*

Chart 3
French Franc in Canadian Dollars, 1980–1987



Source: *Bank of Canada Review.*

▸*Continued from page 4*
growth of French tourist expenditures abroad. These included a 2,000 franc ($325 Canadian) limit per person on tourist expenditures abroad. The use of credit cards was restricted to business travel on company accounts. During that year, there was a noticeable decline in French visitors to Canada; 25% decrease between 1982 and 1983. By mid-1986, this trend had reversed, as allowances of French spending abroad were rescinded. A French tourist was allowed to spend 12,000 francs or $2,410 per person and there was no longer a limit placed upon the use of credit cards.

The French franc declined steadily from 0.28 Canadian in 1980 to a record low in of 0.15 in 1984. By 1987, French travellers could exchange their franc for 0.22 Canadian. Throughout the first six months of 1988, the franc has averaged just under 0.22 (Chart 3).

It is interesting to note the dramatic increase in direct arrivals to Canada by French visitors. In 1980, 64,000 of the total of 134,000 came directly to Canada (Table 6). However, by 1987, 124,000 of the total 210,000 came directly to Canada, an increase of 94% in travel directly to Canada. Travel to Canada via the United States increased by only 22% over the same period.

French travellers are increasingly coming to Canada for a holiday. In 1980, this segment represented 31% of their overnight trips to Canada, the same percentage identified by those visiting friends or relatives. By 1987, leisure travel had increased by 36,000 to now account for 38% of French visitors to Canada and visiting friends or relatives constituted 26% of the total. Business travel dropped from 17% in 1980 to 15% in 1987.

It is not surprising that the most favourite Canadian destination of French visitors is Quebec. In 1987, 56% of all visits were made to this province. Ontario accounted for 30% of all visits. Very few vacations were taken in other provinces: 5% in British Columbia and 4% in Alberta.

A comprehensive study of the French pleasure travel market jointly funded by Tourism Canada and the United States Travel and Tourism Administration found that there are nearly three million French citizens classified as long-haul pleasure travellers, defined as those taking trips to destinations beyond Europe and North Africa. This study also found that 75% of French citizens who are considering international travel are interested in visiting Canada; and half of that number are very interested in Canada as a future destination.

The main features appealing to the French traveller are Canada's national parks and forests and their associated outstanding scenery; wildlife that is found in a natural setting, fishing/hunting and other outdoor activities. Other positive attributes are Canada's accessibility from France, its interesting local people, a French historical connection in Quebec and a quiet and unspoiled atmosphere that exists throughout the country. The French see Canada in a less positive light when it comes to cost (value for money, budget accommodations, travel to and within Canada), climate, and restaurants/cuisine. The French cite sampling local foods and dining out in restaurants as their two top tourism activities.

Preliminary reports for the first eight months of 1988 show that last year's record figures are in all likelihood to be exceeded. From January to August, approximately 181,000 travellers came from France, up 16% from the 156,000 recorded for the same time frame in 1987. Therefore all indications point to a second consecutive year above the 200,000 visitor plateau.

Data Sources:
Touriscope: International Travel, 1987, Catalogue No. 66-201 and special tabulations; Pleasure Travel Markets to North America: France, Tourism Canada, 1987; Tourism Policy and International Tourism in OECD Member Countries, 1984.

John Pachereva is a Researcher with the International Travel Section, Education, Culture and Tourism Division.

Domestic Travel, First Quarter 1988

Day Travel Surpasses 1986 Levels

The first quarter of 1988 was marked by the Calgary Olympics, record breaking mild temperatures, declining gasoline prices and a stronger Canadian dollar. During these winter months Canadians generated just over 26 million domestic trips, 8% above travel volumes of 1986. The majority of this increase was fueled by a 28% jump in excursion or sameday trips (see Chart 4). In 1988, day travellers accounted for 12.2 million trips or close to half the first quarter travel.

The level of overnight travel volumes on the other hand, dipped slightly: from 14.6 million in 1986 to 13.9 million in 1988. This however was still the second highest overnight travel volume attained in the 80's.

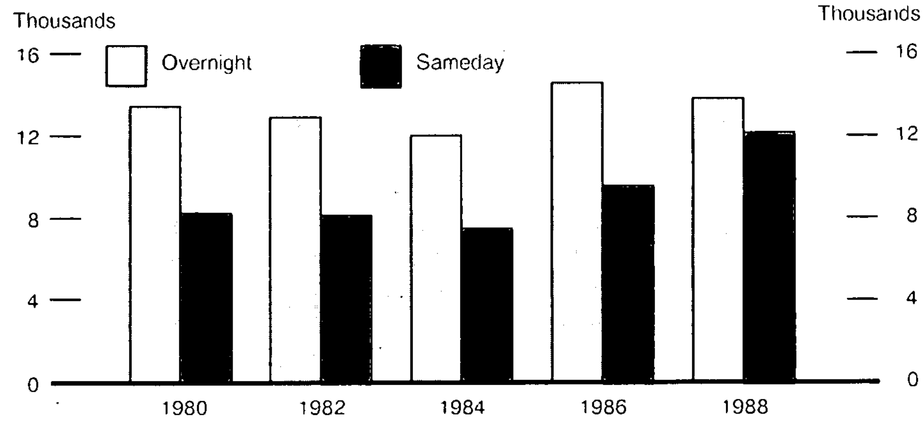
Ontarians and British Columbians Generate More Travel

Ontarians and British Columbians were the only provincial residents to travel more in 1988 than in 1986. British Columbians took 1.6 million overnight trips, up 32% from 1986 which was the largest provincial gain. They travelled more both within and outside their province.

Overnight trips orginating from Ontario reached close to 5 million during the winter months, up 11% from 1986. During that period, Ontarians travelled more in their own province (up 19%) while reducing trips to destinations elsewhere in Canada (down 22%), particularly in Quebec (21% decrease).

The remaining provinces, except for Quebec, showed slight declines between 1986 and 1988. Nonetheless, in most provinces the 1988 travel volumes were above all earlier years.

Chart 4
First Quarter Domestic Travel, 1980–1988



Source: *Canadian Travel Survey, special tabulations.*

Table 7
Overnight Travel by Purpose, First Quarter, 1980-1988

	1980	1982	1984	1986	1988
			000's person-trips		
Total	13,515	13,030	12,057	14,590	13.898
Visiting friends or relatives	5,797	5,209	5,597	6,776	6,797
Pleasure	4,394	3,942	3,590	3,801	3.085
Business	2,269	2,697	1,676	2,971	2,732
Personal	988	1,092	1,057	927	1,227

Source: *Canadian Travel Survey, special tabulations.*

Table 8
Overnight Travel by Mode, First Quarter, 1980-1988

	1980	1982	1984	1986	1988
			000's person-trips		
Total	13,515	13,030	12,057	14,590	13,898
Car	10,948	10,657	10,201	12,073	11,508
Air	1,270	1,194	787	1,246	1,301
Bus	876	785	658	922	754
Rail, Boat & Other	363	360	408	345	335

Source: *Canadian Travel Survey, special tabulations.*

Travel to Visit Friends or Family Remains Stable

Friends or family were the reason 6.8 million Canadians travelled in the first three months of 1988, up marginally over 1986. On the other hand, pleasure or holiday traffic were notably lower than two years ago; 3.1 million in 1988 versus 3.8 million in 1986.

Canadians Take More Airline Flights

Travellers boarded a flight on 1.3 million overnight trips during the winter quarter, 4% above 1986 volumes. Canadians, especially Quebeckers, reduced their winter trip driving by 5%. In 1988, Canadians took out their car on 11.5 million trips, down from 12.1 million during the winter of 1986.

Data Sources:
Canadian Travel Survey, special tabulations.

PROFILE

Packaged Holidays – Who's Selling and Who's Buying

By Laurie McDougall

Open up any newspaper travel section and it is now common to see packaged holiday choices that range from trekking among the peaks of the Himalayas, to spending the weekend solving a murder mystery. Traditionally, packaged tours have been associated with bus trips for seniors, however the specialized mix of choices is attracting a larger market.

In 1985, there were close to 3,600 travel service establishments across Canada serving various traveller needs. This represented a 17% growth over 1983 and a marginal increase from 1984. Ticket and travel agencies account for 87% of these services, while tour operators and wholesalers make up the remainder.

Travel services earning under $250,000 per year accounted for almost two thirds of the total locations in 1985, but only represented 9% of the revenues generated.

Packaged Holidays

Packaged holidays are not as common for Canadians travelling within Canada. In 1986, less than 2% of overnight domestic trips were of this type. Since the majority of Canadians drive their own car and often stay with friends or relatives, the low incidence of package holidays is not surprising. If auto traffic is omitted from the total, the incidence of packaged trips rises to 11%.

When Canadians leave the country however, the services of a travel agent are used much more frequently. According to the Canadian Attitude and Motivation Survey (1983), over half of Canadians travelling beyond Canada or the United States used the services of a travel agent.

Table 9
Travel Services, 1983-1985

Businesses	1983	1984	1985
Travel Services Total	**3,038**	**3,505**	**3,557**
Ticket and Travel Agencies	2,637	3,056	3,098
Less than $250,000	1,979	2,087	2,025
$250,000 or more	658	969	1,073
Tour Wholesalers and Operators	401	449	458
Less than $250,000	189	219	216
$250,000 or more	212	230	242

Source: *Selected Service Industries in Canada, Catalogue No.63-231.*

Table 10
Household Spending on Package Travel Tours, 1982 and 1986

	1982		1986	
	Percent Reporting	Average per Family	Percent Reporting	Average per Family
Package Travel Tours	8	$1,386	11	$1,714
With meals	4	$1,567	5	$1,981
Without meals	4	$1,124	6	$1,328
Other Recreation Services[1]	12	$151	22	$210

[1] Includes sightseeing tours and excursion packages.
Source: *Family Expenditure in Canada, Catalogue No. 62-555 and special tabulations.*

Table 11
Household Spending on Package Travel Tours by Age and Income, 1986

	Package Travel Tour Spending: Percent Reporting	Package Travel Tour Spending: Average Spending per Reporting Family
Age of Household Head		
Under 25 years	6.1	$1,426
25-34	7.9	$1,392
35-44	10.0	$1,600
45-54	13.0	$2,062
55-64	13.0	$1,615
65 and over	12.1	$1,901
Household Income		
Under 10,000	4.4	$636
10,000-14,999	5.0	$1,020
15,000-19,999	8.1	$1,296
20,000-24,999	11.1	$1,351
25,000-29,999	7.6	$1,684
30,000-34,999	10.0	$1,670
35,000-39,999	10.2	$1,971
40,000-44,999	10.4	$1,567
45,000-49,999	14.0	$1,521
50,000-59,999	11.3	$1,885
60,000 and over	22.0	$2,209

Source: *Family Expenditure Survey, special tabulations.*

Consumer Purchases of Package Tours on the Increase

According to the 1986 Family Expenditure Survey (FAMEX), more Canadians purchased package travel tours compared to 1982; 11% in 1986 compared to 8% in 1982. The popularity of sightseeing tours and excursion packages in 1986 contributed to most of this growth. In 1986 approximately 22% had spent money on this category compared to only 12% in 1982.

The rising exodus of Canadians over the 1982 and 1986 period supports the growth of holiday tour packages. Travel to countries other than the U.S. increased most rapidly, with 53% more Canadians recorded over this four year period. Domestic travel, which was influenced by Expo 86, rose 7% between 1982 and 1986.

Spending on packages varies according to the components of the package. Those that included the meal component spent 49% more on

Continued from page 7
average in 1986. Overall, package tour consumers spent an average of $1,714 per household in 1986, up from $1,386 in 1982.

Households earning an income in excess of $60,000 per year accounted for almost one quarter of the package tour consumers. Also purchases of packages was highest among this income group; 22% in this income group compared to 11% for all incomes (Table 11). The older the group the greater the chance of taking this type of holiday. In 1986, 14% of households in the 65-74 year age bracket reported package tour expenses compared to 8% of 25-34 year olds.

Data Sources:
Family Expenditure Survey. 1982 and 1986. Catalogue No. 62-555 and special tabulations; Tourism in Canada. A Statistical Digest, 1986. Catalogue No. 87-401; Selected Service Industries in Canada, Catalogue No. 63-231; Canadian Travel Survey, special tabulations, Touriscope: International Travel, 1986, Catalogue No. 66-201.

International Traveller Profiles Now Available

If you are examining inbound or outbound travel markets, Statistics Canada profile tables will be your key to identifying these travellers. Detailed data is available for Canadians travelling to United States and overseas, and for non-US visitors to Canada. Basic cost of these tabulations (see sample table below) is approximately $150 per year. However, modified versions of these tables will be costed separately. For more information contact, Paul Paradis, Chief, International Travel Section, (613) 951-8933.

Canadians In Mexico – A Profile

	1987
	000' visits
Overnight Visits	338
Visit-nights	3,957
Average nights	12
Spending in Country(000)	$220,729
Average spending	$653
Province of Residence	
Atlantic Provinces	11
Quebec	69
Ontario	149
Manitoba	10
Saskatchewan	8
Alberta	32
British Columbia	58
Purpose	
Visiting Friends or Relatives	14
Other Pleasure	305
Business, Convention & Employment	11
Other	1
Combination of Purposes	7
Duration	
1 night	2
2-6 nights	18
7-13 nights	169
14-20 nights	127
21 nights and over	22
Accommodation	
Hotel & Motel	298
Apartment	17
Home of Friends or Family	11
Camping	2
Other	10
Age	
Under 20	22
20-34	145
35-54	115
55 and over	56

REGIONS

Focus on Halifax

By Bob Chadwick

Halifax, the metropolis of the Maritimes, conjures up images of the majestic Bluenose, Citadel Hill, the Nova Scotia Tattoo and fresh lobster. Each year numerous visitors are drawn to this harbour city at the Eastern extremity of the Canadian mainland.

Canadian Visitors

In 1986, Canadians took 822,000 overnight trips to this Maritime city. Nova Scotians accounted for over half of the travellers, while the majority of the remainder were from New Brunswick, Ontario and Prince Edward Island (Table 12).

Canadians go to Halifax primarily to visit friends or relatives, or for a vacation. In 1986, pleasure and visiting friends or relatives were identified by close to two-thirds of travellers. Business brought 27% of Canadian visitors to Halifax. Homes of friends or family provided accommodation for almost half of the tourist nights spent in Halifax. Hotels and motels accounted for 37% of the nights.

Weekend trips to Halifax represented nearly half of the 1986 travel volumes. Nova Scotians were most likely to visit for the weekend, accounting for 7 out of 10 weekend trips to Halifax.

International Visitors

Halifax is a holiday destination for many American and overseas visitors. Available data indicate that well over 200,000 international visitors reach Halifax each year.

In 1987, over 46,000 American and Overseas residents arrived at the Halifax airport and almost 11,000 were registered at the seaport. The majority of American "sailors" just dropped in for the day (Table 13).

Table 12
Canadian Trips to Halifax, 1986

Province of Origin	Destination Halifax Total	Overnight
	000's person-trips	
Total	1,454	822
Nova Scotia	1,031	422
New Brunswick	152	132
Prince Edward Island	46	44
Other	225	224

Source: Touriscope: *Canadian Travel Survey, special tabulations.*

Table 13
International Visitors, Selected Customs Ports, 1987

Port	United States Residents		Overseas Residents	
	Total	Overnight	Total	Overnight
	000's of visits			
Nova Scotia				
Halifax Airport	25.2	23.9	21.0	21.0
Halifax Seaport	10.3	2.4	0.5	0.5
Yarmouth Ferry	123.1	114.2	0.8	0.7
New Brunswick				
St. Stephen	522.2	187.1	1.5	1.4
Woodstock	207.7	82.1	0.5	0.4

Source: *International Travel Survey, special tabulations.*

Continued from page 8

In view of its geography, Nova Scotia has only one direct entry point for auto travellers. Yarmouth, known as the "Gateway Town", is the terminus for vehicle-passenger ferries operating form Portland and Bar Harbour, Maine. In 1987, 124,000 American and overseas visitors crossed by ferry to Yarmouth. The majority of these visitors were U.S. residents who stayed in Nova Scotia for at least one night.

Others travelling by road, normally reach Nova Scotia after crossing into the Province of New Brunswick through one of two custom ports. Americans travelling on the well-known coastal highway No. 1 can cross at St. Stephen. At Woodstock, the Trans-Canada Highway links with the Interstate Highway System from Maine. Many visitors crossing at these locations return to the United States the same day and therefore probably stay within New Brunswick. However, approximately 270,000 visitors stayed in Canada at least one night and many will have travelled on to Halifax.

Data Sources:
International Travel Survey, special tabulations; Canadian Travel Survey, special tabulations.

Bob Chadwick is a Senior Advisor with the Travel, Tourism and Recreation Section, Education, Culture and Tourism Divison.

DEMOGRAPHIC HAPPENINGS

Immigrants In Canada... A Changing Picture

By Bob Chadwick

Going on a visit to the 'Old Country' may give the reader a vision of a new Canadian heading off on vacation to a country of birth in Europe such as Britain or Italy. However, the 'Old Country' is increasingly likely to be in Asia.

The share of the Canadian population born in other countries has been fairly constant since 1951 (between 14.7% and 15.7%). However, what has changed is their country of birth (Table 14).

According to the 1986 Census, 62% of the immigrant population were born in Europe and 18% in Asia (Table 15). Those born in the United States represented 7% of all immigrants living in Canada. The Caribbean supplied 5%, South and Central America 4%, Africa 3%, and Oceania (Australia, New Zealand and the Pacific Islands) 1%.

While the European-born were still predominant in the total 1986 immigrant population, they represented a steadily decreasing share of the immigrants arriving after 1961. Prior to 1971, Europeans continued to account for over 80% of the immigrant population. By 1986, the number of immigrants of European origin represented only 62% of the total.

Changes in immigration patterns such as these are bound to have a major effect on international travel flows to and from Canada, particularly in the case of trips undertaken for the purpose of visiting friends and relatives. In view of inevitable cultural ties, business and pleasure travel flows are likely to be affected too. Of course, in many cases the original political and economic motivations for immigration may also act as restraints on international visits between immigrants and their country of birth.

Future articles will examine the influence of the changes in the country of birth distribution of the immigrant population of Canada on the direction of international travel flows to and from Canada.

Data Sources:
Statistics Canada Daily, Catalogue No. 11-001.

Table 14
Population of Canada by Place of Birth, 1951-1986

Place of birth		1951	1961	1971	1981	1986
Total	('000)	14,009	18,238	21,568	24,083	25,022
Canada	(%)	85.3	84.4	84.7	83.9 [1]	84.3 [1]
Outside Canada	(%)	14.7	15.6	15.3	16.1	15.7

[1] *Includes immigrants born in Canada.*
Source: *Census of Canada.*

Table 15
Immigrant Population of Canada by Place of Birth, 1951-1986

Country or Continent		1951	1961	1971	1981	1986
Total	**('000)**	**2,059**	**2,844**	**3,295**	**3,867** [2]	**3,937** [2]
	(%)	100.0	100.0	100.0	100.0	100.0
Europe		83.2	85.7	79.7	66.0	62.1
United Kingdom		44.3	34.1	28.3	22.7	20.1
Other Europe		38.9	51.6	51.4	43.3	42.0
United States		13.7	10.0	9.4	7.8	7.2
Asia		2.0 [3]	2.4 [3]	5.0	15.3	17.9
Other		1.1	1.9	5.9	10.9	12.8

[2] *Includes non-immigrants born outside Canada.*
[3] *Excludes Commonwealth countries other than India and Pakistan.*
Source: *Census of Canada.*

A CASE IN POINT

Stevenson, Kellogg, Ernst & Whinney Develops Marketing Strategy for Cape Breton Island

By Rob Duguid

The problem: design an integrated marketing strategy for Cape Breton Island's three national and historic parks. The solution required a variety of both qualitative and quantitative approaches.

Statistics Canada's international and domestic travel surveys, the government of Nova Scotia and Parks Canada data sources were used primarily to determine demographic and travel characteristics of visitors to Cape Breton Island. These studies also helped to determine the Parks' market share of Provincial tourism – both from a visitation and an expenditure perspective.

Attitudes and perceptions towards Nova Scotia and Cape Breton Island were derived from two studies sponsored by Tourism Canada: Canadian Tourism Attitude and Motivation Survey (CTAMS) and the U.S. Pleasure Travel Survey. For example, Americans felt that Nova Scotia:

- "is a vacation I'd really enjoy";
- "has truly beautiful scenery";
- "is a good place to experience different cultures, ways of life";
- "has interesting cities and towns";
- "is very different from other places I know";
- "has lots of things to see and do".

All of the information gained through our analysis of these various data sources, coupled with the results of interviews with local businesses and government officials, were used to develop the strategic marketing matrix specified below (Chart 5).

Through the use of this matrix, a number of different strategic directions for the Parks were derived. For example, an Element 1 strategy entails preserving the status quo – in other words, focusing on current markets and existing products. Element 2 strategies involve product developments whereas getting more mileage out of current products by broadening the market base is suggested for the third element. Element 4 comprises both new product development in conjunction with a marketing thrust.

Our analysis of Statistics Canada data was particularly helpful in priorizing these strategies. For example, we determined that 62% of Canadian visitors to Cape Breton Island originate within a 200 mile radius of Nova Scotia. This has definite implications for the geographic coverage of any marketing and promotional program.

A number of people travelling large distances to Cape Breton Island are interested in camping, but are unable to tow a trailer or pack a tent. This discovery pointed to a need for a packaged camping experience. The parks certainly have an adequate supply of attractive campgrounds and a package camping product would represent one more use of the facilities.

Rob Duguid is a Senior Consultant with Stevenson, Kellogg, Ernst and Whinney Consultants in Regina, Saskatchewan.

Chart 5
Strategic Marketing Mix

	Current Products	Potential Products
Current Markets	Element 1	Element 2
Potential Markets	Element 3	Element 4

TRENDS

Travel Price Index, Second Quarter 1988

By Jocelyn Lapierre

The downward shift recorded in travel prices during the fourth quarter of 1987 and the first quarter of 1988, came to a halt in the second quarter of this year. According to the second quarter Travel Price Index (TPI), prices increased marginally over the first quarter of 1988.

The rise in the TPI was due to moderate price increases in all components. Accommodation prices led the upswing with a 3% increase over last quarter, followed by a 2% growth in costs for inter-city transportation and operation of automotive vehicles. As for food and admission to entertainment, prices rose 1% over the first quarter.

In comparison, the cost of all consumer goods and services as a whole, measured by the Consumer Price Index, attained 143.2, 1% above the first quarter of this year.

Compared to the second quarter of 1987, the TPI recorded a 2% growth in prices, compared to a 4% increase in the CPI. The upward movement in the year-to-year variation of the TPI resulted from higher charges in admission to entertainment (7%), traveller accommodation (7%) and operation of automotive vehicles (4%). While observing a 2% growth in food prices during the same period, these increases were offset to some extent by an 8% drop in intercity transportation prices. The decline in inter-city transportation costs from a year ago is mainly attributable to lower air fares during the second quarter of 1988.

Table 16

Travel Price Index and Components (Not Seasonally Adjusted, 1981 = 100)

TPI components	Second quarter 1988	Per cent change: Previous quarter	Per cent change: Previous year
Inter-city transportation	165.0	1.4	-8.4
Operation of automotive vehicles	143.7	1.5	3.9
Traveller accommodation	155.7	2.8	6.9
Food – total	135.1	1.0	2.0
Admission to entertainment	165.0	1.0	7.4
Consumer price index	143.2	1.3	4.0
Travel price index	**147.4**	**1.0**	**2.3**

Source: *Consumer Price Index, Catalogue No. 62-001.*

ANNOUNCEMENTS

Canadian Travel Survey

First quarter 1988 domestic travel results are now available. Micro data tapes can be purchased for $500 per quarter. If you would like more information, contact the Travel, Tourism and Recreation Section at (613) 951-9169.

Tourism In Canada, A Statistical Digest, 1988 Catalogue No. 87-401

Don't know where to find information on the tourism industry? Let your fingers do the walking through the Digest pages. "Tourism in Canada, A Statistical Digest" is chock full of current facts and figures on the demand and supply side of tourism. Issues that are vital to tourism industry players are presented by experts in the field.

Touriscope: International Travel, 1987, Catalogue No. 66-201

Canadians set a record for trips to overseas locations during 1987. Japanese travellers are now Canada's second most important tourist market. You'll discover these significant trends and more in the 1987 international travel report, available later this month.

Canada: A Portrait

Test Yourself with the new **Canada: A Portrait** Mini Quiz

As a specialist in the increasingly competitive travel industry, you'll be expected to know all about Canada. Could you answer questions like these?

- How many km^2 of national parkland are there in Canada?
- Who was the first francophone Prime Minister of Canada?
- What ancestry, after French and English, do the greatest number of Canadians call their own?
- How many stones were used in the construction of the Peace Tower?

The ideal portable companion for industry specialists, tourists and travellers alike, **Canada: A Portrait is:**

- a unique addition to convention and meeting packages
- the perfect welcoming gift and souvenir for visitors and tourists
- a handy, easy-to-use source of the latest facts and figures on Canada.

Canada: A Portrait will be available April 1, 1989 at a suggested retail price of $19.95. But as a special pre-publication bonus to the travel industry, Statistics Canada is offering a 50% discount on orders of 10 or more copies placed before December 31, 1988.

Take advantage of this special offer today – you will not be billed until next spring.

For additional information about this Special offer, contact the **Canada: A Portrait** Marketing Co-ordinator at (613) 951-1114 or (613) 951-1096.

And now for the answers from **Canada: A Portrait** ....

- Canada's 31 national parks occupy 180,000 km^2.
- Wilfred Laurier was the first francophone to be elected Prime Minister, the year was 1896.
- The third largest national ancestry in Canada is Scottish.
- As for the last question, you're on your own. -- The Peace Tower is located on Parliament Hill in Ottawa, and you may want to bring your own adding machine!

TOURISCOPE INDICATORS

			Percentage Change	
		Quarter II 1988	Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	9,327	66.7	-3.1
Overnight visits	T	3,271	127.2	-2.4
By auto	T	2,221	144.3	-3.5
From Overseas	T	729	151.4	15.5
Top Five Countries				
United Kingdom	T	149	238.6	19.2
Japan	T	85	136.1	25.0
West Germany	T	76	181.5	5.6
France	T	63	215.0	26.0
Italy	T	20	100.0	11.1
CANADIANS OUTSIDE CANADA				
To United States	T	12,755	28.9	11.8
Overnight visits	T	3,215	22.4	10.6
By autc	T	2,120	53.6	11.8
To Overseas	T	597	-35.4	1.7
INDUSTRY SECTOR				
Airline passengers	T	5,914	-6.3	-6.0
Airline passenger-km	M	13,071	0.1	4.6
Inter-city bus passengers	T	4,421	-6.9	-13.3
Restaurant receipts	M	4,064	18.8	13.5
PRICES				
1981 = 100 (not s.a.)				
Travel price index		147.4	1.0	2.3
Consumer price index		143.2	1.3	4.0
Restaurant meals		142.9	1.3	4.3
Inter-city transportation		165.0	1.4	-8.4
Gasoline		135.7	1.6	1.5
ECONOMIC				
1981 = 100 (s.a.)				
Gross domestic product	M	394,465	0.9	5.0
Amusement and recreation	M	2,481	-6.8	4.8
Accommodation and food services	M	8,750	1.6	8.1
Personal disposable income per capita		14,725	1.2	3.9
LABOUR FORCE				
Labour force(s.a.)	T	13,358	0.3	2.0
Unemployed	T	1,206	14.7	1.8
Employed	T	12,332	0.5	3.6
Accommodation and food services	T	720	5.3	-0.4
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.2298	-3.0	-7.7
British Pound		2.2649	-0.6	3.5
Japanese Yen		0.009786	-1.2	4.7
German Mark		0.7207	-4.7	-2.4
French Franc		0.2130	-4.8	-3.7
Mexican Peso		0.000535	-4.3	-50.8

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