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Travel-104

Tourism Education Training – Are Students Signing Up?

BY DOUG LYND

Touriscope

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University and college classrooms are filling up with tourism students ...

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Canadians are travelling now more than ever before – in 1988, 71% of the population travelled to a destination in Canada, the U.S. or overseas ...

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Airfare costs drive first quarter travel prices upwards.

Many students probably have memories of their first summer job in the tourism industry. From slinging hamburgers at a restaurant, greeting campers at a provincial park, to cleaning rooms in a motel or hotel, the tourism industry has provided short term jobs for much of Canada's youth.

The rapidly growing tourism industry has undergone many changes over the past few years. The industry has become more complex and competitive and consequently requires more sophisticated skills for ensuring its successful development. The need for and the importance of tourism training in furthering these skills are becoming increasingly important.

Education Levels Increasing

The level of education of the tourism labour force has improved over the past few years, but it is still below most industries. In 1986 the number of persons in the

tourism labour force with schooling beyond high school was four times greater than 1971. This growth shifted the proportion of tourism¹ employees with more than high school education from just 16% in 1971 to 41% in 1986. The share for all industries grew to 53% of the workforce in 1986, from 22% in 1971 (Chart 1).

Depleting Supply of Youth

Over the past twenty years the number of children in Canada has remained relatively constant. Therefore, the number available to attend postsecondary institutions is not likely to change dramatically now for many years. Furthermore, declines in postsecondary enrolment are a distinct possibility in the immediate future, and as a result, industries that want a greater share of the work force will have to obtain them at the expense of other industries.



►Continued from page 1

To achieve this result, the tourism industry will have to be more competitive in hiring within the existing labour force and/or gain a greater share of new entrants to the labour force. Recent trends in postsecondary enrolments suggest that the latter is achievable, at least for entrants coming directly from the education system.

More Students Enrolling in Tourism Programs

The number of students taking full-time university programs related to the tourism field² has expanded 50% since 1980 (Table 1). This is double the increase of 25% recorded for all university students. Tourism program enrolment growth has been the most pronounced since the academic year 1983-84 (Chart 2).

A similar pattern emerges at the college level. Tourism student enrolment expanded 55% between 1980 and 1988, compared to a 20% increase overall. In fact, tourism enrolment surpassed the growth in all college enrolment since 1981-82 (Chart 3).

Although tourism programs account for a relatively small share of college students, the proportion is growing. In the Fall of 1987, 4% of all full-time college students were registered for postsecondary programs related to tourism compared to 3% in 1980 and 2.4% in 1975. At university level, the trend is the same although the percentages of students taking tourism-related courses are much smaller: 0.64% in 1987; 0.57% in 1980; and 0.45% in 1975.

Tourism Graduates Seek Other Occupations

Despite the surge in students studying tourism, those who actually become employed in the tourism industry after graduation may not increase by the same order of magnitude. Graduates of postsecondary programs related to tourism have found jobs in the past in a wide variety of occupations and industries. A 1984 study of work experiences of 1982 postsecondary graduates shows that only 2 of 5 graduates of tourism related programs were employed in tourism occupations.

Non-Tourism Graduates Find Jobs in Tourism

However, the industry compensated by hiring a large number of graduates from other fields of study. In fact, two-thirds of the 1982 graduates that were working in the tourism industry held a degree or diploma from another discipline.

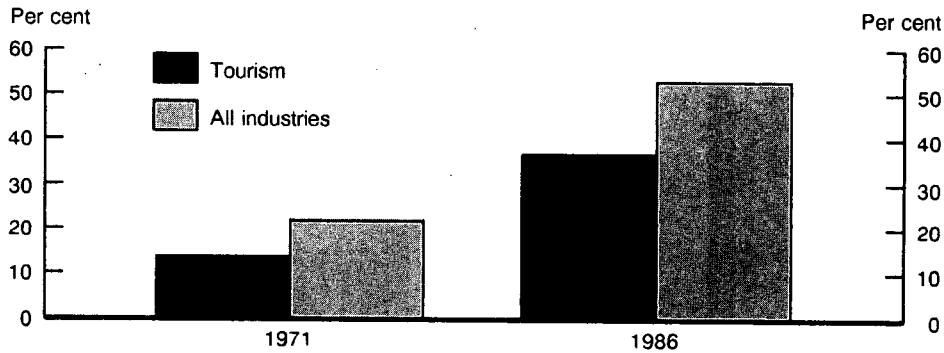
¹ Includes air transport, accommodation and food services industries.

² For the purpose of this article, the tourism field includes the following programs:

College: Hotel/Restaurant/Resort Management; Food Services; Travel and Tourism; Food Serving; Hospitality and Tourism Services.

University: Hotel and Food Administration; Food Science and Nutrition.

Chart 1
Labour Force With More Than High School Education,
1971 and 1986



Source: Census of Canada.

Chart 2
Full-time University Enrolment, 1980-1988

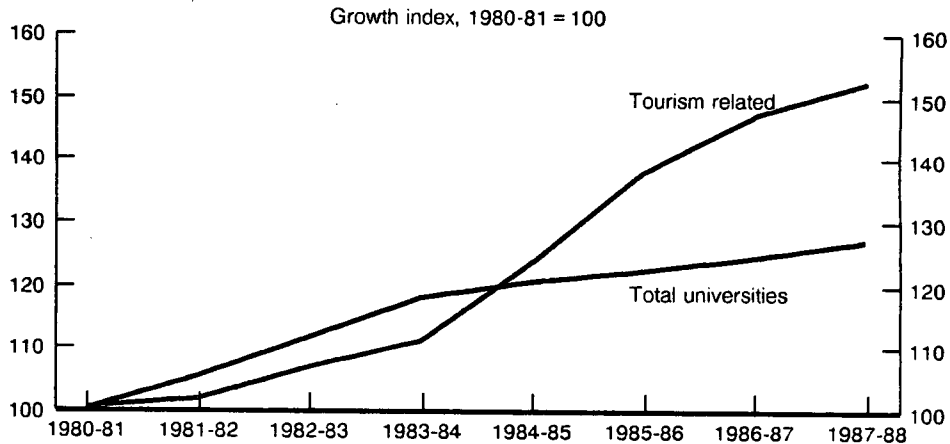


Table 1
Full-time University and College Enrolment

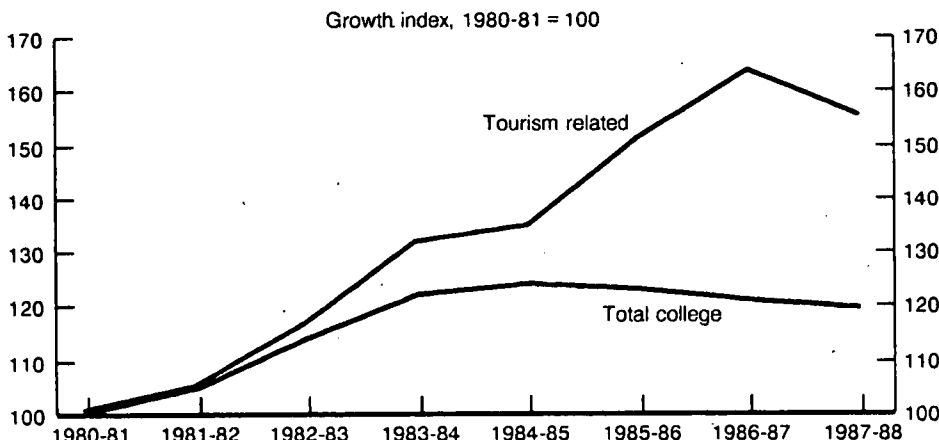
Enrolment	81-82	82-83	83-84	84-85	85-86	86-87	87-88
University Tourism	2,434	2,561	2,658	2,970	3,307	3,534	3,655
College Tourism	5,782	6,436	7,266	7,437	8,341	9,046	8,583

Source: University Student Information System, Community College Student Information System.

Although the industry gains employees from other disciplines, retention is a problem. The 1982 graduating class from colleges had 3.1% of their classmates employed in tourism related jobs in 1984. However, by 1987, the numbers had declined such that only 1.7% remained, a decrease of 45%.

Whether a student had studied a tourism related program or not made little difference as almost an equal percentage of each group left for employment in other industries. As a result, the proportion of graduates working in the field without related qualifications remained relatively constant at about 65% from 1984 to 1987.

Chart 3
Full-time Community College Enrolment, 1980-1988



On the basis of a study completed in 1985, graduates from the postsecondary education sector were only expected to meet 36% of the required number of new employees to 1990 and 27% of those required to the end of the century.

Recent trends in enrolment confirm that the earlier projections are realistic if the proportions finding jobs in the field do not change dramatically. However, if 1982 graduates are representative of other groups of graduates, whereby many initially enter the industry and then leave soon after, then the tourism industry may find that the future holds even greater labour shortages than have been predicted to date.

Data Sources:

Tourism In Canada, A Statistical Digest, Cat. no. 87-401; "A Study of Canada-wide Institutionalized Tourism/Hospitality Programs and their Ability to Meet Canada's Future Growth of the Tourism Sector"; University and College Student Information Systems.

Doug Lynd is the Chief of the Post-Secondary Section, Education, Culture and Tourism Division.



Travel-log

Editor's Note...

The Fall Issue will feature the latest international business travel trends. Find out where Canadian business travellers are headed and how this has changed throughout the 80's.

Editor: L. McDougall, 613-951-9169

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Domestic Travel - 1988 in Review

By Laurie McDougall

Throughout 1988, Canadians took more trips¹ within Canada than any other surveyed year in the 80's. They travelled on over 133 million trips, 14% more than the record high in 1986 and 20% above 1980. Domestic travellers spent at least one night away on close to 80 million of these trips, resulting in a 6% growth over the 1986-1988 period and a 7% expansion from 1980.

The tremendous growth in day outings fueled much of the overall domestic travel increase over the 1986-1988 period. Same day excursions jumped 30% to almost 54 million in 1988. Increases are even more dramatic compared to the beginning of the 80's (Chart 4).

Overnight Travel

Newfoundlanders had the highest increase in domestic travel between 1986 and 1988. British Columbians revealed the second largest increases in domestic travel: they took 15% additional trips over the 1986-1988 period. Their 1988 travel volumes were also substantially higher than most earlier years. The province of Ontario also produced a higher level of domestic travel in 1988.

Business Travel Booming

Domestic business travel activity flourished during 1988. Business travellers took almost 12 million overnight business trips, an increase of 10% from 1986 and 25% above 1980. Canadians also took more trips to see friends or family: 32.4 million, up 8% from 1986. Pleasure travel increased only slightly over the two-year period and was actually below the record 33.3 million in 1980.

Air Travel Becoming Increasingly Popular

Canadians purchased airplane tickets for 6 million of their domestic journeys during 1988, representing an 8% increase from 1986 and a 19% expansion since 1980.

Chart 4
Domestic Travel Trends, 1980-1988

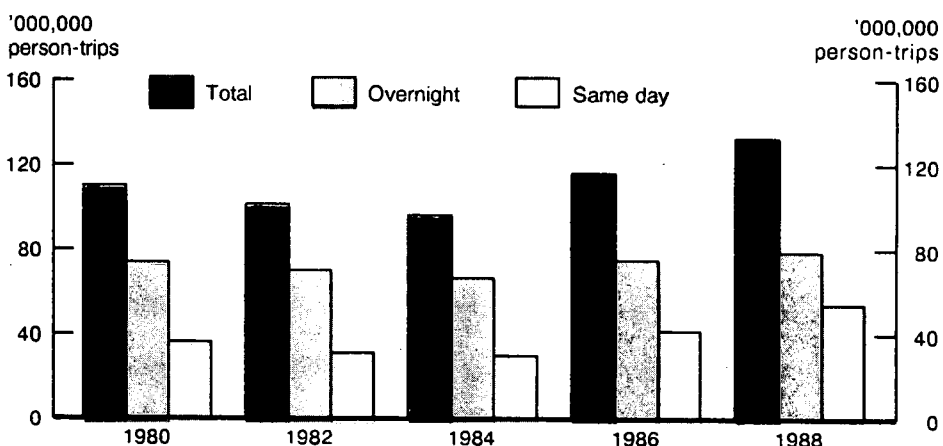


Table 2
Domestic Travel, 1986 and 1988

Origin	1988 Total	Overnight	Percentage Change 1986-1988	
			Total	Overnight
000's				
Canada	133,273	79,460	14	6
Nfld.	2,399	1,364	55	31
P.E.I.	346	212	11	-6
N.S.	4,701	2,348	7	-4
N.B.	3,335	1,853	11	0
Que.	27,948	16,741	8	-5
Ont.	50,369	30,279	19	13
Man.	6,557	3,878	5	-1
Sask.	7,349	4,568	-1	2
Alta.	17,973	10,315	13	3
B.C.	12,296	7,901	24	15

Source: Canadian Travel Survey.

Table 3
Overnight Domestic Travel By Purpose, 1980, 1986 and 1988

	1988	Percentage Change	
		80/88	86/88
000's			
All Purposes	79,460	7	6
Visiting Friends and Relatives	32,407	21	8
Pleasure	30,285	-9	3
Business	11,671	25	10
Personal	4,639	2	1

Table 4
Overnight Domestic Travel By Mode, 1980, 1986 and 1988

	1988	Percentage Change	
		80/88	86/88
000's			
All Modes	79,460	7	6
Auto	68,952	8	6
Plane	5,991	19	8
Bus	2,512	-24	-16
Rail	1,257	11	16
Boat and Other	737	35	-3

Continued from page 4

Travellers also boarded the train more frequently in 1988 compared to 1986. Auto trips, which still account for the bulk of domestic travelling rose 6% to almost 69 million overnight trips. Bus travel declined over 1986-1988, probably in part due to the strike that took place in the busy summer period of 1988.

The Aging Traveller

Perhaps one of the most notable changes throughout the 80's has been the change in the age of the travelling population. Reflecting the aging population structure is the corresponding decline in the youth travellers and an increase in older Canadians. In 1988, travellers aged 65 and over took 4.7 million overnight trips, 12% above 1986 and a 56% jump from 1980. Over the same time frame, youth travelled on 12.1 million outings, down 7% from two years earlier and 23% in contrast to 1980.

¹ Defined as travel to a domestic destination 80 km or more from respondent's home.

Data Sources:

Touriscope: 1986 Domestic Travel, Catalogue No. 87-504; Canadian Travel Survey, special tabulations.



British Visit Canada in Record Numbers

By Bob Chadwick

Canada continues to be a popular destination for tourists from the U.K. Over 500,000 visitors from the Isles arrived here in 1988, 20% more than in 1987 and 8% above the previous record high in 1980¹ (Chart 5).

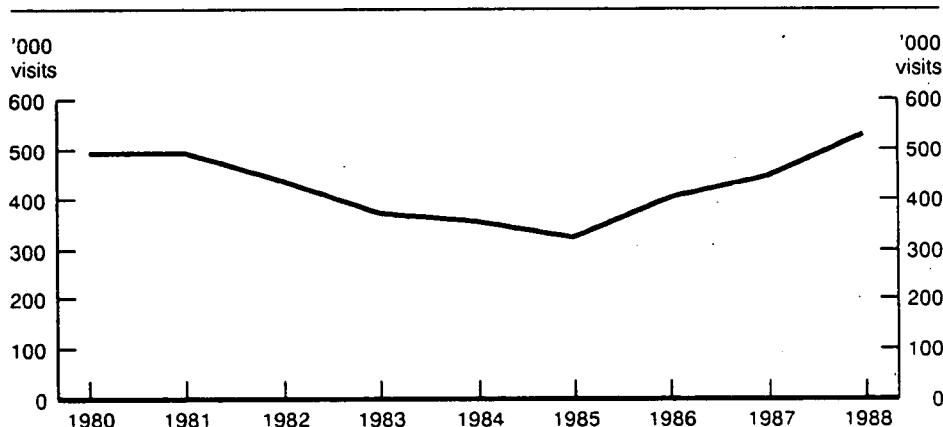
The U.K. has invariably been Canada's leading overseas tourism market, but its relative importance has diminished steadily over the years with the growth of new sources of visitors, notably from the Pacific Rim countries. Despite the record high in 1988, the U.K. represented less than 20% of overseas visits, down from 27% in 1980. In terms of spending, the U.K. share declined to 15% from 22% over the same period (Table 6).

Table 5
Overnight Domestic Travel By Age, 1988

	1988	80/88	
		Percentage Change	
	000's		
All Ages	79,460	7	6
Under 15	14,873	4	13
15-24	12,161	-23	-7
25-44	31,728	20	7
45-64	16,012	17	5
65 and over	4,687	56	12

Source: Canadian Travel Survey.

Chart 5
UK Visitors to Canada, 1980-1988



Source: International Travel Survey.

Table 6
The United Kingdom Share of Canada's Overseas Tourism Market, 1980 and 1988

Year	Overseas Visitors to Canada			Overseas Spending in Canada		
	U.K.	Total	U.K. Market Share	U.K.	Total	U.K. Market Share
		000's	%	\$'000,000		%
1980	489	1,822	27	163	740	22
1988	527	2,722	19	257	1,726	15

Source: International Travel Survey

Table 7
U.K. and Total Overseas Visitors, by Purpose and Selected Characteristics, 1988

Characteristic	All Purposes	Business	Visiting	Pleasure
Purpose:			percentage	
Total overseas	100	11	35	39
U.K.	100	9	53	20
Average duration:			nights	
Total overseas	13	9	16	10
U.K.	13	6	15	10
Average spending per visit:			dollars	
Total overseas	643	784	543	683
U.K.	487	688	429	534
Average spending per night:				
Total overseas	51	86	34	71
U.K.	38	116	28	56

Source: International Travel Survey.

▶Continued from page 5

A feature of the British travel market over the past two decades is that it appears to have been strongly influenced by changes in relative effective price levels. Differences between countries in their effective price levels can be caused either by uneven rates of price inflation or by changes in foreign exchange rates. With similar rates of price inflation in Britain and Canada during the eighties, the exchange rate has been the main factor in determining changes in relative effective price levels between the two countries.

Year to year changes in the number of visitors from the United Kingdom have closely corresponded with fluctuations in the rate of exchange between the pound and the dollar. When the value of the pound peaked in 1980, so did travel to Canada. During the following five years, a slippage in the number of British visitors coincided with a declining pound (Chart 6).

1988 may be an exception to the pattern, because the 20% increase in U.K. visits accompanied a leveling off in the pound. This could possibly be a delayed reaction to previous increases or it could be that other influences were at work, such as increased disposable income in British households, low air fares and forceful Canadian marketing programs.

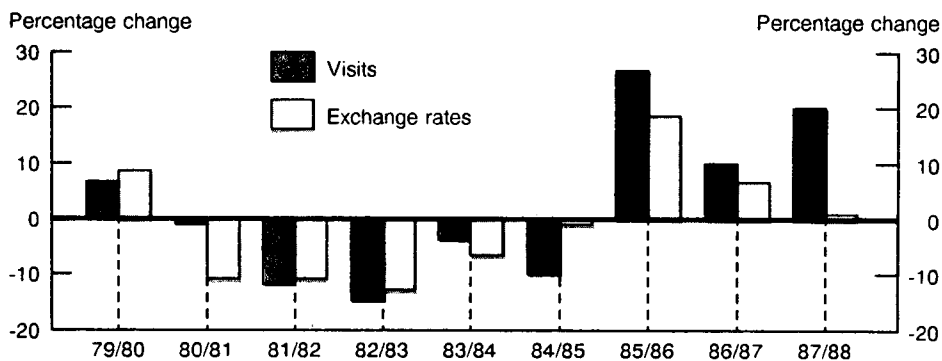
Canada is in competition with a number of other destinations for the overseas tourist dollar. One such destination is the United States. But this competition may be more apparent than real because Canada consistently receives about 35% of its British visitors via the United States.

Another long-haul destination in competition with Canada is Australia/New Zealand, which has increased its share of the U.K. market. If recent trends continue, the Australia/New Zealand share could exceed that of Canada within a few years. In showing a growing preference for "down-under", residents of Britain apparently now perceive that the advantages of a warm climate and the wide availability of package tours outweigh the disadvantage of distance.

The British favour arriving here in the summer months (48%) or the spring (28%). Ontario is the province most often included in their itineraries, showing up in three-quarters of their Canadian trips. British Columbia is the second favourite, included in one itinerary in three. Alberta, Quebec, Manitoba and Nova Scotia are other popular destinations.

¹ All travel data in this article refer to visits to Canada with a duration of one or more nights.

Chart 6
Changing Exchange Rates and UK Visits to Canada, 1980-1988



Source: International Travel Survey; Bank of Canada.

In recent years more U.K. residents have been coming here purely for pleasure. Although family and friends remains the major drawing card (53%), the pleasure segment has been growing at a faster rate (Table 7). Over 100,000 cited pleasure as their main motive in 1988, a 42% jump over the previous year. In fact, pleasure travel nearly tripled in volume between 1985 and 1988.

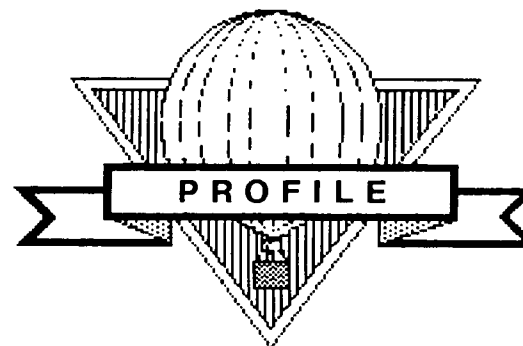
They spend less per visit than the average overseas traveller in Canada, possibly in part because of their large VFR segment. However, they spend less regardless of purpose of trip.

It remains to be seen whether the recent spurt in visits from the U.K., particularly pleasure travel, will persist, or will fade away as part of a cyclical pattern, temporarily obscuring a long term decline in the relative importance of the U.K. tourist market for Canada.

Data Sources:

Touriscope: International Travel, Catalogue No. 66-201; Bank of Canada Review; Digest of Tourism Statistics No. 12, British Tourist Authority.

Bob Chadwick is a Special Adviser, Tourism, in the Education, Culture and Tourism Division.



Canada's Travelling Population

By Laurie McDougall

Canadians are broadening their travel itineraries, according to the 1988 Canadian Travel Survey¹ (CTS). Throughout 1988, over 14 million Canadians travelled somewhere in Canada, the U.S. or overseas. These travellers represented 71% of the population² (15 years of age and over) in 1988. Travel participation remained unchanged compared to 1986 but had increased from 1984 (Table 8).

When Canadians pack their bags they are most likely headed for a location somewhere in their own province or elsewhere in Canada. In 1988, 12.9 million Canadians or 64% of the population took a domestic trip. The tendency for people to take a domestic trip increased slightly from 62% in 1984.

¹ In the 4th quarter of CTS, respondents are asked if they took an overnight non-business trip at least 80 km from their home, in the previous 9 months to Canadian or international destinations. It is therefore possible to derive participation rates for the Canadian labour force population. No detailed information about these trips is collected.

² Refers to the Labour Force Survey population which are those Canadians 15 years of age and over.

Despite the dominance of domestic travel participation, an increasing number of Canadian travellers are selecting places further afield. In 1988, 4.5 million Canadians or 23% of the population chose U.S. locations, compared to 19% in both 1986 and 1984.

Overseas destinations are also becoming increasingly popular for Canadians. In 1988, 1.7 million people went on at least one non-business trip overseas. The participation rate for overseas destinations has risen steadily from 6% in 1984 to 9% in 1988.

How the Provinces Stack Up

Travel participation varies depending on where you live in Canada. Saskatchewan had the highest overall travel rate, largely due to an above average tendency for domestic travel (81%). This pattern could be related to the long distances between communities in this province and the corresponding distance restriction of 80 km in the CTS.

On the other hand, Newfoundlanders and P.E.I. residents reported the lowest overall travel participation. The tendency to make a domestic trip was lowest in Quebec (57%), followed closely by P.E.I., then Newfoundland (Table 9).

Manitobans had the greatest likelihood of travelling south of the border (31%) compared to their Saskatchewan neighbours which had one of the lowest travel rates to the U.S. (15%). British Columbians had the second highest tendency to venture to the U.S. Ontario residents followed closely behind.

Overseas travel participation was greatest among Ontarians. In 1988 just under one million Ontarians or 13% of the provincial population travelled abroad compared to 9% for all of Canada. Albertans and British Columbians tied for second place with 7%, while Quebecers were third at 5%.

This pattern appears to be continuing into 1989 according to International Travel Survey results³ as Canadians set record levels for trips to the U.S. and particularly overseas.

³ The International Travel Survey collects detailed information on international travel of Canadians and visitors coming into Canada each year. The Canadian Travel Survey is conducted every 2 years. The next survey will be conducted in 1990.

Data Sources:

Canadian Travel Survey, special tabulations; Touriscope: International Travel, Cat. No. 66-001p.

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

Table 8

Canadian Travel Participation, 1984, 1986, 1988

	Population			Participation Rate		
	1984	1986	1988	1984	1986	1988
	000's			%		
Total Population¹	19,274	19,715	20,020			
Travellers:						
All Destinations ²	13,103	13,952	14,225	68	71	71
Canada	11,847	12,636	12,854	62	64	64
USA	3,656	3,746	4,529	19	19	23
Overseas	1,188	1,384	1,732	6	7	9

¹ Refers to the Labour Force Survey population which includes those Canadians 15 years of age and over.

² The sum of Canada, USA and overseas destinations exceeds the total because someone may travel to more than one destination.

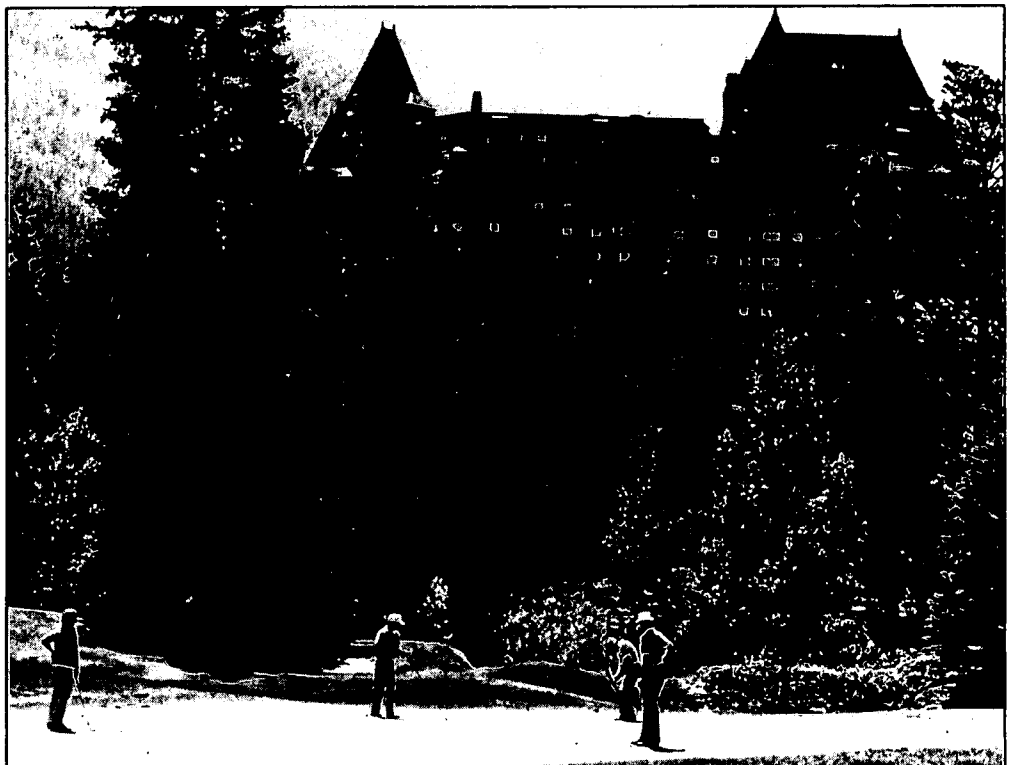
Source: Canadian Travel Survey, special tabulations.

Table 9

Travel Participation by Province, 1988

	Population	Participation			
		All	Canada	USA	Overseas
	000's	%			
Canada	20,020				
Newfoundland	425	62	61	5	2
Prince Edward Island	97	62	58	10	3
Nova Scotia	674	70	67	14	2
New Brunswick	544	68	63	21	2
Quebec	5,199	64	57	19	7
Ontario	7,416	72	63	26	13
Manitoba	802	76	68	31	6
Saskatchewan	730	83	81	15	4
Alberta	1,795	81	77	21	7
British Columbia	2,337	75	67	29	8

Source: Canadian Travel Survey, special tabulations.





Vancouver

by John Pachereva

Vancouver, the third largest metropolitan area in Canada, has numerous attractive features enticing tourists: a backdrop of mountains, a temperate coastal climate, closeness to outdoor facilities such as Whistler and Blackcomb ski resorts and Stanley Park, to name a few.

Domestic Travel Market

In 1988, Canadians picked Vancouver as a domestic destination on close to 3 million trips, a decrease of 17% from the record 3.4 million during the year of Expo. Overnight trips declined at a more noticeable rate: 2.9 million in 1986 to 2.2 million in 1988.

The majority of visitors to Vancouver hail from British Columbia. Six out of every ten overnight trips to Vancouver originated within the provincial boundaries, with the capital of Victoria being the foci of 20% of all provincial travel. Albertans accounted for 41% of all interprovincial travel to Vancouver, while Ontario contributed the next largest interprovincial visitor supply, with 35%.

Canadians travel to Vancouver to visit friends or relatives (35%), or for pleasure (24%). Business travel was cited by 29% of the provincial inhabitants and 34% of non-residents. Trips made for personal reasons (visiting a lawyer, attending a funeral, etc.) accounted for 10%.

Homes of friends and relatives provided accommodation for half of interprovincial visitors and almost three-quarters of B.C. residents. Hotels and motels accounted for almost 4 out of 10 non-resident nights but just one quarter of the lodging for British Columbian travellers. Camping and cottages made up 9% of the nights spent in Vancouver in 1988 by non-B.C. residents.

Approximately 71% of overnight out-of-province visitors to Vancouver touched down at Vancouver International Airport, while 26% took their car. Only 11% of travel within the province arrived by air. The majority of British Columbians

travelled to Vancouver by car (77%). A further 10% left the driving to someone else, and travelled by bus. British Columbians take trips to Vancouver throughout all seasons. Canadians from other provinces are more likely to visit during the warm summer months. In 1988, almost half of interprovincial trips were taken during this period.

International Visitors

Vancouver is in close proximity to four border crossings¹, which makes travel back and forth across the border convenient for international visitors. These are situated at Aldergrove, Whiterock (Pacific Highway), Boundary Bay, and Huntington, which are within a 50 km radius of Vancouver. In addition, numerous tourists travel via the Vancouver International Airport.

Land Ports

International overnight traffic at the four land ports, which is dominated by American visitors, increased 2% to 1.2 million in 1988. During 1986, the year of Expo, a record 2.5 million visitors arrived in B.C. through these ports. However, compared to the years leading up to Expo, the accelerated growth continues.

The bulk of this traffic crosses the port at Pacific Highway, which links Vancouver and Seattle, Washington.

Arrivals at Vancouver International Airport

American and overseas arrivals at the Vancouver International Airport increased 15% to approximately 800,000 in 1988, thereby making this the second busiest airport behind Toronto's Pearson. Again, these figures are below those noted for 1986 when 835,000 international jetsetters touched down on the tarmac at Vancouver.

In 1988, 370,000 Americans cleared customs at Vancouver International, up from 343,000 in 1987, but 25% below record number in 1986. On the other hand, overseas air traffic to Vancouver has not slowed down since 1986. The 430,000 overseas arrivals in 1988 resulted in an increase in traffic of 16% from 1986 and 22% from 1987.

Growth in Asian Market

Leading the surge in overseas travel to Vancouver has been the Asians. The Asian market now represents 43% of all offshore arrivals, while another 40% comes from Europe.

The Japanese make approximately one out of every four trips to Vancouver, while residents of the United Kingdom are the next most frequent visitors at 16%. Rounding out the top five overseas visitors are Hong Kong 9%, West Germany 10% and Australia with 7% of all visits to Vancouver.



The changing cosmopolitan makeup of Vancouver has no doubt influenced this visitor trend. Although the bulk of its original inhabitants came from either the British Isles or the United States, it has become the home for numerous immigrants from the Pacific Rim area.

¹ It should be noted that all of the traffic through these four land ports may not be destined for Vancouver but for other B.C. locations. As well, traffic at other land ports could be destined for Vancouver.

Data Sources:

International Travel Survey, special tabulations.

John Pachereva is an Analyst with the Education, Culture and Tourism Division.

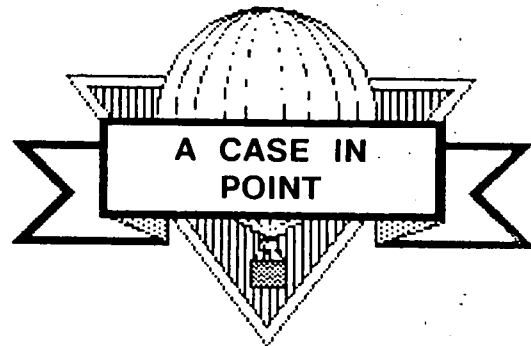
Putting off marriage until they are a few years older is also a growing trend. Just 34% of grooms were under 24 years of age, in 1985 in contrast to 60% back in 1971. Brides are generally younger than males but they are also putting off marriage: in 1986 slightly more than half of brides were in that same age category compared to 76% in 1971.

Young Canadians are now more likely to hold part-time jobs: from 20% of young workers in 1976 to 32% in 1987. This compared with an increase from 11% to 15% for all ages.

The youth share of the domestic travel market has also diminished steadily since the beginning of the decade. In 1988, they took just 14% of all domestic trips, compared to 20% in 1980. Despite a decreasing share of trips though, youth have a higher travel participation rate. During the summer of 1988, 53% of 15-24 year olds travelled within Canada, compared to 50% in 1986.

Data Sources:

Youth in Canada, Selected Highlights, Catalogue no. 89-511; Canadian Travel Survey, special tabulations; Touriscope: Domestic Travel, 1986, Catalogue No. 87-504.

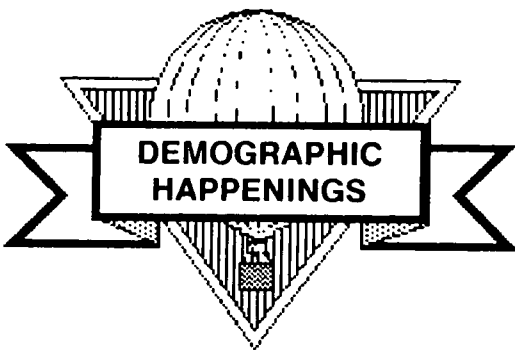


Changing Camping Trends In B.C.

By Brian Dyck

British Columbia, with its beautiful mountains, wide variety of lakes and rivers and miles of ocean coastline, offers tremendous camping potential. Provincial parks, which are one of the major suppliers of camping opportunities in B.C., have experienced shifting visitor patterns. Visitation at provincial park campgrounds rose quite steadily in the latter half of the 1970's, however, attendance fell about 19% from 1981 to 1985.

This trend prompted the Ministry of Parks to ask several questions: Is this downward trend in camping use occurring among other campground suppliers in B.C.? Is this trend being affected by any particular geographic market group? How much money is spent during camping trips to British Columbia? To begin to address these questions, results from the Canadian Travel Survey were examined.



Canada's Changing Youth - Selected Highlights

Youth - they are a changing. In 1986 there were 4.2 million Canadians who celebrated their 15-24th birthday. They represented just 17% of the population compared to a stronger representation of 20% in 1976. By the year 2001, it is estimated that youth will make up only 13%.

Education is becoming more and more of a priority among youth, especially females. During 1986 approximately 33% of female youth completed some post-secondary education, while only 26% did so in 1976. On the other hand, 29% of their male counterparts finished some post-secondary education during 1986, up from 25% in 1976.

Almost half (48%) of the youth population with postsecondary qualifications were concentrated in two major fields of study: the "Commerce, management and business administration" field (25%) and the "Engineering and applied science, technologies and trades" field (23%).

Canada's youth are opting to stay in the family nest longer. In 1986, 68% of youth lived with the folks, while 64% did so in 1976. Males are more likely than females to stay at home longer. The change was most noticeable for 18 to 24 year olds. In 1976 half were still living at home compared to 57% in 1986.



Shifts in Camping Use

Campgrounds are the second most popular accommodation used by Canadians travelling in British Columbia, accounting for 16% of all nights spent in that province during 1986. Between 1984 and 1986, Canadians spent 16% more nights in B.C. campgrounds. By comparison, camping in provincial park campgrounds rose just 2% over the same period.

Expo 86 was probably a major influencing factor to increased camping in at all types of campgrounds during 1986. Camping in the Southwestern region of the province, which includes Vancouver, witnessed a 37% growth in traffic over the 1984-1986 period.

Spending Patterns of Campers

During 1986, Canadians who camped in British Columbia spent about \$130 million or an average of \$18 per night. The majority of the expenses were for transportation (31%), food and drinks (28%) and accommodation (18%). In addition, campers spent \$69 million on other types of accommodation while on their camping trip.

Changing Market Groups

British Columbians are the largest market for B.C. campgrounds, however their shift away from camping strongly contributed to the downward trend in camping in B.C. during the first half of the 80's. Since 1980, residents spent 35% fewer nights in B.C. campgrounds. By 1986, British Columbians accounted for 38% of camper nights spent in B.C., down from a 52% share in 1980 (Chart 8).

The reasons for the continued decline in camping by British Columbians in the first half of the 80's may be varied, particularly by market groups. However, lack of significant changes in the campground industry, an aging population in B.C., good access to U.S. tourist areas (Disneyland, etc.) or perhaps changing preferences for a holiday, may be some of the factors influencing the camping trend.

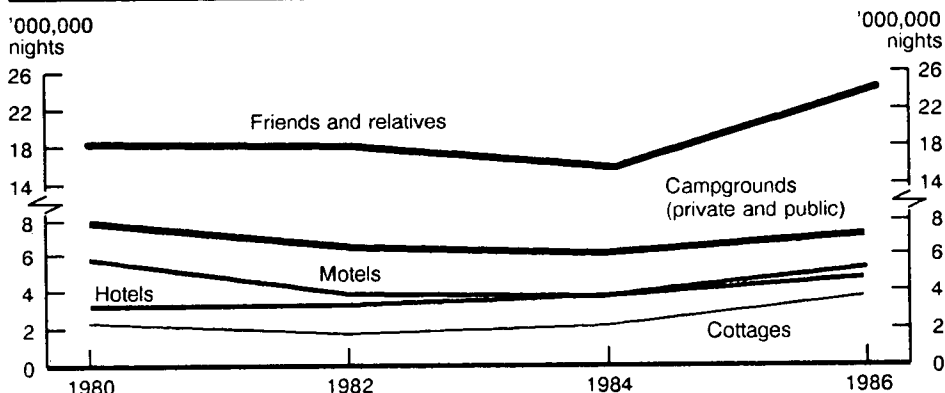
Implications For Planning

The Ministry of Parks used the camping trend information provided from the Canadian Travel Survey to help prepare a marketing report which included a section that examined and forecasted changes in camping use. The expenditure information helped to identify the economic benefits of camping and the economic returns that could be expected if camping were increased. The information was also used in supporting budget requests for a promotional campaign to increase camping in British Columbia.

Brian Dyck is a Market Analyst with British Columbia Ministry of Parks.

Chart 7

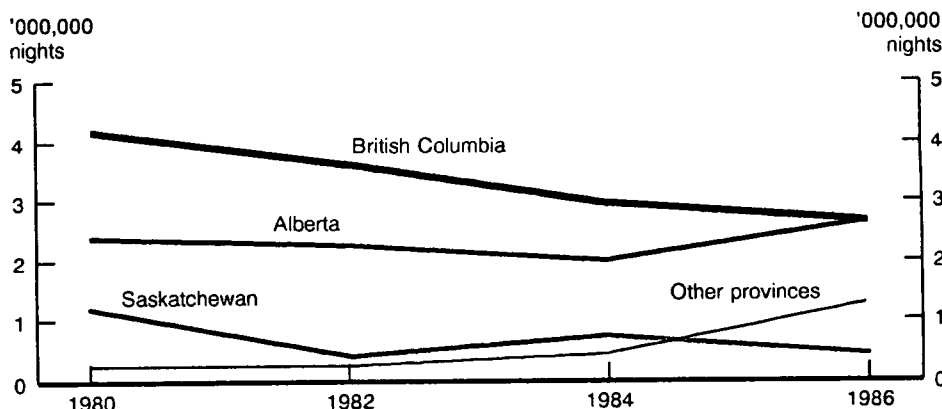
Accommodation Usage by Canadians in British Columbia, 1980-1986



Source: Canadian Travel Survey.

Chart 8

Camper Nights Spent in British Columbia by Geographical Market Areas, 1980-1986



Travel Price Index, First Quarter, 1989

By Jocelyn Lapierre

Rising Air Fares Drive First Quarter Travel Prices Up

In the first quarter of 1989, Canadians had to reach deeper in their pockets to travel

in Canada. During this period, the Travel Price Index (TPI) edged up 3.2% over the fourth quarter of 1988, recording its largest increase since the third quarter of 1987. The TPI advanced mainly in response to higher costs for inter-city transportation, particularly air travel.

In comparison, the costs of all goods and services (CPI) increased at a slower rate, showing a 1.2% rise over the same period.

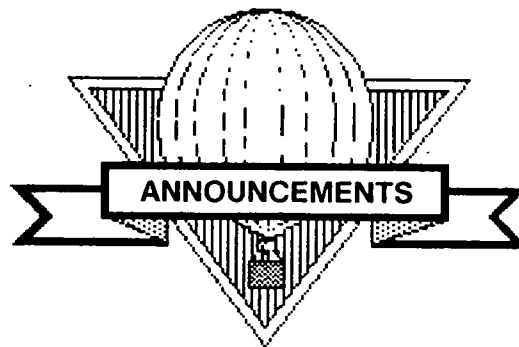
From a year ago, the first quarter TPI advanced 4.5%, compared to a 4.8% rise in the CPI. Price increases in accommodation, inter-city travel and admission to entertainment lead the upswing over the 12-month period.

Jocelyn Lapierre is a Senior Analyst with the Education, Culture

Table 10
Travel Price Index and Components, First Quarter, 1989
 (Not Seasonally Adjusted, 1981 = 100)

TPI components	First quarter	Per cent change	
		Previous quarter	Previous year
Inter-city transportation	173.7	14.9	6.8
Operation of automotive vehicles	144.3	0.9	1.9
Traveller accommodation	162.0	-1.0	7.0
Food - total	138.9	1.4	3.8
Admission to entertainment	174.6	0.3	6.8
Consumer price index	147.7	1.2	4.5
Travel price index	152.8	3.2	4.8

Source: Consumer Price Index, 1989, Catalogue No. 62-001.



1988 Domestic Travel Results Now Available

Background

The Canadian Travel Survey (CTS) is conducted on a quarterly basis every two years in order to determine the domestic travel habits of Canadians. It includes detail on both traveller and trip characteristics.

Tourism Canada sponsors the cost of the basic survey. In 1988, six provincial tourism ministries shared the cost of increasing the sample sizes in their province: Newfoundland, New Brunswick, Quebec, Manitoba, Saskatchewan and Alberta.

New in 1988

The 1988 CTS includes information never collected before in a national survey:

- overnight travel regardless of distance. Prior to 1988, a minimum travel distance of 80 km was a prerequisite for qualifying in the survey.
- dining at high quality restaurants and visiting a theme park were added to the activity list.
- for business travellers, the amount paid by the employer were recorded.
- membership in a frequent flyer program.

Data Availability

CTS microdata files are recommended for users with large frame computers. These files include all individual respondent records for each quarter of 1988.

Subsets of CTS data on diskette are also available. The user can specify a particular data subset which can be put on diskette for processing on micro computers. For example, if your area of interest is Vancouver, a subset of only travel to Vancouver can be extracted from the main file and put on diskette. The file is smaller and more manageable and contains only information pertaining to your needs.

CTS Profiles

Since no two customers are interested in the same information, CTS profiles are tailor-made to one's specifications. The profiles are produced quickly and can zero in on a specific geographic area (metropolitan area, province, tourism region or any geographic combinations) and/or travel segments such as business travellers, hotel users, can also be identified.

Each profile includes all socio-economic and trip characteristics collected from the CTS.

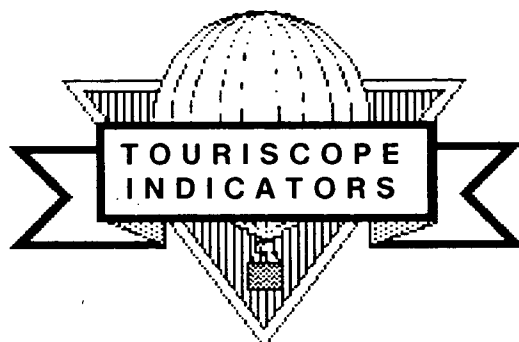
Published Information

Data in published form will appear in catalogue no. 87-504 (1988 edition). The publication will include some 50 tables, an analysis of year 1988 and a review of domestic travel in Canada throughout the decade. It is scheduled to be released during October 1988.

If you would like to reserve your copy now, use the toll-free order service in Canada - 1-800-267-6677.

For further information contact:

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		First Quarter 1989	Percentage change	
			Previous Quarter	Previous Year
VISITORS TO CANADA				
From United States	T	5,451	-18.7	-2.6
Overnight visits	T	1,428 P	-28.6	-1.0
By auto	T	932 P	-29.3	2.5
From Overseas	T	333	-28.5	18.1
Top Seven Countries				
United Kingdom	T	49	-40.2	11.4
Japan	T	49	-12.5	44.1
West Germany	T	25	-28.6	0.0
Hong Kong	T	22	35.6	58.0
France	T	21	-32.3	5.0
Australia	T	15	-21.1	15.4
Italy	T	11	-26.7	10.0
CANADIANS OUTSIDE CANADA				
To United States	T	12,143	-0.1	22.7
Overnight visits	T	3,118	10.5	18.5
By auto	T	1,724	-3.9	24.9
To Overseas	T	966	73.1	4.5
INDUSTRY SECTOR				
Airline passengers (Level I)	T	5,751	5.0	-8.9
Airline passenger-km (Level I)	M	12,890	9.6	-1.3
Inter-city bus passengers	T	4,125	-9.6	-13.4
Restaurant receipts	M	n/a	n/a	n/a
PRICES				
1981 = 100 (not s.a.)				
Travel price index		152.8	3.2	4.7
Consumer price index		147.7	1.2	4.5
Restaurant meals		148.8	1.3	5.5
Inter-city transportation		173.7	14.9	6.8
Gasoline		130.4	0.3	-2.4
ECONOMIC				
1981 = 100 (s.a.)				
Gross domestic product	M	403,391	0.8	3.3
Amusement and recreation	M	2,634	-2.6	-2.7
Accommodation and food services	M	8,893	-0.6	3.1
Personal disposable income per capita		n/a	n/a	n/a
LABOUR FORCE				
Labour force (s.a.)	T	13,447	0.7	1.8
Unemployed	T	1,016	-1.6	-1.6
Employed	T	12,431	0.9	2.1
Accommodation and food services	T	691	-3.4	1.5
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.1919	-1.2	-6.0
British Pound		2.0821	-3.7	-8.6
Japanese Yen		0.009278	-3.9	-6.3
German Mark		0.6439	-5.4	-14.9
French Franc		0.1894	-5.0	-15.3
Mexican Peso		0.000513	-0.8	-8.2

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