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Travel-log

Canada's Globetrotting Business Travellers

BY LISE BEAULIEU-CARON

Touriscope

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FEATURE ARTICLE

Business activity is taking Canadians to far off places around the globe...

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The Domestic Business Traveller of 1988 looks and travels somewhat differently compared to the start of the decade...

• Profile

The typical Frequent Flyer is male, 40 years old, married, holds a university degree, and has a professional or technical job...

• Regions

Cold and snow doesn't deter visitors to Ottawa. In 1988, 27% of Ottawa travellers arrived during the winter months, representing the highest winter visitation among five major cities...

• Demographic Happenings

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Profiles - the latest tourism research tool - provide support for a diverse range of tourism studies...

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Inter-city transportation costs recorded the smallest travel price increase in the second quarter.

Global marketplace, globalization of the economy, global competition, global trading, global demand... These phrases are heard almost daily in today's business world. Canadians are very much a part of these trends, making more and more business ventures around the world. Business deals now are taking Canadians to new destinations, such as the rapidly expanding Pacific Rim region.

In 1988, Canadians took over 2 million overnight trips abroad to conduct business¹ deals or attend meetings. This represented 13% of the record 16.5 million overnight trips Canadians took outside the country in 1988. Travel for both business and leisure have experienced unprecedented growth in recent years (Chart 1). The number of Canadians travelling internationally for business, however, has increased at a faster

rate: 38% between 1980-1988 versus 27% for non-business international travel.

1988 represented the highest volume of international business travel throughout the 80's. During the worldwide economic recession of 1980-1982, Canadian business trips were affected in a step-wise fashion: 1982 saw a decline to overseas countries while the U.S. experienced a slight increase. The reverse of this pattern occurred the following year. As a result, the 1.6 million business trips registered in 1980 were not surpassed until 1984 but by 1988 had reached 2.2 million.

Business Travellers' Spending Highest

Business travellers had expenses over \$1.3 billion in 1988, up 14% from 1987 and more than twice 1980 expenditures. The U.S. received \$745 million of this spending, while \$594 million



Continued from page 1

went to overseas locations in 1988. Despite the faster growth in overseas business travel, the U.S. still accounted for 56% of the Canadian spending in 1988, compared to 58% in 1980.

In 1988, Canadian business travellers spent an average of \$610 per trip and almost \$100 per night, the highest spending among the major market segments. In comparison, pleasure travellers had \$462 in trip expenses and \$49 on a night basis.

Business travel expenses varied depending on the destination. In 1988, overseas trip spending averaged \$1,431 compared to \$419 for U.S. business trips.

South of the Border Most Popular Destination

In 1988, 80% of Canadian international business travel activity was concentrated in the United States. Businessmen and women took 1.8 million overnight trips, up 15% from 1987, and 31% above 1980. Many business travellers stay in the States just for the day: 3.6 million day business trips in 1988. However, commuters could account for the bulk of this travel. For example, a Canadian that lives in Windsor but works in Detroit.

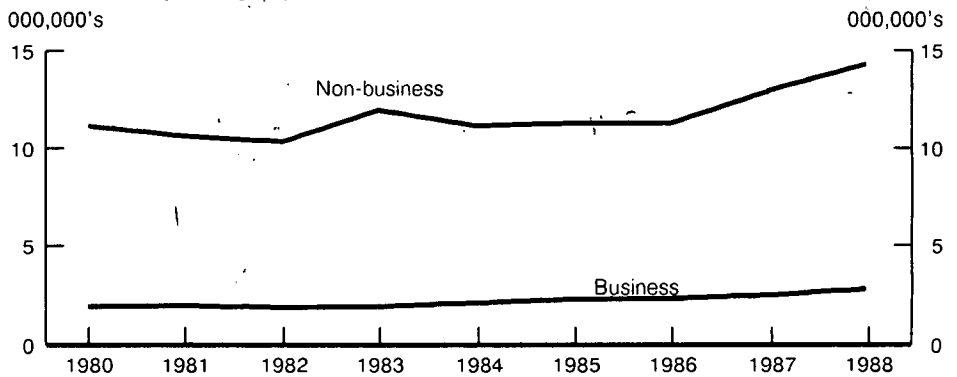
Business was the primary reason Canadians made over 415,000 trips overseas in 1988, which was a 19% jump from 1987 and almost double the level in 1980. Although overseas business travel accounts for a small share of the business market in relation to the U.S., it has increased from a 15% share in 1980 to 19% in 1988.

States Nearest Ontario Enjoy Largest Influx

While Canadian business players visited all parts of the U.S., certain regions were favoured above others (Chart 2). The East North Central Region (Wisconsin, Michigan, Illinois, Indiana and Ohio) drew 20% of business travellers going south of the

Chart 1

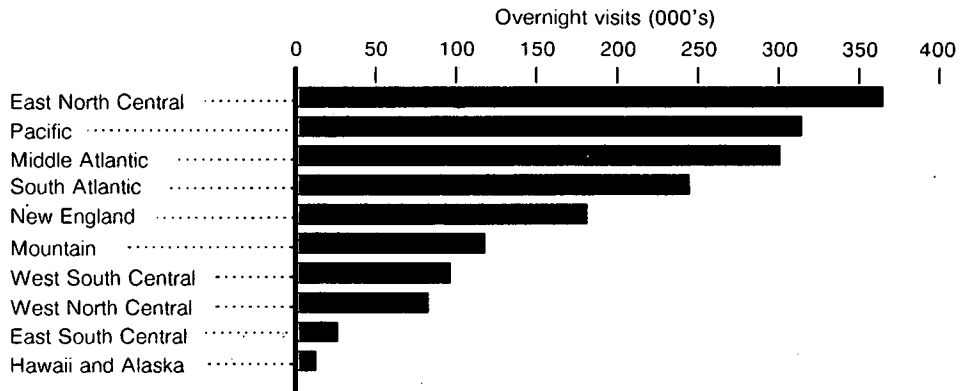
Overnight International Business and Non-business Travel by Canadians, 1980-1988



Source: *Touriscope: International Travel, 1988, Catalogue 66-201.*

Chart 2

U.S. Regional Market Share of Canadian Business Travel, 1988



Source: *Touriscope: International Travel, 1988, Catalogue 66-201.*

border in 1988. The Pacific Region moved from third place in 1987 to second in 1988, with 18% of business trips from Canada. The Middle Atlantic States, consisting of New York, Pennsylvania and New Jersey, drew 17%.

The South Atlantic Region (Chart 3) was the only region that experienced a steady growth in both the volume and proportion of Canadian business travellers between 1983 and 1988. In fact, that Region attracted more Canadian business travellers than European destinations between 1980 and 1986.

Europe Still In First Position

The importance Canadian businesses are placing on the Europe Economic Community is reflected in the recent international travel data. European business trips increased from 9% of all international business travels in 1980 to 12% in 1988.

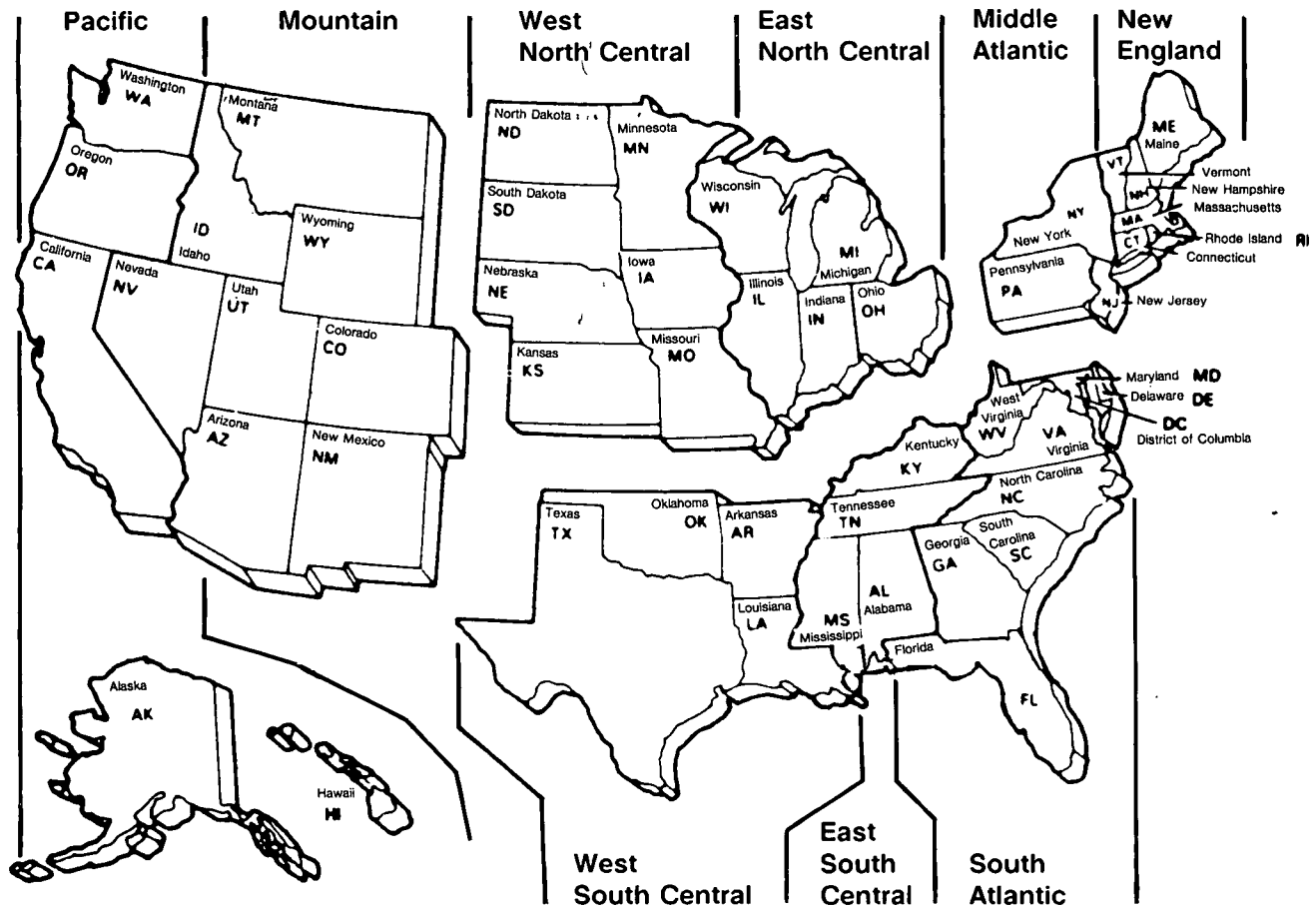
In 1988, Canadians focussed 63% of their overseas business travel in European locations. Approximately a third went to continental Europe, 15% travelled to the U.K., and about 11% had the U.K. and Europe as a combined destination. Only a small group of business travellers (2%) combined their trip to Europe with a visit to another continent.

Asia New Business Travel Magnet

Canadians are also doing more business in the Orient, the fastest growing business travel market in the 80's. Increased Canadian-Asian business activity is evident in the increase of 14% in such trips between 1987-1988. In fact, it has more than doubled since 1980. Overall, Asia's share of the Canadian business travel market to overseas countries has increased from 9% in 1980 to 14% in 1988.

¹ The term "business" includes conducting business, commuting to work, seasonal or temporary employment, and attending a convention, conference or seminar. Also included are: half of the business trips that were combined with visiting friends and relatives and pleasure; accompanying spouses and children.

Chart 3
U.S. Census Bureau Regions and States



The increase in business travel is reflective of the recent increases in economic activity in the Pacific Rim. Between 1987 and 1988 Canadian exports to Hong Kong jumped 105%. China and Japan also witnessed expansion of Canadian exports: 81% and 23% respectively.

The Caribbean and Bermuda accounted for 8% of international business journeys in 1988, down from a high of 14% in 1980. Their share of the overseas market may have shrunk but they have maintained a steady volume throughout the 80's: 33,000 in 1980 and 35,000 trips in 1988.

Ontario Leads Way to International Business Travel

The majority (72%) of Canadians who travelled internationally for business reasons were from Central Canada. In

total, 55% of these travellers came from Ontario, while 16% came from Quebec. British Columbians were the third largest business travel market, representing 12% in 1988. Approximately 7% of trips originated from Alberta.

Air Travel Main Mode

Business travellers are a significant market for the airline industry. In 1988, they took 1.6 million trips by air and accounted for a quarter of all international airline travel by Canadians in 1988.

When Canadians head to the United States for business they usually travel by plane (65%). However, since the beginning of the decade there has been a larger percentage increase recorded for those taking their car. In terms of absolute growth, airline usage exceeded travel by car.

Baby Boomers Dominate Business Travel

The older baby-boomers (those aged 35-44) have made their mark on international business travel trends. In 1988, they accounted for one-third of international business trips. Their participation has expanded 57% since the start of the 80's. The next largest group were those aged 45-54, followed closely behind by the young boomers (25-34).

Age of business travellers also varies by global destinations. The share of trips taken by 45-54 year olds increases for overseas locations. In 1988, they accounted for 27% of overseas business trips, compared to 19% for 25-34 year olds.

**Table 1
Canadian Overseas Business Travel, 1980 and 1988**

	1980	1988	Market Share	
			1980	1988
		000's		%
Total	234	415	100	100
Europe	137	260	59	63
Asia	21	57	9	14
Caribbean & Bermuda	33	35	14	8
Other	43	63	18	15

Source: International Travel Survey, special tabulations.

**Table 2
Transportation Used by Business Travellers to the U.S., 1980 and 1988**

	1980	1988	Market Share	
			1980	1988
		000's		%
Total to U.S.	1,355	1,780	100	100
Plane	918	1,155	68	65
Auto	407	560	30	31
Other	29	65	2	4

Source: International Travel Survey, special tabulations.

**Table 3
Canadian Business Travellers by Age, 1980 and 1988**

	1980	1988	Market Share	
			1980	1988
		000's		%
Total	1,588	2,195	100	100
Under 24	134	158	8	7
25-34	387	491	24	22
35-44	457	718	29	33
45-54	378	495	24	23
55 +	231	328	15	15

Source: International Travel Survey, special tabulations.

Women Business Travellers Emerging

In 1988, 25% of all Canadian business travellers who went abroad were female, up from 22% at the beginning of the 80's. The share of men travelling on business, on the other hand, has shifted from 78% in 1980 to 75% in 1988.

As globalization of the economy continues, Canadians are likely to continue their business travel around the world. The introduction of the European Common Market in 1992 and the effects of the Canada-U.S. Free Trade Agreement will impact Canadian business travel trends even further.

Data Sources:

Touriscope: 1988 International Travel, Catalogue No. 66-201 and special tabulations; Exports by Country, Catalogue No. 65-003.

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Travel-log

Editor's Note...

Adventure travel is touted as being the fastest growing travel segment. In the next issue find out just how many Canadians are venturing off the beaten path. The latest sport and outdoor recreation trends are also included in this issue.

We would like to bid farewell to John Pachereva and Mike Sheridan, who have been contributors to Travel-log. All the best in their new endeavors.

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persons travel by plane. In 1988, 3.4 million trips were by plane versus 2.5 million in 1980. As a result, the airline share of the domestic business market has expanded to 29% in 1988 from 27% at the start of the decade.

More Checking Into Hotels

Business travellers now have a choice of staying in hotels that offer everything from fluffy soft bathrobes to

the bare minimum in services. In 1988, businesses used 17.6 million hotel nights compared to under 10 million nights back in 1980. As a result of this expansion, hotels now provide lodging for 54% of domestic business nights.

Motels have not fared as well. Throughout 1988, 6.3 million nights were spent in motels, down from 6.5 in 1980. The emergence of budget hotel chains may have had some impact on

Domestic Business Travellers

By Laurie McDougall

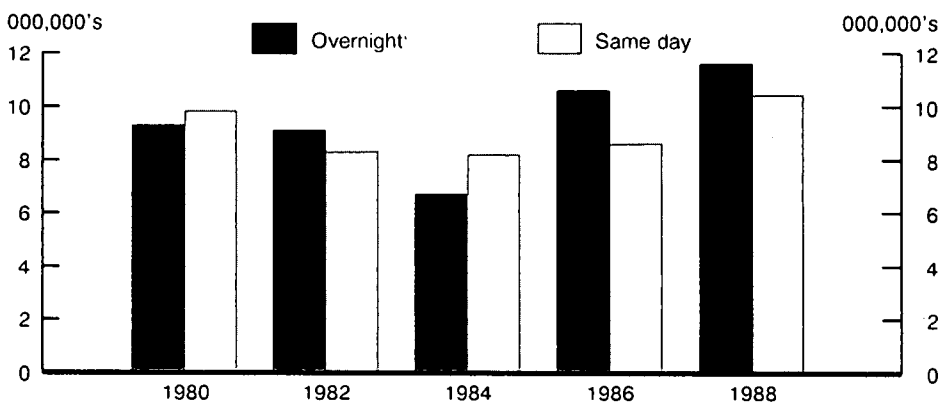
Like the pleasure travel market, today's business traveller represents a diverse range of market sub-groups. Most travel by car, some by plane. They stay in hotels, motels and at the homes of friends or family. They hold professional or technical positions, while many are in sales or manufacturing, construction or transportation. Since the beginning of the decade there have been important shifts in the business travel market.

In 1988, over 22 million Canadians travelled to a location in Canada for business reasons, up 14% from 1986 and 15% compared to 1980. Over half of these trips (11.7 million) involved overnight stays, representing a 10% increase over 1986 and 25% above 1980. Throughout the 80's, business travel experienced major ups and downs in response to economic conditions (chart 4). The all-time low recorded in 1984 was likely a result of the 1982 recession. But by 1986, domestic business travel had matched the previous record high in 1980.

Overnight Business Travel Market: Road Trips Popular

Most business travellers hop in their car when they head to a business meeting out of town. In 1988, 67% of overnight domestic business journeys were by car, virtually unchanged from 1980 (table 4). By contrast, an increasing number of business

Chart 4
Domestic Business Travel Trends, 1980-1988



Source: *Touriscope: Domestic Travel, 1988, Catalogue 87-504.*

Table 4
Characteristics of Domestic Business Trips, 1980 and 1988

	Market share	
	1980	1988
	%	%
Where they slept...		
Hotel	32	54
Motel	21	19
Friends	25	15
Other	22	12
How they travelled...		
Car	66	67
Plane	27	29
Other	7	4
In their spare time...		
Dining at high quality restaurants	-	25
Visiting friends/family	-	21
Shopping	-	18
Nightlife/entertainment	-	15
Who paid the bills...		
Employer	-	80
Employee	-	16
How long they stayed...		
1 night	31	37
2 nights	29	29
3 nights	13	13
4+ nights	27	21

Source: *Canadian Travel Survey, special tabulations.*

Continued from page 5

the declining share of motels. Now business travellers have the option of using low-cost, low-rise hotels that are frequently located out of the city centre.

The dramatic increase in hotel use by business people travelling by car may be related to the decline in the motel sector. The number of nights spent in hotels by business travellers that used their car doubled between 1980 and 1988. There was also a marked increase in hotel nights for business people travelling by plane.

Over the 1980-1988 period there has been a substantial drop in business travellers staying with friends or family: 4.9 million nights throughout 1988 versus 7.8 million in 1980.

Dining In Style

Business travellers report dining in high quality restaurants on a quarter of their overnight trips. All other travellers said this was an activity on just 15% of their travels. People on business trips also take the time to drop in on friends or family. Shopping was third most popular activity, followed by nightlife and recreation.

Graying of the Business Traveller

Today's business traveller is more likely to have a few more gray hairs than at the beginning of the 80's. In 1988 baby boomers aged 35-44 took 3.8 million trips, a 67% jump over 1980. They now account for 32% of the domestic business travel market versus 24% in 1980. Businessmen and women aged 45-54 travelled on 2.2 million trips, 52% more than at the start of the decade.

Men still dominate the business travel scene, accounting for 76% of overnight trips in 1988, the same distribution as in 1980.

Education Credentials Rising

The resume of today's business traveller is more likely to indicate completion of a university degree or college certificate. University degree holders were the most prominent among business travellers: 32% of business trips in 1988. In 1980, completion of high school was the most common education level reported (40%). A growing number of business travellers have also graduated from college: 17% in 1980 versus 18% in 1988.

Table 5
A Profile of Business Travellers, Then and Now

	Market share	
	1980	1988
	%	%
Sex		
Men	76	76
Women	24	24
Their age...		
25-34	26	26
35-44	24	32
45-54	16	19
55+	9	10
Their Education...		
Some secondary	40	31
Some post-secondary	8	11
Post-secondary cert.	12	17
University degree	26	32
Their jobs...		
Professional/technical	41	55
Manufacturing, Construction and Transportation	13	13
Who they work for...		
Trade	16	17
Business & Personal Services	9	14
Community Services	12	12
Public Administration	11	12
Manufacturing	11	12

Source: Canadian Travel Survey, special tabulations.

Coinciding with an increase in education, is a noticeable increase in business travellers in professional or technical positions. At the beginning of the decade less than half reported professional occupations compared to 55% in 1988. People in manufacturing, construction and transportation related jobs (13%) and sales (12%) were the next most prominent groups.

The trade industry sends the largest number of employees out on business trips (17%). Business and personal services account for the second largest category and the biggest expansion over the 1980-1988 period.

Upscale Incomes Common

Approximately a quarter of domestic business travellers have household incomes greater than \$70,000. Those earning \$30,000-\$40,000 and \$50,000-\$60,000 accounted for the next two largest income earners.

Ontario Gains Market Share

The economic boom in southern Ontario is evident in the increased business travel activity. Over the period, overnight business trips to Ontario jumped 51% between 1980 and 1988. All other provinces, except

Manitoba and Quebec experienced an increase in business travel from 1980 to 1988.

Big Spenders

Business travellers spent over \$4 billion in 1988, representing 38% of overnight domestic travel expenditures. Average trip spending was \$366, by far the highest amount among all purposes. Their per night spending of \$132 was at least four times that of other travel groups.

Airlines reaped the largest proportion of business spending: \$1.3 billion, or 30% of expenditures in 1988. Expenditures on accommodation and meals took 21% and 20% respectively, while auto expenses consumed 11% of the travel budget.

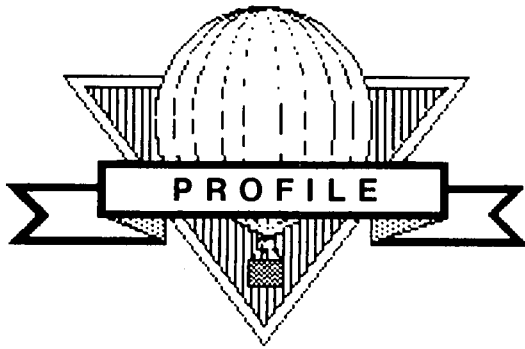
Approximately 80% of business expenses were paid for by the employer. However, this ratio varied depending on the type of industry. Manufacturing and utility industries paid the highest share of business spending on travel. Travellers working in the agriculture industry were the only group that paid for more than half of their trip expenses. Construction sector employees also absorbed a large proportion of their travel costs compared to other industries (36%).

▶ Continued from page 6

Data Sources:

Touriscope: 1988 Domestic Travel, Catalogue No. 87-504; Canadian Travel Survey, special tabulations.

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



Frequent Flyers

By Laurie McDougall

The Frequent Flyer Program was developed as a marketing technique to create customer loyalty in an increasingly competitive environment. And it worked.

Frequent Flyer programs seem to be a permanent fixture in today's airline industry. Hotels and car rental firms have also joined in and collaborated with the airlines. It is no wonder these other tourism sectors are participating. Over three quarters of business people travelling by plane also stay in hotels. As well, 4 out of 10 business air trips include a rental car.

American Airlines was the first to create a program for frequent flyers in May 1981. Within a week other airlines followed the trend. Canadian airline companies began frequent flyer programs in 1984.

During the fourth quarter of 1988, there were approximately 770,000 frequent flyer members¹ in Canada. They represented almost 4% of the Canadian population² (aged 15+) and 10% of the travelling population. That may seem low at first glance, but in 1988, business people travelling by plane accounted for just 3% of domestic trips.

Since a large proportion of frequent flyers travel for business, it is not surprising that they closely resemble the profile of the business people who travelled by plane.

The babyboom generation (25-44) accounted for 6 out of 10 frequent flyers. The older boomers (35-44) represented the largest group of frequent flyers: 35% versus 27% for the 25-34 year olds. Approximately 19% of frequent flyer members were aged 45-54.

Higher education levels are prominent among members of frequent flyer plans. Half said they earned a university degree, while another 16% graduated from college. The likelihood of frequent flyers having a university degree was more common among the younger ages. Completion of high school only was reported by 24%, however this increased substantially with age.

Professionals and people in technical jobs were by far the largest group (66%). Sales people were the next most frequently stated occupation.

In 1988, 4 out of 10 participants resided in Ontario. Another 20% hail from British Columbia and 14% from Alberta. Quebec was next with 11%. Torontonians reported the largest membership: one quarter of frequent flyers in 1988.

Their Travel Activity

Frequent flyer households took 6.5 million trips³ in 1988, representing 8% of all household trips. The majority of their trips were for business reasons: 6 out of 10 in 1988. Approximately a third of frequent flyer trips were by air. Hotel patronage is also common among the frequent flyer group: throughout 1988, 44% of their nights were spent in a hotel. Flyer members travelling on business were even more likely to use hotels (62%).

Those who repeat their trips or take frequent trips are an important market segment. Over half of frequent flyer travellers indicated that they took at least one identical trip during the year. About 18% of Frequent Flyer households repeated the same trip at least 5 times.

Data Sources:

Canadian Travel Survey, special tabulations.

- ¹ Frequent Flyer membership was asked in all quarters of the 1988 Canadian Travel Survey. This article is based on those who reported frequent flyer membership in the fourth quarter.
- ² Refers to the Labour Force Survey population which includes Canadians aged 15 years and over.
- ³ A household trip includes travel by one person or a group of people from the same household.

Table 6
A Closeup of Frequent Flyers and Business Travellers, 1988

	Frequent Flyers	Business Travellers
Sex:	%	%
Male	68	81
Female	32	15
Marital Status		
Married	79	79
Single	13	14
Age		
25-34	27	24
35-44	35	33
45-54	19	26
Education		
University degrees	51	49
Some high school	24	15
College diplomas	16	15
Industry		
Trade	21	13
Manufacturing	17	23
Business & personal services	15	14
Community services	15	11
Occupation		
Professional & technical	66	75
Sales	11	7
Income		
\$70,000 +	39	47

Source: Canadian Travel Survey, special tabulations.



Focus On Ottawa

By John Pachereva

There was much debate. But, in 1857 Queen Victoria picked Ottawa to become the nation's permanent capital. Once referred to as a "backwoods capital", Ottawa has evolved into a showcase of Canadian historic and cultural treasures. Attractions range from the red clad mounties on Parliament Hill to the new National Gallery and Museum of Civilization.

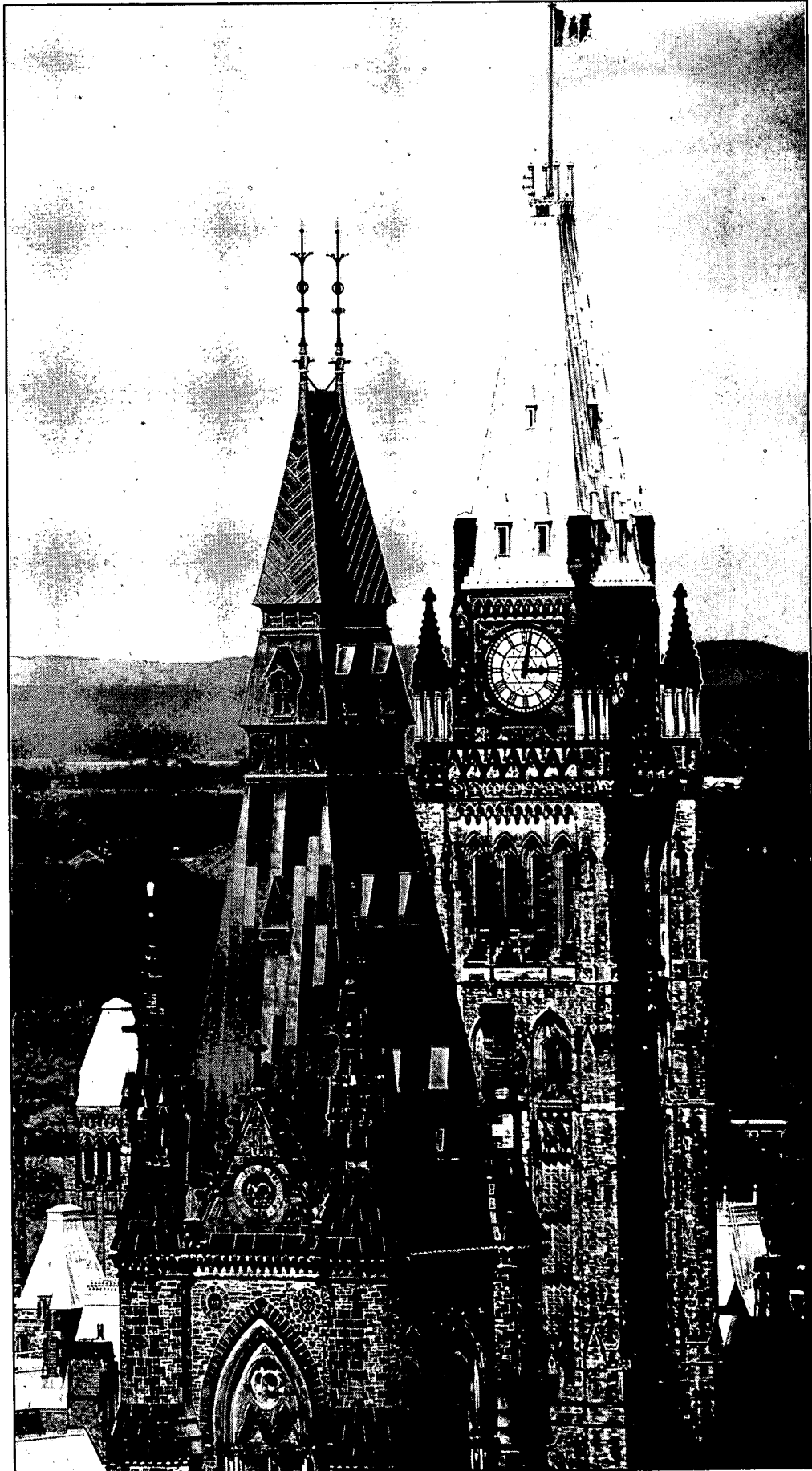
Ottawa-Hull was the fifth most frequently visited metropolitan area by Canadians in 1988 (chart 5). Over 3.5 million domestic travellers made the journey to the Nation's capital, 13% more than in 1986 and 40% above 1980. Over 2 million trips involved at least one night in Ottawa or en route to the National Capital Region (NCR), approximately the same level as 1986 and 37% higher than 1980.

Ottawa visitors generally live within a 4 hour drive (320 km) of the city. The vast majority of NCR visitors came from the provinces of Ontario (57%) and Quebec (34%) in 1988. Torontonians are the most likely Ontario residents to be found touring Ottawa: 36% in 1988. Montrealers accounted for three-quarters of the Quebec market to Ottawa.

Canadians reporting Ottawa as a destination spent \$484 million in 1988. Ontarians accounted for just under half of the spending even though they were the largest visitor market.

Gone For the Weekend

Weekend jaunts to the Capital are becoming increasingly popular. In 1988, over half of visitors stayed for the weekend, which was a 10% growth over 1986. On the other hand, non-weekend travel dropped 12%. Most of the weekend market originated from Ontario (63%).



Continued from page 8

The majority of visitors travelled by car: 75% in 1988. Approximately 16% landed at the Ottawa international airport, while the remainder travel by train or bus.

Friends and Family Popular Attraction

Despite Ottawa having a multitude of drawing cards for visitors, dropping in on friends or relatives is the most popular reason. In 1988, 4 out of 10 trips were to see friends or family. Business meetings or conventions draw close to 3 out of 10 travellers. Pleasure travel was identified by 23% of travellers to the NCR in 1988, up from 20% two years ago.

Homes of friends and relatives provided lodging for 57% of the nights spent in Ottawa in 1988. Another 31% checked in to one of the many hotels and motels throughout the city. University dorms, youth hostels/centres etc. provided a place to sleep for 7% of all visitors, while campsites or cottages accounted for just 5%.

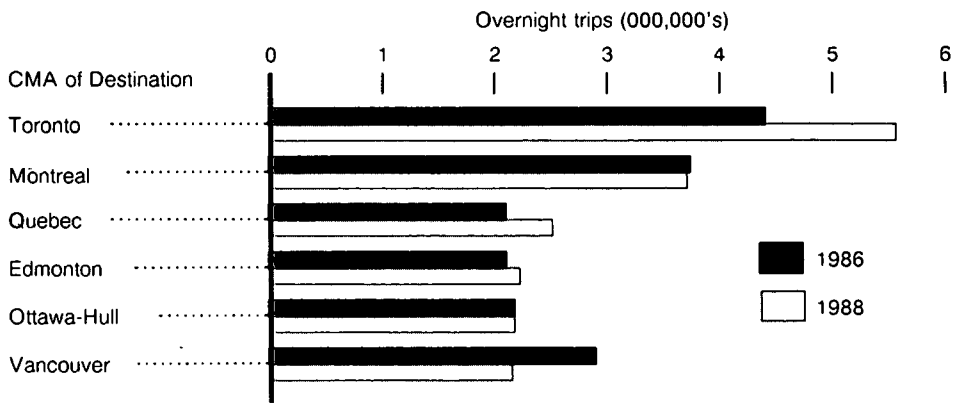
In the Winter-time....

Of the top five cities, Ottawa attracted the largest proportion of visitors in the winter months (27%) of 1988. Quebec City was in second place (24%), followed by Edmonton and Toronto, both with 21% and Montreal with 20% of travel occurring in the first quarter.

In 1988, 8% of domestic tourists identified attending one of the many Ottawa-Hull festivals and cultural events held annually. Each February, joie de vivre beats the winter blues, with the excitement of Winterlude, 10 days of celebration, ice sculptures and where the Rideau Canal becomes transformed into the world's longest skating rink.

Sightseeing is a frequent pastime of visitors (15%), while another 5% took in the many museums. Approximately 14% of visitors noted both shopping or eating out in fine restaurants as activities that they undertook while in the Capital.

**Chart 5
Most Frequently Visited CMAs by Canadians, 1986 and 1988**



Source: *Touriscope: Domestic Travel, 1988, Catalogue 87-504.*

Fat Cat City Attracts Upscale Travellers

Ottawa attracts a high percentage of high income earners in comparison to the top five cities. In 1988, 28% of its visitors had a household income over \$70,000. In comparison, only 16% of visitors to Toronto and about 15% of the visitors to Montreal and Quebec City reported high incomes. These latter cities on the other hand had their largest share of travellers in the \$30,000 to \$40,000 annual income.

More Visitors Touch Down at Ottawa International

Due to the NCR location away from the frontier, it is not possible to obtain an accurate account of international visitors arriving by all modes. However, traffic that touches down at Ottawa International Airport does provide some indication.

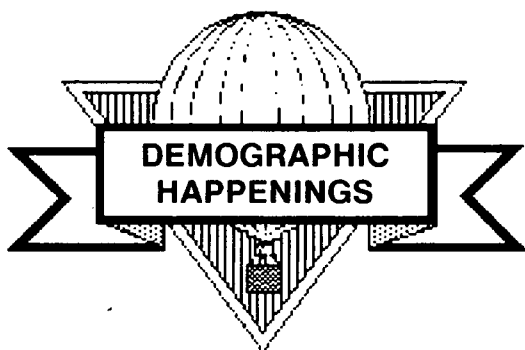
In 1988, 21,000 Overseas visitors walked through Customs at the Ottawa Airport, 20% more than the previous year. Since 1980, there has been a 61% growth in overseas air travel compared to 1988.

Americans are also boarding flights to Ottawa at an accelerated rate. In 1988, 6% more visitors arrived at the Ottawa airport via the United States (47,000). Since 1980, air travel via the U.S. has increased five fold.

Data Sources:

Canadian Travel Survey, profile tabulation; International Travel, special tabulations.

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



Canada's Cities - Who's Gaining, Who's Losing?

In 1986 there were 25.4 million Canadians, 4% more than the previous Census count in 1981. Across the country however, there were population gainers and losers.

In 1986, close to 6 out of 10 Canadians lived in 25 Census Metropolitan Areas (CMAs)¹. The five most populous ones were Toronto, Montreal, Vancouver, Ottawa-Hull and Edmonton (table 7).

Toronto, Vancouver, Ottawa-Hull, Montreal and Calgary topped the list of cities with the largest absolute growth between 1981 and 1986. However, Saskatoon led the largest percentage growth (14.6%) between 1981 and 1986. Ottawa-Hull was second with 10.1%, followed closely by Toronto, with 9.5%.

Only 144 (2%) of Canada's over 6,000 municipalities² (cities, towns, villages, etc.) had a population greater than 25,000 in 1986. Montreal was the only municipality with over 1 million people. In 1986, Calgary overtook Toronto, to become the second largest municipality in Canada.

Rates of growth among the municipalities have varied, but the strongest increases are located in the suburban municipalities adjacent to major centres. For instance the town of Vaughan, located on the fringe of Toronto, more than doubled its population base. Just east of Ottawa, the municipality of Cumberland placed a distant second with a 67%

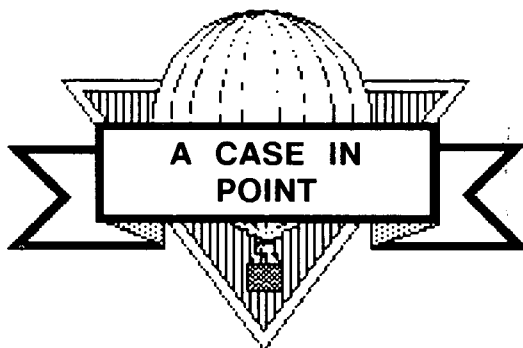
increase. Mississauga, Calgary, Scarborough, Brampton, and Markham claimed the strongest absolute growth over the '81-86 period.

Data Source:
Census 1986 Focus on Canada, Canada's Population From Ocean to Ocean, Catalogue No. 98-120.

Table 7
Top Ten Census Metropolitan Areas, 1981 and 1986

Rank	CMA	1981	1986	% Change
		000's		
1	Toronto	3,130	3,427	10
2	Montreal	2,862	2,921	2
3	Vancouver	1,268	1,381	9
4	Ottawa-Hull	744	819	10
5	Edmonton	741	785	6
6	Calgary	626	671	7
7	Winnipeg	592	625	6
8	Quebec	584	603	3
9	Hamilton	542	557	3
10	St. Catharines-Niagara	343	343	-

- Nil or zero.



Profiles - A Valuable Research Tool

Marketing professionals, Hotels, Consulting firms, and Park planners are utilizing an important research tool, "Profiles".

Profile packages are produced from the Canadian Travel Survey, a national quarterly survey of domestic travel patterns. They are a researcher's answer to information that is comprehensive, easy to interpret and comparable.

Profiles include all socio-economic and trip characteristics collected from the Canadian Travel Survey. These variables are broken down by total travel, overnight and sameday and are shown in terms of both absolute data and percentage distributions. Profiles can zero in on a certain travel segments. If your needs range from wanting to examine

the characteristics of the weekend hotel market to an analysis of visitors to a particular region, profiles can help you. The cost of each profile is \$300.

Here's how some tourism professionals are using Profiles...

Marshall, Macklin and Monaghan Consultant finds profiles helpful in developing character profiles for particular sub-provincial market areas. Some of recent studies include; Orillia Tourism Recreation and Culture Master Plan, City of Orillia; Ingonish Tourism Study, Cape Breton, Nova Scotia.

Tourism Research Group used Vancouver and Victoria profiles for two a study on Urban Tourism for the Ministry of Tourism and Provincial Secretary.

Peat Marwick Consulting Group found profiles useful in a conducting a study on the Economic Profile of the Ontario Forest Industry, which was done for the Ontario Forest Industry Association and the Ontario Lumber Manufacturing Association.

If you would like to learn more about what profiles can do for you contact the Travel, Tourism and Recreation Section at (613) 951-1513.

¹ CA (Census Agglomeration) refers is defined as the main market area of an urbanized core of at least 10,000 people. Once a CA exceeds 100,000 people, it becomes a CMA (Census Metropolitan Area).

² Municipalities are administrative areas defined by federal, provincial or territorial authorities.



Travel Price Index, Second Quarter 1989

By Jocelyn Lapierre

Travel Price Increases Soften In the Second Quarter

Inflationary pressures that boosted travel prices to a 3.2% high in the first three months of 1989 have diminished in intensity during the second quarter. According to the latest Travel Price Index (TPI), second quarter travel prices rose 1.4% over the first quarter of this year.

Rising costs in the operation of automobile vehicles, coupled with a 3% growth in accommodation prices, were the main factors in the rise of the TPI. However, intercity transportation costs, with a 1% drop from the previous quarter, somewhat offset the increase in travel prices.

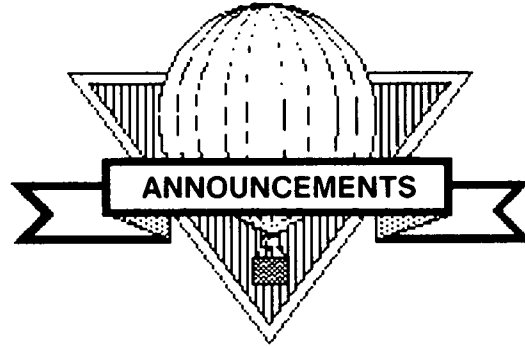
During this period, overall consumer prices (CPI) increased at a similar rate, showing a 1.7% growth over the first quarter. From a year ago, both second quarter TPI and CPI advanced 5%. Price increases in admission to entertainment and accommodation fuelled the upswing over the 12-month period. Worth noting - intercity transportation recorded the smallest price increase of all components during this period.

Jocelyn Lapierre is a Senior Analyst with the Education, Culture and Tourism Division.

Table 8
Travel Price Index and Components, Second Quarter, 1988
(Not Seasonally Adjusted)

TPI components	Second quarter 1989	Per cent change	
		Previous quarter	Previous year
Inter-city transportation	171.3	-1.4	3.8
Operation of automotive vehicles	150.8	4.5	4.9
Traveller accommodation	166.3	2.6	6.8
Food - total	140.7	1.3	4.1
Admission to entertainment	177.4	1.6	7.5
Consumer price index	150.3	1.7	5.0
Travel price index	154.9	1.4	5.1

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



Tourism Releases Hot Off the Press...

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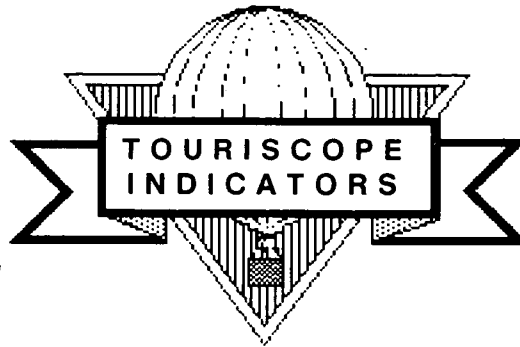
National Task Force on Tourism Data Reports

Cooperation, consultation, collaboration, networking and consensus were the key ingredients to the National Task Force on Tourism Data. The Task Force brought together a broad spectrum of players in tourism-related industries, public sector, academia, and public interest groups, to identify tourism information and data base requirements.

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Tourism Task Force Reports Statistics
Canada R.H.Coats Bldg, 15 'M'
Ottawa, Ontario, K1A OT6 Tel.:
(613) 951-9169



		Second Quarter 1989	Percentage Change	
			Previous Quarter	Previous Year
VISITORS TO CANADA(p)				
From United States	T	8,900	63.3	-4.6
Overnight visits	T	3,163	121.5	-3.0
By auto	T	2,125	128.0	-4.3
From Overseas	T	875	131.5	5.8
Overnight visits	T	794	132.2	8.9
Top Seven Countries				
United Kingdom	T	155	210.0	4.0
Japan	T	107	114.0	25.9
West Germany	T	74	164.3	-2.6
France	T	66	214.3	4.8
Australia	T	31	106.7	24.0
The Netherlands	T	28	180.0	3.7
Hong-Kong	T	23	4.5	35.3
CANADIANS OUTSIDE CANADA(p)				
To United States	T	14,721	21.2	15.4
Overnight visits	T	3,484	11.8	8.1
By auto	T	2,310	34.0	9.0
To Overseas	T	662	-31.5	10.9
INDUSTRY SECTOR				
Airline passengers (Level I)	T	5,636	-2.0	-4.7
Airline passenger-km (Level I)	M	13,115	1.7	0.3
Inter-city bus passengers	T	3,930	-4.3	-10.7
Restaurant receipts	M	4,339	17.2	6.8
PRICES				
1981 = 100 (not s.a.)				
Travel price index		154.9	1.4	5.1
Consumer price index		150.3	1.8	5.0
Restaurant meals		150.4	1.1	5.2
Inter-city transportation		171.3	-1.4	3.8
Gasoline		141.6	8.6	4.3
ECONOMIC				
Gross domestic product, 1981 prices (s.a.)	M	409,818	0.3	2.7
Amusement and recreation	M	2,890	-0.3	3.1
Accommodation and food services	M	9,082	1.8	4.3
Personal disposable income per capita (s.a.)		16,313	0.6	9.2
LABOUR FORCE				
Labour force(s.a.)	T	13,468	0.2	1.8
Unemployed	T	1,023	0.7	1.0
Employed	T	12,445	0.1	1.8
Accommodation and food services (not s.a.)	T	740	7.1	2.9
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.1932	0.1	-3.0
British Pound		1.9426	-6.7	-14.2
Japanese Yen		0.008663	-6.6	-11.5
German Mark		0.6183	-4.0	-14.2
French Franc		0.1826	-3.6	-14.3
Mexican Peso		0.000488	-4.9	-8.8
(M) Millions. (T) Thousands. (s.a.) seasonally adjusted. (p) preliminary.				

TRAVEL-LOG

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* Only three issues were published under Volume 7.
Starting with Volume 8, Travel-log is published seasonally.

INFO-VOYAGES

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* Trois numéros seulement ont paru au volume 7.
À partir du volume 8, Info-voyages est publié sur une base saisonnière.