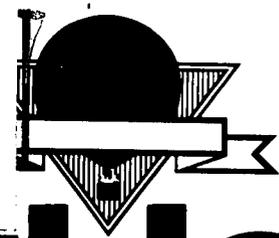


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# Travel-log

## "Planes, Trains, Buses and Automobiles"

BY BOB CHADWICK

### Touriscope

#### In This Issue...

##### FEATURE ARTICLE

*Canadians are travelling more than ever before, but they're not filling up seats on buses and trains. In 1988 domestic travellers took 20% more trips than 1980, but buses and trains recorded a 7% decrease.*

##### DEPARTMENTS

###### • Markets

*Adventurous Canadians are exploring new parts of the globe especially Asian locations.*

###### • Profile

*Tents are the only type of camping gear that have become more popular throughout the 80's.*

*Out-of-country vacation homes are popular with empty nesters and seniors.*

###### • Regions

*New Englanders, Canada's fourth largest U.S. market is expanding faster than all other regions.*

###### • Demographic Happenings

*The largest group of the Baby-boom generation turned 30 in 1989. Now the baby-boomers are having children themselves, but are these young families travelling?*

Airplanes are lined up on the tarmac of Canada's busiest airports, while around cities, major highways are growing more congested. At the same time, empty seats are more prevalent on buses and trains.

Canadians are travelling in Canada more than ever before. Throughout 1988 Canadians embarked on over 133 million domestic trips, 20% above their earlier travel habits of 1980 (Table 1). But how travellers are arriving at their destination and who is travelling has changed significantly.

#### Romancing the Car

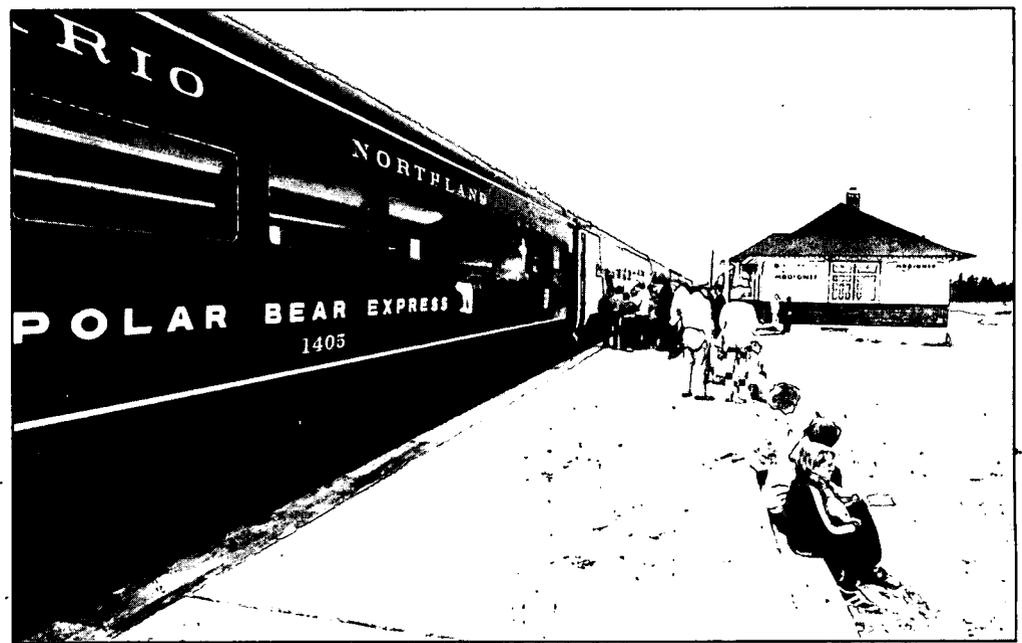
It's a love affair that continues to grow. Canadians own more cars now than ever before and they are hitting the road in record numbers. Four out of five Canadian households own at least one vehicle, while a growing number possess two or even three.

No wonder then that the object of our affection carries 90% of us to our destination<sup>1</sup>. For overnight trips, the overwhelming popularity of the auto drops marginally to 87%.

Travel by car and other modes declined slightly in the recession of the early 80's, but rose dramatically after 1984 (Chart 1). The automobile takes us more than twice the distance as all forms of public transportation combined (Table 2).

The average one-way distance of an auto-trip is about 310 km or less than 4 hours driving time. In 1988, close to 7 out of 10 auto trips were under 320 km and few were over 800 km (Chart 2).

One of the strongest influences on changing travel patterns between 1980 and 1988, but particularly for the car was the changing demographic scene. Canada's population grew 8% between 1980 and 1988, while car travel jumped 22% (Table 3). Seniors' auto



▶Continued from page 1

travel exploded by 81%, well in excess of this age group's high overall rate of increase in travel and more than three times its growth in the population.

The elder half of the baby-boom generation also share their parent's attachment to the automobile. Their increased use of cars for domestic trips surpassed both their population growth and increased travel overall.

### Going Public

The plane is the most popular means of public transportation in Canada. It accounts for 25% of the distance travelled by Canadians within Canada (Table 2). Furthermore, it is close to monopolizing transcontinental journeys and it accounts for more than one-third of other long-distance travel over 800 km. Overall just 5% of trips over 80 km are taken by plane. Buses and trains, on the other hand, are the primary mode of transportation on only 3% and 1% of trips, respectively.

### The Jet-Set Expanded

In 1988, Canadians bought airline tickets for 6.8 million trips in Canada, 13% more than in 1980 (Chart 3). The surge in business travel activity after 1984 accounted for much of this growth. Business travellers accounted for 58% of overnight plane trips in 1988, up from 50% in 1980. However, over the 80's an increasing number of Canadians also bought plane tickets when visiting friends or family or travelling for pleasure.

Airlines benefitted from the expanding seniors market as well, which recorded 30% additional trips in 1988 compared to 1980 (Table 3). The older baby-boomers registered the second largest increase in airline travel, but it did not keep pace with their population growth.

### Bus Ridership Down

Bus travel was 12% lower in 1988 than in 1980. This decline can in part be explained by a strike over a large part of the system in the summer of 1988. However, demographic changes also took their toll. The volume of youth bus passengers mirrored their shrinking population. Between 1980 and 1988 there were 16% fewer bus trips by youth and 15% less Canadians in this age group.

Table 1

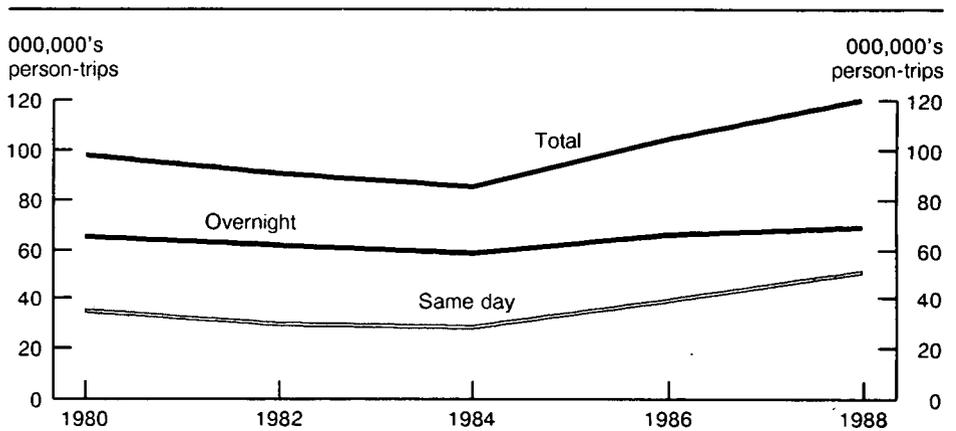
### Canadians Travelling in Canada by Mode, 1980 and 1988

Mode	1980	1988	Change
	000'000s of person-trips		%
<b>Total Travel</b>	<b>111.0</b>	<b>133.3</b>	<b>+ 20</b>
Auto	97.9	119.7	+ 22
Plane	6.1	6.8	+ 13
Bus	4.4	3.9	-12
Train	1.3	1.4	+ 10
<b>Overnight Travel</b>	<b>74.5</b>	<b>79.5</b>	<b>+ 7</b>
Auto	64.1	69.0	+ 8
Plane	5.1	6.0	+ 19
Bus	3.3	2.5	-24
Train	1.1	1.3	+ 11

Source: Canadian Travel Survey, 1988.

Chart 1

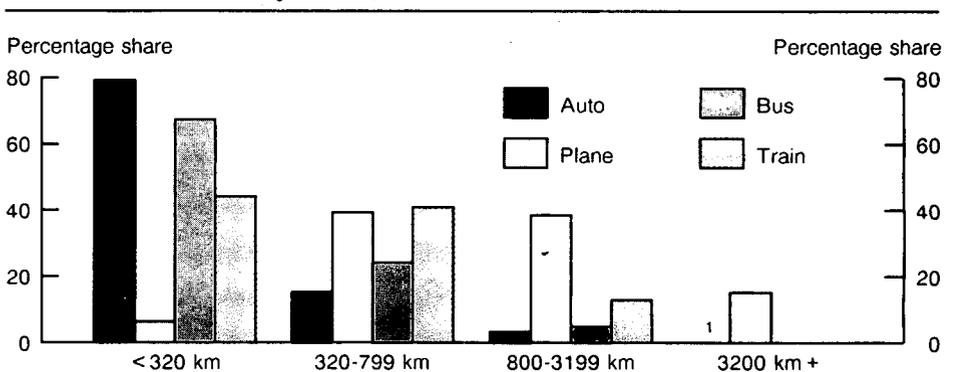
### Domestic Trips by Car, 1980-1988



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

Chart 2

### Distance Travelled by Mode, 1988



<sup>1</sup> Since the coefficient of the data is greater than 25% at one standard deviation, the data cannot be released.

Source: Canadian Travel Survey.

Continued from page 2

Seniors represent the second largest market for the bus industry. Although in 1988, seniors were more inclined to drive their car than board a bus.

**The Last Spike**

With Canada's rail system providing the main transportation mode for only 1% of trips in Canada, its importance has been restricted to areas of higher population density, mainly southern parts of the provinces of Quebec and Ontario. In addition it serves remote areas of the country where travellers are unable or unwilling to travel by automobile.

In 1988, Canadians used trains on 1.4 million trips, 10% more than in 1980 (Chart 3). The strike of employees in the bus industry undoubtedly contributed to the higher level of train travel recorded in 1988. Most of the increase in rail travel came from young people under 25.

**Back to the Future**

How will the Canadian transportation system look in the 21st century? To help answer this question the Government of Canada has established a Royal Commission on National Passenger Transportation with the mandate of assessing problems and recommending solutions.

The Commission will review such options as high speed train services on selected corridors to ease the pressure off the already congested airports and highways. But are Canadians ready to give up the freedom of their car for public transportation? Contrary to some indications from more densely populated parts of the world, present trends in Canada suggest that this is not the case. If the aging baby-boomers follow their parents lead, there could be a lot more cars on the road and fewer seats filled on the buses and trains.

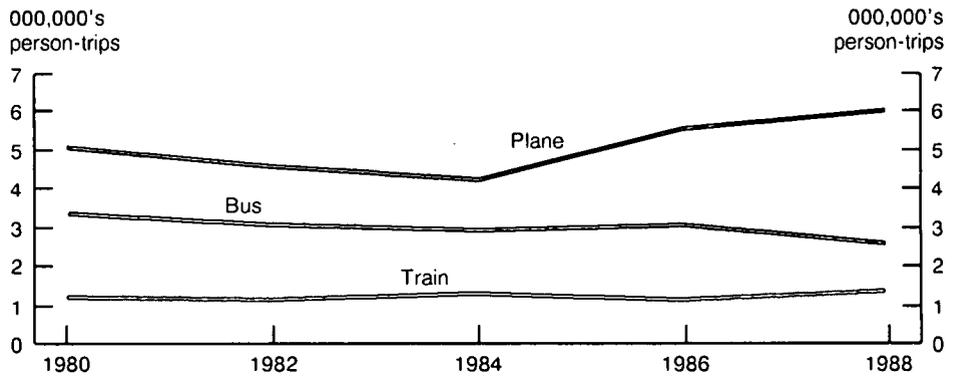
<sup>1</sup> Refers to destinations in Canada 80 km or more from home.

**Table 2**  
**Distance Travelled, by Mode, Adult Domestic Overnight Trips, 1988**

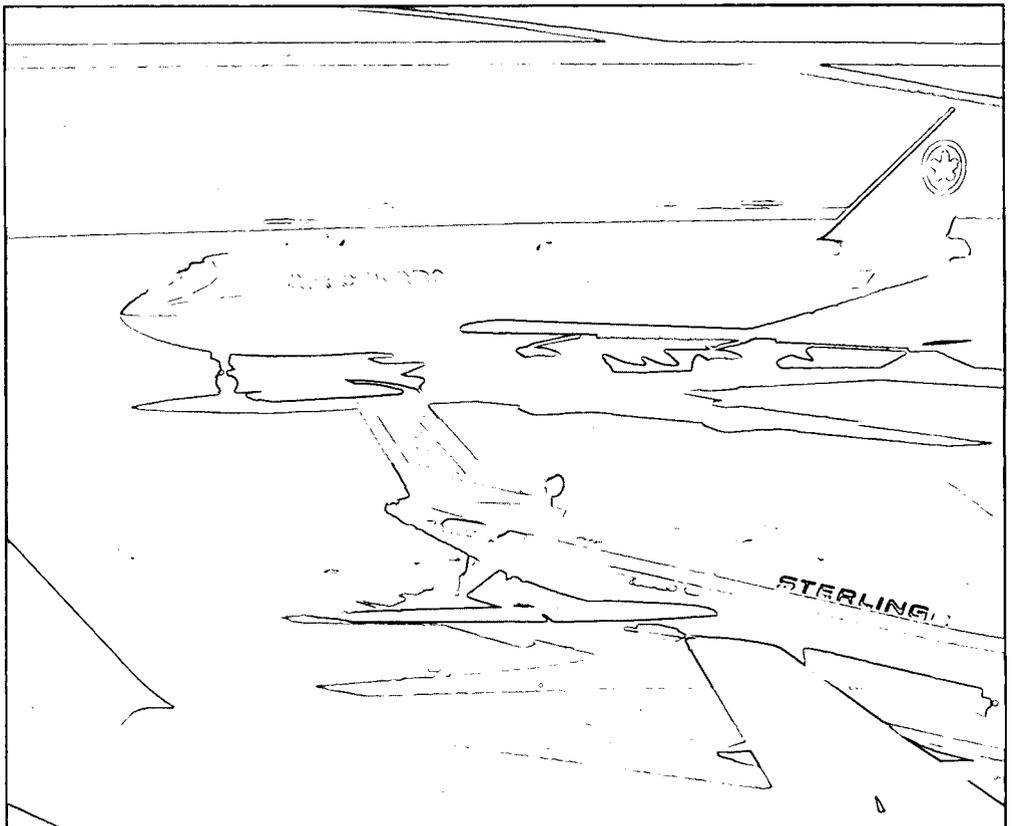
Mode	Billions of person-km	Percentage of total	Average length (one-way in km)
<b>Total</b>	<b>81</b>	<b>100</b>	<b>242</b>
Auto	57	70	205
Airplane	20	25	918
Bus	2	3	303
Train	1	2	322

Source: Canadian Travel Survey, 1988.

**Chart 3**  
**Overnight Domestic Trips by Public Transportation, 1980-1988**



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



**Table 3**  
**Changes in the Population and Domestic Travel, Selected Age Groups by Mode, 1980 to 1988**

Element	Per cent change 1980-1988			
	All ages	Selected age groups		
		Youth 15-24	Older boomers 35-44	Seniors 65 +
Population of Canada	+ 8	-15	+ 37	+ 26
<b>Total Travel</b>	<b>+ 20</b>	<b>-15</b>	<b>+ 47</b>	<b>+ 64</b>
Auto	+22	-15	+50	+81
Plane	+13	-31	+28	+30
Bus	-12	-16	+13	-1
Train	+10	+30	-	(1)
<b>Overnight Travel</b>	<b>+ 7</b>	<b>-23</b>	<b>+ 37</b>	<b>+ 56</b>
Auto	+8	-23	+39	+75
Plane	+19	-28	+36	+45
Bus	-25	-29	+21	-13
Train	+11	+34	+6	(1)

(1) Since the coefficient of variation is greater than 25%, the data cannot be released.  
 Source: Canadian Travel Survey, 1988.

**Sources:** Touriscope: Domestic Travel, 1988, Catalogue No. 87-504; Canadian Travel Survey, special tabulations; Household Facilities and Equipment Survey, Catalogue No. 64-202.

*Bob Chadwick is Special Adviser, Tourism; Education, Culture and Tourism Division.*



# Travel-log

## Editor's Note...

As we enter into a new decade, 1990 promises to be an exciting kick-off. Both the international and domestic travel surveys are being carried during 1990. The redesigned International Travel Survey will be introduced to the travelling public this year and for the first time ever, it will contain the same set of core questions as its domestic counterpart, the Canadian Travel Survey.

Travel-log will keep you posted as to when data will be available from both these surveys.

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## Canadians Off the Beaten Path

By Laurie McDougall

*Having a wonderful time.....*

*Today we trekked to a hill tribe village north of Chiang Mai. Next week we're off to Delhi for a camel safari. Then we travel to Kathmandu to begin our hike to Annapurna base camp. Exhausting but exhilarating.*

*Wish you were here!!!*

Travel options have certainly changed. Today's traveller is not simply satisfied with a holiday by the beach, but rather an active or more involved travel experience. Adventure travel has therefore emerged in popularity as a way of fulfilling these more specialized needs.

Adventure travel is considered to be the fastest growing segment of the industry. Industry experts claim that this specialized segment represents approximately 3% of all travel. Defining "adventure travel" is as diverse as the selection of trips being offered. For instance, a cycling trip through the Alsace region in eastern France may be considered "soft adventure", while a Himalayan trek might be viewed as "hard adventure".

Canadians are travelling around the globe in record numbers. Throughout 1988, Canadians took 2.8 million trips<sup>1</sup> abroad (excluding the U.S.) which resulted in over 4 million visits to various countries (Chart 4). If the adventure component is 3% of this outbound travel, there were approximately 84,000 adventure trips in 1988.

At present, it is not possible to get an exact handle on the size of adventure travel by Canadians. However, an investigation of visitation trends to traditional as opposed to non-traditional locations, does give some clues as to what parts of the world Canadians are exploring.

## "If It's Tuesday It Must Be Belgium"

Travel around the world today, and you're likely to find Canadians posing in front of Big Ben, climbing the steps of the Eiffel tower, feeding the pigeons at St. Marks Square or admiring the Sistine Chapel. Over 2 million Canadians visited Europe during 1988, the highest level ever recorded (Chart 4). Although Europe remains the number one favorite, its overall market share has decreased from 61% of overnight visits in 1980 to 59% in 1988 (Table 4).

The sun-drenched beaches of the Caribbean attracted the next largest contingent of outbound Canadians. Compared to 1980, there was a 22% growth, in sun seeking travellers (Chart 5). Despite this growth, its overall market share slipped from 19% of travellers compared to 14% over the

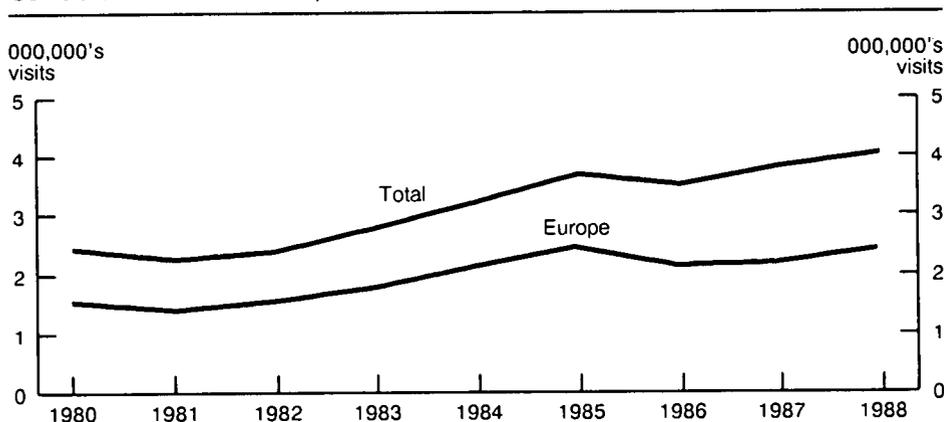
eight-year-time-period. Part of the shift has resulted from the increasing number of travellers taking vacations in Mexico and South America, particularly Venezuela.

## Asia Witnesses Largest Gains

In 1988, Canadian travel agents booked more trips to Asia than any other time during the decade. Canadians reported approximately 356,000 visits to Asia in 1988, more than double visitation levels in 1980 (Chart 5). Japan and Hong Kong account for over a third of the Asian visitation.

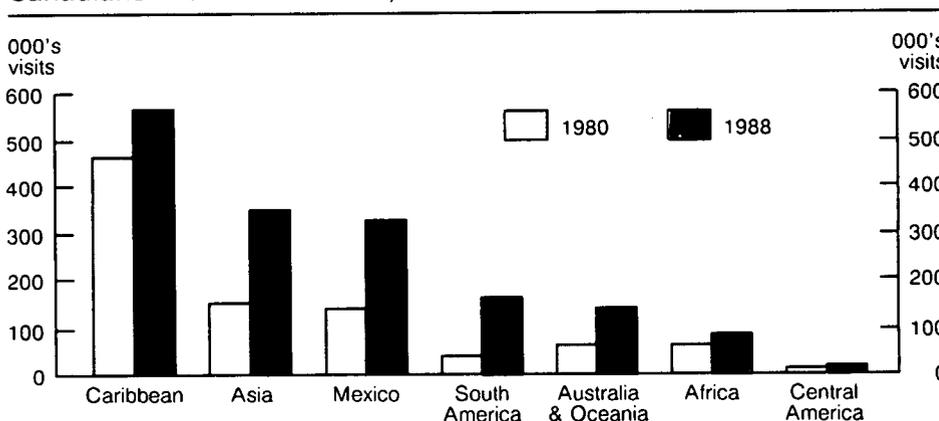
Canadians revealed a growing interest in China and Thailand over the 80's. Between 1980 and 1988 Canadian visits to China expanded six fold to 37,000, while travel to Thailand grew almost four times. These two locations each account for 10% of

Chart 4  
Canadian Visits Abroad, 1980-1988



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

Chart 5  
Canadians Around the Globe, 1980 and 1988



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

visits to Asia. Traffic to India, which represents 7% of the Asian market, almost doubled between 1980 and 1988.

Adventure travel companies are sending more Canadians to the Nepal. Although Nepal represents a relatively small share of Asian travel (1%), the number of travellers have almost tripled.

### South America Booms

Much of the burgeoning growth in tourism to South America has been caused by an influx of visitors to newly developed resort areas in Venezuela. In 1988, 94,000 Canadians landed there, compared to less than 10,000 back in 1980. Colombia is also appealing to a growing number of Canadians.

During 1988, approximately 26,000 Canadians visited Peru, Argentina, Ecuador, Chili and Bolivia, 53% above previously estimated levels for 1980.

### Out of Africa

Visions of wild animals roaming the desert became reality for 83,000 Canadians in 1988, 34% above visitation levels of 1980. Although Africa has received more visitors than previous years, it has not maintained the same rapid pace as other destinations. Morocco is the most frequently visited African state, claiming 2 out of 10 visitors in 1988.

East Africa, which is made up of Kenya, Tanzania and Zaire, attracted twice as many visitors between 1980 and 1988. In 1988, this region represented approximately 16% of all African visits. Kenya, known for the Maasai Mara game preserve and the abundance of safari trips, receives the largest share in the region.

<sup>1</sup> 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.

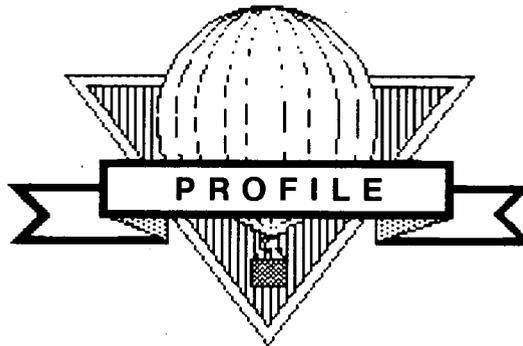
**Sources:** International Travel 1980-1988, Catalogue No. 66-201, and special tabulations.

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

Table 4  
Canadians Travelling Abroad, 1980 and 1988

	Visits		Market share	
	1980	1988	1980	1988
	000's		%	
<b>Total Visits<sup>1</sup></b>	<b>2,429</b>	<b>4,039</b>	<b>100.0</b>	<b>100.0</b>
Europe	1,479	2,365	60.9	58.5
Caribbean	469	570	19.3	14.1
Asia	152	356	6.3	8.8
Mexico	143	332	5.9	8.2
South America	39	166	1.6	4.1
Australia and Oceania	63	141	2.6	3.5
Africa	62	83	2.5	2.1
Central America	13	16	0.5	0.4

<sup>1</sup> Each time a traveller crosses into a country on a trip, it represents a visit.  
Source: Touriscope: International Travel, 1988, Catalogue No. 66-201.



## Camping Trends

By Roger Love and Susan Poulin

### "The Great Outdoors" Losing its Appeal?

Ah... the summer camping trip, the chance to get back to nature, escape the heat and congestion of the city or simply to relax by the beach. But... is interest in roughing it in the great outdoors waning? Two recent surveys show camping equipment ownership<sup>1</sup> has flattened and fewer Canadians are heading to campgrounds.

Throughout the 80's, the number of households with camping equipment has increased (Chart 6) although the proportion has stabilized (Chart 7). In 1989, 27% of Canadian households (about 2.6 million) said they owned camping equipment, unchanged from 1980. During the 70's the ownership rates had increased substantially (Chart 8).

<sup>1</sup> Overnight camping equipment includes ownership of one or more of the following: tents, tent trailers, truck campers, mobile homes and motor homes.

### Tents Become More Popular in the 80's

Tents are the one type of camping gear that have become more common among Canadians. In 1989, 20% of households owned a tent, compared to 17% at the start of the decade (Chart 7).

Tents are also by far the most prevalent type of camping gear. This is probably due to their cost and portability. Less than 5% of households own travel and tent trailers or truck campers. Tent trailers took a particularly large drop in popularity - to 2.6% of households from 4.2%. On the other hand, motor homes did increase in popularity although the numbers were very small.

### Albertans Most Likely to Own Camping Gear

In Alberta 42% of households own camping equipment - the highest proportion among all the provinces. British Columbians are next highest in camping equipment ownership with 37%. Quebec and Prince Edward Island generally have the lowest ownership - both 20% in 1989.

Camping equipment, with the exception of tents, is more likely to be owned in smaller centres and rural areas than urban centers (Table 5). In 1989, travel trailers are owned by 7% of households in rural areas compared to just 1% in large centres (population of 500,000 or more).

### Camping Equipment Popular Among Upscale

A third of households with an income of \$55,000 or more own camping gear compared to 11% of households with

▶ Continued from page 6

an income of under \$10,000. There has been little change in ownership patterns among all income groups.

**Families With Kids Most Likely to Camp**

Camping can be a relatively inexpensive family holiday. That may be one reason ownership is so prevalent among families with children: close to 40% reported camping gear in 1989 compared to 25% for married couples only (Table 5).

In general, young households (household head under 35 years) are the most likely to own camping equipment. In 1989, 33% had some type of equipment compared to about 10% for seniors (household head 65 years and over).

For tents, the pattern of ownership by age is consistently downward but for other types of equipment it tends to increase until middle age or later before declining. The less disposable income available among younger households may in part be related to this ownership pattern.

**Fewer Camping Holidays**

Ownership does not necessarily mean Canadians are using their equipment. Many Canadians have probably not unpacked their camping gear in recent years. Now that the kids are off doing their own thing, some families may have lost interest in camping holidays. Domestic travel trends suggest this may in fact be the case.

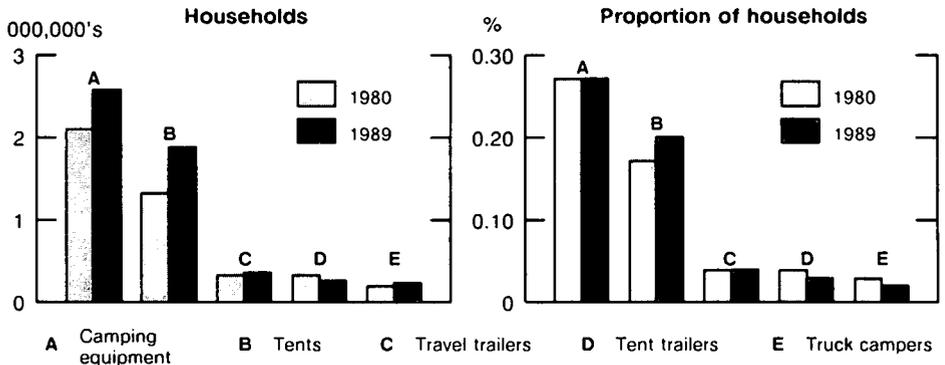
In 1988, Canadians took 13% fewer camping trips<sup>2</sup> compared to 1980. The decline was particularly evident among the middle-aged (45-64 years), who took 36% fewer camping holidays between 1980 and 1988. Baby-boomers (25-44 year olds), who are the largest camper market, took 10% more camping trips in 1988. Seniors, although they represent the smallest share of the market, more than doubled their camping trips.

**Hotels and Motels Closing the Gap on Camping**

Although camping is the most popular commercial accommodation choice for pleasure travel, over the 80's it has

Chart 6

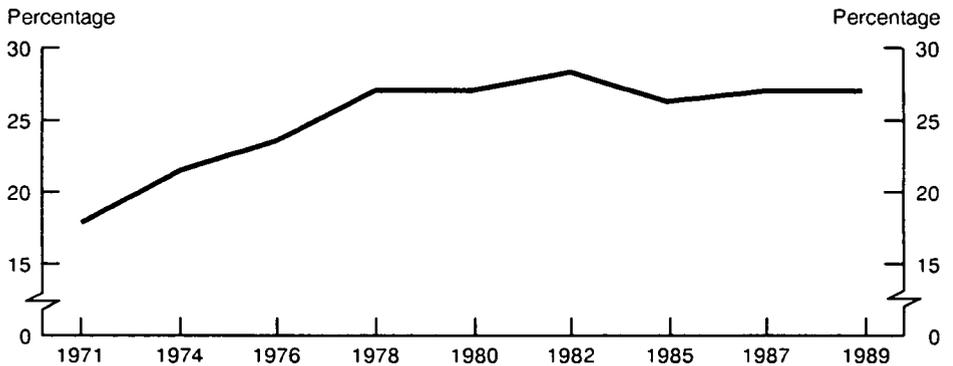
**Households and Proportion of Households Owning Camping Gear, 1980 and 1989**



Source: Household Facilities and Equipment Survey.

Chart 7

**Proportion of Households Owning Camping Gear, 1971-1989**



Source: Household Facilities and Equipment Survey.

been losing market share. In 1988, Canadians camped on 17% of their pleasure trips, down slightly from 18% in 1980. On the other hand, hotels and motels claimed a market share of 12% each, up from 8% and 11% respectively. Only non-commercial methods of vacationing, such as staying with friends or at private cottages, outranked camping.

**Sources:** Household Facilities and Equipment Survey, 1971-1989; Canadian Travel Survey, special tabulations.

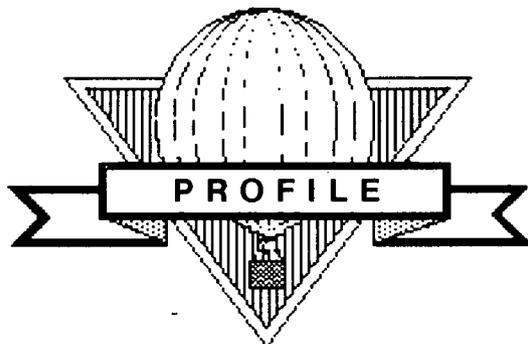
*Roger Love is the Chief of Income Content and Analysis Section, Labour and Household Surveys Analysis Division. Susan Poulin is a Senior Research Officer in the same area.*

<sup>2</sup> Refers to household trips which are defined as one person or a group of people from the same household travelling together.

Table 5  
Camping Equipment Ownership by Selected Characteristics, 1989

	Percentage of households with		
	Camping equipment	Tents	All other
		%	
<b>Size of Area of Residence</b>			
500,000 and over	24	19	6
100,000-499,999	27	20	9
30,000-99,999	30	21	11
Under 30,000	30	20	13
Rural	34	21	16
<b>Age of Head</b>			
Less than 35	33	28	7
35-44	35	27	12
45-54	31	20	14
55-64	22	12	12
65 and over	11	6	6
<b>Household Type</b>			
One person households			
non-elderly	19	16	3
elderly	6	3	3
Married couples only	25	16	11
Married couples with children	39	29	14
Other married couples	29	18	15
Single-parent with children	21	18	4
All other households	26	23	5
<b>Income Quintiles (1986)</b>			
Lowest	13	9	4
Second	21	15	7
Third	30	22	11
Fourth	35	25	13
Highest	36	28	12
<b>Household Income (1986)</b>			
Under \$10,000	11	8	3
10,000-14,999	15	10	6
15,000-19,999	19	13	7
20,000-24,999	24	18	7
25,000-29,999	26	19	9
30,000-34,999	31	22	12
35,000-44,999	34	24	13
45,000-54,999	36	26	14
55,000 & over	36	29	12

Source: Household Facilities and Equipment Survey.



## Gone to the Cottage

By Bob Chadwick

The Canadian dream of owning a cottage by the lake is reality or close to it for 6% of Canadian households. Approximately 568,000 Canadian households own a vacation home<sup>1</sup> in Canada, while another 50,000 have second homes outside the country.

Cottages are the second most important lodging used by domestic travellers. In 1988, travellers bunked in with friends or family on 45% of their nights away from home, followed by private cottages with 15%. The summer months are the most popular time of the year for staying at the cottage: 20% of domestic nights in 1988.

Ontario and Quebec account for two-thirds of the vacation homes in Canada, but Newfoundlanders have the highest proportion of vacation home-owners. Other provinces with higher than average household ownership rates for vacation homes are Manitoba and New Brunswick, both recording one in twelve.

Since most cottagers "head out to the lake" on a Friday evening, the cottage is usually located within two to

three hours drive, typically in the same province. Eastern Ontario residents owning property in Western Quebec are the main exception.

Residents of Ontario and British Columbia with cottages in neighbouring states account for most of the Canadian owned vacation homes outside the country.

People living in large cities account for nearly two-thirds of the vacation homes owned in Canada. Although, small towns (population of under 30,000) have the highest percentage of households with a vacation home.

Vacation home owners are relatively affluent with an income 43% above the national average. In fact 70% have annual household incomes above \$35,000 and 39% above \$55,000. These households may be further characterized as single-family, with or without children present, and a household head aged between 35 and 64.

Out-of-country second homes are popular with empty nesters and seniors. In 1989, seniors (55+) owned 62% of the foreign Canadian-owned vacation homes, versus only 38% ownership of cottages in Canada.

<sup>1</sup> A vacation home is defined as a cottage, cabin, chalet or mobile home. Excluded are trailers or semi-permanent mobile homes, condominium apartments and all types of time-share properties.



## New Englanders – An Expanding Market For Canada

By Jocelyn Lapierre

Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island and Vermont – names that Canadians are seeing more and more on license plates in Canada. Together these states form New England, Canada's fourth most important U.S. market and one that is expanding faster than any other region (Chart 9).

In 1988 close to 2 million New Englanders visited Canada for at least one night, 17% above the estimated 1.6 million the previous year. In contrast total U.S. visitation remained unchanged. Between 1980 and 1988, New England visitation jumped 48%, compared to 16% for all U.S. residents.

Market share for the New England region expanded from 13% in 1987 to 15% in 1988. They are closing the gap on the third place position held by Pacific region residents who accounted for 17% of American visitors in 1988.

### More Enter via Ontario

Ontario ports of entry recorded 58% additional New Englanders in 1988 compared to 1987. Québec customs officials, on the other hand, welcomed 8% less visitors from this region over the same period. Between 1980 and 1988, border crossings into Ontario jumped 134%, but increased only 7% into Québec.

Ontario and Québec account for the largest shares of the New England cross-border visitor traffic: 45% and 36% respectively in 1988.

### Vermont Tourists Prefer the Spring

Vermont residents prefer the months of April, May and June to vacation in Canada. In 1988, they spent 52% of

their nights in Canada during the spring season, and 39% during the summer.

On the other hand, their New England counterparts are more likely to travel to Canada during the summer. In 1988, all other New England States spent over half of their nights in Canada during the summer period (Chart 10).

### Motorcoach Travel Increases Market Share

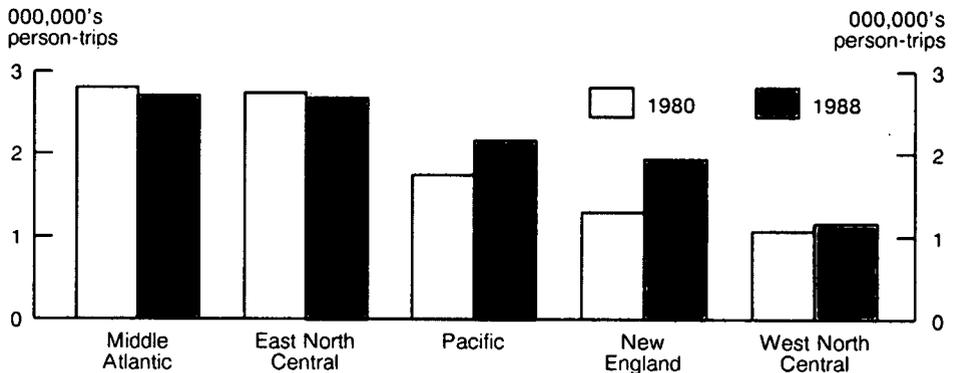
Travelling by bus to Canada has become increasingly popular amongst New Englanders during the 80's. Motorcoach travel recorded the largest increase (155%) between 1980 and 1988. It also witnessed a market share expansion from 7% in 1980 to 12% in 1988. Bus travel ranked second in 1988, with airline usage in third place.

The majority of New Englanders drive across the border. In 1988, 7 out of 10 trips to Canada were done sitting behind the wheel of a car (Table 6), unchanged over the 1980-1988 period.

### Mini Vacation Trend

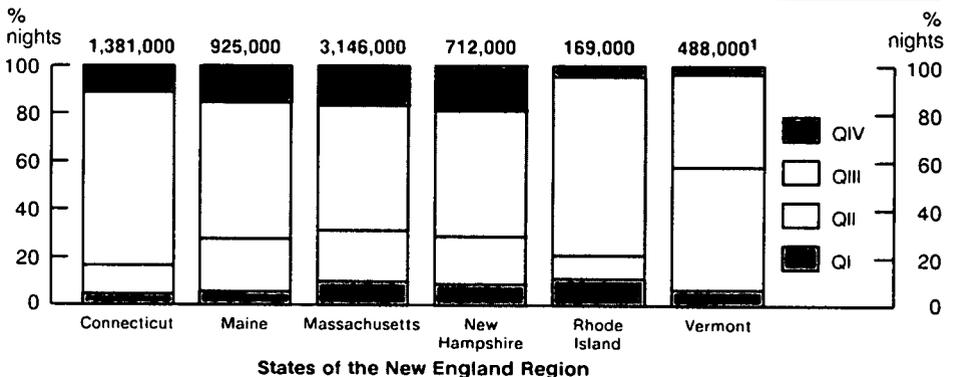
New England residents are now taking shorter trips than they did 8 years ago. Between 1980 and 1988, the average length of stay dropped from 4.2 to 3.6 nights per trip, mainly due to a surge in popularity of one-night trips. Over this period, the number of one-night trips rose 81%, compared to a 12% growth for trips of seven nights or more.

Chart 8  
Top Five U.S. Regional Travel Markets to Canada, 1980 and 1988



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

Chart 9  
New Englanders Visiting Canada by Quarter, 1988



<sup>1</sup> Represents annual total of nights.

Source: *International Travel Survey, special tabulations.*

## More Travelling to Canada for a Holiday

New England residents travel to Canada predominately for pleasure. In 1988, pleasure trips were 105% higher than in 1980. Travel to visit friends or family or for business have increased at a slower rate: 21% and 7% respectively over the 1980-1988 period.

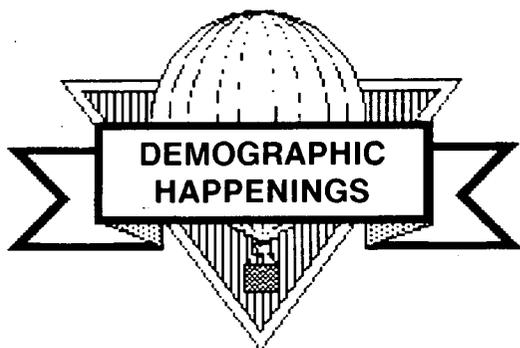
## Non-auto Visitors Spend More

Total expenditures by New England visitors on Canadian goods and services stood at \$439 millions in 1988, 181% more than in 1980. However, their average spending per trip did not increase as much during this period: \$120 to \$228, recording an increase of 90% since 1980.

New Englanders travelling by bus or plane tend to spend more per visit than those who take their car. In 1988, non-auto travellers averaged \$315 (excluding air fares) per trip while those travelling by car spent \$195.

**Sources:** Touriscope: 1988 International Travel, Catalogue No. 66-201 and special tabulations.

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



## "Thirty Something"

*By Laurie McDougall*

Maternity wards across Canada had their busiest year ever thirty years ago. In 1959, 479,000 babies were delivered to proud parents, representing the highest number ever during the baby-boom era (Chart 11). The baby-boomers or those with birthdays falling between 1945-1965 represented approximately 8.4 million or 32% of the population in 1989.

Table 6

### New Englanders to Canada, Selected Characteristics, 1980 and 1988

	Visits		Market share		% Change
	1980	1988	1980	1988	
	'000's		%		
<b>Total</b>	<b>1,297</b>	<b>1,920</b>	<b>100</b>	<b>100</b>	<b>48</b>
Province of entry <sup>1</sup> :					
Quebec	647	692	50	36	7
Ontario	365	854	28	45	134
Other	285	374	22	20	31
Auto	999	1,382	77	72	38
Plane	156	219	12	11	40
Bus	92	234	7	12	155
Other	51	86	5	5	68
Male	693	1,008	53	53	45
Female	605	913	47	48	51
1 night	261	472	20	25	81
2-6 nights	790	1,171	61	61	48
7+ nights	246	277	19	14	12
Business/convention	211	226	16	12	7
Visiting friends/relatives	383	466	30	24	21
Pleasure/holiday	599	1,227	46	64	105

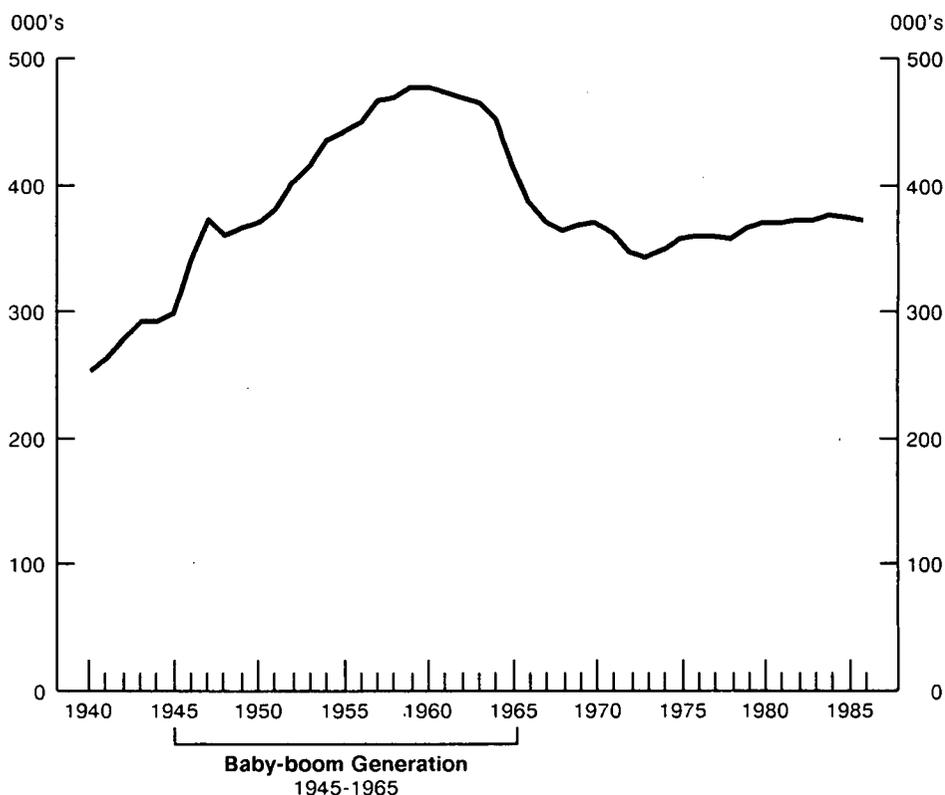
Note: Categories may not add to total due to the exclusion of other categories in the breakdown.

<sup>1</sup> Refers to the entry point, not necessarily the province of final destination.

Source: International Travel Survey, special tabulations.

Chart 10

### Births in Canada, 1940-1986



Source: Births and deaths, 1986, Catalogue 84-204.

Now, thirty years later a vast majority of boomers are parents themselves. Although the number of babies born in Canada has remained far below the peak year, there has been a notable increase in births starting in the mid 70's. Coined the "Baby Boom Echo", it reached a high of 377,000 births in 1984.

Today's parents are older than their parents were when they had children. In 1986, the majority of mothers (39%) were aged 25-29. Young mothers (20-24) were the next largest group, although throughout the 80's they have been declining in numbers: 25% in 1988 compared to 30% in 1980. Following closely behind are women aged 30-34, who had 22% of the babies in 1986 compared to just 18% in 1980.

The tourism industry is paying attention to this trend. "Kids stay free", read many of the hotel ads trying to attract the growing number of young families. Day care facilities are another enticement being offered to parents. Even the singles oriented Club Med joined the bandwagon with family vacation packages.

But are young families as inclined to travel as the rest of the population? According to domestic travel trends, more Canadians are travelling with their children. However, the majority of these trips are to visit friends or family and are day excursions.

Between 1980 and 1988 there were 11% additional trips by children under 15 compared to a 20% increase overall. The trend towards day tripping was most predominant for children under 15: 45% jump between 1980 and 1988. Overnight trips by children dropped from 15.5 million in 1980 to 14.9 in 1988 (Table 7).

Trips to visit friends or relatives (VFR) has become more popular than travel for pleasure purposes. In 1988, overnight VFR travel by children rose 16% compared to 1980. In contrast their pleasure trips were down 20%.

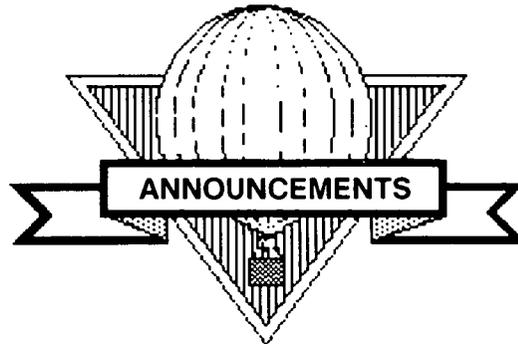
**Sources:** Births and Deaths, 1986, Catalogue No. 84-204; Canadian Travel Survey, special tabulations.

Table 7  
**Domestic Travel by Age Group 1980 and 1988**

	1980	1988	% Change
000's person-trips			
<b>Overnight Travel</b>			
All ages <sup>1</sup>	74,487	79,460	+7
Pleasure	33,279	30,286	-9
Visiting friends/family	26,748	32,406	+21
Children (under 15)			
Pleasure	15,472	14,873	-4
Visiting friends/family	7,501	5,971	-20
	6,155	7,158	+16
<b>Sameday Travel</b>			
All ages	36,510	53,812	+47
Pleasure	11,173	19,606	+75
Visiting friends/family	9,180	15,593	+70
Children (under 15)			
Pleasure	7,098	10,287	+45
Visiting friends/family	2,167	3,994	+84
	2,455	4,047	+65

<sup>1</sup> Includes travel for all purposes.

Source: Canadian Travel Survey, special tabulations.



**Welcome Back to Canada!  
Welcome to Canada!**

As of January 1, Canada Customs officers began handing out new questionnaires to Canadians returning from trips outside the country and American and overseas visitors to Canada. It may take travellers a few minutes longer to fill out the new questionnaire, but the tourism industry will now have access to essential intelligence information.

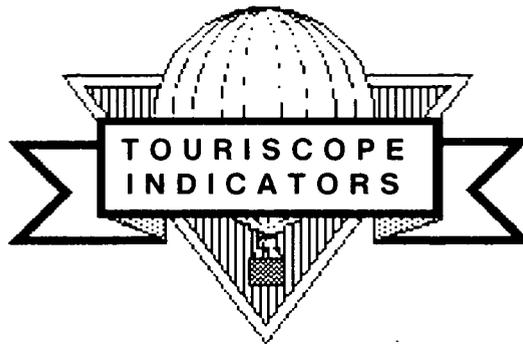
The redesign of the ITS came about following a thorough two-year analysis of all tourism data, by the National Task Force on Tourism Data. The Task Force recommended that the International Travel Survey and the Canadian Travel Survey (CTS) contain the same set of core questions. These are:

*Volume of Travel, Expenditures, Purpose, Accommodation, Origin & Destination, Overnight Stopovers, Transportation, Duration, Party Size, Demographics, Activities, Source of Business Trip Funding*

The redesigned ITS is distributed at customs ports on a sample basis throughout each quarter. Results from the first quarter 1990 will be available later this year.

For more information, phone or write to International Travel Section for your free copy of **The Redesigned International Travel Survey**.

Tel: (613) 951-9169  
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		Third Quarter 1989	Percentage Change	
			Previous Quarter	Previous Year
<b>VISITORS TO CANADA(p)</b>				
From United States	T	13,938	56.6	-4.0
Overnight visits	T	5,619	77.6	-7.6
By auto	T	4,089	92.4	-8.4
From Overseas	T	1,465	67.4	3.1
Overnight visits	T	1,331	67.6	4.9
Top Seven Countries				
United Kingdom	T	274	76.8	7.9
Japan	T	166	55.1	11.4
West Germany	T	127	71.6	-1.6
France	T	124	87.9	6.0
Hong-Kong	T	51	121.7	41.7
Italy	T	44	100.0	7.3
Australia	T	44	41.9	29.4
<b>CANADIANS OUTSIDE CANADA(p)</b>				
To United States	T	18,943	28.7	56.0
Overnight visits	T	5,513	58.2	9.7
By auto	T	4,459	93.0	10.9
To Overseas	T	776	17.2	7.5
<b>INDUSTRY SECTOR</b>				
Airline passengers (Level I)	T	6,088	8.0	-8.0
Airline passenger-km (Level I)	M	15,958	21.7	-2.4
Inter-city bus passengers	T	4,905	24.8	-9.6
Restaurant receipts	M	4,737	6.1	8.7
<b>PRICES</b>				
1981 = 100 (not s.a.)				
Travel price index		159.8	3.2	6.5
Consumer price index		152.4	1.4	5.2
Restaurant meals		152.8	1.6	5.3
Inter-city transportation		188.2	9.9	11.2
Gasoline		147.9	4.4	10.4
<b>ECONOMIC</b>				
Gross domestic product, 1981 prices (s.a.)	M	412,408	0.6	2.5
Amusement and recreation	M	2,848	-1.7	-0.5
Accommodation and food services	M	9,108	0.5	4.0
Personal disposable income per capita (s.a.)		16,544	1.3	7.3
<b>LABOUR FORCE</b>				
Labour force (s.a.)	T	13,528	0.4	1.7
Unemployed	T	998	-2.4	-4.3
Employed	T	12,530	0.7	2.2
Accommodation and food services (not s.a.)	T	783	5.8	3.4
<b>EXCHANGE RATES</b>				
In Canadian Dollars:				
American Dollar		1.1823	-0.9	-3.0
British Pound		1.8892	-2.7	-8.6
Japanese Yen		0.008313	-4.0	-8.8
German Mark		0.6153	-0.5	-5.8
French Franc		0.1819	-0.4	-5.7
Mexican Peso		0.000465	-4.7	-11.6
(M) Millions. (T) Thousands. (s.a.) seasonally adjusted. (p) preliminary.				