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C-4

# Travel-log

## Canadians Bound for the U.S.A. After Free Trade

BY BOB CHADWICK

### Touriscope

#### In This Issue...

##### FEATURE ARTICLE

*The "Great White North" is invading American shopping malls, gas stations, restaurants and highways. In 1989, Canadians set an all-time record for travel south of the border, especially visits lasting less than 24 hours.*

##### DEPARTMENTS

###### • Markets

*Move over mate! Hong Kong nudges out Australia to become Canada's fifth most important overseas market.*

###### • Profile

*Golf and downhill skiing gained the largest percentage of participants between 1981 and 1988.*

*Canoes are appealing to a growing number of upscale households while ownership is declining among all other income groups.*

###### • Regions

*The U.S. Pacific Region travel market to Canada was the second fastest growing region between 1988 and 1989. As a result, the market share gap between second place North Central and the Pacific Region is shrinking.*

###### • Demographic Happenings

*Three-quarters of the Canadian population live within a two-hour car drive to the U.S.*

###### • A Case In Point

*Labatt's Brewery mixes suds and stats in order to determine marketing strategies for duty-free stores across the country.*

Anything to declare? - queried Canada Customs officers as they welcomed an unprecedented number of Canadians returning home from the U.S. during 1989. Canadians made 54 million visits<sup>1</sup> by car to the U.S. via the 120 landports located along the border, an 18% jump over the previous year (Chart 1).

Our American neighbours did not have the same enthusiasm about visiting Canada, the first year after "Free Trade". Their auto visits slipped 4% or approximately 1 million from 1988 and 1989 (Chart 2). In fact, during 1989 there were close to 25 million more Canadian auto visits to the U.S. than American visits to Canada.

#### Gone for the Day

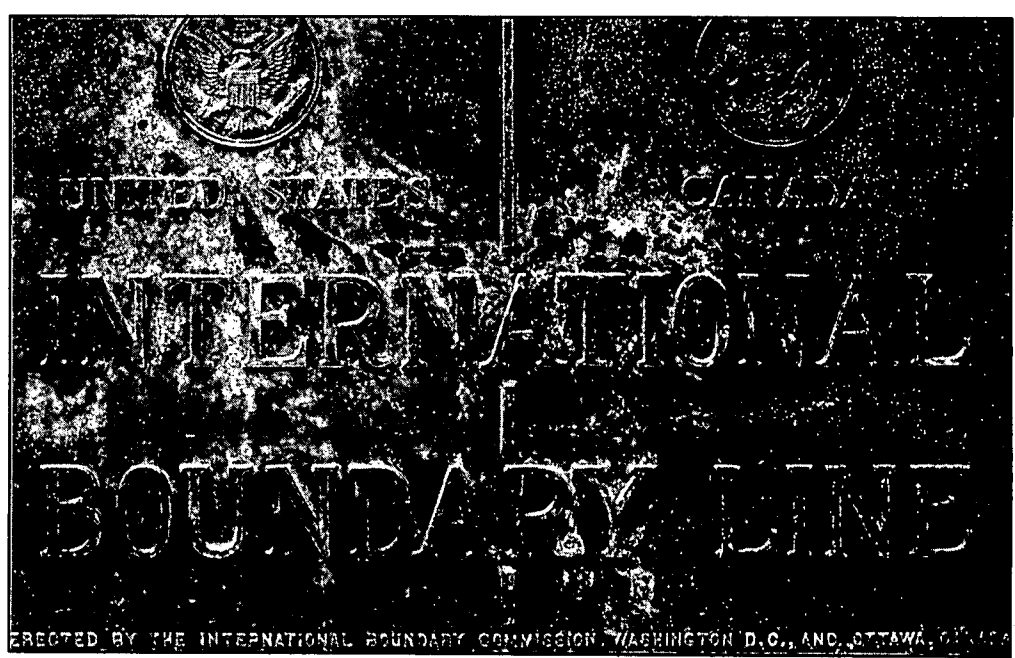
When Canadians venture south of the border, approximately eight out of ten are away less than 24 hours. In 1989

this tendency became even stronger when there were 43 million Canadian same-day visits by car, 20% more than 1988 (Table 1). Overnight journeys expanded 13% over the same period.

Americans made 21 million same-day visits to Canada in 1989, 3% less than 1988. (Table 1). Day excursions accounted for 70% of their travel to Canada in 1989. Their overnight visits dropped 6% from 1988 to 1989.

The dominance of excursion travel to the U.S. by car varies across the country. Exceptions occur in the case of Prairie residents who are more apt to spend at least one night in the States. Distances between Prairie towns and nearest towns in the United States tend to be much greater than in other border areas, thereby making it difficult to complete a round trip in one day or even two.

See footnote at end of table 4.



Continued from page 1

### Ontario and British Columbia Dominate Traffic

All provinces, except three on the Atlantic seaboard have direct road crossings to the United States. Ontario and British Columbia account for two-thirds of the Canadian automobile traffic south of the border. New Brunswick and Quebec record most of the remainder. The ports of entry along the 49th parallel in the three Prairie Provinces carry less than 5%.

Manitoba and Ontario recorded the highest rate of increase at 35% and 24%, Quebec recorded the lowest with 7% (Table 2). Same-day travel increased at a higher rate than overnight visits in Ontario, Quebec and British Columbia. The reverse situation occurred in the Prairie Provinces and New Brunswick.

### Pacific Highway Tops the List

The exodus of 5 million B.C. residents at the Pacific Highway border crossing reflects the busiest land port in Canada (Chart 3). Due to the proximity of Vancouver, many travellers stay less than 24 hours; in 1989, 80% or 4.3 million was same-day traffic. Huntingdon, which is further east, was used by 3.2 million auto travellers bound for the U.S., the second largest volume in 1989.

Queenston Bridge at Niagara Falls, which is just 130 km from Toronto recorded close to 3 million auto travellers, followed by the adjacent Rainbow Bridge with 2.7 million. Windsor Tunnel<sup>2</sup> ranked 5th in terms of Canadian auto traffic.

### Smaller Ports See Gains in Traffic

Smaller more rural ports such as Pigeon River, Ontario or Kingsgate, B.C., don't have the same proportion of same-day movement (Table 3). Nevertheless, even rural ports on routes between major centres showed major increases between 1988 and 1989, e.g. Pigeon River between Thunder Bay and Duluth and Emerson between Winnipeg and Minneapolis.

It would appear that Canadians have celebrated the first year of Free Trade with frequent shopping expeditions to the United States, whereas our neighbours to the south do not appear to have been equally motivated to shop here.

See footnote at end of table 4.

Table 1  
Canadian and American Auto Travel, 1988 and 1989

	1988	1989	Change
	000'000s		%
<b>Canadians to U.S.</b>	<b>45.5</b>	<b>53.8</b>	<b>+ 18</b>
Same-day	36.2	43.3	+ 20
One night	1.4	1.6	+ 13
Two + nights	7.9	9.0	+ 13
<b>Americans to Canada</b>	<b>30.4</b>	<b>29.2</b>	<b>- 4</b>
Same-day	21.5	20.8	- 3
One night	1.8	1.8	- 3
Two + nights	7.1	6.6	- 6

Source: International Travel, Quarterly, Catalogue No. 66-001.

Chart 1  
Canadian Auto Travel to the U.S., 1980-1989

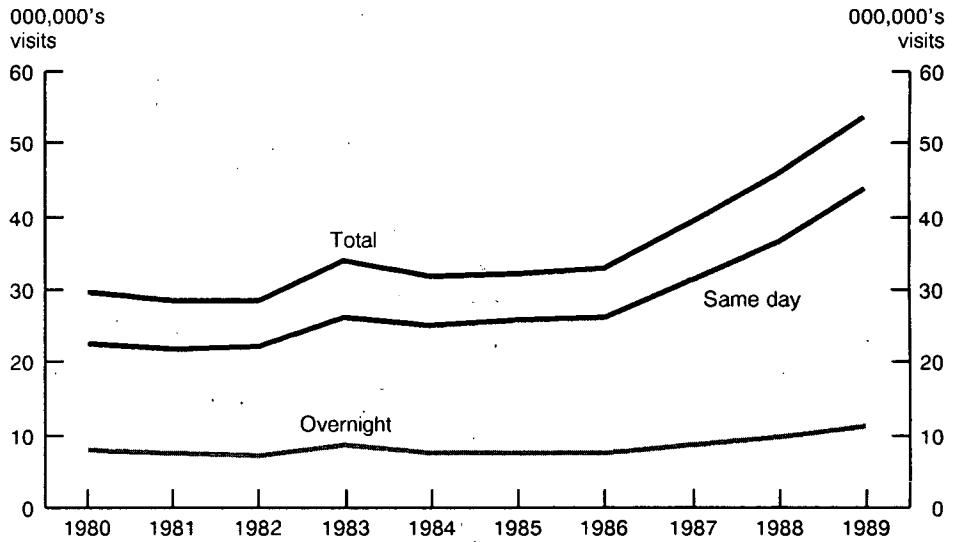
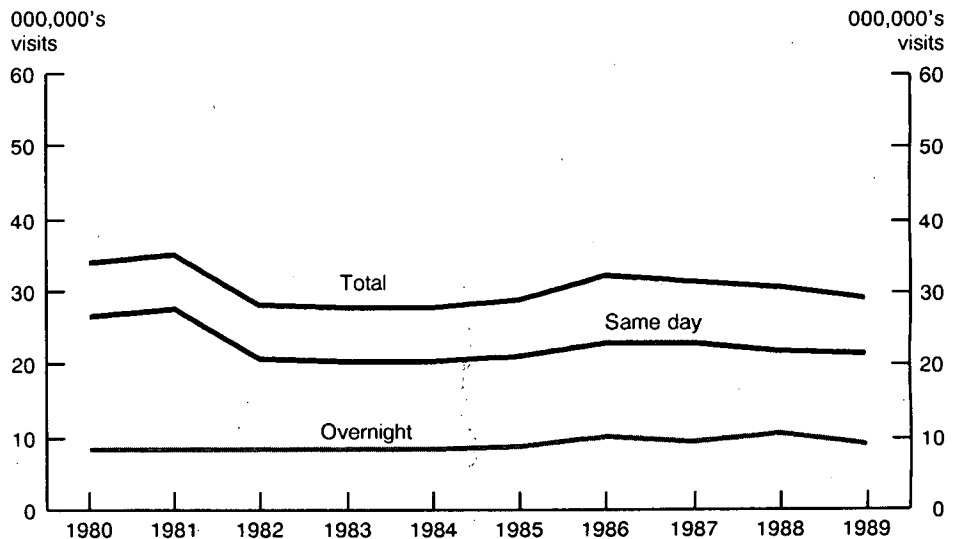


Chart 2  
American Auto Travel to Canada, 1980-1989



Continued from page 2

### Growth Comparable to Trends in 1987

Although the increase in Canadian automobile traffic to the United States in 1989 appears dramatic, it was comparable with the growth in the two preceding years (Table 4). Similarly, the decrease in automobile travel to Canada by residents of the United States in 1989 was little more than an extension of a downward trend.

Thus the automobile travel deficit for residents of Canada is not a phenomenon of the free trade era, but a trend that began in 1987, just as the United States dollar premium entered into a steep decline (Table 5). This made purchases in the United States significantly lower priced in terms of Canadian dollars with each successive year.

### Lured By Cheaper Prices at the Pumps

Another relevant consideration is the relationship between the prices of gasoline in Canada and the United States in the late 80s. In 1979, Canadian gas was actually cheaper, but by 1989 the price gap was the widest of the decade. Canadian consumers paid 49.8 cents for a litre of gas in 1989, compared to just 31.3 cents in the U.S.

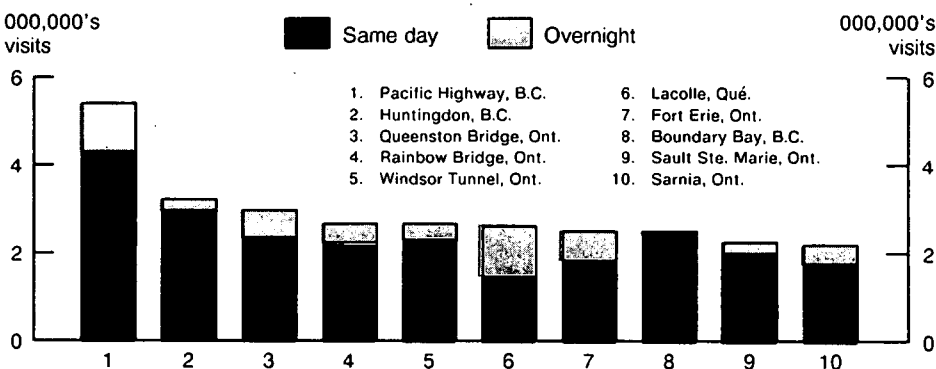
The Canadian auto traveller thus had a pressing reason to cross the border in 1989. Assuming an average fill-up price for gasoline in Canada at \$20.00, the same volume of gasoline was costing only \$12.57 (in Canadian dollars) in the United States. It is perhaps not surprising that same-day auto traffic from Canada to the United States rose 20% in 1989.

**Table 2**  
Canadian Auto Travel to the United States, 1988 and 1989

Province <sup>1</sup>	1988	1989	Change 88/89
	000'000s		
<b>Total</b>			
<b>Canada</b>	<b>45.5</b>	<b>53.8</b>	<b>+ 18</b>
Ontario	18.1	22.4	+24
British Columbia	12.3	14.4	+17
New Brunswick	7.0	8.0	+14
Quebec	6.0	6.4	+7
Manitoba	1.1	1.5	+35
Saskatchewan	0.5	0.6	+16
Alberta	0.5	0.5	+15
<b>Same-day</b>			
<b>Canada</b>	<b>36.2</b>	<b>43.2</b>	<b>+ 20</b>
Ontario	14.2	17.9	+26
British Columbia	10.3	12.3	+19
New Brunswick	6.6	7.5	+14
Quebec	3.9	4.3	+9
Manitoba	0.6	0.8	+29
Saskatchewan	0.3	0.4	+14
Alberta	0.2	0.2	+7

<sup>1</sup> Refers to province of re-entry which may not represent province of origin.  
Source: International Travel, Quarterly, Catalogue No. 66-001.

**Chart 3**  
Top Ten Border Crossings, Canadians to the U.S., 1989

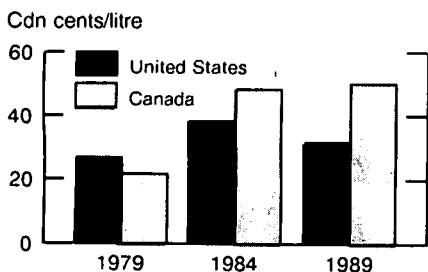


**Table 3**  
Canadian Auto Travel By Selected Ports, 1989

Port	Total 1989	Same-day	Same-day Share	Change 1988-89	
				Total	Same-day
	000s		%	%	%
Niagara ports, Ont. <sup>1</sup>	7,010	5,940	85	40	46
Pigeon River, Ont.	180	60	33	29	22
Pacific Highway, B.C.	5,410	4,330	80	18	22
Kingsgate, B.C.	140	20	14	13	5
Woodstock Road, N.B.	710	570	80	16	15
Edmundston, N.B.	1,390	1,380	99	26	27
Lacolle, Que.	2,590	1,470	57	8	9
Rock Island, Que.	950	700	74	6	8
Emerson, Man.	680	150	22	45	44
Spragg, Man.	140	130	90	14	10
North Portal, Sask.	190	100	50	12	3
Estevan, Sask.	120	110	93	36	36
Coutts, Alta.	310	100	33	21	13
Carway, Alta.	150	70	44	11	6

<sup>1</sup> Includes Queenston, Rainbow and Whirlpool bridges.  
Source: International Travel Survey, special tabulations.

**Chart 4**  
Pump Price for Regular Leaded Gasoline, Canada and United States, 1979, 1984 and 1989



**Table 4**  
**Automobile Travel Between Canada and the United States, 1986-1989**

Year	Canadian Visits	Change	American Visits	Change
	000'000	%	000'000	%
1986	32.9	-	32.1	-
1987	39.2	+19.1	31.2	-2.7
1988	45.5	+16.1	30.4	-2.7
1989	53.8	+18.3	29.2	-3.8

Source: International Travel, Quarterly, Catalogue No. 66-001.

**Table 5**  
**Price of United States Dollar in Canadian Dollars, 1986-1989**

Year	Price of U.S. \$ in Canadian \$	Change
		%
1986	1.3894	-
1987	1.3260	-4.6
1988	1.2309	-7.2
1989	1.1842	-3.8

Source: Bank of Canada Review.

- 1 A Canadian traveller may take two or more trips throughout the year. Each time a traveller crosses the border, a visit is recorded.
- 2 Information for the Windsor Bridge, which is privately owned, is not available.

**Sources:** International Travel, Quarterly, Cat. No. 66-001; International Travel Survey, unpublished

data; Energy, Mines and Resources, Canada, *Canadian Motor Gasoline Markets 1980's, The Decade in Review*, December 1989; Bank of Canada Review.

Bob Chadwick is Special Adviser, Tourism; Education, Culture and Tourism Division (613-951-1673).



**Editor's Note...**

The growing popularity of "getaway" travel is a significant trend for the tourism industry. Learn more about who is taking these trips in the Summer Issue, to be released in early July.

We welcome your views on articles and suggestions for upcoming articles in *Travel-log*. We also encourage readers to inform us about how they are using Statistics Canada's tourism data.

Correspondence, in either official language, may be addressed to the Editor, *Travel-log*, 15th Floor, R H Coats Bldg. Ottawa, Ontario, K1A 0T6.

Editor: Laurie McDougall  
Tel: 613-951-9169  
Fax: 613-951-9040

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## Hong Kong Edges Out Australia

By Laurie McDougall

In 1989 Hong Kong nudged out Australia to become Canada's fifth most important overseas market. Close to 123,000 Hong Kong travellers arrived in Canada in 1989, up 40% from 1988, and four times the level in 1980 (Chart 5). For the first time ever, travel from this British Colony throughout 1989 outpaced visits from Australia.

By year-end 1989, Hong Kong also claimed one of the strongest percentage growths among the main Asia/Pacific Basin markets to Canada (Table 6).

### More Travelling Via the U.S.

Canada is receiving a growing number of Hong Kong visitors who travel by car or bus via the U.S. The majority who travel to Canada from the States arrive by plane. However, over the 80's, the auto and bus segment have gained market share. Approximately 8% of those visiting Canada via the U.S. stay in for less than 24 hours (Table 7).

### Shoulder Seasons Gain Popularity

The shoulder seasons (winter and fall) have attracted a growing number of overnight Hong Kong visitors over the 80's (Chart 6). About 17% of this overseas market travelled during the winter months of 1988 compared to 12% in 1980. The fall accounts for 19% of the visitation, a jump from 15% in the early 80's. In contrast, the summertime share of visitors dropped from 54% in 1980 to 43% in 1988.

### Friends and Family Generate Visits

Friends and family are the most significant generator for travel, since 43% of their visits are classified as

Chart 5  
Hong Kong and Australian Visitors to Canada, 1980-1989

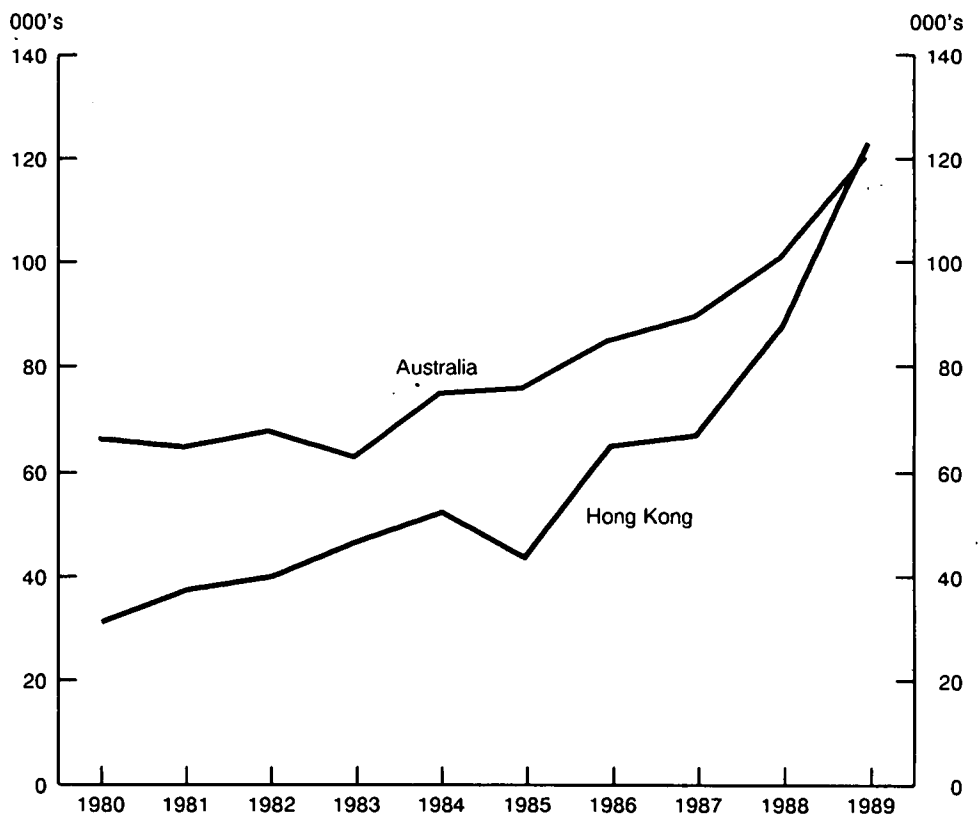


Table 6  
Visitors To Canada From Asia/Pacific Basin, 1988 and 1989

	1988	1989	Change 88/89 %
Japan	404,592	462,699	14
Hong Kong	87,785	123,080	40
Australia	100,841	120,316	19
New Zealand	39,416	42,555	8
Taiwan	22,957	35,861	56
South Korea	23,290	35,649	53
China	29,839	30,905	5

Note: Figures include same-day travel via the United States.  
Source: International Travel, Catalogue No. 66-001p.

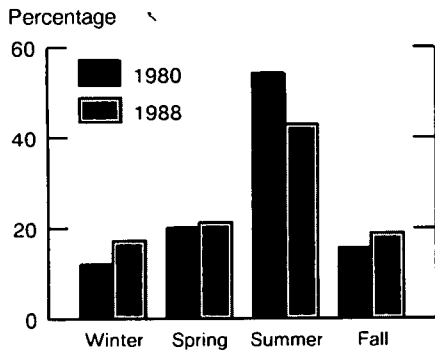
Table 7  
Hong Kong Visitors to Canada, 1980 and 1988

	Visits		Distribution	
	1980	1988	1980	1988
			%	%
<b>Total</b>	<b>30,839</b>	<b>87,785</b>	<b>100</b>	<b>100</b>
Direct to Canada	14,007	39,392	45	45
Via the U.S.	16,832	48,393	55	55
Air and Sea	13,307	32,278	43	37
Land	3,525	16,115	11	18
Same-day	963	4,003	3	5
One + nights	2,562	12,112	8	14

Source: International Travel Survey, special tabulations.

Continued from page 5

Chart 6  
The Changing Seasons,  
1980 and 1988



VFR. Hong Kong travel for pleasure or business has expanded at a faster rate throughout the 80's (Table 8).

### British Columbia Captures Largest Share

With the largest per capita Hong Kong immigrant population in the country, British Columbia is a particularly appealing destination. In 1988, 56% of the Hong Kong visitors arrived in Canada via British Columbia<sup>1</sup>, down from 61% in 1980. Ontario, which captured 32% of this market in 1980, claimed 40% in 1988. Quebec was a distant third with 2%.

Of Canada's top ten overseas markets, Hong Kong visitors spend the most per visit. In 1988, they spent \$65 million on their overnight trips, for an average of \$788 per visit. They were slightly ahead of their Japanese neighbours, who in 1988 spent \$756 per visit. On a per night basis though, Japanese travellers spend more. This is attributed to shorter visits to Canada by the Japanese; 7 nights as opposed to 13 nights for Hong Kong residents.

<sup>1</sup> Refers to province of entry which do not necessarily correspond to province of final destination.

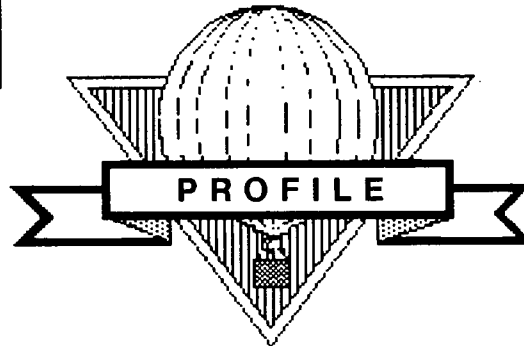
**Sources:** Touriscope: International Travel, Catalogue No. 66-201, 66-001; International Travel Survey, special tabulations.

Laurie McDougall is a Senior Analyst with the Education, Culture and Tourism Division (613-951-1674).

Table 8  
Hong Kong Visitors to Canada By Purpose, 1980 and 1988

	Visits		Distribution	
	1980	1988	1980	1988
<b>Total</b>	<b>29,876</b>	<b>82,483</b>	100	100
Visiting Friends/Relative	15,299	35,697	51	43
Pleasure, Recreation	4,906	16,569	16	20
Business	2,494	8,636	8	10
Combination	6,598	20,866	22	25
Other	579	715	2	1

Source: International Travel Survey, special tabulations.



## The Case Against the "Couch Potato"

By Laurie McDougall

Move over couch potatoes, active Canadians have you outnumbered. Be it a stroll in the park, a gruelling 100 km bike-ride, or perhaps digging in the garden, Canadians are an active lot. According to the 1988 Fitness Survey<sup>1</sup>, three-quarters of the population claims to have an active lifestyle, compared to 56% in 1981.

Although they are spending an average of at least 3 hours each week at some form of physical activity, these increased efforts have not necessarily translated into health improvements. Much of their increased activity is of low intensity or short duration. Only one-third were estimated to be active enough to benefit their health.

**Those Feet Were Made For Walking**  
Walking is the number one activity enjoyed by 63% of the population (Table 9). Women are especially fond of getting their exercise by walking; 70% participation rate for women compared to 56% for men. Gardening is enjoyed by over half of the

See footnote at end of article.

Table 9  
Most Popular Activities in Canada,  
1981 and 1988

Activity	Participation <sup>1</sup>	
	1981	1988
	%	
Walking	57	63
Gardening	29	52
Swimming	36	42
Bicycling	38	41
Social Dancing	13	33
Home Exercise	28	31
Skating	21	22
Alpine Skiing	11	17
Jogging/Running	26	18
Golf	10	18
Bowling	8	17
Baseball/softball	20	17
Cross-country Skiing	18	16
Exercise Classes	8	14
Tennis	15	12
Weight Training	6	12
Hockey	9	9
Fishing	6	5
Volleyball	5	4

<sup>1</sup> Based on participation by population aged 10+.  
Sources: 1981 Canada Fitness Survey; 1988 Campbell's Survey on Well-Being in Canada.

Table 10  
Domestic Traveller Participation in  
Sports or Outdoor Activities, 1988

	1988
	000's
Overnight travel	79,460
Participate in sports or outdoor activity <sup>1</sup>	19,283
Swimming	13,797
Other water sports	6,526
Hunting or fishing	8,090
Downhill skiing	2,429
Cross-country skiing	955

<sup>1</sup> Travellers may participate in more than one activity per trip. Therefore the total sports participation does not equal the sum of the individual activities.

Source: Canadian Travel Survey, 1988.

▶Continued from page 6

population, up substantially from 29% in 1981. Swimming and cycling followed with approximately 4 out of 10 participants.

### More Canadians on Slopes and Golf Courses

Golf and downhill skiing gained the largest percentage of participants between 1981 and 1988 (Chart 6). Close to 2 out of 10 Canadians hit the slopes at least once in 1988 compared to just 11% in 1981. Getting a hole in one was a goal sought by 18% of the population, up from 10% in 1981.

### Jogging Loses Some Steam

Throughout the 80's, jogging has lost some of its appeal. Participation slipped from 26% in 1981 to 18% by 1988. Cross-country skiing also dropped in popularity during the 80's.

### The Active Traveller

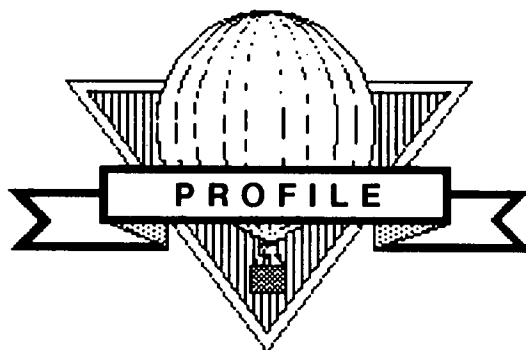
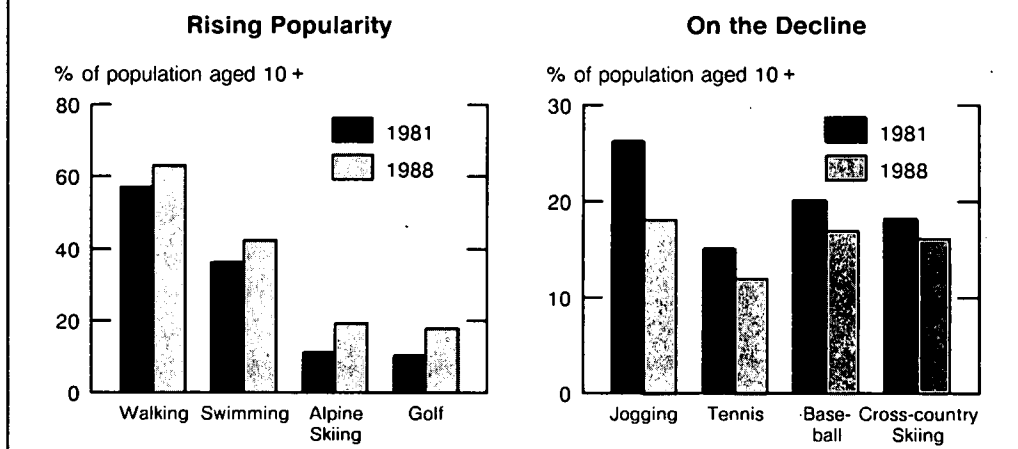
Taking active holidays seems to be a growing trend. In 1988, domestic travellers said they participated in sports or an outdoor activity on 19.3 million trips, up 10% from 17.5 million in 1986. Of the five sports activities asked, taking a dip in a lake or ocean or a pool was the most common endeavour (Table 10). Fishing and hunting enthusiasts represented the next largest group, followed by downhill skiers.

Various sectors of the tourism industry are responding to these fitness trends. Witness the increase of fitness facilities in hotels, the growing number of packaged tours that focus on a particular activity such as walking, cycling or hiking. However, a broader range of activity-oriented holidays will definitely be required to satisfy a growing number of consumers who want to combine holidaying with enjoying their favorite sport and keeping fit.

<sup>1</sup> The Campbell's Survey on Well-Being in Canada was conducted in 1988 by the Canadian Fitness and Lifestyle Research Institute. The Campbell's Survey was a follow-up to the 1981 Canada Fitness Survey, which had been carried out by the Institute.

**Sources:** Campbell's Survey on Well-Being in Canada, Canadian Fitness and Lifestyle Research Institute; Fitness and Lifestyle in Canada, Canada Fitness Survey; Canadian Travel Survey, special tabulations; Household Facilities and Equipment Survey.

Chart 7  
Shifting Sports Participation, 1981 and 1988



## "Row, Row, Row, Your Boat"

By Susan Poulin and Roger Love

Paddling a canoe along the tranquil shore during a misty sunrise, the silence broken by the cry of a loon, or circling the lake in a power boat with a water skier in tow...what an appealing image!

Whatever the boating preference, in 1989 over one million (about 15%) Canadian boat owners took to streams, lakes, rivers and oceans with their pleasure craft<sup>1</sup>.

Pleasure boat ownership rose in popularity during the 70's and up to the recession of 1982, when ownership peaked at 16.1%. Since then it has fluctuated between 15.2% and 14.8% (Chart 8).

### Consumers Opt for Canoes

With growing concerns about the environment and rising fuel costs, it is perhaps not surprising that canoes have appealed to a growing number of consumers. Canoe owners represented 5.5% of households in 1989, up from 2.1% in 1971. Outboard motor boats, although still the most

common type of boat, declined slightly in popularity from 8.0% in 1971 to 7.5% in 1989 (Chart 9).

Rowboats, which outnumbered the canoe in the early 70's, ranked third in 1989. Just 1.2% of households would "rather be sailing", up from 0.9% in 1971.

### Canoes Appealing to Upscale

Only upscale households expanded their canoe ownership throughout the 80's. In 1989, 9.3% of the top income group (\$60,000 and over) had a canoe, up from 8.5% in 1980. In contrast power boats lost some of their appeal among this group, with ownership shrinking from 12.6% at the start of the decade to 11.4% by 1989 (Table 11).

During the 80's, canoe ownership rates increased for all age groups except the youngest (under 35). This is likely related to the worsening income situation of young families during the 80's.

Boat ownership is most prominent among 45 to 54 year olds (20.9%), the group with the highest average income. Boats are a less likely household item among the sixty-five and over age group (9.2%).

Although boat ownership is overall less prevalent today than in 1980, older Canadians have bucked the general trend. Approximately 9.2% of senior households (aged 65+) had a boat in 1989 compared to 8.7% in 1980. A similar pattern is observed for the separate ownership of power boats and canoes.

<sup>1</sup> Excludes boats used for commercial purposes, such as fishing boats.

Continued from page 7

### A Family Affair

Boat ownership is most common among families; in 1989, 2 out of 10 families with children owned a boat. On the other hand, persons living alone had very low rates of boat ownership (less than 8%). Single parent families are much less likely to own boats, and have become less likely to do so during the 80's; 4.1% in 1989 compared to 7.5% in 1980.

### Newfoundlanders Love Boating

Living in a province surrounded by water, it is no wonder that Newfoundlanders claim the highest boat ownership. Historically, Newfoundland has been at the top, except for 1985 and 1987 when British Columbia was in the lead. Boats are least likely to be found in Prince Edward Island, followed by Quebec (Table 12).

Quebecers and Ontarians have different tastes when it comes to boats. Ontario boaters are much more likely to be driving a power boat (56.9%), while their Quebec neighbors are more inclined to be out in a rowboat (45.8%).

Country or city dwellers also exhibit quite different patterns. In 1989, almost one household in four living in the country owned a boat compared to one in ten in larger centres (500,000 + population).

**Sources:** Household Facilities and Equipment Survey, 1971-1989.

*Roger Love is the Chief of Income Content and Analysis Section, Labour Household Surveys Analysis Division. (613-951-6898) Susan Poulin is a Senior Research Officer in the same area. (613-951- 0086)*

Chart 8  
Boat Ownership by type, 1971-1989

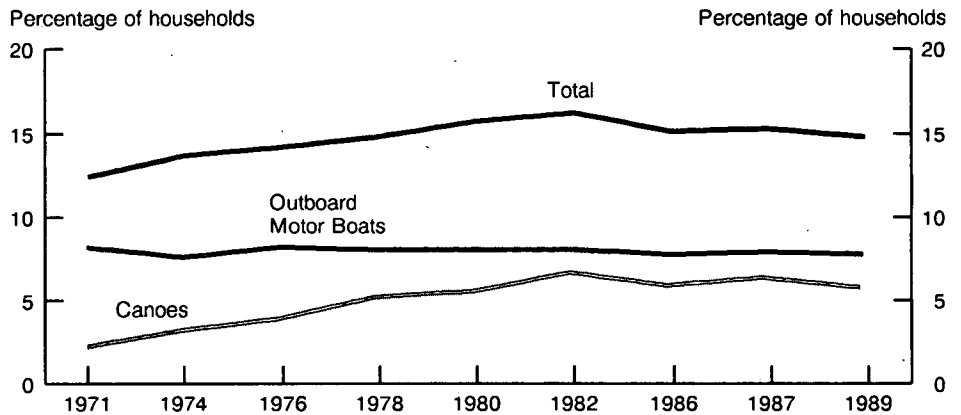
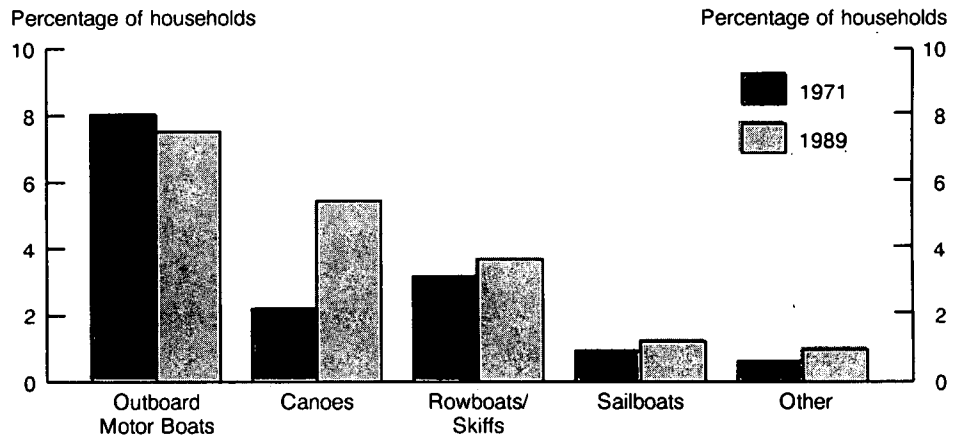


Chart 9  
Boat Ownership by type, 1971 and 1989





Continued from page 8

**Table 11  
Boat Ownership by Selected Socio-economic Characteristics, 1980 and 1989**

	All Boats		Canoes		Outboard Motor boats	
	1980	1989	1980	1989	1980	1989
	%		%		%	
<b>All Households</b>	15.7	14.8	5.2	5.5	7.9	7.5
<b>Age of Head</b>						
Less than 35	12.9	11.1	5.4	4.7	5.0	4.8
35 - 44	20.2	17.9	7.0	7.3	10.2	8.2
45 - 54	21.3	20.9	6.6	7.7	11.6	10.9
55 - 64	17.4	17.5	4.6	5.7	10.0	10.3
65 and over	8.7	9.2	1.9	2.5	5.1	5.7
<b>Household Type</b>						
One person households						
Non-elderly	7.8	7.1	3.1	3.0	3.0	3.4
Elderly	3.4	3.6	1.1	1.0	1.4	2.1
Married Couples Only	16.6	16.9	4.9	5.5	8.5	9.5
Married couples with Children	20.8	20.2	7.1	7.9	10.6	9.7
Other Married Couples	20.2	21.3	5.8	7.7	11.4	11.0
Single Parent With Children	7.5	4.1	3.0	1.7	3.3	1.8
All Other Households	11.4	11.3	4.2	4.5	5.3	5.6
<b>Income Quintiles</b>						
Lowest	7.4	5.3	2.0	1.7	3.7	2.6
Second	11.8	10.9	3.9	3.6	5.7	5.6
Middle	15.0	14.4	5.0	5.0	7.4	7.3
Fourth	19.4	19.9	6.8	7.7	9.9	10.5
Highest	24.9	23.2	8.5	9.3	12.6	11.4
<b>Urbanization</b>						
500,000 +	10.9	9.7	3.9	3.8	4.9	4.3
100,000 - 499,999	13.2	15.2	4.7	6.1	6.4	7.5
30,000 - 99,999	18.7	17.6	6.1	6.3	9.6	9.7
< 30,000	19.5	19.5	6.1	7.1	10.5	10.9
Rural	24.1	23.6	7.4	7.9	12.8	12.7

Source: Household Facilities and Equipment Survey.

**Table 12  
Boat Ownership by Province, 1980 and 1989**

Provinces	All Boats		Canoes		Outboard Motor boats	
	1980	1989	1980	1989	1980	1989
	%		%		%	
Canada	15.7	14.8	5.2	5.5	7.9	7.5
Nfld.	23.2	22.2	2.1	3.6	16.9	15.6
P.E.I.	14.7	9.1	2.9	2.3	5.9	2.3
N.S.	17.0	16.5	4.7	7.4	5.9	6.5
N.B.	12.8	14.5	5.1	7.9	4.6	5.4
Que.	11.1	10.5	4.6	4.3	3.3	3.2
Ont.	16.3	15.2	5.8	6.3	8.8	8.7
Man.	16.7	14.6	7.6	5.7	9.1	10.2
Sask.	18.0	16.8	4.9	3.9	13.4	12.6
Alta.	15.1	15.6	5.2	5.5	7.9	7.7
B.C.	21.4	20.1	4.5	5.4	12.3	10.4

Source: Household Facilities and Equipment Survey.



## Pacific Coast Residents Head North

By Jocelyn Lapierre

California, Oregon and Washington residents are leaving behind their sunny beaches, Disneyland and the glamorous lifestyle of Hollywood to vacation in Canada. The Pacific region, which is Canada's third most important U.S. market, recorded the second largest growth since 1980 (Table 13).

In 1988, the three west coast States generated 2.2 million visits, 11% above 1987. In comparison, residents from the top two U.S. regional travel markets, Middle Atlantic and East North Central, took 6% and 9% less trips than the previous year. Over the long term (1980 and 1988), Pacific states travel expanded 24%, while visitation from the top two markets suffered a 3% and 2% loss, respectively.

Pacific market share reached 17% in 1988, compared to 15% in 1987. The region is closing in on second place East North Central, which saw its share drop from 23% to 21% over the same period.

### Half Travel in the Summer

Pacific States residents are more likely to vacation in Canada during the summer. In 1988, they spent close to half of their trips in Canada during the months of July, August and September (Table 14). Also significant is Pacific visitation during the spring season. Spring travel accounted for approximately 25% of Pacific visitation to Canada in 1988.

### Plane Travel Augments Market Share

Planes are now transporting more Pacific travellers to Canada than they did 8 years ago. Not only did air travel record the largest growth (46%) between 1980 and 1988, it also increased its market share from 18% to 21% during that period.

By and large though, Pacific residents prefer driving to Canada. Sixty-five percent of their overnight trips were done behind the wheel during the 80's.

### Friends and Family Draw Visitors

Although Pacific residents come to Canada mainly for pleasure, they are now taking more trips to see friends and family and for business. In 1988, they reported 77% more VFR trips than in 1980, and 57% additional business trips. Travel for pleasure went up at a slower pace, 19% over the 1980-1988 period.

### Californians Stay longer and Spend More

Californians stay longer than any other visitor from the Pacific region. In 1988, they averaged 7 nights per trip, compared to 6 nights for Oregon and 3 nights for Washington visitors (Chart 8).

The majority of Pacific visitors stay 2-6 nights in Canada, although an increasing proportion are coming over for one night only: 20% in 1988 compared to 16% in 1980. These changes however had no effect on the overall average length of stay, which remained at 5 nights per trip between 1980 and 1988.

Total expenditures<sup>1</sup> by Pacific travellers on Canadian goods and services amounted to \$651 millions in 1988, a 139% jump from 1980. However, their average spending per visit grew at a slower rate during that period, recording an increase of 93%, from \$157 to \$303 (Chart 9).

Californians tend to spend more in Canada than their Pacific counterparts. In 1988, Californians averaged \$528 per visit, almost twice the amount spent by Oregonians and three times more than Washingtonians. Compared to 1980, California and Oregon

<sup>1</sup> Expenditure data has not been adjusted for inflation.

Table 13

### Top Five U.S. Regional Travel Markets for Canada, 1980, 1987 and 1988

	Person Visits			Market Share			Change	
	1980	1987	1988	1980	1987	1988	1980/ 1988	1987/ 1988
	'000's			%			%	
<b>All U.S. Regions</b>	<b>10,963</b>	<b>12,720</b>	<b>12,763</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>16</b>	<b>0</b>
Middle Atlantic	2,793	2,889	2,704	25	23	21	-3	-6
East North Central	2,733	2,949	2,683	25	23	21	-2	-9
Pacific	1,732	1,938	2,151	16	15	17	24	11
New England	1,297	1,647	1,920	12	13	15	48	17
West North Central	1,052	1,184	1,170	10	9	9	11	-1

Source: International Travel Survey, special tabulations.

Chart 10

### Average Spending and Nights Spent per Visit in Canada by Pacific Region Visitors, 1980 and 1988

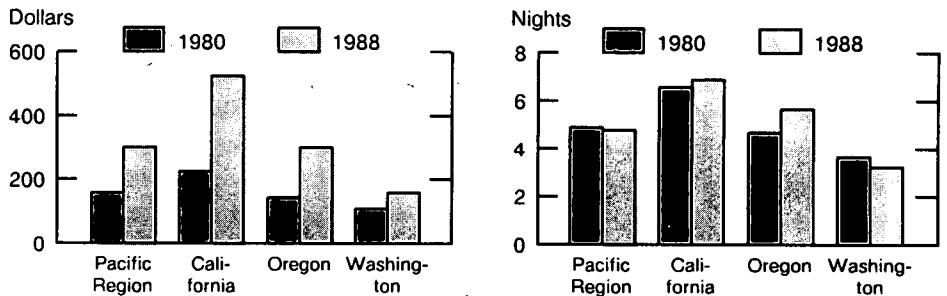


Table 14

### U.S. Overnight Travel from the Pacific Region to Canada, Selected Characteristics, 1980, 1987 and 1988

	Person Visits			Market Share		Change	
	1980	1987	1988	1980	1988	1980/ 1988	1987/ 1988
	'000's			%		%	
<b>Total</b>	<b>1,732</b>	<b>1,938</b>	<b>2,151</b>	<b>100</b>	<b>100</b>	<b>24</b>	<b>11</b>
First quarter	197	266	297	11	14	51	12
Second quarter	437	508	524	25	24	20	3
Third quarter	855	809	980	49	46	15	21
Fourth quarter	243	355	349	14	16	44	-2
Auto	1,120	1,257	1,387	65	64	24	10
Plane	313	394	456	18	21	46	16
Bus	115	108	124	7	6	8	15
Other	184	178	184	11	9	0	3
1 night	268	341	437	16	20	63	28
2 - 6 nights	1,078	1,180	1,213	62	56	13	3
7+ nights	385	417	501	22	23	30	20
Business/Convention	205	281	323	12	15	57	15
VFR	222	367	392	13	18	77	7
Pleasure/Recreation/ Holiday	1,200	1,263	1,433	69	67	19	13

Note: Categories may not add to total due to the exclusion of other categories in the breakdown.  
Source: International Travel Survey, special tabulations.

Continued from page 10

residents more than doubled their spending per visit, something that Washingtonians didn't do.

**Note:** Data by State of origin which have a high level of variability owing to small sample size, should be used with caution.

**Sources:** International Travel Survey, 1980, 1987 and 1988, special tabulations.

Jocelyn Lapierre is a Senior Analyst with the Education, Culture and Tourism Division (613-951-1672).

Table 15  
Geographic Distribution of the Canadian Population Within Selected Distances from the Canada-U.S. Border, 1971-1986

	1971	1976	1981	1986
000's				
<b>Population:</b>				
Canada	21,568	22,993	24,343	25,354
0 - 150 km	15,589	16,608	17,412	18,219
151 - 300 km	2,919	3,093	3,322	3,394
301 - 600 km	2,168	2,314	2,558	2,631
Over 600 km	892	977	1,051	1,066
%				
<b>Distribution:</b>				
Canada	100.0	100.0	100.0	100.0
0 - 150 km	72.3	72.2	71.5	72.0
151 - 300 km	13.5	13.4	13.7	13.4
301 - 600 km	10.1	10.1	10.5	10.4
Over 600 km	4.1	4.3	4.3	4.2

Source: 1971 to 1986 Censuses of Canada, unpublished data.



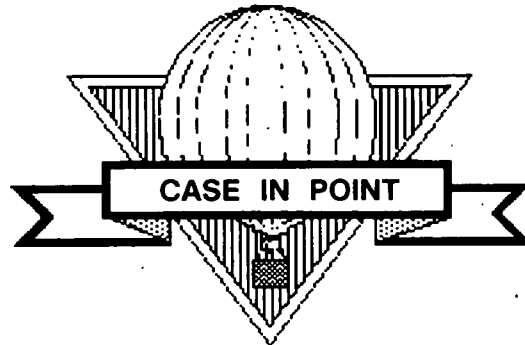
### "North of the Border"

For many Canadians the United States is just a "stone's throw away". In 1986, almost three-quarters (18 million) of Canada's population lived within a two-hour car drive to the U.S (Table 15). This situation has not changed greatly over recent years.

However, over 300 km from the border or about half a day's drive, there was an increase of 600,000 people between 1971 and 1986. As a result, the proportion of those living this far from the border rose to 14.6% from 14.2%. Only 4.2% of the population live more than 600 km from the border, virtually unchanged from 1971.

It's no wonder then that the Canadian penchant for taking trips across the border is so strong. As indicated in this issue's feature article, Canadians embarked on 54 million visits by car to the U.S. in 1989. Their day excursions across the border represented 80% of travel to the States during that year.

**Source:** Canada's Population From Ocean to Ocean, 1986 Census of Canada, Catalogue No. 98-120; International Travel Survey.



### Cleaning Up With Suds and Stats

Just how many potential beer thirsty consumers are travelling between the Canada/U.S. border? Labatt's Brewery recently investigated port traffic provided by Statistics Canada to help determine potential markets for duty-free beer. The volume of travellers at selected ports was an essential component in planning their marketing strategies for duty-free stores across the country. Seasonality patterns by port of entry were also used in their marketing research.

### Border Crossing Data Collection

Each time someone goes through one of Canada's 120 land ports, Customs Officials are busy recording information on their tally sheets. Details on the number of travellers, origin (Canada, United States, Overseas), type of transportation (auto, train, bus, commercial truck) and duration (same-day, one night, two or more nights) are recorded.

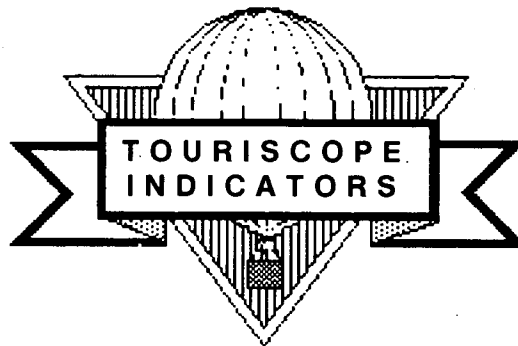
For all but seven ports (which are in the Niagara and Southwestern Ontario Region), this information is recorded on a census basis. Sampling schemes are being used to estimate the automobile flows at these seven ports.

### Want to Obtain More Information?

International Travel by port of entry for Canadians returning to Canada, or United States and Overseas residents visiting Canada is available on a cost-recovery basis. The data series are available by quarter, mode and length of stay.

For more information, please contact:

Paul Paradis, Chief  
International Travel Section  
Education, Culture & Tourism Division  
Tel: (613) 951-8933  
Fax: (613) 951-9040



		Fourth Quarter 1989	Percentage Change				
			Previous Quarter	Previous Year	Year 1989	1988- 1989	
<b>VISITORS TO CANADA</b>							
From United States	T	6,415	-54.0	-4.3	T	34,704	-4.0
Overnight visits(p)	T	1,907	-66.1	-3.7	T	12,195	-4.5
By auto	T	1,272	-68.9	-3.6	T	8,418	-5.6
From Overseas	T	559	-61.8	4.5	T	3,277	5.5
Overnight visits(p)	T	505	-62.1	6.3	T	2,972	7.6
Top Seven Countries							
United Kingdom	T	90	-67.2	7.1	T	569	6.4
Japan	T	67	-59.6	17.5	T	390	18.5
West Germany	T	41	-67.7	13.9	T	270	0.7
France	T	34	-72.6	6.3	T	245	6.1
Hong-Kong	T	23	-54.9	43.8	T	118	40.5
Australia	T	21	-52.3	10.5	T	111	22.0
Italy	T	15	-65.9	-6.3	T	93	4.5
<b>CANADIANS OUTSIDE CANADA</b>							
To United States	T	14,104	-25.5	16.1	T	59,911	16.8
Overnight visits(p)	T	3,156	-42.8	11.8	T	15,275	11.5
By auto	T	2,055	-53.9	14.5	T	10,548	13.2
To Overseas	T	593	-23.6	6.3	T	2,997	7.0
<b>INDUSTRY SECTOR</b>							
Airline passengers (Level I)	T	5,005	-17.8	-8.6	T	22,479	-7.6
Airline passenger-km (Level I)	M	11,215	-29.7	-4.7	M	53,178	-2.0
Inter-city bus passengers	T	4,173	-14.9	-8.3	T	17,115	-10.6
Restaurant receipts	M	4,402	-7.3	11.4	M	17,307	9.6
<b>PRICES</b>							
1981 = 100 (not s.a.)							
Travel price index		158.3	-0.9	6.9		156.3	5.7
Consumer price index		153.5	0.7	5.1		151.0	5.0
Restaurant meals		154.3	1.0	5.0		151.6	5.3
Inter-city transportation		177.8	-5.5	17.6		177.8	9.7
Gasoline		146.4	-1.0	12.6		141.6	6.2
<b>ECONOMIC</b>							
Gross domestic product, 1981 prices (s.a.)	M	415,230	0.5	2.3	M	411,695	2.9
Amusement and recreation	M	2,963	2.6	0.1	M	2,913	1.1
Accommodation and food services	M	9,321	2.0	4.8	M	9,095	4.1
Personal disposable income per capita (s.a.)		16,914	1.3	7.2		16,562	9.1
<b>LABOUR FORCE</b>							
Labour force (s.a.)	T	13,580	0.4	1.6	T	13,503	1.7
Unemployed	T	1,033	2.9	-0.2	T	1,018	-1.3
Employed	T	12,547	0.2	1.8	T	12,485	2.0
Accommodation and food services (not s.a.)	T	747	-4.6	4.5	T	740	3.1
<b>EXCHANGE RATES</b>							
In Canadian Dollars:							
American Dollar		1.1685	-1.2	-3.1		1.1842	-3.8
British Pound		1.8521	-2.0	-14.3		1.9415	-11.5
Japanese Yen		0.008164	-1.8	-15.4		0.008606	-10.5
German Mark		0.6458	5.0	-5.1		0.6304	-10.3
French Franc		0.1897	4.3	-4.9		0.1858	-10.3
Mexican Peso		0.000443	-4.7	-14.3		0.000478	-10.7
(M) Millions. (T) Thousands. (s.a.) seasonally adjusted. (p) preliminary.							