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Summer issue, 1990

Touriscope

In This Issue...

FEATURE ARTICLE

Getaway holidays are emerging as the answer for today's traveller, who is more pressed for time, but still wants a mini-holiday.

DEPARTMENTS

- Markets

Canadians insatiable appetite for the sun draws them to Florida, the number one destination in terms of nights spent outside the country.

- Profile

Teachers love to travel. In 1988, they had the highest travel participation rate among all occupations.

- Regions

Mid-Atlantic Region claims most visits to Canada per capita, however they are losing ground to other U.S. markets.

- Demographic Happenings

Households aren't what they used to be and by the year 2011 they will change even more drastically.

- A Case In Point

For Canadians with a disability, travelling can be difficult and for 15%, long distance travel is virtually impossible.

Gone Away On a "Getaway"

BY LAURIE MCDOUGALL

"*Getaway*" has become a familiar new buzzword among the tourism industry. Synonymous with a short-break holiday, many travellers seem to be opting for this type of vacation. As people juggle busy schedules of work, children and domestic chores, time becomes a precious commodity and coordinating a vacation more difficult.

Throughout the 80's, domestic travel has reflected this growing trend. Overnight pleasure trips have shrunk from 5.0 nights in 1980 to 4.3 nights during 1988.

Getaway defined

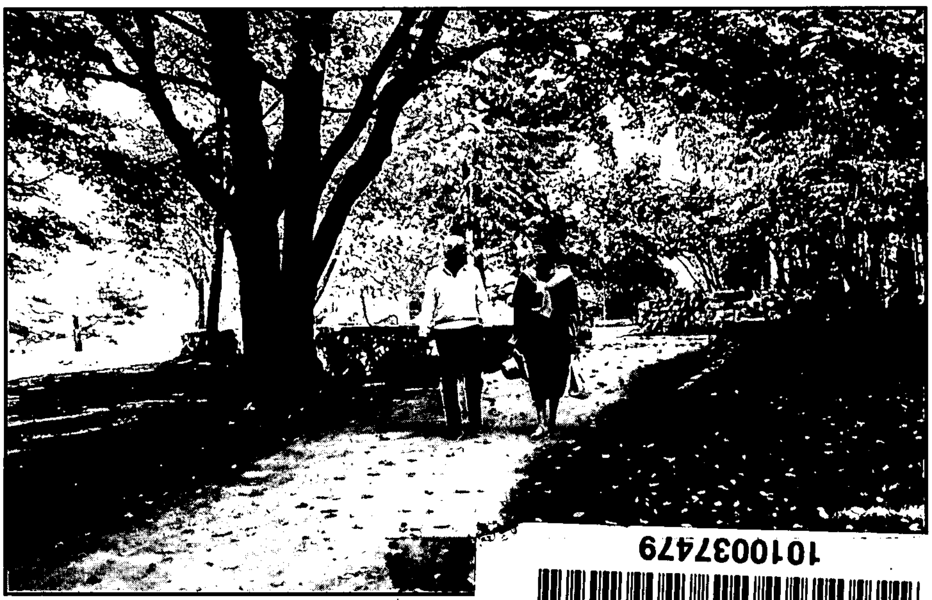
The getaway market includes those households that stayed away one to four nights for pleasure and visiting friends/relatives (VFR) and used commercial accommodation (hotel or motel). In 1988, Canadian households took approximately 4 million such trips, representing 8% of all overnight household trips[1] during that year (Table 1).

Over the decade, the getaway hotel/motel market has mushroomed 44% compared to a 17% growth of domestic trips in general. The share of getaway trips has shifted from 6% to 8% between 1980 and 1988.

Fair Weather Activity

Fall getaways gained the most ground over the 80's, increasing 66% between 1980 and 1988, which is good news for tourism operators trying to cope with low occupancy during the shoulder seasons. Overall though, the

See footnote at end of table 4.



▸*Continued from page 1*
summer continues to prevail as the most popular time to escape (Chart 1).

July and August were the busiest months for getaway holidays, accounting for 30% of the getaway trips during 1988. The late fall (November, December) and spring (April, May) are the least travelled periods.

Families tended to concentrate a larger share of their travel during July and August. Compared to families and singles, couples travelling without children showed the greatest propensity to escape in the fall. Singles on the other hand showed a strong tendency to take winter getaways. This is no doubt related to the popularity of skiing.

The Getaway Car

Canadians take their own car for the vast majority of their short holidays. Buses transport a small proportion of getaway holidayers, followed by plane and then train.

Weekends are the most popular time Canadians take off for a mini vacation; 75% were weekend trips in 1988. As a result, three-quarters of getaway trips last 1 or 2 nights. Just 17% were 3 nights and only a handful lasted 4 nights (8%).

Families Travel Closer to Home

Over half of getaway destinations are within a 320 km radius. Destinations between 320-800 km are also common, representing 36% of trips in 1988. Couples travelling with their children tend to stay closest to home. In 1988 they had the shortest average trip distance; 328 km versus 380 km for all getaway travellers.

Hotel Motel Split

Getaway travellers spent approximately the same number of nights in hotels or motels. However, there were slight variations among the household types. Singles checked into hotels most frequently; 56% of their nights were spent in hotels during 1988.

Young Baby Boomers

Young boomers (25-34 year olds) make up the largest segment (26%), followed by their older counterparts (35-44 year olds), who took 21% of short trips in 1988 (Chart 2). The number of younger

Table 1
Trends in Domestic Getaway Travel, 1980-1988

	1980	1988	% Change	Market Share 1980	Market Share 1988
	000's			%	
Household Trips	40,943	47,878	17	100	100
Getaway Trips	2,727	3,924	44	6	8

Source: *Getaway Profile, Canadian Travel Survey.*

Chart 1
Seasonal Pattern of Getaway Trips

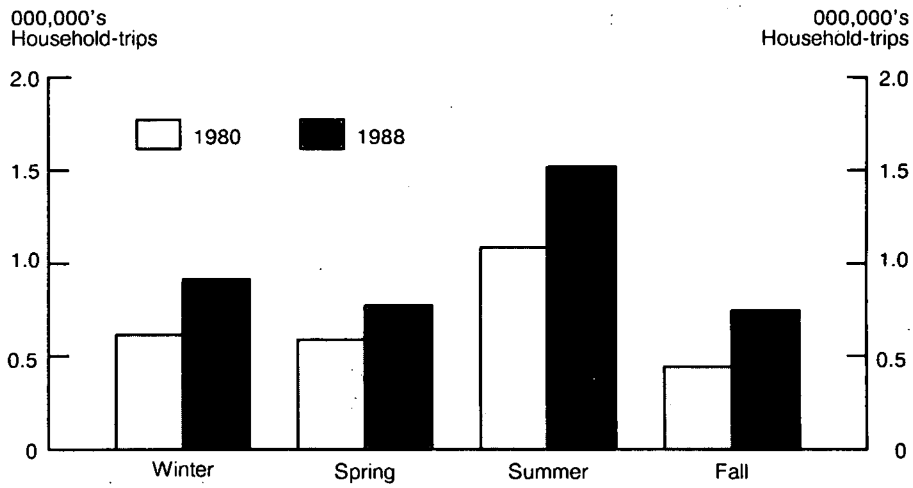
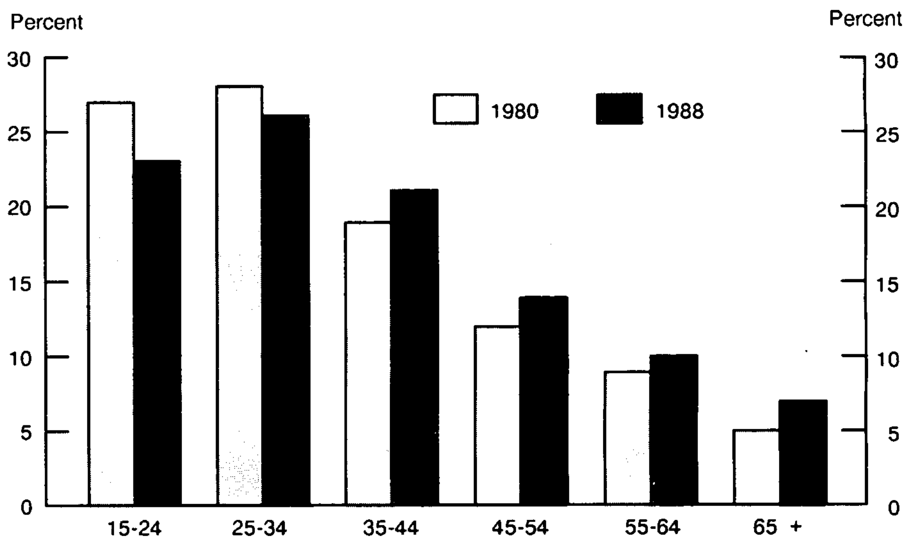


Chart 2
Age of Getaway Households



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travellers taking getaway trips (15-24) has diminished over the 80's, reflecting changing demographics. Older households, on the other hand, are becoming a more prominent group of getaway travellers (Table 3).

Couples, Singles & No Kids

Couples travelling without children are the dominant getaway vacationers, taking 43% of trips in 1988. Over half of these couples are middle age or older (45+) and probably at the empty nest stage of the family lifecycle (Table 3). Singles follow closely behind with a 31% share. Couples travelling with kids take the smallest share of getaway trips.

Education Levels Shifting Upwards

University and college graduates were more prominent among the getaway market by the end of the decade. In 1980, 27% of households reported degrees or diplomas compared to 36% by 1988. Secondary education, on the other hand, shifted downwards from 52% to 44% in 1988.

Professionals were the largest group of getaway travellers in 1988. People working in manufacturing, construction or transportation fields took 20% of the trips.

Almost half (48%) had household incomes in excess of $40,000 per year. Approximately 13% earned more than $70,000.

Shop Till You Drop

Shopping was mentioned as the number one activity (41%) of getaway travellers, followed closely by sightseeing (40%). Visiting and dining at high quality restaurants were also at the top of the activity list (Table 4).

Singles Go For Sports and Outdoor Pursuits

Sports activities are also popular among the getaway group but in particular among the younger singles. In 1988, 44% of sports activity related travel was by single households. Singles also represented the biggest park users; half of getaway park visits were by this group.

Table 2
Trip Characteristics of Getaway Households, 1988

Trip Characteristics	Total	Married Travelling: With Children	Married Travelling: Without Children	Singles
		%		
Total	**100**	**100**	**100**	**100**
Winter	23	22	19	33
Spring	20	24	20	17
Summer	38	39	40	30
Fall	19	H	21	20
Car	87	96	89	81
Weekend	76	75	71	87
Non-weekend	24	25	29	13
Duration				
1 night	32	29	32	31
2 nights	43	45	43	47
3+ nights	25	26	25	22
Distance (one-way)				
80-159 km	19	18	21	18
160-319 km	36	46	34	33
320 km+	45	36	45	49

(H) Since the coefficient of variation of thedata is greater than 25% at one standard deviation, the data cannot be released.
Source: *Getaway Profile, Canadian Travel Survey.*

Table 3
Profile of Getaway Households

	Household-trips 1980	Household-trips 1988	Market Share 1980	Market Share 1988	% Change 1980/88
	000's		%		%
Total	**2,728**	**3,923**	**100**	**100**	**44**
Age					
15-24	734	906	27	23	23
25-34	755	1,024	28	26	36
35-44	507	811	19	21	60
45-54	331	530	12	14	60
55-64	255	381	9	10	49
65+	146	271	5	7	86
Family status	**2,728**	**3,923**	**100**	**100**	
Married	1,669	2,234	61	57	34
With Children	471	563	17	14	20
Without Children	1,198	1,671	44	43	39
Singles	809	1,287	30	33	59
Other	249	404	9	10	62
Education	**2,728**	**3,924**	**100**	**100**	
Some secondary	1,420	1,734	52	44	22
Some post-secondary	296	477	11	12	61
College	394	663	14	17	68
Univeristy	348	759	13	19	118

Source: *Getaway Profile, Canadian Travel Survey.*

Continued from page 3

Table 4 **Favourite Getaway Pastimes**	
Activity	% of Trips
	%
Getaway Travel[1]	**100**
Shopping	41
Sightseeing	40
Visiting	36
Dining	34
Sports/Outdoor	22
Nightlife	20
Parks/Historic Sites	17
Zoos/Museums	12
Sports events	12
Festivals/Events	10

[1] *The sum of activities exceeds the total since travellers may participate in more than one activity.*
Source: *Getaway Profile, Canadian Travel Survey.*

Spend, Spend, Spend

Getaway travellers spent $1.2 billion in Canada in 1988 or an average of $300 per household. In comparison, all households spent approximately $238 per trip.

Most of their travel dollars went towards the accommodation bill (32%) and for wining and dining (27%).

[1] *Household-trips refer to travel involving one person or a group of persons from the same household leaving and returning together from a location 80 km or more away from home. If four persons from the same household take a trip, it counts as one household-trip.*

Sources: This article is based on a Canadian Travel Survey (CTS) profile of Getaway Household-trips. CTS profiles can be ordered from Statistics Canada at a cost of $300 each. For more information, contact the Travel, Tourism and Recreation Section at (613) 951-9169.

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Travel-log

Editor's Note...

Canada's hospitality industry is suffering from a labour shortage, which is expected to worsen in the coming years. The role immigrants, and particularly ethnic minorities, play in the hospitality labour force will be the topic of the Fall Issue feature article.

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.

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MARKETS

Florida Captures Canadian Sunseekers

By Lise Beaulieu-Caron

It usually starts to happen around late fall... the last of the leaves have fallen, the temperature has dipped below freezing, the first snowfall is imminent and then, the exodus of Canadians to Florida.

Each year the annual migration to this sunshine state claims the largest share of nights spent in the U.S. by Canadians (Chart 3). In 1989, Canadians reported 43 million nights in Florida, representing 37% of all nights recorded in the United States. California was a distant second place with 9 million, followed by New York with 8 million.

Canadian trips to Florida are generally longer in duration than average. In 1989, 19% of Florida visits lasted more than 21 days compared to 5% for travel to the United States in general. As a result, although Florida claims the largest market share of nights, it places second in terms of overnight visits (Chart 3). During 1989, Canadians made 3 million visits to New York state compared to 2 million to Florida.

Trips Becoming Longer

Canadians are staying longer when they journey to Florida. Over the past eleven years (1979-1989), Canadians have recorded 55% more visits to this southern state, compared to a 90% surge in their number of nights (Chart 4). As a result, Florida's market share of nights in the U.S. by Canadians jumped from 30% in 1979 to 37% by 1989. Florida visits and nights rose a consistent 13% between 1988 and 1989.

Chart 3

Canadians to Florida, 1979-1989

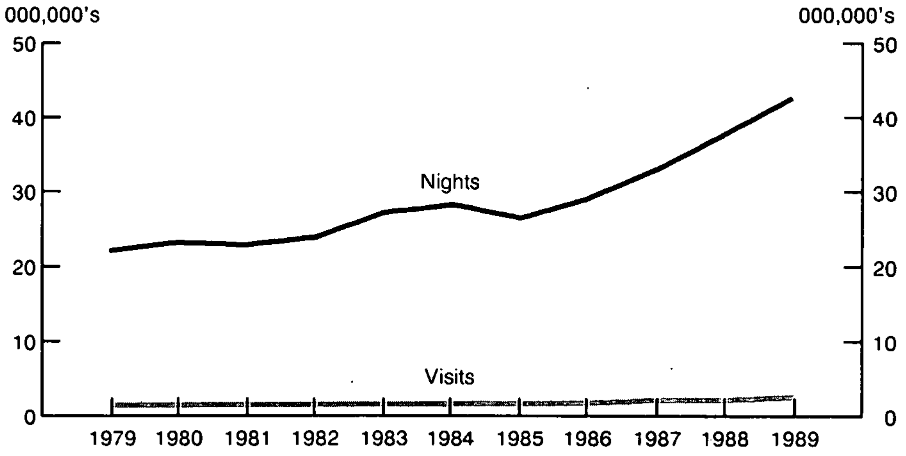
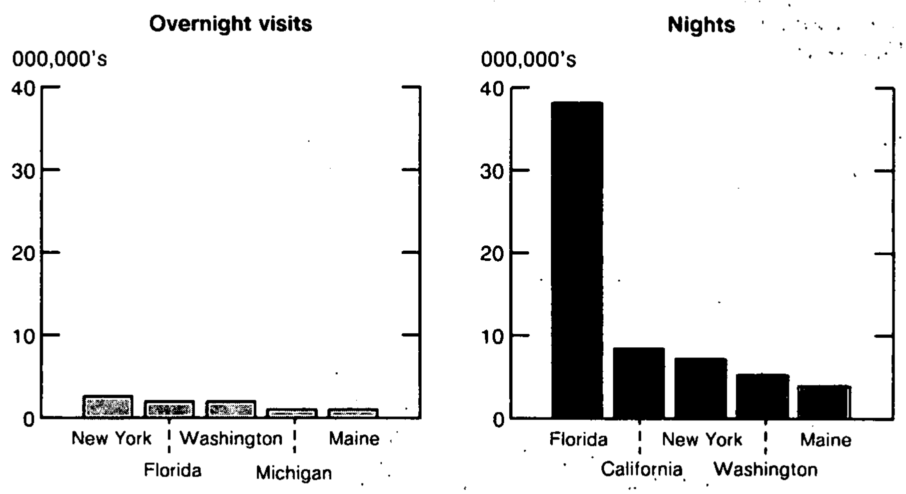


Chart 4

Canadians to Top Five U.S. States, 1988



Canadian spending in Florida increased from $0.5 billion in 1979 to $1.5 billion in 1989. Over the same time period, average stays lengthened from 16 to 20 nights. The share of trips lasting 21 nights or more increased from 16% to 19% over the eleven years.

When the Snow Flies

Almost three-quarters of Canadian nights spent in Florida are reported in the first half of the year. Between 1979 to 1989, the second quarter was the only period to witness longer stays in Florida. Average length of stay jumped from 22 nights to 34, no doubt due to older Canadians spending longer periods of time in the South. Lengths of stay during the first quarter increased only marginally; 15 nights in 1979 versus 16 in 1989.

Apartments Becoming Increasingly Popular

Another trend emerged during the decade in the Florida market, as Canadians reported more stays in

Continued from page 5

apartments; 23% in 1989 against 13% in 1979. This increase in long-term accommodation affected the hotel/motel component which dropped from 58% to 48% during the decade. The share of other types of accommodation remained about the same during that period.

Ontario Leads the Pack

Travel to Florida remains an Ontario fact of life. Approximately 6 out of 10 visits were made by Ontario residents, virtually unchanged from 1979. The second Canadian market, Quebec, amounted to 26% of overnight visits in 1989. West of Ontario's market remained at 6% of the Canadian figure, while Atlantic Canada represented 5%.

Snowbirds Flocking South

The 55 and older crowd is most prominent in Florida, growing from 27% of all overnight visits during 1979 to 35% in 1989. Their impact was most felt in the first and second quarter of the year where they represented 35% and 44% of Florida visits, respectively.

The second largest group, 35 to 54 year olds, remained at 32% of annual visits between 1979 and 1989. Young adults (20 to 34 years old), saw their yearly share drop from 25% to 19%, while the teenagers' share fell from 7% to 5% during the decade. Children under twelve still comprise 9% of the Canadian market to Florida.

The key demographic indicator that seems to keep Florida at the top of the list as a tourism destination is the increasing age of the average Canadian traveller. A mature destination such as Florida has managed to adapt to a maturing Canadian market. With an aging population, the Canadian propensity to seek warm escapes in Florida will no doubt continue to grow.

Sources: International Travel Survey, special tabulations; Touriscope: International Travel, 1988, Catalogue No. 66-201.

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PROFILE

Teachers, A Prime Travel Target

By Laurie McDougall

For the travel industry, teachers are a group worth cultivating. What other group is off on average for 2-3 months of the year, plus weekends and has the strongest potential to travel among all occupations?

Teachers claimed the highest travel participation rate of all occupation groups. In 1988 there were approximately 700,000 teachers, of which 96% took at least one overnight non-business trip during the year (Table 5). Throughout 1988 they took 2.3 million overnight pleasure and visiting friends or family (VFR) trips in Canada, representing a market share of 5% (Table 6).

Summer and Fall Popular

The summer, and particularly July, is the heaviest travel period for teachers. In contrast to most occupations, teachers have the greatest tendency to travel during the fourth quarter (Table 7).

Their monthly travel patterns reflect school holidays. Trips were concentrated during October, coinciding with the Thanksgiving long weekend, and December.

Friends and family provide accommodation for over half of their nights spent away from home. Private cottages were the next most popular accommodation followed by campgrounds. Hotels and motels claimed 10% of nights.

Family Affair

The teacher travel market is primarily a family one. Travel parties of 3 or more people (from the same household) made up the largest share (38%). On the other hand, one person parties accounted for the majority of trips among all occupations (Table 7).

Table 5
Participation[1] in Domestic Travel by Occupation, 1988

Occupation	Labour Force	Travellers	Travel Participation
	000's		%
Total	**16,037**	**11,892**	**74**
Teachers	689	659	96
Professional (excluding teachers)	3,650	3,084	84
Manufacturing/Construction /Transportation	4,495	2,923	65
Clerical	2,686	2,083	78
Sales	1,458	1,112	76
Service	2,353	1,570	67
Primary	706	461	65

[1] *Based on overnight non-business travel to domestic and international destinations.*
Source: *Canadian Travel Survey, special tabulation.*

Table 6
Overnight Domestic Pleasure and VFR Travel by Occupation, 1988

Occupation	Person-trips	Market Share
	000's	%
Total	**43,071**	**100**
Teachers	2,297	5
Professional	12,907	30
Manufacturing/Construction/Transportation	9,780	23
Clerical	7,680	18
Service	4,782	11
Sales	4,085	9
Primary	1,540	4

Source: *Occupation Profile, Canadian Travel Survey.*

▸Continued from page 6

Table 7
Overnight Trip Characteristics of Teachers Versus All Occupations, 1988

Trip Characteristics	Teachers	All Occupations
	%	
Total	**100**	**100**
Winter	13	16
Spring	18	24
Summer	38	40
Fall	31	20
Weekend	72	77
Non-weekend	28	23
Distance		
80-159 km	28	32
160-319 km	34	34
320 km +	36	32
Party Size		
1 person	30	37
2 persons	32	34
3 + persons	38	29
Accommodation		
Friends/family	54	54
Cottage	18	16
Camping	13	12
Hotel/motel	10	13

Source: *Occupation Profile, Canadian Travel Survey.*

More Women Than Men
Women teachers who took a trip outnumbered men, claiming 67% of domestic trips in 1988. Seven out of ten teachers were married, versus approximately 62% for all occupations.

Older Baby-boomers Abound
The majority of teachers who took a pleasure or VFR trip in Canada were from the older baby-boom generation (35-44). In 1988, 4 out of 10 teachers that travelled in Canada were of that age group. Among all occupations that travelled, those aged 35-44 represented 21%.

Better Educated
Most teachers have university degrees (78%). Completion of university was only reported by 20% of all occupations (Table 8). Higher household incomes were also noted among teachers, particularly those earning over $70,000.

Teachers Keep Busy
Apart from visiting while away on a trip, teachers like to shop and do some sightseeing. They dine at high quality restaurants (Table 9) on a more regular basis than most other travellers.

Table 8
Traveller Characteristics of Teachers Versus All Occupations, 1988

Traveller Characteristics	Teachers	All Occupations
	%	
Total	**100**	**100**
Female	67	48
Male	33	52
Married	70	62
Single	24	32
Other	6	6
15-24	12	24
25-34	25	31
35-44	39	21
45-54	15	14
55 +	9	11
University Degree	77	20
College Diploma	12	18
Other	11	62
Income not reported	9	15
Less than $30,000	22	30
$30,000-50,000	29	30
$50,000-70,000	23	15
$70,000 +	17	10
Contributors to Income		
1 Person	31	30
2 Persons	59	50
3 or more Persons	9	19

Source: *Occupation Profile, Canadian Travel Survey.*

Teachers are the most likely market to visit theme parks, zoos, museums and parks when they travel. This could be in part related to the greater likelihood of family travel among teachers.

Sources: Canadian Travel Survey, Occupation Profile; Touriscope: Domestic Travel, 1988, Catalogue No. 87-504.

Table 9
Favourite Travel Pastimes, 1988

Activity	Teachers	All Occupations
	%	
Overnight Trips(1)	**100**	**100**
Visiting	67	68
Shopping	46	35
Sightseeing	31	25
Sports/Outdoor	25	24
Dining	22	16
Zoos/Museums	16	7
Parks/Historic Sites	15	10
Nightlife/Entertainment	11	15

[1] *The sum of activities exceeds the total since travellers may participate in more than one activity.*
Source: *Occupation Profile, Canadian Travel Survey.*

REGIONS

Mid-Atlantic Region Claims Most Visits Per Capita

By Bob Chadwick

Americans living in the Mid-Atlantic States represent the largest U.S. market to Canada. Although these States (New York, Pennsylvania and New Jersey) are home to only 15% of Americans, they produce over 31% of the U.S. visits to Canada and contribute 22% of tourism spending (Table 10). The close proximity of populous areas of New York State to Ontario is undoubtedly a major factor in this situation.

In 1988, the Mid-Atlantic Region generated over 11 million visits (sameday and overnight) to Canada and $848 million in tourism spending. The bulk of these visitors stayed just for the day; close to 8 out of 10 arrivals in 1988. However, sameday travel volumes have slumped 28% over the decade. In the shorter term, day excursions rose 12% from 1987 levels.

Mid-Atlantic residents are also reducing their overnight travel to Canada. Over the 1980 to 1988 period, visits slipped 3%. On these overnight visits they spent close to 11 million nights in Canada, down 11% from the start of the decade.

Loss of Market Share

Despite its pre-eminence as a travel market for Canada, the Mid-Atlantic has been losing market share to other regions such as New England and the Pacific. The Region's share of U.S. overnight visitation to Canada declined from 25% in 1980 to 21% in 1988. Over the same period sameday visits slumped from 43% to 37% (Table 10).

Some of the explanation for this relative decline is likely to lie in the changing demographic geography of the United States. The population of the Mid-Atlantic States has been growing at only one-fifth of the national rate (6.4%) for the United States between 1980 and 1986 (Table 11). While the total population of the United States rose by 14.5 million, less than 0.5 million of this growth was in the Mid-Atlantic Region.

Canada Becoming a Winter Playground

A major change in the travel pattern of Mid-Atlantic visitors between 1980 and 1988 has been a 40% growth in winter travel, largely from Pennsylvania and New York States. As a result of this growth, the winter season now accounts for 13% of visitors, up from 9% in 1980 (Table 12).

Table 10
United States and Mid Atlantic Region Travel Market to Canada

	United States		Mid-Atlantic		Mid-Atlantic Share of United States	
	1980	1988	1980	1988	1980	1988
	000,000s				%	
Population[1]	**227**	**241**	**37**	**37**	**16**	**15**
Visits Total	39	36	15	11	38	31
Sameday	28	23	12	9	43	37
Overnight	11	13	3	3	25	21
Nights	50	56	12	11	25	20
	000,000s Cdn $'s				%	
Spending Total	**1,905**	**3,925**	**518**	**848**	**27**	**22**
Sameday	310	429	141	190	46	44
Overnight	1,594	3,497	376	658	24	19

[1] *Population figures are for 1980 and 1986.*
Source: *International Travel Survey, special tabulations; County and City Data Book 1988, U.S. Bureau of the Census.*

Table 11
United States and Mid-Atlantic Population

Population	1980	1986	Change 1980-1986	
		000s		%
United States	**226,546**	**241,078**	**14,532**	**6.4**
Mid-Atlantic	**36,787**	**37,279**	**492**	**1.3**
New York	17,558	17,772	214	1.2
New Jersey	7,365	7,619	254	3.4
Pennsylvania	11,864	11,888	24	0.2

Source: *County and City Data Book, 1988, U.S. Bureau of the Census.*

Table 12
Selected Characteristics of Visitors from the Mid-Atlantic Region

	Overnight Visits		Market Share	
	1980	1988	1980	1988
	000's		%	
Total	**2,793**	**2,704**	**100**	**100**
Winter	259	363	9	13
Spring	728	640	26	24
Summer	1,410	1,345	50	50
Fall	396	356	14	13
Auto	2,044	1,943	73	72
Plane	344	412	12	15
Bus	294	214	11	8
Other	111	135	4	5
1 night	531	579	19	21
2-6 nights	1,656	1,669	59	62
7 + nights	606	456	22	17

Source: *International Travel Survey, special tabulations.*

Continued from page 8

For residents of all three States, the summer quarter is the favoured time to visit Canada. But perhaps because of the closer proximity of New York State to Canada, its residents are more likely to visit in the winter and fall months than the residents of the other two States.

More Taking Flights to Canada
Mid-Atlantic visitors travelled by air on 15% of Canadian visits in 1988, up from 12% in 1980. There was a corresponding drop in bus travel to 8% from 11%. Driving to Canada also became less popular over the 80's (Table 12).

Shorter Trips Gain Ground
Mid-Atlantic visitors are taking more trips lasting one night and 2-6 nights (Table 12). Longer trips (7+ nights) declined in importance.

Pennsylvanians Stay the Longest
Pennsylvanian visitors had an average stay of 5 nights in Canada in 1988, whereas visitors from New York and New Jersey typically remained for only 4 nights (Chart 5). On the other hand, residents of New Jersey spent more per night, $88 versus $55 for those from New York and $50 for Pennsylvanians (Chart 6).

Sources: International Travel Survey, special tabulations; County and City Data Book, 1988, U.S. Bureau of the Census.

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

Chart 5
Average Spending by Mid-Atlantic Region Visitors

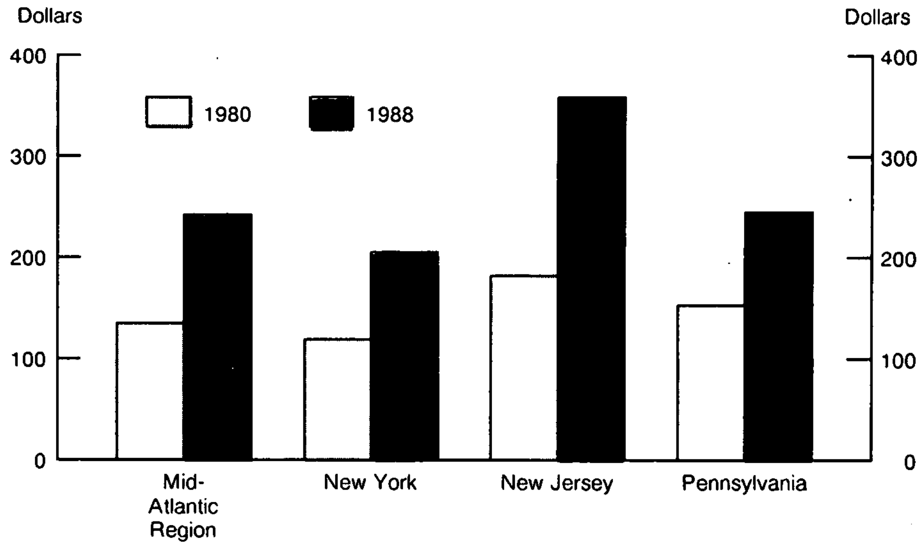
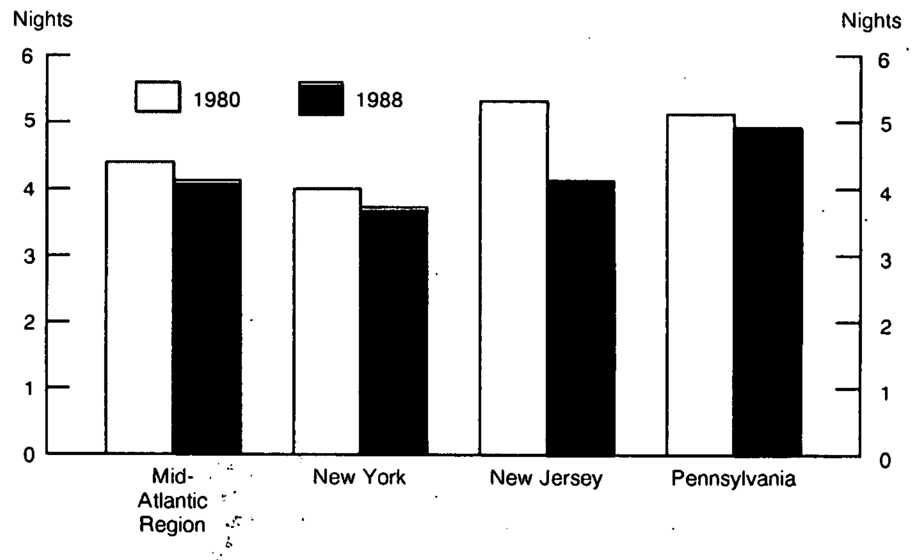


Chart 6
Average Duration by Mid-Atlantic Region Visitors



DEMOGRAPHIC HAPPENINGS

Households, Past, Present and Future

By Laurie McDougall

The 60's television portrayal, *Father Knows Best* bears little resemblance to its contemporary counterpart, *Thirty Something*. Nor does the typical household[1]. Aging baby-boomers, smaller families, higher divorce rates, young adults leaving the nest and the growing number of seniors have altered the shape of households, and will continue to do so into the 21st century.

Over the last 25 years, households have doubled, from 4.6 million to 9.0 million. By 2011, households is expected to reach as high as 13.6 million an increase of 4.6 million compared to 1986. The annual rate of household growth is projected to be in the range of 0.8% to 1.2% by 2011 down from 2.9% for 1976-81 and 1.7% for 1981-86.

This drop in the growth rate reflects primarily the fact that the baby-boom generations are progressively being replaced by the baby-bust generations, who are in the prime ages for household formation.

Going It Alone

The number of people living on their own (non-family households) could increase over the 1986-2011 period from 2.4 million to between 3.3. and 4.7 million (Table 13). If this growth occurs, their share of households could expand from 27% to 35%.

Family Households Shrink

Families are still the most predominant group and their numbers could reach 9 million by 2011 compared to 6.5 million in 1986 (Table 13). However their

Table 13
Households, Past, Present and Future

	Past 1961	Present 1986	Future 2011
		000s	
All Households	4,554.1	8,991.7	13,572.7
Family	4,147.4	6,543.0	8,855.1
Non-family	407.3	2,448.7	4,717.6
Distribution		%	
All Households	100.0	100.0	100.0
Family	91.1	72.8	65.2
Non-family	8.9	27.2	34.8

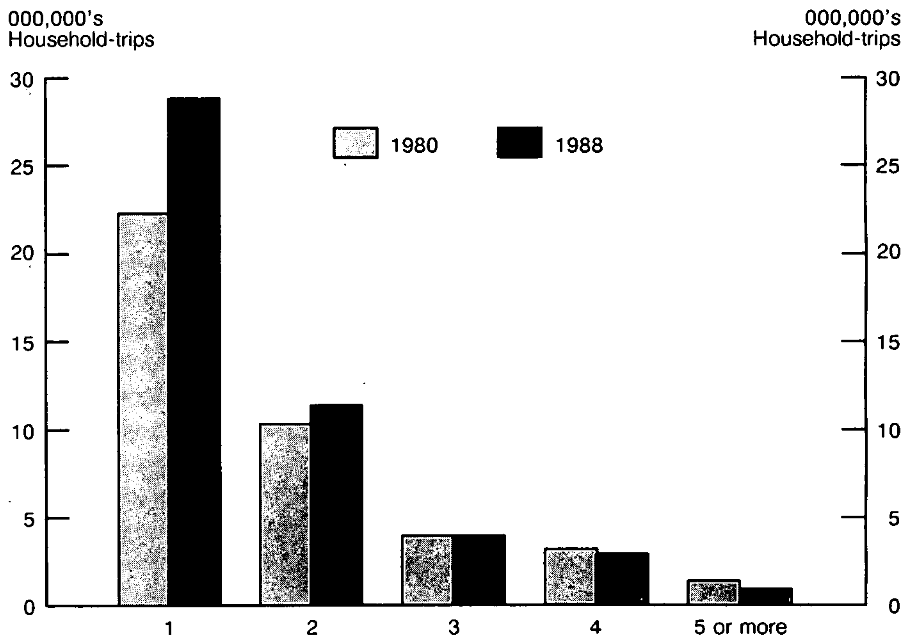
Source: *Projections of households and families for Canada, provinces and territories, 1989-2011, Catalogue No. 91-522.*

Table 14
Overnight Domestic Travel by Party Size, 1980-1988

	1980	1988	Change 80/88
			%
Household-trips	40,943	47,878	17
Person-trips	74,487	79,460	7
Party Size	40,943	47,878	17
1	22,198	28,831	30
2	10,274	11,362	11
3	3,910	3,916	0
4	3,204	2,878	-10
5	1,037	743	-28
6 or more	322	147	-54

Source: *Touriscope: Domestic Travel, 1988, Catalogue No. 87-504.*

Chart 7
Trends in Household Travel Party Sizes, 1980 and 1988



▸*Continued from page 10*

proportion is expected to shrink from 73% to 65%.

The average size of households is expected to slip from 2.8 persons in 1986 to between 2.5 and 2.3 persons in 2011. Household size has already dwindled from 3.9 in 1961. Declining fertility rates and the rising proportion of people living on their own has contributed to this trend.

Mature Households Will Expand

The group of households to watch are those maintained by the 55+ crowd. According to projections, this group would increase from 3.0 million in 1986 to 5.5 million in 2011 or by about 85% over 25 years. The 35-54 year olds would grow by 61% from 3.4 million in 1986 to 5.5 million in 2011. The 15-34 year olds would remain more or less constant at about 2.6 million.

Travel Reflects Shifts

Domestic travel patterns reflect the household shifts. For example, overnight domestic household-trips[2] grew 17% between 1980 and 1988, while the number of person-trips[3] increased 7% (Table 14).

Travel party sizes also mirror household formation trends. Household travel parties with just one person increased 30% over the decade (1980-1988). On the other hand, larger family groups of 4 or more people declined significantly.

1 *A person or group of persons who share a dwelling and do not have a usual place of residence elsewhere in Canada.*

2 *Domestic travel involving a person or group of persons from the same household returning home from a location 80 km or more away from home. If four persons from the same household travel together, it counts as one household-trip*

3 *A trip, as defined above, taken by one person either singly or in a group. If four persons go on a trip together it counts as four person-trips.*

Source: Parts of this article were extracted from, Projections of households and families for Canada, provinces and territories, 1989-2011, Catalogue No. 91-522; Touriscope: Domestic Travel, 1988, Catalogue No. 87-504.

CASE IN POINT

Disabled Canadians Find Long Distance Travel Difficult

Travel is not an always an easy feat. For approximately 15% of Canada's disabled adults (2.8 million), long distance travel is virtually impossible. Of those who are able to travel, 10% said they encountered problems using the long-distance services.

Approximately 500,000 disabled adults said that they were unable to take long distance trips. Commercial travel, namely buses, planes or trains were the biggest obstacle for 40% of this group. Of these, 40% indicated that their condition was irritated by the flight or ride. Difficulties in getting on and off, mobility restrictions in terminals and uncomfortable or unavailable seating were other barriers that were encountered.

The 200,000 disabled adults that were able to take long distance trips still encounter problems Boarding and disembarking was the most common problem faced by this group. Almost one-third of those who have trouble using long distance services said that the flight or ride aggravated their condition (30%). Another 30% said that they had trouble moving around the terminal. Other common troubles included seating, inaccessible washroom facilities, problems hearing announcements and difficulty seeing signs or notices.

The Health and Activity Limitation Survey, a nationwide survey of approximately 120,000 disabled men, women and children, provides a comprehensive profile of all disabled Canadians. Information is available in various forms, including a special topic reports. For more information, call (613-951-0025).

TOURISCOPE INDICATORS

		First Quarter 1990	Percentage Change: Previous Quarter	Percentage Change: Previous Year
VISITORS TO CANADA				
From United States	T	5,405	-15.7	-0.8
Overnight visits(p)	T	1,474	-25.9	-1.2
By auto	T	899	-29.3	-3.5
From Overseas	T	386	-30.9	2.1
Overnight visits(p)	T	354	-29.9	3.5
Top Seven Countries				
Japan	T	66	-17.5	10.0
United Kingdom	T	56	-43.4	1.8
West Germany	T	29	-21.6	-9.4
Hong Kong	T	25	4.2	13.6
France	T	25	-32.4	13.6
Australia	T	16	-30.4	0.0
Italy	T	11	-38.9	-15.4
CANADIANS OUTSIDE CANADA				
To United States	T	14,214	0.8	17.1
Overnight visits(p)	T	3,578	11.4	4.4
By auto	T	1,927	-6.2	11.8
To Overseas	T	1,023	72.5	5.9
INDUSTRY SECTOR				
Airline passengers (Level I)	T	5,323	6.1	-7.4
Airline passenger-km (Level I)	M	12,122	8.1	-6.0
Inter-city bus passengers	T	3,561	-14.7	-14.1
Restaurant receipts	M	n/a	n/a	n/a
PRICES				
1981 = 100 (not s.a.)				
Travel price index		163.0	3.0	6.7
Consumer price index		155.7	1.4	5.4
Restaurant meals		156.0	1.1	4.8
Inter-city transportation		190.2	7.0	9.5
Gasoline		151.1	3.2	15.9
ECONOMIC				
Gross domestic product; 1981 prices (s.a.)	M	415,950	0.2	1.9
Amusement and recreation	M	2,895	-2.1	0.0
Accommodation and food services	M	9,489	1.0	7.0
Personal disposable income per capita (s.a.)		17,313	1.6	6.0
LABOUR FORCE				
Labour force (s.a.)	T	13,627	0.3	1.4
Unemployed	T	1,030	-0.3	1.5
Employed	T	12,597	0.4	1.4
Accommodation and food services (not s.a.)	T	758	1.5	9.7
EXCHANGE RATES				
In Canadian Dollars:				
American Dollar		1.1826	1.2	-0.8
British Pound		1.9609	5.9	-5.8
Japanese Yen		0.007999	-2.0	-13.8
German Mark		0.6996	8.3	8.7
French Franc		0.2063	8.8	8.9
Mexican Peso		0.000434	-2.0	-15.4

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