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Fall issue, 1990

Touriscope

In This Issue...

FEATURE ARTICLE

Many new Canadians, particularly visible minorities, find jobs in the hospitality industry. Five years ago approximately one out of ten hospitality industry workers were a member of a visible minority.

DEPARTMENTS

• Markets

Mature travellers are discovering Mexico in increasing numbers. In ten years their market share shifted from 18% to 19%.

• Profile

Quebecers travel the least outside their province, and when they do, the U.S. is the most popular destination.

• Regions

When it comes to spending, the East North Central Region visitors to Canada are ahead of all other U.S. visitors.

• Demographic Happenings

In 1988, Asians accounted for over half of Canada's immigrants.

• Announcements

Domestic travel during the first quarter of 1990 comparable to 1988.

• A Case In Point

Super 8 Motels uses domestic and international travel data to support expansion in Canadian market.

Visible Minority Workers in the Hospitality Industry

BY MICHEL CÔTÉ

Over the past 15 years, the hospitality industry has outpaced most other industries in employment growth (Chart 1). It has met its work force requirements largely by attracting young workers¹ but also through the influx of ethnic and visible minorities.

In 1985, out of approximately 800,000 hospitality workers, one-third belonged to ethnic or visible minorities. Of these, ten visible minorities², numbering almost 90,000, accounted for 11% of the industry's work force (Table 1).

Chinese Most Prominent

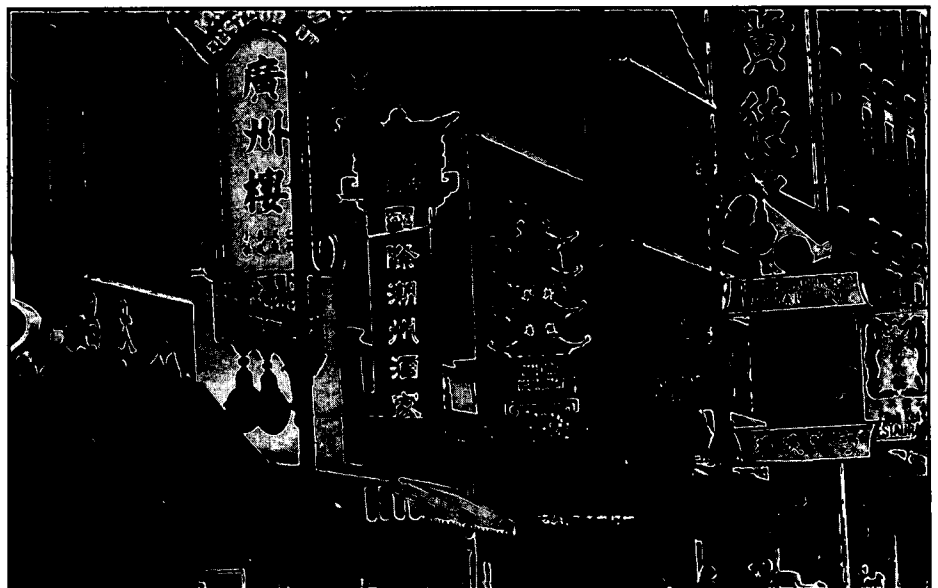
Chinese employees accounted for over 45% of visible minorities within the industry and constituted the single largest ethnic minority (Table 2). Black workers made up the

sixth largest minority. Each of the eight other groups formed 1% or less of the industry's personnel, the smallest being the Other Pacific Islanders group.

Though in some cases their presence may be slight, the hospitality industry is an important source of jobs for several visible minorities. Overall, the industry generated 6% of the total employment in the economy in 1985 but provided 10% or more of total employment for West Asians and Arabs, South East Asians, Latin Americans and Koreans.

It was of even greater significance for Chinese workers, 20% of whom were engaged in the industry (Chart 2). But the industry

See footnote at end of table 4.



►Continued from page 1

was of comparable importance for only one European minority group: fully 28% of workers of Greek origin found work in either accommodation or food services in 1985.

Concentration in Toronto and Vancouver

Two-thirds of visible minorities working in the hospitality industry lived in Ontario and British Columbia and close to half in the two metropolitan areas of Toronto and Vancouver. They formed an important part of the industry's work force in both cities: almost a quarter in Toronto and 29% in Vancouver (Table 3).

More Men than Women

Women tend to hold most hospitality jobs, but not among visible minorities. Women accounted for 61% of all workers in the industry but only 42% of the visible minority workers (Table 4). Their share was even lower for the Chinese (37%) and West Asian and Arab (32%) groups. Only among Blacks and Koreans did women outnumber men. Among groups of European origin, women formed a minority of Italian (48%) and, especially, Greek workers (32%).

The industry's work force is considerably younger than that of other industries. The average age was 31 compared with 37 for all industries. But visible minority workers tended to be older, the average age being 34 overall and reaching as high as 37 for workers of Chinese and Korean origin.

This difference may be partly because 86% of visible minority workers were immigrants, a proportion almost four times as high as for the industry as a whole. Immigrants often have had previous labour force experience in their own country and therefore join the Canadian work force at a later age than many Canadian workers.

Most visible minority workers are recent immigrants. In 1985, they had been in Canada an average of 10 years compared with 21 years for immigrants from Europe.

Chart 1
Index of Annual Employment Growth

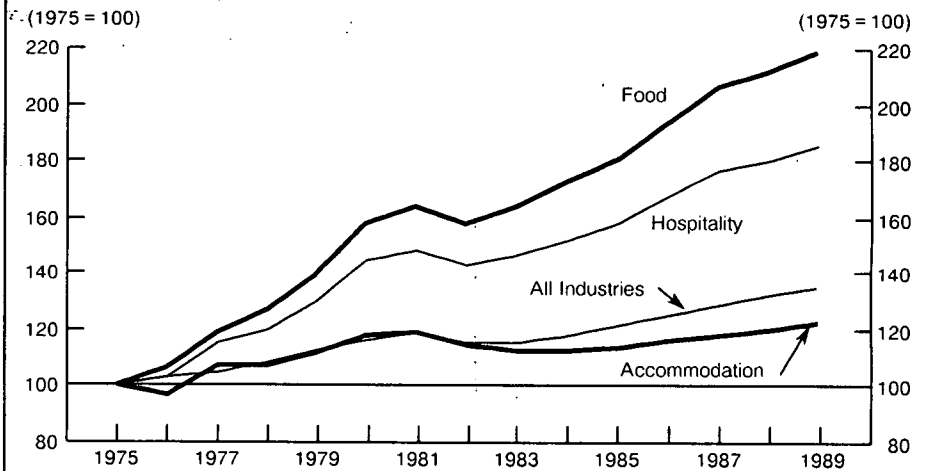


Chart 2
Proportion Employed in the Hospitality Industry, 1985

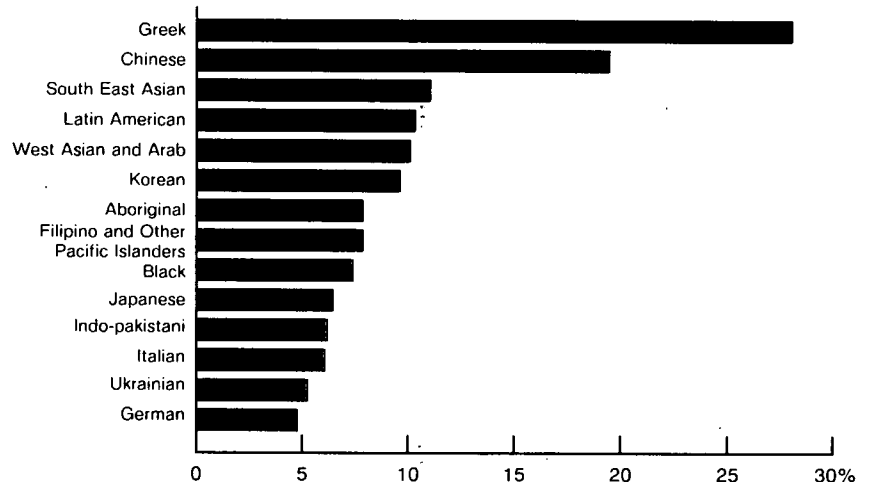


Table 1
Hospitality Industry Work Force, Component Groups, 1985

	Hospitality industry	
	Employed	Share
		%
All origins	809,000	100
British or French	538,700	67
British	239,500	30
French	168,600	21
British and French	130,600	16
Aboriginal	21,300	3
Other origins	249,100	31
Visible minorities	89,700	11
European origins	134,000	17
Other	25,400	3

Source: 1986 Census of Population.

Continued from page 2

Many are their Own Boss

They joined an industry where entrepreneurship plays a smaller role than in other parts of the economy: 4% compared to 6% overall in 1985. But, along with Europeans, they had a greater tendency to be self-employed than workers of British or French origin.

High proportions of persons of Chinese (8%) and West Asian and Arab (9%) background owned their own hospitality business (Table 4), but the proportions were even higher among Koreans (19%) and Greeks (12%). In contrast, relatively few Blacks, Filipinos and Other Pacific Islanders were self-employed.

Full-time vs. Part-time

Part-time work is a basic feature of the hospitality industry. About 40% of its personnel worked part-time in 1985, twice the proportion for the economy as a whole. Only 30% worked mainly full-time, full-year (49 to 52 weeks), compared with over half of all Canadian workers.

In most industries, the work activity of visible minorities was similar to that of other Canadians. But in the hospitality industry, only 31% worked part-time and 40% worked full-time, full-year. Close to half of Chinese employees worked full-time, full-year (47%) and almost 40% of West Asian and Arab workers. But the proportion of Black workers was only 30%, equivalent to the industry average.

Smaller Pay Cheques

Income levels in the hospitality industry are among the lowest of all industries. In 1985, hospitality workers who worked full-time, full-year reported incomes averaging \$15,600, or 58% of the average earned by all Canadian workers. The average income of visible minorities was marginally lower.

Three groups, however, earned somewhat more: Koreans (\$17,100), West Asians and Arabs (\$18,000) and the Japanese (\$18,500). Workers of South East Asian origin, the most recent immigrants among visible minorities, reported the lowest income (\$13,000). In comparison, the

Table 2
Hospitality Industry Work Force, Visible Minorities and European Origins, 1985

	Employed		Group
	Total	Distribution	Distribution
		%	%
All origins	809,000	100	..
Visible minorities ¹	89,700	11	100
Chinese	40,800	5	45
Black	13,900	2	15
Indo-pakistani	9,800	1	11
West Asian and Arab	7,600	1	8
Filipino	4,400	1	5
South East Asian	4,300	1	5
Latin American	3,000	--	3
Japanese	1,900	--	2
Korean	1,400	--	2
Other Pacific Islanders	500	--	1
European origins	134,000	17	100
German	26,700	3	20
Italian	25,900	3	19
Greek	22,900	3	17
Ukrainian	12,800	2	10
Other European	45,700	6	34

¹ Includes persons who reported more than one visible minority origin and aboriginals who also reported a visible minority origin.

-- amount too small to be expressed.

Source: 1986 Census of Population.

Table 3
Hospitality Industry Work Force By Geographic Area, 1985

Geographic area	All origins Employed	Visible minorities		
		Employed	Share	
			Canada	By Area
		%	%	
Canada	809,000	89,700	100	11
Newfoundland	12,000	300	--	3
Prince Edward Island	4,800	100	--	2
Nova Scotia	24,800	1,300	1	5
New Brunswick	20,400	500	1	2
Quebec	181,400	10,200	11	6
Ontario	296,800	37,600	42	13
Manitoba	33,900	3,200	4	9
Saskatchewan	31,500	2,400	3	8
Alberta	87,200	13,500	15	15
British Columbia	113,300	20,300	23	18
Yukon	1,500	100	--	7
Northwest Territories	1,500	100	--	7
CMA's				
Montreal	79,400	8,800	10	11
Toronto	108,400	26,200	29	24
Vancouver	54,500	15,800	18	29

-- amount too small to be expressed.

Source: 1986 Census of Population.

►Continued from page 3

average employment income of workers of European origin were above the industry average.

¹ For more information on the evolution of youth employment in the hospitality industry, see Michel Côté, "Labour Shortage in the Hospitality Industry: Fact or Fiction?", *Travel-log*, Volume 8, Number 2, 1989.

² Ten ethnic groups are defined as visible minorities for federal employment equity purposes: Blacks, Indo-Pakistanis, Chinese, Japanese, Koreans, South East Asians, Filipinos, Other Pacific Islanders, West Asians and Arabs, and Latin Americans.

Michel Côté is a Senior Analyst with Labour and Household Surveys Analysis Division (613-951-6896).

Chart 3
Geographic Distribution of Visible Minority Hospitality Work Force, 1985

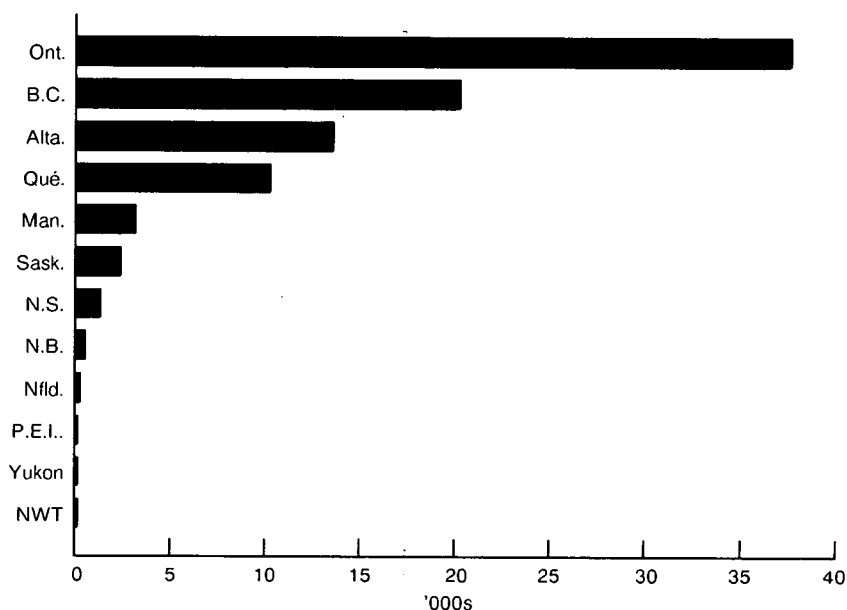


Table 4
Profile of Hospitality Industry Work Force, 1985

	Women	Average age	Immigrants	Average years in Canada	Self-employed	Full-time full-year	Average employment income ¹
	%		%		%	%	\$
All ethnic origins	61	31	22	16	4	30	15,600
Visible minorities ²	42	34	86	10	5	40	15,300
Chinese	37	37	88	12	8	47	15,100
Black	54	29	77	10	1	30	14,300
Indo-pakistani	49	31	93	9	3	35	15,500
West Asian and Arab	32	33	81	10	9	40	18,000
Filipino and other Pacific islanders	46	33	96	7	1	33	14,300
South East Asian	45	30	97	5	2	34	13,000
Latin American	45	32	93	8	1	35	15,700
Japanese	46	32	47	10	4	36	18,500
Korean	57	37	97	10	19	39	17,100
European							
German	68	34	26	23	6	30	16,700
Italian	48	33	51	23	6	36	18,100
Greek	32	38	78	20	12	52	18,400
Ukrainian	68	37	9	34	6	33	17,300
Other European	60	35	53	18	5	36	17,100

¹ Refers to persons who worked full-time, full-year (49 to 52 weeks) in 1985.

² Includes persons who reported more than one visible minority origin and aboriginals who also reported a visible minority origin.

Source: 1986 Census of Population.

This article is based on unpublished data from the 1986 Census of Population. Visible minorities are defined according to the criteria developed by the federal Interdepartmental Working Group on Employment Equity in order to meet the need for employment equity data on designated groups in Canada. Further information and a detailed profile of the visible minorities can be found in, Profile of Visible Minorities and Aboriginal Peoples, January 1990, available from Statistics Canada in printed or machine-readable form.

The hospitality industry includes accommodation service industries and food and beverage service industries defined according to the 1980 Standard Industrial Classification.



Travel-log

Editor's Note...

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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Mexico - A Favourite Among Canadians

By Edith Chartrand

An increasing number of Canadians are travelling to Mexico, their most frequently visited location after U.S. and U.K. Throughout 1989, 374,000 Canadians headed for the beaches of Mexico, the highest visitation ever (Table 5).

Mexico continues to gain popularity among the Canadian market. Compared to 1980 there are now over double the number of Mexico-bound vacationers. Traffic to Mexico dipped in 1985 and 1986, but recovered by 1987 (Chart 4).

Canadians concentrate their travel to Mexico during the cold winter months. Six out of ten visits occur between January and the end of March (Table 6). The second quarter claims 20% of the Canadian traffic. The third and fourth quarters are less popular with 6% and 12% respectively.

Vacations Becoming Shorter

Canadians are shortening their vacations in Mexico, compared to trends at the start of the decade. Travellers stayed over four million nights in Mexico during 1989, double the nights they reported in 1980. However their increase in nights did not keep pace with their visits. As a result, their vacations which typically lasted 13 nights in 1980, have now been shortened to 11 nights in 1989.

The share of visitors that stayed 14-21 nights dropped from 43% to 33% of the total. On the other hand, trips of 7-13 nights in duration grew from 37% in 1980 to 53% in 1989.

Table 5
Canadians to Southern Destinations, 1980 - 1989

	Mexico	Caribbean Islands	South America
000s of overnight visits			
1980	143	469	39
1981	97	440	40
1982	106	410	36
1983	246	382	33
1984	281	390	48
1985	203	514	77
1986	227	528	125
1987	338	557	191
1988	332	570	166
1989	374	632	186

Source: International Travel Survey, special tabulations.

Spending Triples Over the Decade

Travellers spent \$250 million dollars (excluding airfares) on their Mexican trips, a three-fold increase compared to 1980 spending. Their holiday cost them an average of \$668 in 1989 or \$59 per night.

Ontarians Increase Market Share

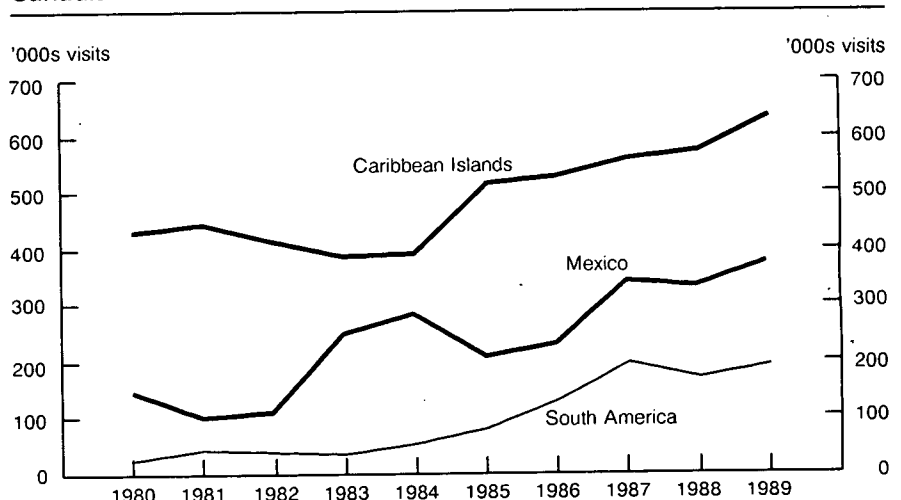
Ontarians are taking even more trips to Mexico. In 1989 they represented almost half of visitors from Canada, compared to 36% in 1980. Quebecers are the next largest market, but their share has dropped from 34% in 1980 to 22%

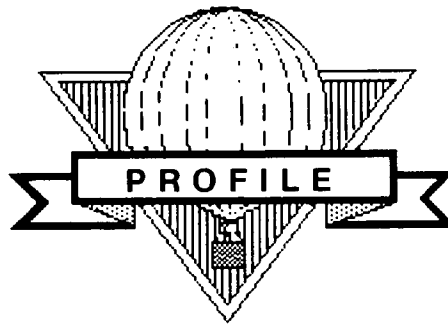
Table 6
Canadians to Mexico, 1980 and 1989

	Volume		Share	
	1980	1989	1980	1989
000s				
Overnight visits	143	374	100	100
Winter	89	230	62	61
Spring	28	72	20	19
Summer	8	21	6	6
Fall	18	51	12	14
Trip duration				
1-6 nights	16	29	11	8
7-13	53	199	37	53
14-21	61	123	43	33
21+	12	23	9	6
Ontario	52	178	36	48
Quebec	49	81	34	22
British Columbia	21	58	15	16

Source: International Travel Survey, special tabulations.

Chart 4
Canadian Visits to Southern Locations, 1980-1989





Quebec, A Travel Market Profile

By Laurie McDougall

Table 7
Canadians Travelling to Mexico by Age, 1980 and 1989

	Volume		Share	
	1980	1989	1980	1989
	000s		%	
Age	143	374	100	100
< 20	8	27	6	7
20-24	16	39	11	10
25-34	37	102	26	27
35-44	32	71	22	19
45-54	25	65	18	17
55+	25	70	18	19

Source: International Travel Survey, special tabulations.

in 1989. Residents of British Columbia represented 16%, up slightly from 15% in 1980.

Mature Travellers Are Mexico Bound

Mature travellers are the ones to watch for expanding market share to Mexico. Between 1980 and 1989 the share of those aged 55+ increased from 18% to 19%, resulting in a tie for second place. Young baby-boomers (25-34) still dominate the Mexico market with a share of 27%, up from 26%. Those aged 35-44 saw their share shrink from 22% to 19%.

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

Edith Chartrand worked as a summer student with the International Travel Section, Education, Culture and Tourism Division (613-951-1791).

Quebec, Canada's second largest province in terms of both geography and population, produces the second largest domestic and international travel markets. However, on a per capita basis, Quebecers do not travel as frequently as most other Canadians. During 1988, 64% of Quebec's population travelled to either an international or domestic destination, which was below the National average of 71% (Table 8).

Lowest Domestic Travel Participation

Quebec had the lowest domestic travel participation - 57% of its residents travelled in Canada during

1988 (Table 8). Just over half travelled to destinations in Quebec while only 17% journeyed to other provinces. Instead of taking trips to other provinces, Quebecers are more likely to travel south of the border. However, their participation rate was still below the 23% participation for Canada. Approximately 7% reported at least one trip to other countries.

Quebec domestic travellers reported 16.7 million overnight trips to Canadian destinations in 1988. About 85% of these journeys were to locations in their province, while the remaining were primarily to Ontario (13%) (Table 9). New Brunswick was the next most popular provincial destination.

Table 9
Quebec Resident Travel Within Canada, 1988

Overnight trips	Volume	Share
	000s	%
Origin Quebec	16,741	100
Within Quebec	14,170	85
To other provinces	2,571	15
Ontario	2,200	13
New Brunswick	172	1

Table 8
Travel Participation, Canada and Quebec, 1988

	Volume		Participation	
	Canada	Quebec	Canada	Quebec
	000s		%	
Total Population 15 + ¹	20,020	5,199	100	100
Travellers:				
All destinations	14,225	3,339	71	64
Canada	12,854	2,969	64	57
In their own province	11,196	2,638	56	51
To other provinces	4,937	864	25	17
United States	4,529	961	23	18
Other countries	1,732	384	9	7

¹ Refers to population of the Labour Force.

Source: Canadian Travel Survey, special tabulations.

▶Continued from page 7

The World Next Door

When Quebec residents leave their province, the U.S. is by far the most popular destination (Table 10). In 1988 Quebecers took close to 3 million trips to the U.S. The Middle Atlantic region is their favourite stomping ground (39%), followed closely by New England (35%). The South Atlantic attracts the third largest contingent of Quebecers (19%). Florida is the main attraction in this region attracting 15% of Quebec visits to the States during 1988 (Table 11).

Table 10
Quebecers Around the Globe, 1988

Destination	Volume	Share
	000s	%
Total Person-trips	3,513	
To the United States	2,872	100
Middle Atlantic	1,112	39
New England	994	35
South Atlantic	544	19
Other	222	9
To other countries	641	100
Europe	299	47
Continental Europe	232	36
United Kingdom ¹	67	11
Bermuda and Caribbean	124	19
South America	72	11
Other areas	106	16
Africa	17	3
Asia	23	4

¹ Includes United Kingdom and Europe combined.

Vive la France

Europe is the next most travelled destination. Close to half of their trips to other countries in 1988 were to European destinations (Table 10). The majority of Quebecers prefer continental Europe and in particular, France. In 1988, France accounted for 30% of the European countries visited by Quebec travellers. In contrast to other Canadian travellers, the United Kingdom was not heavily visited by the Quebec market.

Southern destinations, are also a popular choice. The Caribbean was the destination for 19% of Quebec trips in 1988, while South

Table 11
Top Ten States Visited by Quebecers, 1988

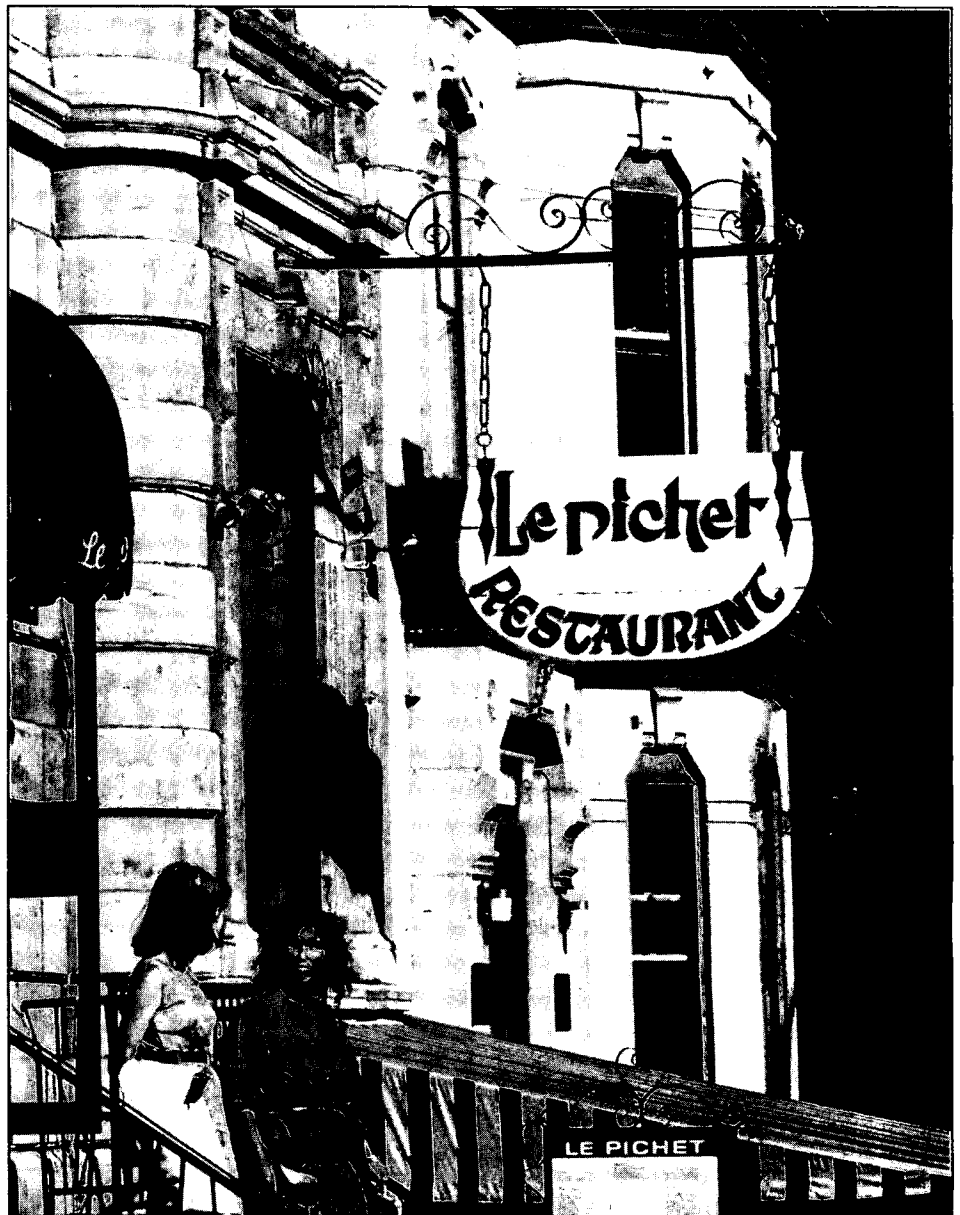
State visited	Volume	Share
	000s	%
Total Visits to U.S.	3,961	100
New York	852	22
Florida	582	15
Maine	450	11
Vermont	408	10
New Jersey	266	7
Virginia	191	5
South Carolina	160	4
Massachusetts	159	4
New Hampshire	145	4
Pennsylvania	128	3

Source: International Travel Survey, special tabulations.

America claimed 11%. Other areas in the south, which includes primarily Mexico, drew 16%.

Sources: Canadian Travel Survey, Quebec Profile; International Travel Survey, special tabulations; Touriscope: International Travel, 1988, Catalogue 66-201; Touriscope: Domestic Travel, 1988 Catalogue No. 87-504.

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





East North Central Region – Leading Source of U.S. Travel Dollars

By Bob Chadwick

The most populous region of the United States is Canada's largest source of travel income. In their travels to Canada during 1988, East North Central (ENC) region residents spent almost \$4 billion dollars (excluding airfares), the highest regional spending.

The region's five states (Ohio, Indiana, Illinois, Michigan and Wisconsin) are home to 17% of the U.S. population, yet they accounted for 22% of the spending in Canada (Table 12). They claimed an even larger share of visits to Canada - 26% in 1988.

This imbalance may be partially explained by the proximity of the region to Canada. Although most of the international border between the ENC region and Canada runs through the Great Lakes, major highway access is available to Canada at the Ontario cities of Windsor, Sarnia and Sault Ste. Marie.

Market Share Maintained

The population of the ENC region was unchanged between 1980 and 1986, while the U.S. population as a whole grew 6% (Table 13). Despite its static population, the ENC region produced the same share of American visits to Canada in 1988 as in 1980.

Business Activity Prominent

Business matters drew ENC residents across the border at a higher rate in 1988 than in 1980. Business trips to Canada were up 73%, compared to a 12% drop in

Table 12
The U.S. and East North Central (ENC) Region Travel Markets,
1980 and 1988

	United States		ENC Region		ENC Share of U.S. Market to Canada	
	1980	1988	1980	1988	1980	1988
	000,000s		000,000s		%	
Population ¹	221	241	42	42	19	17
Total visits	39	36	10	9	25	26
Sameday	28	23	7	7	24	28
Overnight	11	13	3	3	25	21
Nights	50	56	12	11	23	19
	000,000s Cdn. dollars					
Spending	1,905	3,925	420	853	22	22

¹ Population figures are for 1980 and 1986.

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

Table 13
United States and East North Central Region Population, 1980 and 1986

State	Population		Change
	1980	1986	1980/1986
	000s		%
United States	226,546	241,078	6.4
East North Central	41,683	41,738	0.1
Ohio	10,798	10,752	-0.4
Indiana	5,490	5,504	0.3
Illinois	11,427	11,552	1.1
Michigan	9,262	9,145	-1.3
Wisconsin	4,706	4,785	1.7

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

Table 14
Selected Characteristics of East North Central Region Visitors,
1980 and 1988

East North Central Region	Overnight visits		Market share	
	1980	1988	1980	1988
	000s		%	
Total	2,733	2,683	100	100
Business	321	556	12	21
Visiting friends or family	358	406	13	15
Pleasure	1,924	1,691	70	63
Winter	204	323	7	12
Spring	704	612	26	23
Summer	1,493	1,255	55	47
Fall	331	493	12	18
Auto	2,229	1,995	82	74
Plane	296	483	11	18
Bus	71	131	3	5
1 night	540	616	20	23
2-6 nights	1,635	1,524	60	57
6+ nights	558	543	20	20

Source: International Travel Survey, special tabulations.

Continued from page 9

the pleasure segment. Travel to see friends or family living in Canada increased 13% (Table 14).

As might be expected with more business travel activity, air travel was more common in 1988 than in 1980. The number of visitors arriving by plane surged 63%, as against a 10% drop in auto travel.

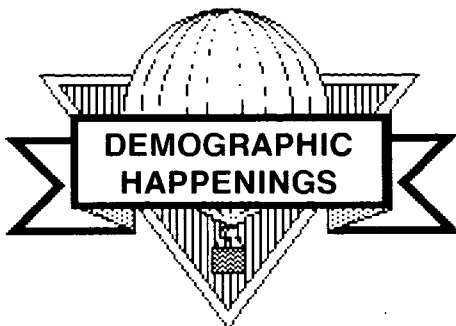
ENC visitors also stayed in Canada for a shorter length of time in 1988; 4.0 days down from 4.2. This resulted from a 14% growth in visits lasting just one night and a 7% drop in longer trips (2-6 nights).

Off-season Travel Strengthened

The sharp seasonal pattern that was evident in 1980 was modified in 1988. This was partly due to the shift to business travel, which tends to occur in the fall and winter quarters (Table 14). The drop in the pleasure segment is reflected in the weakened share of the summer season.

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

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



Canada's Melting Pot

By Laurie McDougall

There is growing diversity in the source of new Canadians. Some twenty years ago Canada accepted 161,500 immigrants, approximately the same number as in 1988. But

where these new Canadians hail from has changed significantly. In 1969, some 22 countries contributed over 1,000 immigrants each, accounting for 82% of the total. By 1988, 37 countries provided approximately the same distribution.

For the first time in 1988, Asians accounted for over half (50.1%) of these immigrants. Only seven countries on the 1969 list were developing nations, while in 1988, 15 third world countries supplied new immigrants. Six countries including Australia and four in Europe disappeared from the list in 1988.

Hong Kong was the number one immigrant supplier in 1988 with over 18,000 residents arriving in Canada, compared to just 3,400 in 1969 (Table 15). India ranked second sending close to 12,000 people, double the number received in 1969. Polish residents were Canada's third largest immigrant group, growing six times immigration levels of twenty years ago. China moved from 8th to 5th place between 1969 and 1988. On the other hand, Great Britain, which was by far the largest immigrant source in 1969, was in 6th position by 1988.

**Table 15
Top Ten Countries Supplying
Immigrants to Canada**

Then... 1969	Now... 1988
Great Britain	Hong Kong
United States	India
Italy	Poland
Portugal	Philippines
Greece	China
India	Great Britain
Trinidad & Tobago	Vietnam
China	United States
Yugoslavia	Iran
Czechoslovakia	Jamaica

Approximately 6,000 Vietnamese immigrated to Canada in 1988, compared to none in 1969. The United States placed 8th, a substantial drop from their second position in 1969. Iran moved onto the list in 1988 with 4,000 immigrants. Jamaican immigration was at approximately the same level as 1969.

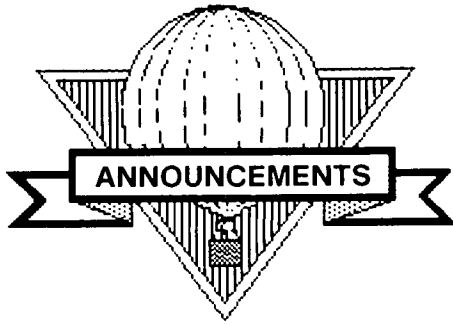
Sources: Current Demographic Analysis, Report on the Demographic Situation in Canada, 1988, Catalogue No. 91-209; Employment and Immigration Canada.

**Table 16
Domestic Travel First Quarter, 1980, 1988 and 1990**

	1980	1988	1990	Change	
				1980/90	1988/90
	000s person-trips			%	
Total	21,802	26,106	26,359	20.9	1.0
Overnight	13,515	13,898	13,938	3.1	0.3
Sameday	8,287	12,208	12,420	49.9	1.7

**Table 17
First Quarter Overnight Domestic Travel By Purpose**

	1988	1990	Change
			1988/90
	000s		%
Total	13,841	13,936	0.7
Visiting Friends/Relatives	6,797	5,959	-12.3
Pleasure	3,085	3,718	20.5
Business	2,732	3,176	16.3
Personal	1,227	1,083	-11.7



Domestic Travel, First Quarter 1990

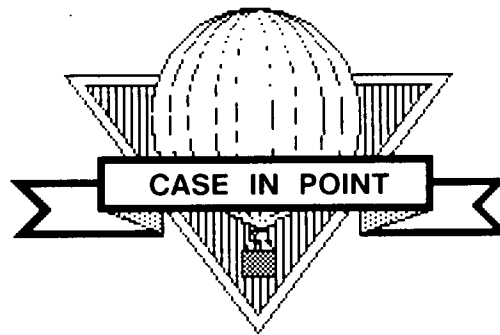
While Canadians were setting records for travel outside the country during the first quarter of 1990, they were not keeping up this pace at home. The first quarter, which is typically the slowest quarter for domestic travel, registered 26.4 million trips in 1990, a slight increase from 1988. Compared to ten years ago travel was 21% higher (Table 16).

Almost 14 million of these domestic journeys lasted at least one night, virtually the same as 1988 first quarter patterns. Compared to ten years ago, overnight travel was just 3% higher. Sameday excursions totalled 12.4 million, a moderate increase over 1988, but a 50% gain over 1980.

Pleasure travel recovered in the first quarter of 1990. During the wintry months, domestic travellers reported 3.7 million overnight trips, a 21% jump over 1988 (Table 17). On the other hand, Canadians curtailed travel to see friends or family by 12%. Business travel activity climbed 16% to 3.2 million.

The Atlantic provinces, with the exception of P.E.I., claimed the largest percentage gains between the first quarter of 1988 and 1990. Newfoundland was in the lead with a 50% increase followed by Nova Scotia (46%) and New Brunswick (35%).

British Columbia saw fewer Canadians travelling in their province during the first quarter of this year. Approximately 2.6 million trips were destined for B.C. in 1990, 11% fewer than 1988. Ontario also had less domestic travellers (8%) during this period. Travel to Alberta slipped 4% between 1988 and 1990.



Super 8 Motels Expands Into Canada

Super 8 Motels international headquarters in South Dakota, recently found itself in need of travel data for projected Canadian expansion. Super 8 Motels Inc., which began building economy motels in midwestern United States in 1974, now operates over 750 economy motels in 47 States and in Canada.

The Franchise Sales/Marketing Department received requests from several of the company's franchisees regarding the lodging trends in each of the Canadian provinces. Using the Canadian Travel Survey data base, information was provided on various trip characteristics.

Additional facts on American tourists coming to Canada and some of their travel patterns was also required. The International Travel Survey was used to supply numbers on Americans travelling into Canada.

"This information was critical if our company was going to look seriously at economic development in Canada," stated Executive Vice-President of Sales and Marketing, John Foy.

As an additional resource, Super 8 Motels also ordered the published reports of the TOURISCOPE family which detail all Canadian travel statistics for both domestic and foreign travellers within the country.

Super 8 Motels expects to open 125 new motels each year for the next three years with about 6% of those in various Canadian provinces. The information provided by Statistics Canada was used to support this company strategy. Super 8 will be following the 1990 domestic and international trends closely.

