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Spending on Selected Recreation Items in Canada

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In early 1998, Alexei Yashin delighted Canadians by donating one million dollars to the National Arts Centre. Mr. Yashin, who is a star centre with the Ottawa Senators' hockey club, has an obvious interest in other forms of recreation than just sport. Understanding how consumers and non-consumers allocate their recreation dollars is important to the producers of recreation goods and services as well as to policy makers. This article will examine some of the characteristics of household spending on a selection of recreation goods and services.

Obviously not many Canadian households can support recreation to the same extent as Mr. Yashin. However, almost every Canadian household did spend on recreation in 1996. In fact, 1996 records the highest percentage (97.5) of households who spent on recreation since 1969, the earliest survey year for which comparable data are available.

Although data on household spending on recreation do not reveal the frequency or quantity of goods and services purchased, it is a good measure of the importance of these goods and services to a household. The spending information used in this study is taken from the 1996 Family Expenditures Survey. This survey records household level spending only. It does not record individual spending by persons within the household, the number of items purchased, or the motivation for the purchases.

The spending categories discussed in this article are taken from the 1996 Family Expenditure Survey. Most of the items are from the major spending category "recreation" as defined by the Family Expenditures Survey, which includes the following sub-categories:

- *recreation equipment*
- *recreation vehicles*
- *home entertainment equipment and services*
- *recreation services, including among others*
  - *spectator entertainment*
    - *movie theatres*
    - *live sports including hockey games*
    - *live staged performances*
    - *rental of cablevision*
    - *rental of satellite services*

In addition, information is drawn for the major category "reading materials" which contains:

- *newspapers*
- *magazines*
- *books (excluding school books)*

Recreational spending is taking a little more of the household budget

Not only did more households spend on recreation in 1996 than in 1969, but recreation also became a bigger part of the household budget[1]. Since 1969, spending on recreation as a proportion of the average household budget has inched up by just over 1 percentage point to 5.4% in 1996. Recreation services such as movies, cablevision and live staged performances have been responsible for most of this increase; in 1996, on average, households allotted about 2% of their budgets to purchasing recreation services, almost double the proportion in 1969. Reading materials have maintained a constant proportion of the average budget at around 0.5%.

[1] *The term "budget" is used throughout this text for "total expenditure". Total expenditure includes all expenses incurred during the survey year for food, shelter, household operations, household furnishings and equipment, clothing, transportation, health care, personal care, recreation, reading materials, education, tobacco products and alcoholic beverages, a miscellaneous group of items, personal taxes, personal insurance payments and pension contributions, and gifts and contributions to persons outside the household.*

In This Issue...

In 1992, spending on recreation even overtook spending on what is normally considered an essential - clothing - as a proportion of the average household budget. Household budget items of food, shelter, clothing, transportation and personal taxes accounted on average for 67.9% of household budgets in 1996, virtually unchanged from 1969.

What about households in 1996?
Households almost evenly divided their recreation dollars between purchases of goods (recreation vehicles and home entertainment equipment, for example) and purchases of recreation services (such as admissions to movie theatres and live staged performances, and subscriptions to cablevision).

Among reading materials, newspapers were the most popular based on the percentage of households that bought them. Magazines and then books followed. Newspapers generally cost the least per copy and hard cover books usually cost the most. Price may well have an influence on the popularity of the reading medium.

Does income make a difference?
For purposes of this study, households were ordered according to their income from the smallest to the largest and then evenly divided into five groups. Households in both the lowest and the highest income groups spent virtually identical proportions of their budgets on food, shelter, clothing, transportation and personal taxes combined, on recreation, and on reading materials (refer to Table 2). Shelter took the lion's share of the lowest income household budget, whereas personal taxes took this share for the highest. Food on average took almost twice as much of the lowest income household budgets as it did of the highest, while clothing and transportation took about the same proportions.

The highest income households allocated, on average, 5.5% of their budgets to spending on recreation and 0.5% to reading materials. Lowest income households, on average, dedicated 4.5% of their budgets to

Clothing loses as recreation gains household budget share

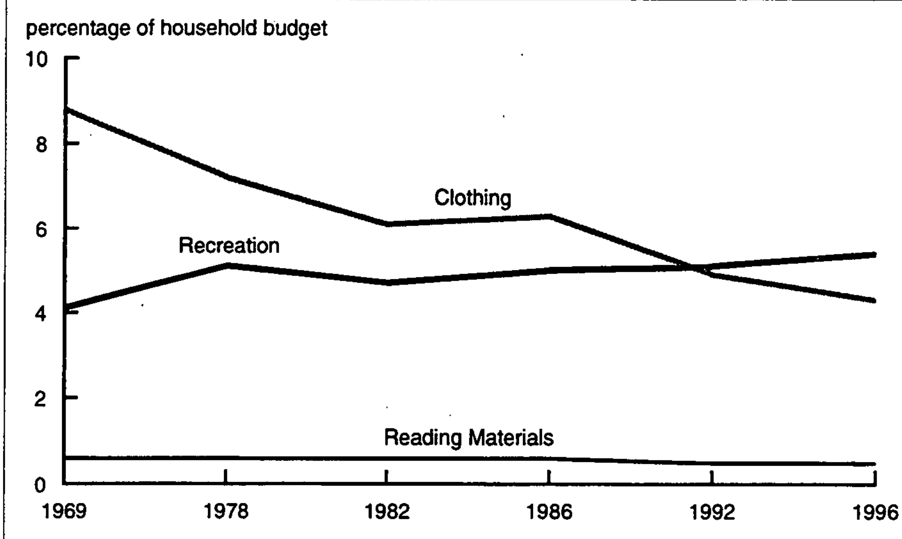

Table 1
Average Household Spending on Recreation and Reading Materials, Canada, 1996

	Average expenditure per household	Percentage reporting expenditures	Average expenditure per household reporting
	($)	(%)	($)
Household budget	49,068	100	49,068
Recreation	2,639	97.5	2,707
Recreation equipment and associated services	799	83.7	954
Recreation vehicles and outboard motors	358	31.6	1,130
Home entertainment equipment and services	527	83.2	633
rental of videotapes/video discs	92	60.9	152
Recreation services	955	92.2	1,036
spectator entertainment performances	432	89.4	484
movie theatres	58	56.3	102
live sport spectacles	37	22.3	165
hockey games	19	12.5	155
live staged performances (e.g. concerts)	61	36.4	169
cablevision	254	69.1	367
rental of satellite services	6	1.3	418
use of recreation facilities	281	60.5	465
admission to museums, exhibitions, etc.	17	25.9	66
package travel tours	217	9.6	2,267
sightseeing tours and excursion packages	20	6.0	330
other cultural and recreational services and facilities	5	4.3	113
Reading materials and other printed matter	252	88.0	287
Newspapers	109	70.6	155
Magazines and periodicals	51	52.4	97
Books and pamphlets (excluding school books)	76	49.1	155
paper back	42	37.5	112
hard cover	34	27.0	126
Maps, sheet music and other printed matter	6	15.8	40
Services: duplicating, library fees and fines	10	21.6	46

Note: Only selected categories are shown here, so subtotals do not necessarily equal the sum of the components shown.

recreation and 0.7% to reading materials. While these overall proportions are similar, lowest and highest income consumers apportioned their budgets differently among the individual categories.

While the vast majority of the highest income households went to the movies and subscribed to cablevision, just over half of the households with the lowest income subscribed to cablevision and less than a third bought tickets to the movies. Renting videotapes was also far more popular with the highest income households probably because almost all of these households owned a VCR, were much larger than average in household size, and had younger than average reference persons. With fewer than two-thirds of the lowest income households owning VCRs, fewer households rented videotapes.

Less than three quarters of the lowest income households purchased reading materials[2]. On the other hand, almost every one of the highest income households purchased reading materials. Newspapers were the most popular of the reading materials with the lowest income households - 52% purchased newspapers versus 26% that purchased books.

It's my money and I'll spend it how I want to

Households can be classified by the amount that they spend on selected items such as newspapers, books or going to the theatre, and then examined for expenditure patterns in other recreation and entertainment areas. Are big purchasers of newspapers also big spenders (compared to the average) on live staged performances or subscriptions to cablevision? Are book lovers also live music lovers? Are live staged performance goers also sporting events enthusiasts?

[2] *Participation based on spending for reading materials is one of many ways to measure this activity. Additional reading can occur while waiting for the doctor, hair dresser or dentist or by borrowing materials from a local, school or work library. Also, more written information (including newspapers) is now available via the Internet and many reference tools such as encyclopaedia and dictionaries come in CD-ROM format. The 1994 International Adult Literacy Survey (IALS) found that 87% of Canadians aged 16 and over read a newspaper at least once a week. The 1992 General Social Survey found that almost 40% of adults spent almost an hour and half reading each day.*

Table 2
Distribution of the Household Budget among Lowest and Highest Income Households, 1996

	Lowest income households			Highest income households		
	% of households reporting expenditures	Average amount spent ($)	% of budget	% of households reporting expenditures	Average amount spent ($)	% of budget
Food	100.0	3,049	18.5	100.0	9,333	9.6
Shelter	99.6	5,227	31.8	100.0	12,793	13.2
Clothing	96.0	660	4.0	100.0	4,249	4.4
Transportation	91.3	1,738	10.6	99.9	11,302	11.6
Personal taxes	64.0	459	2.8	99.9	29,576	30.4
Sub-total	...	**11,133**	**67.7**	...	**67,253**	**69.2**
Household operation	100.0	1,083	6.6	100.0	3,930	4.0
Household furnishings, equipment	82.4	409	2.5	98.7	2,490	2.6
Health care	91.1	472	2.9	99.9	1,540	1.6
Personal care	99.8	373	2.2	100.0	1,382	1.4
Recreation	90.7	733	4.5	99.9	5,379	5.5
Reading materials	72.3	118	0.7	97.2	441	0.5
Other	...	2,124	12.9	...	14,729	15.2
Total budget	**100.0**	**16,444**	**100.0**	**100.0**	**97,145**	**100.0**

Table 3
Average household spending on selected recreation services, by lowest and highest income households, 1996

	Lowest income households		Highest income households	
	% of households reporting expenditures	Average amount spent ($)	% of households reporting expenditures	Average amount spent ($)
Recreation Services	78.0	335	99.1	1,971
movies	27.8	16	80.2	113
live sport spectacles	6.7	5	35.9	90
live staged performances	15.6	12	60.0	146
cablevision	54.8	181	81.2	324
admission to museums, exhibitions, etc.	10.7	3	40.4	35
Reading Materials	72.3	118	97.2	441
newspapers	51.9	61	84.5	164

Note: Not all recreation services or reading materials sub-categories are shown and therefore, data will not add to totals.

Following the newshounds

Big spenders on newspapers spent an average of $329 on their papers annually. Over three-quarters of these households subscribed to cablevision, spending almost $400. The next favourite recreation services were going to the movies with 61.3% spending an average of $127, and attending live staged performances, with 46.5% of households spending on average $238. Compared to average spending by Canadian households, big spenders on newspapers were above average spenders on movies and live staged performances.

Defining big, little and non-spending households.
To examine non-spending, little and big spending households by a specific item, all households were ranked by the amount that they spent on the item. All non-spending households were grouped together. The remaining households were then divided equally among four spending groups. The first spending quartile contains the households that spent the least on the item and is used to profile the little spenders. The profiles of the big spenders are taken from the fourth spending quartile.

Just give me a good book... or an evening at the theatre

Book lovers - households that spent an average of $406 on books - also enjoyed video entertainment. About three quarters of book-loving households paid to go to the movies, subscribed to cablevision and rented videotapes. While video entertainment and the written word were popular with book lovers (these households allocated twice the average share of their household budgets for reading materials (1%)) so too were live staged performances. A well above average number of book-loving households (59.2% versus an average 36.4% for Canada) paid to attend concerts and the theatre.

Almost all households that spent a lot on attending concerts and live theatre purchased reading materials. As usual newspapers were the most popular form of the written word, but books replaced magazines for second place with three-quarters of the big spenders on concerts buying books.

Hockey household tastes more versatile

Over 60% of hockey fan households paid to attend live staged performances. However, only a fifth of the big spender concert-going households purchased tickets to a hockey game. Perhaps households with hockey fans are more interested in a variety of recreational and cultural activities than the big spenders on live staged performances.

Table 4
Profile of newspaper non-spenders, little spenders, and big spenders

	Non-spenders		Little spenders		Big spenders	
	% of households reporting expenditures	Average spending per household reporting $	% of households reporting expenditures	Average spending per household reporting $	% of households reporting expenditures	Average spending per household reporting $
Budget	100.0	38,799	100.0	43,055	100.0	64,805
Recreation	95.5	2,113	97.6	2,592	98.8	3,389
rental of videotapes	54.5	148	65.5	145	61.2	167
movie theatres	45.6	87	58.3	91	61.3	127
hockey games	6.5	104	12.7	82	17.1	224
live staged performances	25.5	138	33.7	127	46.5	238
cablevision	62.5	345	62.9	356	76.9	397
Reading materials	59.3	153	100.0	153	100.0	545
newspapers	...	...	100.0	28	100.0	329
magazines	38.4	81	54.0	74	62.7	120
books	35.8	139	52.3	132	57.8	206

Note: Not all recreation services or reading materials sub-categories are shown and therefore, data will not add to totals.

This notwithstanding, at 37.4%, more concert-going households attended live sports spectacles than the Canadian average. This is probably a function of income since concert-going households had an average income 78% higher than that of Canadian households overall.

Recreation and leisure spending - it's a matter of taste

While Canadian households are diverse, and their tastes in recreation and leisure-time pursuits vary, almost all dedicate some of their household budgets to these activities.

Recreation - it's not for us

Non-spending households did not purchase selected items, for reasons that could include accessibility, income and interest. The non-spending households on expenditure categories such as video entertainment (including the rental of satellite services, cablevision, and videotapes; purchase of pre-recorded videotapes; movie theatre admissions) and reading materials (excluding school books) shared some common features. Their average household incomes were almost one half the national average household income, and these households were much smaller than the average. Also, the average age of the reference person for non-spending households for video entertainment, at 63, was considerably higher than the national average of 49. For non-spending households on reading materials, this average was 50. Non-spending households on video entertainment were more likely to be homeowners (53%) while non-spending households for reading materials were more inclined to be renters (44% homeowners).

Non-spending households on individual recreation items such as movies and books also had lower than average household incomes (although not nearly as low as for non-spenders on video entertainment and reading materials). Perhaps the narrowing of the gap reflects household decisions not to attend or purchase individual items within a broader spending category.

Table 5
Profile of book non-spenders, little spenders, and big spenders

	Non-spenders		Little spenders		Big spenders	
	% of households reporting expenditures	Average spending per household reporting $	% of households reporting expenditures	Average spending per household reporting $	% of households reporting expenditures	Average spending per household reporting $
Budget	100.0	38,601	100.0	47,932	100.0	73,845
Recreation	95.3	1,948	99.7	2,620	99.7	4,348
rental of videotapes	47.9	143	71.7	143	75.9	181
movie theatres	42.2	90	64.8	74	75.1	147
hockey games	8.6	179	18.4	102	15.7	216
live staged performances	24.1	133	37.3	120	59.2	258
cablevision	66.8	358	68.7	361	74.2	387
Reading materials	76.5	168	100.0	178	100.0	736
newspapers	62.9	146	75.1	132	82.4	201
magazines	39.0	77	59.1	63	75.3	160
books	...	...	100.0	24	100.0	406

Note: Not all recreation services or reading materials sub-categories are shown and therefore, data will not add to totals.

What the Census Tells us About the Cultural Labour Force: Some Highlights from the 1996 Census

Pina La Novara, Labour Market Analysis, Culture Statistics Program

Statistics Canada released 1996 Census data on labour force activity, occupation and industry in March 1998. Information on the level of education, income and other demographic characteristics of labour force participants will be released at a later date. The following are a few highlights:

- According to the 1996 Census, there were 14.3 million Canadians in the experienced labour force, a growth of less than one percent since 1991. Over 110,000 of these Canadians were involved in selected creative cultural occupations[1] - this was a 15% increase from the previous census. Each of the cultural occupational groups grew considerably more than the total experienced labour force between 1991 and 1996 with the exception of artisans and other craftspeople who recorded a 10% decline in participants.

- Over three quarters of creative cultural workers lived in Ontario (40%), Quebec (21%) and British Columbia (17%) in 1996, little changed from five years earlier.

- Of the selected cultural occupations included in the table below, the largest group consisted of musicians and singers with 29,300 people in the experienced labour force, followed by artisans and craftspeople (18,700) and writers (18,600).

- Most artisans and craftspeople (63%) and dancers (86%) were women, whereas most actors (58%), producers, directors and choreographers (64%), and conductors, composers and arrangers (72%) were men.

SOC*	Selected Occupation	1991	1996	% Change
F021	Writers	15,290	18,585	22%
F031	Producers, directors, choreographers and related occupations	12,820	15,900	24%
F032	Conductors, composers and arrangers	1,915	2,090	9%
F033	Musicians and singers	25,105	29,265	17%
F034	Dancers	3,835	5,730	49%
F035	Actors	4,550	6,815	50%
F036	Painters, sculptors and other visual artists	11,320	13,300	17%
F144	Artisans and other craftspersons	20,790	18,685	-10%
	Selected occupations total	95,625	110,370	15%
	Total Canadian experienced labour force	14,220,235	14,317,545	0.68%

* *Standard Occupational Classification*

The Culture Statistics Program (CSP) is currently working on the developmental phase of a project focusing on the culture labour market. This project will explore two of Statistics Canada's major data sources, the Census and the monthly Labour Force Survey, to analyze the dynamics of culture workers. The CSP is in the process of establishing a consortium of interested members who will play an active role in developing consistent definitions and concepts as well as the parameters for the project. The objective is to provide consortium participants with data products which are relevant and useful. Establishing a consortium will also allow for cost efficiencies in producing the data products, thereby reducing the costs for each member.

This is the perfect time for interested parties to express their interest in the project; because the project is in its initial stages, the CSP can more easily accommodate people's data requirements and suggestions. Please contact Pina La Novara at 613-951-1573 or at lanopin@statcan.ca if you are interested in being a funding partner in the project or if you would like additional information on it. □

[1] *Please note that this analysis includes those who classified themselves as being involved in a cultural occupation in either a cultural or non-cultural industry. This analysis differs, therefore, from other research work done in the Culture Statistics Program which focuses exclusively on cultural and non-cultural workers in the cultural industries.*

A Close-up of Culture/ Heritage Travel in Canada[1]

Laurie McDougall, Tourism Statistics Program

- Domestic travel involving culture/ heritage activities numbered over 14 million leisure trips in 1996 and almost $3 billion in spending in Canada.
- Leisure travellers who include a culture/heritage activity in their trips travel greater distances, have longer stays and higher spending per trip compared to other leisure travellers.
- Accommodation establishments benefitted from culture/heritage travel, with campgrounds receiving the majority of the commercial nights.
- Culture/heritage travel is more susceptible to seasonal peaking, with the majority of trips taking place in the summer.
- Canadians who participated in leisure trips with culture/heritage activities are slightly more likely to be women, to have a university or college education, and to have higher incomes than other types of leisure travellers.

From jazz festivals to world-class heritage sites, Canadians love culture and will travel great distances in their own country to attend certain events or experience unique parts of Canada's history or culture. There are myriad examples of the impact cultural/ heritage tourism has on local economies, not to mention its role in raising awareness among Canadians of our rich cultural heritage[2] and presentation venues. The Stratford Theatre Festival contributes many jobs to the local economy; the Renoir exhibition at the National Gallery of Canada was an unprecedented success; the Festival international de jazz de Montreal is one of the largest festivals in Canada, to name just a few. Also, each year, Canadian communities are expanding their repertoire of local events and activities in recognition of their attraction to tourists.

Generally speaking, we Canadians are the largest market for our own tourist attractions. As shown in Table 1, participation in cultural activities among the general population is quite

[1] *reprinted with modifications from Statistics Canada,* Travel-log, *Catalogue No. 87-003-XPB, Volume 17, Number 2.*

[2] *Statistics Canada,* Canada's Culture, Heritage and Identity: A Statistical Perspective, 1995 Edition, *Catalogue No. 87-211-XPB.*

evident, with over half of Canadians aged 15 and over indicating that in 1992 they had visited a museum or art gallery or attended a festival, fair or exhibition (*1992 General Social Survey*). Given this broad interest among the population, when Canadians take a domestic trip, it is not surprising that they often include a culture/heritage activity on their travel agendas; in many instances, it may be their main motivation for making a trip. Culture/heritage travel can include anything from visiting an historic site to watching a festival or event, to appreciating nature (see the *Note to Readers*).

Table 1
Participation in cultural activities by Canadians 15 and over greatest for heritage institutions, 1992

	Participation
Went to a museum, art gallery or other heritage institution	56%
Attended a festival, fair or exhibition	51%
Attended a concert or performance	30%
Visited a conservation area or nature park	46%
Attended a performance of ethnic or heritage dance/music	12%

Source: Statistics Canada, General Social Survey, 1992

Note to readers
For the purpose of this article, only trips where pleasure/leisure was the main purpose are considered. Culture/heritage travel is defined as trips taken for pleasure, visiting friends or relatives or personal reasons that included participation in one or more of the following activities: attending a festival, fair or exhibition; attending a cultural event; attending an aboriginal/native cultural event; visiting a museum or art gallery; visiting a zoo or natural exhibit; visiting a historic site; going bird or wildlife viewing. In the Canadian Travel Survey, respondents are only asked if they participated in these activities while on a trip so the relative importance of these activities to the overall purpose of the trip is not known. Visits to national or provincial parks were not considered as part of culture/heritage travel unless the trip included participation in one or more of the selected culture/heritage activities.

The size and nature of the market
In 1996, Canadians took approximately 14 million leisure trips that involved participation in one or more culture/heritage activity, 12% of all leisure trips. The *1996 Domestic Tourism Market Research Study* conducted by the Canadian Tourism Commission (CTC) supports this finding of the relative share of the cultural travel segment. This study estimated that cultural travellers represented an estimated 15% of all leisure travellers[3].

In 1996, participation in culture/heritage activities among Canadian travellers (Table 2) somewhat resembled the overall pattern of participation by the Canadian population aged 15 years and older in 1992 (Table 1). Attending festivals or fairs is the most popular activity among the culture/heritage travel group and the second most popular for the population as a whole. The lowest participation was noted for aboriginal or native cultural events, reflecting the niche aspect of this activity.

Culture/heritage travel involves greater distances and longer stays
Canadians participating in culture/heritage activities spent close to $3 billion[4] while travelling in Canada in 1996 or approximately one-quarter of the total spending by Canadian leisure travellers. They averaged more nights away from home and travelled greater distances: 565 km versus 343 km for other travellers. Due to their tendency to take longer and more expensive trips (e.g., by plane), their average overnight trip spending of $255 was more than double the spending by other leisure travellers.

[3] *Canadian Tourism Commission, Domestic Tourism Market Research Study, Main Report, 1996.*

[4] *This refers to the total amount spent by travellers who indicated participation in selected culture/heritage activities. It does not necessarily represent the spending directly attributable to culture/heritage since travellers may have participated in other types of activities throughout the trip.*

Table 2
Culture/heritage activities we participate in while on a domestic leisure trip, 1996

	Visits to culture/heritage sites/events	Percentage of visits to culture/heritage sites
Culture/heritage travel		
Attended a festival, fair or exhibition	3,852,000	20%
Visited a museum or art gallery	3,537,000	18%
Visited an historic site	3,274,000	17%
Attended cultural events (plays, concerts)	3,208,000	17%
Visited a zoo or natural exhibit	2,876,000	15%
Went bird or wildlife viewing	2,149,000	11%
Attended aboriginal/native cultural event	468,000	2%

Note: Since travellers may participate in more than one activity, the sum of activities exceeds the total trips for culture/heritage travel.
Source: 1996 Canadian Travel Survey

Table 3
Domestic culture/heritage travel in comparison with other domestic leisure travel, 1996

	Culture/heritage travel	Other leisure travel
Total expenditures ($millions)	2,767	8,200
Sameday trips (thousands)	3,782	51,248
Trips of one or more nights (thousands)	10,133	53,256
Nights (thousands)	48,883	159,189
Share of domestic travel expenditures (%)	25	75
Share of overnight trips (%)	16	84
Share of nights (%)	31	69
Trips of one or more nights:		
Average duration (nights)	4.8	3.0
Average spending ($)	255	113
Average distance (km)	565	343

Commercial accommodation establishments benefit from culture/heritage travellers

Canadians travelling in their country who included culture/heritage activities as part of their itinerary tended to stay with friends or family, resulting in over half their nights being spent in non-commercial accommodations. Their dependency on friends or family for accommodation was less common, however, compared to other leisure travellers. An estimated 36% of their nights were spent in commercial accommodation, with campgrounds representing the largest share. Hotels ranked as the second most popular commercial accommodation choice among culture/heritage travellers.

Table 4
Accommodation used by domestic culture/heritage travellers in comparison to other domestic leisure travellers, 1996

	Culture/heritage travellers	Other leisure travellers
	(%)	(%)
Total accommodation	100	100
Non-commercial	57	73
Home of friends/relatives	42	58
Private cottages	15	15
Commercial	36	23
Hotels	10	6
Motels	6	4
Campgrounds	15	10
Resorts, B&Bs, cottages	5	3
Other and not stated	7	4

The summer quarter (July, August, September) is by far the most popular travel period for Canadians participating in culture/heritage activities, with 55% of their trips taken during this period. This is related to the timing of many festivals and special events during this prime family vacation time. About 20% of culture/heritage trips were taken in the spring (April, May and June) compared to 14% in the winter and just 11% in the fall (October, November and December).

Table 5
Socio-demographic characteristics of culture/heritage travellers compared to other leisure travellers, 1996

	Culture/heritage travellers	Other leisure travellers
Married	51%	55%
University/college education	45%	41%
Women travellers	54%	50%
Incomes over $60,000	27%	22%

Canadian travellers participating in culture/heritage activities have similar socio-demographic characteristics to other leisure travellers. However, culture and heritage participants were slightly more likely to be women, to have a university or college education, and to earn higher incomes.

With increasing tourist demand for unique and authentic experiences which put Canadians in touch with their rich culture and heritage, growth in this type of vacation is expected in the future[5]. Many participants in the tourism industry are already realizing the advantages of forging partnerships with the cultural/heritage community. Tourism businesses and organizations who take the lead in such holiday experiences may reap new benefits in the future.

[5] *Canadian Tourism Research Institute:* Travel Forecast 2000: Twenty-One Questions for the 21st Century, 1997

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